



## **LearningLoop wins first Canadian Startup Weekend EDU August 12, 2013**

**Toronto, ON** – LearningLoop, an edu-tech startup conceptualized and built in under 54 hours, won Canada's first Startup Weekend EDU. LearningLoop will receive prizes valued at over \$20,000, including: an innovation assessment grant, legal services and IP consultation, PR and events consultation, advisory support from MaRS Education Innovation advisors and more.

LearningLoop tested well amongst parents and educators, who acknowledged this win as a significant step in increasing visibility for an overlooked area in learning and development. "I lived every educator's dream this weekend," says Registered Early Childhood Educator and team member Jessica Tomas, "a room full of people who wouldn't normally pay attention to early childhood, not only listened, but validated it as important."

LearningLoop was one of the top 15 ideas selected on the first night (amongst 43 pitches) and one of 12 startups presenting in the final round. Teams were judged by experts in the education, tech, and start-up sectors.

### **About LearningLoop**

LearningLoop is an online platform that allows educators and parents to share information about their child in a simple and meaningful way.

Visit <http://www.learningloop.co/> for the product demo and more information. LearningLoop is currently collecting email addresses for its beta launch.

### **About Startup Weekend EDU**

Startup Weekend is a global event where startups are built and presented to an expert panel in a course of a weekend.

This year, Toronto was host to the first Canadian Startup Weekend EDU, which follows a similar theme of past events with an added education component. For more information, see <http://toronto.startupweekend.org/>

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### **For media inquiries, please contact:**

Loren Aytona  
[loren.aytona@gmail.com](mailto:loren.aytona@gmail.com)