

This funding assistance document provides information to help you purchase eInstruction's products through available funding sources. Writing a grant for funding can be as simple as a one-page online application or as detailed as applying for a federally-sponsored grant, requiring considerably more information and time. This document provides the information you need, in plug-in format, to help you as you apply for funding.

We encourage you to follow the guidelines as provided by the funder. As this document may provide with more information than needed to complete the application, while others will ask for more information.

To help you easily locate information about eInstruction's CPS Pulse is broken down into sections. The information below you can duplicate in your funding applications, where appropriate. The sections are as follows:

- Section 1.0: Product Overview
- Section 2.0 Product Configuration/Pricing/Contact Information
- Section 3.0 Product Research and Effectiveness
- Section 4.0: eInstruction Corporate Information
- Section 5.0 Educator's Preparation Page

Section 1.0 Product Overview

CPS™ (Classroom Performance System™) is the best selling student response system worldwide. CPS™ student response software delivers real-time formative assessment and provides instant student-performance feedback so teachers know where students need extra attention at the moment of instruction.

When a teacher administers an assessment, students record their answers with a CPS™ student response pad, which immediately delivers their answer to their teacher. The data can then be instantly analyzed to determine who is correct and where students may need help.

CPS™ encourages greater student involvement and engagement. It fosters class discussion and participation. Plus, because CPS™ is from eInstruction, it offers the only student response system that seamlessly and automatically integrates with ExamView® for quick, easy, and no-hassle implementation.

The robust CPS™ software offers many options and formats teachers and administrators to easily view student results. Select from 26 different reporting options, including item analysis, study guide, instructor summary reports, and more.

CPS Pulse™ student response systems support the following question types:

- Multiple Choice
- Multiple Answer
- Yes/No
- True False
- Numeric
- 140 Character Text Entry
- Bimodal

CPS Pulse™ student response pads include a 3-line LCD screen that gives students real-time feedback and makes navigating self-paced assessments easy. The radio-frequency technology allows for a 150-foot range of use without the need for CPS Pulse™ student response pad to be in sight of the receiver.

Section 2.0 Product Configuration/Pricing/Contact Information

2.1 Product Configuration

CPS Pulse Includes:

- CPS Pulse Classpack Bag & Foam
- 24, 32, or 40 CPS Pulse Pad Option
- 1 Gen 3 RF receiver
- CPS Software (Single CD)
- User Documents (Welcome Letter, Pulse Poster, Warranty Form)

CPS Specifications:

- Runs on 2 AA batteries with a typical life of 9 to 12 months.
- Operating distance: 150 feet. Does not require line of sight between clickers and receiver.
- Windows® 7 compatible.
- Available for Windows® XP (SP2) and Vista® (SP1); Mac OS® X 10.4.1 or higher.

2.2 Product Pricing

For pricing information please contact our sales support team at (866) 496-4949.

Section 3.0 Product Research and Effectiveness

3.1 White Paper: There has been a rise in student response systems used in classrooms this research shows the value of elnstruction's **CPS™ student response system** and how it is a positive method for instruction. In conclusion, the research states:

Such systems can also make classroom lessons more interactive, thereby raising student interest and engagement. As part of a system for frequent formative assessment, student response systems facilitate focused, timely feedback; provide tools for teachers to identify and correct their students' preconceptions and misconceptions; and help guide adjustments to teaching—all practices that have been found to positively impact student learning.

[Download a complete copy](http://www.einstruction.com/files/default/files/downloads/cps_white_paper3.pdf) of *What the Research Says: Using elnstruction's CPS™ to Support Effective Instruction* by Interactive Educational Systems Design Inc.

http://www.einstruction.com/files/default/files/downloads/cps_white_paper3.pdf

Section 4.0: elnstruction Corporate Information

4.1 Corporate Mission: To help educators drive academic progress every day.

elnstruction is a leading education technology company dedicated to providing interactive teaching and learning technology and services that help educators drive academic progress every day, and give administrators the ability to monitor, aggregate, and analyze student performance data. The company offers educators a family of software, student response systems, fixed interactive whiteboards, mobile interactive whiteboards, professional development, and content.

elnstruction's research-based solutions have been shown to increase student engagement and achievement while providing real-time feedback and performance data to educators and administrators. Millions of students, teachers, and professors use elnstruction® technology in 500,000 K-12 classrooms and more than 1,000 higher education institutions around the world. Available in more than 40 languages, elnstruction® technology is enhancing education in over 90 countries worldwide. elnstruction has offices in Denton, TX; Columbia, MD; Scottsdale, AZ; Cincinnati, OH; and Paris, France.

4.2 Corporate History: Founded in 1980 by Dr. Darrell Ward, eInstruction pioneered the use of student response systems in education with the creation of a handheld student response system called CPS™ (Classroom Performance System™). Today CPS™ remains the leading student response system in education, used by more than 5 million students in K-12 and higher education classrooms around the world.

In 2006, eInstruction acquired FSCreations, creators of ExamView®, and worked with educators and publishers to offer seamless integration between CPS™ and ExamView® publishers' content and question banks. The platform enables instructors to easily incorporate publisher and proprietary question banks into their lesson plans, quizzes, and tests, and allows for real-time assessment and feedback.

To further bolster its offerings to educators and students, in 2008 eInstruction acquired Interwrite Learning®, inventors of the Interwrite SchoolPad® and Interwrite® Pad wireless interactive tablets. Working closely with the education community, eInstruction also integrated its ExamView®, CPS™, and Interwrite Workspace® software to create a unique, integrated learning platform, bringing together three pillars of teaching — content, instruction, and assessment.

