

# SAM

## Press Kit

**Our mission is to give everyone the powers to build and program awesome inventions.**

We want inventors of all ages to discover what is possible when given the powers of engineering, electronics, coding and making in a way that is fun, easy to understand and powerful.

SAM Labs is a London-based startup that was created by a team of engineers from Imperial College London and designers from the Royal College of Art.



“Toys that make the Internet of Things as easy as Lego.”

**WIRED**

## Quick facts

<b>Founded:</b>	September 2014
<b>Founder and CEO:</b>	Joachim Horn (click <a href="#">here</a> for pronunciation)
<b>Name of the Company:</b>	SAM Labs
<b>Name of Brand:</b>	SAM
<b>Name of the toys:</b>	SAM blocks or SAM kits
<b>Flagship Products:</b>	<a href="#">Science Museum Inventor Kit</a> & <a href="#">CURIO Kit</a>
<b>Ages:</b>	7+
<b>Headquarters:</b>	London, England
<b>Number of Blocks:</b>	14
<b>N°Software Blocks:</b>	43+
<b>N° of blocks dropped in the app:</b>	300.000 +
<b>Countries sold to:</b>	150+
<b>Funding:</b>	Series A Round, 03/2016 (\$4.5m)
<b>Investors and Partners:</b>	O2, Microsoft, Imperial Innova

## Press Releases

- 26 July 2016** - SAM Revolutionises Study and Homework by Filling in For Tutors and Expensive Extracurricular Aid: The Ultimate Back to School Purchase
- 1 May 2016** - SAM Raises \$4.5m to Transform Kids Across the Globe into IoT Mavens.
- 26 September 2016** - Recently funded, London-based startup, SAM Labs, releases new kit, CURIO, entering a new, immersive territory of smart playthings.

## Downloads

- Pictures of Joachim** >
- Pictures of the team** >
- Pictures of the kits** >
- Pictures of the blocks** >
- Pictures of the app** >
- Lifestyle imagery** >
- Download our Logos** >
- Submit your own imagery to be shared** >

## In the press

[THE SUNDAY TIMES](#) [TED](#) [TechCrunch](#) [WIRED](#) [BBC](#) [The Telegraph](#)

**The Sunday Times**  
Last year he launched Sam Labs, which sells kits to encourage budding engineers and coders to create objects that can be controlled ...  
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**SAM on TED**  
A solution to building a generation of inventors  
[WATCH THE VIDEO>](#)

**BBC**  
Sam is a development kit that allows anyone to design everyday objects that ...  
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**The Telegraph**  
SAM Labs, the maker of wireless electronic kits that helps kids build smart inventions, has raised £ ...  
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**Wired**  
And with SAM Blocks, a series of wireless modules that can talk to each other and to a computer, your youngling can start doing just that ...  
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**TechCrunch**  
London-based SAM Labs just announced that it raised £3.2M (\$4.5M) from a group of investors led by Imperial Innovations. In addition to the ...  
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## Connect with SAM

Questions or comments:  
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Press enquiries:  
[press@samlabs.com](mailto:press@samlabs.com)

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## Awards



## Events



Kidtropolis 2015

- 31.08 - 07.09 : IFA, Berlin
- 10.09 - 11.09 : Legends of Gaming, London
- 22.09 - 25.09 : New Scientist Live, London
- 01.10 - 02.10 : Maker Faire, NYC
- 24.10 - 26.10 : Intel Capital Summit, San Diego
- 25.10 - 27.10 : Kidtropolis, London
- 26.10 - 30.10 : Westfield Tech Showcase, London
- 29.10 - 30.10 : Digital Kids Show, Manchester (UK)
- 02.11 - 04.11 : EdTech Teacher Summit, Boston
- 02.11 - 04.11 : Wired Showcase, London

## Want to work with SAM?

We welcome YouTube and Social Media Collaborations. Email us your social handles, expected reach, CTR, and why you want to work with us to [press@samlabs.com](mailto:press@samlabs.com).



# SAM

## SAM Labs' Bluetooth blocks & gamified app will change your mind on homework, studying & tutoring.

By combining play with education, **SAM** diverts young scholars from procrastination.



