

## **Ed Market 101 Webinar Series: Is Your Product Ready for the School Market?**

Thursday, September 26, 2013

Listen to industry leaders in this kick-off session for the Ed Market 101 Webinar Series, designed for startups and other businesses new to the ed tech industry. It is your chance to explore opportunities in this market while connecting with some of the education market's leading thinkers. While each webinar in the series is designed to support and nurture the burgeoning contingent of startups in the education space, this first webinar focuses on your product's readiness for the school market.

### **The speakers will briefly discuss the following key questions:**

- What are your customers' expectations around instructional products, especially Common Core alignments, personalized learning, and content interoperability?
- What questions will they ask in the procurement process?
- What do faculty and administrators expect from the company when they acquire new education products and services?

### **Speakers:**

- Moderator: Bruce Wilcox, Director, Education Technology, Carolina Science Online
- Frank Catalano, Principal, Intrinsic Strategy
- Dick Casabonne, Education Advisor, Whitestone Communications
- Sue Collins, Principal, CollinsConsults
- Toni Morgan, Executive Vice President, TechERA

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