



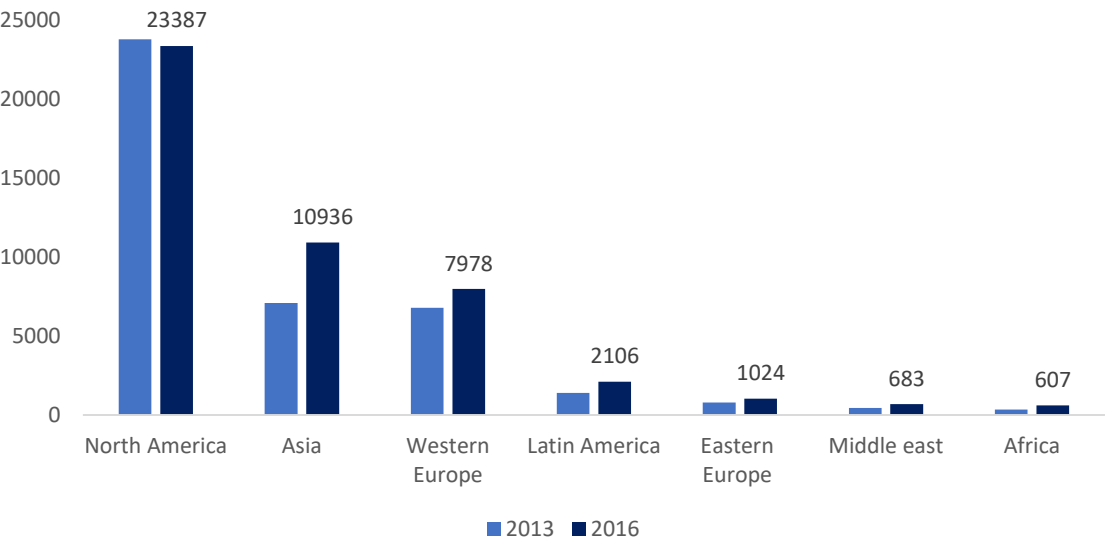
Global Ed-Tech Overview



North America and Asia are major E-Learning players...

USA, Canada, China and India will play a pivotal role in the future of the global E-learning market. At present China and USA hold majority of global EdTech stocks.
Canada is 0.06% of global Ed-Tech Stocks.

Global E-Learning Market
\$ millions

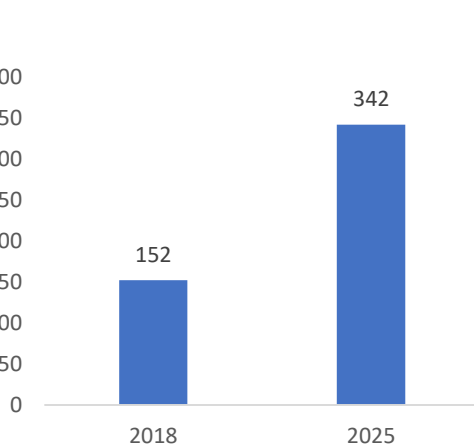


Mapping the EdTech Market by segment...

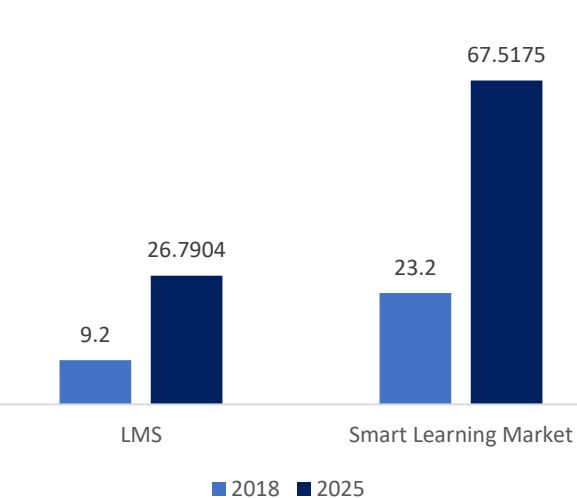
The Global EdTech Expenditure is forecasted to be in a \$350 billion ballpark by 2025 with an estimated CAGR of 12.2%

The LMS Market shows more than 2x growth by 2025 with a CAGR of 14.12%, whereas the Smart Learning market displays a CAGR of 13.4%.

Global EdTech Expenditure
\$ Billions



Global LMS and Smart Learning Market
\$ Billions





CANADA



Social



6% of GDP
National
Education
Budget



English & French
Official
Languages



Mandarin,
Cantonese,
Punjabi
Other
Languages



Public Schools
Major
Education
market share



98%
Internet
Penetration



27.13%
below 24



39.81%
25-54 yrs



49.5%
men



50.5%
women



8.7%
Poverty Rate



19
sustainability rank



99%
literacy rate



3
Education System Rank

Economical

Highest Per Capita Income:

\$105k Northwest Terr.

\$89.6k Nunavut

\$80k Alberta



\$ 48,400
GDP per capita



1.36%
Global GDP
market share

Education



3rd best
Education



<10%
Private Schooled



4.86 million
Elementary/Second
ary students

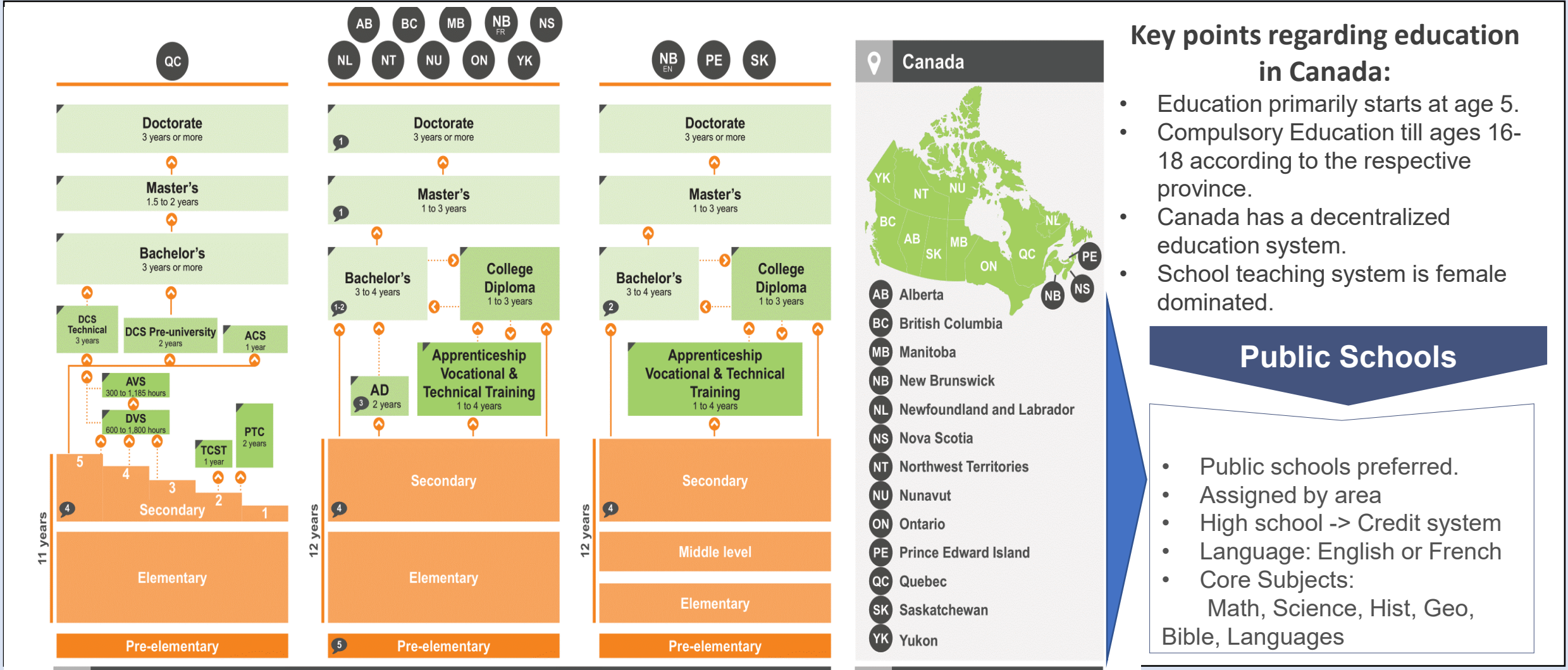
Language

ENGLISH:
All provinces but
Quebec

FRENCH:
Quebec



Understanding Education in Canada (lacks high-stakes testing)



Key points regarding education in Canada:

- Education primarily starts at age 5.
- Compulsory Education till ages 16-18 according to the respective province.
- Canada has a decentralized education system.
- School teaching system is female dominated.

Public Schools

- Public schools preferred.
- Assigned by area
- High school -> Credit system
- Language: English or French
- Core Subjects:
Math, Science, Hist, Geo,
Bible, Languages

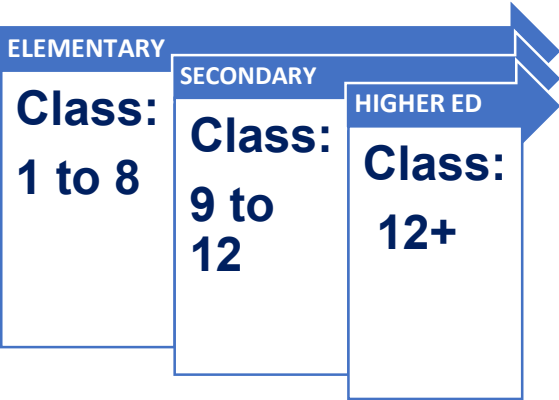
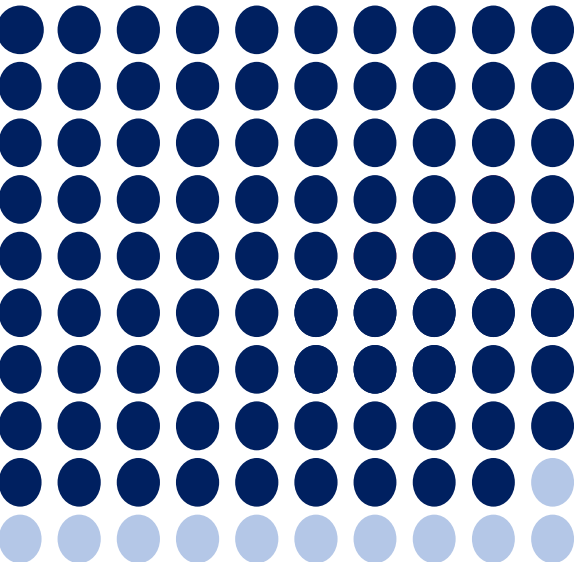


Canadian schools by numbers

About 15,500 public schools

Canada has a decentralised education system and lacks a federal department of education. Hence, schools are a responsibility of the respective provinces and territories. Less than 1% Canadians are home schooled, with Yukon having highest percentage pf home schooled students (2.8%)

Public schools in Canada
89% Public
11% Private



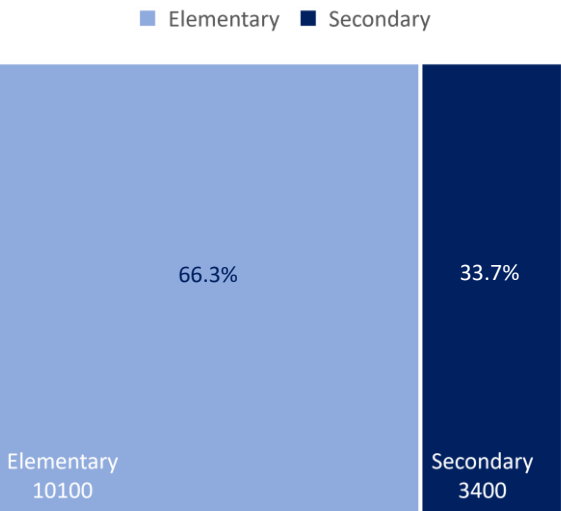
Types of schools varies with predominantly public schools....

There are public, private, catholic, charter schools that prevail in Canada. Schools are normally bi-semester, with a few uni-semester and tri-semester exceptions.

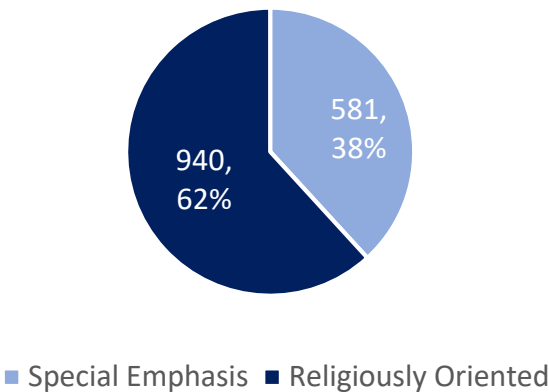
Boarding schools normally cost 40-50k CAD per year, while Catholic schools cost 10k CAD per year



Elementary and secondary PUBLIC schools: Breakdown



Public schools: Type





Elementary Education



Grade 1 to Grade 8 (in some cases till Grade 6) makes elementary education in Canada.

It's required for children to begin attending school in the first September after they turn five.



