

The home of Edtech innovation.

This report builds on the launched Edtech Database, which is powered by Dealroom and initiated by Brighteye Ventures.

In this report 'Edtech' refers to the refers to Education technology startups. For details see methodology and definition.

What is a an Edtech startup?

Founders, investors and enablers can claim their profile on the Edtech Database and improve the visibility of their (portfolio) company.

For any additional questions, please contact support@dealroom.co.

Claim your profile

The screenshot shows the Edtech Database website interface. At the top, there is a navigation bar with the Edtech logo (iD Database by dealroom.co) and a search bar. Below the navigation bar, a large banner features the text "Explore the Edtech ecosystem" and two statistics: "21,578 STARTUPS" and "14,846 ROUNDS". The main content area is divided into three columns: "Add your organization", "Becoming a partner", and "Where the data comes from". Below these columns, there are sections for "Lead initiators" and "Knowledge Partner", each featuring logos and descriptions for dealroom.co, Brighteye Ventures, and Dutch EdTech.

Edtech
Database by dealroom.co

Search for companies, investors, people, lists & innovations

Explore the Edtech ecosystem

21,578 STARTUPS

14,846 ROUNDS

OVERVIEW | CURATED CONTENT | METHODOLOGY & DEFINITIONS

Add your organization
Are you a founder, a VC, or otherwise active in the ecosystem? Gain visibility and help the database become more complete by adding your organization or updating your company profile.
[Manage companies](#)

Becoming a partner
Our partners help make this platform what it is through data sharing, collaboration, sponsorship and research. Sounds interesting? We'd love to discuss any ideas.
[Contact us](#)

Where the data comes from
This platform is powered by Dealroom. We combine machine learning and data engineering with user-submitted data with robust verification processes and a strong network of ecosystems.
[See more](#)

Lead initiators

dealroom.co
Data-driven intelligence on high-growth companies

Brighteye Ventures
The leading European VC focused on EdTech. Investing in companies that help

Knowledge Partner

Dutch EdTech
Connecting the EdTech community nationwide to accelerate learning and



About Brighteye Ventures

Brighteye Ventures is the most active Edtech-focused venture capital fund in Europe, leveraging deep experience and relationships in tech, education, media and VC. We look for exciting start ups at the intersection of learning, entertainment and creativity to empower and expand the frontiers of human potential.

Investing at Pre-Seed, Seed and Series A stages, we help portfolio companies refine product, build partnerships and scale across geographies. We are looking for entrepreneurs that use technology and industry knowledge to build competitive businesses that can become global leaders.

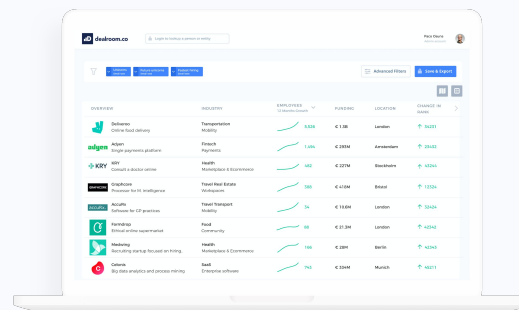
Learn more at brighteyevc.com



Global startup & venture capital intelligence platform

Dealroom.co is the foremost data provider on startup, early-stage and growth company ecosystems in Europe and around the globe.

Founded in Amsterdam in 2013, we now work with many of the world's most prominent investors, entrepreneurs and government organizations to provide transparency, analysis and insights on venture capital activity.

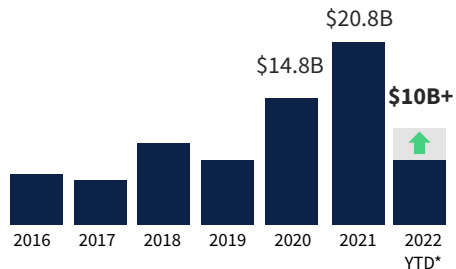


Key takeaways.

\$7.6B venture capital invested in Edtech startups so far in 2022.

Global VC activity is down 37% in H1 2022 compared to the same period last year. Amongst the dominant regions, Europe shows the strongest signs of resilience, attracting \$1.4B in H1 2022, its highest half-year ever.

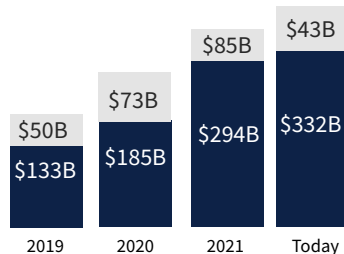
VC investment in global Edtech startups



Edtech valuations have been slashed in public markets this year.

However, publicly traded value is only a small fraction of the overall Edtech sector. Private companies are still growing, up 13% since the end of 2021.

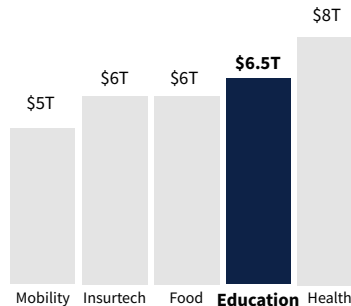
Combined value of global Edtech



There's huge untapped potential in education.

Education is roughly a \$6.5T market, of which only <4% is digitized. The sector is vastly underfunded in comparison to other sectors of similar size, like health.

The Edtech opportunity



Why this report.

It's inevitable that periods of enormous growth don't continue forever, though it's still somewhat shocking when the periods end. Edtech hasn't been immune to the ongoing downturn. We wanted to explore how markets have evolved in recent years, to contextualise what we've seen so far in 2022. The good news: Edtech remains an enormous, underinvested opportunity. The bad news: the momentum the sector has been building in recent years has slowed significantly as investors tighten their belts to better understand the downturn.

Education is a \$6.5T industry only in the early days of its digitisation. Though the last two years proved to be a period of huge growth for the sector, Edtech remains largely underinvested compared to other industries of similar size. After the swathes of activity in 2020 and 2021, this year started off with a high degree of uncertainty for Edtech companies.

This report explores global edtech investment across geographies and sub-sectors in recent years as well as the performance of public Edtech companies. Beyond looking at historical data, this report explores exciting niches that hold promise to make learning more effective, affordable and accessible for learners of all ages.



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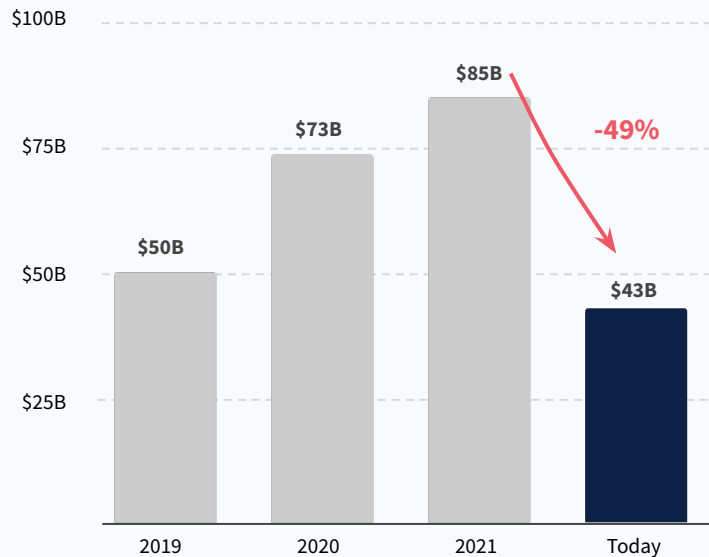


Value creation in global Edtech

Edtech valuations have been slashed in public markets this year, down almost 50% compared to the end of 2021.

