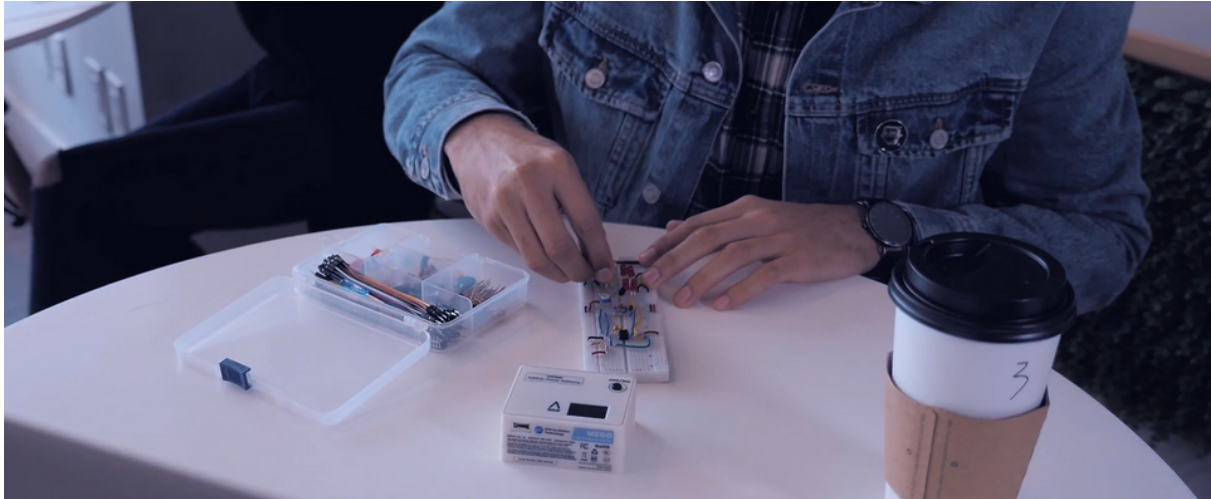# Monthly Newsletter

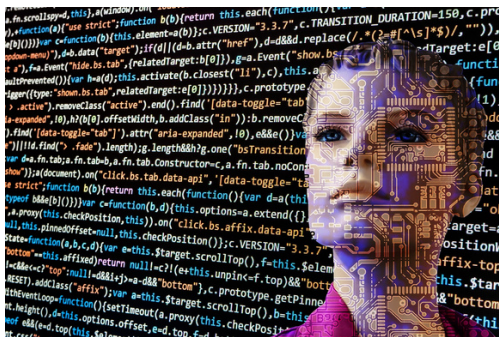**EIM TECHNOLOGY™**

4 April 2024

Here's what has happened in the last month and what's to come!

Welcome to our monthly newsletter. In this issue we present you with news happening around STEM education and technology. Packed with exciting updates, valuable insights, and exclusive offers, this newsletter is designed with you in mind. Each month, we'll bring you the latest news, tips, and highlights to keep you informed and inspired.

In this newsletter you can expect:

- TOP 3 Technology / EdTech/ STEM Updates

- Stories of Impact

- Our Next Project

- Our Trending Product

- Our Next Project

- Message from Founder

- EIM Technology Core Value

EIM TECHNOLOGY

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1) National Robotics Week / RoboWeek (April 2nd Week)

Mission:
National Robotics Week celebrates the advancements, innovations, and potential of robotics technology. This week-long event aims to inspire students of all ages to pursue careers in science, technology, engineering, and mathematics (STEM) by engaging them in exciting robotics demonstrations, competitions, and educational activities. Robotics Week showcases the latest developments in robotics across various industries, from healthcare and manufacturing to space exploration and entertainment. It serves as a platform for robotics enthusiasts, researchers, educators, and industry leaders to collaborate, share knowledge, and spark creativity. Through hands-on experiences and interactive events, National Robotics Week fosters a deeper understanding of robotics and its impact on society while encouraging future generations to become the innovators and problem solvers of tomorrow.

National Robotics Week was established in the United States in 2010 by a group of robotics companies, educational institutions, and nonprofit organizations. It typically takes place during the second week of April each year. The significance of National Robotics Week lies in its mission to promote public awareness and understanding of the importance of robotics technology and its impact on various aspects of society.

Additionally, National Robotics Week serves as a platform for networking, knowledge-sharing, and collaboration among robotics professionals, researchers, educators, policymakers, and the general public, ultimately contributing to the advancement of robotics technology and its applications worldwide.

