



## **Education Technology Industry Update**

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**Göttingen Corporate Finance**

**August 4, 2020**

## Our Promise

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# Göttingen Corporate Finance

We have a deep understanding of growth-oriented companies, having successfully executed numerous transactions in the past

We prioritize your interests and objectives:  
"the client comes first"

We are collaborative and partnership oriented

We have a direct line to key decision makers within the most relevant capital providers

We provide seamless advice and execution

We will seek to earn your trust every day with our transparent working and unbiased advice

GCF wants to be the partner that helps companies realise its true potential by finding the ideal investor which would be aligned in its strategic vision with your company

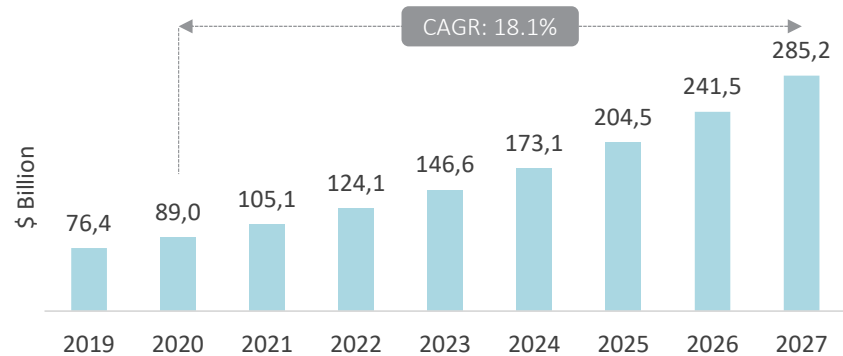
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# Industry Overview

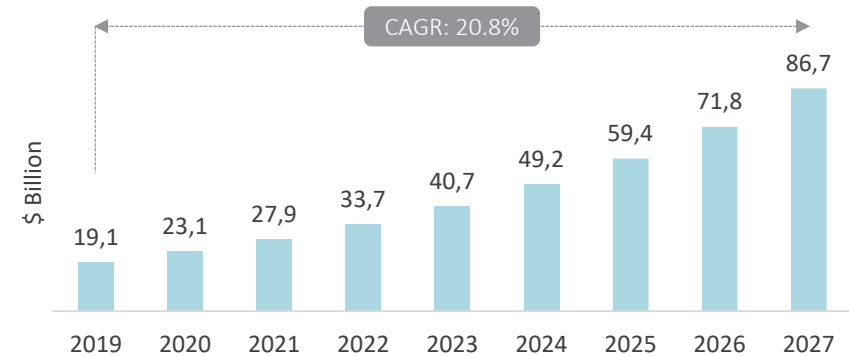
## Global EdTech Market Overview



- The global education technology market size was valued at \$76.4 billion in 2019, and it is anticipated to reach \$285.2 billion by 2027, growing at a CAGR of 18.1% from 2020 to 2027.
- Revenues generated from the advanced learning technology products will reach \$129.7 billion by 2025. Mobile Learning will generate the highest global revenues by 2025 at \$42.7 billion followed by Game-based Learning at \$28.8 billion.
- The K-12 segment accounted for the largest revenue share of 42.0% in 2019. The preschool segment is expected to register the fastest CAGR of almost 20.0% from 2020 to 2027.
- North America accounted for the largest revenue share of 38.2% in 2019 and is expected to maintain its lead over the forecast period.

Source: Grandview Research

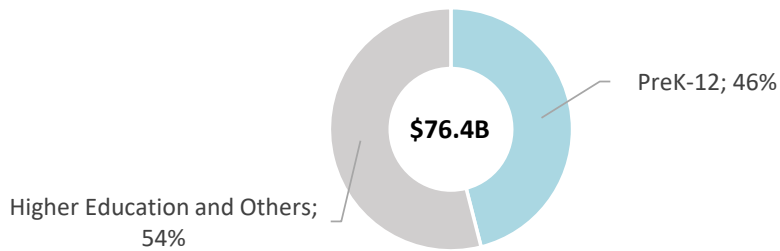
## European EdTech Market Overview



- The education technology market in Europe was valued at \$19.1 billion in 2019. It is expected to reach \$86.7 billion by 2027, growing at a CAGR of 20.8% from 2019 to 2027.
- Revenue generated from advanced learning technology products in Western Europe will reach \$22.8 billion by 2025 growing at a CAGR of 29.0%. The revenues are heavily concentrated in the UK, France, Germany, and Spain. Eastern Europe is expected to grow at a CAGR of 26.6% to reach \$13.8 billion by 2025.
- The UK led the market in 2018 with a market share of ~28% of industry revenue, followed by Germany and rest of Europe, respectively. The UK EdTech sector is expected to reach £3.4bn by 2021 with £170m worth of EdTech exports.

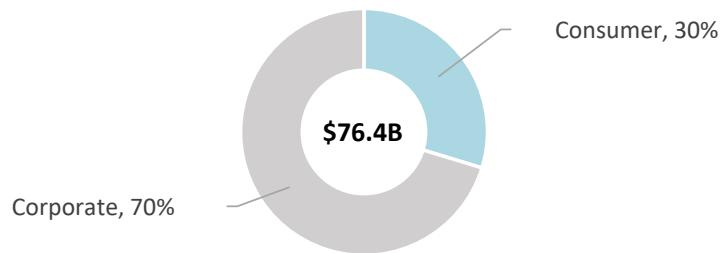
# Industry Segment Analysis

## Global Market Size by Education Sector



The PreK-12 segment is expected to register the fastest CAGR due to the majority of the teachers in the K-12 sector supporting gamification initiatives to develop the students' math learning skills.

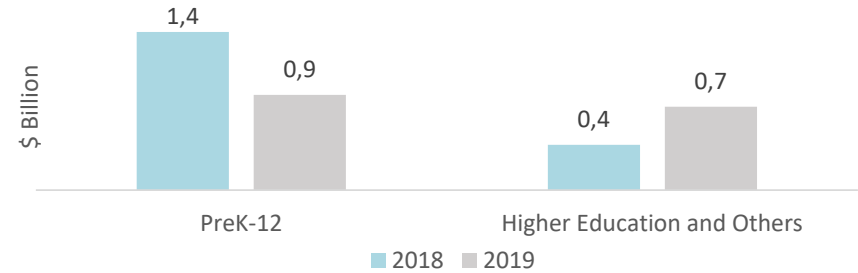
## Global Market Size by Customer Type



The upsurge in the partnerships between EdTech firms, educational institutes, and content developers is anticipated to create significant growth opportunities for the digital education sector.

