

Digital Promise Certification Benefits for EdTech Providers



What is Digital Promise?

Digital Promise is a nonprofit organization that connects researchers, educators, and entrepreneurs to tackle big challenges in education. Its mission is to create a clear and consistent system for recognizing the qualities in education products that matter most to learners and educators.



What are the Digital Promise Certifications?

Digital Promise offers two product certifications aligned with the ESSA Tiers of Evidence, helping education leaders identify EdTech tools that are grounded in research and demonstrate real impact.



Evidence-Based EdTech (ESSA Tier 3):

This certification recognizes products supported by a well-designed **quantitative study** showing a positive impact on student learning. It signals that the product not only centers learning sciences but has measurable evidence of effectiveness.



Research-Based Design (ESSA Tier 4):

This certification highlights products designed with learning sciences research at the core and supported by a **qualitative study** demonstrating positive user experiences. It reflects strong research alignment and usability or feasibility, even before rigorous impact data is available.

What are the general benefits of a Digital Promise Certification?

Digital Promise's certifications offer trusted, non-profit third-party validation that an EdTech product is grounded in learning sciences research. They signal to decision-makers that a product is intentionally designed to support effective learning.

Key benefits include:

- ✓ **Trusted validation of research alignment:** Certification provides credible, non-profit, third-party proof that a product is grounded in learning sciences.
- ✓ **Stronger market positioning:** Helps products stand out in procurement and pilot decisions
- ✓ **Increased visibility and credibility:** Certification is awarded as a shareable Open Badge that can be featured on websites and marketing materials. Those certified are can also be added to EdTech directories like the EdTechIndex and LearnPlatform.
- ✓ **Greater internal clarity and alignment:** The application process requires teams to reflect on their product's design, document its research foundation, and clarify its intended impact—leading to stronger internal alignment and communication.
- ✓ **Stronger connection to educators and administrators:** Because the certification criteria are co-developed with educators and administrators, earning this badge means your product aligns with the priorities of those you aim to serve—bringing you one step closer to earning their trust and adoption.