There are 3400 (almost 25%) of public elementary schools are there in Canada

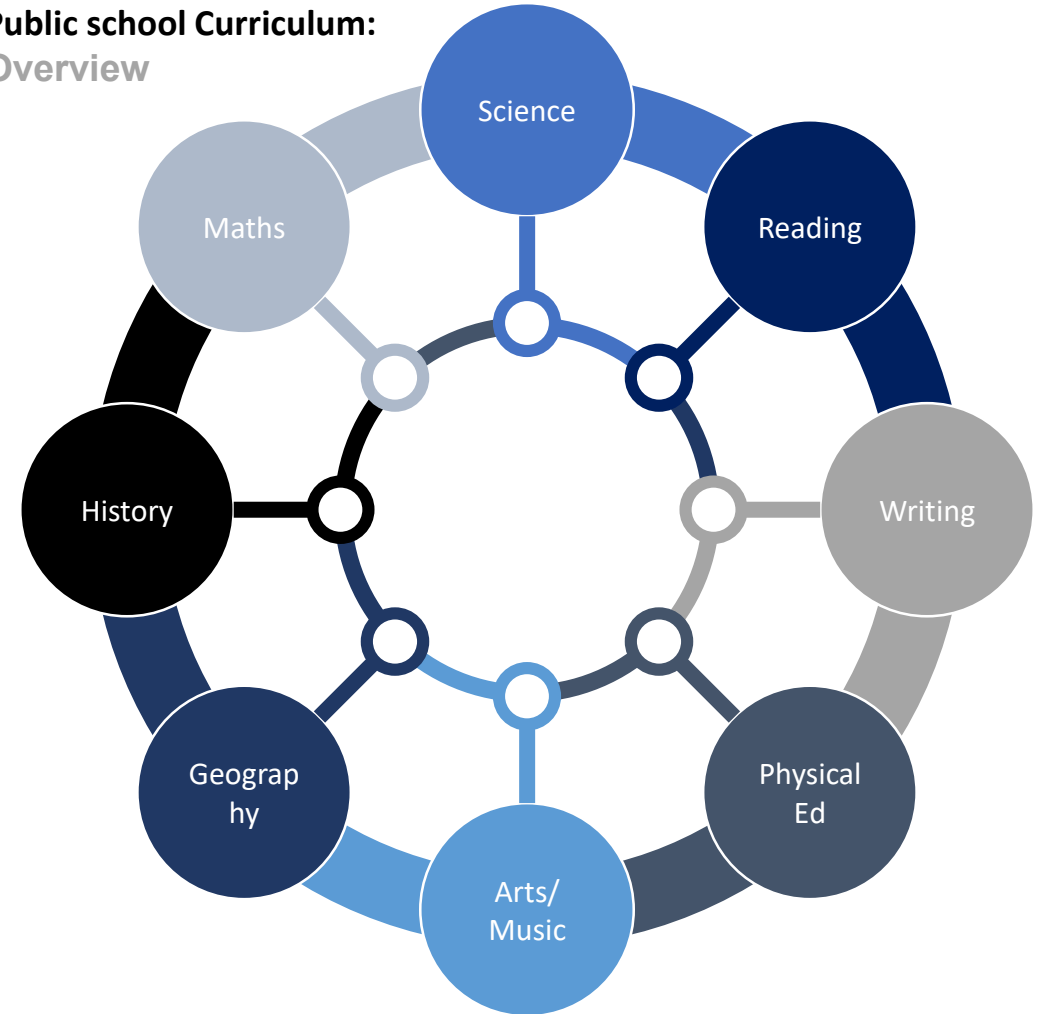
French

- French is a compulsory first or second language in most schools of Canada
- All but Quebec follow English as first language and French as second.

Passing system

- Promotion from grade to grade within elementary schools is usually performance based, meaning students must pass yearly exams to advance.

Public school Curriculum: Overview





Secondary Education

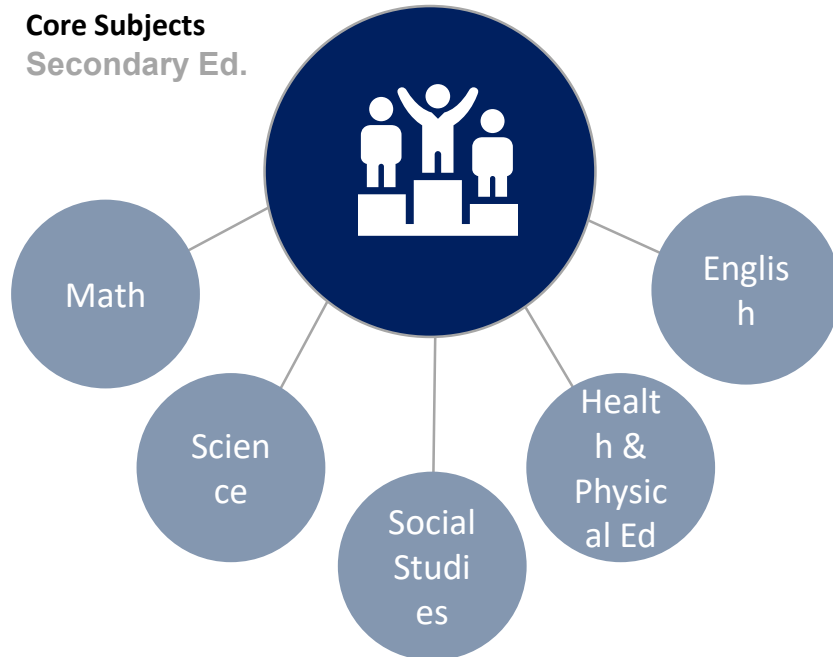


Grade 9 (in some cases it is from Grade 7) to Grade 12 make secondary education in Canada..

There are 10100 (almost 75%) of public elementary schools are there in Canada



Core Subjects
Secondary Ed.



Vocational

- It focuses more on career-oriented subjects like agriculture, farm management, business operations, home economics, child care, industrial education.

Secondary

Streams

Vocational

University

Normal

QUEBEC

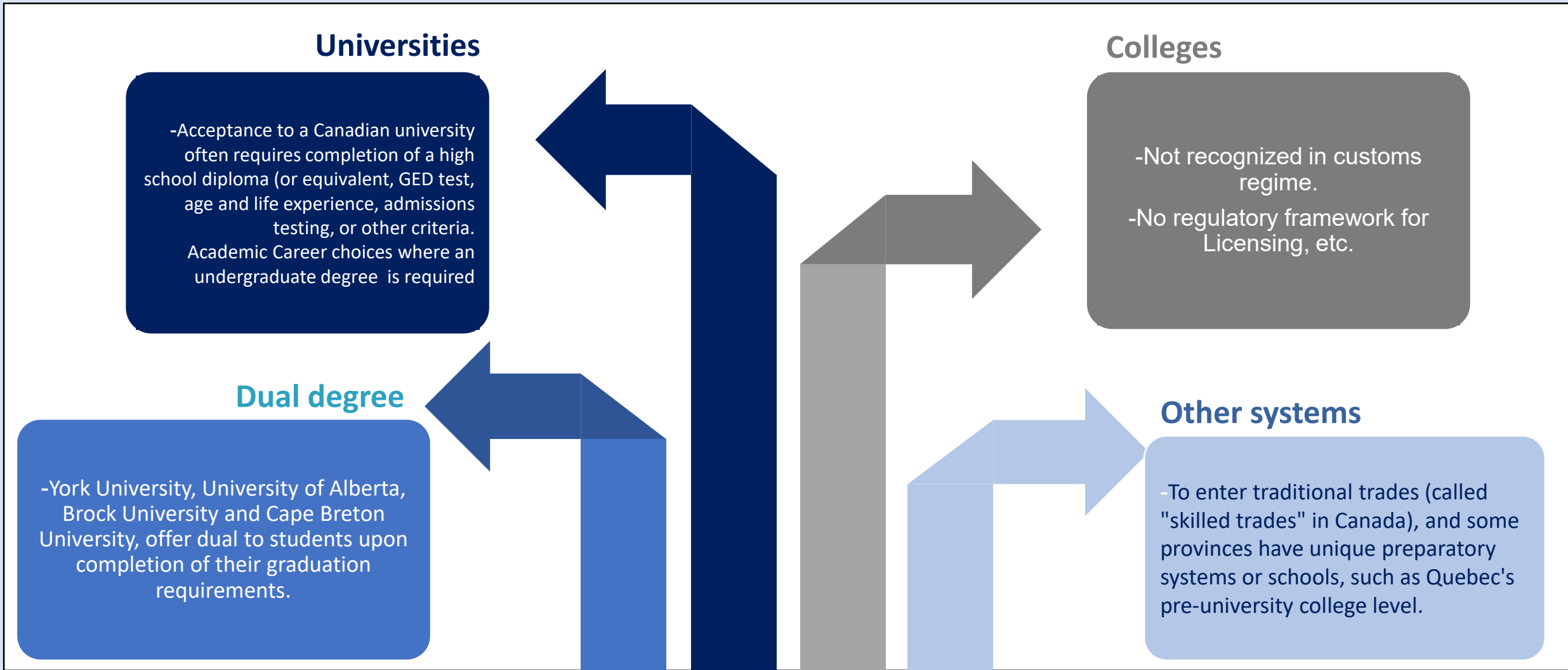
- In Quebec, students attend high school from grade 7 to 11
- They then move to a general/vocational college for 2 years

ELECTIVES

- Starting in secondary school, students are allowed take **electives**.
- This helps understanding their interests and aspirations



Post-Secondary Education



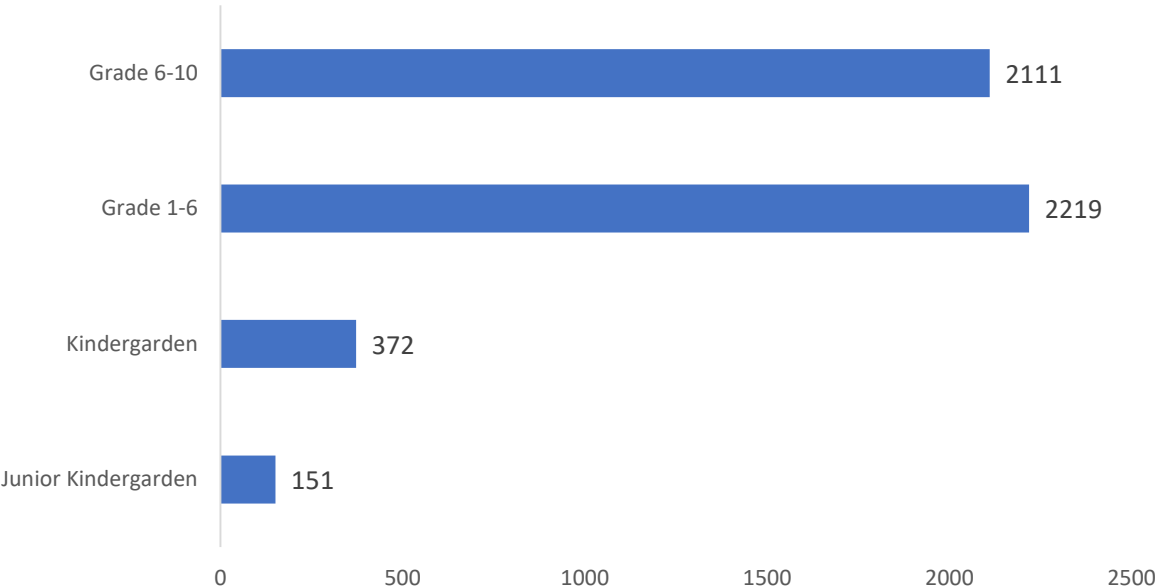


Canadian students by numbers

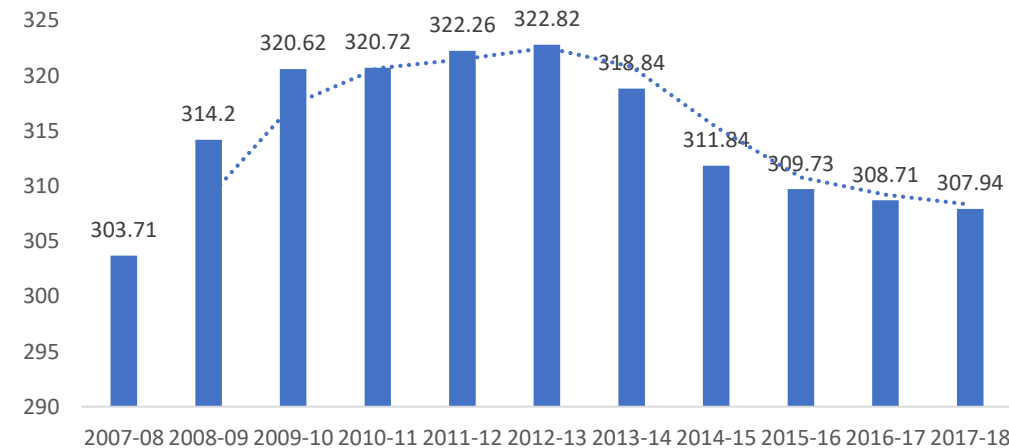
Compulsory education till the age of 16-18....

Junior Kindergarten shows lower numbers as age for compulsory education starts from 5 yrs. Grades 1-6 have the major number of students because of the compulsory education rule.

