



# Media Release

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## **RAC Seedspark winner, 'Today We Learned' hits Perth schools**

*Today We Learned*, a parent engagement website and app that helps parents stay up to date with what their kids are learning at school, today announced it is being implemented across select WA schools, including Coodanup College and Challis Primary School.

The app encourages teachers to fill out an update in as little as 60 seconds by finishing the sentences, "Today we learned...", "Ask your child..." and "Don't Forget. The updates are delivered directly to parent's phones or emails and encourages them to start conversations at home to aid in their child's memory retention, motivation, and alerting them to any gaps in their children's knowledge.

The app was chosen as the winning entry by RAC as part of its Seedspark initiative, WA's first startup accelerator program which provides entrepreneurs with the funding and support to get mobile apps off the ground.

Carine Senior High School English teacher Casey Mulder said as a teacher, parent engagement is very important to maintain.

"*Today We Learned* enables this to happen in a faster, much less stressful manner, by focusing on the questions that will actually help start learning conversations at home," Ms Mulder said.

*Today We Learned* won \$25,000 in seed funding from last year's RAC Seedspark program.

Co-Founders, Jason O'Neil and Aaron Gregory say they have emerged from the eight-week accelerator program with a stronger strategy for shaping both the product and their business model, in order to achieve wide impact on the WA education market.

"The Seedspark program provided us with valuable mentoring and coaching from Perth's most experienced startup experts, and helped us develop a strategy, not just to release an app, but to achieve wide scale adoption," Mr O'Neil said.

"We have used the seed funds to further develop the website and mobile app, and will focus on working closely with teachers implementing the app this term."

RAC Seedspark Program Director Jamin Hirte said the program was born out of RAC recognising the need to build a greater internal innovation capability, especially in the rapidly growing area of mobile application development.

"RAC is currently exploring options to sponsor a wider implementation of the app in WA schools by leveraging RAC's brand and its education programs," Mr Hirte said.

RAC Seedspark, in partnership with Perth's largest entrepreneurial hub and co-working space, Spacecubed, will run its second program later in the year.

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