

What's It Really Like to Pitch at SupeTank?

Your inside look at the only EdTech Start-Up pitch competition judged by sitting superintendents



A Founder's Perspective

"As a newcomer to the scene, it was (and still is!) important for us to get our message in front of the people we aim to serve, and to do it in a forum that can accomplish a bunch of that at one time."

-Stephanie Newman, CEO of Literacy Tree

The Experience

Think *Shark Tank*, but with the people who actually decide what solutions enter classrooms.

At SupeTank, you:

- Pitch your K-12 EdTech solution directly to **panels of superintendent judges**
- Get **real-time feedback** from leaders who understand district needs
- Spark **face-to-face conversations** that can lead to pilots and partnerships

"Our experience was awesome! We didn't expect to be in the top 30, let alone to win. It was an incredible validation from Supes on the value of what we're delivering, but also, a challenge to us to be able to tell our story well."

- Stephanie Newman, CEO of Literacy Tree

Who will be there?

- Sitting **superintendents** from districts across the country
- **District leaders** and decision-makers
- **Investors** and **industry partners** in the K-12 space
- **IEI's Summer Summit attendees**, giving you access to even more leaders

What to Expect

Before SupeTank:

You'll get **clear pitch guidelines** and **dedicated prep sessions** to make the most of your SupeTank time, so you can walk in with confidence.

During SupeTank:

Panel Pitch Session – Your SupeTank experience begins with a 15-minute pitch session in front of a panel of four sitting superintendents. Companies present in two rounds, with five minutes to pitch their solution, followed by a ten-minute Q&A session. The fast-paced format delivers immediate, actionable feedback from experienced district leaders.

Two Minute Pitch –The top 10 startups will deliver a two-minute pitch to the full audience, putting their solutions in the spotlight one more time. Members and partners may vote for their favorite companies following the pitches. These votes contribute to the Best in Show award and are factored into the final results.

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Other things to note

Visibility in the IEI App – Your company will be highlighted in the SupeTank dossier within the IEI app, where attendees can sort and search by category or founder name to find you easily.

Winners – The top three companies will receive an email spotlight sent to all IEI members, social media recognition, winner badges for email signatures and websites, inclusion in the press release announcing the results, and their logo featured on the SupeTank webpage.

"I think the more vulnerable you are to these district leaders, the more they're able to help you. And of course, it's a competition that you want to win without a doubt, but it's also an amazing opportunity to get feedback, get insights, go back to the shop and rework some things. So I think, just being as real and transparent with yourself and with everyone else will yield the best results for everyone." – **Aidan McDowell, CEO of UniqLearn**

Why It's Worth It?

Past participants have reported:

- New district partnerships and pilots within weeks
- Strategic feedback that shaped their go-to-market strategy
- Tangible business outcomes directly resulting from the event
- Credibility through direct validation from district leaders, valuable for sales and investor interest
- Momentum for their company, whether they won or simply participated
- Community building with other EdTech companies

"A lot of our pipeline is from IEI. A lot of our early customers were from IEI; in fact, a couple of our customers were SupeTank judges."

– **Aidan McDowell, CEO of UniqLearn**


*"We got a number of mid-year implementations and mid-year pilots coming directly out of winning SupeTank. We signed one when I was on site, so that was really cool. Then, a very long-time deal in the making came through. We formed another partnership after leaving. That all came directly out of SupeTank." — **Matt Giovanniello, CEO of Frenalytics***

The Winner's Bonus

Three SupeTank winners will receive:

- *An introductory email to all IEI superintendent members, spotlighting your company, social media recognition, K-12 EdTech visibility and more!*

\$99 registration fee is waived if you sign up by 4/19/26!

 July 21-22, 2026
Deer Valley, UT

Cost: \$2,300 for summit access and participation in SupeTank for one person from your company.

Additional badges may be purchased.