Most recently, eInstruction launched eI Community™, a content-rich online resource center open to all, where educators can find and share educational resources and discuss best practices online.

eInstruction continues to collaborate with the education community to pioneer innovative solutions to help energize, engage, and assess students in learning. Millions of students, teachers, and professors use eInstruction® technology in 500,000 K-12 classrooms and more than 1,000 higher education institutions around the world. Available in more than 40 languages, eInstruction® technology is enhancing education in over 90 countries worldwide.

4.3 Corporate Contact Information:

eInstruction
3038 N Carroll Blvd
Denton, TX 76201
(866)496-4949
www.einstruction.com

4.4 Biographies of Key Personnel:

Steve Kaye, President and CEO

Steve Kaye has more than 20 years' experience managing technology and development-stage companies. Before joining eInstruction in 2006, Kaye served as President & CEO of Centice Corporation, a venture-backed optical sensor manufacturer spun out from Duke University. He previously worked at CIENA Corporation as a vice president of corporate development. Kaye first joined Interwrite Learning, now part of eInstruction, as an applications engineer. He holds U.S. patents for inventions in the education, health, and computer fields, including a mobile whiteboard and collaboration system now used by over 150,000 teachers in 40 countries. Kaye holds a BSEE from the University of Tennessee and an MBA from the Wharton School at the University of Pennsylvania.

Tim Torno, Chief Financial Officer

Tim Torno joined eInstruction in 2005. Mr. Torno provides overall financial and logistics leadership in the company. He developed key supplier relationships. Mr. Torno has over 19 years of experience as a CFO/VP of Finance in various manufacturing and distribution organizations, including 12 years as CFO of a publicly held technology company that grew from \$20 million in sales to over \$200 million in sales. Mr. Torno's experience includes two successful public stock offerings and over 20 mergers and acquisitions in 10 countries. Mr. Torno has lead five successful computer implementations, including a SAP ERP installation. Mr. Torno previously spent 9 years as an auditor for a "Big 5" firm, focusing on audit and tax, including SEC filings and M&A due diligence. Mr. Torno holds a B.S.B.A. from Texas A&M University, and an M.B.A. from the University of Phoenix.

John O'Hair, Chief Technology Officer

John O'Hair was previously the Chief Technology Officer and Senior Vice President of Scantron Corporation. Mr. O'Hair was responsible for software and hardware development of Scantron and provides software solutions for both the educational and commercial market places. He joined Scantron in 2002 after the acquisition of Edvision. Mr. O'Hair has 19 years of Software development experience With more than 16 years of experience specifically in educational software. He has been responsible for more than 12 educational software products including Performance Series. Mr. O'Hair served as Chief Technology Officer and Co-founder of Edvision Corporation for 12 years managing the educational software product development. He consistently creates customer-centric "best of breed" educational products that are used in schools nation-wide.

Samir Joglekar, Senior Vice President Global Sales & Marketing

Samir Joglekar is responsible for providing overall sales and marketing leadership for K-12 education, higher education, federal, and government business units across the globe. Prior to eInstruction, Joglekar spent more than 10 years at Dell where he was responsible for driving customer sales and account management for data center products, software, and services in North America and Western Europe. Joglekar also contributed at Apple, Inc. in multiple roles. He focused on sales, business development, and technology evangelism. He earned a BS in Electrical Engineering from George Washington University and attended Johns Hopkins University for graduate studies in Bio-Medical Engineering.

Lisa Kaminski, VP People Operations

Lisa Kaminski has responsibility for all human resources functions including recruiting, talent management, and retention. Ms. Kaminski has extensive experience in both the human resource and technology worlds. Prior to joining FSCreations, Inc. her background included creating and leading the HR functions at a software startup in Cincinnati as well as regional HR leadership experience at Apple Computer and Hewlett-Packard. Her experience also includes leading the HR team at Meridian Bioscience Inc. during a period of rapid growth and change. Ms. Kaminski has a B.A. in Psychology from the University of Michigan and an MBA in Human Resources Development from Wayne State University. She is professionally certified by the Society for Human Resources Management and has created and taught certification courses for HR professionals in the professional and academic environments.

4.5 Corporate Finance/Tax Identification Number (TIN):

For information regarding corporate finances please contact a customer relations representative at:

(866)496-4949

3038 N Carroll Blvd
Denton, TX 76201

Section 5.0 Educator's Preparation Page

If you collect this information prior to the start writing your grant it will become easier for you to keep a concise focus of who your school is and what your intentions are with these funds.

Educator's Preparation Page Outline

- A. About YOUR School/Organization
 - a. School/Organization Background/History/Key Accomplishments
 - b. Biographies of key Personnel
 - c. Permissions to Request Funding from Organization (if needed)
 - d. School/Organization Finances(may not be required)
 - e. Organization internal Revenue Status (is there an existing 501(c) (3)?)
- B. What Do You Want To Do?
 - a. Clarification of Needs Statement
 - b. Population Demographics(Target Audience and Geographical Region Served)
 - c. Implementation Plan/Community Involvement(if required)
 - d. Program Timeframe
 - e. Benchmark/End-of-Funding Assessment
 - f. Budget Summary/Summary of Costs
 - g. Funding Tracking and Accountability
 - h. Technology in Place or Needed (if applicable)
 - i. Thank-You Plan