



It's the summer of computer bugs for iD Tech Campers  
by Eric Braun | 1 August 2012

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**WHAT'S HAPPENING**

- A summer camp without mosquitoes... Kids are giving up canoes for coding thanks to internalDrive's (iD) Tech Camp, a family-owned cyber program for kids 7- to 17-years-old (WSJ.com, 4 July 2012).
- Offered at more than 60 university campuses nationwide in week-long day and overnight varieties, the camps let budding geeks build apps, videogames and websites, developing skills in programming, 3D modeling, videography, robotics and more. At the end of each session, campers take home a copy of their thumb drive.
- With its elite-university settings, über-low student-instructor ratios (8 students per instructor) and über-high price tags, iD promises to deliver on its mission to build kids' internal drive.

**WHAT THIS MEANS TO BUSINESS**

- Based on the rave reviews from mainstream media and techie blogs alike, enthusiasm and consumer interest in next-gen-techie programs is huge.
- Although iD camps have a hefty price tag, parents are willing to pony up the money if it means a lifelong hobby or career at the end of the road.

**RESOURCES**

- [iD Tech Camps](#) cost \$800 - \$1,000 a week.

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**SEGMENTS**

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**MACROTREND**

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**VALUES**

learning  
discovery  
leadership  
self-actualization  
innovation

**MARKET FACTS**

This year, internalDrive is forecasting revenue of \$26 million, up 30% from 2011. The privately held company has 70 full-time and 600 summer employees, compared with 45 full-time and 450 summer employees three years ago, and says it is profitable.  
WSJ.com | 4 July 2012

**ETHNICITIES**

US General Market

**US GENERATIONS**

Gen We (0 - 16)  
Gen We Kids (0 - 7)  
Gen We Tweens (8 - 12)  
Millennials (17 - 34)  
Teens (13 - 17)

**LIFESTAGES**

Youth (Youth 0 - 20)  
Kids (0 - 7)  
Teens (13 - 17)  
Tweens (8 - 12)

**CATEGORIES**

Technology  
Learning

**GEOGRAPHY**

United States