

EVAL EdTech Evaluation Challenge — Phase One Application

Phase One is a short abstract round focused on product overview and readiness. Phase Two and Three will invite selected applicants to provide additional materials and data for RCT evaluation.

SECTION 1: Organizational Information

Proposal Title:

One-Sentence Tagline:

In one sentence, describe what your product does and the problem it solves.

Organization:

Contact Name:

Email:

Phone Number:

City, State:

Website:

SECTION 2: Product Background

What is your product?

(Up to 100 words)

Is your product ready to be deployed to its intended users?

☐ Yes ☐ No

Briefly describe your organization's ability to launch and support your product in schools or online environments.

(Up to 150 words)

How many unique users currently use your product?

Are any schools or districts implementing it?

☐ Yes ☐ No

Briefly elaborate on current users or partnerships (if applicable).

(Up to 100 words)

Who are your primary users?

☐ Students ☐ Teachers ☐ Administrators ☐ Families ☐ Other: _____

Grade levels served:

☐ PK–2 ☐ 3–5 ☐ 6–8 ☐ 9–10 ☐ 11–12 ☐ Other: _____

Content areas:

☐ Literacy ☐ Math ☐ Science ☐ Social Studies ☐ SEL ☐ Other: _____

Targeted populations:

☐ General Population ☐ English Learners ☐ Students with Disabilities ☐ Underserved Communities ☐ Other: _____

SECTION 3: Team and Organizational Capacity

Briefly describe your team and their relevant expertise.

Include key roles, areas of expertise, and any partnerships that support product development, research, or implementation. Highlight capacity to deliver and sustain the product in educational settings.

(Up to 150 words)

SECTION 4: Product Overview

What educational challenge does your product address, and how?

(Up to 200 words)

Briefly describe your product's key features and intended impact.

(Up to 200 words)

What is the learning or theoretical foundation of your approach?

(Up to 200 words)

Has your product undergone any prior validation or evaluation?

(Up to 200 words)

SECTION 5: Technology and Learning Design

What core technologies and AI components power your product?

(e.g., LLMs, recommendation engines, adaptive systems — up to 150 words)

If using generative AI, which foundation model(s) is your product built on?

☐ OpenAI ☐ Anthropic ☐ Google ☐ Meta ☐ Mistral ☐ Other: _____

How does your product adapt to learners or model their progress?

(Up to 150 words)

How do you use data or feedback to improve your product over time?

(Up to 150 words)

SECTION 6: Evaluation Readiness

Is your product ready for a randomized controlled trial (RCT) evaluation in collaboration with EVAL researchers?

☐ Yes ☐ No ☐ Not yet, but planning to by [month/year]

What specific learning outcomes can your product most directly affect and measure?

☐ Academic Achievement ☐ Literacy/Language ☐ Cognitive Skills ☐ SEL ☐

Engagement ☐ Educator Outcomes ☐ Other: _____

Briefly describe how these outcomes are measured or tracked.

(Up to 100 words)

What existing data or infrastructure could support outcome measurement?

(e.g., assessments, usage logs, learning analytics — up to 100 words)

What evidence (if any) suggests your product improves student outcomes?

(Include internal or external findings — up to 200 words)

SECTION 7: Equity and Accessibility

How does your product address educational inequities or expand access?

(Up to 100 words)

What steps have you taken to identify and mitigate bias in your data, algorithms, or content?

(Up to 100 words)

How does your product ensure accessibility for diverse learners, including those with disabilities or in low-connectivity contexts?

(Up to 100 words)