Combined enterprise value of public Edtech companies*

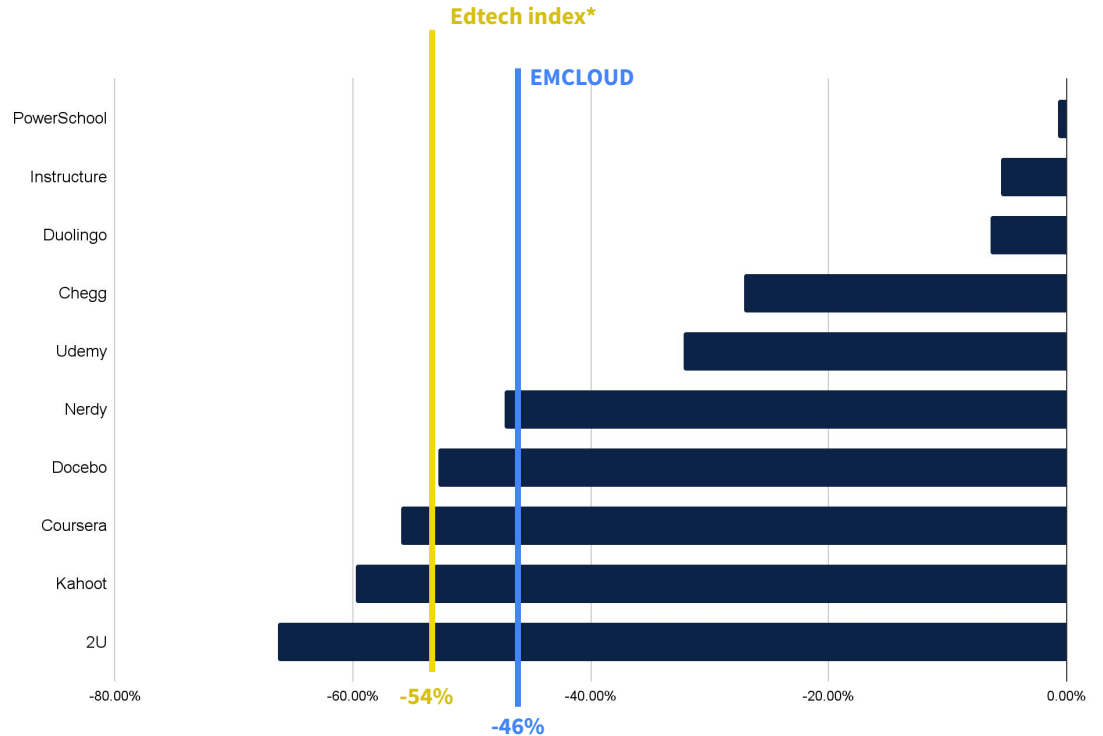
[» view online](#)



By looking at the performance of a range of individual companies, we can better understand how sub-sectors are faring.

- Companies that are in recovery operate in the B2B SaaS space (PowerSchool and Instructure).
- MOOC-providers like Coursera and 2U have suffered significant falls in performance that are reflected in falls in value. Notably, Coursera missed its estimates for revenue, and in Q2 the company reported a 4% decline in the degree segment's revenue, mainly due to lower-than-expected student enrollment.

Year-to-date performance of selected VC-backed public companies



Why have public Edtech companies have suffered significant falls in performance?

“

The disappointing news is that if you look at Education as a theme over the long-term, it has underperformed compared to the broader market. And this underperformance has dipped severely in the last year alone.

“We’re surprised to see areas like Higher Education, which have traditionally been perceived as countercyclical, underperform to the extent they have. We never expect markets to pull back for Higher-Ed companies because the demand for solutions targeting this age group itself has historically proven to increase during a challenging period.”

Thomas A. Singlehurst

Head of European Media Research & Global Education Research

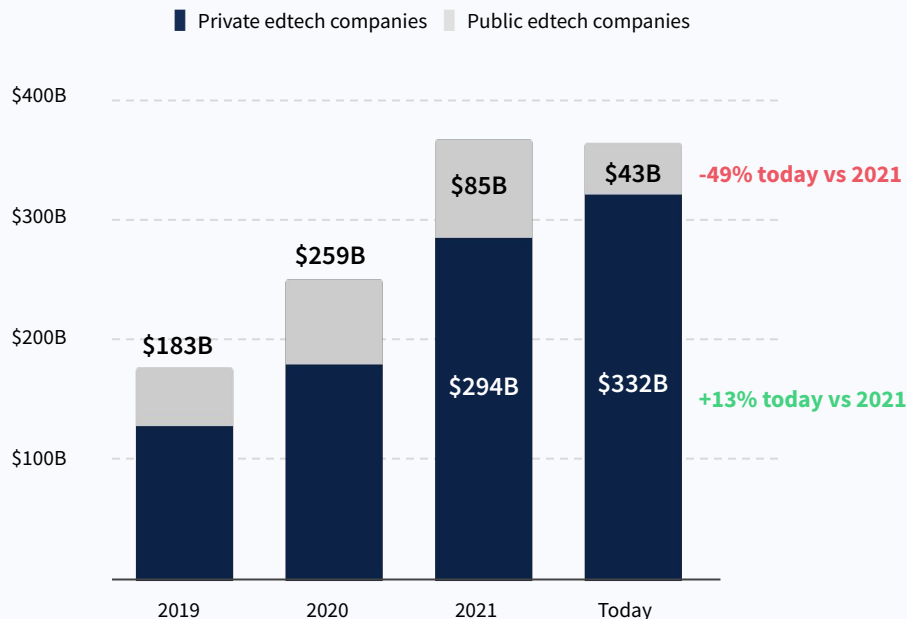
Event: Brighteye’s Edtech Startup Festival 2022 »



But publicly traded value is still only a small fraction of the overall Edtech sector. The value of private companies is still growing, up 13% since the end of 2021.

