

SIIA Education Division News

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SIIA Announces Innovation Incubator Award Winners

'Most Innovative' and 'Most Likely to Succeed' Innovations Recognized at Industry Event

Washington, D.C. (Nov. 28, 2012) – The Education Division of the Software & Information Industry Association (SIIA) showcased some of the leading growth companies in the education technology market and recognized the best among them as part of the Innovation Incubator program at the 12th annual [Ed Tech Business Forum](#), held Nov. 26 and 27 at the McGraw Hill Conference Center in New York.

The award winners are:

- [Clever](#) received top-votes as Most Innovative and Most Likely to Succeed
- [Mathalicious](#) received first runner-up for Most Innovative and Most Likely to Succeed
- [Classroom, Inc.](#) has the distinction of receiving the first-ever Educator's Choice Award

"This year's innovation incubator winners were incredibly creative and focused," said Karen Billings, vice president for SIIA's Education Division. "We are confident that all of the Innovation Incubator participants will make a positive, lasting impact on the ed tech industry."

More than 75 applicants were assessed for the Innovation Incubator program on a broad range of criteria, including the education focus, end-user impact, market need for the innovation, representation of K-12/postsecondary market levels, and the level of originality and innovation. Twelve participants and one alternate were selected for the program, and six were elected as finalists in the program.

Other finalists include:

1. [C8Kids](#)

2. [iPrompts](#)
3. [LearnSprout](#)
4. [mSchool](#)

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 Ed Tech Business Forum is the industry conference for the K-12 and postsecondary education technology marketplace. For more information regarding the event, visit www.siia.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 www.siia.net/education

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