

## **SIIA Ed Tech Business Forum Presentation Summaries**

Visit <http://www.siaa.net/etbf/2006/presentations.asp> for full presentation notes.

### **Keynote – Advice to the Ed Tech Industry**

Keynote speaker Paul Vallas, CEO of the School District of Philadelphia, focused on what technology can do to serve as “the great equalizer” in education. He discussed four major challenges in his school system, including teacher competency, classroom resources, parental “deficit,” and the condition of his facilities. Vallas believes that the right technology can address all of these problems. He also answered a few questions, including what he has found to be effective classroom technology.

### **Do You Build It or Buy It?**

*Strategies for Getting to a Full Solution for Education Customers*

Robin Warner, managing director for the van Tulleken Company, moderated the session with panelists Michael E. Johnson, COO of Follett Digital Resources and Eric Meyer, CEO of QLD Learning. Johnson provided a list of items that buying companies should consider and Meyer presented a complementary list of what seller companies need to think about. The panelists also addressed details of the deal process from both the buyer and seller perspectives.

### **How Do You Price It?**

*Current and Emerging Business Models for Full Solutions Offerings*

Timothy Loomer, president and CEO of Scantron, moderated the session with panelists Andy Flanagan, CEO of eSchoolMall, D. Midian Kurland, VP Technology & Development for Scholastic Education, and George Kane, VP Strategic Initiatives for Pearson Education. The panelists discussed distribution channels, pricing models, the move to providing digital content and shared software, and then answered questions regarding maintenance fees and renewal rates among other topics.

### **The Ed Tech Industry in a Web 2.0 World**

Gwen Solomon, director of techlearning.com moderated the session with panelists Cristin Frodella, K-12 Education Outreach for Google, Michael Ross, senior VP Education and general manager for Encyclopedia Britannica, Inc., and Anne Schreiber, chief academic officer for Curriki. The panelists discussed business strategies in a 2.0 world, the open source movement, democratization of information, free content versus paid subscription-based models and innovative curriculum development.

## **Seminars – Interactive Presentations**

A number of industry professional gave 50-minute presentations on a range of practical topic, including:

*What's Your Niche? Conceptualizing & Defining the Product Need* presented by Mitchell Weisburgh, managing partner and CEO of Academic Business Advisors, and Farimah Schuerman, managing partner of Academic Business Advisors.

*Radical Simplification; A Checklist for Developing Business Plans & Securing Investment Capital* presented by Melissa Krinzman, managing director at Venture Architects.

*Doing the Deal – Successfully Negotiating and Closing A Venture Capital Financing* presented by Jeffrey Fromm, partner at Eiseman Levine Lehrhaupt & Kakoyiannis, P.C., and managing member of Kidron Opportunity Fund I, LLC.

*Distribution Strategies; For K-12 and Post-Secondary Markets: How to Make Strategic Partners Work* presented by Glen McCandless, president of Focus Marketing.

*The Life-time Value of Customers; Calculating, Optimizing, and Maximizing the Value of Your Customer Base* presented by Rita Ferrandino, CEO of Teacher2Teacher, Kevin Custer, CEO of Kinderstreet, and Myron Pincomb, founder and CEO of Educational Tools, Inc.

*The Role of Effective Sales Teams in Full-Service Offerings* presented by Kevin Dwyer, senior consultant at MarketingWorks.

## **The Late Afternoon Show with Ed Tech Luminaries and Leaders**

Kevin Custer, principal of ARC Capital Development and Richard J. Casabonne, CEO of Casabonne Associates hosted the session. Terry Crane, a member of tutor.com Board of Directors, John Campbell, senior VP for Proquest Information and Learning, Kurt Gerdenich, VP of Thomson Learning, and John Richards, president of Consulting Services for Education were panelists. The moderators started this wide-ranging Q and A session by asking the panel to speculate on where the greatest influx of funds would be in three years for educational technology products and services. The panelists then addressed the productivity of technology in education and the growth of online learning.