Table 2
Cross-Case Matrix

	Startups				
	A, Block Solid Early-stage /Formation (Ideation)	**B, Wiki Talki Early-stage /Formation (Concepting)**	**C, DiscoverSTEAM Mid-stage/Validation (Committing / Validating)**	**D, Science Delights Late-stage / Growth (Scaling)**	**"E" Late-stage / Growth (Scaling)**
Educational Aspects					
How their product would work (or not work) for teachers or students in classrooms					
Functionality/usability of product	X	X		X	X
Teacher adoption: Ease of Use		X			
Teacher adoption: Time		X	X		
Teacher adoption: (Mis)match with current practice			X		
School culture: Scheduling			X		
School culture: Assessment/test			X		
How to penetrate the K-12 market					
Grade level or content area focus		X		X	
Administrative, leadership perspectives		X			X
Purchasing processes		X			X
Integration with LMS		X			
Diversification (or narrowing) of product for select educational venues/paths/settings	X	X		X	X
Alignment with district, state, or federal policies				X	
Startup Outcomes	Understood steps of bringing idea to fruition; must identify focus for product and prototype	Expand product to iOS; Redesign product to be easier to use by teachers; Design for LMS interoperability	Pivot from year-long projects to 4-weeks to accommodate teachers' adoption; Visits to schools to learn more about PBL	Investor interest; Incubator invitation; Narrow focus to single grade (e.g., pre-K) to align with state priorities	Rapid prototype of a new product / approach suggested and validated at Slow Pitch