

iSchool Initiative launches its new Mobile Learning Community

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iSchool Initiative is pleased to announce the launch and initial funding of its new community. The iSchool Community provides collaborative discussions among students, educators, schools, and app developers to help them incorporate technology into classrooms and schools world-wide. With the community's focus on providing the best technology solutions, the iSchool Team uses and shares only top-of-the-line apps with its members, as well as develops its own custom education mobile apps.

Charlottesville, Virginia - Travis Allen, founder of iSchool Initiative and its president and CEO, knew the second hardest thing to creating a new company was successfully funding that company. The current economic situation made the dependence on donations an uncertain proposition, yet as a non-profit, iSchool Initiative must find ways to fund operations. Even if difficult to do, the need for an education-focused mobile app community is too much to ignore.

A freshman at Kennesaw State University, Mr. Allen knows what he is talking about because he literally lives and organizes his education around his iPhone. A prodigious user of iPhone and iPod touch applications, he is the perfect picture of the paperless student. However, it quickly became apparent by the many questions asked by his peers and teachers that, with the over 160,000 apps in the iTunes App Store, understanding which mobile apps are the best is not that easy to figure out. iSchool Initiative addresses this obvious need.

After creating iSchool Initiative, the next step was funding and building the community. This is where Mr. Allen's chance meeting of Michael Niles, on Twitter, changed everything. Mr. Niles, president of the Niles Technology Group, saw iSchool Initiative and immediately got the concept. "The vision and the idea are clear as could be," says Mr. Niles. "One thing about a great product is that it does not take but 15 seconds to understand it, and this took me about 10 seconds. I knew immediately that this is an organization that Niles Technology Group wanted to work with. Not only is iSchool Initiative directly addressing and educating our target audience, but it is adding a new dimension to mobile learning for students, teachers, and schools."

Niles Technology Group is the creator of Achievers Writing Center, the already successful essay writing iPhone apps. As the only full-service mobile writing center available in the iTunes App Store, Achievers Writing Center teaches students how to write over 40 types of essays, and the apps can be purchased complete with a live writing assistant and professional editing services; all for one affordable price.

Niles Technology Group became iSchool Initiative's first sponsor by donating a portion of sales of a set of iSchool Initiative-branded Achievers Writing Center apps. "My goal was rather simple. I recommended to Mr. Allen that iSchool Initiative be as independent as possible from donations, which are sporadic at best, and to develop revenue streams that have direct connections to the organization's core vision, that being mobile education apps.

Niles Technology Group recently launched its affiliate program for secondary schools, colleges, universities, and non-profit organizations, and iSchool Initiative is a prime candidate to benefit from it." Niles Technology Group donates all production costs and services to the development and management of the iSchool Initiative-branded apps. Upon sale of said apps, iSchool Initiative receives 15% of the gross revenue. It is a 100% turnkey solution with no out-of-pocket costs for iSchool Initiative or any other institution or organization in the affiliate program. With over 500 essay writing apps in

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the iTunes App Store, Niles Technology Group continues to demonstrate it effectively develops, produces, and manages a vast library of mobile apps. Schools and non-profit organizations interested in the affiliate program should contact Michael Niles.

To support iSchool Initiative with an essay writing app purchase, simply go to the iTunes App Store, and search "isi" to see the list of available iSchool Initiative-branded apps. The ultimate goal, according to Mr. Allen and Mr. Niles, is for iSchool Initiative to develop its own line of mobile applications that address specific student-oriented issues on college campuses and in high schools and middle schools. The education mobile app market is in its infancy, and iSchool Initiative and Niles Technology Group plan to enhance the education sector with unique, engaging, and useful education apps.

iSchool Initiative:

https://www.ischoolinitiative.com/Educational_Applications.html

iSchool Apps on iTunes:

<http://itunes.apple.com/us/artist/niles-technology-group-inc/id318596183>

Media Assets:

<http://www.facebook.com/album.php?aid=136663&id=227931422155&ref=mf>

The iSchool Initiative's mission is to advocate, support and implement technological advancement for students and educators in the 21st century. In order to accomplish this, we have three primary objectives: raising awareness for the technological needs of the classroom, providing collaborative research on the use of technology in the classroom, and guiding schools in the implementation of this technology. The iSchool Initiative was formed by Travis Allen, currently a freshman at Kennesaw State University, after discovering how technology such as the iPod touch could not only change his education but that of his fellow students. Upon sharing his iSchool Initiative idea with teachers and students, he realized its tremendous potential to transform today's education system. Travis then took the concept of the iSchool Initiative and turned it into a non-profit organization, starting with the launch of his first YouTube Video, "The iSchool Initiative (Mobile Learning)." Copyright (C) 2010 iSchool Initiative Corp. All Rights Reserved. Copyright (C) 2007-2010 Niles Technology Group. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc.

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