



Bringing transparency and evidence centered practice to edtech procurement and implementation for educators and the K12 market.

#ContextMatters

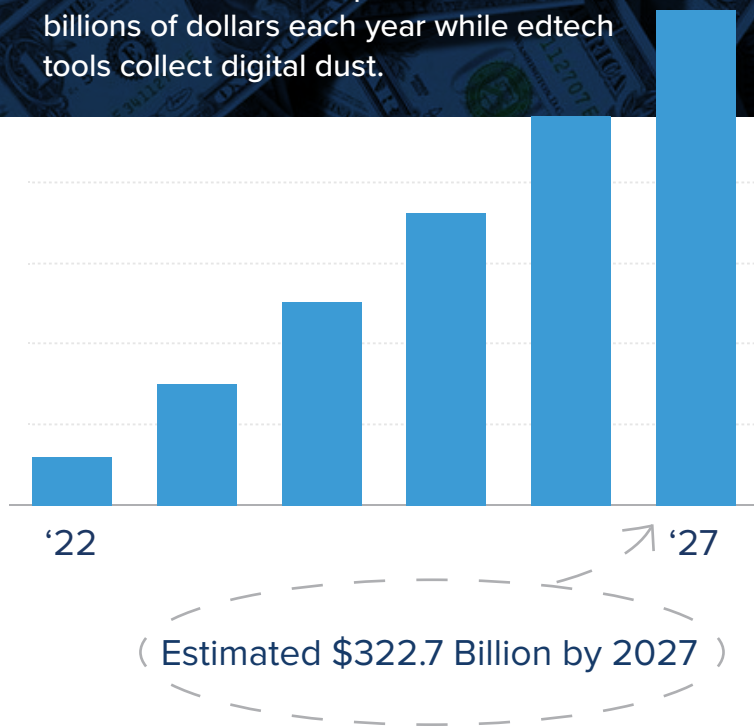
The EdTech Evidence Exchange is on a mission to give every educator information they need to make better, more informed decisions about education technology.

We're conducting rigorous research and deploying an innovative evidence exchange platform to help change the way educators select, purchase, and implement technology in schools and districts.

The Problem

Students lose millions of instructional hours when edtech isn't used properly—and districts have the potential to waste billions of dollars each year while edtech tools collect digital dust.

The global K-12 Education Market was valued at USD \$105.7 billion with an annual growth rate of 9.53% from 2022 to 2027.



The US Market dominates global spending and is estimated at \$26-\$41 Billion.

We are solving a multi-billion dollar problem.

Our Solution

Solving edtech procurement and implementation, together by centering the experience of educators to understand what works for who, when, and in what context. (There's no point buying something you aren't going to use.)



Discover + Define

The contextual variables associated with successful (and unsuccessful) edtech tool implementation by giving a real voice to educators and centering their actual user experience (the EdTech Genome Project report).



Organize

The K12 education sector by publishing an edtech context framework based on consensus and rigorous research (see Genome report). Convening stakeholders and valuing the voice of industry to collaboratively lead sector wide change alongside their users.



Collect + Analyze

Credible research alongside our partners at the University of Virginia with real-world insights to create a best in class resource decision makers (the EdTech Evidence Exchange Platform).



Share + Exchange

Share knowledge via the Exchange Platform by collecting data for and from educators to help them make informed edtech selection and implementation decisions.

How We Are Catalyzing Evidence Centered Practice in EdTech



Leading

a much needed movement to...



Cultivating

a community of educators to...



Improving

the EdTech Evidence Exchange Platform to...

Bring together thousands of education leaders, including practitioners educator associations, researchers, entrepreneurs, and advocates to implement a sector-wide common language for education technology implementation and evaluation.

Elevate and connect hundreds of thousands of practitioner voices to understand and share what edtech tools are succeeding (or failing) in which contexts, and why.

Provide educators with rich, contextually relevant implementation data and infographic-style reports describing edtech implementation experiences from others.



Better data.

Better decisions.

Better learning outcomes for students.

How You Can Help

When we don't have the right tools in the right place, our most vulnerable students are impacted the most. Join us and help give every educator the evidence they need to make better, more informed decisions about education technology.