

# Wisewire Launches a New Education Marketplace

## *Platform Lets U.S. Educators Buy, Create and Sell Technology-Enhanced Assessments, Playlists and Other Teaching Tools Online*

**February 3, 2016 -- WASHINGTON D.C.** -- Emerging edtech innovator [Wisewire](#) is launching out of stealth mode and opening its education content marketplace and publishing platform in the U.S. today. The Wisewire Marketplace houses nearly [50,000 learning objects](#), playlists, assessments and teaching guides that are curated, indexed and searchable by subject and learning level with a focus on middle school and high school math, science and language arts.

Starting today, educators, publishers and corporate content creators can also [build, publish and sell](#) their own customized traditional and technology-enhanced assessments with the Wisewire platform. Assessment creators can choose from dozens of templates to create assessments that test for deep understanding and prepare students for high-stakes assessments like [PARCC](#) and [Smarter Balanced](#).

“We aim to improve the efficacy of teaching and learning by expanding access to high-quality digital learning materials that can easily be incorporated into educational programs,” said Nanda Krish, CEO of Wisewire. “We’ve built a marketplace and publishing platform where educators and providers can discover, create, customize, exchange and sell new and existing digital teaching materials.”

Throughout 2015, Wisewire developed this marketplace and secured several large partners and beta customers. Wisewire has adapted its new modular assessment generation and customization platform through an exclusive licensing agreement with Kaplan, the world leader in the test prep industry. Wisewire has additionally built nearly 50 assessment templates for the catalog.

### **Key features of the Wisewire Marketplace include:**

- Browse and search capabilities to surface the most relevant, high-quality free and paid educational content.
- College Readiness Skill Packs that prepare and support students as they begin college.
- Pre-built “playlists” serve as enhanced lesson plans that include teaching guides and self-checks as well as interactive digital content.
- Easy-to-implement quiz, practice and homework solutions for classrooms.
- Favorite lists where teachers can bookmark items to use later and edit their lists over time.
- Recommendations engine suggestions of content that is part of the content concept map based on what other teachers are using and recommending.
- Complete courses with materials including student lessons, digital labs and materials, and teaching guides.
- Curated high school and college readiness [Open Educational Resources](#) content.

The Wisewire Marketplace allows teachers to share their content with their students and peers as well as access student reports showing use, completion and grade data -- without using a learning management system. Teachers and other experts can apply to become a Wisewire Author and, once approved, Wisewire Authors can make their assessments available to share or sell through the Wisewire Marketplace.

“To successfully transform education in the 21st century, collaboration across educational and publishing communities online will be tantamount,” continued Krish. “We believe that the exchange of well-designed, useful learning lessons and materials will benefit learners, teachers and educational content creators alike.”

Initially, Wisewire is focused on delivering unmatched depth and breadth of middle and high school technology-enhanced assessments that confirm deep understanding of high school algebra, English language arts and literature. The platform will also deliver the ability for teachers to clone and create TEIs, share them with their colleagues and assign them to their students.

In addition to building this new marketplace over the past year, Wisewire has acquired Baltimore-based digital curriculum and content development company Words and Numbers for an undisclosed sum. Words and Numbers is now part of Wisewire.

#### **About Wisewire Inc.**

Wisewire is a learning experience design company headquartered in Washington D.C. Founded in 2015 and launched in early 2016, the edtech innovator is focused on improving access to high-quality digital learning materials to engage and inspire students of all ages. The Wisewire Marketplace houses nearly 50,000 learning and teaching tools and a publishing platform for the creation, customization, sharing and selling of new and existing assessments. For more information please visit [www.wisewire.com](http://www.wisewire.com).

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