

QUANTUM LEAPS AI

OPPORTUNITY INTELLIGENCE

Full Territory Intelligence Report

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.

1 / EXECUTIVE BRIEF

Executive Territory Snapshot

RESEARCH PASSES 2 Independent discovery inputs	DISTINCT ACCOUNTS SURFACED 39 Before cross-research filtering	QUALIFIED MATRIX 23 Primary evidence-disciplined accounts
TOP 10 10 Highest proactive priority	TOP 3 3 Immediate focus	DEEP-DIVE CANDIDATE MORRIS Selected for Account Intelligence

BOTTOM LINE

A sales territory should not be treated as a flat list of school districts. Quantum Leaps AI separates influence-before-procurement accounts, active refresh/procurement accounts and lifecycle-development accounts - then tells the salesperson what each signal means and what to do next.

Rank	Account	Territory score	Primary sales 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

2 / METHODOLOGY

How the Territory Was Built

Step	What happened
RESEARCH	Two independent research passes scanned New Jersey K-12 districts using budgets, board records, RFPs/bids, technology programs, construction/referendum information and administrative sources.
VERIFY	Overlapping accounts and conflicting claims were compared. The primary matrix favors the research pass that more clearly separated fact, interpretation, opportunity and timing.
ANALYZE	Raw signals were converted into commercial meaning: pre-specification influence, active refresh, implementation adjacency or lifecycle timing.
PRIORITIZE	Accounts were ranked using need/product fit, funding visibility, buying activity, timing, strategic breadth, stakeholder access and evidence quality.
STRATEGIZE	Each Top 10 account receives a recommended sales motion, qualification risk and next-action logic.

WHY MULTI-SOURCE RESEARCH MATTERS

The two independent passes surfaced 39 distinct accounts with only 9 appearing in both lists. That breadth is valuable for discovery - but it also creates conflicting scores and claims. The verification step prevents “more research” from becoming “more noise.”

Territory Priority Score

Component	Weight	What raises the score
Evidence of need / product fit	20	Specific device, AV, display, network, classroom or software need
Funding visibility	20	Budget, bond, reserve, grant or funded purchase path
Active buying activity	20	Bid/RFP, award, construction package or current replacement program
Timing	15	Activity inside the next 6-24 months
Breadth / strategic value	10	Multiple schools, categories or recurring lifecycle potential
Decision/procurement accessibility	5	Named technology, business, procurement or executive contacts
Evidence quality / recency	10	Recent primary evidence and corroboration

SCORE NOTE

Territory scores are relative prioritization tools - not probabilities of winning. The deeper Account Opportunity Score may move up or down after specification, incumbent and procurement details are verified.

3 / MATRIX

Qualified Prospect Matrix - Ranks 1-12

Rank	Prospect	Primary signal	Stage	Score	Conf.
1	Morris School District	Referendum: STEM, digital media, auditoriums, technology-linked electrical work	Pre-procurement / influence	94	High
2	Piscataway Township Schools	Years-long Promethean rollout + classroom/media/computer modernization	Active multi-year implementation	92	High
3	Scotch Plains-Fanwood	Construction wave + AV/sound purchases + iPad lease	Construction + pre-procurement	90	High
4	Elizabeth Public Schools	2026 student-laptop solicitation + 1:1 environment	Award / implementation intelligence	88	High
5	Cherry Hill Public Schools	Phased auditorium projector, lighting and sound modernization	Phased construction	86	High
6	Wayne Township Public Schools	Reported Chromebook + staff-laptop refresh budget lines	Refresh / implementation	84	Medium
7	East Brunswick Public Schools	LinkIt! procurement + mixed Windows/Chromebook 1:1 estate	Software procurement + lifecycle	82	High
8	Toms River Regional Schools	1:1 Chromebooks, Duo MFA, AI/CTE grant, reported network refresh	Implementation / refresh	82	Medium
9	Lindenwold Public Schools	New ECC commissioning + high-school construction + 1:1	Commissioning + construction	80	Medium
10	Newark Public Schools	\$95M ESIP across 60 facilities + classroom modernization	Large ongoing program	78	High
11	Willingboro Township Public Schools	ESIP + bond planning + leadership transition	Capital planning	78	Medium
12	Paterson Public Schools	Digital-platform procurement signal + ~15,000 endpoint environment	Software + lifecycle	76	Medium

