## 

## Overview:

| **Revenue** | **Employees** | **Customers** | **Market Share** |
| --- | --- | --- | --- |
| [$18.8M](https://growjo.com/company/CENTURY_Tech) | 51-200 | B2B(Schools) & B2C | N/A |
| **Founded** | **Location** | **Website** | **Funding** |
| 2013 | Setup In: London, England  Present In: [Europe, Middle East, and Africa (EMEA)](https://www.crunchbase.com/search/organizations/field/organizations/location_group_identifiers/europe-middle-east-africa-emea) | [Century Tech](https://www.century.tech/) | [Total Funding : $12.2M](https://tracxn.com/d/companies/century/__NOt7XFjmgoKd19lB4o3YV5mYd93CYQYimdREoDmi7zc) |

Mission:

“ For every teacher and learner to have access to intelligent tools that help them succeed.”

Description:

CENTURY develops world-leading artificial intelligence (AI)-based learning technologies. Its team of teachers, neuroscientists and technologists develop AI tools for schools and colleges, as well as for learning and development environments. Its technology creates a constantly adapting personalized learning path for every student and provides teachers with rich real-time data insights.

Pricing**:**

**For Schools:**

* [Primary School Charges:](https://www.century.tech/explore-century/primary-schools/) 
  + Starting at £1290 per year per school
* [Secondary School Charges:](https://www.century.tech/explore-century/secondary-schools/)
  + Starting at £1200 per year per school
* [International School Charges:](https://www.century.tech/explore-century/international/) 
  + Annual school subscription starting from £20 per student
* [Independent School Charges:](https://www.century.tech/explore-century/independent-schools/)
  + Prep - from £2400 per year per school
  + Secondary - from £5000 per year per school
* [Tutoring Charges](https://www.century.tech/explore-century/tutoring/):
  + Prices start from £800 per year per tutoring business.
* [KS1-4 Subscription Charges](https://www.century.tech/explore-century/ap-pru/):
  + Pricing starts from £1700 per year.
* [FE Colleges Subscription Charges:](https://www.century.tech/explore-century/fe-college/)
  + From £2400 per year per college.

**For Parents:**

* [Century-Bond Online Subscription:](https://www.century.tech/bond/)
  + Premium-£24.99(per month for a single user):
    - Personalised grammar school test prep, with thousands of questions from Bond, the leading brand in 11+ preparation
  + Premium Plus-£34.99(per month for a single user):
    - Premium features
    - ISEB-endorsed prep materials
    - Timed mock tests mirroring the ISEB Common Pre-Tests with questions from ISEB.
* [Home learning platform Subscription](https://www.century.tech/parents/):£10.99 per month for a single user
  + Personalised English, maths and science lessons for learners aged 6-16
  + Pinpoints gaps in knowledge and areas for improvement
  + Tried and tested AI learning platform used by world's leading schools.

**Social Media:** [Twitter](https://twitter.com/thisiscentury?lang=en) [Facebook](https://www.facebook.com/CenturyTechLearning/) [LinkedIN](https://www.linkedin.com/company/century-tech/) [Instagram](https://www.instagram.com/centurytechlearning/)

Products andServices**:**

* **For Educators**
  + **Data-driven insights**: Teachers can access data-driven insights about their students' learning with CENTURY. By using this data, teachers can find struggling students and give them extra help.
  + **Automated interventions**: For students who are lagging behind, CENTURY has the ability to suggest interventions automatically. These interventions can take the form of group work, one-on-one tutoring, or more practice.
  + **Time-saving tools**: By automating processes like grading and feedback, CENTURY can help teachers save time.
  + **Professional development:** CENTURY provides teachers with a range of resources for professional development, including webinars and workshops. These materials assist educators in learning how to successfully implement CENTURY in the classroom.
* **For Students**
  + **Personalised learning pathways**: CENTURY uses AI to create individualized learning paths for each student based on their strengths, weaknesses, and learning styles.
  + **Engaging content**: CENTURY's content is designed to be engaging and fun for students. It includes a variety of activities, such as quizzes, games, and simulations
  + **Detailed progress reports**: Students and their parents can track their progress through CENTURY's detailed reports. These reports show how well students are doing in each subject area, as well as their overall progress over time.
  + [**Century-Bond Online learning:**](https://www.century.tech/bond/)
    - Thousands of practice questions from Bond, the leading brand for 11+ preparation coupled with Advanced learning personalisation powered by CENTURY's award-winning AI.
    - The only test prep platform with content created by the Independent Schools Examination Board

Founder’s Profile**:**

* [Priya Lakhani](https://www.linkedin.com/in/priyalakhani/) , **Founder & CEO** In 2008, barrister Priya launched a cooking-sauce business that, through its charitable foundation, provided millions of meals, vaccinations, and funded schools in India and Africa. She received Business Entrepreneur of the Year in 2009 and Officer of the Order of the British Empire in 2014. Priya advised the UK government, joined the AI Council in 2019, and co-founded the Institute for Ethical AI in Education in 2018, promoting ethical AI use in education.

Strengths**:**

* **Product**
  + A large variety of features for educators and parents catering all the needs.
  + CENTURY's approach is grounded in the latest research on learning science and neuroscience, maximising its effectiveness.
* **Company**
  + They have won prestigious [awards](https://www.century.tech/our-impact/) from leading organisations/institutions like World Economic forum,Wharton University(Gold Winner),MIT,Spectator(economic disruptor of the year).These awards reflect their innovative AI-powered personalised learning tech that improves student outcomes and has industry recognition.

Weaknesses**:**

* **Product**
  + CENTURY's advanced technology might come with a higher price tag, potentially limiting its reach to budget-constrained customers.
* **Company**
  + The online presence of CENTURY does not meet the standards set by its competitors. The platform has received below-average ratings on both the Play Store and the App Store.

Opportunities**:**

* **Product**
  + The platform could offer features that allow users to customise curriculum and content which will improve the experience of the customers.
  + To expand their audience and reach new markets, they can include multilingual content.
* **Company**
  + The company using its vast resources and expertise could expand its services to the US and other major regions.

Threats**:**

* **Product**
  + Century Tech, with limited integration of AI in its products, may encounter competition from industry players leveraging more extensive AI applications.
* **Company**
  + CENTURY tech has comparatively higher funding but lower customer acquisition which may lead to a limited revenue growth, reduced market share, and increasing reliance on existing customers.