REFRENCE:
- https://www.nationalroboticsweek.org/

GOOD TO KNOW LINKS:

Some programs align and resources to RoboWeek
- www.nationalroboticsweek.org website
- Shrinking Robots! program
- Is That Robot Real book and graphics
- Robots and People program
- What Makes Us Human? activity
- NISE Network engineering and robotics resources https://www.nisenet.org/engineering

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2) McMaster University & Celesta Capital Partner to Nurture Development of Canadian Deep Tech Startups

In San Francisco on March 5, 2024, McMaster University and Celesta Capital unveiled a collaborative venture aimed at fostering the growth of a thriving and sustainable network of Canadian deep tech entrepreneurs. This partnership seeks to stimulate innovation within McMaster, aid startups and researchers associated with McMaster in bringing their intellectual property to market, and facilitate greater connectivity and opportunities between Canada's tech scene and prominent venture capital centers such as Silicon Valley and India. The announcement took place during their inaugural joint event titled "Partnering to Accelerate Deep Tech Commercialization in Canada," hosted at McMaster Innovation Park. Leveraging Celesta's expertise as a prominent deep tech venture capital investor and business developer, McMaster University, known for its strong research focus, stands to benefit significantly from this long-term partnership.

Highlights:
- "McMaster is committed to moving research from the lab and into the hands of those who can put it to work out in the world," said McMaster President David Farrar. "This partnership with Celesta Capital allows us to combine our research, talent, and intellectual property with their entrepreneurial expertise and vast network of investors to create companies that benefit both the Canadian economy and broader society."
- "We are excited to embark on this venture with McMaster University with the long-term goal to foster a vibrant deep tech ecosystem within Canada," said Nicholas Brathwaite, Founding Managing Partner of Celesta Capital. "As a McMaster alumnus, it is a great honor to establish this partnership and build upon the strength of a renowned research institution. We believe Celesta will add tremendous value to McMaster's budding entrepreneurs, helping to nurture their innovations into successful companies and supporting them with investment, intellectual capital, network connections, and more."

Key Insights:
- Engagement with Emerging Companies: Celesta Capital collaborates closely with McMaster's researchers and entrepreneurs in tech sectors, seeking investment opportunities and partnerships with its portfolio companies.
- Pitch Competitions: Celesta judges McMaster's startup pitches, mentoring entrepreneurs and facilitating investment access.
- Support for MEA: Celesta advisors mentor MEA fellows in launching and growing startups.
- Ecosystem Enhancement: Celesta hosts bi-annual "Industry Summits" at McMaster to connect researchers, industry leaders, and investors, boosting research and startup projects in Energy, Cleantech, and Life Sciences.
- IP Strategy: Celesta's experts aid MILO in navigating IP procedures, maximizing startup competitiveness, and optimizing inventions.

REFRENCE:
https://www.newswire.ca/news-releases/mcmaster-university-and-celesta-capital-launch-partnership-to-nurture-development-of-canadian-deep-tech-startups-899496746.html

GOOD TO KNOW LINKS:
- https://brighterworld.mcmaster.ca/articles/mcmaster-celesta-partnership-for-deep-tech-innovation-commercialization/

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3) Minister Champagne concludes G7 tech summit in Italy. of industry, technology, & digital ministers in Italy.

In Verona, Italy, on March 15, 2024, Minister François-Philippe Champagne wrapped up a three-day visit with G7 counterparts. Discussions centered on innovation, especially the responsible use of emerging technologies like AI. Canada stressed the importance of trust in these technologies. The G7 agreed to help smaller businesses adopt AI for improved efficiency. They also emphasized the critical role of semiconductors and pledged to enhance supply chain security through information sharing.

Highlights:

- "Canada is a world leader when it comes to the governance and responsible use of AI and other emerging technologies. This meeting of the G7 ministers was a great opportunity to reiterate Canada's commitment to working with like-minded partners to balance the economic promise of these new technologies with the appropriate safeguards. Canada will also continue to work alongside its G7 partners and other industrialized democracies to make our supply chains more resilient." said The Honorable François-Philippe Champagne, Minister of Innovation, Science and Industry

Insights:

- During Italian Prime Minister Giorgia Meloni's recent trip to Canada, both leaders, including Prime Minister Justin Trudeau, identified cooperation in governing artificial intelligence (AI) and digital technology as key areas of focus.
- Canada's proposed legislation, the Digital Charter Implementation Act, 2022 (Bill C-27), which encompasses the Artificial Intelligence and Data Act (AIDA), stands as one of the pioneering legislative initiatives globally aiming to establish a legal framework for AI.
- Minister Champagne unveiled the Voluntary Code of Conduct on the Responsible Development and Management of Advanced Generative AI Systems on September 27, 2023. This code will allow Canadian firms to showcase their responsible development and utilization of generative AI systems, thereby bolstering public trust in the technology.

