



FOR IMMEDIATE RELEASE:

TeachBoost Receives GREAT Tech Award:

Industry Leaders and Influencers Tap NYC Education Technology Start-Up for UK Expansion

Brooklyn, NY, October 9, 2013—It's not every day HRH @TheDukeOfYork tweets about you. Or @Virgin_Atlantic for that matter. Especially when you're an education technology start-up. But that's what happened to TeachBoost when they won a GREAT Tech Award last week.

The GREAT Tech Awards is an international technology competition celebrating the best of UK and US technology start-ups, hosted by UK Trade & Investment. After a rigorous application process, five US-based start-ups—one each in the areas of education, finance, hardware, lifestyle, and media—were awarded custom UK expansion packages.

As an award recipient, TeachBoost, which debuted its cloud-based teacher evaluation platform during the 2011–2012 school year, next week will send its Chief Business Officer, Peter Stein, across the pond to meet with senior representatives in the Prime Minister's Office, develop a business strategy for entering the UK market with Blick Rothenberg LLP, and attend classes at the General Assembly in London, along with many additional benefits.

"Winning the GREAT Tech Award affirms our belief that TeachBoost is the right tool, right now, because we solve a *real* problem," says Stein. "We've been given an invaluable opportunity to grow our business, to become an active participant in the global education community, and to positively impact the lives of more students in the US and abroad."

TeachBoost software is now in use in hundreds of schools across the US. Its main evaluation tool, Sketch, was built in collaboration with educators to reflect the reality of the classroom observation experience. More than 300 New York City public schools will evaluate teachers using TeachBoost this year, and a number of high-profile charter organizations are rolling out implementations across their networks. While the plan for growth abroad will build upon tried and tested US strategies, TeachBoost will also benefit greatly from the the exposure and education afforded by this award.

Danny Lopez, British Consul-General, says, "Winners will embark on a journey of international expansion...to grow a business, and these bespoke development packages will provide a helpful boost for these companies to succeed."

“The US and UK are rethinking teacher evaluations, making this the perfect time for a fresh approach,” says Stein. “Our goal is to ensure that educators at all levels are provided with great tools that add efficiency to their daily work and help foster productive learning environments for students and adults alike, because that’s how we will attract and retain great educators for our schools.”

About TeachBoost: TeachBoost is an evaluation and feedback platform designed to engage teachers and administrators in an ongoing, evolving dialogue that fosters the development of effective educators and improved student outcomes. We create opportunities for meaningful interactions among teachers and administrators through our collaborative portal, and we work in partnership with educators to develop a safe space for teachers to collaborate with, and learn from, their peers, encouraging a culture of shared responsibility and collective success. Our goal is to encourage breakthrough professional learning moments that result in successful, sustainable improvements in teaching and learning. Find out more at teachboost.com.

About the GREAT Tech Awards: The GREAT Tech Awards celebrates the strong relationship between the technology scenes in the United Kingdom and United States, reinforcing the message that cities such as London and New York are leading hubs for technology and innovation. The GREAT Tech Awards emphasizes the support structures for start-ups/tech companies in the UK and US, which provide a platform for entrepreneurs to work more closely together. For more updates on The GREAT Tech Awards, follow @UKTitechNY and @UKinNewYork #GREATtech.

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