

## **SIIA Education Division News**

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## **Innovative Education Technology Developers Announced as Finalists for SIIA Innovation Incubator Program**

*Eight innovators to be featured at Ed Tech Business Forum*

**Washington, D.C.** (November 18, 2010) – The Education Division of the Software & Information Industry Association (SIIA) announces the selection of finalists for its Innovation Incubator Program that will be featured at the Ed Tech Business Forum, November 29-30 at the Princeton Club in New York City. Eight products and services will be presented during the event, and awards will be presented to the most innovative business and the most likely to succeed, based on the votes of participants at the Forum.

The Innovation Incubator Program connects the developers of promising, new technologies with industry leaders, potential investors and established organizations 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. The 34 applicants were assessed based on key selection criteria, including the extent to which their innovation represents a ‘sea change’ in thinking, the degree to which it has the potential to positively impact education by way of enhanced student achievement, teacher effectiveness, cost reduction and efficiency, and alignment to the conference’s theme, “Reinventing Business Models.”

The finalists will begin their participation with the Business Profiles Presentations on November 29, followed by the Innovation Showcase & Networking Reception. During the event, they will receive industry-wide recognition, peer-to-peer mentorship and access to hand-selected prospects for partnership, acquisition, financing, and veteran advice. Finalists (and the representatives expected to attend) are:

### **I Can Do That! Kids**

**Angelo Truglio, Founder, Atmotivate**

This program’s “kid-friendly” characters help students learn how to learn. ICDTK improves self-efficacy, a belief that “I can do that successfully”. Students gain strategies to Outsmart OBST, an annoying character representing obstacles. Cards, displays and printables are easily integrated into any lesson, project or activity.

### **K2 Browser**

**Cliff Boro, CEO and Founder, KidZui**

The KidZui K2 browser is stuffed with millions of kid-friendly websites, learning games, and videos and builds students' sense of independence online. All sites are curated by KidZui's editorial staff, parents, and teachers to ensure a safe and fun learning environment. Plus, weekly activity reports give teachers updates on their students' online activities and evolving interests to help shape their lesson plans.

### **MetaCatWorks**

**Sara Moshman, President/CEO, MetaLogic Inc.**

This instructional tool provides online collaborative content development and data tracking to teach

students data analysis and research skills. Teachers can easily set up online databases and collaborative projects in real-time and students can collect data and also analyze results in real-time. Students can design, collect and evaluate their own research, gaining skills and confidence to find answers to their own problems.

### ***Motion Math***

***Gabriel Adauto & Jacob Klein, Founders, Motion Math, Inc.***

Motion Math creates learning games that fuse educational theories and advanced mobile technology to give learners a physical experience of math. First conceived at the Stanford School of Education, and drawing on research in embodied cognition, Motion Math is creating a gaming and data platform: under our physical/digital hybrid games, a unified architecture will individualize learning in real-time and provide detailed progress reports for kids, parents, and schools.

### **NCTAF Learning Studios**

***Tom Carroll, President, NCTAF***

Thousands of retiring Boomers seek encore education opportunities. STEM Learning Studios deploy them as skill-based volunteers in cross-generational learning teams working on inquiry learning challenges with digital-age teachers and youth. Learning Studios blend face-to-face and online project-based learning.

### ***Panopto Focus***

***Eric Burns, Chief Technology Officer, Panopto***

Panopto Focus empowers instructors and students to capture and broadcast lectures, mini-lessons, training sessions and presentations with PowerPoint/Keynote slides, audio, video and screen capture components. It includes search and note-taking features to maximize learning time, productivity and student achievement.

### ***P.E.T. Learning Styles System***

***Mark Cosby, Senior Advisor, Vital Knowledge***

P.E.T. helps schools increase student engagement by fostering self-directed learning, effective collaboration, self-awareness and understanding of others. In addition, P.E.T. provides teachers with insight into the diverse learning needs of their students, equipping teachers with objective data points that support differentiated instruction, and providing strategies and activities for meeting individual student needs.

### ***The Workbench***

***Ron Gwiazda, Founder & CEO, TRintuition LLC***

The Workbench is an online application for authoring educational web content. It is currently used in elementary through graduate school by educators and students to create e-portfolios, websites, training materials, curriculum, classroom & professional presentations, and student projects of all kinds.

### **2010 Ed Tech Business Forum Incubator Program Alternate:**

**[www.ESMZone.com](http://www.ESMZone.com)**

***Andy Moss, CEO, Education Sports Mentoring LLC***

ESMZone.com is a social game where Student Athletes compete for points and prizes by sharing and comparing issues, stories, and events important to them. The game is based on providing positive incentives for kids to help and mentor each other. ESMZone is built around a simple formula - Ask. Answer. WIN!

SIIA is extending the visibility of all applicants by hosting the Virtual Innovation Showcase. Built with the support of a member company, LearningTimes, it provides a venue for voters to review each innovation. To provide visibility for all applicants during and after the Ed Tech Business Forum, the public is invited to view their innovations by visiting <http://home.learningtimes.net/siia>.

For more information about the Ed Tech Business Forum, go to [www.edtechbusinessforum.net](http://www.edtechbusinessforum.net). To apply for media access, go to [http://www.siia.net/etbf/2010/press\\_apply.asp](http://www.siia.net/etbf/2010/press_apply.asp).

### **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 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. For more information, visit [www.siia.net/education](http://www.siia.net/education).

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