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Alma Acquires Always Prepped, Bolsters Data Integration Capabilities

PORTLAND, Ore. (Feb. 10, 2014) - [Alma](#), an ed-tech company offering a holistic student engagement platform, today announced the acquisition of Always Prepped, Inc., a K-12 data integration company based in Chevy Chase, Maryland. The financial terms of the deal have not been disclosed. The move gives Alma deeper expertise in data analytics and enables the company to unlock additional insights for educators at both the class and administrative levels.

“Our acquisition of Always Prepped is an exciting step in our mission to bring advanced workflow automation and data analytics to the K-12 space,” said Alma CEO and Co-founder, Andrew Herman. “We are also thrilled to have Fahad Hassan join our leadership team. His decade of experience with early and late state companies in the ed-tech space will serve Alma and our connection to the industry well.”

Hassan’s decade of experience in the space ranges from enrollment management and student retention solutions serving the higher education market, to parent, teacher, and administrative software tools in K-12.

“After spending the last several years integrating the Always Prepped Data Management solution with established legacy LMS, curriculum, and content providers, we reached the conclusion that the challenge of integration with multiple platforms was exponentially more difficult without a tight SIS to latch on to,” Hassan said. “Instead, a fully integrated SIS platform approach is necessary in order to provide the analytics that will move the needle on outcomes related to data integrity and consistency. After exploring several options to work with some incredible new platforms I believe Alma provides the best education management software in the space.”

Hassan will join the rapidly expanding Washington, DC office of Alma, which supports its growing client base along the eastern half of the United States. The company launched its current platform in February 2014, and is being used by schools in 37 states and 24 countries.

About Alma

Alma is focused on improving student outcomes by enhancing workflow automation and data management for K-12. Its Holistic Student Engagement



Platform (HSEP) unites Student Information System and Learning Management System into an integrated, intuitive experience that empowers educators with a 360 degree view of the student learning process. The cloud-based software integrates multiple school and district functions into a single system that chronicles state reporting, curriculum management, lesson plans, grades, report cards, school calendars, inter-school messaging and notes, student data, parent communications, and assessments. At the same time, Alma enables districts to do more with less by simplifying their complex ecosystem of tech tools through consolidation while saving time and money. Alma provides a flexible, scalable solution that can work for any school and any budget. To learn more about Alma and its features, or to request a demo, visit www.getalma.com.

About Always Prepped

Always Prepped, Inc. is a Washington, D.C.-based education technology startup focused on classroom data management for the K-12 marketplace. Always Prepped aggregates and analyzes student classroom performance, attendance and behavior metrics from several online programs in a single dashboard for teachers. Always Prepped is funded by True Ventures, a Silicon Valley-based venture capital firm that invests in early-stage technology startups. To learn more about Always Prepped, visit www.alwaysprepped.com.

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