

LXD Research: Digital Footprint Services



Overview

LXD Research specializes in ensuring that educational products are accurately displayed and validated across key platforms in the EdTech industry. Our team manages the submission process, securing the necessary certifications and recognitions to enhance the visibility, credibility, and impact of our clients' products. We work with a range of high-visibility platforms to validate the research behind your tools and position them for success.

Platform Checklist

To ensure your product is correctly presented, we verify its display and documentation on the following platforms:

- ✓ **ERIC:** Education Resources Information Center for archived research.
- ✓ **LearnPlatform:** Populate the Evidence tab
- ✓ **EduEvidence:** International Centre for Evidence in Education badges to highlight research-backed solutions.
- ✓ **Digital Promise:** Certification and branding on their product page.
- ✓ **EdSurge Product Index:** Comprehensive product listing and details.
- ✓ **ResearchGate:** Academic publication resource of research and logic models.
- ✓ **Global EdTech List:** Certified EdTech product display.

Our Key Services

1. Submission of Evidence to Industry Platforms:

- LXD Research takes care of submitting educational product logic models to essential platforms such as **ERIC, LearnPlatform, and EduEvidence**.
- These platforms provide the necessary exposure and evidence validation to establish your product as a trusted, research-backed solution in education.

2. Efficacy Badges and Certifications:

- We secure badges from **EduEvidence**, showcasing the efficacy of your product. These badges, such as bronze, silver, or gold, validate that your tool meets the highest standards in educational research.

3. Branding and Product Listings on EdTech Portals:

- We ensure your product is accurately displayed across platforms like **Digital Promise** and the **EdSurge Product Index**. This includes correct logo displays and comprehensive product descriptions to increase discoverability among educators, administrators, and decision-makers.

4. Research Publication on Academic Networks:

- LXD assists in publishing research papers and logic models on platforms like **ResearchGate**, strengthening the academic credibility of your product and increasing its reach within the educational community.

Partner with LXD Research

Boost your product's visibility and credibility with tailored, end-to-end submission and validation services on key platforms. Contact us today to elevate your digital footprint!

ISTE Seal Benefits for EdTech Providers



What is ISTE?

The International Society for Technology in Education is a nonprofit organization that focuses on accelerating innovation in education through the smart use of technology. In 2023, ISTE and ASCD merged, bringing together expertise in technology and innovation with deep knowledge of curriculum and instruction. As a collective organization, they are setting a course to design the future of education by preparing educators to use effective pedagogy practices supported by technology.



What is the ISTE Seal?

The seal is a certification that signals to K-12 decision-makers that a company's solution supports evidence-based, high-impact pedagogy and is designed for scalable, equitable learning experiences. It helps school district decision-makers feel confident in an EdTech product.

What are the general benefits of the ISTE Seal?

Since ISTE is a trusted organization known to many educators, leaders, and decision-makers, the seal brings meaningful credibility to its holders. It helps educators understand that an EdTech product is high-quality and designed to be useful and engaging.

Additionally, the ISTE seal benefits include:

- ✓ Digital seal (2-year license) to be used on websites, social media, emails, etc.
- ✓ Detailed findings report that can be used as a white paper or quotes (this is up to the company to decide)
- ✓ The company's logo, weblink, and findings report are linked on the [ISTE Seal webpage](#).
- ✓ Social media posts from the ISTE X (Twitter) account
- ✓ Blurb in the ISTE member newsletter
- ✓ Media kit that includes press release, email, and social media templates
- ✓ Unique opportunities such as being invited to present ISTE-sponsored webinars or being included in research projects.

What are the ISTE Live benefits?



2024 there were **over 16,500 attendees** and in 2025 the ASCD conference will be in the same time/place as ISTE Live meaning there will be an even larger audience.

- Dedicated poster session (outside of the expo hall)
- Large ISTE Seal sign at the vendor booth
- Invitations to special events throughout the conference

