

EDT & PARTNERS | Seesaw

*Expanding Internationally with Local  
Insight and Strategic Execution*

## Introduction

Seesaw is a leading K–6 learning experience platform that equips teachers, students, and families with interactive tools to learn, share, and stay connected. Widely adopted across the U.S., and with a growing presence in the U.K. and Australia, Seesaw fosters stronger engagement and communication throughout the learning journey.

With ambitions to accelerate its international growth, Seesaw began translating its platform into new languages, preparing to enter diverse global markets across Latin America, Asia, the Middle East, and beyond.

To support this expansion, Seesaw partnered with EDT&Partners to validate its international strategy, identify priority markets, and establish meaningful connections with local partners. Together, they moved from planning to execution, securing distribution agreements, shaping regional strategy, and facilitating strategic acquisitions in the Middle East.

**Alex Cattani Diaz, International Director at Seesaw**, shares his perspective on the collaboration.

## From U.S. Powerhouse to Global Aspirations

When I came into Seesaw, the company was already in a strong position. We were working with one in three schools across the U.S., with a solid presence in the U.K. and Australia. Beyond those core markets, we had pockets of business developing across the world, including South America, Asia, the Middle East, and Europe. The challenge was making sense of it all. We needed to understand where to focus our efforts, how to prioritize the opportunities, and which markets were truly viable for us to pursue.

Conversations with EDT&Partners had already started before I joined, and for me, it was an easy decision to continue. I had worked with consultants at EDT&Partners in a previous role, exploring new markets for another company, and that experience had shown me what they could deliver. So when I was asked whether they'd be the right partner for Seesaw, my response was clear: absolutely. At that moment, what we needed most was a consulting partner who could work closely with us, helping us think through international markets and validate our next steps. EDT&Partners was exactly that company.

One of the things I appreciated most was how EDT&Partners began the engagement. They didn't just jump in with a pre-set strategy. They spent the first months understanding who we are as a business, what our platform offers, and what our ambitions are.

From this emerged a set of recommendations, a strategy grounded in research and analysis, yet also tailored to our specific needs. For me, that validation was crucial. I had ideas about where Seesaw could expand, but having EDT&Partners add their perspective gave the strategy more weight and more confidence. It made it clear that we weren't just guessing at opportunities, we were making informed choices about where to grow.

## Why Seesaw Chose EDT&Partners as Their Global Growth Partner

For us, choosing EDT&Partners was about more than just hiring a consultant. It came down to their global reach, their expertise in education, and the way they work.

When we looked at our international growth, one of the first challenges was scaling. Seesaw was present in numerous regions, and we were interested in expanding across multiple continents. We could have hired separate consultants in each region, but that would have meant working with three or four different partners, constantly explaining ourselves and trying to coordinate our efforts. With EDT&Partners, we didn't need to do that. They already had the global network, with people on the ground in the Middle East, Asia, Latin America, and Europe. That global coverage made everything easier.

Just as important was their expertise. It's rare to find a consulting partner that's not only global but also specialized in education. EDT&Partners brings both. They understand K-12 platforms, are familiar with the education ecosystem, and speak the language of our sector. That makes every conversation faster and more effective, because we don't have to explain the basics. They already understand our positioning and what we're trying to do.

And finally, it's about how they work. With other agents or consultants, you often wonder what's happening in the background. With EDT&Partners, you never question that. They're there, working alongside you, opening doors, making connections, and always moving things forward. It feels like a true partnership, not a vendor relationship. For Seesaw, that difference was critical. It meant we had a partner who was invested in our success, every step of the way.

## Adapting Seesaw's Vision for Global Growth

The first stage of our work with EDT&Partners was all about alignment. They took the time to understand Seesaw as a company, the nature of our product, and the footprint we already had. Then they brought us a structured analysis of where they believed we should focus. That report became the foundation for our international strategy.

For me, having that external validation was important. I had some sense of where we might go, but EDT&Partners' insights and data gave us the confidence to move forward. It also helped bring our internal team on board. When you have a partner like EDT&Partners backing up your strategy, everyone starts speaking the same language about priorities and direction.

From there, it became a matter of execution. EDT&Partners' global network meant that in each region we had someone who actually lived in the market, understood the cultural nuances, and could connect us with the right people. Whether it was distributors, ministries of education, or potential partners, they were able to point us in the right direction and help us move quickly.

## Turning Strategy into Tangible Results

One of our key priorities was the Middle East, and that's where EDT&Partners's role proved transformative. Through their network, we were introduced to Little Thinking Minds, which ultimately became Seesaw's first acquisition outside the U.S. That was a massive step for us: it gave us an Arabic-first product, key connections with ministries of education, and a true foothold in the region. It's not something we would have been able to achieve on our own, certainly not within the first year.

At the same time, EDT&Partners helped us establish our first distribution partners in the Middle East and in India. Those early partnerships were crucial for expanding our reach and establishing sustainable growth channels.

Beyond partnerships and M&A, EDT&Partners also supported us in strengthening our ecosystem presence. BETT UK is a good example. Seesaw had always been very U.S.-focused, but with EDT&Partners' support, we were able to make BETT a cornerstone of our international strategy. They not only helped us plan and invest in our presence but also brought us into their own network of partners, including AWS. That event opened doors for new distribution conversations and even ministerial-level discussions, particularly in Saudi Arabia. These are all things that wouldn't have been available to us if we didn't have that relationship.

## A Partnership Built on Trust and Results

Working with EDT&Partners feels different from working with other consultants. They're not sitting in the background waiting to be asked for updates. They're there every day, side by side, pushing things forward. You can see the activity happening, the doors being opened, the opportunities being created. They're bringing a lot to the table that benefits Seesaw, including our tech stack, marketing, and general strategy consultancy.

That level of proactivity and visibility sets them apart. What also makes them unique is the breadth of their network and the depth of their knowledge in the education sector. Most firms specialize in a specific region or segment. EDT&Partners is a global company with a strong focus on education. That combination is rare, and for Seesaw, it was invaluable.

They understand K-12, they understand content, and they understand platforms like ours. That makes every strategic conversation easier, because they get it. For example, we've been working very closely with Hussein Ayoub, Director of MEA, on the Little Thinking Minds Project. His ability to make sense of things, provide cultural context, and sense-check our approach has been fundamental. Without that guidance, navigating those conversations on our own would have been much more difficult.

## Laying the Groundwork for Lasting Impact

In our very first year of working with EDT&Partners, we achieved outcomes that fundamentally changed Seesaw's international trajectory. We didn't just explore markets, we made a significant acquisition in the Middle East, secured distribution partners in key regions, and built relationships that will serve us for years to come.

And the partnership continues. Each year, we reassess our strategy with EDT&Partners to identify the best opportunities, and we align our efforts accordingly. As we translate Seesaw into new languages and prepare to push further into the Middle East and beyond, EDT&Partners is helping us shape our marketing strategies, deepen our partnerships, and ensure we're ready for the complexities of each market.

The collaboration goes beyond sales. EDT&Partners has advised us on our technology partnerships, including AWS, and has also supported us on the events and marketing side. They've become an extension of our team, helping us across strategy, product, and market development.

## Summary

Seesaw's partnership with EDT&Partners has been instrumental in transforming international ambition into measurable results. By combining deep sector expertise with a truly global network, EDT&Partners helped Seesaw validate its strategy, secure distribution partners, and complete a landmark acquisition in the Middle East, all within the first year of collaboration.

Today, Seesaw continues to build on that momentum, working closely with EDT&Partners to expand into new regions and strengthen its global presence. Together, both partners are laying the foundation for long-term international growth and impact.



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