

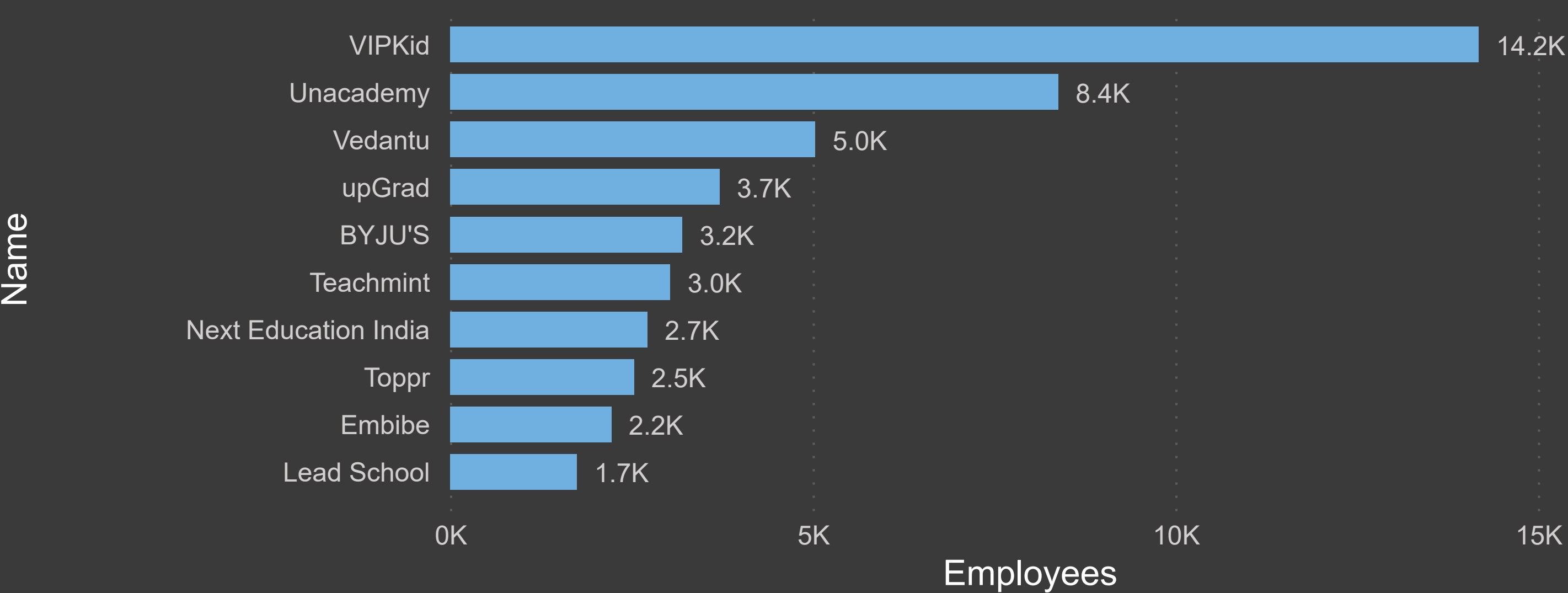
EdTech Startup Analysis

Founding Year Slicer

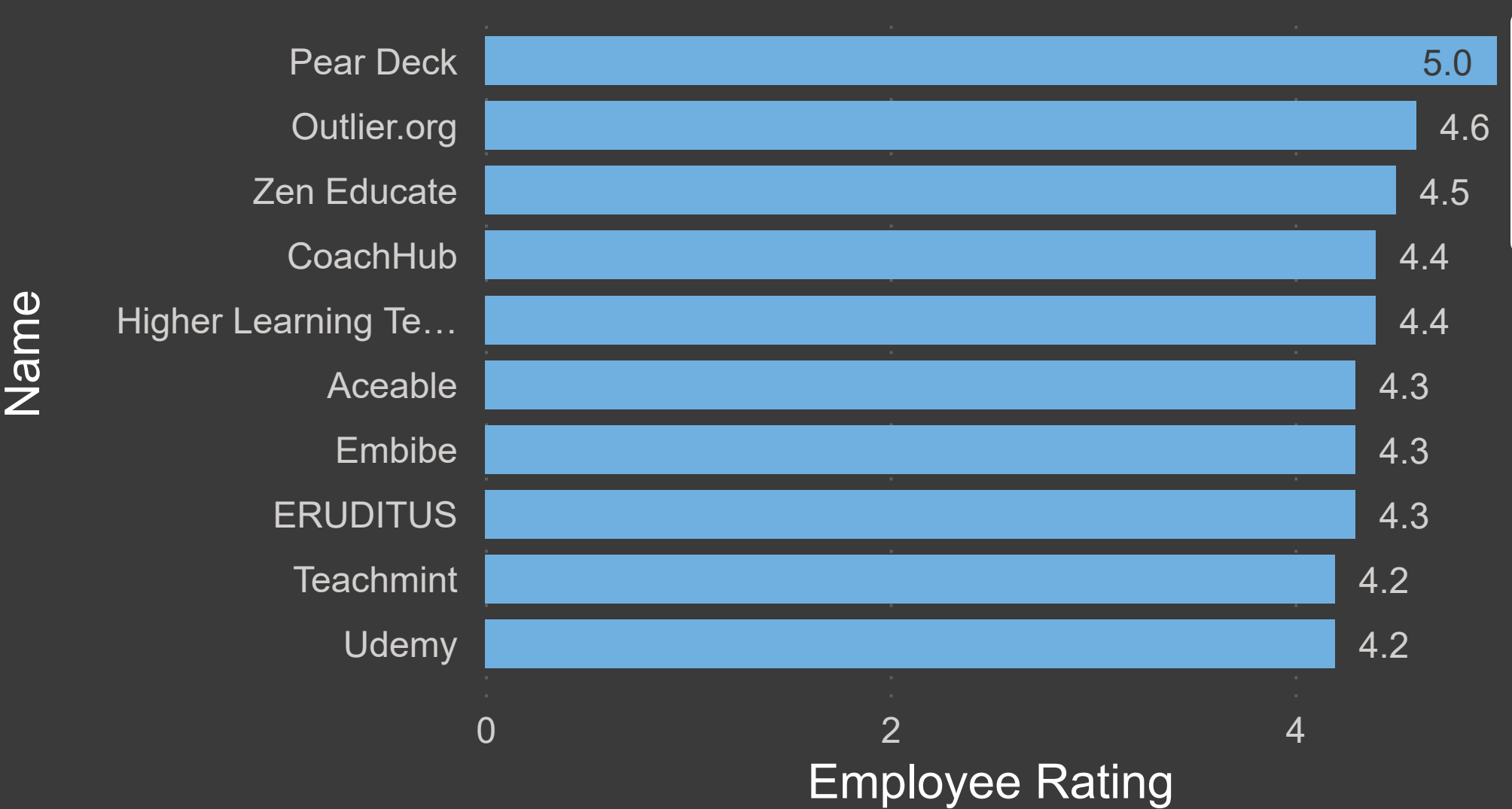
- ☒ Select all
- ☒ 2007
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- ☒ 2014
- ☒ 2015

Name	Description	Founding Date	Employees	Employee Rating
Aceable	Aceable is a company that offers online defensive driving courses via its mobile-first educational platform.	2013	195	4.30
Adda247	Adda247 is an education-technology company focussed on the government job test preparation segment.	2012	514	3.90
BYJU'S	BYJU'S is a company that operates an online learning platform.	2008	3200	3.70
Classplus	Classplus is a company that develops web and mobile-based tutor enablement applications designed to connect and engage tutors with their students and parents.	2015	865	3.40
CoachHub	CoachHub is a digital coaching provider.	2018	367	4.40
Codecademy	Codecademy (also known as Ryzac) is an education company offering online training classes on coding.	2011	533	4.10
Coursera	Coursera is an education company that partners with universities and organizations to offer online courses.	2012	779	4.10
Embibe	Embibe provides personalized educational feedback services for students.	2012	2221	4.30
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Number of Employees