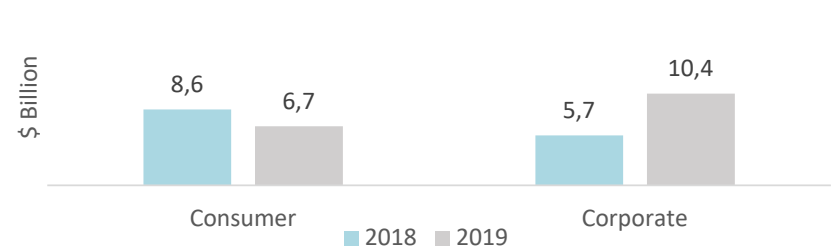
Source: Grandview Research, Metaari

## Global Investment by Education Sector



Investments in Higher education companies were rising steadily due to the increasing demand for managed services in institutions across world. In 2019, there were only 84 deals in the PreK-12, down from 144 in 2018.

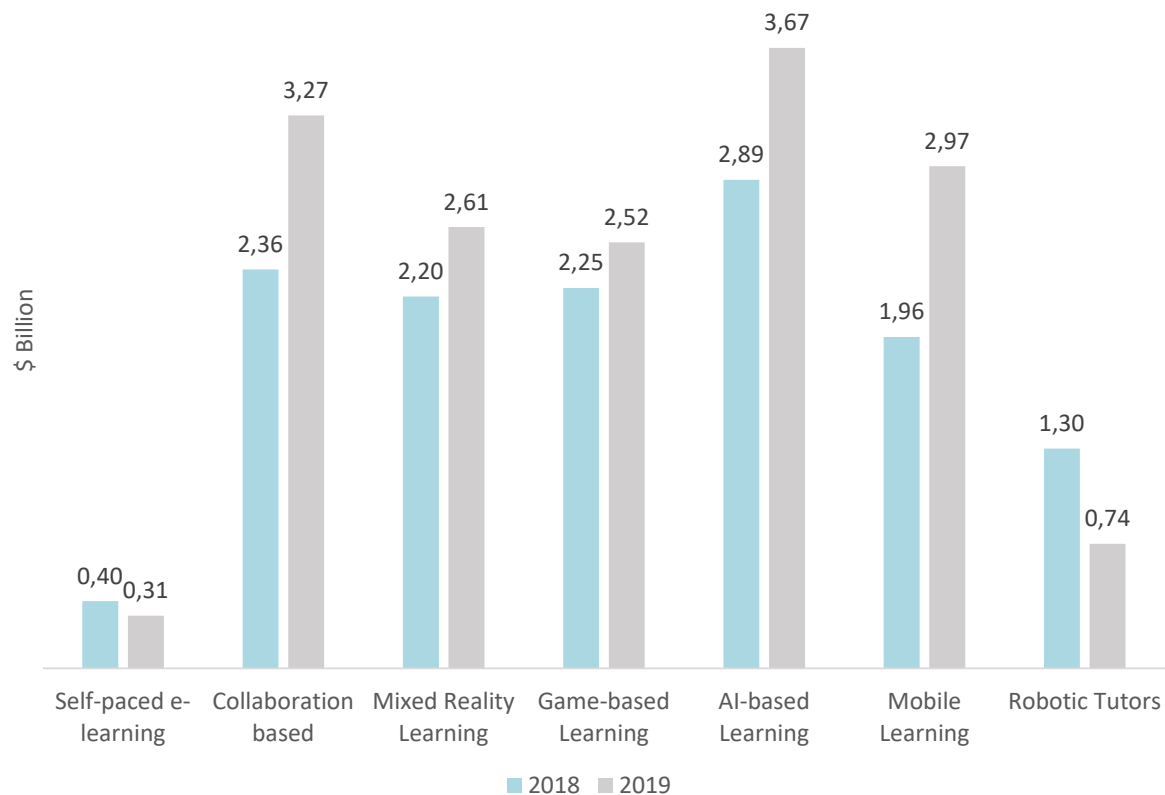
## Global Investment by Customer Type



Investment in corporate-facing companies nearly doubled in 2019 to reach \$10.4 billion from \$5.7 billion in 2018.

## Investment Trend Analysis (1/2)

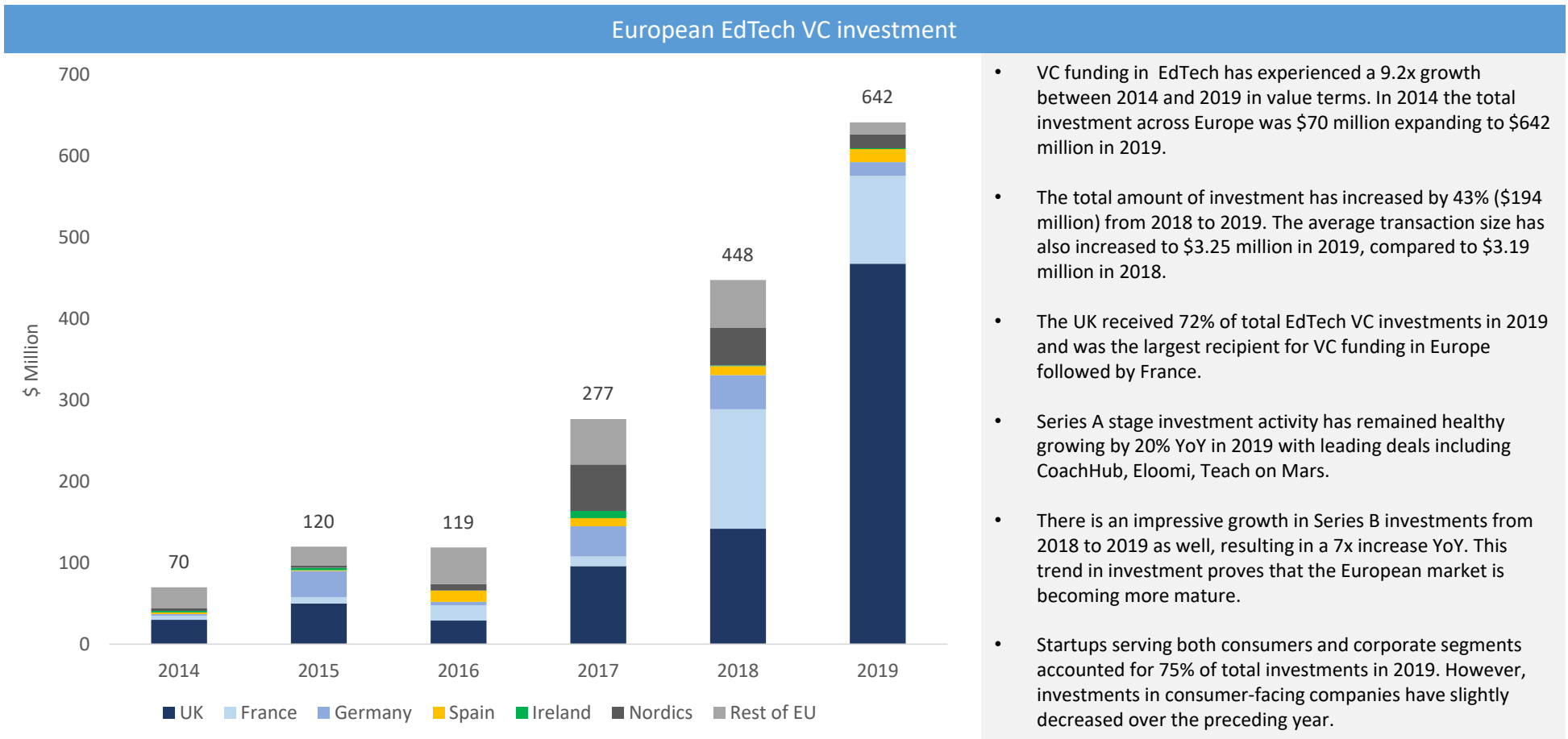
Global Investment across EdTech product type



