



EDmarket and LearnLaunch Accelerator Announce Investors & Channels Summit

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August 9, 2018: (Silver Spring, MD/Boston, MA) – Two vital factors impacting innovation in the edtech marketplace, accessing capital and developing an effective sales channel strategy, will be addressed at the 2nd Annual Investors and Channels Summit, hosted by the Education Market Association (EDmarket), in collaboration with the LearnLaunch Accelerator. The Summit aims to bring together key thought-leaders, publishers, developers, investors, and channel partners to understand the dynamic landscape in edtech commerce. The event will take place in Boston, MA, on September 27-28, 2018 at the Hyatt Regency Boston Harbor Hotel.

With impressive year-over-year investment growth and escalated company creation rates in edtech, there's immense urgency for innovative startups to find effective channel partners and continue accessing growth capital. This two-day Summit brings these two key resources to the forefront and explores proven strategies, emerging channels, and developing trends. With these new resources and strategies at their fingertips, founders can accelerate market penetration and kick start efficient scalable impact, driving the future of edtech.

Leading investors across the funding spectrum will also meet individually with startups, and network with senior education and learning thought leaders, while scaling companies continue to explore distribution strategies for their new and existing product lines. Attendees will participate in interactive conversations and facilitated networking sessions, progressive power lunch, high-impact general sessions, and breakouts for investors, entrepreneurs, and channel partners.

"This Summit fills a unique void in the marketplace by helping companies not only find new funding streams, but figure out the right distribution partners to help them get those products to market," says Karen Billings, Principal at BillingsConnects and former V.P. and Managing Director at the Software & Information Industry's Ed Tech Industry Network.

In conjunction with the Summit EDmarket will be releasing the second installment of its *EDtech Distribution in an Evolving Marketplace* series. The 2018 report, EDmarket Distribution Opportunities: Educational Service Agencies and Buying Cooperatives, will be available to all attendees and presented in a general session that will shed light on this potential channel of distribution. LearnLaunch Accelerator will host the annual East Coast and Canada Semi-Finals of the acclaimed [Global EdTech Startup Awards](#). **For more information, visit www.edchannels.com.**

[The Education Market Association \(EDmarket\)](#) is the leading trade organization for the educational products marketplace. Founded in 1916, EDmarket represents, connects, and serves people who want to succeed in the education market by providing events, opportunities, resources and leadership to those serving education.

[LearnLaunch Accelerator](#) is the leading early stage edtech startup accelerator. LearnLaunch Accelerator (LearnLaunch Accelerator II, LLC) provides the most promising education technology startups worldwide with up to \$120,000 in seed funding, a personalized development plan, sector-specific curriculum, and a network of industry-focused mentors, intensive coaching and all the tools necessary to grow a successful edtech startup. Learn more about LearnLaunch Accelerator, Campus and Institute at www.learnlaunch.com and follow LearnLaunch on Twitter at @learnlaunch.