

## NeuEon Gets High Grade from EdTech Accelerator LearnLaunch

*Accelerator Program Startups Receive Objective Technology Assessments and Recommendations*

Based in Boston, **LearnLaunch** is dedicated to connecting, supporting, and growing the education technology ecosystem to drive innovation and transform learning. One way it makes this vision a reality is through LearnLaunch Accelerator, its educational technology startup program.



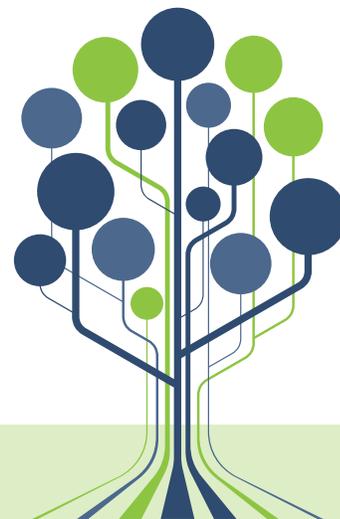
Every six months, after a rigorous application and evaluation process, LearnLaunch offers the most promising EdTech startups worldwide the opportunity to join its accelerator program. Companies are provided with seed funding, an unmatched team of mentors, intensive coaching and all the tools needed to grow a successful EdTech startup.

When the accelerator program began two years ago, LearnLaunch quickly realized that it needed more insight into the technologies supporting its first group of startup companies and those to come. “We found ourselves being surprised sometimes,” says Jean Hammond, Co-Founder and Partner at LearnLaunch. “These companies are very young so we are not upset if areas need improvement because it’s very early days for them, but we just needed more information to know what we are up against in terms of helping them.”

NeuEon, a boutique consulting firm, was retained to provide objective technology assessments for each startup accepted into the accelerator program. “NeuEon helps us by assessing where each company is and what some of the next steps are on a technical basis,” says Hammond. “We are asking them to be our technical eyes and ears.”

“Our companies are at many different stages of development so it takes a lot of diversity to be able to work with firms who are already managing fairly sophisticated platforms that need scaling strategies versus firms who are just starting out and need to be sure their process is right and understand the size of the project they’re facing. We have found NeuEon very professional and easy to work with and have seen substantial value.”

— JEAN HAMMOND, Co-Founder & Partner  
LearnLaunch



### Looking Under The Hood

An in-depth understanding of the technical challenges of each organization and a framework for analyzing those issues is achieved through a customized version of NeuEon's Strategic Operational and Platform Assessment (SOPA) service. The assessment begins with a detailed review of the startup's people, processes and platforms. The startup team provides NeuEon with baseline information about their company and NeuEon then reviews, analyzes and interviews the team to delve deeper into the startup's business. The result is a detailed set of technology recommendations that provides each team with guidelines of what needs to be done during their tenure in the accelerator and beyond. The NeuEon team remains an active partner, providing guidance throughout the program.

"Our team has expertise in business, finance, strategy, sales and marketing, but we really don't have hard core technology experience," explains Asad Butt, operations director at LearnLaunch. "We brought in NeuEon to be our tech experts and asked them to put together reports on each of the companies when they enter the accelerator program. The reports detail everything about the company and evaluate their technology plan. NeuEon provides recommendations in terms of what the companies should do to meet the objectives they want to achieve."

"We wanted NeuEon to raise any red flags for us," continues Butt. "Is there anything in terms of the technology that was going to be problematic down the line? Plus NeuEon can help these companies understand what their tech needs will be in 6 or 12 months."

### The Results Are In

"NeuEon really understands the needs of startups, especially during the very early stages that we are dealing with," says Butt. "Every time a report comes in from NeuEon the partners devour it because for the first time we are getting an outsider's expert opinion on our companies and their technologies."

The assessments NeuEon delivers to LearnLaunch are also very valuable to the companies themselves. "A lot of investors in the community have limited understanding of technology – they know business models and sales and marketing," explains Butt. "A document from an independent third-party really helps validate a lot of these companies and their technology as they begin to go out to raise money from the marketplace."

It's clear NeuEon's broad, yet deep technology expertise has been an ideal match for LearnLaunch. "Our companies are at many different stages of development so it takes a lot of diversity to be able to work with firms who are already managing fairly sophisticated platforms that need scaling strategies versus firms who are just starting out and just need to be sure their process is right and understand the size of the project they're facing," says Hammond. "We have found NeuEon very professional and easy to work with and have seen substantial value."

*To learn more about NeuEon, please email [info@neueon.com](mailto:info@neueon.com) or visit [www.neueon.com](http://www.neueon.com).*



## About NeuEon

**NeuEon** is a boutique consulting firm dedicated to making our clients smarter about technology. Through our two core practices – Fractional CIO™ and Fractional CTO™ – our senior level consultants are able to lead and guide our clients through the quandary of aligning your business plan and goals to your technology strategy and objectives. Our consultants are made up of senior level business and technology leaders who have deep business and industry knowledge, unparalleled technology expertise and are rooted in methodology and process.