

## Shoelace Selected to the 2023 GSV Cup Top 20

Will Compete Live at ASU+GSV for \$1 Million in Prizes in World's Largest Pitch Competition For Digital Learning

**Halifax, Nova Scotia, Canada** (March 06, 2023) — **Shoelace** has been selected to *the 2023 Top 20*, the acclaimed list of finalists in *The GSV Cup*—the world's largest pitch competition for startups within the digital learning sector—at the 14th Annual ASU+GSV Summit. Companies selected to *The Top 20* represent the top pre-seed and seed-stage startups in digital learning across the “Pre-K to Gray” space. **Shoelace** will compete for up to \$1M in cash and prizes in San Diego on April 17–19 at the ASU+GSV Summit, the annual education technology event hosted by Arizona State University and GSV Ventures.

**Shoelace** was selected from a record-breaking pool of 900+ applicants from more than 69 countries which was further narrowed to The Elite 200 semifinalists. Using the "Five P's" framework (People, Product, Potential, Predictability, and Purpose), this year's Top 20 most promising companies were rigorously evaluated and selected by an esteemed panel of 200+ judges from leading venture capital firms and strategic partners in digital learning. **Shoelace** will compete on Stage X at ASU+GSV 2023 live in San Diego or virtually via the [Virtual Summit live stream!](#)

**“We set out to build a fun technology that would help kids learn how to read. Along the way we saw an important need to innovate how future generations of learners develop broadened thinking to change the world. Step by step, we’ve seen the impact of Shoelace on millions of learners and their teachers. To be recognized for our innovation and selected to present on the most respected stage for digital learning, is a dream come true.”** Julia Rivard Dexter

The Top 20 companies serve learners from Pre-K to Gray, with companies well-distributed across the following categories: *Early Childhood, K-12, Higher Education, Adult Consumer Learning, and Adult Enterprise Learning.*

The GSV Cup is powered by [Google Cloud](#), [GSV Ventures](#), [HolonIQ](#), [HubSpot for Startups](#), and [ASU RealmSpark](#).

See **Shoelace** and the rest of the companies selected to the GSV Cup at <https://www.asugsvsummit.com/gsv-cup-elite-200>

### ABOUT SHOELACE LEARNING

**Shoelace** is an adaptive game-based learning platform that supports the development of complex comprehension skills through the delivery of personalized learning. Their powerful learning engine connects a world-class library of content to highly engaging mobile games built to ensure players are motivated to drive their own learning. Additionally, Shoelace provides educators

with tools to see the proof their students are progressing while it also offers recommendations to support their teaching. The platform offers access to an ever-expanding library of content, 90% of which has been developed by the company's skilled authors and curriculum experts with consideration for DEI values and principles.

### **ABOUT GSV VENTURES**

GSV Ventures is a female-led, multi-stage venture capital firm focused on the \$7+ trillion education sector. The fund is currently investing out of GSV Ventures Fund III and backs innovative entrepreneurs around the world in the "Pre-K to Gray" Arc of Learning. GSV manages over \$675 million in global EdTech investments. Portfolio holdings include Andela, Class Technologies, ClassDojo, Coursera, Course Hero, Degreed, Guild, MasterClass, Outlier, Photomath, Quizizz, Lead School, Brightchamps, and ClassPlus, among others.

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