

EdTech Entrepreneurs Lab Pitch Session Overview

Hailing from diverse backgrounds in private industry, teaching, and academia, four teams of entrepreneurs pitched their ideas for new startups aiming to revolutionize the education space. The pitch session gave over three hundred Summit attendees the opportunity to witness, participate in, and contribute to entrepreneurship in action. Three judges presided: Aileen Lee, partner at Kleiner Perkins Caufield & Byers; Rob Waldron, CEO and president of Curriculum Associates; and Kim Smith, co-founder and CEO of Bellwether Education Partners.



The ideas were as diverse as the entrepreneurs' backgrounds: from *dailypage*, which aims to transform reading with social technology to *EdJigsaw.com*, which aims to help parents navigate the task of finding afterschool activities with an online review website. Rounding out the lineup were two websites centered on crowdsourcing: *Skoodio*, a platform that gathers feedback on student work, and *Scratica*, which solicits and rates answers to students' questions. After each startup team completed their three-minute pitch, the judges reacted with thoughts and feedback. Waldron commented on *dailypage*'s spoken pitch: "I would want you to be my kids' schoolteacher. People give to people and I think that you nailed that part."

While the judges deliberated to select a final winner, the audience weighed in by texting in their votes. Attendees also contributed their suggestions and questions to the teams. In the end, both the judges and the audience voted for *EdJigsaw.com* because it addresses a clear need in the market. Lee emphasized the need to stay data-driven throughout the launch process, also noting that the digital nature of the four start-ups reduces the people and resources needed to launch. Smith left the entrepreneurs with final words of wisdom, advising them to look beyond the most commercial ideas to the most revolutionary ones: "If everyone's clamoring for it, that's not where [something is] the most broken."