

# Media Kit



## *About Great Minds*

Great Minds PBC is a public benefit corporation that is leading the movement to strengthen US PK-12 curricula. The organization was founded in 2007 as a nonprofit research and advocacy organization promoting high-quality, knowledge-rich education for all K-12 students. In response to widespread educator demand for rigorous and engaging instructional materials, Great Minds began developing its own curricula in 2010.



## Math

Its first major success was EngageNY Math, created for the state of New York in 2012–2013 to help teachers implement new college and career readiness standards. The organization published an enhanced national version of that open educational resource in 2014 as *Eureka Math*. A 2016 RAND Corporation *report* found *Eureka Math*/EngageNY Math were the most widely used elementary school math curricula in the nation. In a 2018 *survey* of school district administrators, *Eureka Math* received the highest marks for elementary math curricula with a +43 net promoter score. In 2021, Great Minds released a completely updated version of its best-selling math curriculum, *Eureka Math Squared*, featuring many additional digital resources for students and professional development tools for teachers.

*“This started the national movement to take instructional materials seriously.”*

—David Steiner  
former New York Education Commissioner

*“In all, just one curriculum series stood out from the pack. Eureka Math, published by Great Minds, a small Washington-based nonprofit organization, was found to be aligned to the Common Core State Standards at all grade levels reviewed.”*

—Education Week

*“The work they did early paid off over time—plan, think big, go for quality, understand the business. These seem like obvious choices, but not really. All the big publishers should have thrived. Pearson just sold for \$250 million.... In a rational world, few would bet on one small scrappy company versus a goliath like Pearson.”*

—Andrew Rotherham  
Bellwether Education Partners

## English language arts

In 2016, Great Minds released *Wit & Wisdom*®, a K–8 ELA curriculum that features award-winning books, integrated writing and art, and extensive student discussions. It supplemented these materials in 2019 with *Geodes*®, more than 150 original illustrated books for grades K–2. These allow students to practice phonics and other foundational skills while building their background knowledge in literature, science, history, and the arts. *Geodes* were developed in collaboration with Wilson Language Training, creators of the widely acclaimed Foundations® basic skills materials.



## Science

When the Next Generation Science Standards created a marketplace for a more content-rich, hands-on science curriculum, Great Minds developed *PhD Science*, which began rolling out in 2017.

Teachers and scholars write all Great Minds curricula, applying their experience to create engaging materials that help students build deep knowledge across content areas. Great Minds is the only curriculum creator to have earned three Tier 1 ratings, the highest possible, from the respected *Louisiana Department of Education*. Its curricula also have received top ratings from the independent nonprofit EdReports.org, Massachusetts CURATE, and others.



## Major Growth

The company currently has 1,200-plus employees. Its materials are used in more than 12,000 schools, serving nearly 5 million students. It is headquartered in Richmond, Virginia, with offices in the Detroit area and Washington, DC.

With major adoptions in states such as Louisiana, New York, Texas, and Tennessee, and by leading school districts from Baltimore to Houston to Los Angeles, Great Minds PBC has significantly disrupted the K-12 textbook industry, long dominated by a handful of multinational textbook companies.

In July 2022, A-Street, an investment fund focused on seeding and scaling innovative student learning and achievement solutions, invested \$150 million into Great Minds. The company will use the funds to enhance its digital offerings and expand all its curricula to high school, among other priorities.

*“With innovative and proven solutions that already reach millions, Great Minds has an opportunity to soar to new heights and scale its impact by empowering educators and accelerating student learning.”*

—Marc Sternberg  
Co-Founder and Managing Director, A-Street

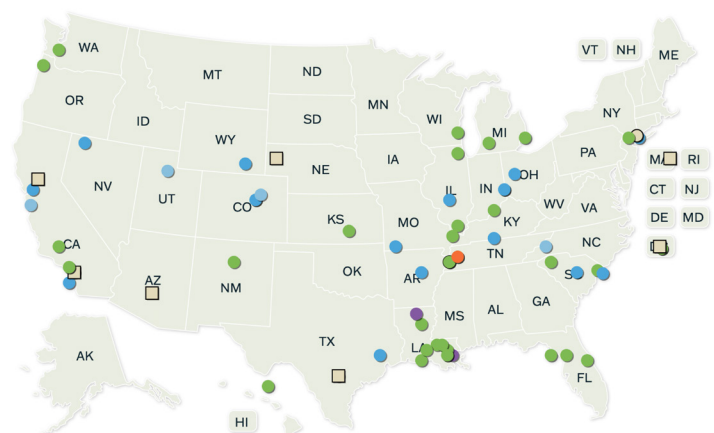
## Continued Innovation

Meanwhile, Great Minds PBC continues to break new ground. To help identify how best to scale the implementation of high-quality curriculum, it formed a *partnership* with the Florence (Arizona) Unified School District to jointly manage a K-8 school starting in the 2021-2022 school year. To help provide high-quality online instruction to students in every community, it launched *Great Minds Virtual School*, which began offering lessons in the 2022-2023 school year.

## See for Yourself

See what students are learning in math, early literacy, K-8 English, and elementary school science.

School districts from coast to coast are seeing strong student gains since adopting the Great Minds materials. Check out our *case studies*.



EUREKA  
MATH<sup>2</sup>

PhD  
SCIENCE

WIT &  
WISDOM

GEODES

GREAT  
MINDS

every child  
is capable of  
greatness