

QUANTUM LEAPS AI

K-12 Technology Opportunity Intelligence

New Jersey Public Education Technology

2-PAGE EXECUTIVE SUMMARY | ILLUSTRATIVE PUBLIC SAMPLE

Hypothetical Client: K-12 Technology Sales Representative / Technology Reseller

BOTTOM LINE The territory should not be treated as a flat list of districts. The strongest accounts are at different stages - pre-procurement influence, active implementation, construction/AV modernization and lifecycle refresh - and each stage requires a different sales motion.

Top 5 Opportunities

1. Morris School District 94 / High

WHY NOW: A Sept. 15, 2026 \$158.4M referendum includes STEM, digital-media and auditorium technology work.

BEST FIRST MOVE: Map Technology, Facilities, Business and design stakeholders before a bid; track the vote.

2. Piscataway Township Schools 92 / High

WHY NOW: A multi-year Promethean initiative sits beside media-center, computer-classroom and communications modernization.

BEST FIRST MOVE: Find remaining rollout/service scope and the next lifecycle wave; do not lead with rip-and-replace.

3. Scotch Plains-Fanwood 90 / High

WHY NOW: Active construction, a spring-2027 package, visible AV/sound buys and an iPad lease create multiple signals.

BEST FIRST MOVE: Map owner-furnished vs. construction-supplied technology and which 2027 packages remain influenceable.

4. Elizabeth Public Schools 88 / High

WHY NOW: A May 2026 laptop solicitation plus a one-to-one environment confirms a substantial endpoint cycle.

BEST FIRST MOVE: Verify award status; then pursue deployment, spares/repair, staff endpoints and the next cohort.

5. Cherry Hill Public Schools 86 / High

WHY NOW: Active bond work includes theatrical lighting/control, projection and upgraded sound in phased high-school work.

BEST FIRST MOVE: Engage around AV design, interoperability and commissioning, especially in later phases.

What to Do With This Intelligence

Why these five deserve scarce selling time

- Morris offers a chance to influence standards before procurement rather than arriving after specifications are fixed.
- Piscataway has an established display standard, so the opportunity is lifecycle, deployment and service intelligence - not product evangelism.
- Scotch Plains-Fanwood combines construction timing with visible technology purchases, creating several ways into the account.
- Elizabeth is useful because an official buying cycle exists, but the sales motion shifts to award, implementation and next-cycle intelligence.
- Cherry Hill ties AV needs to phased capital work, which creates timing and design questions a generic district list would never reveal.

What the market is telling you

- Pre-procurement influence can be more valuable than waiting for a formal bid.
- A district with an installed standard may still be attractive if rollout, service, replacement cadence or adjacent technology remains unresolved.
- The best territory plan works accounts by trigger and stage, not by equal-volume cold outreach.

WHERE NOT TO WASTE TIME

- Do not treat a closed bid as an open first-time opportunity.
- Do not treat an installed base as proof of a current refresh event.
- Do not turn proposed funding, tentative budgets or large facilities programs into assumed technology revenue.

FIRST 30 DAYS

- Morris: map referendum projects, stakeholders and owner-furnished vs. architect-designed technology; track the Sept. 15 vote.
- Piscataway: validate remaining Promethean inventory, panel age, installation method and teacher-device cadence.
- Scotch Plains-Fanwood: identify 2027 technology packages that remain influenceable; verify Elizabeth award status in parallel.

What Opportunity Intelligence adds

A lead list says which districts exist. Opportunity Intelligence shows the verified trigger, buying stage, risk, likely owner, timing and the next sales motion justified by the evidence.

The full report contains the supporting evidence, scoring logic, opportunity pipeline, risk controls and source register.