

For Immediate Release:

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Education Technology Pioneers Announced as Participants for SIIA Innovation Incubator Program

Twelve Innovators to be Featured at the 2012 Ed Tech Business Forum in New York

WASHINGTON, D.C. (Nov. 5, 2012) – The Education Division of the Software & Information Industry Association (SIIA) today announces participants for its Innovation Incubator Program. The program will be held during the 12th annual Ed Tech Business Forum, Nov. 26-27, at its new location, the McGraw Hill Conference Center in New York. Twelve products and services will be featured during the event, and awards will be presented to the *Most Innovative* and *Most Likely to Succeed* based on votes of conference attendees. New this year, one innovator will be presented with the *Educator's Choice Award* based on votes from educators in New York and around the country.

SIIA's Innovation Incubator Program identifies and supports entrepreneurs in their development and distribution of innovative learning technologies. The program began in 2006 and has provided incubation for dozens of successful products and companies in their efforts to improve education through the use of software, digital content and related technologies. The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, as well as established companies with newly developed technologies.

Innovation Incubator Program participants were selected from the applicant pool based on key selection criteria, including:

- The extent to which their innovation represents a “sea change” in thinking
- Potential to positively impact education by way of enhanced student achievement, teacher effectiveness, cost reduction and efficiency
- Education focus and end-user impact/market need for the innovation
- Representation of K-12/postsecondary market levels
- Level of originality and innovation

All Innovation Incubator participants will present during the Business Profiles Presentations on Nov. 26, which is immediately followed by the Innovation Showcase & Networking Reception where they will be available for in-depth discussion. After a first round of voting, supported by Turning Technologies, finalists will present during the morning general session on Nov. 27 to a review panel of representatives from SxSWedu, University of Pennsylvania, GSV Advisors, and NewSchools Venture Fund, and approximately 200 attendees.

Innovation Incubator Program participants are:

[C8Kids](#)

C8Kids, based on proprietary IP developed in 15 years of research at Yale, is a cloud-based, web-delivered neuroscience-based cognition improvement program that has the potential to solve some of the most significant problems in education and mental health.

[Classroom, Inc.](#)

Classroom, Inc., a nonprofit with 20 years experience closing the achievement gap for students, has developed a new blended-learning product that is a promising, research-based use of technology to help high-need students learn ELA and math Common Core State Standards and 21st century skills.

[Clever](#)

Clever provides a modern set of APIs that allow ISVs to for the first time plug directly into a schools existing data infrastructure.

[iCAN](#)

iCAN is a web-based, student and teacher tool for learning, engagement, evaluation and measurement of achievements to standards.

[iPrompts](#)

iPrompts is a suite of interactive tools for iOS and Android devices, designed to help students with autism understand tasks, remain attentive, learn socially appropriate behaviors, and transition to new activities.

[KLEOplatform](#)

Whether it's a school, teacher, student or PTA raising money for a project, or an individual giving money, or a foundation, corporation, school district, PTA, government agency or nonprofit distributing money, Kleo simplifies all matters relating to managing funds for educational needs.

[LearnSprout](#)

The LearnSprout API is a universal data connector that plugs into multiple SISs.

[Mathalicious](#)

Mathalicious is rewriting middle- and high-school math around real-world topics that students care about.

[mSchool](#)

mSchool provides a combination of distance training, hardware, and software to existing community after school programs allowing them to open a "microSchool," which replaces core instructional time in a traditional classroom.

[Reading Kingdom](#)

Reading Kingdom is a patented, adaptive, common-core aligned English language arts program that teaches children to read and write to the third-grade level.

[RecoVend Collaborative Purchasing Platform](#)

RecoVend makes it easy for school administrators to work together to discover, research and

buy the products and services they need.

STEMscopes

STEMscopes is a K-12 comprehensive online science curriculum program that provides hands-on inquiry activities, assessments, problem-based-learning, intervention tools, acceleration materials, and teacher support resources.

PlatinuMath *(alternate)*

This suite of Web-based games strengthens the procedural and conceptual mathematics understanding of pre-service elementary teachers.

SIIA is partnering with Innovation Incubator Program sponsors BLEgroup and Texthelp to host these developers of new technologies at this hallmark conference.

For more information about the Ed Tech Business Forum, visit www.sii.net/etbf .

About SIIA

The Software & Information Industry Association (SIIA) 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 more than 500 leading software and information companies. The **SIIA Education Division** serves and represents more than 200 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. For more information, visit

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