Combined value of Edtech companies

[» view online](#)



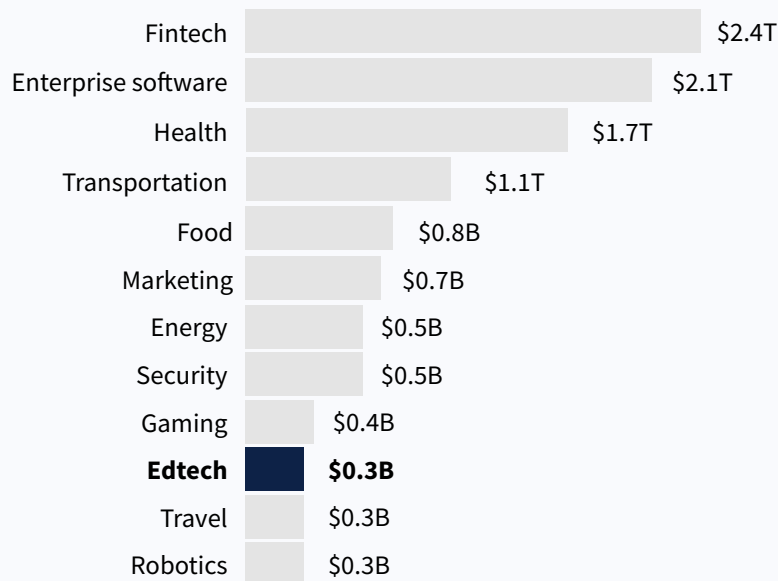
Most valued private Edtech startups [» view online](#)

NAME	DEALROOM SIGNAL	MARKET	TYPE	GROWTH (12 months growth)	LAUNCH DATE	VALUATION
Byju's ★❤️ India's largest ed-tech company a...	42	B2C education learning tools and resources education providers	mobile app commission marketplace & ecommerce	90%	Nov 2011	\$22.0b
Yuanfudao ★❤️ Using technology to enhance the L...	35	B2C education education providers	artificial intelligence mobile app commission marketplace & ecommerce saas	44%	Mar 2012	\$15.5b
Grammarly ★❤️ Digital writing assistant	46	B2B, B2C education enterprise software learning tools and resources	natural language processing deep tech machine learning artificial intelligence	43%	Feb 2009	\$13.0b
Zuoyebang ★❤️ The largest K12 online education p...	35	B2C education learning tools and resources	mobile app artificial intelligence commission saas	39%	2014	\$10.0b
BetterUP ★❤️ Helps organizations drive transfor...	37	B2B, B2C education education providers	subscription saas	44%	2013	\$4.7b
Guild Education ★❤️ Offers online classes, programs, a...	39	B2B education education providers	subscription saas	27%	Jun 2015	\$4.4b
Articulate ★❤️ Makes every aspect of e-learning c...	41	B2B education enterprise software learning tools and resources	subscription saas	17%	2002	\$3.8b
Frontline Education ★ Bringing together the best educati...	-	B2B education enterprise software	saas	3%	1998	\$3.7b
Course Hero ★❤️ Digital learning platform helping s...	44	B2C education learning tools and resources	mobile app machine learning artificial intelligence subscription marketplace & ecommerce	59%	Oct 2006	\$3.6b
Handshake ★❤️ Career recruiting platform for colle...	30	B2C education jobs recruitment learning tools and resources	mobile app marketplace & ecommerce	18%	2013	\$3.5b

Edtech is still one of the smallest sectors by value, but private companies are growing at the same level as more mature sectors, such as Health.

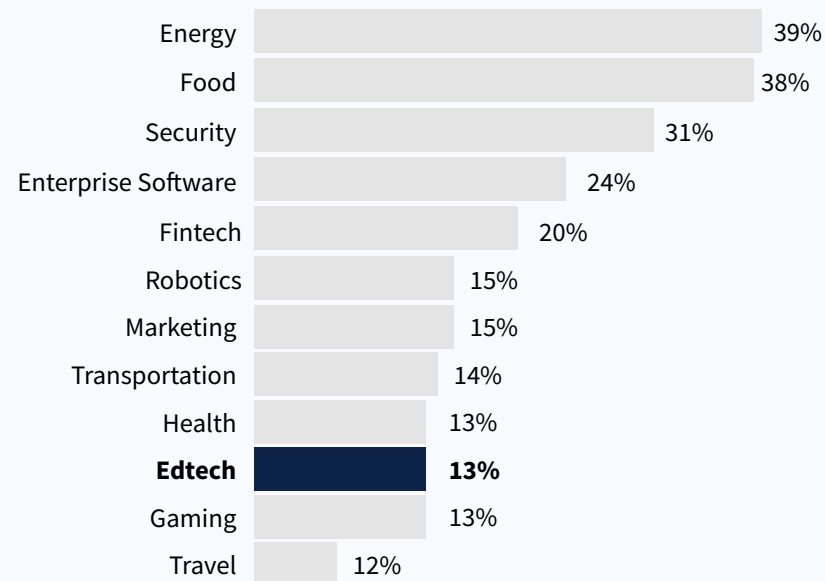
Ecosystem Value

Combined private enterprise value (2022)*



Growth

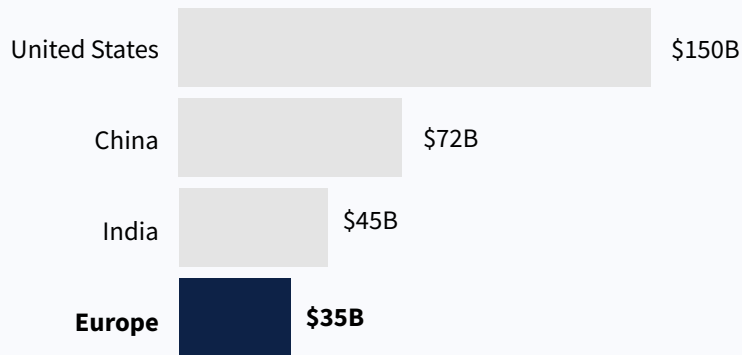
in combined private value, 2021 vs Today



Europe is the smallest of the major Edtech regions by combined private value, but is the second fastest growing, ahead of the US and behind India which is blazing a trail.

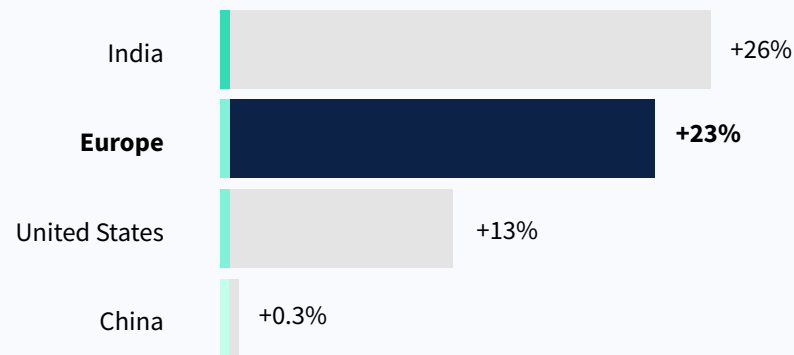
Ecosystem Value

Combined private enterprise value (2022)*



Growth

in combined private value, 2021 vs Today



Will Europe be the next leader in the Edtech space?

“

When compared to other mature markets, such as India, China or the US, the European Edtech sector has always been complex because the continent isn't one big homogeneous market.

