

The map illustrates the following EdTech categories

1. **K-12 Learning** — This category includes companies like BYJU'S (Honestly, everyone thinks BYJU's is the successful Edtech start-up in India, but I think the company is hoarding money and talent while the results aren't that rosy. If you want me to write about it, Let me know in the comments.), **Vedantu** and **Genius Corner** which tutor kids and school students with high-quality videos focused on academic curriculum.
2. **Test Prep** — Companies like **Toppr**, **Testbook**, and **Careeranna** focus on solutions that help students prepare for standardized and competitive tests like, GRE, IIT-JEE, NEET and so on.
3. **Broad Online Learning** — This category includes most widely known startups like **Unacademy**, **Udacity**, and **startups** that host educational content covering subjects ranging from math, science to music production and photography.
4. **Tech Learning** — Similar to the broad online learning companies, startups like **Coding Labs**, **Edureka** provide platforms that cater specifically to teaching programming.
5. **Apps and Games for Kids** — Companies like **Shifu**, **Nurtr**, create educational games for children like mobile educational apps, storybooks, and toys to help them learn better.
6. **Network, Communication, and Portals** — Startups like **Kruger Campus** provide a platform for students and educators to network, stay in touch with other students and find mentors. While startups like **MeetUniversity** helps students find colleges and portals like **JustDakhila** helps users compare schools.
7. **Finance** — Startups like **FlnBucket**, **InCred** provide tailored educational loans and help students apply for scholarships.
8. **Language Learning** — Startups like Knudge.me and **Vokal** helps students learn English and other languages through gamified mobile applications.