



Market Intelligence and Research Services for K-12 Businesses

When it comes to gaining insight into how technology is used in schools and how to grow your ed tech business, the BLEgroup is the place to turn. Comprised of 50 working CIOs and heads of instruction, only the BLEgroup provides market intelligence from the inside. We're educators who are using technology every day and first-hand facing the challenges your products are trying to address in schools.

The BLEgroup provides a variety of market research and strategic planning services to the education industry while also assisting schools with their technology planning and management. That gives the BLEgroup experience and insight you won't find anywhere else!

CIO and Instructional Leader Panels

Find out how to get your product used. Meet your customers...

CIO and instructional leader panels are focus groups, composed of leading educators and CIOs that occur four times per year at major education technology conferences. The purpose of the panels is to "kick the tires" on products and services.

Phone and Webex Panels

Get quick answers to tough problems from experts...

Phone panels are similar to but shorter than panels at conferences. They are tailored to the needs of firms who require specific information in a hurry.

White Papers

Explain how your new products and services address market needs...

White papers provide firms with a way to inform and educate the market about new technologies and services. The white papers: describe a new technology or product, explain why it is important, and present the company that sponsors the paper as a leader in the product domain.

Implementation Support

Make sure your product is implemented...

The norm for teacher usage of technology in schools is 15 percent. The BLEgroup can ensure a higher rate of usage by providing change management and product management methodologies and implementation support to assure high usage of technology.

Financial Advice

Find out how to position your company financially for investment or sale...

Through its partnership with venture and financial firms and its large client base, the BLEgroup provides advice on seeking funding and strategic investments as well as positioning for sale.

SuperTECH News

Gain indepth knowledge of industry trends...

SuperTECH News is a free, web-based, quarterly newsletter on strategic technology topics. Recent issues covered open source, educational portals, professional development, networks, and reading programs.

SuperTECH News provides an overview of the demand for new technology products and services in schools.

Strategic Planning

Set direction, establish priorities, and allocate resources effectively...

BLEgroup staff have extensive experience in the development and implementation of business plans and strategies.

Representation

Get your company known...

Located in Washington D.C. and having relationships with major national education groups, the BLEgroup helps firms establish alliances with these groups.

Contact
www.blegroup.com
202.281.1763

School expertise for
the Ed Tech Industry.

Industry expertise
for Schools.