At GoStudent, we focus on five European markets that in terms of size are contributing to the larger piece of our revenues today (DACH, France, UK, Spain and Italy). But we consider that there's good growth potential in most European markets – for instance, Turkey, and Poland have huge opportunities. However, the continent is still underserved when it comes to really good Edtech platforms."

Felix Ohswald

Founder, [GoStudent](#)

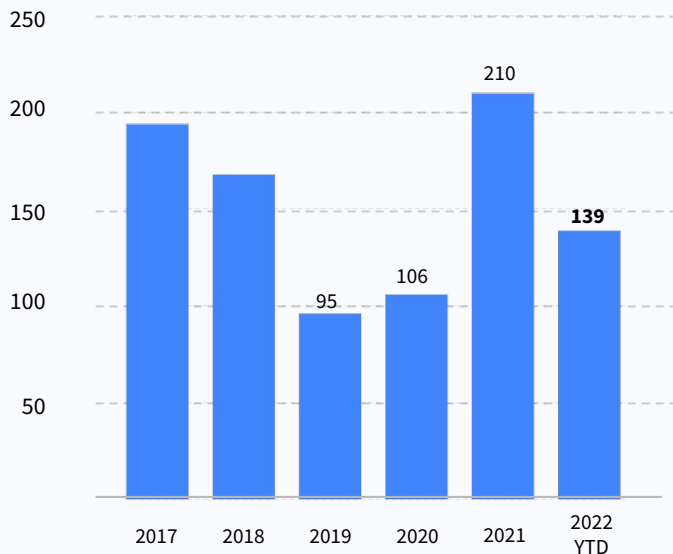
[Event: Brighteye's Edtech Startup Festival 2022 »](#)



Public listings are few and far between, but M&A activity already surpassed 2020 levels after just nine months of the year.

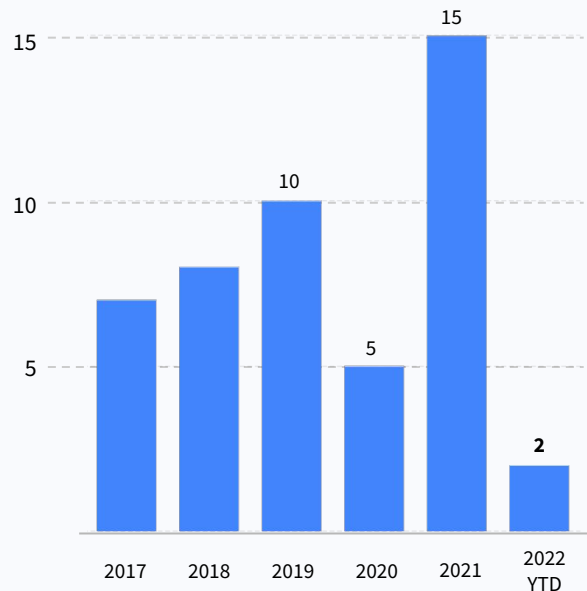
Number of M&As of Edtech startups

[» view online](#)



Number of IPO & SPACs of Edtech startups

[» view online](#)



Some of the sector's biggest names have been on buying sprees, as market consolidation ramps up.

Selected Edtech consolidations since 2020



Are edtech exits dropping out?

“

When you look at the public companies in the Edtech space, they were hit hard over the last couple of years. Soon we might see private equity firms buying out public Edtech companies for attractive prices and turning them into private enterprises again.

We've also already started to see the impact of the current climate on late-stage companies. The public market climate has led to a massive decrease for late-stage growth Edtech companies. However, in the earlier stages, the outlook is more positive as we see deals still happening.”

Felix Ohswald

Founder, [GoStudent](#)

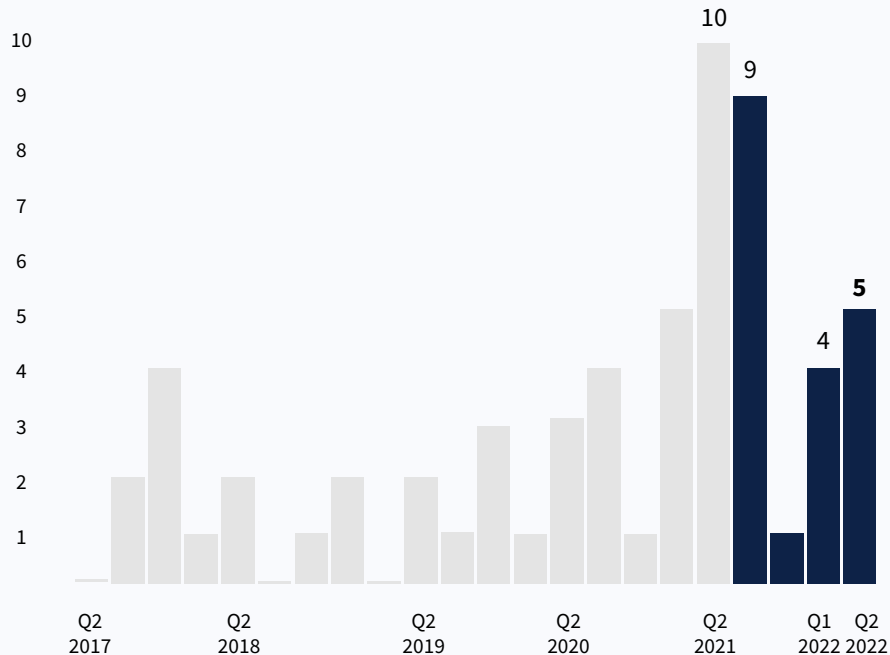
Event: Brighteye's Edtech Startup Festival 2022 »



There have now been 70 Edtech unicorns globally. Unicorn creation has slowed from the highs of 2021, but there are already nine new unicorns in the class of 2022.

Number of new Edtech unicorns globally*

[» view online](#)



New Edtech unicorns in 2022:

[» view online](#)



2



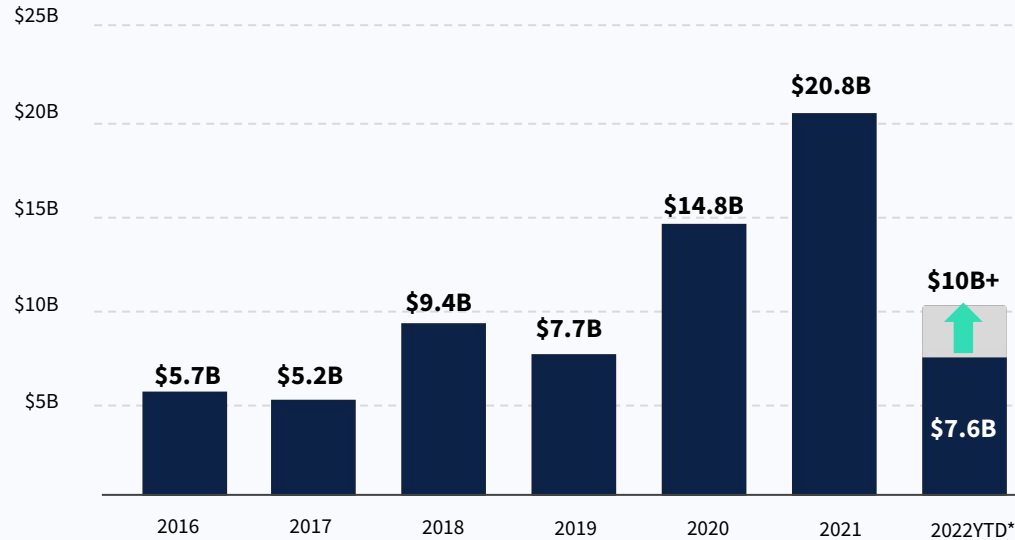
The evolving Edtech funding landscape



After a record-breaking 2021, VC funding in global Edtech has slowed down. Edtech startups have raised \$7.6B globally thus far in 2022.

