

QUANTUM LEAPS AI

OPPORTUNITY INTELLIGENCE

Executive Territory Brief

New Jersey K-12 Public Education Technology

RESEARCH

VERIFY

ANALYZE

PRIORITIZE

STRATEGIZE

PUBLIC SAMPLE

Research cut: August 11, 2026. Multiple independent research passes surfaced a larger universe of prospects. Verification and evidence discipline narrowed the primary territory matrix to the accounts with the most defensible sales signals. Scores are prioritization tools, not probabilities of winning.

Find the opportunities. Prioritize the right accounts. Build the strategy.

EXECUTIVE SNAPSHOT

New Jersey Territory at a Glance

A decision brief showing where a K-12 technology salesperson should focus first - and why.

INDEPENDENT RESEARCH PASSES 2 Separate discovery inputs	DISTINCT ACCOUNTS SURFACED 39 Across both research passes	PRIMARY QUALIFIED MATRIX 23 Evidence-disciplined prospects
TOP PRIORITY ACCOUNTS 10 Receive most proactive attention	IMMEDIATE FOCUS 3 Morris, Piscataway, Scotch Plains-Fanwood	RESEARCH CUT AUG 11, 2026 Time-sensitive public intelligence

EXECUTIVE CONCLUSION

The strongest opportunities are not simply the largest districts. The best near-term accounts combine a concrete trigger, visible funding or buying activity, identifiable stakeholders and a product-relevant need at the same time.

Top 10 Territory Priority Ranking

Rank	Account	Territory Score	Primary signal
1	Morris School District	94	Referendum: STEM, digital media, auditoriums, technology-linked electrical work
2	Piscataway Township Schools	92	Years-long Promethean rollout + classroom/media/computer modernization
3	Scotch Plains-Fanwood	90	Construction wave + AV/sound purchases + iPad lease
4	Elizabeth Public Schools	88	2026 student-laptop solicitation + 1:1 environment
5	Cherry Hill Public Schools	86	Phased auditorium projector, lighting and sound modernization
6	Wayne Township Public Schools	84	Reported Chromebook + staff-laptop refresh budget lines
7	East Brunswick Public Schools	82	LinkIt! procurement + mixed Windows/Chromebook 1:1 estate
8	Toms River Regional Schools	82	1:1 Chromebooks, Duo MFA, AI/CTE grant, reported network refresh
9	Lindenwold Public Schools	80	New ECC commissioning + high-school construction + 1:1
10	Newark Public Schools	78	\$95M ESIP across 60 facilities + classroom modernization

PRIORITIZE

The Top 3 Sales Motions

Priority	Account	Why now	Best sales motion
1	Morris School District	Pre-procurement referendum with explicit technology-dependent projects	Influence standards and package ownership before procurement hardens
2	Piscataway Township Schools	Years-long Promethean rollout with related classroom/media modernization	Finish/sustain the chosen standard; sell services and lifecycle
3	Scotch Plains-Fanwood	Construction, AV spending, device lease and another 2027 package	Map construction vs owner-furnished scope; standardize deployment

IMPORTANT SCORE DISTINCTION

The Territory Priority Score ranks accounts against the rest of the market using broad public signals. A later Account Intelligence Deep Dive can re-score an account using stricter evidence about specification openness, incumbents and procurement status. Morris, for example, ranks 94 in territory prioritization but 80 after the deeper account verification.

What the market is signaling

- Capital construction is creating technology windows before formal RFPs appear.
- Device programs are shifting from one-time rollouts to predictable lifecycle waves.
- The opportunity increasingly spans endpoint + classroom + network + software rather than one product category.
- Visible incumbents make account strategy and white-space mapping more important than product pitching.
- Buying stage matters: pre-specification, active procurement, implementation and lifecycle accounts require different sales motions.

STRATEGIZE

30 / 60 / 90-Day Territory Action Card

FIRST 30 DAYS	Concentrate on Morris, Piscataway and Scotch Plains-Fanwood. Validate Elizabeth award status, Wayne refresh quantities and East Brunswick procurement status.
DAYS 31-60	For each Top 10 account, identify incumbent, fleet age, remaining scope, procurement vehicle/status and actual buying committee.
DAYS 61-90	Convert qualified capital accounts into budgetary architectures and create a 24-month trigger calendar for the monitored tier.
SUCCESS METRIC	Number of public signals converted into validated buying events with a named owner, realistic window and understood procurement path.

FROM TERRITORY TO ACCOUNT INTELLIGENCE

The Opportunity report identifies where to spend selling time. The separate Account Intelligence Deep Dive then answers how to pursue the selected account. In this sample, Morris School District is the bridge from Top-3 territory priority to full account strategy.