



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. While this document may provide you with more information than needed to complete the application, some funders may ask for more information.

To help you easily locate information about eInstruction's **Insight 360™**, this document is broken down into sections. 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

Insight 360™ formative instruction system is a combination of intuitive software and mobile devices that streamlines instruction, assessment, and content. By seamlessly integrating instruction and assessment, Insight 360™ supports educators' best practices and accelerates student understanding.

Insight 360™ was designed for constant assessment during instruction for more frequent feedback that helps strengthen instructional strategy and student understanding, and fosters better student progress.

Insight 360™ is a fully integrated system. Mobi 360™ mobile interactive whiteboard allows educators to move around the classroom and interact with students during lessons, just like nine out of 10 teachers prefer. Pulse 360™ and Spark 360™ student response pads get the level of student participation educators are looking for. Insight 360™ software helps educators efficiently prepare for classes and review student performance outside of class, across a lesson or an entire year.

With the patent-pending CueTag™ technology educators can also incorporate assessment items into their daily lessons regardless of the content's format or source. Tag lesson content for quick transition from instruction to assessment. Even tag existing content using PowerPoint, Word, the Internet, ActivInspire, or SMART Notebook content. When Insight 360™ recognizes the CueTag™ it will notify the teacher who can launch a question and deliver instant feedback, so instruction is never stopped for assessment.

In conclusion, Insight 360™ delivers:

- Full integration for seamless implementation.
- Instant data for today and over time.
- The ability to annotate from anywhere.
- Instruction right at your fingertips.
- Streamlined self-paced tests.
- Access to five million publisher-created assessment questions already aligned to standards.

Section 2.0 Product Configuration/Pricing/Contact Information

2.1 Product Configuration

Insight 360™ Desktop Software Includes:

- Insight 360™ – Windows® (1 DVD)
- Insight 360™ – Macintosh® (1 DVD)

(Includes ExamView® Assessment Suite and Learning Series)

- User Documents (Insight 360™ Quick Start Guide)

Mobi 360™ Includes:

- Mobi 360™
- Mobi 360™ Pen
- Pen Tips (2)
- Pen Tether
- Mobi 360™ Receiver
- USB cable (three feet)
- Charging Stand (w/ attached six-foot USB cable)
- Power supply (Domestic or International)
- User Documents (Insight 360™ Quick Start Guide, Welcome Letter, Product Registration Letter, and Warranty and Conformity Document)

Mobi 360™ Specifications:

- One-year warranty, with extended warranty options available.
- Operating distance: 50 feet open field line of sight.
- Available for Microsoft Windows® (7, XP, or Vista) and Mac OS X.

Pulse 360™ Includes:

- Pulse 360™ Student Response System
- Pulse 360™/Spark 360™ Receiver
- User Documents (Insight 360™ Quick Start Guide, Pulse 360™/Spark 360™ Quick Reference Card, Welcome Letter, Product Registration Letter, Warranty and Conformity Document, Carrying Case)

Pulse 360™ Specifications:

- Three-year warranty.
- Operating distance: 150 feet.
- Available for Microsoft Windows® XP (SP2) and Vista (SP1), Mac OS X 10.5.8 or higher.
- Compatible with Microsoft Windows® 7.

Spark 360™ Includes:

- Spark 360™ Student Response System
- Pulse 360™/Spark 360™ Receiver
- User Documents (Insight 360™ Quick Start Guide, Pulse 360™/Spark 360™ Quick Reference Card, Welcome Letter, Product Registration Letter, Warranty and Conformity Document, Carrying Case)

Spark 360™ Specifications:

- Three-year warranty.
- Operating distance: 150 feet.
- Available for Microsoft Windows® XP (SP2) and Vista (SP1), Mac OS X 10.5.8 or higher. Compatible with Microsoft Windows® 7.

Mobi Student-Centered Learning Pack™ Includes:

- Mobi™ Learner (3)
- Pen
- Pen tether
- RF transceiver
- USB cable
- Pen tips (2)
- Power supply
- Mobi™ Docking Station (holds 3 units)
- Power supply cable
- User Documents (Registration card, Getting Started guide, Mob™ Learner poster, instruction insert for pen battery care, Mobi™ Dock – Getting Started poster)

Mobi Student-Centered Learning Pack™ Specifications:

- One-year warranty, with extended warranty options available.
- Operating distance: 50 feet.
- Available for Microsoft Windows® (7, XP, or Vista), Mac OS X, and Linux.

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

Interactive Educational Systems Design Inc., prepared a white paper report on Insight 360™ formative instruction system that summarizes evidence related to effective instructional practices and shows how eInstruction's Insight 360™ system supports research-based effective instruction.