Source: Metaari

- In 2019, self-paced learning companies have managed only \$312.2 million of investment. Coursera received the highest amount of investment of \$103 million in April 2019.
- Collaboration-based learning companies have attracted \$3.27 billion investment in 2019. The high demand for live online tutoring is a key driver behind the massive funding.
- Over \$2.61 billion went to 97 Mixed Reality Learning companies in 2019. The driving factors are the rapid adoption of real-time AR-based products in the industrial sectors and VR-based education products in healthcare.
- In 2019, investment increased to \$2.52 billion from \$2.25 billion for Game-based learning. Increased interest in leveraging games for learning activities is a key factor driving investment activity
- A massive \$3.67 billion was invested in 120 AI-based Learning companies in 2019. AI-based Learning products are the AI-based virtual avatars now used in consumer healthcare education, corporate customer services.
- In 2019, \$2.97 billion went to 176 Mobile Learning companies in the world. Test preparation companies in the Asia Pacific region accounted for the major share.
- In 2019, \$736.5 million went to 53 education bot companies.

## Investment Trend Analysis (2/2)



Source: Brighteye Ventures

## Trends and Drivers

### Drivers

- As globalization has become a key point of higher education, competition has assumed special significance. Increased competition between institutions for students is currently reshaping higher education.
- The use of technology in education can increase the productivity and efficiency of the learners and it also helps the educational institution by reducing the management cost.
- Student demand for increased and ease of access. There is a growing demand for distance learning across the world. Students are looking for options that suit their financial, geographical, and time needs.
- A huge market for learners is another driver for the EdTech market. China has the largest education market with 283 million students from pre-kindergarten to higher education. The learner market of the US, UK, Australia and India hold 77 million, 12.5 million, 5.3 million and 37.4 million (only Higher Education) of students, respectively.
- EdTech has opened a new world of opportunities for international preparedness. To provide their children with international opportunities, parents are turning to maintain international standards of competitive education from a very young age.
- Developing countries like China and India rapidly adopt new technology innovations. The rapid economic development in these countries has catalyzed an educational culture that led parents, teachers and students to be more open to accepting the vast use of technology in education.

### Trends

- Distance education has become the top 2020 EdTech trend as most governments around the world have temporarily closed educational institutions to contain the spread of the COVID-19 pandemic. Over a billion students around the world staying at home are choosing distance education as a viable alternative to traditional classroom learning.
- The rapid shift toward connected devices and the internet of things (IoT) has impacted the traditional teaching methods. While it includes obvious devices like computers, tablets, and smartphones, it also includes all the next-generation devices that can send or receive data via a network connection including interactive whiteboards.
- Augmented Reality (AR) is poised to be the next frontier of EdTech. It is expected that there will be almost 1.5 billion AR-compatible smartphones by the end of 2020 and 3.4 billion by 2023 and the adoption of AR in educational apps is growing every year.
- Video-assisted learning (VAL) enables students to acquire knowledge, competence and skills by using audio-visual aids as instructional resources. As both students and teachers are benefited by the VAL it becomes the popular trend in the EdTech market.
- AI technology brings a lot of benefits to the education fields by allowing students to get AI-based feedback or students' progress in real-time mode as a virtual mentor. Schools and teachers are also helped by AI to detect a weakness in students or to find appropriate tutors, depending on the teaching experience and soft skills.

