



ED TECH
BUSINESS FORUM

FINANCING GROWTH

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THE PRINCETON CLUB
NEW YORK, NY

The leading business and
finance conference for the
K-12 and postsecondary
education technology market



Stanza

Lexcycle Inc.

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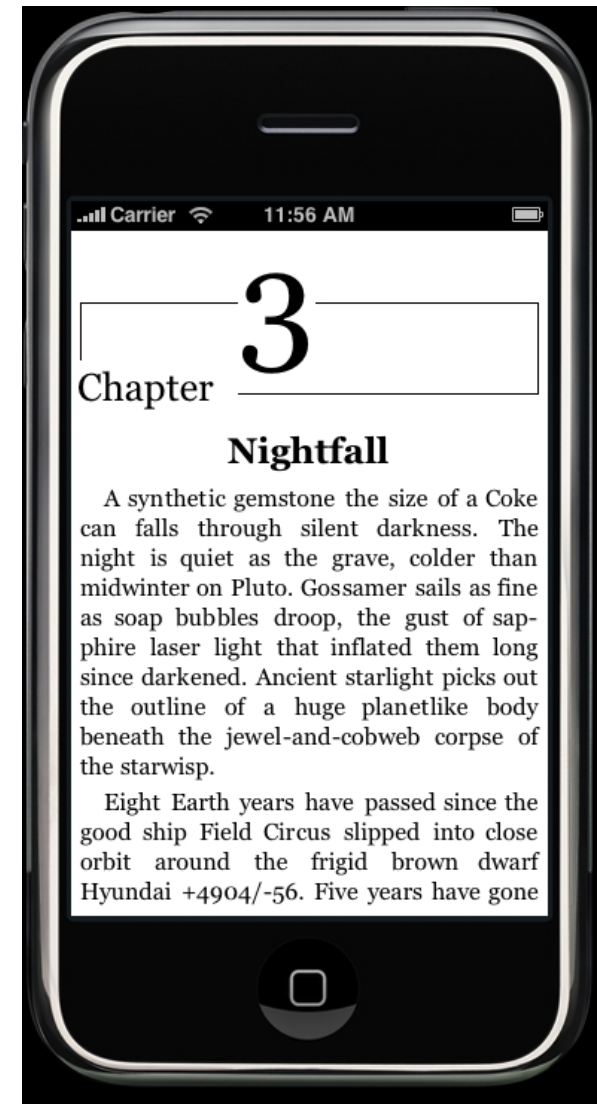


Development of Stanza

- Lexcycle formed to create and support innovative applications that change the way people think about the media they consume.
- Stanza was developed to bring the best complete electronic reading experience possible for users.

Development of Stanza

- Developed by Lexcycle in Oregon and Texas
- Self-funded
- Company formed about a year ago but prototyping and research has been going on for 5+ years.



Market Information for Stanza

- Years of prototyping and development
- Analysis of existing research
- Delivered via the Internet and Apple App Store currently
- End users include students and anyone who wants to read
- Targeted educational market at high school, college and beyond



Our Focus at this Forum is to:

- Seek potential partners for licensing content from publishers
- Seek potential partners for co-development of education solutions from publishers and other software vendors
- Seek potential partners for curriculum / reading list development from high schools and universities and school districts