Global venture capital investment in Edtech startups » [view online](#)

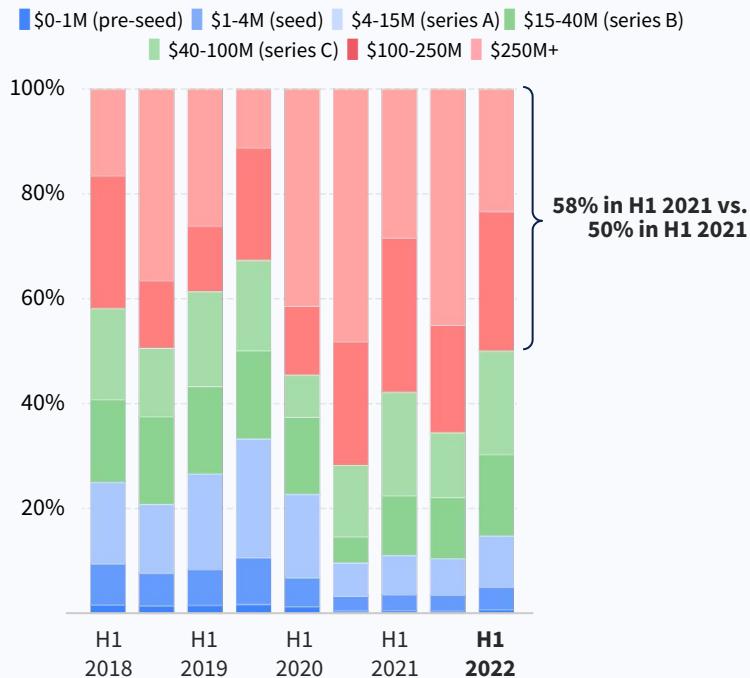
■ total reported venture investment ■ annualized projection based on Jan-September reported venture investment



The fall in Edtech funding since 2021 is largely due to a drop in late-stage rounds. The number of \$100M+ megarounds has nearly halved compared to the highs of H1 2021.

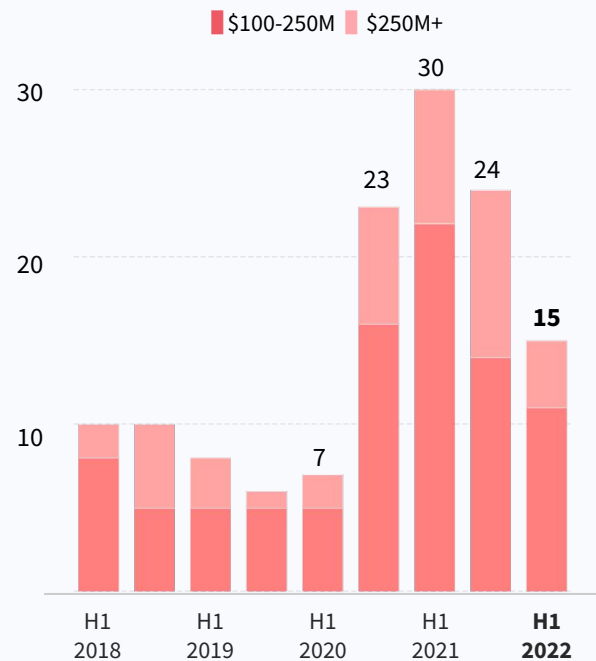
Global Edtech VC funding by round size

[» view online](#)



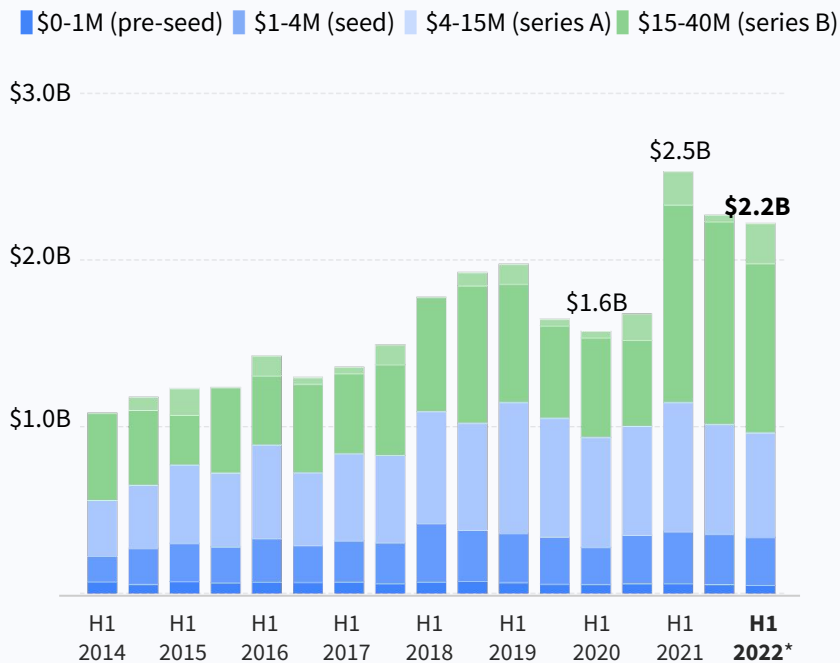
Number of megarounds in Edtech startups

[» view online](#)



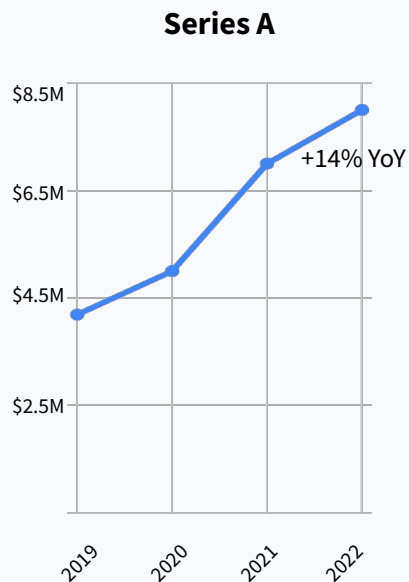
Early-stage investment has slowed down, but H1 2022 was still Edtech's third biggest period for early-stage investment, up 33% from H1 2020.

