

School Day Selected as One of the Startups in SETDA 2022 Cohort of Emerging Partners

May 17, 2022 (Washington, DC)



The State Educational Technology Directors Association (SETDA) announced the members of its ninth annual cohort of Emerging Private Sector Partners. These startups were selected through a competitive application process and will be introduced during SETDA's virtual Emerging Trends Forum taking place June 6-8, 2022.

The 2022 SETDA Emerging Partners startup cohort members are:

- **School Day:** www.schoolday.com
- **Sound Town:** mysoundtown.com
- **SurfWisely:** surfwisely.com
- **ClassHook:** www.classhook.com
- **Pearl:** tutorwithpearl.com

This year's cohort of startups will showcase their products to a room full of state leaders who are exploring the newest edtech innovations and trends and their potential impact on K-12 schools during the event.

"There has never been a better time to unlock the full potential of educational technology to support student well-being and SEL [social and emotional learning]. We are very much looking forward to rich conversations, learning, and taking action together with state and district leaders," said Mika Kasanen, CEO and Co-founder of School Day.

SETDA's Emerging Partners program is designed to foster opportunities for startups to be seen and heard by state and national digital learning leaders. All Emerging Partners benefit from engagement with SETDA's state leaders, affiliates, and corporate partners.

"SETDA recognizes the critical role that educational technology products and services companies provide to the educational community-at-large. Working together with our partners, we construct individualized systems that enable our partners to understand the needs of schools fully, help evaluate their products, and navigate the purchasing requirements set up by local, state, and federal agencies," said Stan Silverman, SETDA Strategic Partnerships Committee Chair and Chairman of the NYS Teacher Center Technology Committee.

Emerging partners will be introduced to the SETDA community network during the SETDA Tank competition, a "Shark Tank" style event designed to generate awareness and provide valuable feedback to each cohort member. The 2022 SETDA Tank occurs as part of the annual Emerging Trends Forum on June 7 from 2:15-3:45 pm ET.

Throughout the year, in addition to participating in SETDA events and activities, the cohort will collaborate with education industry experts, including [Academic Business Advisors](#), [Arc Capital Development](#), [C. Blohm & Associates \(CB&A\)](#), [Advancing Global EDU](#), [The National Center on Accessible Educational Materials \(AEM\)](#), [Innovations4Education](#), and other SETDA partners.

"Our goal is to help cohort members understand the role of content marketing in education, and how to build a plan to generate leads and drive sales," said Charlene Blohm, President at CB&A. "SETDA's Emerging Partners program attracts some of the most innovative startups in edtech, and we look forward to leveraging our three decades of experience to help accelerate the growth of these companies."

"Arc will help cohort companies understand the money flow, buying cycles, and how to empower their customers through evidence-based solutions to accelerate learning," added Rita Ferrandino, founding partner at Arc Capital Development.

For more information about the Emerging Partners program, please contact [Missy Greene](#), Director of Strategic Partnerships.

About SETDA

The State Educational Technology Directors Association (SETDA) is the principal association representing U.S. state and territorial educational technology and digital learning leaders. Through a broad array of programs and advocacy, SETDA builds member capacity and engages partners to empower the education community in leveraging technology for learning, teaching, and school operations. For more information, please visit our website www.setda.org or Twitter [@setda](https://twitter.com/setda).

School Day

School Day is an expert company of digital services supporting well-being at schools with decades of experience in the field of education. We produce analyzed data about the well-being of students, for supporting the development of schools and educational institutions. Our goal is to make school days better together with teachers, students, parents, and the entire school community. <https://www.schoolday.com>