REFRENCE:
- https://www.newswire.ca/news-releases/minister-champagne-wraps-up-his-participation-at-g7-meeting-of-industry-technology-and-digital-ministers-in-italy-822884088.html

GOOF TO KNOW LINKS:
- https://www.pm.gc.ca/en/news/statements/2024/03/02/joint-statement-prime-minister-trudeau-and-prime-minister-mel

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STORIES OF IMPACT BY EIM TECHNOLOGY
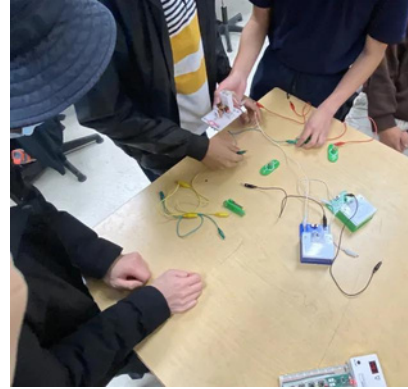
EIM TECHNOLOGY proactively participates in various events./programs throughout the year with schools, universities or tech boosting events. Know the impact we created in the last month.

Story #1

Steven Balogh at Byrne Creek Community School in Burnaby, British Columbia

In month of march, we had team members reach out and visit Steven Balogh at Byrne Creek Community School in Burnaby, British Columbia. This school has equipped their electronics learning labs with EIM Technology's Lab-on-the-Go platform. It was great talking to Mr. Balogh about technology education as well as getting the student perspective on our hardware solutions. One of our organizational goals in Q2 is to get more hardware into BC Schools.

Story #2

EIM Technology collaborated with our educational partners, RoboEDU and Zhuge Academy to offer a beginner electronics program to students.

March marks Spring Break for students. During the break, we collaborated with some of our educational partners, RoboEDU and Zhuge Academy, to offer a beginner electronics program. These camps were a big hit with students as they got to experience building simple circuits on breadboards as well as diagnosing why some of their attempts didn't work. The teamwork and curiosity aspects developed during these camps will prove of much value as the students progress in their education.

*If your school is interested, please feel free to reach out to **info@eimtechnology.com** so we can get to know your specific needs.*

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OUR TRENDING PRODUCT OF THE MONTH

Field Programmable Gate Array (FPGA) Learning Kit

Our FPGA Learning kit is a comprehensive and hands-on journey curated especially for those with basic knowledge in digital logic, with a keen interest in exploring deeper into digital circuit design and FPGA technology.

Purpose of the Kit:
- <u>Tangible Learning</u>: Grasp digital circuit fundamentals with hands-on experiments using an introductory FPGA board.
- <u>Practical Application</u>: Move from theory to practical application, mastering module design like encoders and decoders in digital systems.
- <u>Digital Design Practice</u>: Understand the entire digital design process, from basic logic gates to interfacing with sensors and actuators.
- <u>Engaging Project</u>: Apply learned skills in a final digital piano project, incorporating advanced signal and DDS techniques.

What will I learn?
The extensive 200-page tutorial is replete with illustrative examples, codes, experiments, and projects. The course hardware kit includes with our unique STEPFPGA featured as "the most user-friendly board for beginners", and a comprehensive kit with assortment of components, sensors, and motors, which offers learners a tangible and engaging "learn-by-doing" experience.

What are some topics?
Most of the basic Digital circuits / digital electronics topics like logic gates, various digital modules,

building 7400 series using FPGA, Traffic light system design, learning the working of switch debouncing, interfacing with matric keypad, motor speed control using PWM and more.
> Check content of the tutorials on **https://www.eimtechnology.com/collections/all-products/products/fpga-digital-electronics-digital-circuits-learning-kit**

Customer Feedback:

1) *"I just want to pop in to say that the company does a great job in filling a much needed niche! I'm a tech teacher and a part of my role is finding innovative learning options for my school district. I stumbled upon EIM Technology years go and I am very pleased that they have developed into more than just a hardware manufacturer. Equipment is important but without guidance, I have found that I am hesitant to begin new projects. With my busy schedule, often things can end up on the backburner. EIM does a great job in summarizing knowledge in key and concise ways and their experiments let me build up foundational skills so I don't feel so overwhelmed with learning something new. Another thing that I feel differentiates this company from other ed-tech provider I have purchased from is that they are very open to giving me extra product support and answers to my technical questions. I can't wait to see the new projects in this book and to introduce to my class in a few months!"*

