

Education

Technology Insights

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EDTECH STARTUPS SPECIAL

EDUCATIONTECHNOLOGYINSIGHTS.COM

Top 10 EdTech Startups - 2017

Online learning, being a conspicuous trend today, has brought a paradigm shift in the education sector. As a consequence of the changing preferences of students, and the eagerness of teachers and the educational institutions alike, EdTech has been making rapid strides. According to an EdTechX Global and IBIS Capital report published this year, the EdTech market is estimated to reach \$252 billion by 2020. That said, the disruption brought in by technologies such as virtual reality, augmented reality, gamification, and artificial intelligence, has been instrumental in enriching the overall learning experience. Additionally, learning management systems and Massive Open Online Course (MOOC) platforms conducive with the mobile-first strategy have further streamlined the pedagogy of academic content.

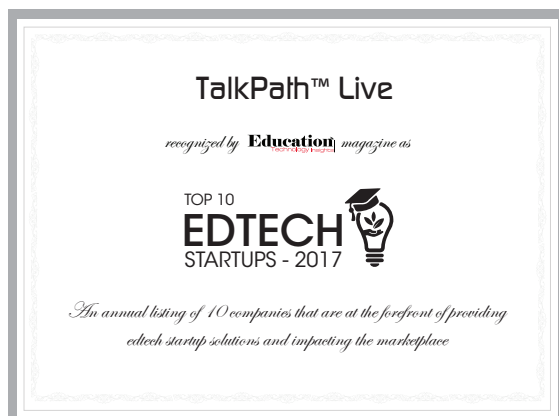
One major breakthrough has been the online dissemination of academic instructions and creation of proprietary courses which has spurred seamless student-teacher interactions for a holistic inculcation of knowledge anywhere, anytime. While, at the same time, cloud computing has helped educators increase

their reach without bearing the burden of expenditure and reducing the cost for consumers. Transparency in grading students is yet another milestone achieved by most EdTech companies. Today, the dynamism surrounding the EdTech domain has sparked the curiosity of several educational institutions that are looking to deploy best-in-class technology to assist students.

In the last few months, we have analyzed scores of EdTech startups and shortlisted the companies that are at the forefront of tackling challenges in the education space. A distinguished panel comprising of CEOs, CIOs, and analysts including our magazine's editorial board has selected a list of companies that exhibit innovative technologies and approaches.

This list provides a look into how education technology can be leveraged, to gain a comprehensive understanding on how to incorporate them into the systems for optimizing the learning process.

We present to you Education Technology Insights' "Top 10 EdTech Startups – 2017".



Company:
TalkPath™ Live

Description:
TalkPath™ Live is revolutionizing the way therapy services are delivered to individuals with a wide range of challenges

Key Person:
Michael L. Kaufman
PhD, President & CEO

Website:
talkpathlive.com

TalkPath™ Live Revolutionizing Web-Based Therapy

Mike Kaufman's three decades of experience in the education sector, serving especially students with special needs, inspired him to laser-focus on optimizing technology to streamline therapies (speech, occupational, and counseling) that can help them realize their full potential and achieve academic success. With the increasing shortage of speech-language and occupational therapists and clinical social workers in schools, teletherapy is currently gaining immense traction. Kaufman's vision to bridge the gap and serve as an integral cog of the teletherapy machinery led to the genesis of TalkPath Live (TPL), a Princeton, NJ, based company that offers ground-breaking telehealth solutions, connecting people in need to licensed therapists through web-based, live, one-to-one therapy sessions. "Our solutions bring effective therapies and clinical support to students and patients in an easy, affordable, and convenient way, assisting them throughout their treatment cycle," says Kaufman, President and CEO of the company.



Michael L. Kaufman

“Our solutions bring effective therapies to students and patients in an easy, affordable, and convenient way, assisting them throughout their treatment cycle”

TalkPath Live's robust cloud-based communication platform, which is fully HIPAA and FERPA compliant, is designed for maximum transparency and for generating outcomes that are equal to (if not sometimes better than) the results of traditional, face-to-face approaches. As the first step, TPL carries out a tech check to optimize network connectivity and sound and video quality of the client's device. Once therapy begins, users have access to a multitude of online targeted tools that specifically address their areas of need. For students with IEPs (Individual Education Plans), TPL meets the specific goals set by schools for each student by working collaboratively with districts to customize treatment plans. TPL's pool of licensed

therapists specializes in early-childhood intervention strategies and has the freedom to create engaging sessions tailored to each student's abilities and interests. "We have a systematic procedure for tracking student progress that aligns with district requirements, and schools can easily access all the therapy notes/reports at the end of every session, fostering a true sense of cooperation and partnership with our school clients," says Kaufman.

TalkPath Live's teletherapy solutions enable recipients to receive services irrespective of geographical boundaries and scheduling limitations—reaching

and effectively treating students in remote areas or on home instruction, patients in rehab facilities, and individuals in the comfort of their home. TPL's speech therapy services, for instance (their foremost area at present), have assisted patients recovering from strokes and children with learning disabilities. "Individuals who are either recuperating from a health incident or dealing with a longer-term communication challenge," Kaufman explains, "gain confidence in their growing abilities, which not only promotes social interaction with others, but greatly improves their quality of life." He recalls a particular student who was temporarily confined to the home receiving a combination of TPL's speech, counseling, and academic instruction sessions. "We saved the school district significant money while the student continued to make steady progress outside the normative classroom setting."

Deeply entwined in the company's mission of delivering highest-quality services is the convenience factor for therapy-seeking individuals and the commitment to bring value to every session. Recognizing the particular roadblocks schools face, an added value TPL offers them is not charging for missed or cancelled sessions.

TalkPath Live's teletherapy solutions are gradually revolutionizing the way therapeutic services are viewed and delivered across both school districts and health care facilities. In coming years, TalkPath Live envisions a deeper dive into expanding the breadth and reach of its service options, particularly to rural school districts struggling to find therapists in their vicinity. "To be available to everybody and support their requirements for therapy is our ultimate goal," Kaufman concludes. **ET**