4 / MATRIX

Qualified Prospect Matrix - Ranks 13-23

Rank	Prospect	Primary signal	Stage	Score	Conf.
13	Jersey City Public Schools	Large mixed Smart Board/Promethean/PC/mobile estate; active procurement monitoring	Portfolio / lifecycle	74	Medium
14	Montclair Public Schools	Recurring Chromebook lifecycle; K-5 model transition	Lifecycle / model transition	72	Medium
15	North Brunswick Township Schools	Prior Chromebook, IFP, staff endpoint and Meraki purchasing cadence	Mid-cycle / future refresh	70	Medium
16	Edison Township Public Schools	Large fleet + current budget/technology structure	Lifecycle planning	68	Medium
17	Belleville Public Schools	Capital financing history includes technology upgrades	Capital monitoring	68	Medium
18	Woodbridge Township School District	Current bid/RFP channels + network/data-equipment activity	Infrastructure monitoring	66	Medium
19	Fort Lee Public Schools	Strategic plan + Chromebook/Google/GoGuardian ecosystem	Strategic lifecycle	64	Medium
20	West Orange Public Schools	PK-12 1:1 Chromebook environment + current budget process	Lifecycle monitoring	64	Medium
21	Summit Public Schools	Current software renewals / subscription buying	Renewal / expansion	62	Medium
22	Pittsgrove Township School District	Meraki/security/classroom-tech implementation history	Post-upgrade sustainment	60	Medium
23	Spotswood Public Schools	Recent 1:1 expansion; future lifecycle value	Sustainment / future refresh	58	Medium

MATRIX INTERPRETATION

Accounts in the 60s are not “bad accounts.” They simply require more qualification before they deserve the same seller time as accounts with direct, current, product-relevant activity and visible funding or implementation.

5 / TOP 3

Immediate Territory Priorities

1. Morris School District

Territory score	Stage
94 / High	Pre-procurement influence
EVIDENCE / SIGNAL: A Sept. 15, 2026 \$158.4M referendum with \$46.4M identified state support includes STEM labs, digital media, auditoriums and electrical work tied to educational technology.	
SALES IMPLICATION / MOTION: Lead with standards/specification planning. Map Technology + Facilities + Business + design professionals before a bid appears.	
KEY RISK / QUALIFICATION: Referendum is contingent; open technology scope is not fully known.	

2. Piscataway Township Schools

Territory score	Stage
92 / High	Active implementation
EVIDENCE / SIGNAL: The district publicly describes a years-long Promethean initiative; related projects include media-center, engineering/computer classroom and integrated PA/telephone/clock work.	
SALES IMPLICATION / MOTION: Do not sell the need for displays. Find remaining rollout, deployment/service white space and next lifecycle wave.	
KEY RISK / QUALIFICATION: Promethean is entrenched; rip-and-replace is the wrong opening.	

3. Scotch Plains-Fanwood

Territory score	Stage
90 / High	Construction + pre-procurement
EVIDENCE / SIGNAL: Construction is active, another package is planned for spring 2027, AV/sound purchases from CDW are visible, and a four-year iPad lease is in procurement.	
SALES IMPLICATION / MOTION: Map owner-furnished vs construction-supplied technology and standardize new/renovated spaces.	
KEY RISK / QUALIFICATION: Incumbent reseller and construction relationships may cover large portions.	

TERRITORY POSTURE

Put roughly half of proactive account-development time into the Top 10, with disproportionate attention on these three. The rest of the territory should be worked through trigger-based campaigns rather than equal-priority cold outreach.

Priority Accounts 4 and 5

4. Elizabeth Public Schools

Territory score	Stage
88 / High	Award / implementation intelligence

EVIDENCE / SIGNAL: An official May 2026 student-laptop solicitation plus a one-to-one environment confirms a substantial endpoint buying cycle.

SALES IMPLICATION / MOTION: Obtain award intelligence; pursue deployment, accessories, staff endpoints, repair/spares and next cohort planning.

KEY RISK / QUALIFICATION: The bid deadline has passed; this is not an open first-time bid opportunity.

5. Cherry Hill Public Schools

Territory score	Stage
86 / High	Phased construction

EVIDENCE / SIGNAL: Active bond work explicitly includes theatrical lighting/control, projection and upgraded sound with phased high-school timing.

