

## **SIIA Education Division News**

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## **SIIA Announces Innovation Incubator Award Winners**

*'Most Innovative Product' and 'Most Likely to Succeed' recognized at industry event*

**Washington, D.C.** (November 30, 2011) – 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 11<sup>th</sup> annual [Ed Tech Business Forum](#), held November 28 and 29 at the Princeton Club in New York.

Participants were highlighted during the Business Profiles Presentations on November 28, immediately followed by the Innovation Showcase & Networking Reception. After a first round of voting, supported by Turning Technologies, finalists provided a second presentation during lunch on November 29, where two awards were given, based on the votes of participants at the Forum.

The award winners are:

- Fluidity Software, Inc for *FluidMath*, “Most Innovative Education Product or Service” Award
- Footsteps2Brilliance for *Footsteps2Brilliance Early Learning Mobile Platform*, “Most Likely to Succeed in the Education Market” Award

“This year’s line-up of Innovation Incubator participants was truly impressive, and it was extremely difficult to narrow the list down to two winners,” said Karen Billings, vice president for SIIA’s Education Division. “We are confident that all Innovation Incubator participants will make a positive, lasting impact on the ed tech industry.”

Other finalists included:

- Alelo Inc. for *Alelo Virtual Language & Culture*
- ITWorx (CLG) for *Connected Learning Gateway*
- Drawbridge, LLC for *Eli. One Writer, Many Reviewers, Better Writing*
- eSpark Inc. for *eSpark Learning*
- The Elumenati for *GeoDome Immersive Learning Platform*
- App, LLC for *School Mobile Application Builder and Manager Study*
- Techsmith Corporation for *ScreenChomp*
- Seward Incorporated for *The First 4,000 Words Vocabulary Building Program*
- CSU Monterey Bay for *Video Mentor*

The Innovation Incubator Program connects developers of promising new technologies with industry leaders, potential investors, and established organizations seeking partnerships, or prospects for acquisition. Program participants also receive veteran advice and mentoring from industry experts. 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. SIIA is pleased once again to have partnered with lead Innovation Incubator Program sponsor Blackboard Partnerships to host these developers of new technologies at the hallmark conference.

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; its potential to positively impact education by way of enhanced student achievement, teacher effectiveness, cost reduction, and efficiency; and its alignment to the conference’s theme, “Doing Business in the New Normal.”

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.siaa.net/etbf](http://www.siaa.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 180 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.siaa.net/education](http://www.siaa.net/education).

**About Blackboard Partnerships**

Blackboard Partnerships teams with content providers, media and technology companies, system integrators and more. Together, we help clients do more to engage and assess learners, increase safety and convenience and take the education experience mobile.

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