THE EDTECH AWARDS 2020

The largest and most inclusive recognition program in all of education technology.

Recognizing the biggest names in edtech—and those who soon will be.

We celebrate who’s who—and what’s next.

The EdTech Awards recognizes people in and around education for outstanding contributions in transforming education through technology to enrich the lives of learners everywhere.

Featuring edtech’s best and brightest, the annual program shines a spotlight on cool tools, inspiring leaders and innovative trendsetters across the:

- K-12
- Higher Education, and
- Skills and Workforce sectors.

The EdTech Awards program honors people—and the products they produce and lives they shape—with global exposure, ongoing coverage, and invaluable recognition.

https://edtechdigest.com/enter-awards/
CATEGORIES

THE EDTECH LEADERSHIP AWARDS

• edtech author / speaker
• edtech podcaster / podcasts
• founder(s) / ceo
• founder(s) / ceo - startup
• global leader
• higher education technology leader
• national (U.S.) leader
• public relations (PR) firm working in edtech
• school leader
• visionary

THE EDTECH TRENDSETTER AWARDS

• edtech company setting a trend
• edtech group setting a trend
• educator setting a trend
• leader setting a trend
• product or service setting a trend
• school leader setting a trend

THE EDTECH COOL TOOL AWARDS

• new product or service (released in 2018 or later)
• product or service - general
• adaptive technology solution
• administrative solution
• artificial intelligence (AI) solution
• arts, music, or creative solution
• authoring tools solution
• badging/credentialing solution
• career planning solution
• classroom management solution
• coding, computer science, engineering solution
• collaboration solution
• college prep solution
• communication solution
• content provider solution
• corporate training solution
• curriculum and instruction solution
• digital courseware solution
• district data solution
• e-learning, blended, or flipped solution
• emerging technology solution
• enrollment & admissions solution
• games for learning/simulation solution
• hardware for education solution
• higher education solution
• hiring solution
• internships solution
• networking, information technology (IT), connectivity, or access solution
• language arts solution
• language learning solution
• learning analytics/data mining solution
• learning management system (LMS) solution
• lesson planning solution
• literacy/reading solution
• maker/DIY tools solution
• math solution
• mobile app solution - early childhood, elem.
• mobile app solution - middle & high school
• mobile app solution - post-secondary
• mobile device solution
• online courses / MOOCs solution
• open educational resources (OER) / open learning solution
• parent/student solution
• personalized learning solution
• presentation solution
• professional development learning solution
• professional skills solution
• research/reference tools solution
• resources/other helpful sites or tools for education
• robotics (for learning, education) solution
• science solution
• security solution
• social studies solution
• special needs/assistive technology solution
• STEM (science, tech, engineering, math) solution
• student data privacy solution
• student information system (SIS) solution
• student study tools solution
• test prep solution
• testing & assessment solution
• tutoring solution
• skills solution (a.k.a. 21st-century skills) solution
• video-based learning solution
• virtual reality, augmented reality (VR/AR) solution
• write-in: OTHER (name it)

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EVALUATION CRITERIA
Finalists and winners in The EdTech Awards 2019 recognition program will be chosen based on seven key elements that apply to products and services:

- **Workability.** Is it set up such that the complexity does not outweigh the usefulness? Can it be navigated with ease? Is it easy, fun, and intuitive? Is it scalable? Is there sufficient speed? Does it work? Is it pedagogically sound?

- **Results.** What evidence is there that it attains its stated goals? What success stories, case studies or statistical evidence support its efficacy? What do sheer user numbers indicate? If low numbers, what is the rate of user growth?

- **Attractiveness.** Is it pleasing to the eye? Do color, composition, design and overall presentation make a big difference?

- **Interest.** Does it pull the viewer in, motivate someone to reach in that direction? Does it get them excited and motivated? Is it alive?

- **Message delivery.** Beyond the initial attraction and interest, does it have a message? Is that message clearly communicated? Is the content clear and accurate? Is there a balance of images and words? Is it understandable?

- **Support.** Is there sufficient documentation, explanation, back up help, or professional development surrounding it? Are questions answered or access to answers possible and of sufficient quality and clarity so as to not impede forward motion?

- **Potential.** In the bigger picture, does this concept have long-term value? Is there something here of interest that stirs up the imagination with possibilities? Is this a best-kept secret? Can this help millions more?

Criteria for people- and organization-oriented awards are generally based on evidence of leadership and trendsetting. Selections are left to the discretion of our judges.