SALES IMPLICATION / MOTION: Engage around AV design, interoperability, commissioning and support - especially the later construction phase.

KEY RISK / QUALIFICATION: Specifications may already be locked for some packages.

7 / TOP 10

Priority Accounts 6 and 7

6. Wayne Township Public Schools

Territory score	Stage
84 / Medium	Refresh / implementation

EVIDENCE / SIGNAL: Tentative FY27 reporting identified sizable Chromebook and staff-laptop replacement lines; final budget materials and a Future Ready initiative are current.

SALES IMPLICATION / MOTION: Validate final quantities/status, then lead with lifecycle economics, deployment and endpoint management.

KEY RISK / QUALIFICATION: Reported dollar lines came from a tentative plan and require confirmation.

7. East Brunswick Public Schools

Territory score	Stage
82 / High	Software procurement + lifecycle

EVIDENCE / SIGNAL: A current LinkIt! data/assessment bid sits alongside a large mixed Lenovo Windows/Chromebook one-to-one environment and Canvas usage.

SALES IMPLICATION / MOTION: Use active software review to open separate lifecycle and integration conversations.

KEY RISK / QUALIFICATION: A software bid is not proof of a current hardware buy.

8 / TOP 10

Priority Accounts 8 and 9

8. Toms River Regional Schools

Territory score	Stage
82 / Medium	Implementation / refresh

EVIDENCE / SIGNAL: One-to-one Chromebooks, Duo MFA and an AI-in-CTE grant are verified; recent reporting also points to network/bandwidth and refresh activity.

SALES IMPLICATION / MOTION: Pursue one infrastructure-and-lifecycle conversation tying endpoints, security, network and CTE needs together.

KEY RISK / QUALIFICATION: Freshest network/refresh detail needs primary-board validation.

9. Lindenwold Public Schools

Territory score	Stage
80 / Medium	Commissioning + construction

EVIDENCE / SIGNAL: A new early-childhood center is coming online while other construction continues; the district also operates a one-to-one Chromebook program.

SALES IMPLICATION / MOTION: Lead with commissioning, punch-list, standardization and lifecycle support rather than assuming greenfield purchases.

KEY RISK / QUALIFICATION: Much of the initial new-building technology may already be committed.

Priority Account 10

10. Newark Public Schools

Territory score	Stage
78 / High	Large ongoing program

EVIDENCE / SIGNAL: A \$95M ESIP spans 60 facilities and includes modernization/classroom upgrades; the district has a \$1.677B FY27 budget and active DIT/purchasing functions.

SALES IMPLICATION / MOTION: Build a contract/project map and identify separable technology packages or partner routes before heavy field investment.

KEY RISK / QUALIFICATION: Johnson Controls and procurement complexity create strong incumbent/package risk.

WHY NEWARK IS NOT AUTOMATICALLY #1

A very large budget and facilities program can still be a slower, more complex sales account. Territory intelligence ranks timing, openness and procurement complexity - not just organizational size.

10 / MARKET SIGNALS

What the Market Is Telling the Salesperson

Signal	Evidence pattern	Sales implication
Capital construction	Morris, Cherry Hill, Scotch Plains-Fanwood, Lindenwold, Newark	Track projects before RFPs. Map technology dependencies and specification ownership.
Device lifecycle	Elizabeth, Wayne, Montclair, North Brunswick	Treat 1:1 as installed-base intelligence: deployment year, warranty, repair rate, cohort and refresh policy.
Converged stack	East Brunswick, Toms River, Jersey City, Pittsgrove	Sell the operational system - endpoint + classroom + network + software - rather than disconnected products.
Visible incumbents	Promethean, CDW, Johnson Controls, HP/Microsoft, Lenovo/Canvas, Duo, Meraki appear in public evidence	Find white space and service adjacency before attempting displacement.
Timing differentiation	Pre-spec, procurement, implementation and lifecycle accounts coexist	Match the sales motion to buying stage; one generic sequence wastes time.

