



## Pearson and Knowledgehook collaborate to enhance blended learning and increase math support in schools

*Leading educational publisher Pearson Canada and fast growth EdTech Knowledgehook to combine forces to bolster digital support for teachers and students to improve math outcomes.*

**21st September 2021 - Toronto:** Pearson and Knowledgehook are collaborating to bring two mathematics resources together in a way that brings Canadian educators and students the best of two worlds. The two companies bring shared aspirations, common approaches, and complementary products that enhance mathematics education in Canada.

On Monday, September 20<sup>th</sup>, users of Pearson's Mathology.ca (Grades 3-6 ) will have access to integrated Knowledgehook activities from within specific lessons. This integration allows students to interact with mathematics through games and activities housed within Knowledgehook's proprietary Instructional Guidance System and provides teachers with additional ways of providing insights into student progress. Users of Mathology.ca will continue to have access to the comprehensive set of tools designed to support the teaching and learning of math in today's classrooms.

Knowledgehook and Pearson's collaboration began with a mutual exploration of blended learning approaches and opportunities that arose due to the COVID-19 pandemic and its impact on teachers and students. The two companies are aligned in their mission to provide full and responsive support for mathematics education and intend to expand their collaboration in response to educator feedback.

- **For Teachers:** Complementary curriculum-aligned digital products provide a double benefit for teachers. Teachers have access to *Mathology's* comprehensive plans, assessment tools, and student lessons as well as interactive Knowledgehook activities and its underlying Instructional Guidance System which, together, help teachers assess student progress and assign relevant, engaging next steps.

- **For Students:** Students have more ways to do math with purpose. Linking Knowledgehook activities directly to *Mathology* lessons, students will have access to in-the-moment gamified learning that will increase engagement, confidence, and success.

### **What is *Mathology*?**

Pearson Canada's *Mathology* is a comprehensive classroom resource currently available for Kindergarten to grade 6. Built on academic and classroom research for the diversity of Canadian classrooms, it is designed to unlock the joy in learning math by engaging students and teachers with materials that: help teachers gain a deeper understanding of student thinking and determine the next best steps; meet students and teachers where they are at in their math learning journey and build teacher capacity. The central hub is [Mathology.ca](https://www.mathology.ca), an online teacher resource that allows any subscribed teacher access to the entire family of *Mathology* resources, from Kindergarten to grade 6. A variety of complementary print resources are available and in development.

### **What is Knowledgehook?**

Knowledgehook's proprietary technology harnesses the power of data to track where students are on their math journey. Their solution connects a child's in-school education to their at-home learning, providing real-time insights and expert-designed remediation tools to teachers on student learning gaps. This empowers teachers to develop an understanding of the math concepts related to their students' challenges, enabling them to adjust instruction and monitor student progress.

### **Beverley Buxton, General Manager of Pearson Canada School Division**

"At Pearson we believe that every child has the right to a strong math foundation, to feel confident in their mathematical abilities, and to have the necessary tools to take on everyday challenges. And we believe in teachers and their abilities to help their students develop happy, empowering, and positive math stories. We are constantly seeking and testing new ways to respond to teacher and student needs, and our collaboration with Knowledgehook, a company that shares our underlying goals, is a unique example of that. We believe that bringing our respective strengths together is in the best interests of teachers and learners and we are eager to build on the community's response to this collaboration."

"This partnership presents the future of classrooms around the world. Knowledgehook has built a suite of resources for teachers and students that transform the blended learning environment" added **Bruce Rodrigues, former Deputy Minister of Education in Ontario, Knowledgehook advisory board member, and former CEO of the Education Quality and Accountability Office (EQAO)**. "Knowledgehook really brings content to life and this Pearson integration will enable more teachers and students in Canada to benefit".

### **Qamar Qureshi, President and Chief Business Officer of Knowledgehook** commented:

"Our mission has been to equip teachers with the tools to be confident educators and to give them pathways to help students be confident math learners. Having successfully launched across Canada, we have been steadily building up our presence around the world in the UK,

Australia, and recently in Mexico. The Knowledgehook solution is fully translated into Spanish and French. Through the collaboration with Pearson, we will be able to reach more math teachers who are searching for innovative, efficient ways to support not only their own learning but also their students' learning”.

“Having the right, personalised guidance makes all the difference, and our goal is to ensure every student has a teacher who has access to the best pedagogical tools, and parents who have insights into their child’s learning. Our platform pulls together a comprehensive and adaptive view on a student’s learning journey, enabling those around them to support and improve their educational experience and outcomes.”

## **Ends**

### **Notes to the editor**

For further information please contact the Knowledgehook press office: Bilal Mahmood on [b.mahmood@stockwoodstrategy.com](mailto:b.mahmood@stockwoodstrategy.com) or +44 (0) 20 3640 7759 and +44 (0) 771 400 7257. Or: Beverley Buxton, General Manager, Pearson Canada K12 [beverley.buxton@pearsoned.com](mailto:beverley.buxton@pearsoned.com)

### **About Knowledgehook**

Knowledgehook is a leading Canadian-based educational technology company that actively collaborates with governments around the world while also working directly with districts and schools to offer curriculum-aligned education solutions in English, French, and Spanish. The company currently empowers teachers in more than 100,000 schools. In 2021, it is anticipated the solution will reach 50,000,000 students globally.

Winner of Google’s Game Changer Award and named Top Disruptor by BNN, its platform analyses student understanding through engaging assessments, providing real-time personalised solutions to close learning gaps between classroom teaching and at-home learning. Designed by leading numeracy and research experts, Knowledgehook’s Instructional Guidance System is known for reinventing how online technology supports education and educators while inspiring the problem solvers of tomorrow.

Knowledgehook is backed by UCL’s VC fund Discentia Capital, Mesoamerica’s Alexandria Corp., Nelson Education, and John Abele’s North Point Ventures.

For further information visit: [www.Knowledgehook.com](http://www.Knowledgehook.com) or follow us on [LinkedIn](#), [Facebook](#) or [Twitter](#).

### **About Pearson**

Learning is the most powerful force for change in the world. More than 20,000 Pearson employees deliver our products and services in nearly 200 countries, all working towards a common purpose – to help everyone achieve their potential through learning. We do that by providing high-quality, digital content and learning experiences, as well as assessments and

qualifications that help people build their skills and grow with the world around them. We are the world's leading learning company.



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