



Media Release

FOR IMMEDIATE RELEASE

## **MindShare Learning Media and Logics Academy Announce Strategic Partnership to Offer One-Stop Market Expansion Services for Global EdTech Companies Entering Canada at ISTE Live25**

**San Antonio, Texas — July 1, 2025** — MindShare Learning Media, Canada's leading EdTech news, strategy, research, and innovation consultancy, is proud to announce a new strategic partnership with Logics Academy, one of Canada's foremost providers of K–12 STEM, professional learning services and AI learning solutions. Together, they are launching a comprehensive suite of **Go-To-Market, Marketing, Sales, and Professional Learning** services designed to help education and EdTech companies expand into the Canadian market seamlessly.

With Canada's education sector continuing to grow and innovate at a record pace, the partnership combines MindShare's deep expertise in market intelligence, brand positioning, and community engagement with Logics Academy's nationwide network of educators, school boards, and implementation specialists. Companies worldwide will benefit from a single, trusted point of entry into Canada, accessing tailored solutions that accelerate market adoption and drive sustainable impact.

*"I'm truly excited about this innovative partnership with Logics Academy," said **Robert Martellacci**, Founder & President of MindShare Learning Media Inc. "By combining our strengths, we're able to ensure that the best education products and solutions make their way into Canadian classrooms, impacting student success and equipping educators with the tools they need to help students thrive."*

*"This partnership represents a pivotal opportunity to elevate how global EdTech companies engage with Canada's unique education ecosystem," said **Ramy Ghattas**, Founder & CEO of Logics Academy. "With our deep understanding of curriculum integration, educator needs, and large-scale implementation, we are uniquely positioned to accelerate adoption and impact where it matters most, in the classroom. Together with MindShare Learning, we're building a gateway that transforms innovative technologies into meaningful learning experiences for students and educators alike."*

### **Comprehensive Services Offered Through the Partnership**

- Market Readiness & Strategy

- Go-To-Market Execution
- Digital Marketing & Thought Leadership
- Marketing Events & Conferences
- Sales Services
- Professional Learning & Implementation
- Customer Success Services

Together, MindShare Learning Media and Logics Academy are committed to fostering innovation and delivering value to EdTech companies that are ready to make an impact in classrooms across Canada.

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### **About MindShare Learning Media Inc.**

MindShare Learning Media is Canada's leading EdTech strategy, consulting, and marketing firm, with a mission to transform education through innovation and collaboration. For over 20 years, MindShare has built trusted partnerships with education leaders, solution providers, and policymakers to inspire student success.

### **About Logics Academy**

Logics Academy is a Canadian leader in K–12 STEM, robotics, and AI education, delivering curriculum-aligned resources, training, and student experiences. With a focus on empowering teachers and students to thrive in a digital world, Logics Academy has impacted thousands of classrooms nationwide.

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