Source: Navitas Ventures, AR Insider



## Key European EdTech Player

**Kahoot!**

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studytracks®

FUNDAMENTAL VR

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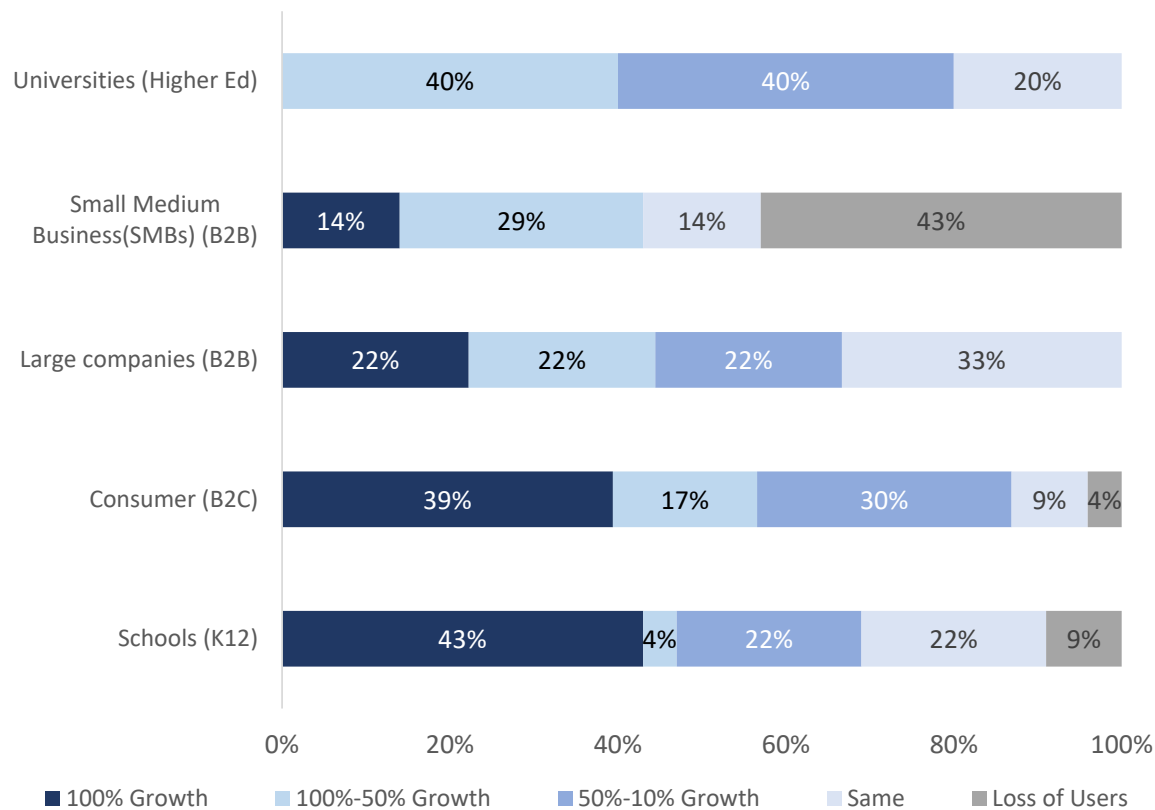
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*CAREER***FOUNDRY**

# Impact of Covid-19 in Education

## Global EdTech COVID-19 Sentiment Survey



Source: Brighteye Ventures

- According to The EdTech COVID-19 Sentiment Survey, more than 33% of respondents are growing fast (100+%) in terms of user adoption, especially B2C and K12 startups. On the other side, B2B (SMBs) startups are suffering the most from the COVID-19 crisis with 43% of respondents losing users.
- According to the data taken from 700+ respondents to the March HoloniQ Global Outlook survey, 91% of respondents indicate they will be moderately (69%) or substantially (30%) worse off in the short term due to the COVID-19 pandemic.
- More than 90% of educational organizations are doing their class using online mode including Zoom, Google Classrooms, and Microsoft Teams. By late April 2020, approximately 1.7 billion students were studying remotely.
- Google Classrooms, which allows teachers to send lessons and materials to students, doubled its users to 100 million in March 2020. The adoption rate of broader G Suite for Education offering has also increased significantly to reach 120 million users, up from 90 million a year ago.
- According to language learning app Duolingo, traffic typically spiked 3 to 5 days after the introduction of lockdowns. Coursera saw a fivefold increase in new learner enrolments, with personal development courses seeing the highest interest and a 10-fold increase in overall enrollments.

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## Key Transactions

### INSENDI StudyGroup

#### About the Target

Insendi provides learning platforms and expertise in course development, staff training and consultancy. The platform is modularly designed and app-based allowing it to integrate smoothly into local systems.

#### The Transaction

In February 2020, Study Group, a global higher education company that prepares international students for university degree programs has acquired London-based Insendi for an unspecified amount of money.

#### Funding Highlights

The core idea behind this acquisition is the strong educational focus and background of Insendi, which can help Study Group's students to progress to excellent universities and achieve success in their studies and careers.

#### Management Quote

*"We are delighted to welcome Insendi to the Study Group family. I have been deeply impressed by the team's technical credentials as a company which grew out of their work at Imperial College and their focus on engaging higher education learning using their platform. Insendi is a great company with high-quality international higher education partners and an exciting potential in its own right..."*

- Emma Lancaster, CEO, Study Group

### GoStudent **LEFT LANE**

#### About the Target

Vienna-based startup GoStudent operates an affordable live online school that connects students with the best teachers worldwide, for both individual or group tutoring sessions. Currently, the company offers 6, 12, and 24-month tutoring subscription packages to students in the DACH region.

#### The Transaction

In June 2020, GoStudent announced the close of a €8.3 million Series A round, led by Left Lane Capital. London-based DN Capital also joined the round alongside existing investors, and the founders of Swoodo and Home-To-Go participated as strategic partners.

#### Acquisition Highlights

The investment will be used primarily to accelerate new customer and tutor acquisition in the German-speaking region, drive further investments into product, and expand beyond its current core markets.

#### Management Quote

*"We are thrilled to partner with such humble and driven entrepreneurs on a mission to build a next-generation education technology company. The market is seeing a fast and permanent shift to online learning, and GoStudent is delivering on its promise to bring tutoring to the masses"*

- Harley Miller, Managing Partner at Left Lane Capital

## Education Technology Industry: M&A Transactions (1/3)

Date	Acquirer	Target	Target Country	Target Summary	Deal Value
20-May-20	Constellation Software Inc	Topicus	Netherlands	Topicus is an independent platform developer that creates progressive and exceptional service-driven platforms for their clientele in the world of finance, healthcare, social services and education.	N/A
23-Apr-20	Thinkster Math	SelectQ Corporation	US	SelectQ is an AI-driven educational technology platform that generates quiz questions, helping students with the right content at the right time, with one question at a time. The AI in the platform can generate questions for a given topic with the complexity that the student would get challenged with and stops the question stream when the student is fully prepared.	N/A
20-Apr-20	Thoma Bravo	Instructure	US	Instructure is the developer and publisher of Canvas, a web-based learning management system, and Canvas Network, a massive open online course (MOOC) platform.	N/A
08-Apr-20	The Creative Engagement Group	Logicearth Learning Services	Ireland	Logicearth Learning Services provides support services for learning and development (L&D) professionals. The company provides enterprise eLearning content development services and learning & development support services to blue-chip companies around the world.	N/A
06-Apr-20	Education Horizons Group	Double First	UK	Double First's school management system Engage was launched in 2006 to support independent school academic, marketing, administration and finance functions.	N/A
03-Apr-20	The Access Group	eLearning For You	UK	eLearning For You work with national subject-matter experts to create engaging eLearning for the care sector. With decades of experience in training and a background in care, it provides the quality and relevant training that driving efficiency in business.	N/A
30-Mar-20	EdtechX Holdings	Meten International Education Group	China	Meten is an English language training ("ELT") service provider in China, delivering English language and future skills training for Chinese students and professionals.	N/A