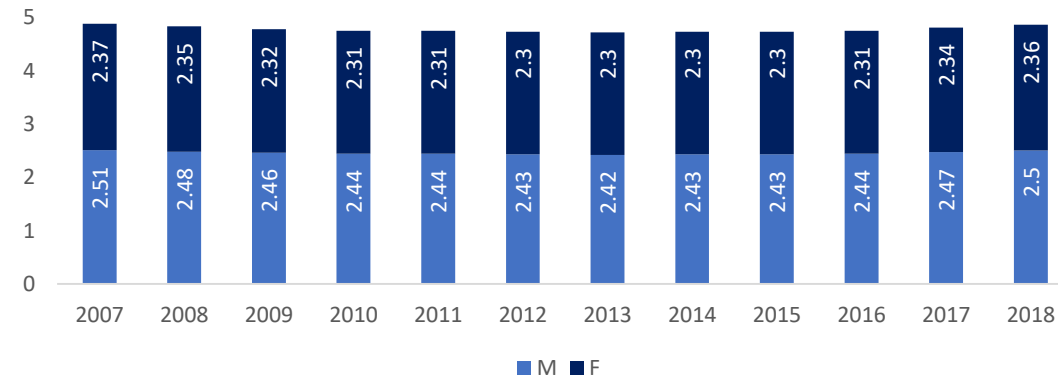
Public school students in Canada
1000s



Public school graduations:
Thousands



Public school gender wise:
Millions



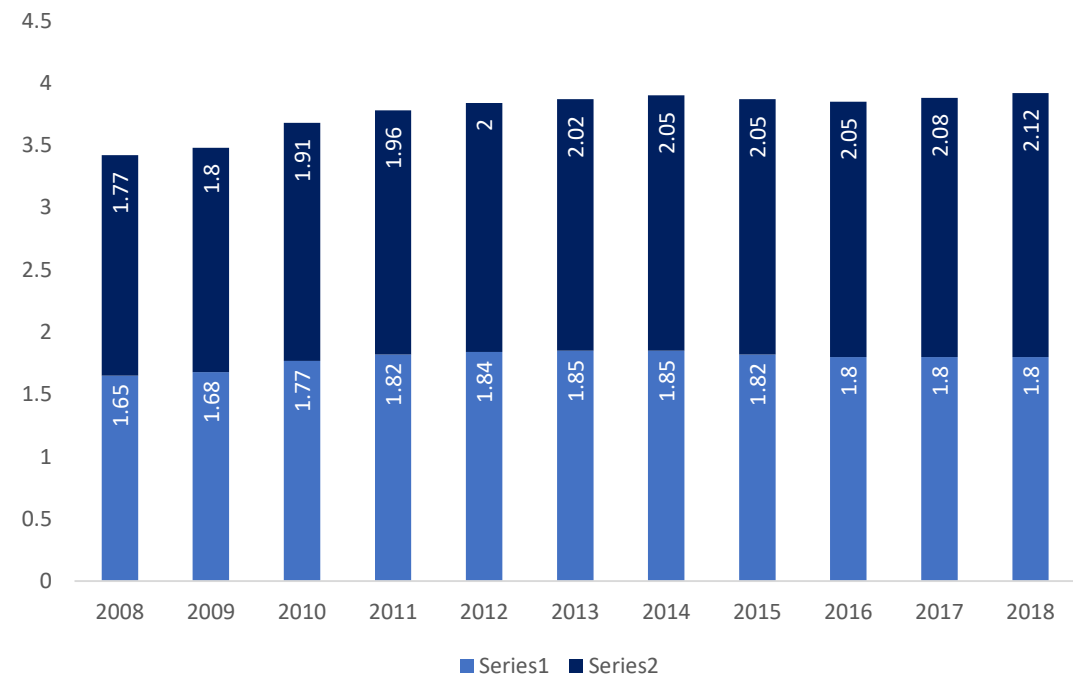


Canadian post-secondary students by numbers

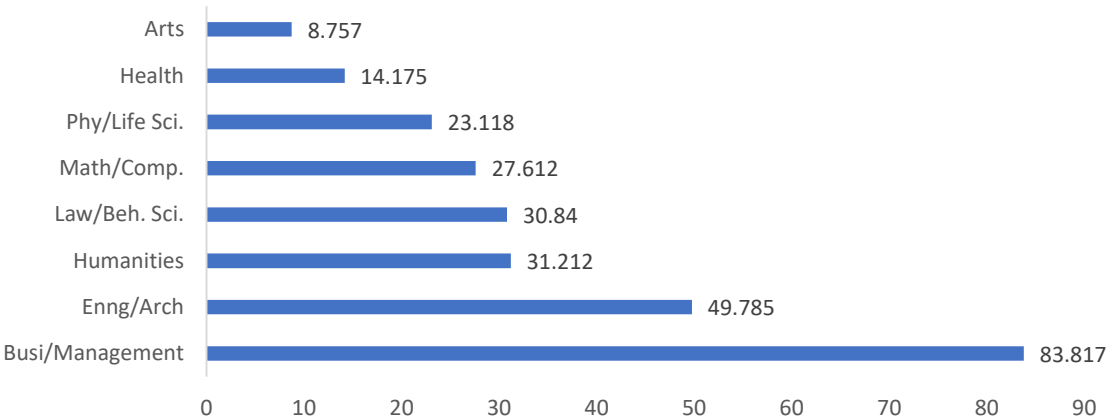
Post-Secondary Education....

Management, Business, Engineering, Architecture are most sought after degrees, with majorly Canadian students within the ages of 18-25

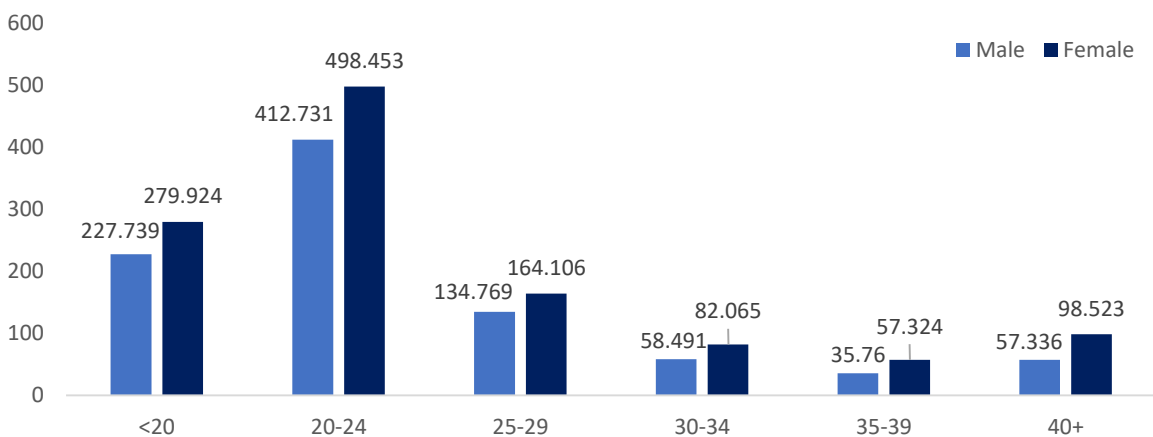
Post secondary enrollments:
Total students v/s Canadian students



Canadian Post-Secondary enrolments by degree: 1000s

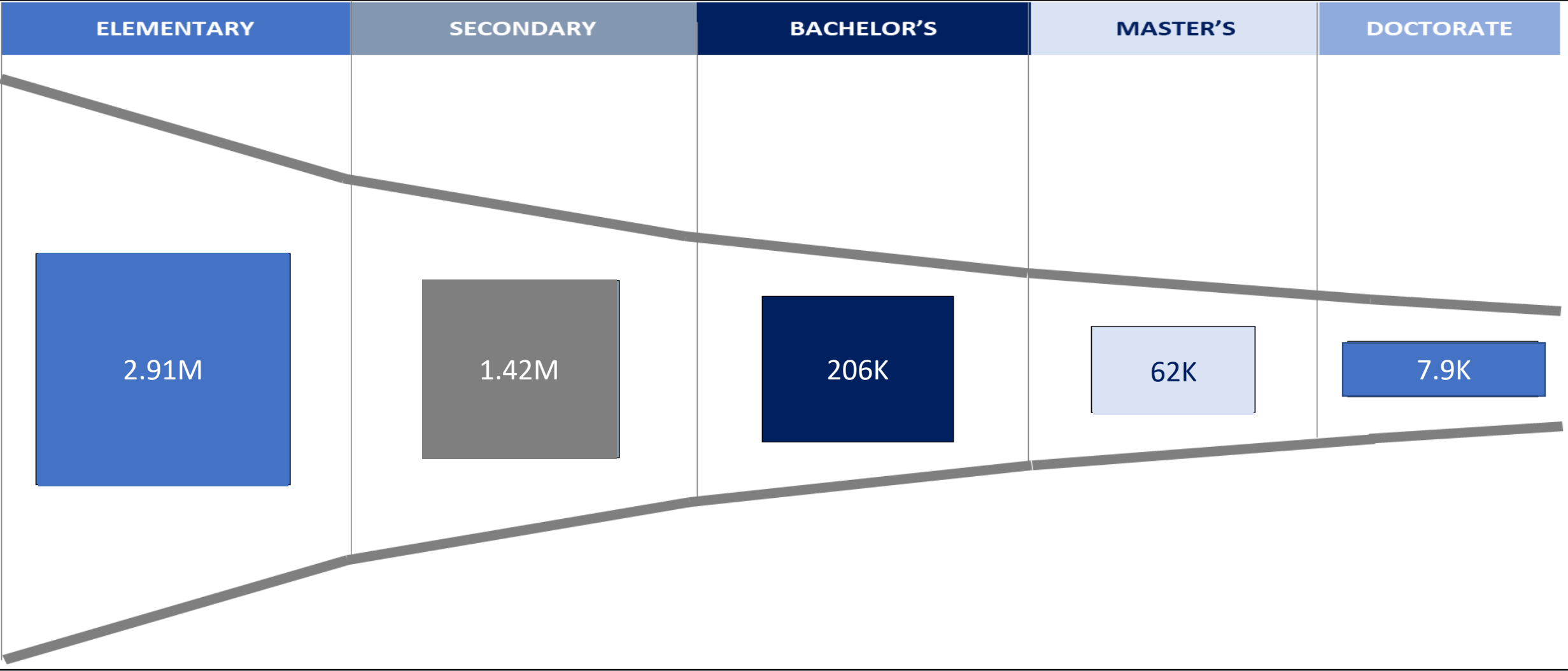


Post secondary by age and gender: 1000s





Canadian student funnel





Key drivers for Ed-Tech in Canada



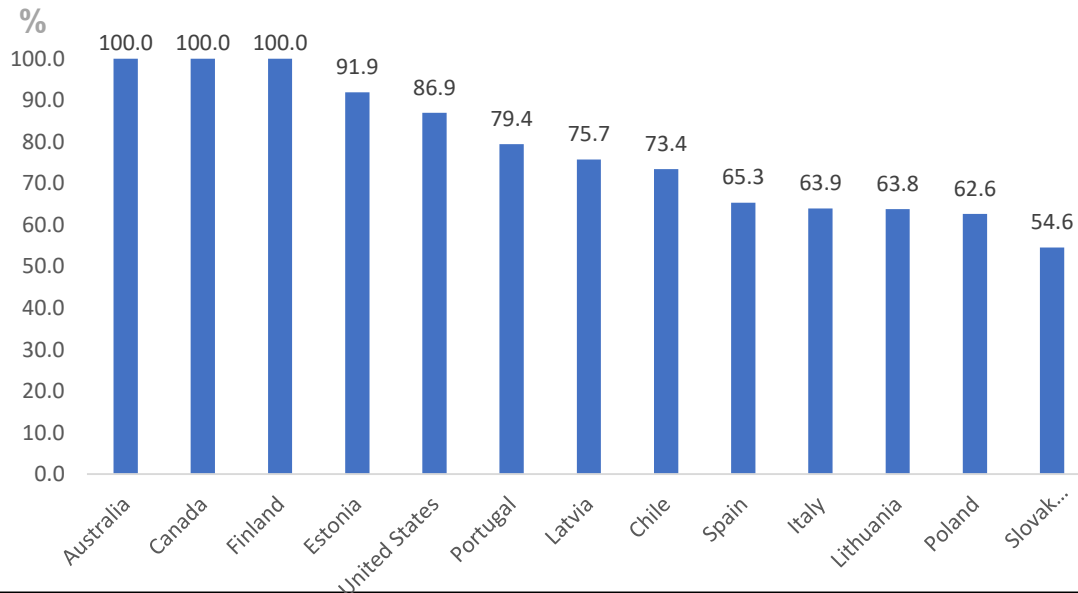
Financial Literacy is important in Canada....

Majority of the people between ages 15-24 have a bank account, with a relatively small variation in urban and rural areas. 67% students have a bank account and/or a debit card.



95.9% students obtain financial information from their parents, leaving a great gap for us to enter.

People of age 15-24 having bank accounts

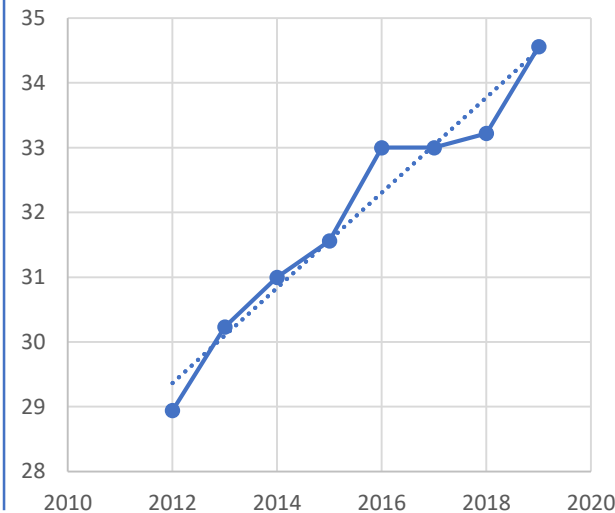


The Internet and 5G Revolution....

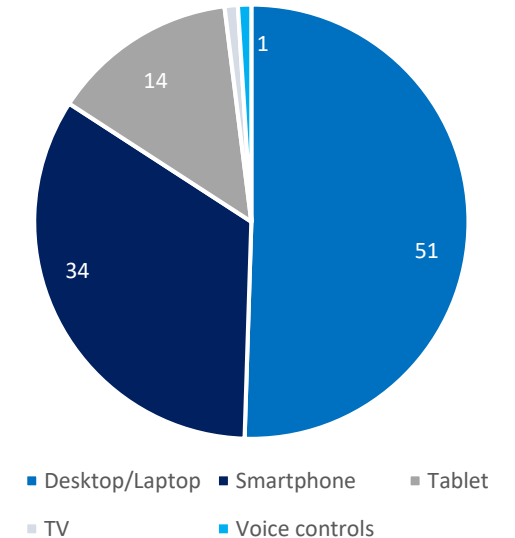
71% students feel positive about the integration of Technology in Education, though the presence of a teacher still is pivotal according to them. 79% teachers agree that use of Technology helps students learn.

Familiarity with E-wallets and E-payments has increase from 23% in 2016 to 32% in 2019.

Internet Users:
millions



Mode of internet usage:
Percent of people



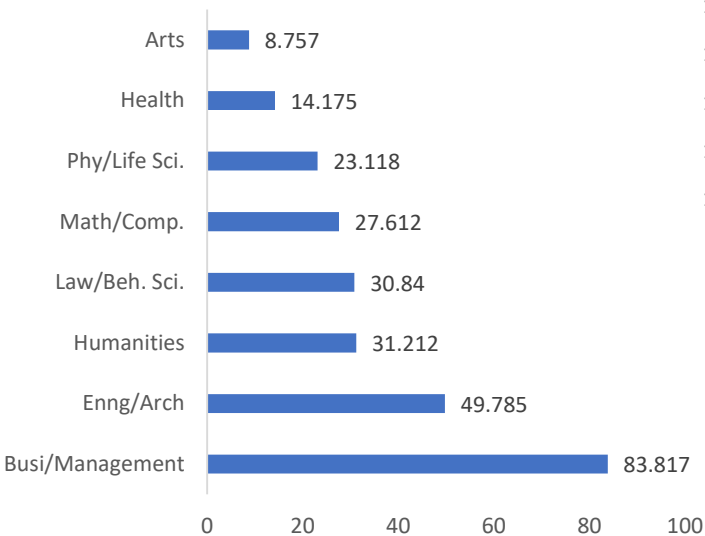


Key drivers for Ed-Tech in Canada

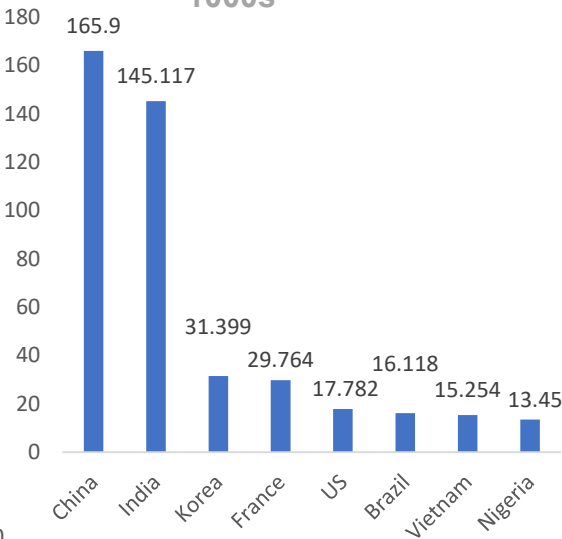
An inflow of International Students....

