



SXSWedu Announces 2013 LAUNCHedu Finalists

Startup companies selected to showcase innovative educational products and business concepts in K-12 and Higher Education

January 7, 2013, Austin, TX - SXSWedu® Conference today announced the 2013 LAUNCHedu finalists, a startup competition for education entrepreneurs occurring during the SXSWedu Conference & Festival March 4-7, 2013 in Austin, Texas.

Selected companies will pitch their educational business concepts and products to a judging panel of venture capitalists, successful industry leaders and education practitioners in a series of fast-paced presentations in two separate categories – one for K-12 and one for Higher Education.

“The caliber of this year’s startup applicants was impressive,” said Ron Reed, SXSWedu Executive Producer. “The tremendous energy at the intersection of education and entrepreneurialism is exciting, as evidenced by the high-quality startups that applied to participate in LAUNCHedu.”

LAUNCHedu debuted at SXSWedu 2012, attracting significant energy and support as a catalyst for discovering what’s next and new in the evolving education landscape. In response to a dramatic increase in applicants, and the growth of the SXSWedu Conference at large, LAUNCHedu has expanded to feature 24 finalists companies in the competition’s second year.

Finalists in the K-12 category are:

Actively Learn

activelylearn.com

Reading is the bedrock of education, but two-thirds of eighth graders cannot understand what they read. Actively Learn has created a reading environment to teach students to be advanced readers. Educators are empowered with tools for personalized instruction and analytics of student learning within the context of Common Core standards.

Classroom, Inc.

classroominc.org

SXSWedu Conference & Festival

March 4-7, 2013

P.O. Box 685289 | Austin, Texas | 78768 | 512.467.7979 | sxswedu.com

Classroom, Inc. prepares struggling middle and high school students for success in and beyond school. Acting as bankers, editors, and lawyers in our workplace simulations, students use their academic, critical-thinking, and 21st century skills to solve authentic problems.

Clever

getclever.com

Founded by a teacher tired of chaos in the computer lab, Clever solves a common frustration with educational software: logins. Clever automatically syncs student accounts from a school's information system (SIS) into programs students use. Over 50 companies and 3,000 schools use Clever to make their classroom software "just work".

Common Curriculum

commoncurriculum.com

Common Curriculum is building the Google Docs of education. Our free site lets teachers collaboratively plan units and lessons while aligning them to the Common Core. Teachers and districts will be able to sell their work through our online marketplace or purchase new material by dragging it into their plans.

DigitWhiz

digitwhiz.com

DigitWhiz is all about making sure kids master foundational math skills in a fun and effective way. We evaluate, prescribe individualized games and guide kids to master the skills they need. Play on desktops or iPad. Teacher-built and kid approved!

Duckie Deck

duckiedeck.com

At Duckie Deck we provide smile. Over eight million toddlers played our games and smiled. We teach things that are important for their future, things that matter to their parents. We explain why sharing with others is so important. Why we should brush our teeth and what does friendship mean.

instaGrok

instaGrok.com

instaGrok is a research engine: we make it incredibly simple to discover, learn, and share information. Users explore graphical concept maps that show how ideas connect. They can also customize the maps (with key facts, links, and images) and then share them with friends, colleagues, and classmates.

Learnsprout

learnsprout.com

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LearnSprout simplifies systems integration and reveals key insights on student performance and engagement with the first universal API to pull live data from leading student information systems. Free to schools and districts, LearnSprout is the easiest and most secure, FERPA compliant method for integrating an SIS within the edtech ecosystem.

NoRedInk

noredink.com/

NoRedInk helps students improve their grammar/writing skills through adaptive learning and personalization. Our engine generates curriculum from students' interests and guides progress through instant feedback, tutorials, and color-coded heat maps. We're in 5% of U.S. schools and determined to help eliminate "red ink."

Slate Science Inc.

slatescience.com/

Slate Science is transforming mobile devices into interactive, adaptive learning platforms for K12 STEM education. Our platform enables rapid, multi-platform development of modular learning units, designed to offer performance-based, student-specific learning experiences. The SlateMath CC-compatible portfolio includes hundreds of recombinant learning units, each imparting a specific mathematical skill or concept.

Teaching Channel

teachingchannel.org/

Teaching Channel is a community of educators focused on self-improvement that attracts 250,000 users/month. Visitors to the website find a high-quality video library – featuring exemplar teachers – paired with intuitive annotation tools. With TchTeams, Teaching Channel's private collaboration platform, schools and districts can now enable their teachers to learn together.

zondle

zondle.com

A games-based learning web and mobile platform grounded in neuroscience that enables teachers and students to create, play and share games to support teaching and learning. User-created questions (multiple formats, any language, any age group) can be combined with multiple casual games for students to play and practice.