## Education Technology Industry: M&A Transactions (2/3)

Date	Acquirer	Target	Target Country	Target Summary	Deal Value
17-Mar-20	Skooler	Loops Education	Sweden	Loops Education is a learning tool and an educational content provider. Loops work as a digital map that allows creating both individual and shared learning journeys for participants, whether they are employees or students.	N/A
17-Mar-20	Hotmart	Teachable Inc	US	Teachable is an easy-to-use online course creation platform. The Company through its platform, enables users to build a course website and control their branding, student data, and pricing from one place, import text, images, audio, video, and other content.	\$250M
10-Mar-20	Learning Technologies Group	Open LMS (Blackboard)	UK	Open LMS leverages open-source software to deliver an effective and engaging learning experience. As the commercial Moodle provider, it helps organizations and institutions deliver great learning experiences without complexities.	\$31.7M
06-Mar-20	Ideagen	Workrite/Posturite	UK	Specialises in e-learning (SaaS) for the occupational health and safety market.	£6.8M
02-Mar-20	Kallidus	Hot Learning LTD.	UK	Hot Learning LTD. Trading as Engage in Learning provides various EdTech solutions including a wide range of online courses, flexible LMS, and Bookboon eBooks services.	N/A
02-Mar-20	Edwin	MyBuddy.ai	US	MuBuddy is a virtual voice-based AI-powered English tutor. Buddy lets children practice spoken English by talking with a virtual AI-powered cartoon character in a mobile app.	N/A
25-Feb-20	ROYBI Inc.	KidSense.AI	US	KidSense.AI is the system for children's automatic speech recognition in multiple languages and speech assessment. It is developed with a database of over 150,000 children's voices in English, Mandarin, and several other languages.	N/A

## Education Technology Industry: M&A Transactions (3/3)

Date	Acquirer	Target	Target Country	Target Summary	Deal Value
24-Feb-20	Cornerstone OnDemand	Saba Software	US	Saba delivers a cloud-based Intelligent Talent Management solution used by leading organizations worldwide to hire, develop, engage and inspire their people.	\$1.4B
10-Feb-20	Study Group	Insendi	UK	Insendi provides learning platforms and expertise in course development, staff training and consultancy. The platform is modularly designed and app-based allowing it to integrate smoothly into local systems.	N/A
24-Jan-20	K12	Galvanize Inc	US	Galvanize focuses on coalescing communities of early-stage technology companies. The Company provides part-time online education and in-person training for developers, designers, and entrepreneurs.	\$165M
23-Jan-20	Busuu	Verbling	US	Verbling, founded in San Francisco, is an online language tutoring platform that connects more than 10,000 professional teachers with language learners through live video. The video tutoring consists of interactive one-on-one lessons in nearly 60 different languages.	N/A
10-Jan-20	Juniper Education	Classroom Monitor	UK	Classroom Monitor is an online tool for storing assessment scores, tracking student progress, and reporting to parents. Quick and easy to use, one can get an instant in-depth analysis of pupil and whole-school performance.	N/A
9-Jan-20	Academia Ltd.	Toucan Computing	UK	Toucan Computing provides support, training and repair services to the education sector in the UK.	N/A
08-Jan-20	Weld North Education	LearnZillion	US	Founded in 2011, LearnZillion is a curriculum company dedicated to taking the highest quality curriculum and making it teacher-friendly and classroom-ready. LearnZillion is now used by more than 1 in 3 US teachers.	N/A

## Education Technology Industry: Fundraising Transactions (1/4)

Date of Funding	Strategic/ Financial	Investor Name	Target Company	Series/Name	Money Raised	HQ Country	Description	Other Investors
14-Jul-20	Financial	Verdane	StudyTube	Unknown	€10M	Amsterdam, Netherlands	StudyTube is an online education platform developing customized educational content to fit the needs of individual students. Studytube offers companies and governments an all-in-one learning platform.	
07-Jul-20	Financial	Partners in Equity	Wizenoze	Unknown	N/A	London, UK	Wizenoze uses AI technologies to provide students globally access to an internet that they can read and fully understand.	
23-Jun-20	Financial	Left Lane Capital	GoStudent	Series A	€8.3M	Vienna, Austria	Founded in 2016, GoStudent operates an Ai aided affordable online school throughout the DACH region. It connects students with the best teachers worldwide for both individual or group tutoring sessions.	DN Capital, NFQ Capital
12-Jun-20	Financial	Northzone	Kahoot!	Post-IPO Equity	\$1.1B	Oslo, Norway	Kahoot! is a game-based learning platform that makes it easy to create, share and play fun learning games or trivia quizzes in minutes.	
11-Jun-20	Strategic	Mediahuis	Lepaya	Series A	€5.6M	Amsterdam, Netherlands	Founded in 2017, Lepaya is an Amsterdam based soft skills training company that provides high impact training at the career points of professionals. Their training programs are flexible, easy to access, non-time consuming, and constantly measure behavioral change.	Tablomonto Ventures
10-Jun-20	Financial	Plug and Play	Dorm	Pre-Seed	N/A	London, UK	Dorm is an audio learning app that aggregates and curates the world's podcasting content.	
09-Jun-20	Financial	Sparkmind.vc	Playvation	Unknown	€700K	Helsinki, Finland	Founded in 2015, Playvation provides a story-based digital language learning service for children aged between 3 and 10 years through its flagship online platform Moomin Language School.	