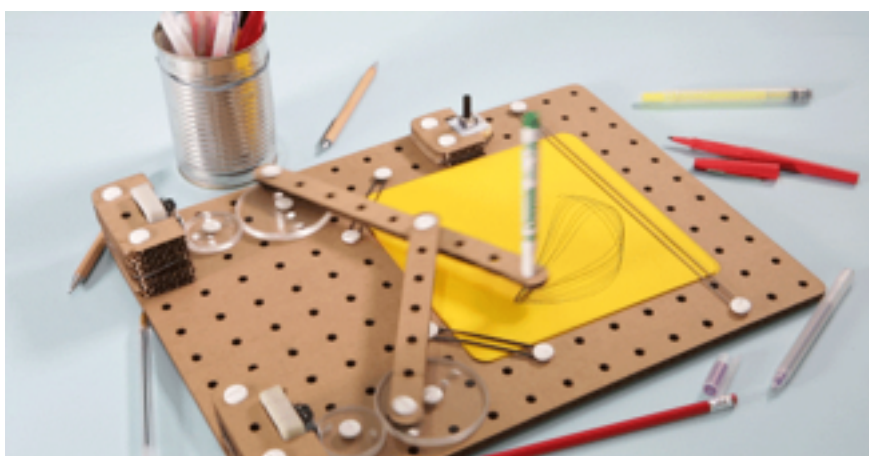
London - 26 July, 2016 - **SAM Labs**, inventor of STEM technology kits and gamified app that teaches coding, circuitry, and DIY, stands as the best back-to-school gadget for any young scholar, both in and outside of the classroom.

As of 2015, children clock around an average five to seven hours per week on homework. One in four parents is said to use a tutor to "top up" their child's education. What if you could replacing expensive tutors and make homework an enjoyable, learning experience? **With SAM, you can.**



Based off of write-ups from Wired, TechCrunch, and the Telegraph, SAM proves to be an essential tool for educators, parents, and children. The most playful homework helper, studying enhancer, and ultimate learning assistant, SAM blocks encourage fun learning without breaking the bank.

Unlike traditional textbooks or educational top-up programs with single functions, SAM blocks can be used for a broad range of learning techniques, creatively harnessing the power of education through the IoT and a gamified user experience.



Imagine a world where homework involves social media and cell phones, a world where preparing for a test is more fun, encouraging, and engaging than Pokémon Go! At the push of a button, you can create world of smart devices. Swapping ideas for your group report? Send them with a selfie bot. Gaming over studying? Why not do both.

## "Any child at home or in school can pick up these kits and play, while learning twice as fast as conventional tools."

Joachim Horn, CEO and founder of SAM Labs



With SAM, you're allowing for fun to enter a learning environment through a multidimensional approach.



SAM blocks works like a recipe: Cook up any invention by simply connecting the dots in the easy-to-use [app](#), SAM Space, and test these connections across physical, wireless SAM blocks in real life. Connections are then customisable with the addition of software blocks, spanning from Logic gates to Log files, to elements like Twitter and Facebook. Master software connections on screen, but cap screen time by bolstering tangible building skills through hardware and creativity. All of these elements are the ingredients to a successful learning session, masked by playfulness.

SAM blocks, whether a button, a tilt sensor, or a buzzer, give you the power to make, build, and problem solve. So, skip on the tutor and make those six hours of studying more enjoyable.



\*\*\*

As durable as titanium, as transferrable as Lego, and as helpful as parents, SAM is the favoured learning gadget of 2016.

[Engage further](#), [book](#) an interview, or [get in contact](#) with SAM. For press imagery, please click [here](#).

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Watch the latest [TEDInstitute](#) talk



## More on SAM Labs

SAM Labs teaches coding, engineering, and DIY through award-winning technology kits and educational app. Learn complex skills of the future through easy-to-use tech.

SAM Labs was founded in April 2014 by a group of graduates from Imperial College London led by Joachim Horn, Founder and CEO. The startup successfully raised more than \$250,000 in October 2014 via the crowdfunding site Kickstarter.

The company now sells construction kits, including a limited-edition Inventor kit - the result of a championed collaboration with London Science Museum - and individual blocks, both of which are flying off the shelves from [samlabs.com](#), Amazon, the Science Museum of London, and the Conran Shop.

After receiving \$4.5m in funding (led in part by Imperial Innovations) in April 2016, **SAM Labs** has become a default platform for students, teachers, and parents alike to learn essential engineering and technology skills through their easy-to-use hardware and software integration.

