Company: Brooklyn Robot Foundry, Brooklyn, NY
Company Description: Founded in 2011 by CEO Jenny Young, Brooklyn Robot Foundry is a children's education franchise delivering unique hands-on STEAM programs to students 2-14. With a creativity-first approach, the Foundry sparks imagination and empowers innovation through mobile programs led by its growing network of franchisees across the country.
Nomination Category: Company/Organization Awards Categories
Nomination Sub Category: Company of the Year – Consumer Services – More Than 10 Employees
Nomination Title: Brooklyn Robot Foundry

2025 GOLD STEVIE® WINNER

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1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

    Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

    Total 184 words used.

    Brooklyn Robot Foundry was founded in 2011 by mechanical engineer Jenny Young in Brooklyn, New York. Young aimed to offer children open-ended engineering experiences as an antidote to an education system that was increasingly focused on standardized testing. Her goal: inspire children through hands-on, imagination-fueled learning.

    The Foundry provides mobile STEAM programs for kids ages 2 through 8th grade, centered around unique robot-building classes that disguise education in layers of fun. With a creativity-first approach, students are encouraged to explore their ideas freely while also developing their problem-solving and communication skills, building self-confidence along the way. This combination of STEM, creativity, and social-emotional learning is unmatched in the children's enrichment industry.

    After growing to four New York City storefronts, the company shifted to an all-mobile model to expand its reach. It launched its franchise program in late 2022, signing its first franchisee in early 2023.

    Today, Brooklyn Robot Foundry has 14 franchise locations across NY, NJ, CT, PA, and Washington, DC, with plans to exceed 20 by the end of 2025, bringing its joyful, creativity-powered approach to even more communities across the U.S.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

    Total 203 words used.

    Brooklyn Robot Foundry Achievements Since July 2023

    Franchise Growth:
    Since July 2023, Brooklyn Robot Foundry has awarded 12 new franchises, expanding across New York, New Jersey, Connecticut, Pennsylvania, and Washington, DC. This steady growth marks a major milestone in making hands-on STEAM education more accessible nationwide.

    Curriculum Innovation:
    We launched two new programs to better serve our students: *Robot Rookies* (Pre-K-K) and *Robot Coders* (Grades 6-8), plus a large-scale assembly option for group presentations. This helped us in partnering with 166 schools in 2024, reaching more diverse communities with varying resources.

    Originality, Always:
    In 2024, we taught 280 unique robot builds, each one developed in-house. Our Design, Curriculum, R&D, and Production Teams work in sync to imagine, test, name, write up, and deploy every new project, ensuring students always get fresh, exciting content.

    Commitment to Quality:
    Our Production Team assembled an estimated 44,000 custom robot kits this year, drawing from a library of over 800 globally sourced parts. Every component is tested, every kit QA-ed, and inventory is meticulously managed to ensure a seamless experience in every location.

    Together, these achievements showcase our dedication to scalable, high-quality STEAM education that's imaginative, inclusive, and rigorously consistent - no matter where the robots roll!

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

    Total 249 words used.

    These achievements are unique and significant because Brooklyn Robot Foundry's programs are intentionally designed to stand apart!

    We're thrilled with our company's tremendous growth and remain committed to expanding at a quality-driven pace. We've regulated expansion, focusing on building a strong foundation for our franchisees and ensuring top-tier experiences for their customers. We will continue this growth without sacrificing the magic that makes the Foundry special.

    Unlike other STEM programs, all of Brooklyn Robot Foundry's programs are **hands-on**, **screen-free**, and **open-ended**. We design our immersive robot-building programs to engage, spark creativity, ignite curiosity, and empower our students.

    Our ever-expanding curriculum is a rare achievement in this industry. Our team continues to develop new projects, making it possible for kids to take our classes from Pre-K through middle school without repeating a robot. This level of depth, paired with intricate inventory management, is unheard of but essential for sustained engagement.

    In 2024 alone, Foundry students built 34,855 robots, each one a reflection of their imagination and effort. Those students worked through challenges with the support of trained instructors. They strengthened their communication and problem-solving skills and flexed their creativity. They also brought their robots home each time to continue the fun. This social-emotional growth - the self-confidence, ownership, and empowerment - is very intentionally built into our programs, further differentiating them from the rest.

    And most importantly, we serve **all kids**, across economic levels, neurodiversity, and skill sets, bringing accessible, joyful, STEAM education to communities that are often overlooked.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

    Total 108 words used.

    [What Sets Brooklyn Robot Foundry Apart](#): Although our programs are best experienced in person, this video provides a good introduction and visualization of the key points mentioned throughout.

    [2024 Impact Report](#): We put this together to quantify some of our accomplishments over the past year. It includes many of the statistics quoted above.

    [Robot Coders](#): This video highlights the new curricula we introduced for middle school students, Robot Coders. We found that a video is the best way to explain this unique program, which makes coding a tangible activity.

    [The Story of Brooklyn Robot Foundry](#): This provides the company's origin story if you'd like to know even more!

Attachments/Videos/Links:

Brooklyn Robot Foundry

[REDACTED FOR PUBLICATION]