## Education Technology Industry: Fundraising Transactions (2/4)

Date of Funding	Strategic/ Financial	Investor Name	Target Company	Series/Name	Money Raised	HQ Country	Description	Other Investors
09-Jun-20	Financial	SocialFare	auLAB Srl	Seed	€200K	Bari, Italy	Founded in 2014, Aulab provides training of Full Stack Developers through a 3-month coding boot camp that takes place both in the classroom and online via an e-learning platform.	
27-May-20	Financial	Midlands Engine Investment Fund	Learning Labs	Unknown	£500K	Birmingham, UK	Learning Labs is a team of former teachers, linguists, techies and professionals exploring how the latest technology can make the language more accessible to every student.	
19-May-20	Financial	Rinkelberg Capital	Growth Tribe	Series A	€3M	Amsterdam, Netherlands	Founded in 2015, Growth Tribe provides solutions to ensure people & organizations can acquire the digital skills they need to adapt, stay up-to-date, and in the lead.	
24-Apr-20	Financial	NPIF – Mercia Equity Finance	Chatta	Unknown	£250K	Kingston upon Hull, UK	Chatta is a teaching approach that links images with language. Chatta is used by teachers as a whole-class teaching resource with pupils aged 3 to 18, and also by teaching assistants as an intervention resource. Chatta combines software, professional development and classroom resources to review and improve oral language.	
21-Apr-20	Financial	Growthdeck	Teacher Booker	Seed	£650K	London, UK	Teacher Booker is the online network of high-quality supply teachers and support staff. Teacher Booker directly connects schools with teachers through their wide range of recruitment provision.	
04-Apr-20	Financial	SFC Capital	OneAcademy	Seed	£125K	Birmingham, UK	OneAcademy is an all-in-one platform for training providers that combines a learning management system, virtual classrooms, and eCommerce store into one convenient and easy-to-use solution.	
30-Mar-20	Financial	Hoxton Ventures	Preply	Series A	€10M	Brookline, United States	Preply is a provider of an online tutoring marketplace intended to promote faster learning with one-on-one online tutors. The company's marketplace helps to find and book professional private tutors online from over 185 countries.	The Family, Point Nine Capital, Educapital, Diligent Capital Partners.

## Education Technology Industry: Fundraising Transactions (3/4)

Date of Funding	Strategic/ Financial	Investor Name	Target Company	Series/Name	Money Raised	HQ Country	Description	Other Investors
30-Mar-20	Financial	Kernel Capital	Code Institute	Unknown	€1.2M	Dublin, Ireland	Code Institute is a provider of web-application training services intended to produce career-ready developers through mentored online or classroom programs.	Infinity Capital
27-Mar-20	Financial	Stride.VC	Unibuddy	Unknown	\$5M	London, UK	Unibuddy helps universities and students to attract, engage, and convert prospects through peer interactions. It also changes the way universities attract, inform, and recruit students by placing peer interactions and instant messaging at the core of its solutions.	
23-Mar-20	Financial	LEGO Ventures	Eedi	Seed	\$4.3M	London, UK	Eedi develops digital and physical products that ensure that every learner has access to great teaching and learning, personalized to their ability and needs.	
07-Mar-20	Financial	Dunce Capital	FourthRev	Pre-Seed	\$300K	Melbourne, Australia	Founded in 2019, FourthRev is an education-technology start-up working across Australia and the UK working to bridge the digital skills gap by connecting leading companies and universities to enable the delivery of up-to-date, industry-relevant programs, ranging from micro-credentials through to degree courses.	
02-Mar-20	Financial	Wealth Club	Azoozee	Corporate Round	£3M	London, UK	Azoozee is a multimedia platform that offers positive screen time and learning opportunities for kids. Azoozee offers games, videos, activities and messaging in one single app.	
27-Feb-20	Financial	K Fund	Appentra	Seed	€1.9M	A Coruña, Spain	Appentra is a Deep Tech global company that delivers products based on Parallelware technology, a unique approach to static code analysis specialized in concurrency and parallelism.	Xesgalicia, Unirisco, Caixa Capital Risc, Armilar Venture Partners
24-Feb-20	Financial	Euroventures	Logiscool	Unknown	€3.5M	Budapest, Hungary	Logiscool is a franchise network that offers regular computer coding after-school classes and summer camps for kids & teens in well-equipped, dedicated, and inspiring classrooms, using a unique and innovative education platform.	

## Education Technology Industry: Fundraising Transactions (4/4)







Date of Funding	Strategic/ Financial	Investor Name	Target Company	Series/Name	Money Raised	HQ Country	Description	Other Investors
12-Feb-20	Financial	Practica Capital	Edurio	Seed	€525K	London, UK	Edurio provides a web-based tool for schools and universities to collect and analyze student feedback online in a way that minimizes student biases.	Capitalia
07-Feb-20	Financial	Educapital	DigiSchool	Unknown	N/A	London, UK	DigiSchool offers various learning tools for each educational stage from primary school through to postbaccalaureate, with the majority of their users in the 15 to 25-year-old range.	
06-Feb-20	Financial	High-Tech Grunderfonds	Sdui	Seed	€2M	Koblenz, Germany	Sdui is the secure solution for mobile communication between teachers, parents and students. The app simplifies communication and creates a long-term basis for the digital future.	
30-Jan-20	Financial	Bon Angels Venture Partners	NovaKid	Seed	\$1.5M	Kraków, Poland	NovaKid is a next-generation early English learning platform that allows kids around the world to learn English through a remote practice with native-speaking teachers and engagement with AI-powered games and training apps.	LETA Capital
27-Jan-20	Financial	24 Haymarket	MWS Technology Ltd.	Unknown	£1.1M	London, UK	MWS provides a SaaS platform, known as Aptem, that is widely used to deliver apprenticeship and vocational training, welfare to work and employability programmes.	

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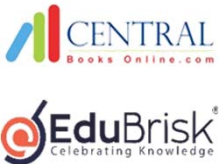

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## Education Technology Industry: Recent developments (1/4)