For enquiries, please contact:  
[adriana@samlabs.com](mailto:adriana@samlabs.com)



Get your SAM kit now at  
[www.samlabs.com](http://www.samlabs.com)



# SAM

**SAM Labs, creator of award-winning Internet of Things electronics kits, raises £3.2 million to give the powers of engineering to everyone.**



**London, 1 May 2016** – SAM Labs, inventor of best-selling and award-winning [SAM construction kits](#) for 7+ year olds to learn coding through play, has raised £3.2 million, including £2.0 million from Imperial Innovations Group plc, to expand the retail and home reach of the SAM kits.

SAM Labs creates wireless electronics kits that allow users to build their own smart inventions using hardware, software and apps through the Internet of Things (IoT). SAM Labs was founded in April 2014 by a group of graduates from Imperial College London led by Joachim Horn, Founder and CEO.



The startup successfully raised more than £125,000 in October 2014 via the crowdfunding site Kickstarter. The company now sells construction kits and individual blocks via its [website](#), including a special edition, created in partnership with The Science Museum.

London's Science Museum and SAM Labs collaborated to create the Inventor kit, which teaches STEM through step-by-step activities.



**Joachim Horn**, CEO and founder of SAM Labs, said:

***"It's amazing to have Imperial Innovations as our first institutional investor, particularly given their excellent track record in science and engineering. Their scientific and creative approach are a huge source of inspiration for the construction kits we've built."***

***"You'd be surprised what a child learns, when they don't realise that they are learning. We are determined to give everyone a joyful and hands-on experience with creative engineering and coding. Any child at home or in school can pick up these kits and play, while learning twice as fast as conventional tools."***



Armed with a SAM kit, a child learns even the most advanced coding concepts swiftly through the power of play. The combined design and educational element of the SAM Cars, SAM Robots, SAM Weather Stations, SAM Alarms, SAM Drum machines made the kits fly off the shelves and depleted the Conran shop and Science Museum Shop inventory over Christmas.



The highly engaging [SAM kits](#), are used by children to invent quirky, wondrous projects, without capping open-ended play and their creativity.

The British curriculum works to SAM's advantage: the Computing at School requirements for every school to introduce the concepts of coding to students from the age of six. The SAM Labs kits are play and curriculum inspired, to prepare next generations to lead in technology.

With this curriculum and vision in place, 1,000 educators have adopted SAM kits to help explain the concepts of coding, circuitry and wireless connectivity in an engaging way. This inspires students to learn STEM skills through play and hands on experience.



**Robert Bahns**, Director Technology Venture at Imperial Innovations, commented:

***"The SAM Labs wireless construction kits are encouraging young people to take an interest in technology and engineering, which is an issue we feel very passionately about."***

***"We have always championed UK innovation, particularly in STEM, and look forward to seeing how these products will enable young people to explore real-world applications."***

Imagine a world where the digital becomes tangible. Where, at the push of a button, you create a world of smart devices. Need to feed your cat when you're away? No problem. Create your own smart mailbox? Easy. With SAM, you're able to turn your ideas into reality in less than 30 seconds.



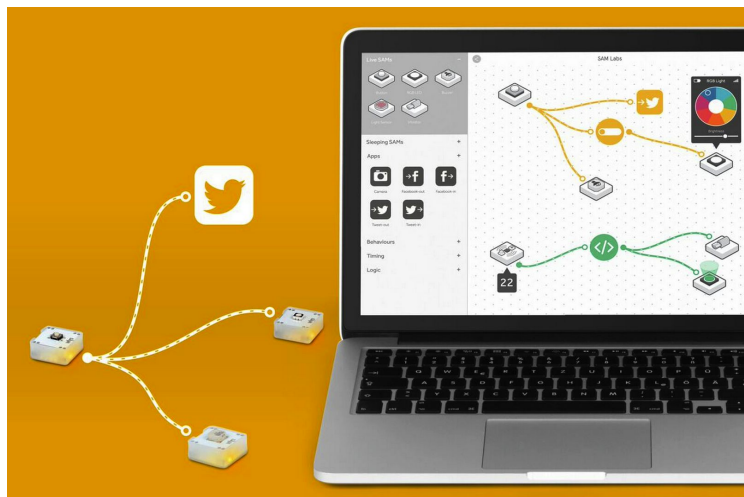
SAM bolsters engineering skills, providing children (of all ages) with the essential tools to explore digital inventorship. Learn how electronic circuits and logic gates are built by experimenting with connections and settings in the SAM Internet of Things (IoT) app. Easily erase or reconnect any circuit through the intuitive interface to quickly iterate and generate different results.

