

Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form

Must be filed by March 31

Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.

Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) UR TURN, SBC
2. The public benefit corporation's board of directors has reviewed and approved this report.
3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

See attached

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Angie Eilers

Signature of Public Benefit Corporation's Chief Executive Officer

March 30, 2019

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

angie@urturn.org

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Angie Eilers

651-253-7142

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes No

Third Annual Benefit Report of
UR Turn
A Minnesota Specific Benefit Corporation

March 2019

Significance of UR Turn, SBC

Helping more students advance along the pathway to higher education.

Ways in which UR Turn pursued its stated purpose to “help all students move along the pathway to post-secondary education,” the company accomplished the following activities in 2018:

Customers

- On-boarded roughly 10,000 student users and 33 counselors across 21 schools in August and September; nearly 30% of the students are Native American students and over 60% of students are eligible for Free/Reduced Lunch (a proxy used in the U.S. to measure poverty level)
- Created administrator Report portal; principals and superintendents can monitor for “at risk” students –tracking attendance, goal setting and progress toward goals.
- Impact measures we monitor for, in the short term (semester 1) include rates of engagement (log on) by school personnel, students and parents. Rates of engagement will be measured over time; going forward, another short-term measure is the percent of students who create graduation and post-secondary enrollment goals. In year 2, more measurable impact will be evident.

Revenue

- Earned over \$26,000 in new revenue for 2018-2019 school year (up from; \$5,000 in 2017-2018); cost was discounted for early adopters to gain traction in the market.

Customer acquisition efforts

- Exhibited at 4 statewide conferences in Minnesota and Wisconsin to ramp up the product’s visibility to potential new customers.
- Began national marketing efforts at national and state-level conference participation; speaking on panels at sector events, pushing out blog, newsletter and thought pieces to sector influencers.
- Entered into early conversation with 3 different channel partners – two student information system companies and one statewide service agency.

Technology / Product

- We have added credit tracking as a new feature based on feedback from users; credit attainment is one of the key determinants of high school graduation.
- The web application has been tested for breaches by a 3rd party and is free of vulnerabilities.
- UI/UX subcontractors added new pages/look and feel.

- UR Turn technologists successfully integrated with three different student information systems (SIS)—an increase from one last year to three. Recurring data pulls for all SISs are now automated.
- The database that manages the information for the algorithm is set up to take in disparate reports and assemble them into data that is consumable by the algorithm generator. The data on the prediction server is anonymized. The data import process generates tokens for both the web app and the algorithm, allowing to the algorithm to feed data to the web app without knowing any Personal Identifying Information. Our current overall accuracy metric is a total R² of 0.92, and that varies between 0.90 and 0.96 for the different segments we measure.
- Conducted several intensive training/feedback sessions with current active users, leading to a more intuitive structure, and material improvement in user work-flow efficiency.

Management Team

- Gained Chief Operations Officer to the management team

Funders & Investors

- Gained two new Angel investors totaling \$50,000;
- UR Turn was chosen as one of four startups to receive the new MN DEED MILE (Minnesota Innovation Loan for Entrepreneurs)-- a zero interest loan over 4 years for up to \$50,000.
- UR Turn is a finalist for AT&T Aspire investment and accelerator (\$125,000 pending)

2. Extent to which UR Turn *pursued* its stated purpose to “help all students move along the pathway to post-secondary education,” the company accomplished the following activities in 2017:

- Considerable effort and attention has been directed at students who are statistically likely to either not graduate high school on time or who are not likely to pursue and complete a post-secondary degree program due, in part, to either their socio-economic standing (as measured by Free/Reduced Lunch) or by their racial/ethnic background and/or gender. The sales and marketing efforts have included outreach to rural and low-income communities and schools as well as rural and low-income community colleges.
- Sales and marketing efforts have stretched from northern, rural California at a large Native American reservation to urban centers in Minnesota, Wisconsin and Massachusetts
- Fundraising efforts have been directed at funds that purport to have social impact as a mission of their fund. Efforts have stretched from California, across the Midwest, to the Northeast of the U.S.

3. Circumstances that hindered efforts to pursue the specific public benefit

- Funding constraints prevented staff hiring thus slowing marketing and sales efforts.

Certification by the Board of Directors

The undersigned, being all of the directors of UR TURN, hereby acknowledge and certify that we have reviewed and approved the enclosed First Annual Report.



Dr. Angie Eilers

Dated March 15, 2019



Gerry Hansen

Dated March 15, 2019



Aimee Guidera

Dated March 15, 2019



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Steve Simon

Steve Simon
Secretary of State