Early stage investment into Edtech startups » [view online](#)



Early-stage rounds sizes (Seed to Series B) are still on an upwards trajectory, while late-stage rounds (Series B+) are showing signs of decrease after the peak in 2021.

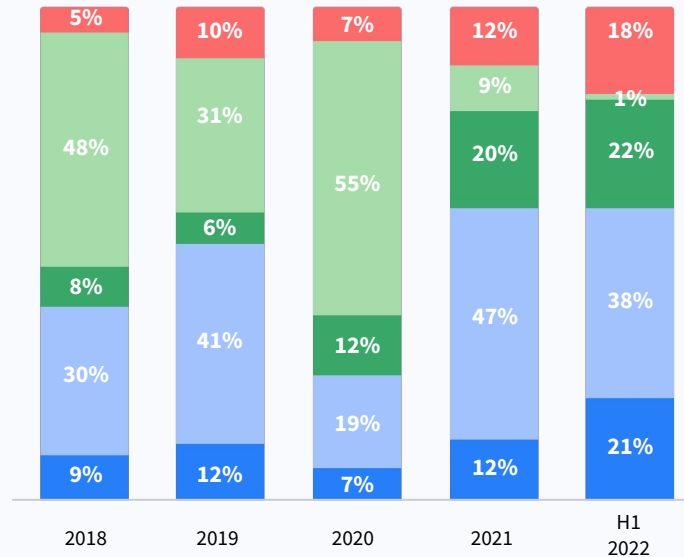
Median round sizes of global Edtech (self-labelled rounds)



European Edtech startups lead investment growth in the first half of 2022, attracting 21% of the global Edtech funding, up from 12% full year 2021.

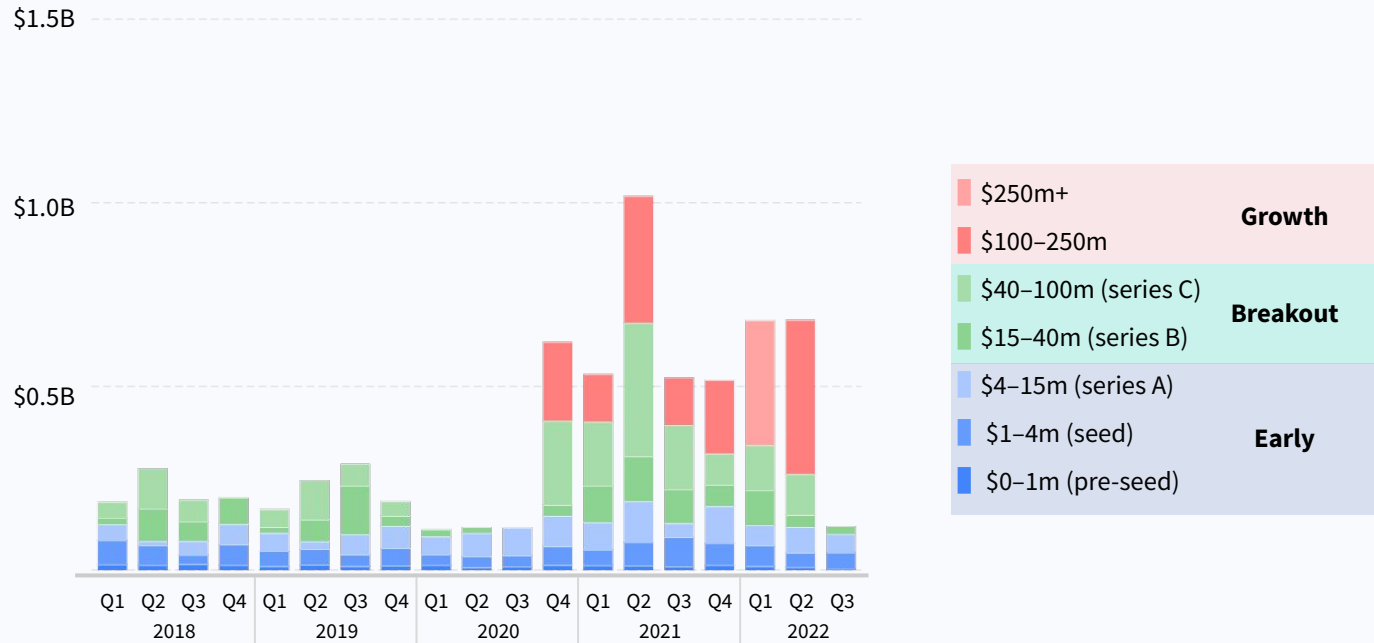
Global Edtech investment per HQ region

■ Europe ■ United States ■ India ■ China ■ Rest of the world



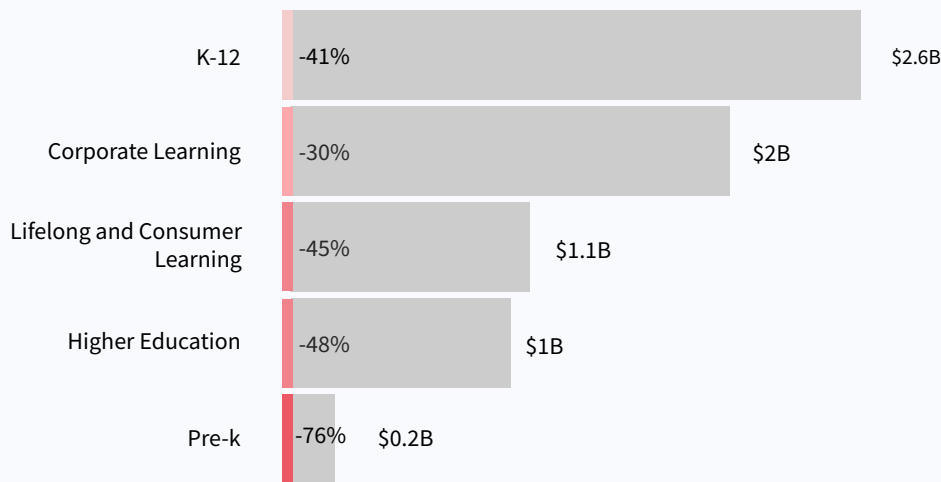
After holding up in the first half of the year, in Q3 VC funding has slowed down considerably for European Edtech startups.

VC investment in European edtech startups [» view online](#)

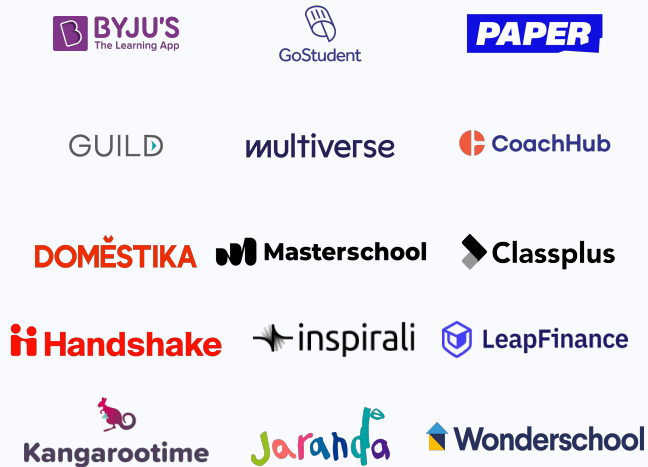


Globally, funding in all Edtech segments has slowed down compared to 2021, with Higher Education and Pre-K being hit the hardest. K-12 attracted the most funding in H1 2022.