Canada (behind US & Aus) is third in terms of number of Intl' students with about 642000 Intl' students, 56% of which come from India and China. 17000 jobs generating to about \$22 billion belong to these students. Strong quality of education and a multicultural but tolerant society are key drivers. 60% students considered permanent residency. Ontario(48%) and BC (23%) enjoy a major share in Intl' Enrollment.

Post-Secondary program enrollment (17-18): 1000s



International students: 1000s

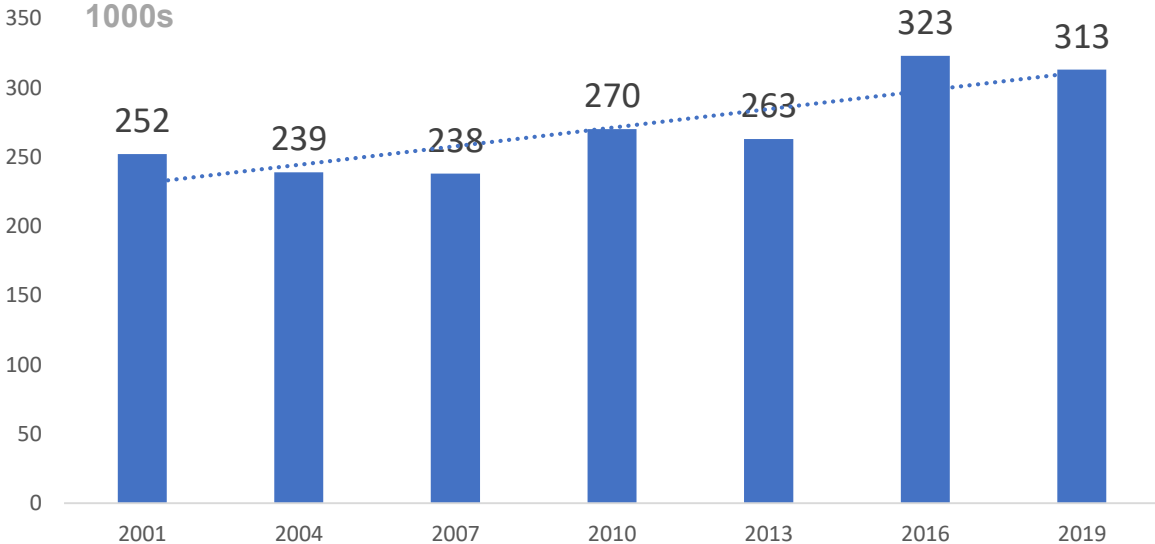


Huge level of immigration....

22.9% of Canadian population is immigrants. In 2020, India, China, Philippines, France constitutes majority of the immigrants. About 80% of Canada's (slow) population growth is due to immigration.

! Immigrants tend to struggle with Language learning, a key segment of the Ed-Tech industry

Number of new immigrants in Canada 1000s



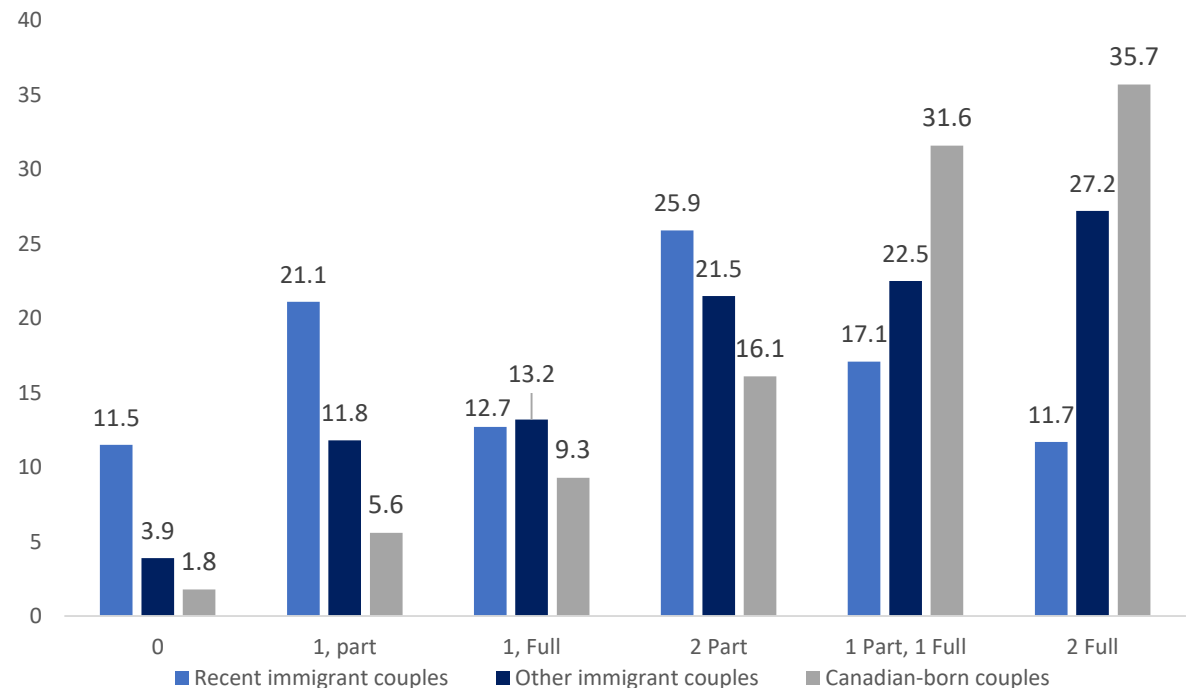


Understanding Canadian Parents Work Activity



About 80% single mothers with a child between 6-17 yrs reported work activity, the same goes for 88% of single fathers.

Work activity of Canadian Couples with children under the age of 18:
Percentage



Work activity and immigrations....

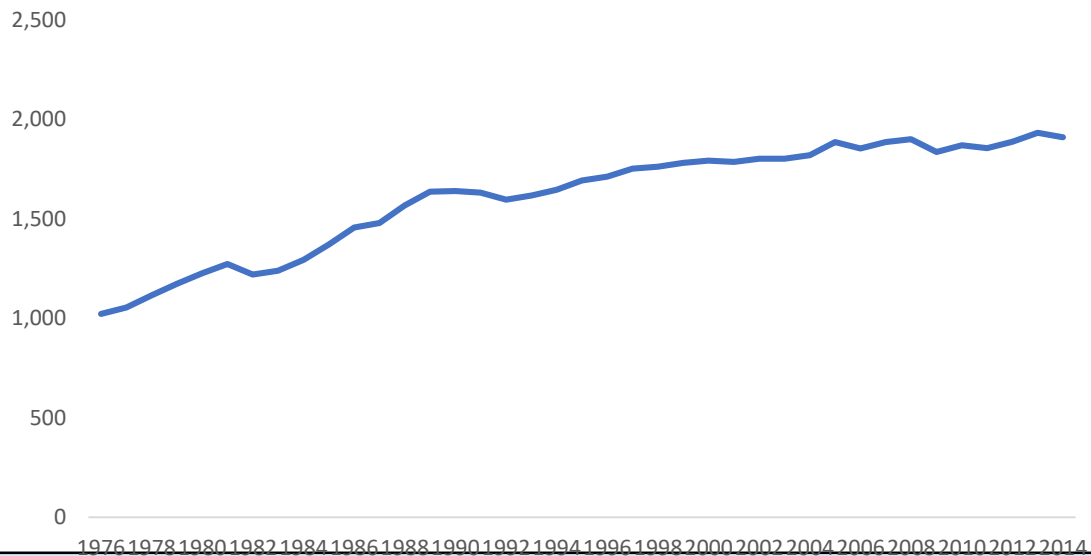
12% recent immigrant couples have no bread-winner.

Median Income:

- The median income of Both working parents is 122.7 CAD, which is high enough to afford external help for child's education

Dual earner couples with a child under 16 yrs of age:

Percentage

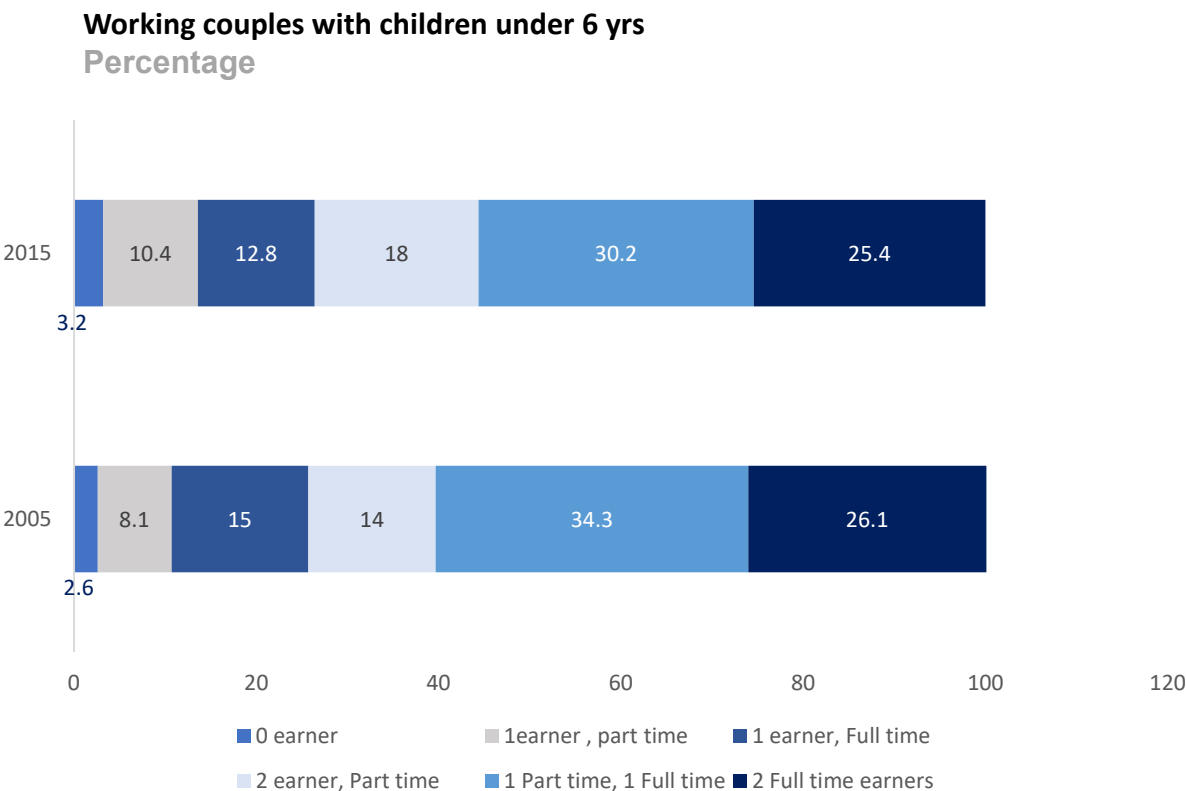




Understanding Canadian Parents Work Activity

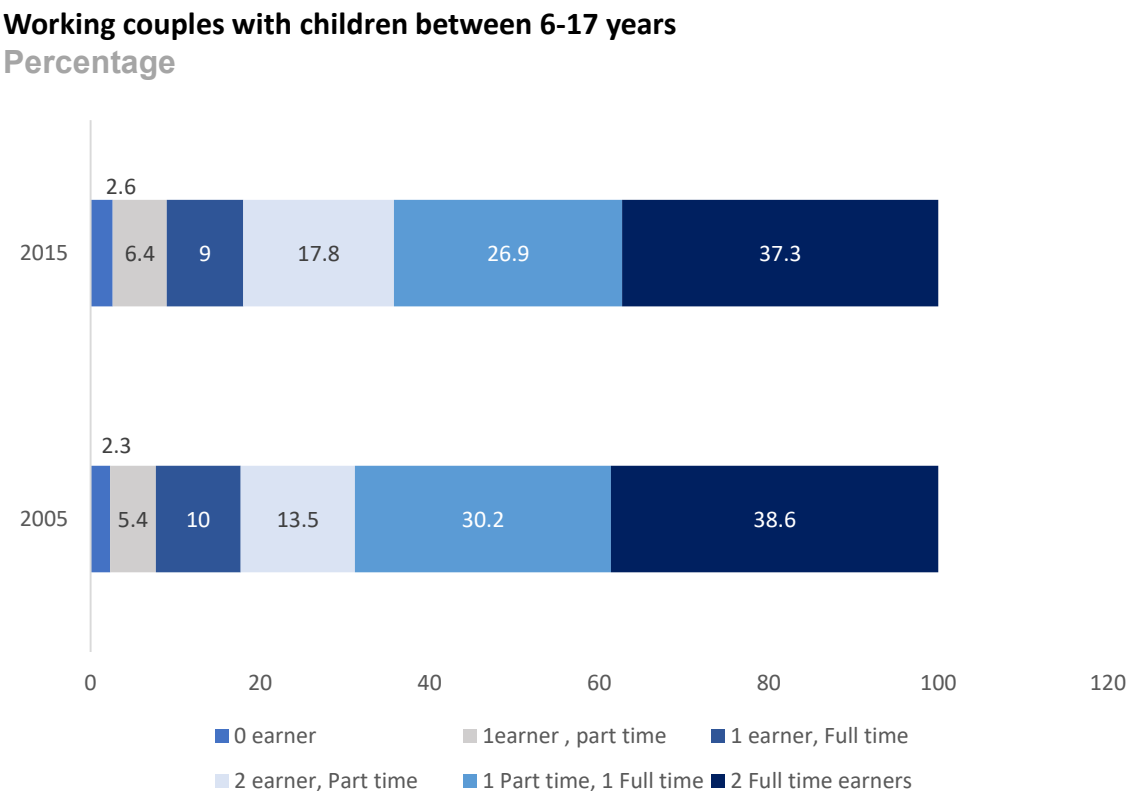
Working parents can't give time for child's study....

74% of couples who had a child under 6 were both working couples. 82% couples with children 6-17 yrs are working.



Most parents working....

More and more 2 income earner homes are prevalent in Canada. This coupled with increase in disposable income acts as an incentive for growth of Online and Private Tutoring.





Children and private tutors



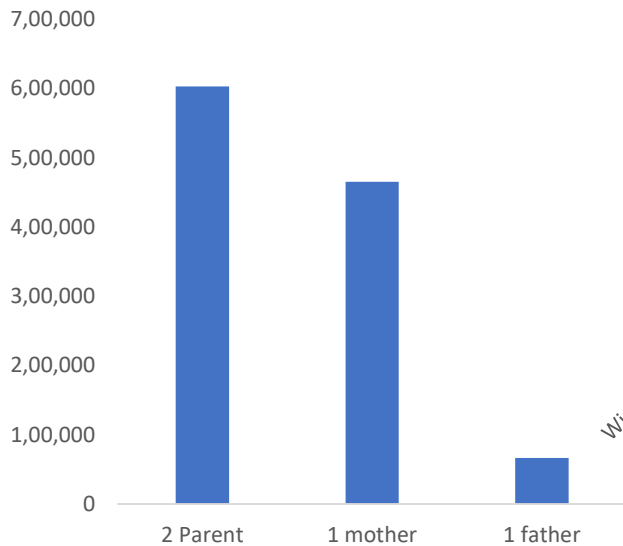
Children living in low income households....

