



Vital Insight Selected to Partner with SETDA for 2017 Cohort of Startups Focused on K-12 Educational Needs

CHERRY HILL, N.J. — June 1, 2017—The [State Educational Technology Directors Association](#) (SETDA)—the principal membership association representing U.S. state and territorial digital learning leaders—announced its fifth annual cohort of Emerging Private Sector Partners, including [Vital Insight™](#). The company was one of nine innovative education technology startups selected from a competitive application process.

The [SETDA program](#) gives emerging startups the opportunity to be seen and heard by state and national digital leaders.

Vital Insight, along with the other eight organizations, will be introduced as a cohort at SETDA's upcoming [Emerging Technologies Forum](#), June 24-25 in San Antonio, Texas, which precedes the 2017 ISTE Conference. During the next 12 months, Vital Insight will be able to participate in valuable conversations around education trends in both PK-12 and higher education, as well as in discussions of products and services needed by states and districts.

Vital Insight was chosen from a pool of applicants based on the company's status as emerging and promising, with the capacity to leverage technology to better the PK-12 educational climate, and its potential to scale on a state-wide and multi-state basis.

“Educators understand which programs and processes they want to improve,” according to Dr. Bruce Hayes, Vice President for Sales and Marketing at Vital Insight. “We will be partnering with educators and industry professionals that will help our solution—and ultimately tie present school and district performance with the research-based best practices designed to improve adult and student outcomes.”

“Working with emerging companies is a vital part of SETDA's Private Sector Partnership program,” according to Dr. Tracy Weeks, SETDA Executive Director. “This collaboration allows state leaders to have a first look at new technologies for education and it allows these growing companies to get in front of multiple states simultaneously and learn more about the needs across the country.”

According to Dr. Phil Esbrandt, Vital Insight CEO, “We are honored and excited to have Vital Insight selected as an ‘Emerging Partner’ by SETDA. We look forward to engaging with other emerging partners and SETDA members to learn how we can improve our outreach and impact. It is exciting to be involved in the program and to anticipate the positive synergies that will result from this engagement.”

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About VitalInsight

Vital Insight™, the first diagnostic and interactive performance improvement technology, provides both the evidence and resources educational leaders need to validate areas of success as well as to quickly diagnose, prioritize and address root causes of underperformance in schools and districts. VitalInsight™ is the only

technology to deliver a selection of more than 3,500 evidence-based prescriptions that are leading indicators of improvement. For more information on VitalInsight™ visit www.vitalinsightsolutions.com.

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