VC investment into global edtech startups in H1 2022
(% growth H1 2022 vs 2021 full year average)*



Top 3 deals by sector in H1 2022

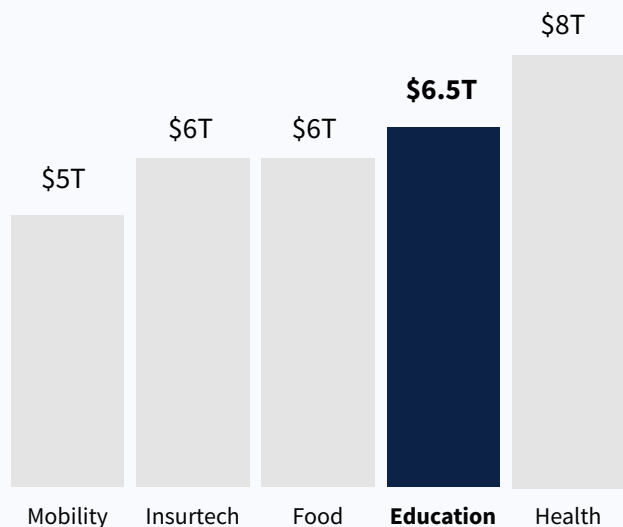


3 | Trends and opportunities

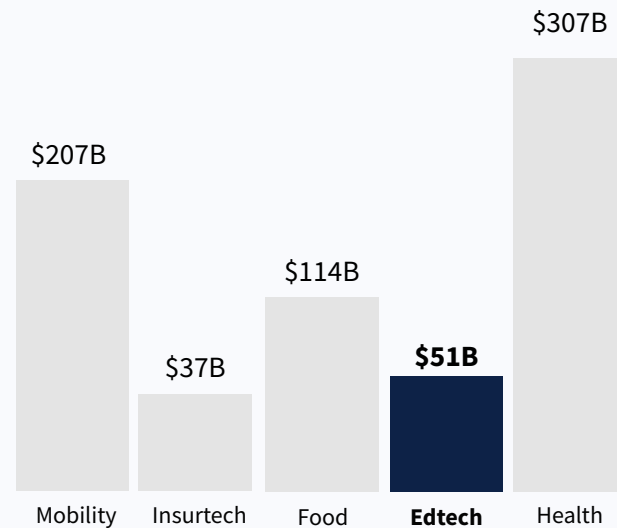


There's huge untapped potential in education: the sector is severely underfunded compared to other sectors of similar size.

Global size of key consumer markets as of 2021

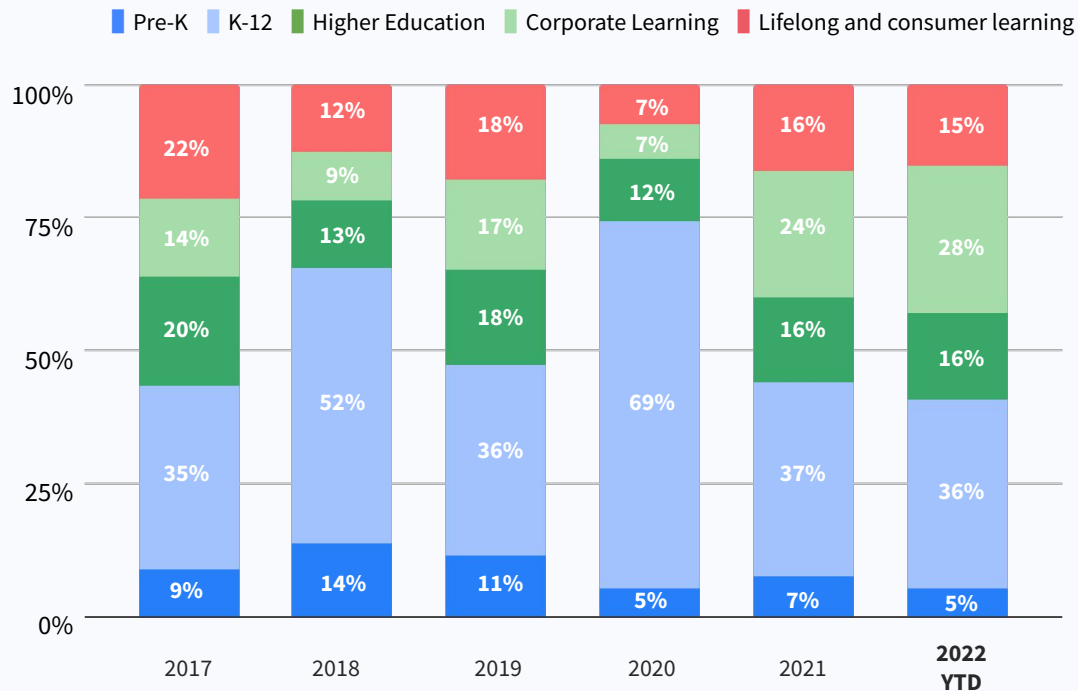


VC investment 2019-2022YTD



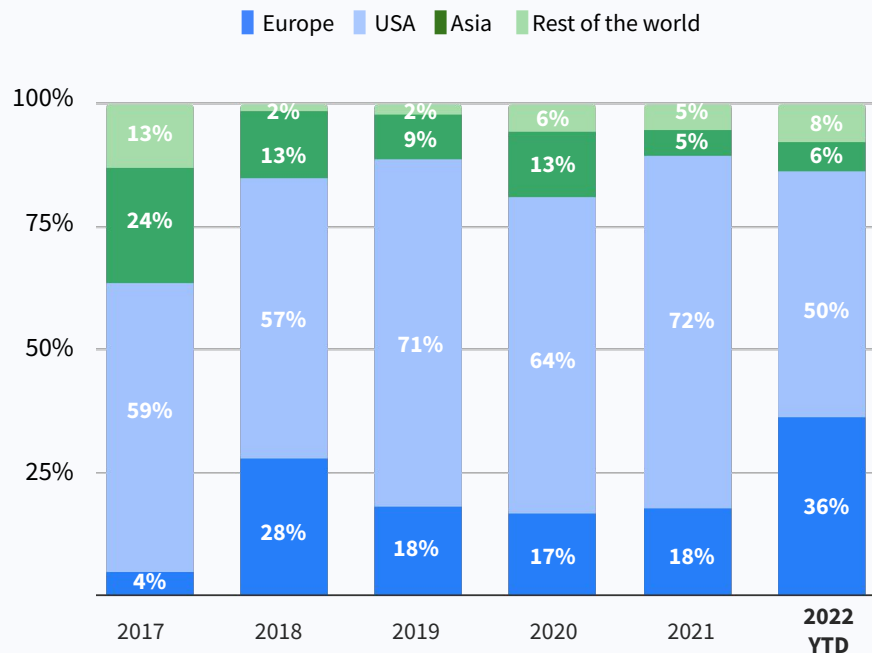
While K-12 remains the dominant Edtech segment, Corporate Learning is gaining a greater share of VC investment.

