



Counterpart and Partners Win 2018 Indiana Innovation Award

10 Total Winners Selected from Record Number of Innovation Submissions

Indianapolis, IN | October 15, 2018 — Software development firm Counterpart, in collaboration with Big Brothers Big Sisters of Central Indiana (BBBSCI) and Crafted, received recognition as a winner of the 2018 Indiana Innovation Awards for its work on The Big App, a mobile platform that equips Big Brothers Big Sisters matches with activities and experiences that intentionally foster and work toward positive youth outcomes.

Established in 2011 by Centric Inc., the Indiana Innovation Awards are the only state-wide, broad-based innovation awards. The awards seek to recognize individuals and organizations who are successfully leading the innovation charge in Indiana. Winners are recognized each fall at Centric's Day of Innovation, which was held Thursday, October 11.

An executive panel of judges selected 10 of Indiana's best new innovations from a record 56 finalists. Winners represent a cross-sector of Indiana industries including manufacturing, retail, agriculture, technology and more.

On the front end, The Big App is a mobile platform that helps mentors approach their mentoring time with greater intentionality, thanks to a framework of activities and events tied to researched-based "thriving indicators". On the back end, the app is a custom, data-driven dashboard that gives BBBSCI staff the ability to enter and manage activities and events, identify and analyze key performance indicators, and continually assess and interpret the collected data as Bigs and Littles build their relationship. BBBSCI leverages these key metrics to make data-driven decisions around helping match relationships thrive.

"As a youth-serving nonprofit in the Midwest, it's a big deal to be recognized for embracing innovation and technology," said BBBSCI Chief Program Officer Amy Essley. "We're proud that we tried something new and are really making a difference for both our volunteers and ultimately, the kids we serve."

Since its launch, The Big App has helped support more than 10,000 mentors across nine Big Brothers Big Sisters agencies nationwide. Additionally, it has provided more than \$100K in new sponsorship opportunities to BBBSCI.

"Building this digital ecosystem and collaborative partnership with Big Brothers Big Sisters and Crafted has been incredibly rewarding," said Counterpart Chief Strategy Officer Drew Linn. "We're especially proud to be part of The Big App and all it's doing to impact our community's youth."



About Counterpart

Counterpart is a custom software development firm that builds comprehensive solutions for complex business challenges. Counterpart's team of full-stack developers, designers and testers leverages technology to create tangible business impact for non-profits, Fortune 500 companies, small businesses and others. At Counterpart, each software solution goes beyond code to get to the heart of the business it serves.

For more information about Counterpart, visit www.counterpart.biz; Twitter and Instagram, @counterpartbiz; or Facebook.com/counterpartbiz.

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