1 in 5 children of major urban centres live in low income households, many of them situated in Ontario and New Brunswick. Alberta has the lowest number.

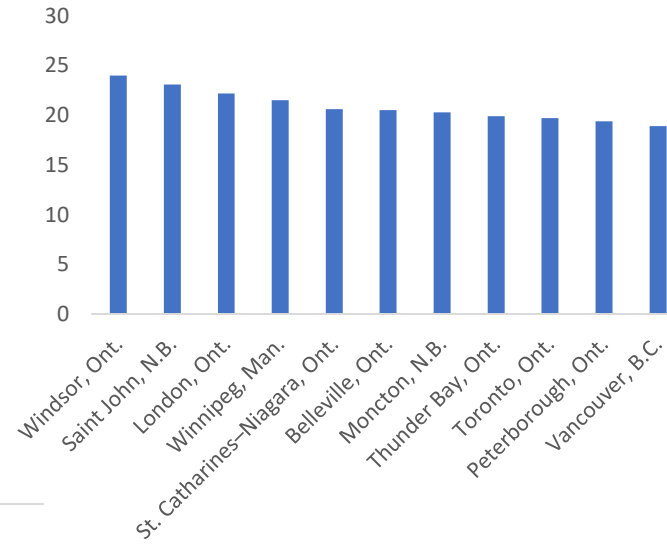


24% of children in Windsor, Ontario live in low-income households.

Children under 18 living in low-income households
Number



Low income households: major cities
Percentage



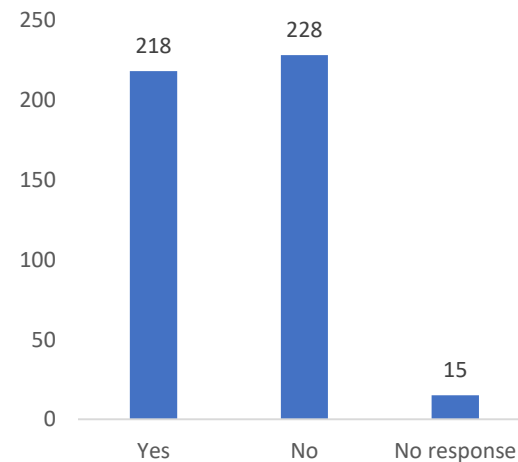
Surge of private tutors in Canada....

60% of students in Toronto have private tutors supplementing their school. Even though Canada lacks high-stakes exams, tuition centres like Kumon have been flourishing.

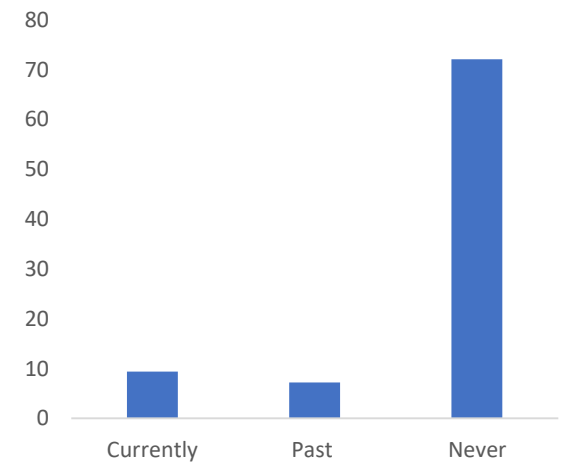


Growth of private tutoring has been seen mainly in Ontario and British Columbia

Given no financial obstacle:
Responses



Private tuitions :
Percentage

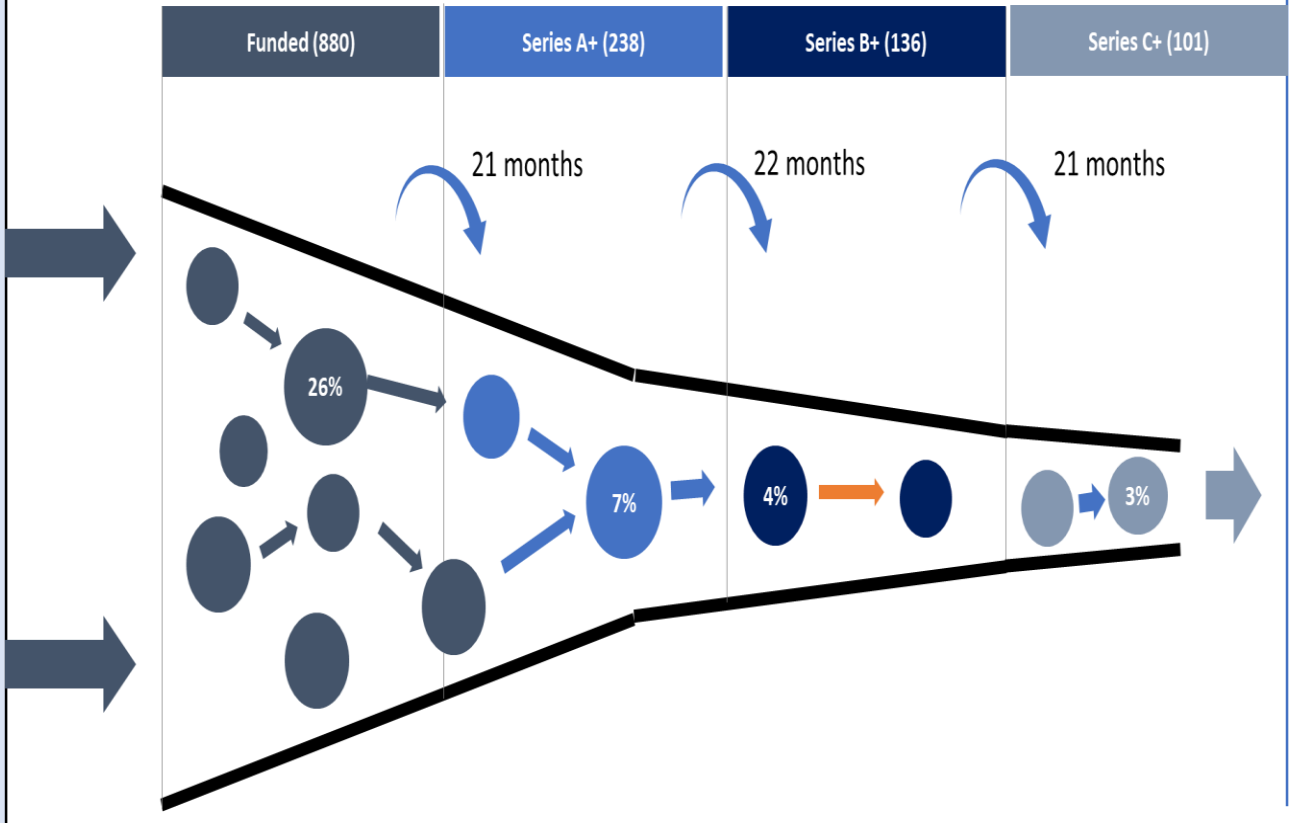




Understanding SaaS in Canada

Funding Funnel: SaaS Canada....

Out of 3345 founded companies in SaaS area, about 3% reach Series C+ Funding. 105 companies have a 100 million or greater valuation. 2 unicorns exist.

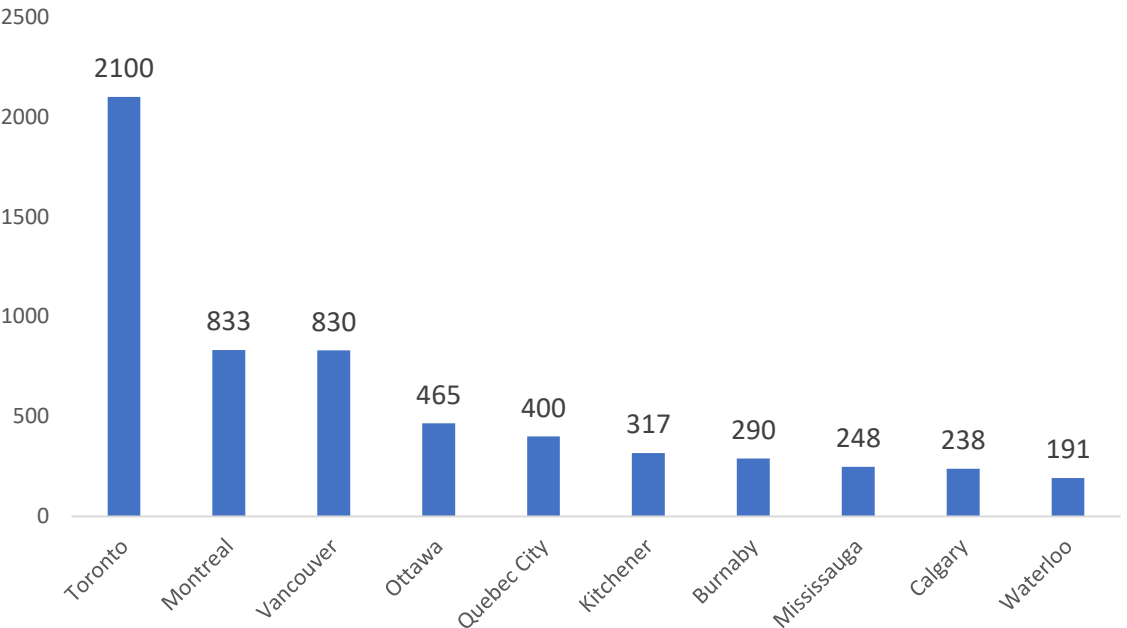


Funding by regions....

Funding has been maximum in the mega-cities of Canada, namely Toronto, Montreal, Vancouver and Ottawa. Notable investments were for Element AI (Montreal, \$257M), Intelix (Toronto, Unicorn), Prontoforms (Ottawa, Unicorn), etc.

Funding by Geography:

\$ millions





Notable SaaS companies in Ed-Tech in Canada



	Amount	City	Type	Date
Coveo	\$175M	Quebec City	Series F	Nov 2019
Top Hat	\$20M	Toronto	Series D	Feb 2020
Axonify	\$771k	Waterloo	Series C	Oct 2018
ProcedureFlow	\$2.9M	Saint John	Series A	Sep 2019



Operational Segments of the Ed-Tech Industry

Pre & Post K-12:

- Pre-school and grades 1-12 respectively

Higher Ed:

- Post K-12

Test-Prep:

- Focus towards excelling in Olympiads, tests, etc.

Continued and Language:

- MOOCs and courses for one and all

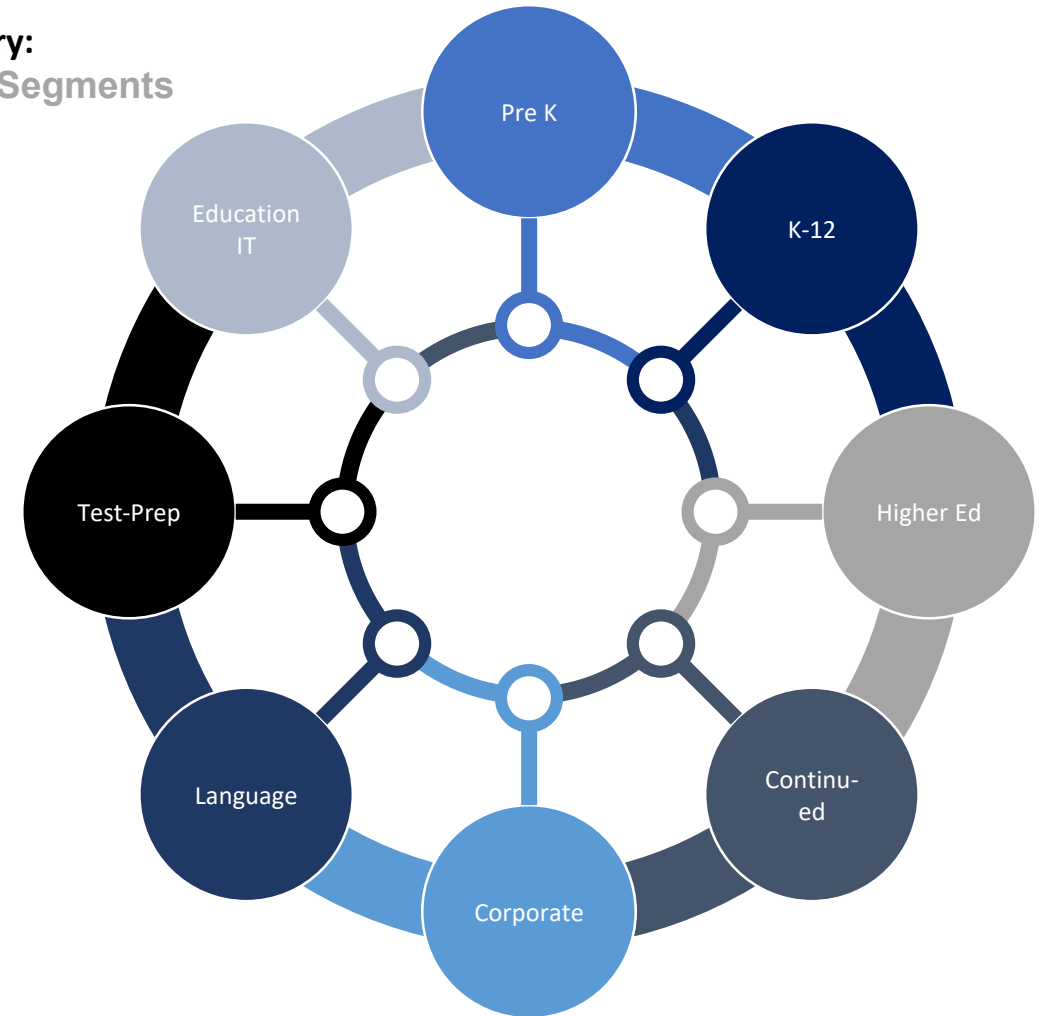
Corporate:

- Courses provided by companies

Education IT:

- Platforms for interactive learning, LMS, etc.

