

SXSWedu® Launch Competition Announces The Whether Powered by Better Weekdays as Winner

2017 Winner announced at seventh annual SXSWedu Conference & Festival

March 9, 2017, AUSTIN, Texas – The SXSWedu Conference & Festival named The Whether Powered by Better Weekdays as the winner of the SXSWedu Launch startup competition. Following two days of pitches from this year's ten finalists, the announcement closed out the competition at the Launch party, hosted by the Walton Family Foundation, in Austin, Texas.

The Whether powered by Better Weekdays (betterweekdays.com) helps employers more easily attract, engage and hire college graduates by keeping relevant internships and jobs on a student's radar. The Whether app provides the ideal conditions for students to interact with career services and brands in a whole new way.

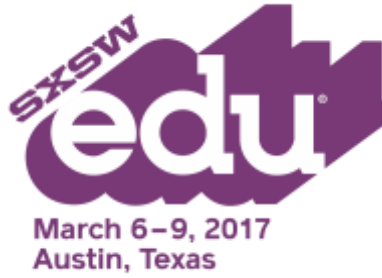
The SXSWedu Launch startup competition showcases early-stage companies from around the world that are dedicated to supporting teaching and learning. Over the past five years, SXSWedu's popular Launch competition has featured startups that have gone on to receive millions in funding and impact learning across the country.

"This year's completion included an incredible range of ideas from early stage EdTech startups," said Ron Reed, SXSWedu Executive Producer. "At SXSWedu, we are proud to be able to provide a platform for early stage companies to gain coaching and exposure to leaders in the investment, entrepreneurialism and education sectors."

The sixth annual startup competition featured ten finalists working across early, K12 and higher education on initiatives including gaming, workforce skills, special needs, 3D and AR/VR. The finalists were selected by the Launch Advisory Board to compete onsite at SXSWedu 2017. For a full list of 2017 Launch finalists, please visit: <http://sxswedu.com/startups>.

"Congratulations to all of the teams that participated in this year's SXSWedu Launch Competition," said Richard Culatta, Chief Innovation Officer, State of Rhode Island Office of Innovation. "The quality and diversity of teams and ideas was impressive. I'm excited to see a future where all EdTech tools and apps are created by and with teachers."

The competition drew upon the insight and expertise of this year's judges, all of who serve as leaders in investment, entrepreneurialism, schools and classrooms. The 2017 Launch judges were Darryl Adams (Consulting and Edutainment Services), Eileen Murphy Buckley (ThinkCERCA), Jess Gartner (Allovue), Carolina Huaranca (Kapor Capital), Mark Rogers (Meridian World School), Aaron Walker (Camelback Ventures), Corinne Weisgerber (St. Edward's University), and Mark Williams (Austin Community College). The 2017 SXSWedu Launch competition was emceed by Rafranz Davis (Lufkin ISD) and Richard Culatta (State of Rhode Island Office of Innovation).



About SXSWedu

The SXSWedu® Conference & Festival fosters and celebrates innovations in learning by hosting a diverse and energetic community of stakeholders across a variety of backgrounds in education. The annual four-day event affords registrants open access to engaging sessions, immersive workshops, interactive learning experiences, film screenings, early-stage startups, business opportunities and networking. Through collaboration, creativity and social action, SXSWedu empowers its global community to *Connect. Discover. Impact.* SXSWedu is a component of the South by Southwest® family of conferences and festivals. Join the passionate and innovative community at SXSWedu, March 6-9, 2017 in Austin, Texas. For more information, please visit <http://sxswedu.com>.

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