



## Case Study Top Hat

**Founded:** 2009

**Headquarters:** Toronto, Canada

**Industry:** Education Technology/  
Software

### The company

Top Hat is an education technology company based in Toronto, Canada. The company's mission is to empower educators to engage students and unleash their potential.

### The challenge

According to Top Hat, the higher ed student experience is out of touch with today's students. Engagement is dropping while at the same time, the price of textbooks has risen more than 1000% in the past three decades. Top Hat was founded to empower educators with the tools to make higher education more effective and to improve student success.

### The solution

The Top Hat solution started as a mobile app to promote real-time in-class engagement. Over time, Top Hat has built an all-in-one active learning platform that combines interactive textbooks, lecture slides, assignments, and tests, to support student learning. Top Hat's uses commercetools for content purchases within the student application.

### The result/ outlook

The outlook for learning is bright. Colleges getting it right can ensure effective and engaging online and in-person experiences for students and professors. With Top Hat making education better and commercetools making commerce better, professors can focus on providing learning experiences that drive student success.