EdTech Industry: Operational Segments





Taxonomy of K-12 Ed-Tech Companies (focus)



Type	Cos. Tracked	Cos. Funded	Notable Companies
New Age schools: <ul style="list-style-type: none">Schools using tech to improve learning outcome	53	14	Cyber School, RVS
B2C Learning Solutions <ul style="list-style-type: none">Providing online courses, tutoring, educational resources, etc.	2976	764	PrepToon, Powerful Tuition
B2B2C Learning Solutions <ul style="list-style-type: none">Learning solutions like activity based learning and online courses focusing teachers, schools, companies	1014	435	Gluten Education, Troxell
Tech for teachers <ul style="list-style-type: none">ERP Solutions, management systems, teaching tools, etc.	1073	377	LMA, LiveBoard
After School Activities <ul style="list-style-type: none">Non-curriculum based learning.	9	4	Enrolmy, AZA School
K-12 E-Commerce <ul style="list-style-type: none">Tutor discovery, school discovery, school supplies, educational toys and courses, etc.	81	19	BookShip, brptrade.top

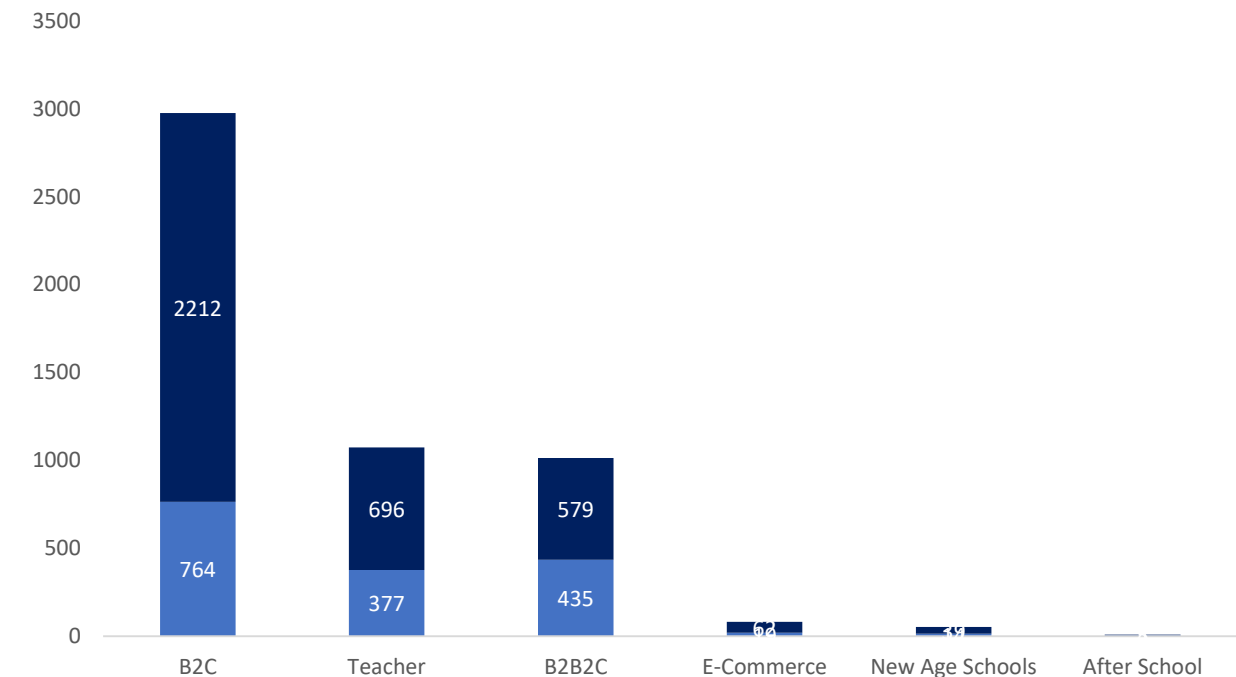


Companies Tracked and funded graph

B2C and B2B2C occupy the highest share....

2976 companies in the K-12 EdTech scene are B2C companies, half of that are Teacher Tech and B2B2C companies.

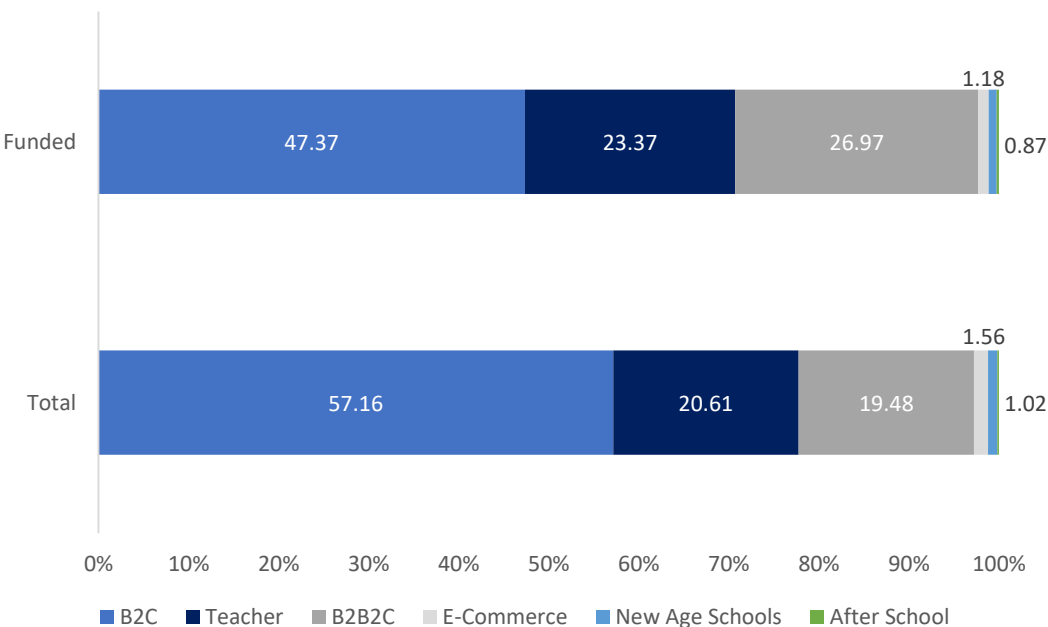
Taxonomy Split by number of companies tracked and funded :



B2B2C companies have highest percentage of funded companies....

42.9% of B2B2C companies are well funded, some of them receiving funding in the past 24 months.

Taxonomy Split by Percentage %



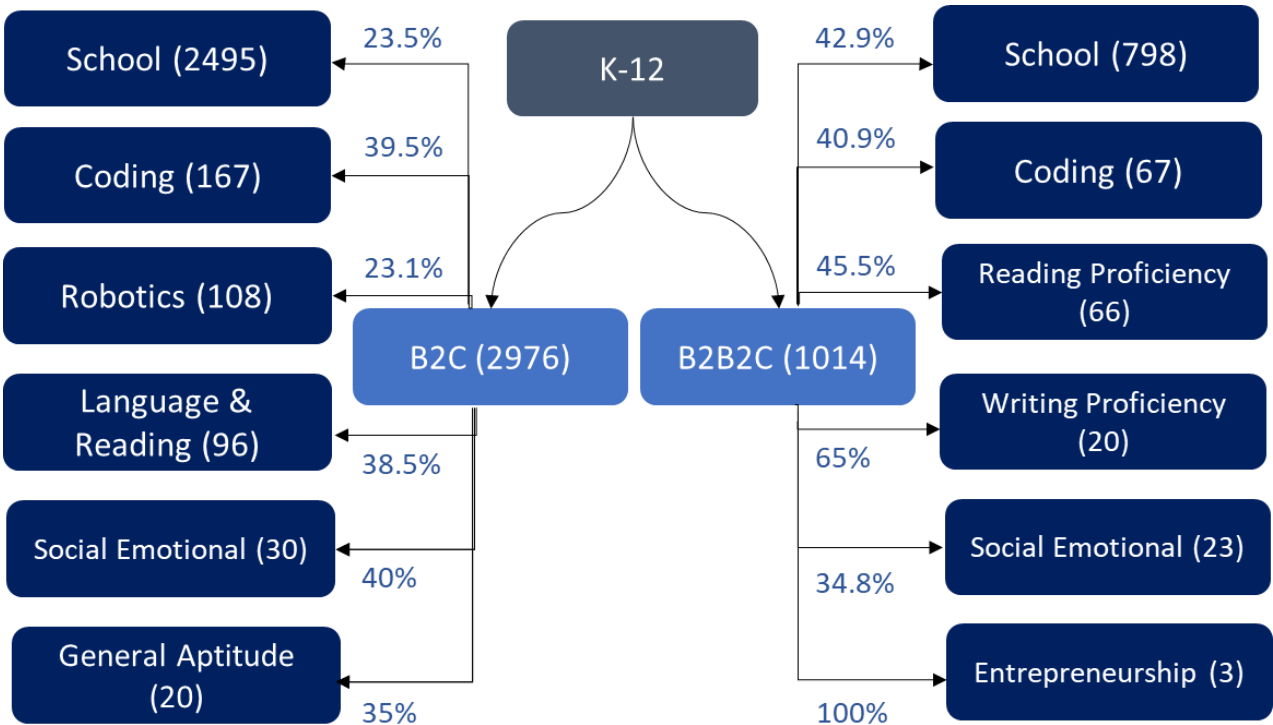


B2C v/s B2B2C K-12 Ed-Tech in Canada

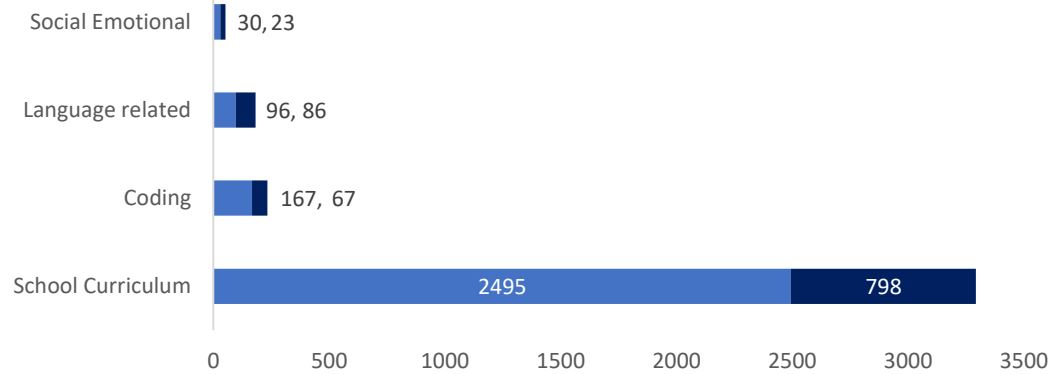
Major B2C & B2B2C companies in Canada and percentage funded....

School Curriculum dominates the K-12 B2C & B2B2C companies while coding and robotics follow. Reading, writing and language have a considerable number of companies. Indicating that this is surely an avenue to explore.

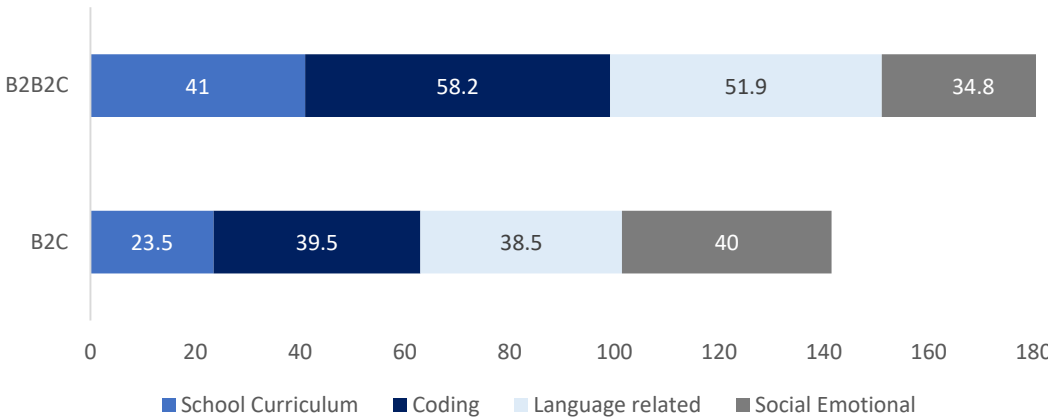
Split of K-12 EdTech companies with percentage funded:
Vertical (Number of companies)



Split of K-12 EdTech companies with percentage funded:
B2C v/s B2B2C



Funded companies B2B V/S B2B2C:
Percentage





B2C K-12 Ed-Tech in Canada

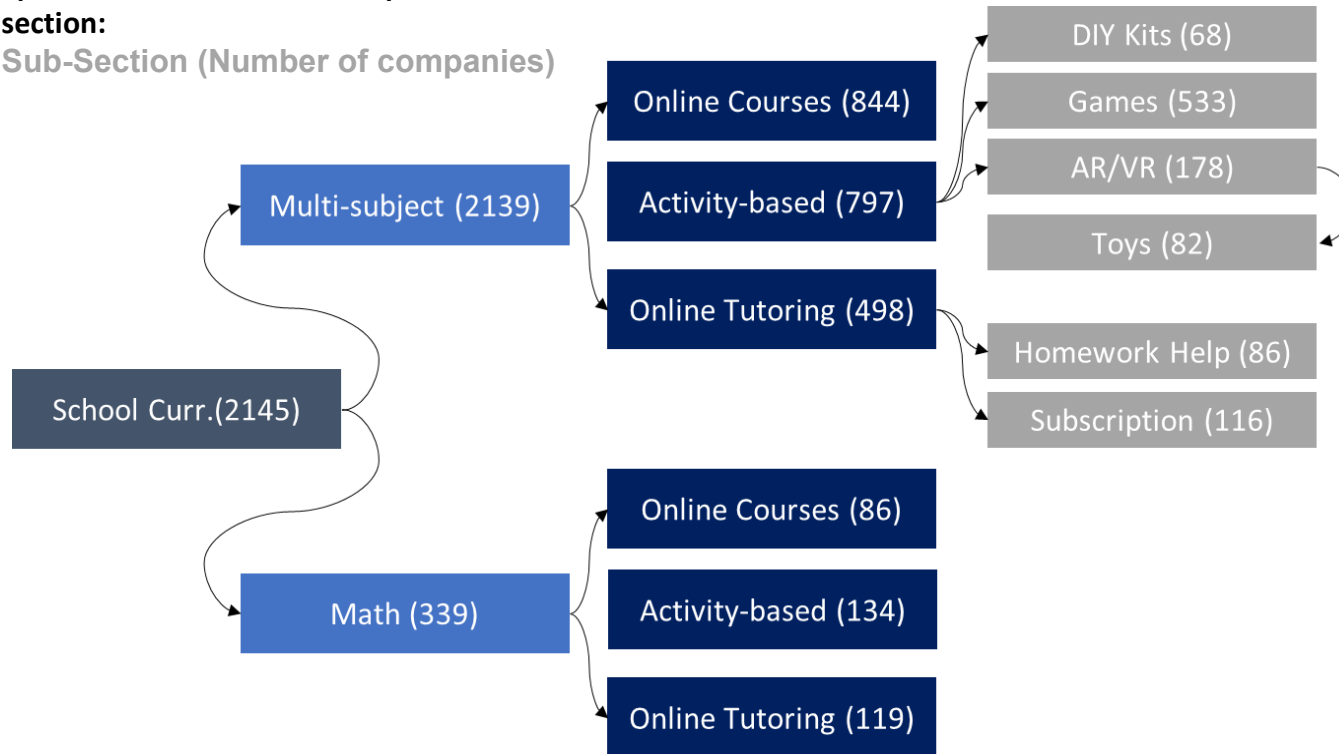


Kvsjbsjvbz,s....

