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**Pro/Briefings**

# Edtech

Online learning boomed during the pandemic. Is there any turning back now?

# Market 101

The edtech mission is clear: future-proof a looming €5bn skills shortage and revamp one of our most vital public services. The opportunity — suddenly buoyant — has been slow coming. In the early days, edtechs mostly concerned themselves with the less-than-transformative work of selling to customers with long sales cycles. They were hampered initially by wildly different national requirements and limited interest in digitalisation. Investors weren't exactly tempted, either. Then Covid-19 hit and changed the equation entirely.

Schools and universities embraced edtech out of necessity — but as choice in the market grows, they've maintained their interest, even becoming picky. At the same time, the rise of hybrid learning has created opportunities for startups far beyond the confines of the classroom. Maybe, just maybe, this will allow edtech to return to its lofty ambition of not just incrementally improving but wholly reimagining learning.

## Early stage market map



Selected startups tracked by Sifted, from pre-seed to Series A

Digital content platform	Kide Science Ltd Memby One Third Stories ALPA Kids Magikbee Sophia Technologies Ltd	GoodCourse Simpleclub	dgree KIMO Aline Doctrio	Guide Education
Next gen. school / university	Bina	Framework Tomorrow's Education		
Up-skilling / job-related		Zero Gravity	Skiller Whale Winc Academy edyoucated Wyblo	
Language learning	Playvation		Chatterbox	Kaizen Languages Wannalish
Study tools / exam preparation		Hello Mentor Charly.education Pam Learning Save All Synap		
Gamified learning	99math Emile Education ImagiLabs PowerZ			
Live video platform & tutoring	Lingumi buya Mr. Chadd	StudyStream	Sana Labs	Justlearn
	K12	Higher education	Professional	All ages

## Key stats

# 159%

YoY increase in European edtech VC investment in 2021<sup>1</sup>

# 3%

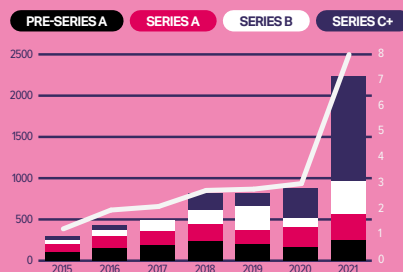
proportion of global education expenditure on digital education<sup>2</sup>

# 85%

estimated percentage of current primary school students that will work in jobs that do not exist today by 2030<sup>3</sup>

### Cash for European edtech more than doubled in 2021

VC funding into European edtech startups by stage (€m) and average round size (€m)



Source: Dealroom

### Leaders and laggards

Top countries for edtech funding (€m), 2015-2021



Source: Dealroom

# Trends to watch

## 1. The missing ingredient

- The demand for online education is evergreen, but student motivation is a sticking point for lasting engagement.
- As a remedy, startups are now adding in-built social layers to online learning, from fostering communities on their platforms to facilitating live learning.

## 2. Cutting out the universities

- Edtech startups increasingly aim to acquire students directly rather than via educational institutions or the B2B market.
- This may make for a speedier process than selling to schools or universities, and arguably leaves more room for experimentation with alternative learning formats.

## 3. Rethinking further education

- The three-year university degree may no longer be able to accommodate reskilling and lifelong learning needs in the face of technological change.
- Add to that the rising costs of tuition, and mix in the pragmatism of digitally native Gen Z, and it's easy to see why alternative online solutions and income-sharing agreements are gaining momentum.

## 4. The future of hybrid learning

- With students back in classrooms, teachers will likely cast aside the nice-to-haves and stick with tried and tested tools that make a real difference to their work.
- Things look rosier for supplemental education, which can easily integrate so-called edutainment — tools designed to make learning playful — and score points for convenience by taking place remotely.

## Sifted take

After the pandemic windfall comes the real test. The first generation of edtech was primarily about bringing offline processes online, from tutoring lessons to lectures. The key to edtech's lasting impact is to look beyond simply digitising existing resources and instead bring to life new fundamental ideas about what learning should look like, and how to tailor it to specific needs and groups.

