

## Case Study

# Streamlining LAUSD Approval and Developing Intellectual Assets for a Leading K-12 Provider

**Magic  
EdTech**

### The Client

The client is a leading provider of innovative K-12 astronomy education tools and curriculum.

### The Challenge

The client was seeking to expand into the Los Angeles Unified School District (LAUSD), the second-largest school district in the US. Furthermore, they aimed to enhance their long-term business value by creating intellectual property assets, including APIs and system software, for seamless Learning Management Systems integration.

### Critical Success Parameters

- ✓ Educational System Collaboration: Navigating complex educational environments and technical integrations.
- ✓ Intellectual Property Development: Creating software assets for seamless content delivery.
- ✓ Strategic Approval: Gaining LAUSD's approval and adoption of the curriculum and integrations.

### Our Approach

- ✓ Magic assembled a skilled team quickly to address the client's immediate needs and long-term goals.
- ✓ Successfully navigated the demanding LAUSD approval process, securing adoption of the curriculum and integrations.
- ✓ Developed valuable intellectual property assets through customized integrations, APIs, and content navigation functionalities.
- ✓ Effectively managed multiple projects, including integrations with various content libraries.



### Key Result Highlights

Successfully secured approval for curriculum and integrations within LAUSD, significantly expanding their reach.

Bridged communication gaps across time zones, ensuring smooth collaboration.