BENEFITS
- Global exposure to the right people
- Dozens of winners, hundreds of finalists
- Reach 100k readers, 35k followers intensely interested in the intersection between ed & tech
- Reach a spectrum of people, from students & teachers using technology to venture capitalists, corporate leaders, policy makers
- Continued social media shares (twitter, facebook, linkedin, etc)

ALSO:
- Get the recognition you deserve.
- Stand out in an expanding, crowded field.
- Get one-on-one attention to assist you in entering appropriate categories.
- Get featured in EDTECH DIGEST.
- Receive prestigious FINALIST and/or WINNER badges for display on your site & print materials.
- Receive an official certificate of your honor status

PLUS:
- Get 'bragging rights' for an entire year and beyond
- Receive feedback from judges with comments on your product/service/app/platform/people
- Get help with quotable quotes for articles and press releases
- Receive extended social media promotion via Twitter, LinkedIn, and other outlets
- Get your product/service/company well known and well thought of
- Ongoing recognition for your company, products, people

FURTHER INFO:
- MEDIA KIT: [https://edtechdigest.com/more/media-kit/](https://edtechdigest.com/more/media-kit/)

ENTER NOW
If you’re reading this between June 21, 2019 and October 17, 2019 - our entry period is open.

Enter The EdTech Awards 2020 - CLICK HERE: [https://edtechdigest.com/enter-awards/](https://edtechdigest.com/enter-awards/)

It takes about 15 minutes to enter. Easily set up an account. You can return as often as you wish to edit your entries.

Enjoy ‘Early Entry’ rates when you submit payment before Thursday, July 25, 2019. You can still go back and edit your entries until the very last deadline.

[https://edtechdigest.com/enter-awards/](https://edtechdigest.com/enter-awards/)
ENTRY NOTES

• Multiple entries from the same organization or company are okay; you may also enter the same product in multiple subcategories.

• Use the 'copy' feature to create a copy of your entry, then select an additional category; repeat this process as needed.

• Ensure accuracy with names and product names, these are used for finalist and winner certificates.

• Entry fees may be paid by credit card and are paid online at time of completing submissions. Submissions not paid for by close of entry may not be included for judging.

• Card processing fees are assessed and will appear as part of your total at time of checkout.

• Payments made by Early Entry or Regular Entry deadlines are correspondingly discounted; you may still edit entries until final 'extended entry' deadline.

• Nonprofits: request discount code.

• Educators currently employed in public school systems: request ‘discount’ code (no charge). Applicable to some entry categories.

IMPORTANT DATES:

OPEN FOR ENTRIES: June 14, 2019

• EARLY ENTRY
  COST: $199.00 per subcategory entered
  DEADLINE: Thursday, July 25, 2019
  at 11:59 pm U.S. Pacific Time - after which, Regular Entry rates apply.

• REGULAR ENTRY
  COST: $249.00 per subcategory entered
  DEADLINE: Thursday, September 26, 2019
  at 11:59 pm U.S. Pacific Time.

• EXTENDED ENTRY
  COST: $299.00 per subcategory entered
  DEADLINE: Thursday, October 17, 2019
  at 11:59 pm U.S. Pacific Time (FINAL DEADLINE)

• The system automatically prevents entry submission after FINAL DEADLINE (October 17th 2019 at 11:59 pm U.S. Pacific).

• You may return to and edit any of your entries up until October 17th, 2019 at 11:59 pm U.S. Pacific (this applies to Early Entry, Regular Entry, and Extended Entry).

RESULTS ANNOUNCED

FINALISTS & WINNERS: March 2020

SUPPORT

Approximate time it takes to fill out and submit an entry: 15 minutes.

If you have any questions on the entry process, please contact the organizers by email or call +1 323 823 4192 edtechdigest@gmail.com

https://edtechdigest.com/enter-awards/
WHY ENTER THE EDTECH AWARDS

The edtech ecosystem is now more than 15,000 companies strong, with hundreds of thousands of educators globally using technology to enhance, improve, and transform their everyday work.

The EdTech Awards program was established in 2010 to recognize, acknowledge, and celebrate the most exceptional innovators, leaders, and trendsetters in education technology.

More than US $50 Billion has been invested worldwide across the global edtech landscape in just the last several years.

Standing out from the crowd

Standing out from the crowd and being recognized and celebrated for hard work is invaluable, and precisely what honorees of The EdTech Awards receive and have achieved.