Share of VC investment per Edtech segment



European-based corporate learning startups are growing faster than in other regions, raising 36% of global VC investment so far in 2022, up from 18% in 2021.

Share of VC investment into corporate learning startups per region



Top European corporate learning rounds in 2022YTD [» view online](#)

 \$200M Series D Jun 2022	 \$200M Series C Jun 2022	 \$73M Series B Jan 2022
 \$64M Late VC Jun 2022	 \$30M Series B May 2022	 \$30M Series B Feb 2022
 \$23M Series A Feb 2022	 \$22M Late VC Mar 2022	 \$19M Series B Aug 2022

Startups are tackling the student debt problem to make higher education more affordable and ensure students have a sustainable path to paying off their debts.

» Explore 100+ startups tackling student debt

Student loan lenders & refiners:

Enable students to replace their current debt obligation with one that has more favorable terms (e.g SoFi).

Income-sharing agreement:

"Earn now, pay later" solutions, in which a student receives upfront money for college in exchange for a fixed percentage of their future income (e.g Ironhack).

Employer student loan assistance programs:

Employee-retention startups targeting student loans. (e.g Candidly).

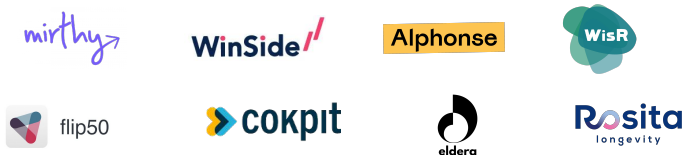
» Find more on the Blog

The image displays a grid of startup logos categorized into several groups:

- Employer student loan assistance programs** (Combined funding \$ 39M): Peanut Butter, Goody, Inc., Tution.io, Candidly (forme), Your Money Line.
- Student loans for underrepresented groups** (Combined funding \$ 18M): Kuhoo, TechMeUp.
- Providers of income-sharing agreements** (Combined funding \$ 79M): StepEx, Stride Funding, Student, edly, Lummi, Defynance, Th, Edbridg, MentorWorks Edu, Vemo Ed, Blair.
- Software for school payments** (Combined funding \$ 271M): Pay theory, Connexo, CampusLogic, Quotanda, SCUOLAPAY, Scuolapay.
- Courses with Income-Sharing Agreement** (Combined funding \$ 646M): Bloom Institute, General Assembl, Develhope, Henry, Avion School, Make School, NexGenT, Holberton Schoo, Microverse, Codestates.
- Student finance for international students** (Combined funding \$ 369M): CAPSLOCK, Pursuit, EPICODE, Make It Real, DeineStudienfin, Chipper, EF.
- Compare student finance options: financial advice for students** (Combined funding \$ 75M): (Logos partially visible).

Senior learning is still a niche, but represents a huge untapped opportunity in Europe.

For purpose: learning skills you need for work and/or living a better life



For pleasure: Entertainment focused, finding new hobbies, meeting new people



» Read Brighteye Ventures' deep dive

The European population, similar to other developed regions, is aging, driven by increased life expectancy and lower fertility rates. Today, approx. 30% of the population (90 million) is over 55 and by 2050, it will increase to 42% of the total population (140 million).

The new generation of 65+ is digitally connected and willing to engage in and pay for online activities.

An increasing percentage of seniors are spending more time online. In the UK a majority of online seniors spend at least six hours a day online and own an average of five devices.

The normal age of retirement in Europe is being pushed up by most countries to 65 years old, which is forcing workers to stay in the workforce longer.

Edtech can play an important role in senior learning.

“

Compared to previous generations, baby boomers have higher expectations with regards to older adulthood. They want to learn new skills, discover new interests, enjoy and share experiences, connect with others and keep growing.

Likewise, they get to retirement wanting to stay active with a high level of vitality coupled with an increasing familiarity with new technologies."

Jon Balzategui

Cofounder & CEO at [Vilma](#), online, live courses taught by seniors to seniors

“

“Just as globalisation and technology changed how people lived and worked, longevity will do the same over the coming years as we live much longer lives.

The classic three stage life made up of 'education, work, retirement' will need to be reinvented as the number of years spent in retirement stretches significantly. I believe there is going to be even more of a need to generate income in retirement, coupled with the renewed sense of purpose lost from the work stage.”

Alex Ramamurthy

Founder & CEO at [Mirthy](#), online events platform for seniors

Check out previous reports.

The H1 2022 European Edtech Funding Report 2022 by Brighteye Ventures

The European Edtech Funding Report 2022 by Brighteye Ventures



Methodology & definitions.

Startups, scaleups, grownups and tech

A startup is a company designed to grow fast. Generally, such companies are VC-investable businesses. Read more about our methodology [here](#).

Some become very big (e.g. \$1B+ valuation). Read more about our unicorn methodology [here](#).

When startups are successful, they develop into scaleups (>50 people), grownups (>500 people) and result in big companies.

Only companies founded since 1990 are included in this report.

What is a Startup?

Venture Capital, Investors

Domestic investors are all investors based in Belgium. European investors exclude Belgium but include the entire European continent, the UK and Russia, but excluding Turkey.

Investment numbers refer to rounds such as Seed, Series A, B, C, ... late stage, and growth equity rounds. VC investment figures exclude debt or other non-equity funding, lending capital, grants and ICOs.

Investment rounds are sourced from public disclosures including press releases, news, filings and verified user-submitted information.

Sectors & Industries

Industry classification follows Dealroom's proprietary taxonomy, which was built specifically for startups. A given startup may belong to up to two industries.

Valuation

The combined valuation of the tech ecosystem is based on their market cap or latest transaction value.

Transaction value is realized from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on benchmarks.

Underlying Data

Dealroom's proprietary database and software aggregate data from multiple sources: harvesting public information, user-submitted data verified by Dealroom, data engineering. All data is verified and curated with an extensive manual process.

The data on which this report builds is available on edtech.dealroom.co. For more info please visit dealroom.co or contact support@dealroom.co.



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European edtech making the grade

Prior to 2021, the outlook for the European edtech landscape wasn't particularly exciting. The region lagged behind almost every key edtech market. But a regulation-affected declining Chinese Edtech scene, combined with an influx of generalist investors and a surge in funding has meant that Europe are no longer falling behind.

Globally, 2021 venture capital investment in edtech broke all previous records. Edtech startups raised \$20B in VC funding globally, 1.3x more than in 2020. And Europe was among the fastest-growing regions.

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