The split of B2C Companies in K-12 EdTech sector is given. School Curriculum occupies a major chunk of the companies under study. The breakdown of School Curriculum section is given below

Split of K-12 B2C EdTech companies School curriculum section:

Sub-Section (Number of companies)



Activity Based Learning B2C: Percentage

68% Games
23% AR/VR
9% DIY Kits

2500

2000

1500

1000

500

0



Multi Subject



Math

■ Online Courses

■ Activity Based Learning

■ Online Tutoring



B2C K-12 Ed-Tech in Canada

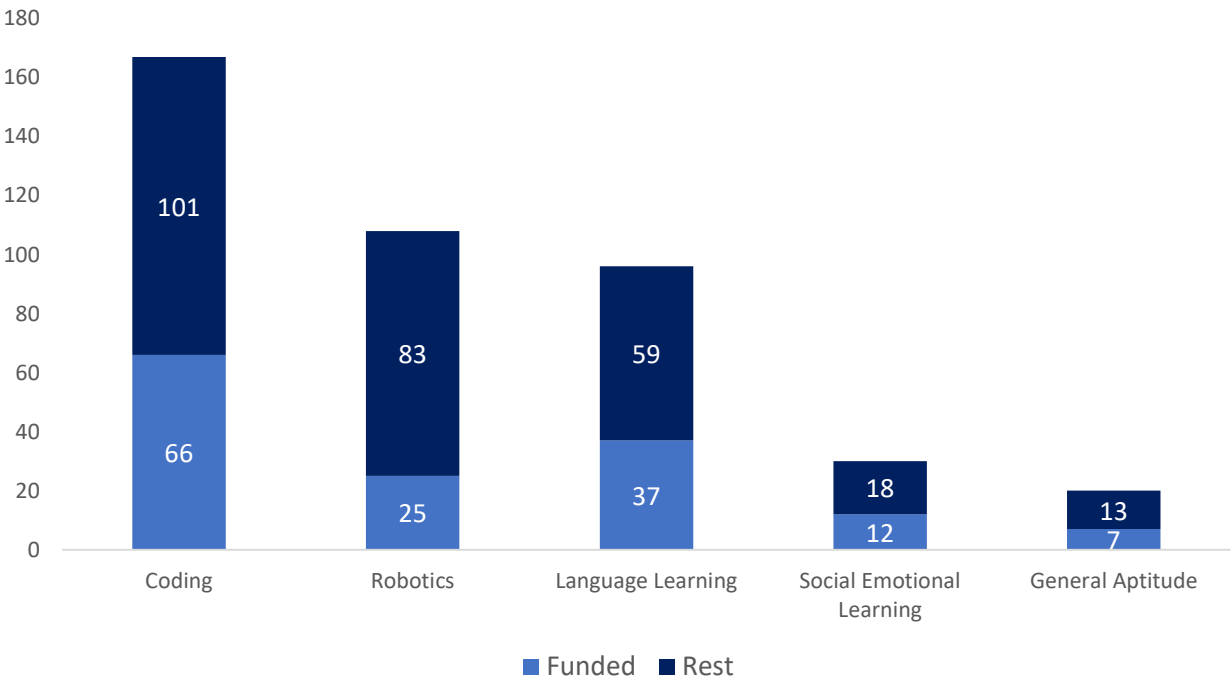


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Other sections:

Number of Companies



Coding:

- Online Tutoring: 43
- Activity Based: 28 → Mainly Games (53) and Toys (70)
- Notable Companies: MIGO, PathFold, CodeCreate, Hello World, codeSpark.

Robotics:

- Mainly DIY Kits
- Notable Companies: Shape Robotics.

Language Learning:

- Diversified: 24
- English: 43
- Reading Proficiency: 25
- Notable companies: SeerEnglish, YUMI Learn, MyLingoKids, Englider, Ruckus

Social Emotional Learning:

- 12 out of 30 companies funded
- Notable Companies: Mightier, THE SAFE STEPS, Neuromotion

General Aptitude:

- 7 out of 20 companies funded
- Notable Companies: Abound, LogicBooster.



B2B2C K-12Ed-Tech in Canada

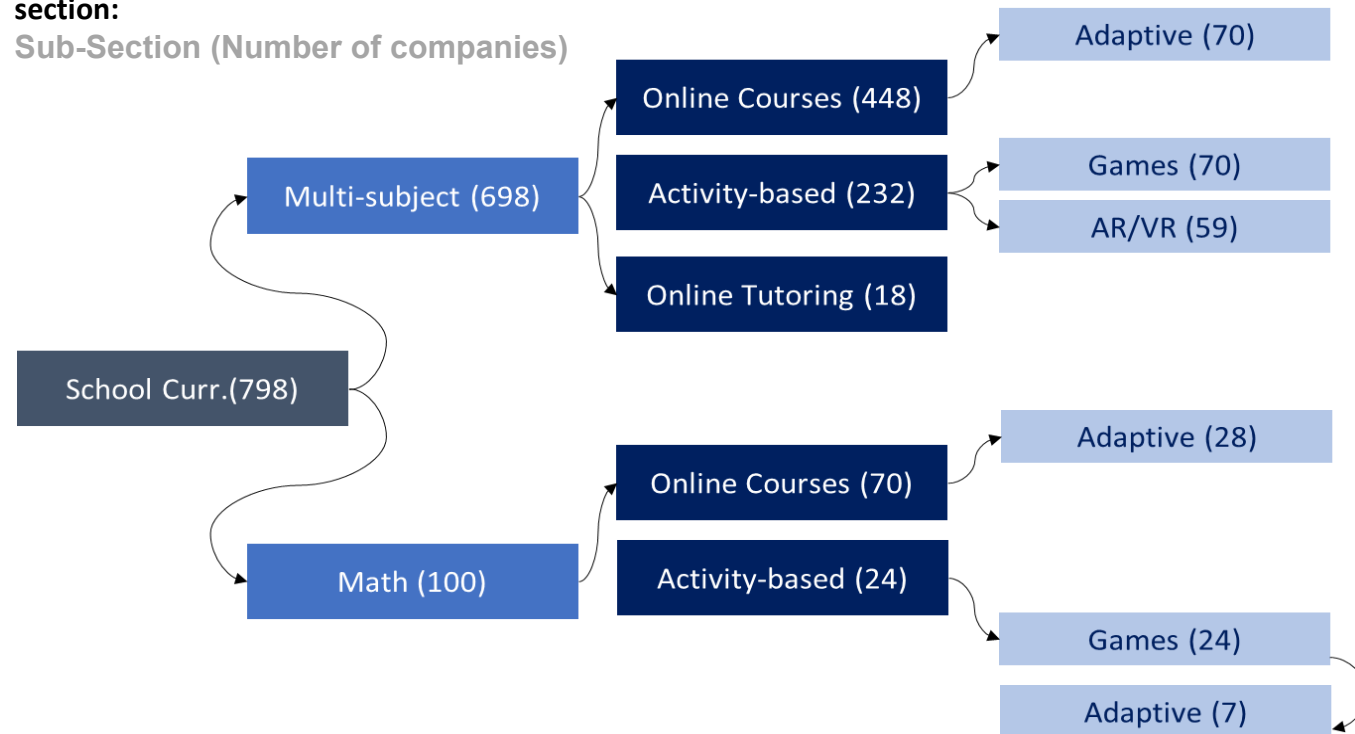


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Split of K-12 B2B2C EdTech companies School curriculum section:

Sub-Section (Number of companies)

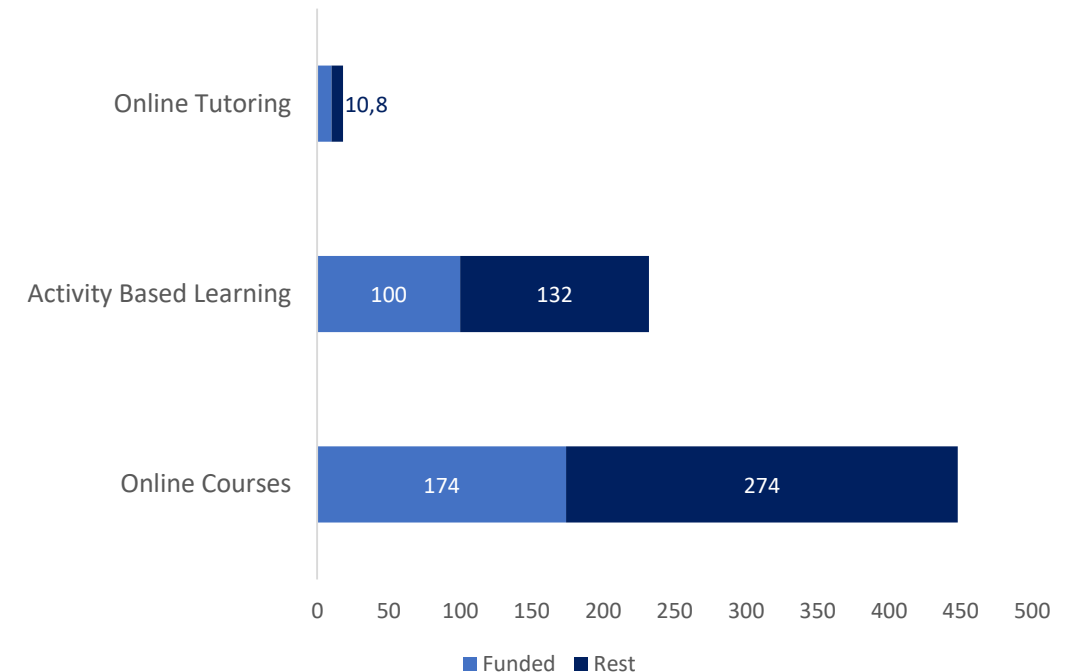


Online courses dominate the B2B2C market also....

With B2B2C Domination, few notable companies are Troxell, Math Remedy, Tutor3D, bSmart, QuBowl. Subject-wise, Math continues to be a dominating subject.

Multi-subject split:

Number of companies funded and not funded





B2B2C K-12Ed-Tech in Canada

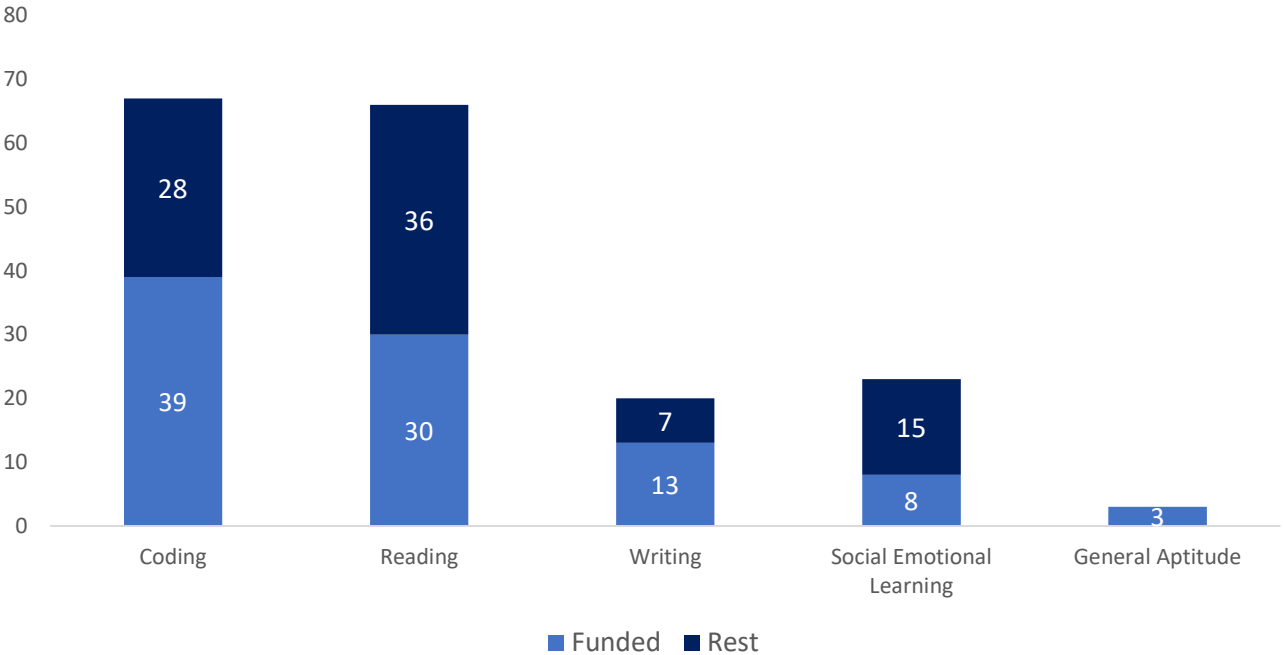


Kvsjbsjvbz,s....

The split of B2B2C Companies in K-12 EdTech sector is given. School Curriculum occupies a major chunk of the companies under study. The breakdown of School Curriculum section is given below

Other Sections:

Number of companies



Coding:

- Online Courses: 39
- Activity Based: 28 → Mainly Games (12) and Toys (10)
- 39 out of 67 companies funded
- Notable Companies: RealCoding, Codio, kiwi[create], etc.

Reading Proficiency:

- 30 out 66 companies funded
- Notable Companies: Gluten Education, Rdeef, etc.

Writing Proficiency:

- 13 out of 20 companies funded
- Notable companies: StoriumEdu, Quill

Social Emotional Learning:

- 8 out of 23 companies funded
- Notable Companies: Programa Semente.