## 125 startups tracked by Sifted

### Subindustries

**40**<sub>/125</sub> Digital content platform  
**17**<sub>/125</sub> Study tools/exam preparation  
**16**<sub>/125</sub> Upskilling/job-related solutions  
**16**<sub>/125</sub> Language learning  
**13**<sub>/125</sub> Gamified learning  
**13**<sub>/125</sub> Live video platform & tutoring  
**10**<sub>/125</sub> Next gen. school/university

**2017** Avg. launch year  
**1.7 years** Avg. launch to seed  
**2.3 years** Avg. seed to Series A  
**€1.7m** Avg. seed funding  
**€6.7m** Avg. seed valuation  
**€9m** Avg. Series A funding  
**€34.5m** Avg. Series A valuation

### Investors by type

**43%** VC fund  
**36%** Angel  
**9%** Accelerator  
**5%** Public funding  
**3%** Private equity  
**3%** Crowdfunding  
**2%** CVC

## Most active investors by deal count

**8** Brighteye Ventures **VC**  
**6** xEdu **ACCELERATOR**  
**5** Emerge Education **VC**  
**5** Sparkmind.vc **VC**  
**4** CrowdCube **CROWD**  
**4** SEK Lab EdTech **ACCELERATOR**  
**4** Bpifrance **PUBLIC**

# Early stage startups to watch

Europe's leading pre-Series A startups (all published data verified)

We identify companies as 'rising stars' using a number of criteria including founder backgrounds, investor track record, funding and valuation, and growth signals

## StudyStream

Live video platform & tutoring

📍 London, United Kingdom 📅 2020

Backed by the likes of Y Combinator, Duncce Capital and Brighteye Ventures, Studystream developed a real-time streaming platform for student collaboration. Its growing user base counts 3.6m students from 180+ countries.

TOTAL FUNDING (€)  
1.9m

LAST ROUND SIZE (€)  
1.9m

LAST ROUND STAGE  
Pre-seed

VALUATION (€)  
Undisclosed

RISING STAR

## PowerZ

Gamified learning

📍 Paris, France 📅 2020

Developed a gamified learning platform for children and young students focusing on a wide range of areas, from maths and science to sign language and photography. It is backed by Bpifrance, Raise Ventures and Educapital, amongst several angels.

TOTAL FUNDING (€)  
10m

LAST ROUND SIZE (€)  
7m

LAST ROUND STAGE  
Seed

VALUATION (€)  
30m

RISING STAR

## Lingumi

Live video platform & tutoring

📍 London, United Kingdom 📅 2018

An Entrepreneur First startup, it offers an AI-powered language learning and critical thinking platform for children. It is backed by LocalGlobe, North Summit Capital and ADV, and is deploying funds to expand in Europe.

TOTAL FUNDING (€)  
6.4m

LAST ROUND SIZE (€)  
3.5m

LAST ROUND STAGE  
Seed

VALUATION (€)  
21.5m

RISING STAR

## Emile Education

Gamified learning

📍 Bolton, United Kingdom

TOTAL FUNDING (€)  
750k

LAST ROUND SIZE (€)  
450k

LAST ROUND STAGE  
Seed

VALUATION (€)  
1.5m

## 99math

Gamified learning

📍 Tallinn, Estonia 📅 2018

TOTAL FUNDING (€)  
1.4m

LAST ROUND SIZE (€)  
910k

LAST ROUND STAGE  
Pre-seed

VALUATION (€)  
Undisclosed

## ImagiLabs

Gamified learning

📍 Stockholm, Sweden 🚩 2020

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
750k	350k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	3.8m

## One Third Stories

Digital content platform

📍 London, United Kingdom 🚩 2015

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
700k	370k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	3.1m

