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New book shares secrets to winning in K-12

Redmond, WA – August 24, 2016 – Why do so many K-12 technology startups fail? It's not because the product or service is bad. It's not because the founders aren't smart enough or passionate enough. These companies fail because most education technology entrepreneurs base their business strategies on false beliefs about the K-12 education market. A new book by Sherri Bealkowski, *Coffee Shop Mentor: Winning in K-12*, debunks these myths and offers practical advice and proven go-to-market tactics for busy edtech entrepreneurs.

"I have had the opportunity to mentor a number of very talented entrepreneurs who are starting edtech companies," says Sherri Bealkowski. "Typically these people are extremely strong technically but have a number of business and industry-related questions. I began to recognize common themes that were getting in the way of their success. So I started Coffee Shop Mentor and published *Winning in K-12* to do my part to help the broader edtech K-12 community."

Using a conversational format designed to simulate coffee shop chats between a mentor and mentee, the book draws on the author's personal experience to help readers avoid common mistakes and accelerate their success in the K-12 market. While designed primarily for edtech entrepreneurs, the book also contains valuable information for K-12 investors, philanthropists, and innovative educators.

Coffee Shop Mentor: Winning in K-12 is available at Amazon.com in paperback (\$14.99) or Kindle (\$9.99).

About the Author

Sherri Bealkowski is an education technology professional and the author of *Coffee Shop Mentor: Winning in K-12*. As an engineer with graduate degrees in computer science and business, she understands the product and the business side of technology. Sherri traveled the world as Microsoft's Education General Manager to learn firsthand about technology needs from educators. She later gained her entrepreneurial perspective as an executive at two edtech startups, and got the insider view as interim CIO at a large urban school district. Frequently asked to mentor edtech startup entrepreneurs who need help on the "business" side of education, Sherri published *Coffee Shop Mentor: Winning in K-12* to provide a comprehensive view of the education market and practical advice to help busy entrepreneurs succeed.

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