



**For More Information Contact:**

Bob Darby  
MindShine Technologies, LLC  
Cofounder, VP for Client Services  
Cell: 602-369-4011  
AR Home: 870-424-2460  
bobdarby1020@gmail.com

## AESA Announces New Business Partnership

**For Immediate Release:**

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MindShine Technologies Inc. (MST) Co-founders, Igor Babushkin and Bob Darby are pleased to announce becoming a Business Partner with the Association of Education Service Agencies (AES).

Bob states, "We are excited to move to this next level with AESA. As AESA's newest Business Partner, Igor and I will redouble our efforts to help AESA and its' members achieve their goals. We joined AESA two years ago and we have formed many friendships and business relationships with service agencies across the country. Very soon MST will be expanding into a Virtual Reality (VR) solution for children with special needs, offering pilots to various service agencies."

"We stand ready to help turn ESAs' great ed-tech ideas into reality, investing in ways that lower costs and speeds those ideas to their school districts."

### About MindShine Technologies Inc.

In 2001 the parent company of MST, GICSOFT, based in Atlanta, GA, began developing software for both education and corporate markets. Growing to nearly 300 engineers, GICSOFT's first clients were Georgia public school systems. Solutions for ed-tech challenges in bus transportation routing, special education, student information management and school data analysis became the genesis for a keen interest in using new technologies to benefit educators.

That interest turned into a passion in 2013 when MST began outside of Atlanta. Moving all the engineers with K12 software development experience and working with education service agencies, school districts and K12 Ed-tech companies became the focus of MST. All K12, all the time. MST engineers now total over 300 and include business analysts, designers, architects and engineers, all of whom have computer science degrees and many who have degrees in mathematics.

Darby adds, "We're responsive, by adding one engineer for one week to a project with a critical deadline or adding several engineers for a longer engagement or assembling a full team of engineers to build an amazing idea that began with simple notes on a napkin.

## **ABOUT: MindShine Technologies Leadership Team**

### **Igor Babushkin, co-founder, CEO**

Driven by the commitment to education and passion for technology, Igor has been working in the K-12 software industry for over 18 years. He has built two companies GICSOFT and MindShine Technologies that focus on delivering both innovative products and cost-effective technology services to help educators achieve their goals. Through his career Igor has been working with hundreds of school districts helping them to connect people with technology to achieve better learning outcomes for the youth that will define our future.

### **Bob Darby, co-founder, Vice President Client Services**

Bob has enjoyed 40 years of working in K12 education as an educator, businessman and technology entrepreneur. Bob's experiences span from 12 years in the classroom to administrative positions including a building principal, community education director and superintendent. As a business leader, and consultant Bob worked with several of K-12 Educations' most dynamic companies including Prescription Learning, Jostens Learning, Tyler Technologies, Pearson Education, Follett School Solutions and PowerSchool.

#### **Scope of services, not limited to:**

- Full Cycle Software Product Development
- Mobile Application Development
- Architecture and Design
- Coding
- Integrating disparate systems
- Consulting
- Migration and Data Conversion
- Reporting Customization
- Testing
- User Interface Design and Development
- Internationalization and Localization
- 2nd and 3rd Tier of Support