## Sophia Technologies Ltd

Digital content platform

📍 London, United Kingdom 🚩 2018

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
672k	672k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	370k

## Magikbee

Digital content platform

📍 Braga, Portugal 🚩 2015

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
350k	200k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	3m

## Doctrio

Digital content platform

📍 Paris, France 🚩 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
3m	3m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	15m

## dgree

Digital content platform

📍 Essen, Germany 🚩 2019

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
100k	100k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Grant	Undisclosed

## simpleclub

Digital content platform

📍 Grünwald, Germany 🚩 2015

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
3.3m	1.3m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Angel	Undisclosed

## GoodCourse

Digital content platform

📍 London, United Kingdom 🚩 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
700k	700k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	3.5m

## KIMO

Digital content platform

📍 Amsterdam, Netherlands 🚩 2018

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
4.3m	3m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	23m

## Guide Education

Digital content platform

📍 Lincolnshire, United Kingdom 🚩 2016

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
8.5m	7.5m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	37.5m

## Aline

Digital content platform

📍 Stockholm, Sweden 🏳️ 2020

**TOTAL FUNDING (€)**  
200k

**LAST ROUND SIZE (€)**  
100k

**LAST ROUND STAGE**  
Pre-seed

**VALUATION (€)**  
Undisclosed

## Memby

Digital content platform

📍 Vilnius, Lithuania 🏳️ 2020

**TOTAL FUNDING (€)**  
910k

**LAST ROUND SIZE (€)**  
910k

**LAST ROUND STAGE**  
Pre-seed

**VALUATION (€)**  
Undisclosed

## Kide Science

Digital content platform

📍 Helsinki, Finland 🏳️ 2017

**TOTAL FUNDING (€)**  
2.9m

**LAST ROUND SIZE (€)**  
1.5m

**LAST ROUND STAGE**  
Seed

**VALUATION (€)**  
7m

## ALPA Kids

Digital content platform

📍 Tallinn, Estonia 🏳️ 2018

**TOTAL FUNDING (€)**  
270k

**LAST ROUND SIZE (€)**  
220k

**LAST ROUND STAGE**  
Pre-seed

**VALUATION (€)**  
Undisclosed

## Sainaptic Limited

Digital content platform

📍 London, United Kingdom 🏳️ 2022

**TOTAL FUNDING (€)**  
598k

**LAST ROUND SIZE (€)**  
598k

**LAST ROUND STAGE**  
Pre-seed

**VALUATION (€)**  
Undisclosed

## Wyblo

Skilling & job-related solutions

📍 Cuneo, Italy 🏳️ 2021

**TOTAL FUNDING (€)**  
270k

**LAST ROUND SIZE (€)**  
270k

**LAST ROUND STAGE**  
Angel

**VALUATION (€)**  
2.8m

## Skiller Whale

Skilling & job-related solutions

📍 London, United Kingdom 🏳️ 2018

**TOTAL FUNDING (€)**  
3.3m

**LAST ROUND SIZE (€)**  
2.5m

**LAST ROUND STAGE**  
Seed

**VALUATION (€)**  
Undisclosed

## Winc Academy

Skilling & job-related solutions

📍 Amsterdam, Netherlands 🏳️ 2018

**TOTAL FUNDING (€)**  
3m

**LAST ROUND SIZE (€)**  
2.7m

**LAST ROUND STAGE**  
Seed

**VALUATION (€)**  
13.6m

## Zero Gravity

Skilling & job-related solutions

📍 London, United Kingdom 🏳️ 2020

**TOTAL FUNDING (€)**  
4.7m

**LAST ROUND SIZE (€)**  
4.1m

**LAST ROUND STAGE**  
Seed

**VALUATION (€)**  
Undisclosed

## edyoucated

Skilling & job-related solutions

📍 Münster, Germany 🏳️ 2019

**TOTAL FUNDING (€)**  
2.5m

**LAST ROUND SIZE (€)**  
2.1m

**LAST ROUND STAGE**  
Seed

**VALUATION (€)**  
Undisclosed

## Hello Mentor

Skilling & job-related solutions

📍 Amsterdam, Netherlands 🏳️ 2020

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
25k	25k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	Undisclosed

