

Integrated Digital Processes to Increase Reach, Position for Growth


The Boost Edu logo is displayed on a dark purple square background. The word "Boost" is in a large, white, sans-serif font, and "Edu" is in a smaller, white, sans-serif font directly below it.

Challenges

During the pandemic, when the challenges of students and the deficiencies of the education system were glaring, Kenneth Gunn had an idea for an online academic enrichment program for students from K-12.

He launched [BoostEdu](#) in 2021, drawing on his teaching background to create the virtual organization. He has big goals to position BoostEdu as a certified educational support tool fully integrated within regional education systems to take the stress off of teachers and other in-person teaching professionals. But to grow the business, he felt hampered by a lack of knowledge of the digital environment.

"I knew where I wanted to be," he says. "I had no idea of what would get me there, or what tech I needed to get there."

A black and white portrait of Albert Einstein, looking slightly to the right with a thoughtful expression.

WE CANNOT SOLVE
OUR PROBLEMS WITH
THE SAME THINKING
WE USED WHEN
WE CREATED THEM

- Albert Einstein

**BoostEdu is an Academic Support Company
for the Future. Starting NOW!**

**EDUCATION IS A JOURNEY
— TAKE IT WITH US**

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"I had no digital strategy. I knew where I wanted to be, but I had no idea what would get me there or what tech I needed to get there. I have so many things now that I didn't have before."

- Kenneth Gunn, Founder and Director of Operations

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Solution

Conveniently, through Digital Boost 2.0, Kenneth was able to continue his work with [cloud&more Inc.](#), another New Brunswick start-up he had previously met through a business accelerator program. The technology consultancy firm provides businesses with technology tools, support, and business strategy to help grow, focusing on secure cloud-based storage.



Along with giving Kenneth a road map for his digital journey, cloud&more helped with some software implementations.

Kenneth and cloud&more continued their relationship through the diagnostic phase, which involved a deep dive into BoostEdu's short- and long-term goals and an analysis of the as-is state and the desired to-be state.

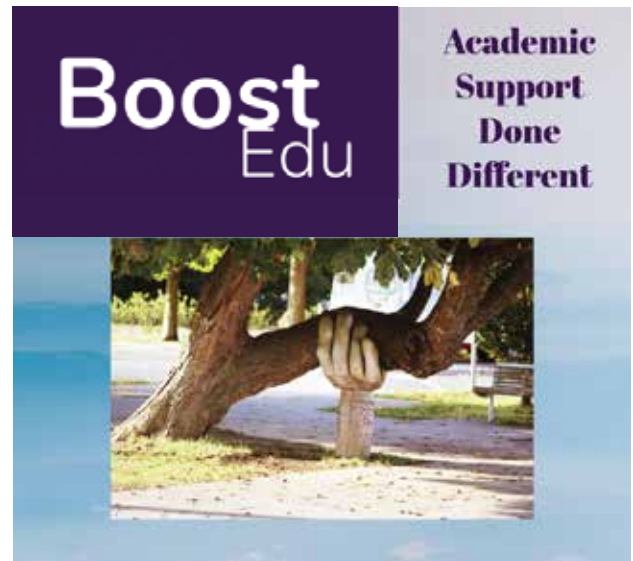
Among others, cloud&more identified the following opportunities:

- Move to BigBlueButton open-source online teaching platform
- Reduce drop rate on-site by implementing a blog and news section
- Manage social media to boost engagement and visibility
- Reduce manual administrative tasks by integrating bookkeeping software for contractors and online payment options for courses
- Implement server backups

Results

With the help of cloud&more and the Digital Boost 2.0 program, Kenneth and his team are advantageously positioned for growth. He could not be more pleased.

"I'm at a relaunch point," he says. "I have so many things now that I didn't have before."



He's excited to have a branded webinar platform and for how well curriculum development is going, which he can now manage on the backend of BoostEdu's safe, secure online portal. Kenneth is exploring new offerings, including programs for students with learning exceptionalities and second-language programs, to help different types of learners get ahead.

"The sky's the limit," he says. "I'm years ahead of where I would be without the Digital Boost 2.0 program."

<https://boostedu.ca>

<https://cloudandmore.ca>

 [BoostEduNB](#)

[TechImpact](#) is a private sector-led organization focused on building a vibrant and growing digital economy in Atlantic Canada. By sharing success stories of business innovation and transformation, we create awareness and educate others about the potential here for career opportunities and business success.

[Digital Boost 2.0](#) helped New Brunswick companies take their first step on their digital transformation journey. The program provided funding and expertise to create a digital strategy and roadmap to remain competitive, resilient and forward thinking as our world continues to digitize.