11 / SEGMENTATION

Three Distinct Sales Motions

Segment	Accounts	Objective
INFLUENCE ACCOUNTS	Morris; Scotch Plains-Fanwood; Cherry Hill; Newark; Willingboro	Enter while scope, standards, construction packages or funding decisions are still forming.
ACTIVE PROCUREMENT / REFRESH	Piscataway; Elizabeth; Wayne; East Brunswick; Toms River	Confirm exact award/status, remaining cohorts and adjacent implementation/service scope.
LIFECYCLE DEVELOPMENT	Jersey City; Montclair; North Brunswick; Edison; Belleville; Woodbridge; Fort Lee; West Orange; Summit; Pittsgrove; Spotswood	Build installed-base and refresh calendars before spending heavy field time.

Practical positioning by product category

- Interactive displays: lead with standardization, compatibility, mounting/cabling, teacher adoption and lifecycle - not brightness/spec-sheet selling.
- Student/staff devices: lead with cost-per-year, repair/spare strategy, staging, zero-touch enrollment, asset tagging and predictable cohort refresh.
- AV: sell design review, equipment, installation, programming, commissioning, documentation and support as one operating outcome.
- Network/cybersecurity: tie the conversation to endpoint density, uptime and operational risk.
- Education software: look for renewal cycles, integration and data requirements - not just new-platform RFPs.

First 30 Days

MORRIS	Map referendum projects; identify architect-designed vs owner-furnished technology; track Sept. 15 vote.
PISCATAWAY	Determine remaining Promethean inventory, panel age, installation method, classroom-audio standard and teacher-device cadence.
SCOTCH PLAINS-FANWOOD	Determine what remains owner-furnished and which 2027 construction technology packages remain influenceable.
VERIFY IN PARALLEL	Elizabeth laptop award/status; East Brunswick LinkIt status; Wayne final refresh quantities and procurement status.
FIRST-30-DAY OBJECTIVE Discovery and account mapping - not mass quoting.	

13 / ACTION PLAN

Days 31-60

- Move each Top 10 account from “public signal” to a validated opportunity hypothesis.
- For every Top 10 CRM record, capture five fields that lead databases usually lack: incumbent, fleet age, remaining scope, procurement vehicle/status and actual buying committee.
- For construction-trigger accounts, schedule technology-standard or site-planning conversations rather than catalog presentations.
- For device accounts, build a three-to-five-year TCO model including hardware, warranty, deployment, spares, accidental damage, MDM, support labor and secure end-of-life.
- Nurture the second tier with trigger-specific outreach rather than generic sequences.

14 / ACTION PLAN

Days 61-90

- Convert qualified capital accounts into budgetary architectures: room standards, bills of material, network/power dependencies, installation assumptions, training and multiyear support.
- Use pilots only when there is a real decision variable to test. A district with a chosen standard may need deployment/process proof - not a generic product demo.
- Create a 24-month trigger calendar for ranks 11-23: budget hearings, board agendas, bids, construction milestones, leadership changes, grant awards and refresh events.
- Re-score accounts when a new direct trigger appears.

OPERATING METRIC

Do not manage the territory by number of districts contacted. Manage it by the number of public signals converted into validated buying events with a named owner, realistic window and understood procurement path.

What the Second Research Pass Added

DISCOVERY VS. QUALIFICATION

The second independent research pass surfaced 16 additional unique accounts. They are valuable discovery candidates, but they are not automatically promoted into the primary ranking until their central opportunity thesis is verified to the same standard.

Additional candidate	
Princeton Public Schools	Hillsborough Township Public Schools
Mendham Borough School District	Tewksbury Township School District
Madison Public Schools	Bridgewater-Raritan Regional School District
Franklin Township Public Schools	Flemington-Raritan Regional School District
Watchung Borough Schools	Hudson County Schools of Technology
Pompton Lakes School District	Passaic City Public Schools
Freehold Regional High School District	Barneгат Township School District
Avalon / Stone Harbor Schools	Stillwater Township School District

Why this is a feature, not a weakness

- Independent research systems are excellent at widening the discovery funnel.
- They can disagree sharply about opportunity size, stage and score.
- Quantum Leaps AI does not simply average the outputs; it verifies the underlying sales thesis before asking a salesperson to spend time on it.
- In a live client engagement, high-signal candidates in this queue would be verified and then promoted, re-scored or removed.