## Vignita

Skilling & job-related solutions

📍 Oppaker, Norway 🏳️ 2017

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
1.2m	660k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	Undisclosed

## Kaizen Languages

Language learning

📍 London, United Kingdom 🏳️ 2018

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
1.7m	1.2m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	5m

## Chatterbox

Language learning

📍 London, United Kingdom 🏳️ 2016

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
3m	1.8m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	Undisclosed

## Playvation

Language learning

📍 Helsinki, Finland 🏳️ 2015

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
1.4m	700k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	3.5m

## Algor Lab Srl

Advanced technology

📍 Turin, Italy 🏳️ 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
250k	180k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	1.1m

## Save All

Study tools / exam preparation

📍 London, United Kingdom 🏳️ 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
600k	600k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	3m

## Synap

Study tools / exam preparation

📍 Leeds, United Kingdom 🏳️ 2015

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
510k	600k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	3m

## Pam Learning

Study tools / exam preparation

📍 Barcelona, Spain 🏳️ 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
425k	242k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Angel	1.7m

## buya

Live video platform & tutoring

📍 Hamburg, Germany 🏳️ 2020

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
1.8m	1.8m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	Undisclosed



## Mr. Chadd

Live video platform & tutoring

📍 Groningen, Netherlands 🏆 2015

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
2m	920k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	4.6m

## Justlearn

Live video platform & tutoring

📍 Haderslev, Denmark 🏆 2017

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
108k	108k
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	1.1m

## Framework

Next gen. school / university

📍 London, United Kingdom 🏆 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
1.8m	1.5m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	7.5m

## bina

Next gen. school / university

📍 Berlin, Germany 🏆 2021

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
1.3m	1.3m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Pre-seed	5.4m

## Tomorrow's Education

Next gen. school / university

📍 Berlin, Germany 🏆 2020

<b>TOTAL FUNDING (€)</b>	<b>LAST ROUND SIZE (€)</b>
4.5m	3.4m
<b>LAST ROUND STAGE</b>	<b>VALUATION (€)</b>
Seed	Undisclosed

# Europe's success stories

Who early stage startups are up against



## Multiverse

📊 SERIES C

→ Connects apprentices with one of its 300 clients, primarily in the tech sector

## GoStudent

📊 SERIES D

→ One-to-one online tutoring platform that expanded to 16 countries in 2021

## Kahoot!

📊 IPO

→ Both a direct-to-student and B2B platform with a focus on gamification that allows users to build their own educational games and reuse those available on the site



# Sources

## Data sources

Sifted proprietary data

[Dealroom.co](https://dealroom.co)

## Research reports

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## News Articles

[GoStudent raises €300m as European edtech continues strong trajectory](#) | Sifted | January 2022

[Edtech startups to watch, according to top investors](#) | Sifted | December 2021

[Unbundling College: Technology Is \(Finally\) Reinventing Education](#) | Digital Native | September 2021

[European edtech — no longer last in class?](#) | Sifted | June 2021

[How edtech is paving the way for personalised learning](#) | Independent Education Today | April 2021

[13 investors say lifelong learning is taking edtech mainstream](#) | TechCrunch | January 2021

<sup>1</sup> [The Edtech opportunity](#) | Dealroom | January 2021

[8 edtech investors talk reskilling, digital universities, ISAs and other post-pandemic trends](#) | TechCrunch | July 2020

<sup>2</sup> [Why Europe is so far from its first edtech unicorn](#) | Sifted | February 2020

<sup>3</sup> [Closing the future-skills gap](#) | McKinsey | January 2019

## How would you rate this briefing?

0	1	2	3	4	5	6	7	8	9	10	
bad											loved it

Cover image: Soundtrap

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