M a t h V e n t u r e s™
Forethinking People for Thinking People™
MathVentures™, Company Profile

Mission Statement

The goal MathVentures, a division of Ten Ninety, is to deliver one hundred percent client satisfaction from its quality products and services. Paraphrasing Thomas A. Edison's words, Ten ninety's name is derived from the strong belief that excellence is ten-percent inspiration and ninety-percent perspiration. Ten Ninety invests all of its ingenuity and labor to achieve its goal. To measure its success in reaching this goal, Ten Ninety has set a single criterion: The distinction between it's clients future desires and future needs. All clients should be in the position to employ the firm of their choice to solve their evolving needs. The choice to continue employing Ten Ninety should be based in the complete satisfaction with past experience, in the desire to work with and to enjoy the high-quality services and products provided by Ten Ninety. Ten Ninety's clients should not have to continue to use our services, but rather want to.

Background and Philosophy

Ten Ninety was established in the spring of 1993 by Uri Geva. Until 2001 Ten Ninety specialized in the design, development and implementation of database solutions, including the associated user interface, and its integration in the office environment. The R&D Division of Ten Ninety concentrated on product design and its Film Production Division developed instructional video projects.

Early in 2001 Uri has shifted the focus of his work to mathematics education and MathVentures was formed. After several years of volunteering as a math teacher in the classroom of various grades, he realized that there exists an urgent need to improve the learning and, therefore the teaching, of mathematics. Testing his ideas, Uri discovered that his productive ingenuity has great potential solving classroom problems.

Long before multi-media became popular, Uri combined the formal studies of mathematics and computer science with the art of motion pictures. For years he has applied cinematic principles to improve communications and user interface. Also, film production is a multi-profession, highly collaborative endeavor. Uri understood that the producer is the leader of a team of professionals; he applied the same management skills in all his endeavors.

Experience has taught Uri the value of design simplicity, consistency, intuitiveness and easy to learn. Whether the product will be used in a hectic office or chaotic classroom environment, whether the users are office workers, instructional video viewers, teachers or students, once they develop expectations, the product must meet them consistently. Principals and skills should be conveyed in clear, easy-to-understand manner, avoiding the need to rely on rote memorization, in the workplace as well as at school and at home.

Work Experience

Throughout his career, whether as an independent business owner or as an employee, whether working for clients of on his own projects, Uri and his work consistently exhibited several important qualities:

- Stability. Uri stayed in the same profession and with the same organization for many years. (See Business & Employment History below.)

- Communications skills, team work and leadership

- Self motivated, independent

- Hard worker, comprehensive coverage of subject matter, left no question unanswered

- Committed to quality, timely delivery of products

- Innovative thanking and problem solving

- **Teaching Experience**

    - **Lecturer,** Interdisciplinary Design Innovation (ME325/CS447, Winter 2004.) Responsible for the Motorola Studio and student projects, Stanford University, School of Engineering, Mechanical Engineering Department, Design Division.

    - **Math to the Max,** University of Phoenix, Spring and Fall 2003.

    - **Volunteer math teacher** for over three years in grades three through six. In grade 3rd through 5th classrooms Uri taught mathematics at least twice every week, working with students of all levels on all required subjects. In middle school Uri taught various topics that are required by the state standards, such as area calculation of various shapes and isometric and orthogonal drawings, continuously for couple of weeks. Uri also worked in the lower primary grades but not as frequently and as regularly. Uri taught the parents of low-performing middle-school students how to assist their children learning such subjects as multiplication.

- **Staff development** (teaching teachers how to teach math). Uri has been teaching teachers, grades K through 8, how to improve their math teaching skills and, for those who need it, how to ease their math anxiety. I have been developing various methods to assist teachers, from math-relaxation exercises to number-sense tools and methods, from visual-computation techniques to geometry and algebra. Uri conducted classes and workshops, including at the San Mateo Foster City School District, for San Mateo County Office of Education and for California Mathematics Council, North. (MathVentures)

- **Taught parents** of low-performing middle-school students how to assist their children learning such subjects as multiplication. (MathVentures)

- **Coaching graduate** (ME310) and undergraduate (ME113) design students in their yearlong and quarter-long projects respectively. (Stanford University, School of Engineering, Mechanical Engineering Department, Design Division.)

- **Product Design**

  - Creative, innovative problem solving, including research of prior art, benchmarking, applying existing or new technologies to and devising new solutions. (Suri & Co. for DKD, currently IDEO; Ten Ninety)

  - Lecturer of and coach for graduate and undergraduate design courses at Stanford University, Mechanical Engineering Design Division. (See Teaching Experience above for details.)

- **Film and Video Production**

  - All aspects of film and video production, including writing and preproduction, production and post-production. (Suri & Co., Ten Ninety for various clients and independent productions)

- **Writing Experience**

  - Edited various research papers of post-doctorate researchers.

  - Wrote & published in professional publications.

  - Writing user guides, manuals and context-sensitive, interactive online help documentation. (Ten Ninety for various clients; Borland International)

  - Writing fiction and non-fiction for motion pictures, film and video production.

- **Software Research, Development and Engineering**

  - Proven ability to independently manage projects from initial conception through design, development, implementation and quality assurance to the final product delivery. (Suri & Co. and Ten Ninety for various clients; Borland International)

  - Extensive experience in team collaboration, as both team leader and member. (Suri & Co. and Ten Ninety, various clients; Borland International)

  - Software development experience, including all aspects of user-interface and database applications. (Ten Ninety for various clients; Borland International)

  - Computer-security research and development (Suri & Co. for various clients)

  - Research of graphical-environment for software development (Suri & Co. for SRI Int'l, Computer Dept.)

Business & Employment History

2003 – present	Stanford university	Lecturer, Mechanical Engineering, Design Division.
2001– present	MathVentures	Spring 2001 launched MathVentures, a division of Ten Ninety, dedicated to math education.
1993 – present	Ten Ninety	Owner, product design, hardware and software R & D, film production.
1986 - 1993	Borland International	Software engineer, R & D department.
1977 – 1985	Suri & Company	Owner, product design, film production, hardware and software R & D.

Education

Stanford University, MA Communications, Film Production. 1981.

University of California, Los Angeles, BA Mathematics and Applied Science. 1975.