Employee Ratings

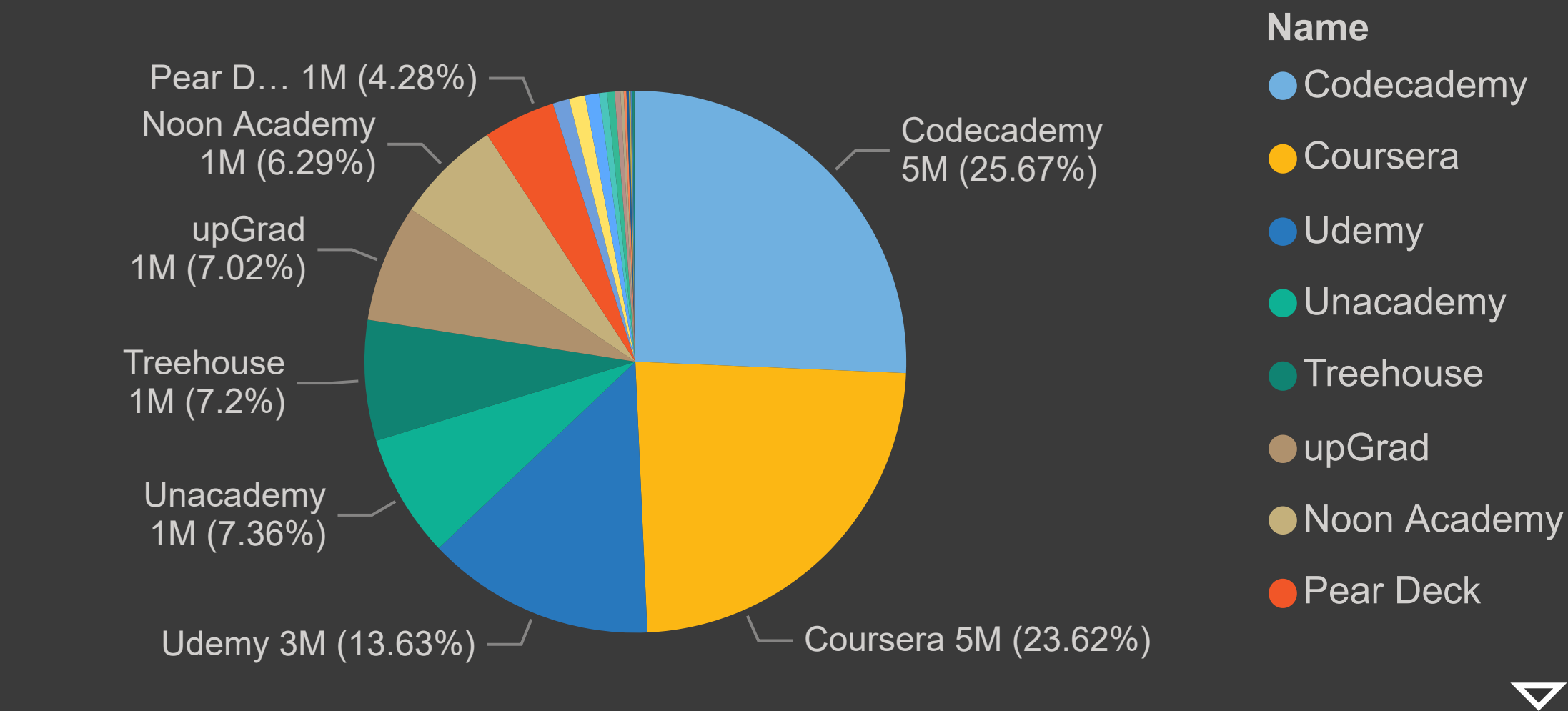


Observation

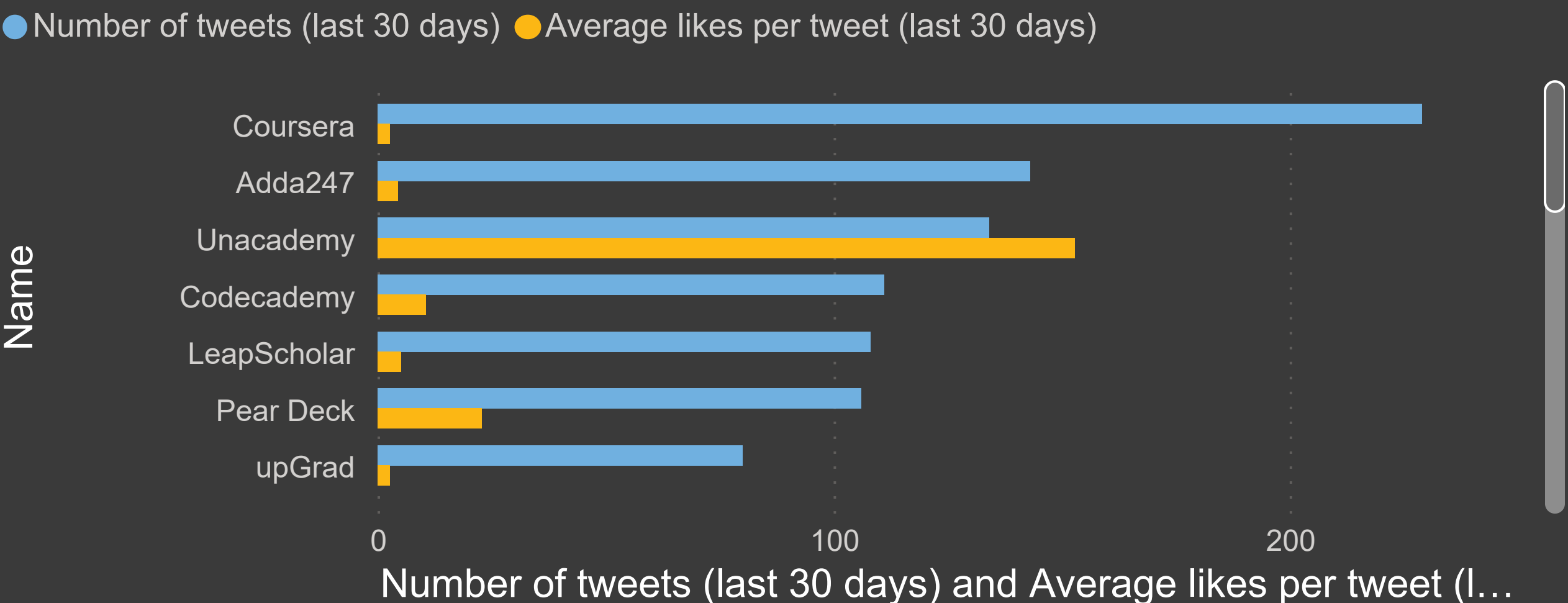
- VIPKid has the highest number of employees followed by Unacademy.
- Pear Deck has the highest Employee Ratings which is 5/5 (since it has the lowest number of employees) followed by Outlier.org at 4.6/5 and Zen Educate at 4.5/5.

