

SIIA's JOIN & GROW PROGRAM

For Ed Tech Start-Up Companies

Software & Information
Industry Association
Education Division



SIIA, the Software & Information Industry Association, extends an invitation to education startups building technology-based products and services for the PK-12 or Postsecondary markets.

Who Qualifies?

- ◆ companies with high growth aspirations
- ◆ start-ups less than 2 years old and
- ◆ with less than \$1 million in revenue in the last year

Who Is SIIA & The Education Division?

The Software & Information Industry Association is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education, and intellectual property protection to the leading companies that are setting the pace for the digital age.

The **SIIA Education Division** serves and represents more than 180 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.

Why Is SIIA Offering This Incredible Deal?

SIIA believes that, as an industry leader, we can contribute to our industry by providing education technology companies with the foundation and tools to grow their business and shape the future of the ed tech industry. Our members also want to learn from new and innovative companies.

Why Join Now Under The Start-Up Program?

- ◆ mentorship and advice from market experts
- ◆ opportunities for business development through access to SIIA members
- ◆ latest updates on government programs and funding
- ◆ deep strategic K-20 market intelligence from market reports and webinars
- ◆ a series of "Ed Market 101" online sessions, designed for a startup's unique needs
- ◆ opportunities for mentorships, presentations, and One-to-One Business Connection meetings at our highly-regarded Education Business Forum and Education Industry Summit

What Are The Other Member Benefits?

Committees & Working Groups: Work closely to create initiatives that address ed tech industry issues.

Thought Leadership: Develop best practice recommendations to set a basic standard of consistency and efficiency.

Visibility & Brand Awareness: Raise company profiles by conference attendance, speaking, and sponsorships and through SIIA distributed press releases, white papers, case studies, and presentations.

Intellectual Property Strategy: Obtain information about copyright, trademark, and patent enforcement.

JOIN SIIA FOR JUST \$495 (for the first year)

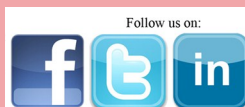
All full time employees entitled to member benefits

How Do Start-ups Join?

Simply Contact Us!

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For more information on the SIIA Education Division visit:
siia.net/education



Follow us on:
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Events

Conferences	Dates	Attendees	Focus
Education Business Forum siaa.net/etbf	New York, NY December 10-11	300+ software companies, platform technology firms, publishers, financial analysts, private equity firms, and venture capitalists.	Sessions provide inside knowledge about the growth in financial investment, policy upheavals, & shifts in the way customers access content.
Education Industry Summit siaa.net/etis	San Francisco, CA May 12-14, 2014	350+ K-12 and Postsecondary education leaders, including start-up CEOs., and industry frontrunners.	Sessions prepare attendees to build the infrastructure, products, & services to support the changes that schools need.

SIIA also hosts monthly webinars and other various in-person events throughout the year and around the country.

Members

<ul style="list-style-type: none"> • 3-C Institute for Social Development • 95 Percent Group Inc. • A Pass Educational Group, LLC • Academic Benchmarks • Academic Business Advisors, LLC • Accenture • Achieve3000 • Adaptive Curriculum • Adobe Systems, Inc. • American Public University System • Ann Foster Consulting • Apperson Education Division • Apple Education • Arc Capital Development • Arcadia Apps • Atlas Interactive Education • Atomic Learning • Avant Assessment • Avoca • AWC - Ann Watson Consulting • Becker Professional Education • Benchmark Education Company • BiblioNasium • Big Ideas Learning, LLC • BLEgroup • Boardworks • Brain Parade, LLC • BrainPOP • Brighter Future for Beautiful Minds • BSG Team Ventures • BuzzMath • C. Blohm & Associates, Inc. • CafeScribe • Cambium Learning Technologies • Cambridge Information Group • Capstone Digital 	<ul style="list-style-type: none"> • Carolina Science Online • Catapult Learning • CDW Corporation • Cengage Learning • Chalkable • Cherry Tree & Associates, LLC • ClassLink, Inc. • Clever • College Board - SpringBoard Division • CollinsConsults • Computer Power Solutions of Illinois, Ltd. (CPSI) • Consulting Services for Education • Courselead, Inc. • Credo • CyberSmart! Education Company • David Samuelson Consulting • Dell Software • Dorsey & Whitney, LLP • DreamBox Learning • E.T.C. International • Editorial Projects in Education, Inc. • Editure PD • Edmodo • EducAide Software • Education Networks of America (ENA) • Education TURNKEY Systems, Inc. • Educational Systemics, Inc. • Educurious Partners • EDUMETRIX INC. • edWeb.net • Egremont Associates, LLC • eInstruction • Espresso Education • ETA hand2mind • Filament Games, LLC 	<ul style="list-style-type: none"> • First Analysis Corp. • Flat World Knowledge, Inc. • Florida Virtual School • Focus EduVation, Inc. • Follett Corporation - Technology Solutions & International Group • Forward Thinking EDU • Foundations in Learning, Inc. • Gaggle • Gateway Instructional Design Group, LLC • Google, Inc. • Greaves Group LLC • Grockit • Grunwald Associates LLC • GuideK12 • Houghton Mifflin Harcourt • IBM Corporation • Intel Corporation Education Group • Interactive Educational Systems Design, Inc. • Intrinsic Strategy • itslearning, Inc. • JDL Horizons • Junyo • K12, Inc. • Kaplan Test Prep • Kno Inc. • Knovation • Language Express • LearningExpress, LLC • LearnSprout • Lerner Publishing Group - Electronic Content Division • LiveHive, Inc. • Market Data Retrieval (MDR) • Marketing Projects, Inc./Big Deal Book • Mayer-Johnson • McGraw Hill Education 	<ul style="list-style-type: none"> • MCH Strategic Data • Measured Progress • Meizner, Inc. • MemeSpark LLC • MetaMetrics, Inc. • Mimio Interactive Teaching Technologies • MIND Research Institute • Mindset Works • MMS Education • Mojo Learning Inc. • Monarch Teaching Technologies • Muzzy Lane, Inc. • My Learning Plan Inc. • New Markets Venture Partners • NextGenEd Consulting • O'DONNELLearn • Olympus Math • One-to-One Institute • Operant Systems Inc. • Owen Software • PASCO Scientific • Paula Maylahn Consulting • Pearson • Pearson Foundation • Pierson Labs, INC. • PR with Panache! • Promethean Inc. (USA) • Qualcomm Wireless Reach • Red Hat, Inc. • RedRock Reports • Reed Elsevier Inc. • Ripple Effects • Rosen Digital • SAFARI Montage • SAS Institute Education Group • Scholastic Education - Curriculum • Second Avenue Learning • Simba Information • Slate Science Inc. 	<ul style="list-style-type: none"> • SmartBrief Education • SoftChalk LLC • Sophia Consulting LLC • SRI International - Center for Technology in Learning • Steelcase • Tales2Go Inc. • Teaching Research Institute • TechEd Connect • Executive Recruiters • TechERA (Technology for Education Reform and Accountability) • Texas Instruments Education Technology Group • Texthelp, Inc. • Themeefy • Think Through Learning Inc. • Triad Interactive Media, Inc. • Triad Interactive, Inc. • Trinity Education Group • Tutor.com • uBoost • uCertify • Vernier Software & Technology - Software Division • Victory Productions Inc. • Virtual Piggy Inc. • VocabNetwork • Waterford Institute • Whitestone Communications • Winter Group • Wireless Generation • World Wide Workshop • Wowzers • WS Sales Advisors
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**Education Division Member List
as of June 20, 2013**