2) *"I am glad I got this. The kit is well put together and the parts and book are all great quality. I would back them again if it were for something I was interested in. I look forward to having the time to turn it on and start working through the examples."*

3) *"You guys make such amazing projects! The price point is always appropriate for the depth of the product and I love the instructional manuals. It really makes learning new skills manageable. It sure beats just watching YouTube video and trying to figure things out on my own. The building aspect really supplements my understanding. I will recommend this to everyone in my network!*

Keep up the good work!"

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Upcoming Product:
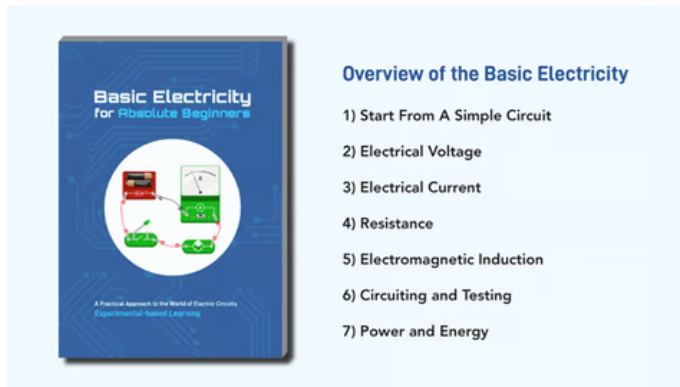
Basic Electricity for Absolute Beginners

Learning Theory
The Learning theory part and also the core of the campaign, we continue to use our traditional delivery method: a physical book, and this is the core value of this campaign and even for ourselves. The designed and developed books will be 100+ pages and cover the fundamental but practical electricity knowledge, it's more like a wiki but just targeting on electrical and electronics. The experimental part also uses great illustrations to walk you through each task.

Hands-on Experiment
For the experiment part, we've made a deliberate choice to not use breadboards and jumper wires. Instead, we're planning for simple components paired with alligator-to-alligator clips. The transition represents a significant step towards mastering electronics, as alligator clips are commonly utilized in more advanced circuitry. Also, we want to deepen learners' understanding of how electrons and currents flow between devices and components. For instance, in one of our chapters, we delve into the concept of resistance in a wire, exploring how it varies depending on factors such as material and length.

Meaningful STEM education
By integrating theory with hands-on practical work has always been our goal and company value. We truly believe that this approach ensures that learners not only grasp theoretical concepts but also develop the skills needed to apply them in real-world scenarios. By combining theoretical knowledge with hands-on experimentation, students gain a deeper understanding of STEM subjects and cultivate critical thinking, problem-solving, and innovation skills.

Check the Project Specification in details and Support the Project on Kickstarter:

The Basic Electricity for Absolute Beginners Learning Kit is live on
https://www.kickstarter.com/projects/evoinmotion/basic-electricity-for-absolute-beginners

Pre-book:
You can pre-book the project by contacting us on sales2eimtechnology.com or by messaging us using our chat support on www.eimtechnology.com

Message from the Founder

EIM Technology is where our passion for STEM education and technology entrepreneurship began. Founded by individuals deeply rooted in both technology and education, our vision at EIM is to revolutionize electronics education by providing comprehensive learning kits that seamlessly blend theory with hands-on practice. Understanding the hurdles beginners face – from overwhelming theory to disjointed online courses – we've meticulously designed our hardware, kits, tutorials and programs, validated by a diverse community of learners and experts. With years of EdTech experience, we recognize the barriers deterring novices: complex information, high cost and entrance barriers, and steep learning curves. It is our mission to simplify this journey, offering a clear pathway through which beginners can embark on their learning experience with confidence.

Daniel Cao
Founder of EIM Technology

EIM Technology Core Value

At EIM TECHNOLOGY, we believe that learning electronics and technology is not a privilege, but a fundamental right that should be accessible to all. Our business is built upon this principle, aiming to dismantle the barriers that impede eager beginners from engaging in this field. The value we offer is encapsulated in the accessibility, affordability, and comprehensiveness of our solutions.

We understand that for novices, the world of electronics can be daunting, riddled with high costs, complex information, and a steep learning curve. It is our mission to simplify this journey, offering a clear pathway through which beginners can embark on their learning experience with confidence.

Thank you for reading!

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