



SEMI STORIES:

EDUCATING & INSPIRING THE NEXT GENERATION TO JOIN THE MICROELECTRONICS INDUSTRY!

You are invited to work with SEMI Foundation and Tiggbee to create SEMI Stories videos for students and educators. These fun, engaging videos inspire young people to learn about exciting careers in microelectronics and showcase professionals from all kinds of jobs and backgrounds. These videos are shown to entire grade levels in school districts across the country, changing perceptions and illuminating careers in the chip industry.

Tiggbee is a video-driven, career exploration resource that enables students in grades 5 – 12 to interact with different industry leaders weekly. Once the video is live on Tiggbee, the featured company can use the video in their own marketing and publications.



HOW IT WORKS

- **Contact SEMI Foundation:** Reach out to discuss content, video subjects, pricing model, and timing.
- **Kick-off Call:** Tiggbee and employer will go over objectives and types of content that resonate with students
- **Pre-Interview:** Tiggbee will host a pre-interview with the presenter to create a custom storyboard for recording.
- **Production:** Tiggbee's team will travel to the employer's location to film the presenter's place of work.
- **Post-Production:** Employers and presenters provide final approval and coordinate when the video is published. The presenter will provide a one-time response to student questions after video release. Video has unlimited usage once published.



**WATCH
SEMI STORIES
HERE!**

**SEMI Stories reached more
than 1.5 million students in
the 2022-23 school year!
80% were youth of color
and 49% were female.**

**CONTACT OUR TEAM
ABOUT PRICING AND
SCHEDULING**

NORTH AMERICA OFFICE

673 South Milpitas Blvd
Milpitas, CA 95035, USA



(408) 943-6900



mgomez@semi.org



semifoundation.org