In good company

Past winners include Blackboard, ClassLink, Coursera, Discovery Education, DreamBox Learning, Edmodo, Edthena, Flipgrid, Freshgrade, Promethean, Scholastic, Schoology, SMART Technologies, Smithsonian Learning Lab, and zSpace, among many others.

How we are unique

The EdTech Awards are unique in that we are very inclusive: small startups can compete alongside much larger companies.

And unsung heroes are recognized alongside other leaders and visionaries.

In other words: we look for promising people and ideas before they become well known.

And we also recognize established, proven success stories.

Now it’s your turn

Over the years, we have recognized hundreds of leaders in technology as well as innovative educators.

Global audience exposure, validation, new business and professional relationships, a revitalization of purpose—these are a few of the reasons to enter.

These reasons and more are what you’ll hear from the finalists and winners themselves, including those on the pages that follow.

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LONGTIME FANS
"It's an incredible honor to work on a product that amplifies students' voices around the globe," shares Dr. Charlie Miller, co-founder and Chief Design Officer of Flipgrid. "To see our work and the work of our teachers and students recognized by the premier education technology publication EdTech Digest is simply humbling. We are longtime fans of the Cool Tool Awards, so this is beyond exciting for our team. Thanks to our inspiring teachers, students, and the entire EdTech Digest team."

OUR TEAM BELIEVES IN EDUCATION
"We are delighted to receive this recognition for our innovation and high-impact contributions to the educational technology sector," says Learnosity CEO Gavin Cooney. "Our team believes in education. Being selected as a Cool Tool Award Finalist is further recognition of the level of scale and value we have succeeded in delivering to our customers."

VERY GRATIFYING
"MobyMax helps struggling learners learn quickly so they can catch up to grade level," says Moby co-founder Glynn Willett. "The EdTech Digest award we've received for achieving this goal is very gratifying, but even more gratifying is knowing that so many students are struggling less and succeeding more."

AWARD HIGHLIGHTS OUR LEADERSHIP
"We thank EdTech Digest and the judges for recognizing Untangle as the solution of choice for schools," says Scott Devens, chief executive officer at Untangle. "These awards highlight Untangle's leadership in simplifying the complexities of comprehensive network security for the K-12 and higher education markets."

AMONG WORTHY PEERS
"We're truly honored to have been recognized, especially among so many worthy peers who are interested in creating a better future for education," says Kuder President and CEO Phil Harrington.

A PROMINENT AWARD
"Today's students, teachers, schools and districts face immense challenges complicated by competing hardware technologies and quickly changing curriculum," says Guido Kovalskys, co-founder and CEO of Nearpod. "We're preparing classrooms for the 21st century by delivering innovative, standards-based, engaging digital content supported across all devices and are deeply honored to have our work recognized by such a prominent award."

MEANS A GREAT DEAL
"This award means a great deal to us it truly recognizes the innovators, leaders, and trendsetters in the global education scene who are determined and dedicated to making a difference in education," says Mervi Palander, CEO of Claned Group. "We are honored to be recognized for our vision and learning solution that is already in use in over 25 countries."

A THRILL TO RECEIVE
"It's a thrill to receive this acknowledgement from EdTech Digest as StrongMind continues to push past today's requirements and set a new standard in digital curriculum quality, efficacy and engagement," says Damian Creamer, founder and CEO of StrongMind.

CLEAR INDICATION OF YOUR IMPACT
"The EdTech Awards annually celebrates the people and services that are truly transforming teaching and learning. Recognition by The EdTech Awards' esteemed panel of judges is a clear indication of your organization's impact on supporting the success of all learners," says Stephen Wakefield, Vice President of Public Affairs at Discovery Education.

HIGHLIGHTS INDUSTRY-LEADING INNOVATION
"Our Bridge learning and talent management platform redefines how employees in corporations and in academic institutions are trained and engage with managers, mentors, and teams, ultimately creating stronger relationships and more successful organizations," says Mitch Benson, senior vice president of product at Instructure. "We are honored to receive this award from EdTech Digest that highlights Bridge's industry-leading innovations."

ADDED CREDIBILITY
"Participating in The EdTech Awards program gives us the opportunity to be recognized by a third party, and winning the award adds credibility as districts look for new ideas to improve outcomes and address key challenges," says Jeff Walker, Marketing Director at Skyward, Inc.

STAMP OF APPROVAL
"We're proud to receive the Cool Tool Award for our built-in assessment solution. We know there are many apps on the market teachers must wade through; this award gives us that 'stamp of approval' schools often seek and require. It gives them the confidence that EdTech Digest reviewed and approved the app, so they can invest and use it with confidence," says Tyler Wood, President and CMO, Cogent Education.