Company	Recent Developments
	<p><b>Genius School launch Young Entrepreneur Academy via digital education platform GeniusU</b>            “Running for 4 weeks from 20th July - 14th August 2020, the Young Entrepreneur Academy is offered from Genius School via their digital education platform GeniusU. GeniusU is an edtech platform that delivers a full entrepreneur education system to school age children and adults. Genius Group is the umbrella company for Entrepreneurs Institute, Influx, Passion Test, SuperCamp and Genius School”  <b>Source:</b> FE News  <b>Date:</b> July 28, 2020  <b>Source Link:</b> <a href="https://www.fenews.co.uk/press-releases/52257-genius-school-launch-young-entrepreneur-academy-via-digital-education-platform-geniusu">https://www.fenews.co.uk/press-releases/52257-genius-school-launch-young-entrepreneur-academy-via-digital-education-platform-geniusu</a></p>
  	<p><b>Three Edtech Companies Merge to Create an ‘Anthology’ of Higher-Ed Tools</b>            “Two private equity firms are combining three education technology assets into a new company. Anthology is an amalgamation of three formerly separate companies—Campus Management, Campus Labs and iModules. All three were formerly owned by Leeds Equity Partners until it sold them to another private equity firm, Veritas Capital, in January 2020. Leeds retained a minority stake in all three companies”  <b>Source:</b> EdSurge Inc.  <b>Date:</b> July 7, 2020  <b>Source Link:</b> <a href="https://www.edsurge.com/news/2020-07-07-three-edtech-companies-merge-to-create-an-anthology-of-higher-ed-tools">https://www.edsurge.com/news/2020-07-07-three-edtech-companies-merge-to-create-an-anthology-of-higher-ed-tools</a></p>
	<p><b>KaiOS leads remote e-learning initiative, to help Nigerians continue their education during lockdown</b>            “KaiOS Technologies today announced that its smart feature phones are being distributed across the state of Lagos to help school children continue their education during the COVID-19 lock-down period – and supplement their learning once schools re-open. The initiative has been led by Robert and John Ltd, a Nigerian innovative Research &amp; Development company, in partnership with the Lagos State Government and KaiOS”  <b>Source:</b> CommsMEA  <b>Date:</b> July 5, 2020  <b>Source Link:</b> <a href="https://www.commsmea.com/business/trends/22144-kaios-leads-remote-e-learning-initiative-to-help-nigerians-continue-their-education-during-lockdown">https://www.commsmea.com/business/trends/22144-kaios-leads-remote-e-learning-initiative-to-help-nigerians-continue-their-education-during-lockdown</a></p>
	<p><b>Google announces ‘Camp Google 2020’ for students</b>            “Keeping the online education in view, Google has announced ‘Camp Google 2020’, which is a special initiative for kids and their parents. The camp is designed to engage children to provide fun and learning experiences together. The programme includes various activities from crafting a wildlife story using augmented reality animals in Search to a virtual journey across the nation, exploring the rich craft and traditions on Google Arts and Culture platform”  <b>Source:</b> Elets Technomedia Pvt Ltd  <b>Date:</b> July 1, 2020  <b>Source Link:</b> <a href="https://digitallearning.eletsonline.com/2020/07/keralas-first-visually-impaired-student-scores-a-plus-in-all-subjects/">https://digitallearning.eletsonline.com/2020/07/keralas-first-visually-impaired-student-scores-a-plus-in-all-subjects/</a></p>





## Education Technology Industry: Recent developments (2/4)

Company	Recent Developments
	<p><b>Byju's enters live online tutoring segment after testing it a few months</b>            "Edtech firm launches online tutoring platform targeting afterschool students. Byju's is venturing into live online tutoring with a comprehensive suite of offerings. This follows a two-month experiment on the model. The Bengaluru-based firm has launched "Byju's Classes" — a programme that aims to provide students all benefits of personalised after-school tuition classes from the best teachers"  <b>Source:</b> Business Standard  <b>Date:</b> June 30, 2020  <b>Source Link:</b> <a href="https://www.business-standard.com/article/companies/byju-s-enters-live-online-tutoring-segment-after-testing-it-a-few-months-120062901384_1.html">https://www.business-standard.com/article/companies/byju-s-enters-live-online-tutoring-segment-after-testing-it-a-few-months-120062901384_1.html</a></p>
	<p><b>Microsoft launches initiative to help 25 million people worldwide acquire the digital skills needed in a COVID-19 economy</b>            "One of the key steps needed to foster a safe and successful economic recovery is expanded access to the digital skills needed to fill new jobs. To help address this need, today Microsoft is launching a global skills initiative aimed at bringing more digital skills to 25 million people worldwide by the end of the year. This initiative will bring together every part of our company, combining existing and new resources from LinkedIn, GitHub, and Microsoft"  <b>Source:</b> Microsoft  <b>Date:</b> June 30, 2020  <b>Source Link:</b> <a href="https://blogs.microsoft.com/blog/2020/06/30/microsoft-launches-initiative-to-help-25-million-people-worldwide-acquire-the-digital-skills-needed-in-a-covid-19-economy/">https://blogs.microsoft.com/blog/2020/06/30/microsoft-launches-initiative-to-help-25-million-people-worldwide-acquire-the-digital-skills-needed-in-a-covid-19-economy/</a></p>
	<p><b>Central Books partners with EduBrisk Knowledge Solutions to launch Central Digital Learning in AP &amp; Telangana</b>            "Central Books; India's leading Online Bookstore and complete education portal today announced their strategic partnership with EduBrisk, the industry-leading Edtech Digital Platform for K-12 Segment. The Edubrisk tech platform comes pre-loaded with content &amp; testing capabilities for all major curriculum – CBSE, ICSE &amp; State Board curriculum – and easily integrates online with offline teaching &amp; learning. The platform has on-boarded 50 schools since Lockdown"  <b>Source:</b> The Indian Express  <b>Date:</b> June 29, 2020  <b>Source Link:</b> <a href="https://www.expresscomputer.in/industries/education/central-books-partners-with-edubrisk-knowledge-solutions-to-launch-central-digital-learning-in-ap-telangana/59246/">https://www.expresscomputer.in/industries/education/central-books-partners-with-edubrisk-knowledge-solutions-to-launch-central-digital-learning-in-ap-telangana/59246/</a></p>
	<p><b>Alterredux launches an All-in-One Solution to Shape the Future of Online Education</b>            "Canadian Edtech company Alterredux has launched an all-in-one solution that will change the education sector and reshape the future of education. Alterredux includes both web and virtual reality platform, it enables educators to create courses, add content, attachments, and provide instructions to students. And create quizzes with images, text, and Boolean results"  <b>Source:</b> VR/AR Association  <b>Date:</b> June 24, 2020  <b>Source Link:</b> <a href="https://www.thevrara.com/blog2/2020/6/24/alterredux-launches-an-all-in-one-solution-to-shape-the-future-of-online-education">https://www.thevrara.com/blog2/2020/6/24/alterredux-launches-an-all-in-one-solution-to-shape-the-future-of-online-education</a></p>

