

Startup application kit

S P A R K

S O M E

T H I N G

EduTECH Asia 2017

8 - 10 November Singapore

Created by

SPARK SOMETHING  
TERRAPINN 

# MEET USERS. DO BUSINESS. SCALE FAST.

Securing funding is an essential part of your job as a founder. But of far greater importance is locking in real business that can make your start-up sustainable, keep your existing investors happy and ensuring rapid growth. Whilst we are big fans of start-up events, we feel they often miss the most important point – putting your brand in front of real customers.

At EduTECH Asia we are all about bringing together senior educators to help them understand the technology driven future of teaching and learning. From our origins in Australia we have grown to serve over 15,000 educators a year globally across shows from Sydney to Dubai to Johannesburg.

Here in Singapore we have built a truly pan-Asian edition of the show, with 2,000 attendees from 30 countries enjoying content from 70 speakers and 60 sponsors and exhibitors in last year’s show.

In 2017, we want to give you the chance to get your products and services in front of our community.

With this in mind we are excited to be launching Start-up @ EduTECH. This is our initiative to give select start-ups a raft of marketing and business development opportunities including:

A physical space at the show with a start-up pod

Brand awareness pre-event, on-site and post-event

A short, impactful opportunity to present your company in the start-up theatre

A feature of your start-up on the EduTECH event blog

We have 30 stands available to give away, and another 30 stands available for runners up at just SG\$1,850, that’s over 50% off their listed rate.

Apply as a startup here:  
<http://www.terrapinn.com/exhibition/edutech-asia/Apply.stm>

# THE APPLICATION PROCESS

We want to make sure that the start-ups we award as winners and runners-up are those that are genuinely transforming the education space in Asia. With this in mind we have put together an application form designed to give you the opportunity to help us fully understand why your business is worthy of showcasing in front of our community.

The questions that we would like you to answer are as follows:

First Name

Last Name

Email Address

Company Name

Country

Company Website

Describe your product or service in 10 words or fewer

Describe your ideal sales prospect (e.g. Principal at an Independent School, Head of IT at a Vocational Training Institution)

List three organisations you see as competitors

Describe your unique selling points versus your competitors

When were you incorporated?

In which country are you incorporated?

How many people are on your team?

Has your start-up raised funding, if so how much?

To apply, either [click here](#) or head to our website on [www.terrapinn.com/exhibition/edutech-asia/](http://www.terrapinn.com/exhibition/edutech-asia/)

## HERE ARE THE DATES YOU NEED FOR YOUR DIARY

3 APR	30 JUN	14 JUL	28 JUL	7 NOV	8-10 NOV
Applications open	Applications close	Winners & runners up announced	Deadline for winners & runners up to confirm participation	Show set-up	Show dates

# HEADLINE STATISTICS FROM EDUTECH ASIA 2016

2000+  
TOTAL ATTENDEES

800+	PREMIUM CONFERENCE ATTENDEES
70+	PREMIUM CONFERENCE SPEAKERS
60+	SPONSORS, EXHIBITORS & STARTUPS
9	TRACKS OF CONTENT

ATTENDEE PROFILE		
34%		K-12
26%		Tertiary
8%		Government
5%		Industry Bodies
7%		Enrichment Centres
13%		Technology Providers
2%		Media
2%		Investors
3%		Others

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K-12

ED LEADERS

- Principals
- Deputy/Assistant Principals
- Heads of Curriculum
- Heads of e-learning
- Heads of Special Education
- Senior/Head Teachers
- IT Co-ordinators and Integrators

TECH LEADERS

- CIO's
- Network Managers
- IT Administrators
- IT Technicians
- Education IT Consultants

BUSINESS MANAGERS

- Bursars
- Education Financial Consultants
- Finance Directors
- Operations Managers
- Administration Managers
- Business Systems Managers

LIBRARY MANAGERS

- Librarians
- Library Managers
- Heads of Library Services
- Heads of eLearning
- Teacher Librarians
- Information Services Manager
- Digital Curriculum Coordinators

PUBLIC BODIES

MINISTRIES OF EDUCATION

- Minister for Schools
- Minister for Higher Education
- Secretary for Education
- Deputy Director General for Education
- Curriculum Policy Office
- Director of Educational Technology
- Director of Technologies for Learning
- CTO / CIO

TEACHER ASSOCIATIONS AND UNIONS

- President
- Secretary

TERTIARY

ED LEADERS

- Vice-Chancellors
- Deputy Vice-Chancellors
- Pro-Vice Chancellors
- Deans
- Heads of Faculty
- CEO's
- Directors
- Marketing and Communications Directors
- Student Recruitment Managers
- Student Experience Managers

TECH LEADERS

- CIO's and CTO's
- IT Directors and Managers
- Service Delivery Managers
- Client Services Managers
- Directors of Information Services
- Network and Communications Managers

VOCATIONAL EDUCATION & TRAINING

- Principal
- Deputy/Assistant Principal
- CIO
- IT Co-ordinators
- Heads of Curriculum
- Heads of E-Learning
- Heads of Careers Department

34 ATTENDING COUNTRIES



**Southeast Asia**  
Brunei  
Indonesia  
Malaysia  
Philippines  
Singapore  
Thailand  
Vietnam



**Rest of APAC**  
Australia  
Bangladesh  
China  
Hong Kong  
India  
Japan  
New Zealand  
Pakistan  
Papua New Guinea  
Republic of Korea  
Sri Lanka  
Taiwan



**EMEA**  
Denmark  
Germany  
Oman  
Poland  
Portugal  
Russia  
Rwanda  
Saudi Arabia  
South Africa  
Uganda  
United Arab Emirates  
United Kingdom



**Americas**  
Brazil  
Peru  
United States

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# WHO ATTENDS



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# EduTECH<sup>®</sup>

9 - 10 November 2016

Suntec Convention Centre, Singapore

## IMDA INN



Share with your network



Grow the movement



[www.terrapinn.com/exhibition/edutech-asia](http://www.terrapinn.com/exhibition/edutech-asia)