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A NEW STARTUP, CONGRATS FROM INVESTORS

“As a new startup, it was an honor to be included in the EdTech Awards alongside leading educational companies that have been around for much longer than us. Immediately after GoEnnounce was recognized as a Cool Tool finalist for Communication Solution, Student Academic Tracking Solution, and Social Networking Solution, we were targeted by VC investors around the country congratulating us and wanting to know more about the company. The awards also assist in providing districts and educators with instant credibility about our platform as we approach them with our new digital citizenship curriculum,” says Melissa Davis, Co-Founder and CEO, GoEnnounce.com. p.s., she says: “We closed a deal with an investor .. so recently moved our headquarters! Actively hiring edtech sales account executives if you know of anyone!”

TESTAMENT TO OUR SUCCESS

“Being recognized by this distinguished panel of educators and industry innovators is a great honor, and a testament to the success we are having with our Custom Mobile Apps solution in districts throughout the country,” says Robert Iskander, GM at SchoolMessenger. “We are thrilled that EdTech Digest has again chosen to recognize us for our technology leadership.”

INCREASED RESPECT

“After being acknowledged by EdTech Digest two years running now, we have increased respect for the publication and the value of being recognized in its EdTech Awards,” says Dallas Kachan, VP Marketing at Edsby.

OPPORTUNITY TO SHOWCASE, THRILLED

“Participating in The EdTech Awards gave [us] the opportunity to showcase our research-based solutions and platform to innovative leaders and passionate educators. We’re thrilled to be recognized among the most powerful tools and thought-leaders in education technology,” says Elka Chamberlin, Senior Manager, Strategic Initiatives at BrightBytes.

RECOGNITION IN CROWDED INDUSTRY, LOW ENTRY COST

“EdTech Digest’s Cool Tools Awards helps our company gain recognition in the crowded education industry. As we add new features, more categories become available for us to compete in and we gain more followers with the support of announcements and recognitions from the Cool Tools Awards program. It’s a great program for smaller companies because the cost of entry is low and there are no hidden fees or membership requirements,” says Alex Babalis, Director of Communications at Silverback Learning Solutions.

RANKED AMONG LEADERS IN EDUCATION

“Having Bloomz recognized as a finalist in four award categories and taking home ‘Best New Product or Service’ is a great honor for our entire team,” says Chaks Appalabattula, founder and CEO of Bloomz. “We are proud to be ranked among so many outstanding leaders in education. This award gives us strong validation that we are providing schools and communities an easy-to-use communication solution that works.”

HONORED TO WIN

“We’re proud of the positive impact SMART Learning Suite is having in classrooms and are honored to win the Lesson Planning Solution category of The EdTech Awards,” says SMART Technologies CEO, Greg Estell. “Used by more than three million classrooms worldwide, SMART’s software inspires greatness in both students and teachers and supports better learning outcomes.”

Hundreds more finalists and winners have benefitted over the past near-decade of The EdTech Awards recognition program.

Whether you are returning or new to the program—stand out of from the crowd and be recognized for your work in education.

ENTER NOW! VISIT: www.edtechdigest.com/enter-awards/
Recognizing edtech’s best and brightest.

PAST WINNERS INCLUDE THE BIGGEST NAMES IN EDTECH:

- StrongMind
- Flipgrid
- ClassCraft
- FastBridge Learning
- zSpace
- WeVideo
- 360 Alumni
- Cognero
- Soundtrap
- Authentica Solutions
- Labster
- Mimio
- Nepris
- Aruba Networks
- Instructure
- Padcaster
- WeWantToKnow
- Tinkercad
- Coursera
- Voxy
- SchoolMint
- FrontRow
- Whetstone Education
- WebAssign
- BrightBytes
- ABC-CLIO
- Arusat
- Silverback Learning Solutions
- Capti Voice
- Square Panda
- SlideRoom
- FreshGrade
- Zaniac
- Holberton School
- DreamBox
- Learning
- iTutorGroup
- GCI Education
- JHarrison
- Helix Education
- Triseum
- OER Commons
- Mountain Brook
- Schools
- Schoolrunner
- edWeb
- Bloomz
- TeacherLists
- ST Math
- Cogent Education
- HoverCam
- Cengage
- IXL
- Lea(R)n
- MobyMax
- Nearpod
- DreamBox Learning
- iTutorGroup
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