What the Report Refuses to Pretend

Qualification risk	Example	Correct treatment
Proposed funding is not approved funding	Morris referendum	Track the vote; do not forecast bond-related revenue prematurely.
Closed bid is not an open lead	Elizabeth May laptop solicitation	Use for award, deployment adjacency and next-cycle intelligence.
Tentative budget line is not a PO	Wayne reported device lines	Confirm final quantities and procurement status.
Secondary reporting needs primary validation	Toms River network/refresh detail	Validate board source before forecast entry.
New building may already be bought	Lindenwold ECC	Sell commissioning, punch-list and lifecycle unless open scope is confirmed.
Large facilities budget is not tech spend	Newark ESIP	Map separable technology packages and incumbent scope.
Installed base is not a refresh event	North Brunswick / Pittsgrove / Spotswood	Build a dated lifecycle map before heavy outreach.

Why Morris Becomes the Deep Dive

THE BRIDGE

The Opportunity Intelligence report answers “Where should I spend my selling time?” The Account Intelligence Deep Dive answers “Now that I chose this account, how do I pursue it?” Morris is the strongest bridge because the useful signal appears before the eventual RFPs.

TERRITORY PRIORITY SCORE	94 / 100 - ranks Morris against other accounts using broad public triggers.
ACCOUNT OPPORTUNITY SCORE	80 / 100 - deeper verification reduces certainty after accounting for unknown specification ownership, incumbent scope and procurement packaging.
WHAT CHANGED	The deep dive confirmed the need but exposed material unknowns about what remains open and influenceable.
WHY THAT MATTERS	A salesperson receives a more realistic strategy instead of false confidence from a high-level lead score.

DEEP-DIVE OUTPUT

Capital project -> technology dependency -> likely stakeholder -> specification stage -> incumbent/partner environment -> funding dependency -> procurement window -> recommended sales motion.

18 / EVIDENCE

Source Hierarchy and Evidence Notes

- Primary preference: district budgets, procurement notices, board agendas/minutes, referendum/construction pages, technology departments, NJDOE financial reporting and current administrative directories.
- Secondary reporting is used selectively for timely detail that is not easily visible in primary indexed records; confidence is reduced when it materially affects the thesis.
- Verified evidence, interpretation, opportunity and timing are treated as separate concepts.
- Closed bids remain useful for installed-base, award, deployment and future-cycle intelligence even when they are no longer open opportunities.

High-priority evidence set used in the research

Account	Evidence categories
Morris	Referendum overview, state-aid/financial detail, proposed-project descriptions.
Piscataway	Promethean initiative, FY27 budget, FY25 project disclosure, current directory.
Scotch Plains-Fanwood	Referendum/construction updates, business procurement, district information.
Elizabeth	Official laptop-bid advertisement, technology/fleet page, superintendent information.
Cherry Hill	Budget information, bond-improvement descriptions, technology/leadership information.
Wayne	Budget repository, technology/leadership, Future Ready initiative, budget reporting.
East Brunswick	Legal advertisements, one-to-one program, central-office directory.
Toms River	Technology/cybersecurity page, one-to-one information, AI-in-CTE grant, administration + board reporting.
Lindenwold	ECC project overview, construction notices, one-to-one information, technology team.
Newark	Budget, ESIP program, procurement channel, DIT/administrative directory.

19 / TERRITORY ACTION CARD

Quantum Leaps AI Opportunity Intelligence Action Card

MARKET	New Jersey public K-12 education technology
RESEARCH PASSES	2 independent research inputs
DISTINCT ACCOUNTS SURFACED	39
PRIMARY QUALIFIED MATRIX	23
TOP 10	Morris; Piscataway; Scotch Plains-Fanwood; Elizabeth; Cherry Hill; Wayne; East Brunswick; Toms River; Lindenwold; Newark
TOP 3	Morris / Piscataway / Scotch Plains-Fanwood
BEST INFLUENCE ACCOUNT	Morris
BEST ACTIVE IMPLEMENTATION ACCOUNT	Piscataway
BEST CONSTRUCTION-TECH ACCOUNT	Scotch Plains-Fanwood
DEEP-DIVE CANDIDATE	Morris School District
NEXT STEP	Use the Morris Account Intelligence Deep Dive to convert territory prioritization into account-specific strategy.

THE PRODUCT

Opportunity Intelligence finds and prioritizes the accounts worth pursuing. Account Intelligence tells the salesperson how to pursue the selected account. Together they create one workflow: FIND -> PRIORITIZE -> UNDERSTAND -> STRATEGIZE -> SELL.