

# Engage with customers. Drive product innovation.



Having a deep understanding of educators' needs and fulfilling those needs is the formula for successful products. But, it can be hard for edtech businesses to find the time and the right educators to gather that essential feedback. GreyED Solutions simplifies the process of getting educator input with our unique Feedback Forums.

These two-hour sessions bring you together with leading educators to engage in collaborative discussions designed to enhance your product and improve your success in the K12 market.

#### Here's how it works:

- GreyED will recruit educators for your Forum based on the type of decision maker you need to hear from (Superintendent, CAO, CTO, Instructional Technology Lead, etc.).
- GreyED will build an agenda for your session that will provide the answers, feedback and input you need from education decision makers.
- You'll have two hours with your leading educators to hear their feedback and recommendations as well as ask questions and brainstorm solutions.

GreyED Solutions' Feedback Forums facilitate the development of the most innovative, successful and purposeful uses of technology that will positively impact students. During your Feedback Forum you will:

- Have the opportunity to dialogue in an intimate, focused environment with school decision makers.
- Get answers to the questions you have about the needs and challenges facing schools.
- Gain a deeper understanding of what factors most influence a district's decision to purchase your product.
- Receive constructive feedback on your products or services.
- Have the opportunity to test and refine your marketing messages.
- Gain exposure to new networks of educators.

**Contact us today to schedule your Feedback Forum. It will be the most valuable two hours you spend this year!**

## FEEDBACK FORUMS *Learning through discussion*

“ I came away with a strong understanding of some areas where I want to shift and change our messaging and also enhance some of our messaging.”

Todd Brekus,  
President, myOn

“ The panels are a terrific spot for educators and businesses to really talk about cutting-edge technologies and how they're going to work into the classroom.”

Mark Femrite,  
Assistant Superintendent  
of Teaching & Learning,  
Westonka Public Schools



[www.greyedsolutions.com](http://www.greyedsolutions.com) • [info@greyedsolutions.com](mailto:info@greyedsolutions.com)  
952.856.0076

Follow Us  @GreyEdSolutions