Insight 360™ formative instruction system incorporates the capabilities of a student response system (SRS) and mobile interactive whiteboard technology with integrated content as part of a complete mobile formative instruction system, a tool that enables teachers to improve student learning. In particular, Insight 360's integration of mobile technology taps the power of interactive whiteboards (IWBs) and SRSs while facilitating student-centered instruction and direct student interaction with these technologies.

The research states Insight 360™ offers effective support for students to receive focused, timely feedback and facilitates frequent, formative assessment that can be used to guide adjustments to teaching. Insight 360™ also incorporates capabilities that can make classroom lessons more interactive, thereby raising student interest and engagement.

Download a complete copy of "What the Research Says: Using eInstruction's Insight 360™ System to support Effective Instruction". <http://www.einstruction.com/files/default/files/downloads/Insight%20360%20Research%20Basis-whitepaper.pdf>

Section 4.0: eInstruction Corporate Information

4.1 Corporate Mission

To help educators drive academic progress every day.

eInstruction 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.

eInstruction'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 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. eInstruction has its global headquarters in Scottsdale, AZ, and remote offices in Denton, Texas; Cincinnati, Ohio; 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 "clicker" 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 Workspace™ software to create a unique, integrated learning platform, bringing together three pillars of teaching – content, instruction, and assessment.

Keeping with eInstruction's history of innovation, the company introduced Mobi View™ in 2011. Mobi View™ is a handheld mobile interactive whiteboard with a touch screen. It gives teachers full-classroom control, from anywhere in the room. Mobi View™ promotes student-centered, active learning and can do everything a fixed interactive whiteboard does, at a fraction of the cost.

Most recently, eInstruction launched Insight 360™, which combines intuitive software and mobile devices that streamline instruction, assessment, and content. Insight 360™ naturally guides educators and students through a fully integrated system that includes Insight 360™ software, Pulse 360™, Spark 360™, Mobi 360™, Mobi 360™ for iPad, and an optional Mobi Student-Centered Learning Pack™.

eInstruction continues to collaborate with the education community to pioneer innovative solutions to help energize, engage, and assess students in learning.

4.3 Corporate Contact Information

Scottsdale, AZ Global Headquarters

14400 N. 87th Street, Suite 250
Scottsdale, AZ 85260
Toll-free in US: **800.856.0732**
Phone: 480.948.6540
Fax: 480.948.5508

Denton, TX

1330 Teasley Lane
Denton, TX 76205
Toll-free in US: **888.707.6819**
Phone: 940.565.0004
Fax: 940.565.0959

Cincinnati, OH

621 Mehring Way Suite 228
Cincinnati, OH 45202
Toll-free in US: **800.549.3415**
Phone: 513.241.3415
Fax: 513.241.5091

4.4 Biographies of Key Personnel

Rich Fennessy, *President and CEO*

Rich Fennessy was most recently the Chairman and CEO of SocialWhirled, Inc. and PeopleJar, Inc.—two early-stage Internet companies focused on making social media more meaningful and engaging for people, brands, and advertising agencies. Prior to these entrepreneurial experiences, Mr. Fennessy was CEO and President of Insight Enterprises, Inc.—a Fortune 500, global IT solutions company with operations in 22 countries and a broad portfolio of hardware, software, and services targeted at corporate and public sector institutions. Before joining Insight Enterprises in 2004 Mr. Fennessy enjoyed a 17-year career with IBM, holding multiple senior executive positions domestically and internationally. His most recent position was General Manager of ibm.com, IBM’s web and telephony business in 83 countries throughout the world. Mr. Fennessy has served on several Boards of Directors, and has a lengthy history and active involvement in community-based and philanthropic organizations.



Mr. Fennessy, originally from Michigan, graduated from Michigan State University with a degree in Engineering. He and his wife Lee Ann live in Paradise Valley and are parents to son Andrew (SMU Class of 2015) and daughter Joanna, a sophomore at Xavier College Preparatory where he is the President of the Board of Trustees as well as the Chairman of the school’s technology committee.

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*

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.



Lee Evans, *VP People Operations*

Lee Evans is responsible for all human resources functions including recruiting, talent management, and retention. Ms. Evans is an accomplished HR innovator providing excellent customer service by overseeing the design, development, and leadership of comprehensive human resources functions. She has proven ability to recruit, train, and develop management and staff teams. She has developed successful policies and procedures that enhanced productivity and improved operations and is recognized as a strategic business planner, decision maker, and problem solver. Prior to joining eInstruction, her background included creating and leading the HR functions in the hospitality and service industries. Ms. Evans has her MS and BA from the University of Mississippi.

4.5 Corporate Finance/Tax Identification Number (TIN)

For information regarding corporate finances please contact a customer relations representative at: **866.496.4949**

Section 5.0 Educator's Preparation Page

If you collect this information prior to the start of 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