

Media Advisory

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Education Technology Innovators Sought For Incubator At 2011 SIIA Ed Tech Business Forum

Finalists will receive industry-wide recognition, mentorship and growth opportunities

Washington D.C. (Sept. 8, 2011) – The Education Division of the Software & Information Industry Association (SIIA) has issued a call for applicants to its Innovation Incubator Program. Developers of promising new technologies in the K-12 and postsecondary space will be invited to participate in SIIA's Innovation Incubator program at the annual SIIA Ed Tech Business Forum in New York, November 28-29. **The deadline to apply is September 19.**

The Incubator Program provides invaluable business development opportunities and visibility to creators of innovative ed tech products and services. The chosen innovators will be connected with industry leaders, potential investors and established companies seeking partnerships or prospects for acquisition.

The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, and long-standing companies with newly developed technologies. While prototypes and very early-stage innovations will be considered, products or services submitted for consideration must be past the conceptual phase. Applicants will be assessed on a broad range of selection criteria, including the degree to which the submission is truly innovative or groundbreaking.

The finalists selected to participate will present their innovations during the Business Profiles Presentations and the Innovation Showcase & Welcome Reception at the SIIA Ed Tech Business Forum. During the Forum, finalists will receive industry-wide recognition, peer-to-peer mentorship and access to hand-selected prospects for partnership, acquisition, financing, and veteran advice. For more information about the Innovation Incubator Program, go to <http://siiia.net/etbf/2011/incubator.asp>.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For more information, visit www.siiia.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members. For more information, visit www.siiia.net/education.