EdTech Startup Analysis

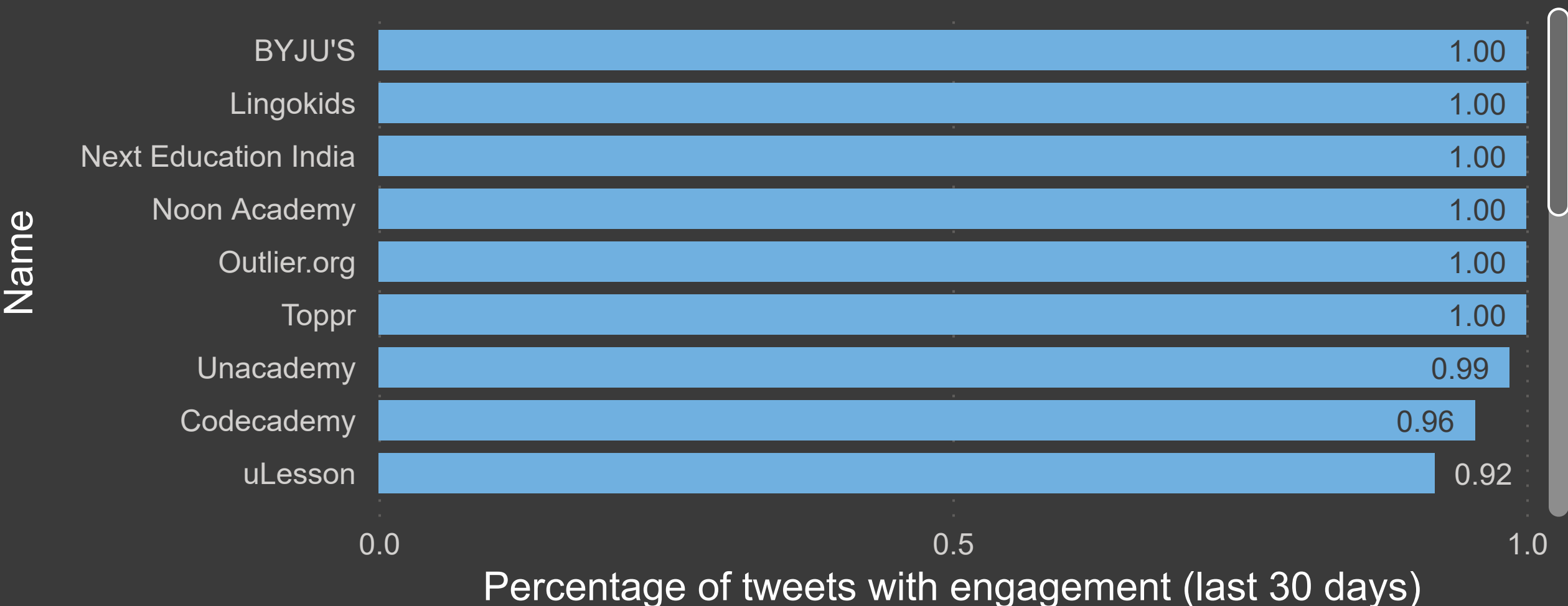
Twitter followers



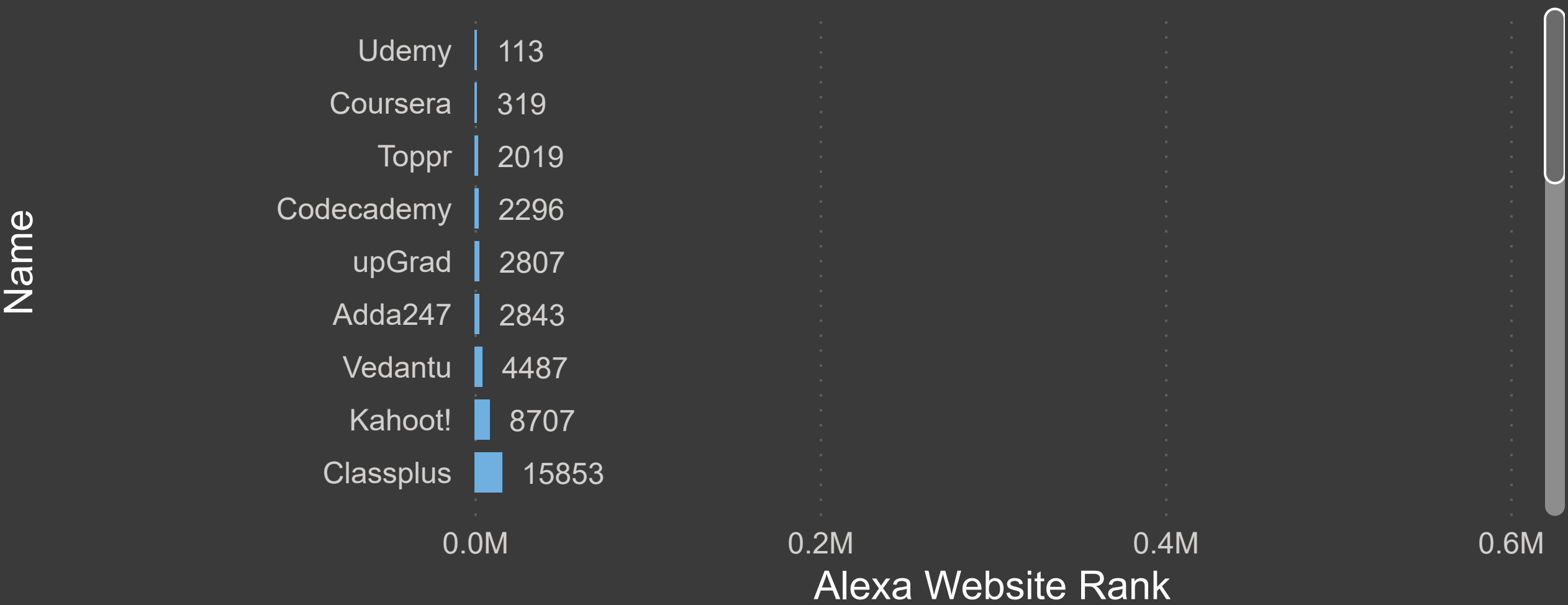
Tweet Data (last 30 days)



Tweet Engagement (last 30 days)