SAM bridges the gap between the world of technology and the world of artistry. This is best experienced in our bustling community of inventors, where projects and activities are shared for the world to see, copy, and remix. See projects such as the smart cat feeder, Lego robot, or selfie booth on our website: [www.samlabs.com/community](http://www.samlabs.com/community).

## SAM LABS

**More on**

[SAM Labs](#) is the ultimate toolkit for inventing. Thousands of young people are already creating their own technology and becoming the innovators of tomorrow.



Watch the latest [TED Institute](#) talk.

**For High-Res images:** [here](#).

**Want to know more?** See SAM live at **Maker Faire Bay Area 2016** from May 20-22nd in San Mateo.

**SAM Labs kits now for sale online:**  
[www.samlabs.com](http://www.samlabs.com)

**For enquiries please contact:**  
adriana@samlabs.me

**Facebook:** [samlabs](#)

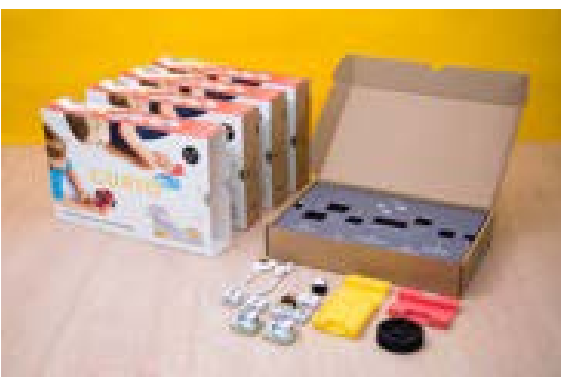
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# SAM LABS



**Recently funded, London-based startup, SAM Labs, releases new kit, CURIO, entering a new, immersive territory of smart playthings.**

**Embargoed until 26 September 2016** - After raising \$4.5m, led by Imperial Innovations in May 2016, [SAM Labs](#) announces the release of a new kit, CURIO: an immersive out-of-the-box inventing experience, allowing users to build and program their own cars and games.

Empowering youngsters worldwide to get hands on with smart tech, SAM Labs makes smart construction kits of clever little blocks and a fun app that gives everyone the power of technology to build awesome inventions. With the CURIO building blocks and the SAM Space app, you'll be stretching your imagination to create projects, games, inventions and hacks in no time.

Equipped with five paper-fold car bodies, a car base, and remote control, kids can build and program their own vehicles with SAM, whilst gaining 21st century skills. A step-by-step tutorial booklet, and the informative SAM app, both filled with detailed instructions, will guide you through an array of other smart projects and hacks. The kit even encases an additional booklet with even more projects to complete. CURIO offers a diverse range of wireless blocks that when paired with the app, [SAM Space](#), provides for a fun, experiential, and open-ended learning session.

## Jason Bradbury

Soft launching the \$179 (£149) kit at IFA in Berlin on the 1st of September, SAM plans to officially release the kit on the 1st of October, debuting both in stores, at John Lewis in the United Kingdom and Barnes & Noble in the United States, and online on Amazon and on the company's own site, [samlabs.com](#). CURIO buyers will also receive a complimentary 20% off code for their next purchases at [samlabs.com](#).

"CURIO is the future of SAM, where creativity can be unleashed through an epic immersive experience. When you think about inventing, you think CURIO." - Joachim Horn, Founder and CEO

**For further information, please contact Adriana:**

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**For SAM Labs' downloadable press pack with logos, imagery, & more: [click here](#).**

## About SAM Labs:

SAM is a collection of clever little blocks and a fun app for you to build all your awesome inventions. Each SAM Block has its own unique skill: a light, a motor, a button and more. Wirelessly connect SAM blocks together in the SAM Space app to program and customise your projects.

SAM Labs was created by a team of engineers from Imperial College and artists from RCA.