Finalists in the Higher Education category are:

CollegeSnapps

collegesnapps.com

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CollegeSnapps™ is a mobile communication platform that facilitates students' progress to-and-through college by pairing an innovative mobile app that delivers just-in-time, high quality information and alerts to students with a multi-functional web-based dashboard in order for high school counselors and college advisors to effectively communicate with and support their students.

Flinja

flinja.com

Flinja is an exclusive, college-centric marketplace where students, staff and alumni can hire and be hired. We provide a vetted, freelance workforce of talented college students and alumni. Our mission is to innovate the hiring process by connecting user participation with college affiliation.

Kahoot!

getkahoot.com

Kahoot! is a platform that enables learners to play with knowledge in a collaborative and social manner. A web-based, mobile and tablet friendly educational platform, with a core emphasis on user experience design in a social, fun and game-like environment.

LRNGO

LRNGO.com

LRNGO.com is a marketplace where people can teach their skills and connect through learning. On LRNGO, you can buy, sell or trade what you know for leisure or achieving your goals. Teach. Learn. Share. LRNGO, INC. is a company that develops social learning utilities to accelerate the transfer of knowledge.

Matchbox, Inc.

matchbox.net

Matchbox disrupts undergraduate and graduate admissions by replacing outdated software with an iPad app. Our streamlined system gives customers a competitive advantage by arriving at decisions faster and gaining visibility into the incoming class. This insight enables universities to proactively adjust their recruitment efforts improving yield and increasing tuition revenue.

MediaCore

mediacore.com

Originally launched in 2009 as an open source video platform, MediaCore moved its commercial offering to the cloud in 2011. This enabled organizations to publish video libraries of all sizes in a secure scalable manner worldwide. MediaCore's customers include schools, higher education and corporations.

More Than Money Careers

morethanmoneycareers.com

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MTM Careers helps college students and graduates get clear, get connected, and get hired for well-paying jobs in CSR, sustainable business, and social enterprise. Since 2010, over 30 universities have leveraged our process and resources via our online staff and faculty training programs or our 'Netflix for Impact Careers' library.

School Yourself

schoolyourself.org

We're reinventing math textbooks by making them more fun and affordable. So far, we've launched three e-books (most recently "Hands-On Calculus"), each of which we wrote and published ourselves. Unlike almost all other textbooks on the market, our books make math come alive with engaging content and touch-based interactive demos.

scribe

scribe.com

We make useful online reading and research apps that enable you to annotate/comment on webpages in your browser and then save, share and manage them in the cloud. Our Student Edition adds academic features (e.g. citations, bibliographies, reports, etc.). Instructors use scribe for thoughtful and collaborative e-reading assignments.

SpeakingPal

speakingpal.com

SpeakingPal is an innovative education company with a unique focus on teaching English speaking skills using automatic speech recognition on smartphones, tablets and Smart TVs. Founded in 2009, SpeakingPal's multidisciplinary team has created highly engaging and interactive educational products that are used by over 1M people worldwide, and growing.

MapStory

mapstory.org

MapStory, a compliment to Wikipedia, is a new dimension to the global data commons that empowers a global user community to organize knowledge about the world spatially and temporally. Perhaps more important, MapStory is an infrastructure enabling 'MapStorytelling' as a means of communicating important issues to a global audience.

USEED

useed.org

USEED is re-engineering philanthropy in Higher Education. We provide universities and colleges with an innovative online fundraising solution specifically tailored to the unique challenges within the industry. USEED builds a

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large pipeline of new donors for the institution while simultaneously empowering students to pursue their dreams and discover their passions.

Finalists for LAUNCHedu 2013 were evaluated and selected by the LAUNCHedu Advisory Board, led by co-chairs, educational investment veterans Deborah Quazzo and Michael Moe of GSV Advisors.

Winners of LAUNCHedu will be announced and celebrated at the LAUNCHedu Party the evening of Wednesday, March 6, 2013.

About SXSWedu

Now in its third year, the SXSWedu Conference and Festival has quickly emerged as a catalyst for change in education. Education stakeholders and practitioners of all backgrounds— including teachers, administrators, university professors, business and policy leaders – converge at SXSWedu to connect, collaborate, create and change how we teach and learn.

Join education's most energetic and innovative leaders at SXSWedu 2013, March 4-7, 2013 in Austin, Texas. For more details, visit <http://sxswedu.com>.

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