Alexa Website Rank

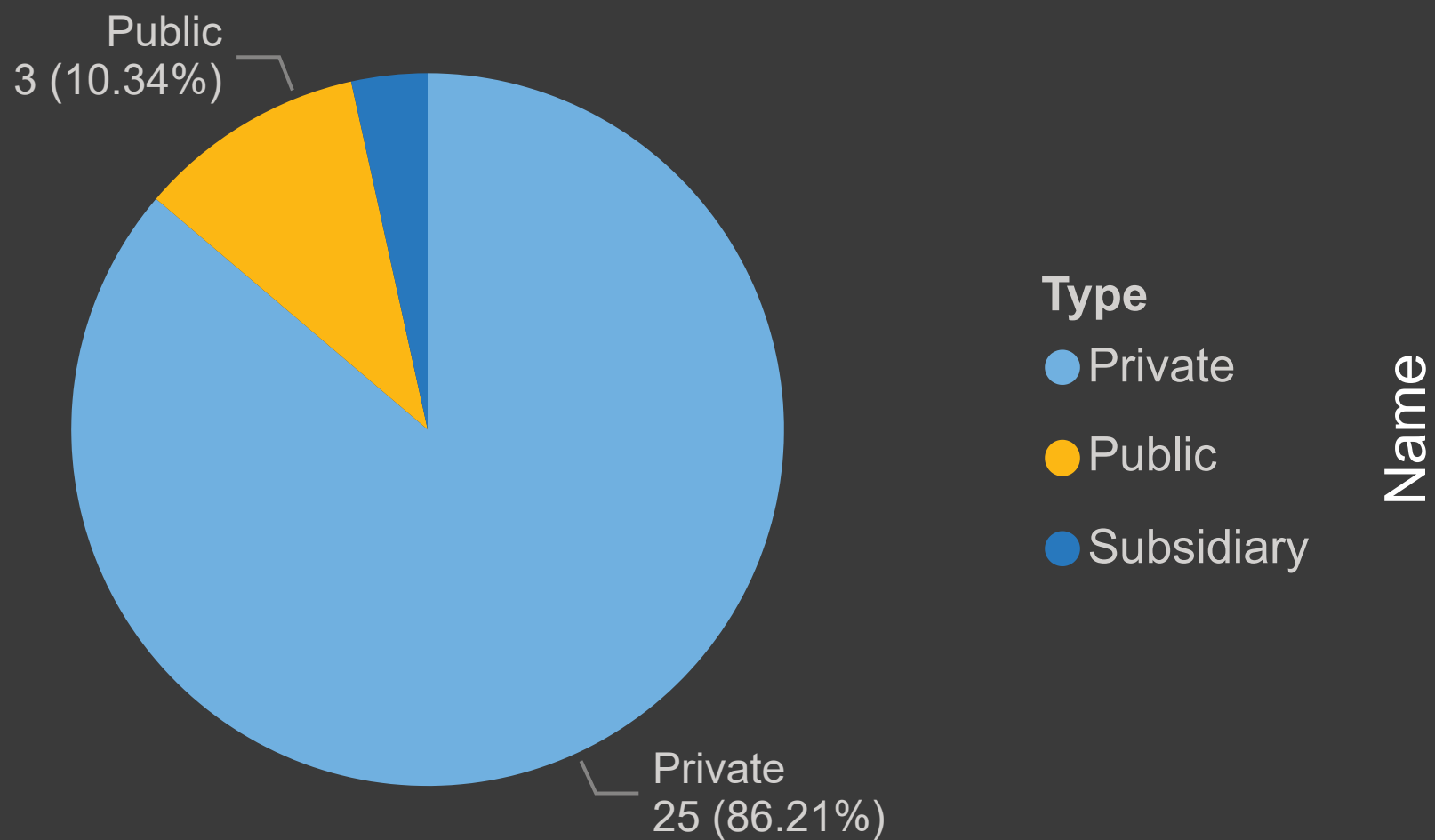


Observation

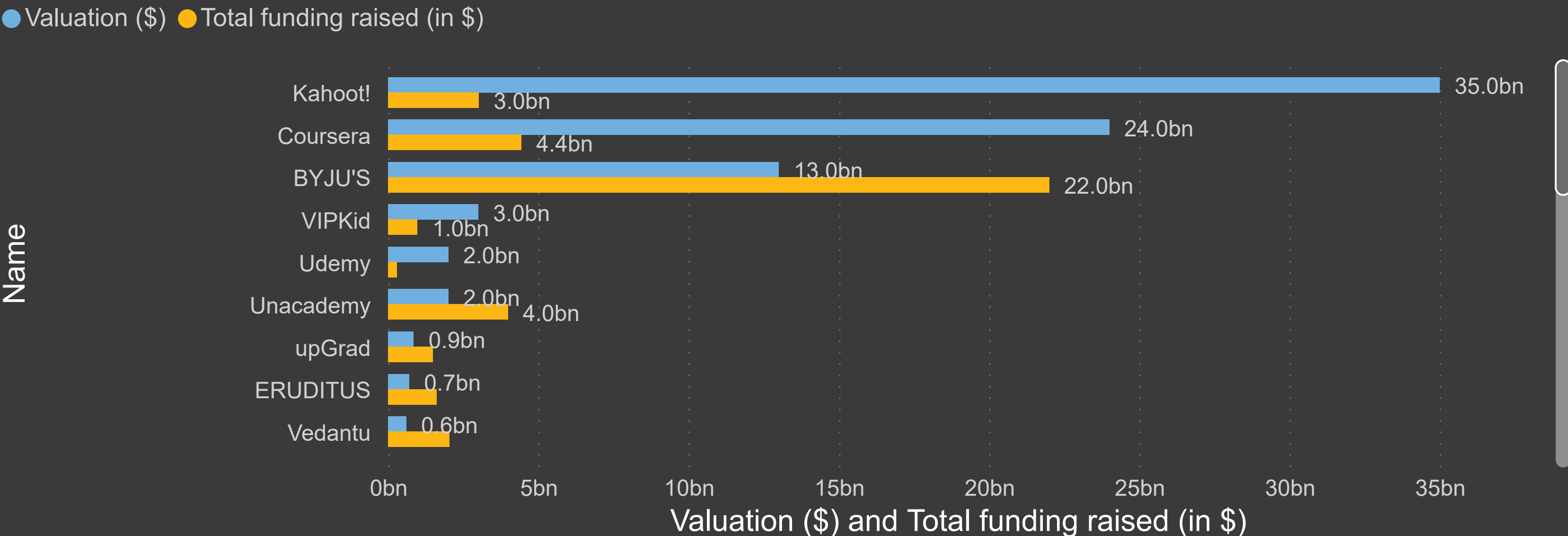
- Codecademy and Coursera has a high number of twitter followers and they have a high number of tweets within the last 30 days. But only Unacademy has a high average number of likes per tweet. Tweet Engagement is also 100% for BYJU's and more which is a good sign.
- Udemy takes the top spot in Alexa Website Ranking followed by Coursera and Toppr.

