

Informed Decision-Making for the Education Market

cs4ed

consulting services for education, inc.

plan | design | funding | implement | evaluate

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> **CS4Ed** works with publishers, technology companies, educational non-profits and higher education institutions as they negotiate the rapidly changing education marketplace. Our senior staff has expertise in developing business plans, technical architectures, digital curricula, grant proposals, and go to market programs for start-ups, established companies, and educational institutions.

Our mission is to help your organization

- Identify your goals and a means to achieve them,
- Inform your decision-making processes,
- Manage each step of the process for success, and
- Guide your planning and execution toward cost- and time-efficient results.

CS4Ed works closely
with publishers,
technology companies,
nonprofit organizations,
institutions of higher
learning, and start-up
companies **to provide:**

plan

- Strategic guidance in the education marketplace;
- Planning for the launch and commercialization of products and services;
- Focus groups and customer feedback sessions;
- Partnerships and distribution arrangements and opportunities; and
- Acquisition of high-quality materials or resources.

design

- A comprehensive plan for product development;
 - Creative staff to develop scripts, illustrations and animations in a variety of media;
 - A complete set of ancillary print materials for teachers and students; and
 - A project management model that aligns objectives with circumstances.
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funding

- Aligning products and services with current funding requirements;
- Creating marketing materials and grant support toolkits;
- Reviewing and writing grants from state and federal agencies, and private foundations; and
- Training sales staff to leverage current state and federal funding sources.

implement

- Choosing methods that match people and resources
- Applying proven practices and standards to maximize strengths and improve efficiency
- Using scenarios, prototypes, and in progress results to refine results and control risks
- Combining re-use, adaptation and new work to improve life cycle cost-benefit.

evaluate

- Research on product design;
- Developing models of how products are used in classrooms;
- Exploratory classroom evaluation studies;
- Produce case studies and whitepapers;
- Studies of product effectiveness; and
- Measures of impact on student learning and teaching practice.

Consulting Services for Education, Inc. can help you plan, design, fund, implement and evaluate programs or projects that yield success in the education market.

CS4Ed will help your company or organization through the changing market conditions in education

Selected CS4Ed accomplishments

- Created an operational marketing and sales model for online professional development services;
- Evaluated usage models for new product introduction;
- Developed business plan that established strategic direction, product marketing plans and distribution partnerships;
- Managed successful grant applications and support through the funding process.

Selected CS4Ed clients

K12 Education

Discovery Learning
Carnegie Learning, Inc.
PBS TeacherLine

Higher Education

Harvard Extension School
Massachusetts Institute of Technology
California State University

Education Associations

Software and Information Industry Association
National Education Association
Consortium for School Networking

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