MindShare Learning in Partnership with Tech4Learning Sign Province-Wide Ontario Software Licensing Deal

Challenge

San Diego based educational software set to expand into the Canadian market with its award winning multimedia creativity tool Frames 4. MindShare Learning was retained to provide go-to-market strategy development with the goal of achieving a province-wide deal in Ontario.

The Product: Frames 4

Frames is the award winning educational software for stop-motion animation, claymation, and digital storytelling. Creating illustrated animations, movies, and digital stories engages students in the curriculum, encourages problem solving, promotes creativity, and helps students develop 21st century skills. Students can use Frames to create movies, animated GIFs, and Flash animations to share with the world.

Strategy

Tech4Learning retained MindShare Learning to develop a comprehensive go-to-market strategy that included a school pilot, edtech conference presentations, product review, news release and ads spots in the MSL Report.

Outcome

In just one year, Tech4Learning qualified as a proponent for an Ontario province-wide RFP to provide all publicly funded elementary and middle schools in Ontario. MindShare Learning took the lead in submitting the bid which Tech4Learning was successfully awarded.

This process repeated itself the following year which led to another winning bid for award winning Pixie 2 software.

“Tech4Learning has been working with MindShare Learning for the past two years. During that time we have been able to substantially increase our education business in Ontario. Mindshare Learning’s knowledge of the education marketplace in Canada has been extremely valuable in that expansion.”

-Nita Seng, Vice President Sales, Tech4Learning