## Education Technology Industry: Recent developments (3/4)

Company	Recent Developments
	<p><b>iTutorGroup expands its education platform globally to fill a growing demand for virtual connectivity amid COVID-19</b></p> <p>"iTutorGroup, which previously focused on providing education materials and services to end users, have now launched TutorMeet+ to enter into the education platform market to provide audio and video solutions for institutions to meet their online teaching needs"</p> <p><b>Source:</b> PR Newswire  <b>Date:</b> May 11, 2020  <b>Source Link:</b> <a href="https://www.prnewswire.com/news-releases/itutorgroup-expands-its-education-platform-globally-to-fill-a-growing-demand-for-virtual-connectivity-amid-covid-19-301054644.html">https://www.prnewswire.com/news-releases/itutorgroup-expands-its-education-platform-globally-to-fill-a-growing-demand-for-virtual-connectivity-amid-covid-19-301054644.html</a></p>
	<p><b>Mapping the EdTech Landscape in the Time of Coronavirus</b></p> <p>"With the goal of pushing EdTech innovation amidst the many issues it is aiming to solve, the UK Israel Tech Hub, in collaboration with leading UK and Israeli EdTech players such as MindCet, Nesta and Edtech Impact, is curating an interactive EdTech Startup Map. The map, set to be unveiled on May 18, will showcase solutions to challenges in K-12 education as a result of Covid-19, both in the UK and Israel"</p> <p><b>Source:</b> CTech  <b>Date:</b> May 5, 2020  <b>Source Link:</b> <a href="https://www.calcalistech.com/ctech/articles/0,7340,L-3816954,00.html">https://www.calcalistech.com/ctech/articles/0,7340,L-3816954,00.html</a></p>
	<p><b>Zoho launches free ed-tech platform Zoho Classes</b></p> <p>"Chennai-based software company Zoho recently announced the launch of a new mobile app, Zoho Classes, to facilitate educational and training institutes to serve their students online. The company said that it has launched one app for both teachers and students, which will ensure all things shared between them can be centrally-monitored by the school and students can join only via direct invite from the school"</p> <p><b>Source:</b> HRNXT  <b>Date:</b> April 30, 2020  <b>Source Link:</b> <a href="https://hrnxt.com/news/corporate/zoho-launches-free-ed-tech-platform-zoho-classes/18391/2020/04/30/">https://hrnxt.com/news/corporate/zoho-launches-free-ed-tech-platform-zoho-classes/18391/2020/04/30/</a></p>
	<p><b>MEL Academy Offers Three Months Of Free Online Science Webinars For Kids At Home</b></p> <p>"Science experiments are a great way to inspire curiosity, engage kids in science and spend quality time with loved ones at home. So MEL Academy, an online science-teaching tool with the goal of making science education easy, interesting, and effective, is helping families cope with current stay at home orders by making all their webinars and VR lessons free for the next three months"</p> <p><b>Source:</b> Forbes  <b>Date:</b> April 8, 2020  <b>Source Link:</b> <a href="https://www.forbes.com/sites/lauratenenbaum/2020/04/08/mel-academy-offers-three-months-of-free-online-science-webinars-for-kids-at-home/#38624c9e2743">https://www.forbes.com/sites/lauratenenbaum/2020/04/08/mel-academy-offers-three-months-of-free-online-science-webinars-for-kids-at-home/#38624c9e2743</a></p>

## Education Technology Industry: Recent developments (4/4)

Company	Recent Developments
	<p><b>YuppMaster, The New Edtech Platform, Launched to Democratize Quality Education Across Nation</b>            "Ramping up the Digital Education platform, YuppTV has launched a revolutionary edtech platform called 'YuppMaster'. The platform is backed with superior tech infrastructure, specialized faculty members, live interactive classes, and is currently one of the most affordable platform for IIT-JEE and NEET aspirants in India and Middle East"  <b>Source:</b> PR Newswire  <b>Date:</b> April 8, 2020  <b>Source Link:</b> <a href="https://www.prnewswire.com/news-releases/yuppmaster-the-new-edtech-platform-launched-to-democratize-quality-education-across-nation-301037300.html">https://www.prnewswire.com/news-releases/yuppmaster-the-new-edtech-platform-launched-to-democratize-quality-education-across-nation-301037300.html</a></p>
	<p><b>COVID -19: Pearson launches "Quikik"- A free AI based Math learning app for students to learn at home</b>            "To aid students with online self-study solutions during these testing times, Pearson, the world's leading learning company, today announced the launch of "Quikik", a new AI-based Math learning app which helps students reinforce their Math skills and feeds your 10-14 year old's appetite for snack-size learning in a fun &amp; engaging manner"  <b>Source:</b> CXOtoday  <b>Date:</b> March 30, 2020  <b>Source Link:</b> <a href="https://www.cxotoday.com/press-release/covid-19-pearson-launches-quikik-a-free-ai-based-math-learning-app-for-students-to-learn-at-home/">https://www.cxotoday.com/press-release/covid-19-pearson-launches-quikik-a-free-ai-based-math-learning-app-for-students-to-learn-at-home/</a></p>
	<p><b>Estonia shares its digital education tools during Coronavirus, spotlighting its startups</b>            "Estonia, the leading education nation in Europe has announced that it will share all of its digital education tools to support other countries' education systems during the Coronavirus crisis. The tools include shining star startups like 99 math, who we featured recently, and will give them huge international exposure. This initiative is positive news for Estonia's edtech sector, fuelled by many small SMEs and startups, who will be given the opportunity to help many children who are for the first time studying solely at home"  <b>Source:</b> EU-Startups.com  <b>Date:</b> March 16, 2020  <b>Source Link:</b> <a href="https://www.eu-startups.com/2020/03/estonia-shares-its-digital-education-tools-during-coronavirus-spotlighting-its-startups/">https://www.eu-startups.com/2020/03/estonia-shares-its-digital-education-tools-during-coronavirus-spotlighting-its-startups/</a></p>
	<p><b>Google's Best App 2018, Drops, launches 'Droplets' to teach kids and teens foreign languages</b>            "Award-winning language learning platform, Drops, today announces its entry into the children's education market with the launch of 'Droplets', an app designed specifically to teach kids aged 8-17 to learn foreign languages"  <b>Source:</b> EU-Startups.com  <b>Date:</b> February 6, 2020  <b>Source Link:</b> <a href="https://www.eu-startups.com/2020/02/googles-best-app-2018-drops-launches-%E2%80%8Bdroplets-to-teach-kids-and-teens-foreign-languages/">https://www.eu-startups.com/2020/02/googles-best-app-2018-drops-launches-%E2%80%8Bdroplets-to-teach-kids-and-teens-foreign-languages/</a></p>



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