

Parlay Ideas raises \$400,000 in pre-seed funding

Parlay continues to grow, supporting educators with a tool that helps facilitate meaningful, rich and inclusive discussions in every classroom.

TORONTO, August 8, 2018: Parlay Ideas, an education technology (edtech) company passionate about promoting meaningful and equitable classroom discussions in every school, has raised \$400,000 in pre-seed funding from strategic investors Brad Robbins and Saar Pikar. The Parlay team has accelerated their efforts in the last year to develop a groundbreaking classroom tool that supports 21st century learning.

"Devices are quickly becoming ever-present in the classroom, making it a crucial time for technology companies to work with educators to transform instructional practices inside the classroom and beyond. Our plan is to be a leading voice in this transformation. After two years of building Parlay alongside some of the most creative and forward-thinking teachers in the world, this investment partnership is the right next step in our journey," Bobby McDonald, CEO and Founder of Parlay.

Saar Pikar, Chief Executive Officer of CDI said that Parlay, "is exactly what the K-12 market wants and needs and it is the single most exciting new product I've seen for this market in my 18 plus years working with educators."

Brad Robbins, will also be joining the Parlay team as the Interim COO. Brad has been working in software for over 20 years and has extensive experience in building, scaling and operationalizing customer-focused enterprise software. He will be guiding the team as they continue to evolve and move into the next stage.

Brad, Interim COO believes that, "Parlay is at an exciting point in their journey and I am thrilled to be joining their team. They are contributing to a very timely and critical pedagogical shift in education and are addressing the function of class discussion in a unique and practical nature. Bobby and his team have built a great solution to help educators and students benefit from the power of discussion."

With the funding, Parlay is moving forward with its plan to expand into districts and school boards within the U.S. and Canada, grow their user base to 10 times the students, continue efficacy studies of product effectiveness in the classroom, build their content sharing community (the Parlay Universe) and continue to grow their team.

Starting September 2018, Parlay will begin their first district pilots at the Iowa City Community School District (ICCS), an independent district in Austin, Texas and the District School Board of Niagara (DSBN).

The 12 to 16 week pilots will also contain a research element and will support teachers in using Parlay in their classroom, helping them to create a blended-learning experience where students are taking part in rich, active and collaborative discussions. Students will have the opportunity to practice written and communication skills, as well as 21st century skills like collaboration, critical thinking and creativity.

About: [Parlay Ideas](#) is an edtech company based in Toronto, Canada, located in Ryerson DMZ's co-working space. Parlay is a software tool that helps teachers spark meaningful and inclusive student discussions that provide teachers with measurable data on engagement and learning.

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