

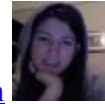
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# Where are the Winners of SWEDU now?

October 2, 2014 in [Startup Weekend Education](#), [Uncategorized](#) Posted by [Ingrid Spielman](#)



If you've participated in SWEDU you probably wondered what happened to all the teams that formed. Do they go on to have their company grow, quit their jobs, and take on their newly created project? Well yes. Some of them do.

Teams like [VidCode](#), [Plexx](#), and [CultureConnect](#), who got their start at Startup Weekend NYCEDU, have grown beyond their Startup Weekend experience into full-fledged startup companies.

Recently, we followed up with Melissa Halfon, VP of VidCode, to see where they are now, six months after they won Startup Weekend EDU NYC 2014.

1. Is everyone who was originally on the team still helping to build Vidcode? **Vidcode is truly a Startup Weekend EDU Cinderella story. We were five strangers who teamed up to solve one problem: getting more girls into technology. Since the weekend, our team has neither lost nor gained a member. Allie, Melissa, Leandra, Terry, and Ken are all still dedicated to Vidcode.**

2. Did you guys quit your jobs to work full time on Vidcode? **Allie & Melissa seamlessly continued working on Vidcode full time after Startup Weekend EDU. Allie was completing her masters at NYU ITP at the time and centered her thesis on Vidcode, devoting all her energy to it as a result. Melissa found herself without a full-time**

**position (for reasons unrelated) and used the serendipitous timing to continue her dedication to the project. Our other team members have continued to contribute to Vidcode outside of their full-time gigs.**

3. What stage would you say Vidcode is at, as a startup? **We spent six months after Startup Weekend EDU in full build stage, validating and testing the product. This summer, we were one of the teams in Launch, 4.0 Schools' accelerator, during which we launched Vidcode's public beta and identified our target market. Now we're in the first growth stage, building our user base and selling to early adopters.**

4. Have you gone for funding outside of kickstarter? **We are currently raising seed capital.**

5. Do you think you would have built Vidcode outside of Startup Weekend given the opportunity? **The most valuable asset that emerged from Startup Weekend EDU was the opportunity to form an incredible team of like-minded people. The problem is so important to each team member that we would've found a way to address it individually. But without the complimentary and talented team we assembled that weekend, the results wouldn't have been as powerful.**

6. Anything else about Vidcode and any of the problems you've faced as you have worked to build this product. **The response to Vidcode in general, especially from girls, has been so overwhelmingly positive. Their reactions to what we've built make all the risks, unknown, and sleepless nights very much worth it. We know there's a place in girls' lives where Vidcode belongs and we're determined to get it there.**

7. Also, what is it that the Startup Weekend community can do to help? **Spread the word. Our success at Startup Weekend validated that we have a compelling product. We've built it out, and now we**

want to get it into the hands of as many teens and schools as possible. Startup Weekend has a huge following of education leaders and teachers and we want them to know about Vidcode to implement in their own classrooms. The best way to do that now is by supporting and sharing our Kickstarter! <http://kck.st/1po2ul5>

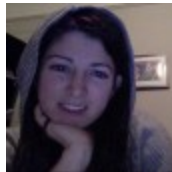
What does all this mean? It means you should come to the next SWEDU event, because you never know what might happen!

Want to get more updates like this? Subscribe to our [mailing list](#) for events and opportunities tailored for the Startup Weekend EDU NYC community.

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Ingrid Spielman

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