EdTech Startup Analysis

Company Type



Valuation and Total Funding Raised



Name	Type	Valuation (\$)	Latest funding round	Total funding raised (in \$)
Aceable	Private		\$ 47m (over 3 years ago)	557,000,000.00
Adda247	Private		\$ 6m (over 2 years ago)	6,000,000.00
BYJU'S	Private	13,000,000,000.00	\$ 460m (about 1 year ago)	22,000,000,000.00
Classplus	Private		\$ 65m (11 months ago)	89,000,000.00
CoachHub	Private		\$ 30m (over 1 year ago)	517,000,000.00
Codecademy	Private		\$ 40m (over 1 year ago)	875,000,000.00
Coursera	Public	24,000,000,000.00	N/A	4,431,000,000.00
Embibe	Private		\$ 65.4m (about 2 years ago)	262,000,000.00
ERUDITUS	Private	700,000,000.00	\$ 113m (almost 2 years ago)	1,612,000,000.00
Higher Learning Technologies	Private		\$ 5.5m (over 7 years ago)	65,000,000.00
Kahoot!	Public	35,000,000,000.00	N/A	3,018,000,000.00
Labster	Private		\$ 9m (almost 2 years ago)	437,000,000.00
Lead School	Private		\$ 30m (about 1 year ago)	66,000,000.00
Lingokids	Private		\$ 40m (12 months ago)	625,000,000.00
Noon Academy	Private		\$ 13m (almost 2 years ago)	216,000,000.00
Outlier.org	Private		\$ 30m (about 1 year ago)	46,000,000.00

Observation

- Most of the Companies in this industry are private in nature. Only a few have gone public.
- You can also notice that going public has it's own advantages such as having a higher valuation in the case of Kahoot! and Coursera.
- However we can see that BYJU's is the most funded EdTech

Disclaimer

The data for this analysis has been scraped from various sources which may or may not be accurate. The analysis is for informational purposes only, you should not construe any such information or other material as legal, tax, investment, financial, or other advice.

EdTech Startup Analysis

Conclusions Drawn

- Employee Satisfaction is must for your business to be successful.
- Social Media Managment is integral to any business. Having a good following with proper targeted content and engagement is a must.
- Most Companies go public to raise more money but as we can see for BYJU's this was not a requirement. Being a private entity it has been able to raise a lot of money as it has a good product which interests private investors.
- Your prototype / product is key.

EdTech Companies in International Markets

Many EdTechs are already in the international market. For those who are seeking to achieve this following are a few pointers:

- Proper market study, understanding the requirements and creating a product based on those requirements.
- Regional Content and Instructors based on the market one is about to enter.
- Technology to scale and provide services globally.
- Knowing international rules, regulations and tax implications.
- Partnering and collaborating with Foreign Universities to provide excellent content, degrees and career opportunities.