

Virtual School Meanderings

June 11, 2025

EdTech Catalyst June 2025: 13 Teams, \$22K, AI Summit Coming

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An item from a US-based K-12 online learning program.

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13 Teams Accepted: 2025 EdTech Bootcamp Starts June 17

This month, we welcome 13 startup teams into the 2025 Michigan EdTech Innovation Bootcamp, hosted virtually June 17–19. These educators, founders, and problem-solvers represent a wide range of innovative ideas aimed at improving teaching and learning in Michigan and beyond.

Bootcamp participants will engage in three half-day sessions led by experts in entrepreneurship, education technology, customer experience, and legal and startup development. Topics include:

- Estimating market potential and conducting market research
- Defining customer segments and value propositions
- Exploring the Business Model Canvas and startup legal basics
- Product design, prototyping, and pitch deck creation

This year's speakers include professionals from Michigan Virtual, Spartan Innovations, Michigan SBDC, Foster Swift, CrossBraining, Alchem.ie, CustomerIQ, and Spelling Safari.

Even though applications closed May 26, there may still be space available. If you're a Michigan-based educator with a startup business idea that could improve teaching or learning, contact Scott Watkins at swatkins@michiganvirtual.org to inquire.

[Learn more about the pitch contest and bootcamp.](#)

Tune In: 2025 EdTech Pitch Contest – June 26, 3–5 P.M.

Join us live on the *Michigan Virtual* YouTube Channel as five finalist teams pitch their ideas to a panel of judges and compete for over \$22,000 in startup grants and prizes.

Date: Thursday, June 26, 2025

Time: 3:00 – 5:00 PM ET

Watch Live: [Michigan Virtual YouTube Channel](#)

Finalists will present five-minute pitches followed by a live Q&A with judges. Prizes include:

- \$10,000 for First Place
- \$6,000 for Second Place
- \$4,000 for Third Place
- \$1,000 for each of the two remaining finalists

In addition to grant funding, winners receive a marketing strategy consultation from Michigan Creative and legal consultations from Foster Swift

Coming Soon: Apply to the 2025 Conquer EdTech Accelerator

Applications open June 23 for the Conquer EdTech Accelerator, powered by *Michigan Virtual*. This 10-week, hands-on business accelerator is designed to support early-stage edtech companies with market potential and a mission to impact learning. The program is designed to complement our Bootcamp and Pitch Contest, which target earlier-stage and idea-stage founders.

Selected startups receive up to \$20,000 in milestone-based investment and work through key areas of business development, including:

- Company formation and equity distribution
- Customer discovery and market analysis
- Intellectual property, regulatory concerns, and HR management
- Product development and federal grant opportunities

Participating teams also benefit from one-on-one mentorship, creative workspace access, and connections to follow-on funding. This is an immersive, practical pathway to growth for Michigan's most promising education startups.

Visit michiganvirtual.org/edtechcatalyst/conquer to learn more and prepare your application.



Save the Date: 2025 Michigan Virtual AI Summit – October 15, 2025!

We're excited to announce that the 2025 *Michigan Virtual* AI Summit will be held on October 15, 2025, at the Suburban Collection Showplace in Novi, Michigan.

This full-day event will explore the future of AI in education, featuring engaging keynote speakers, practical sessions, and hands-on demos from Michigan districts and edtech innovators.

Registration details coming soon!



Thank you

Our EdTech Pitch Contest and Innovation Bootcamp are made possible thanks to the generous support of our EdTech Catalyst sponsors:

Michigan Education Association Center for Leadership and Learning, D2L, Consumers Energy, Michigan Creative, Foster Swift, Dewpoint, and Case Credit Union. Their commitment to innovation is helping build a vibrant and supportive edtech ecosystem across Michigan.

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