EdTech is at an inflection point.

Generative AI is reshaping how content is created, delivered, and personalized. For edtech product leaders, this shift represents an opportunity to reimagine the learner experience, streamline operations, and stand out in a crowded market.

At **Magic EdTech**, we're committed to guiding you through this journey.

Magic EdTech

Generative AI Adoption Path
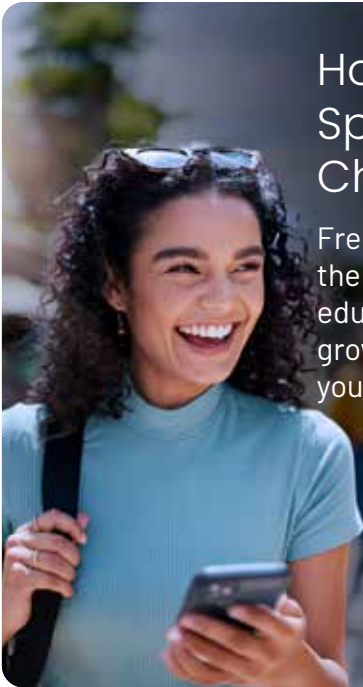
Where is AI Taking You?

Turn visionary concepts into actionable use cases. Forget off-the-shelf & create AI capabilities that fit your goals.

Advise

We work with your teams to identify high-impact AI opportunities, prototype solutions, and develop practical proofs of concept (POCs) that address real educational challenges.
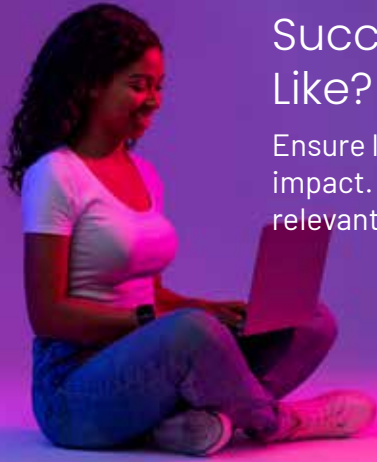
How Do You Spark Real Change?

Free up time to focus on the human aspects of education. Use AI to grow and evolve with your users.

Build

Once a POC is validated, we scale it into full production, delivering custom AI solutions, cloud integration, and robust data management to ensure efficiency and compliance.

What Does Sustained AI Success Look Like?

Ensure long-term impact. Stay compliant, relevant, and effective.

Systematize

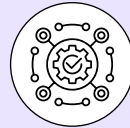We provide automation, managed services, and ongoing optimization to help you drive long-term value.

Bringing AI into your organization requires more than just experimentation - it demands a structured approach that aligns with your business and learning objectives. At Magic EdTech, we guide edtech companies through a systematic AI adoption journey.

Why Magic EdTech?

Strategic Vision Meets Practical Delivery

We combine over 30 years in education with a results-driven process and AI expertise - so you see real impact, not just hype.

Systematic, Yet Flexible Adoption Path

Our **Advise–Build–Systematize** framework provides the structure you need while adapting to your unique goals.

Guided by Experience

With **100+** certified engineers onboard and **30+** years working with leading education brands, we know the pitfalls and can steer you toward lasting success.
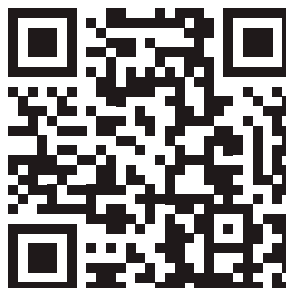
Ongoing Partnership

We don't just launch AI solutions; we help embed them into your organization, ensuring continuous evolution and ROI.

Ready to Transform Learning with AI?

Contact us to discover how our Generative AI Adoption Path can amplify your product strategy, empower educators, and open new possibilities for learners.

Reach Us

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Digital Learning for Everyone