Entrepreneurship:

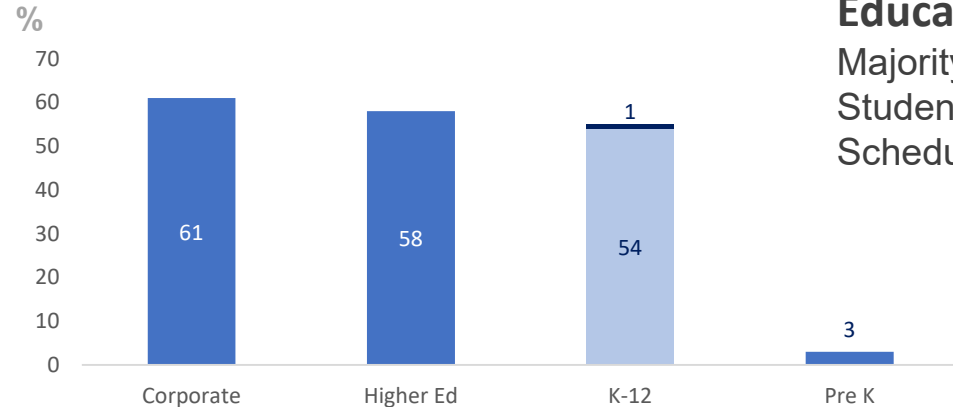
- All 3 companies funded
- Notable Companies: Askultra, Lemonade Stand.



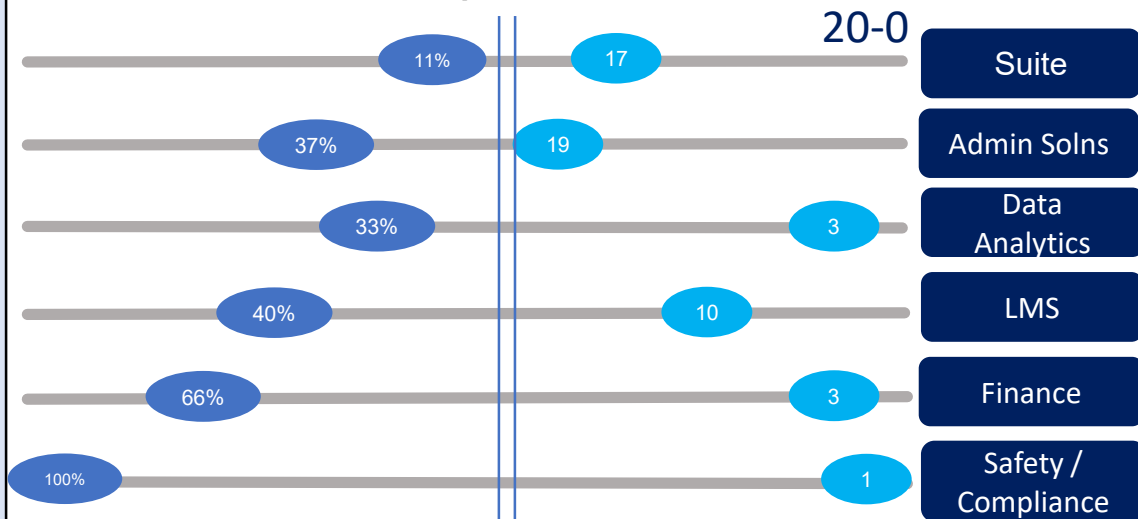
Education IT



Education IT in different verticals

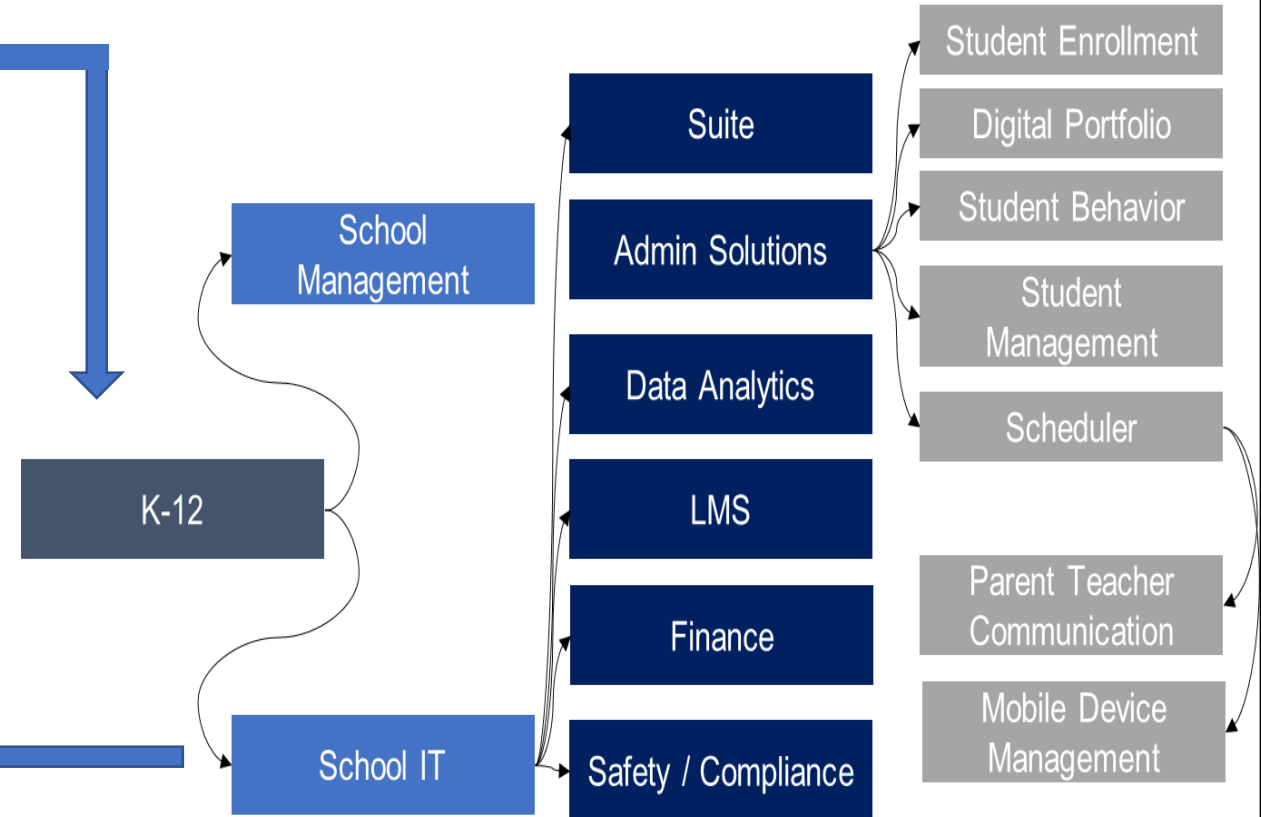


Education IT in different verticals
% Funded & Number of companies



Education IT: K-12 EdTech in Canada....

Majority of the companies provide admin solutions with respect to Student Behaviour, Enrolment & Management, Digital Portfolios and Schedulers.



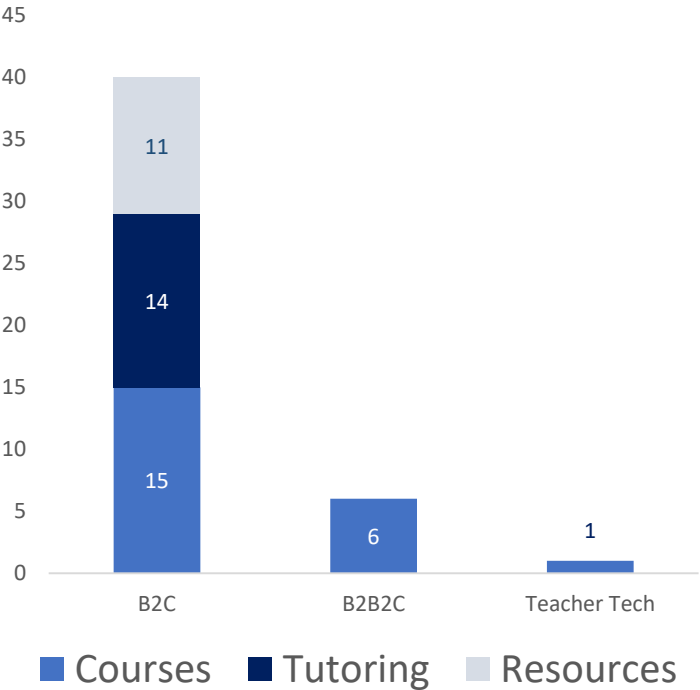


Language Learning: B2C

Language Learning is mainly B2C....

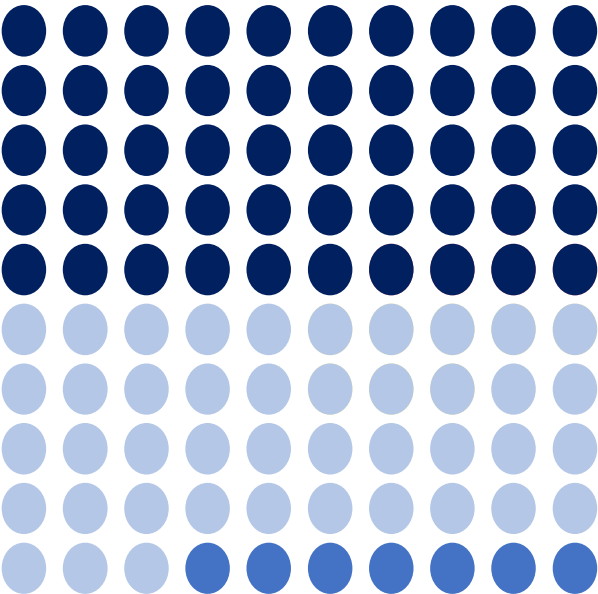
Online Courses and Educational Resources include languages such as English, Spanish, Japanese, French.

Language Learning:
Number of companies



Tutoring:
Percentage

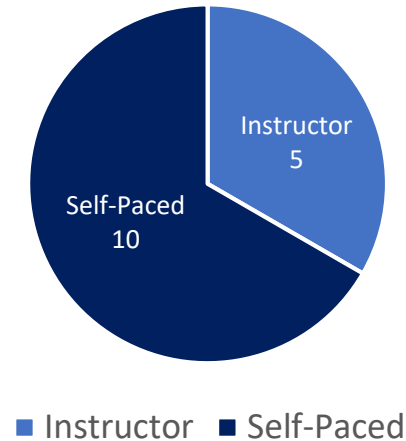
50% In-House
43% Market Place
7% Tutor Discovery



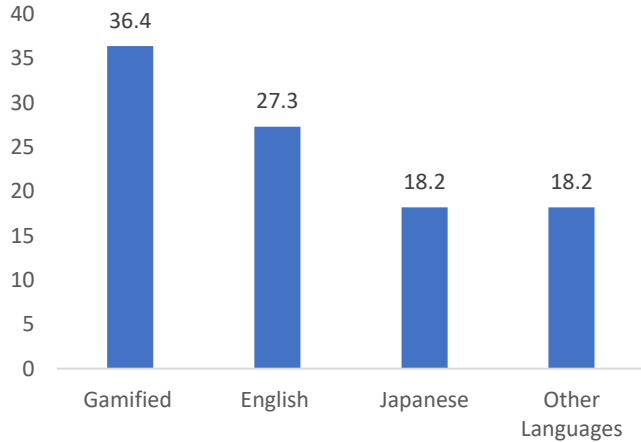
NOTABLE COMPANIES:

Courses: Loving English, 360Learning
Tutoring: Nanahona Trainig, GOJI, Learnably, Rype
Edu. Resources: LangaLab, PocketGlow, Speax, ESL Library

Online Courses:
Number of Companies



Educational Resources:
Percentage

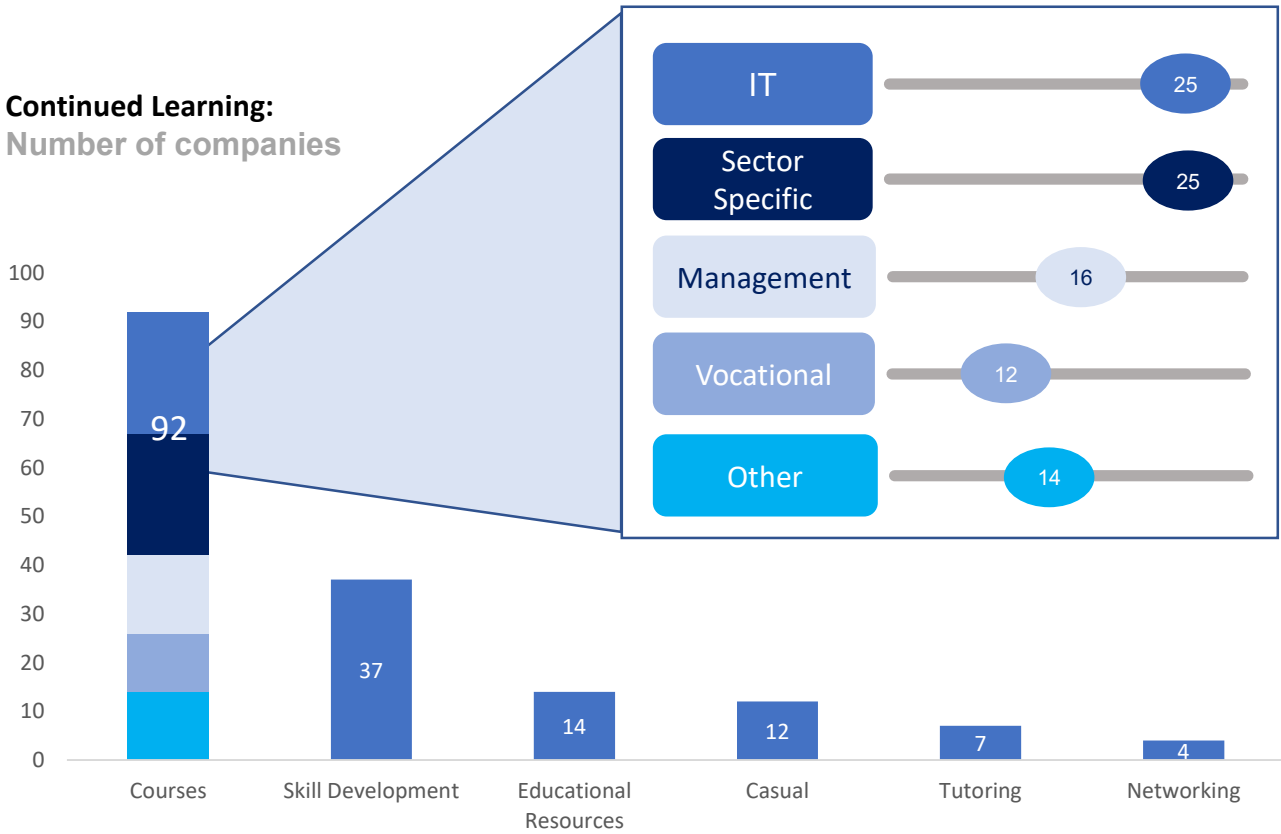




Continued and Corporate Learning

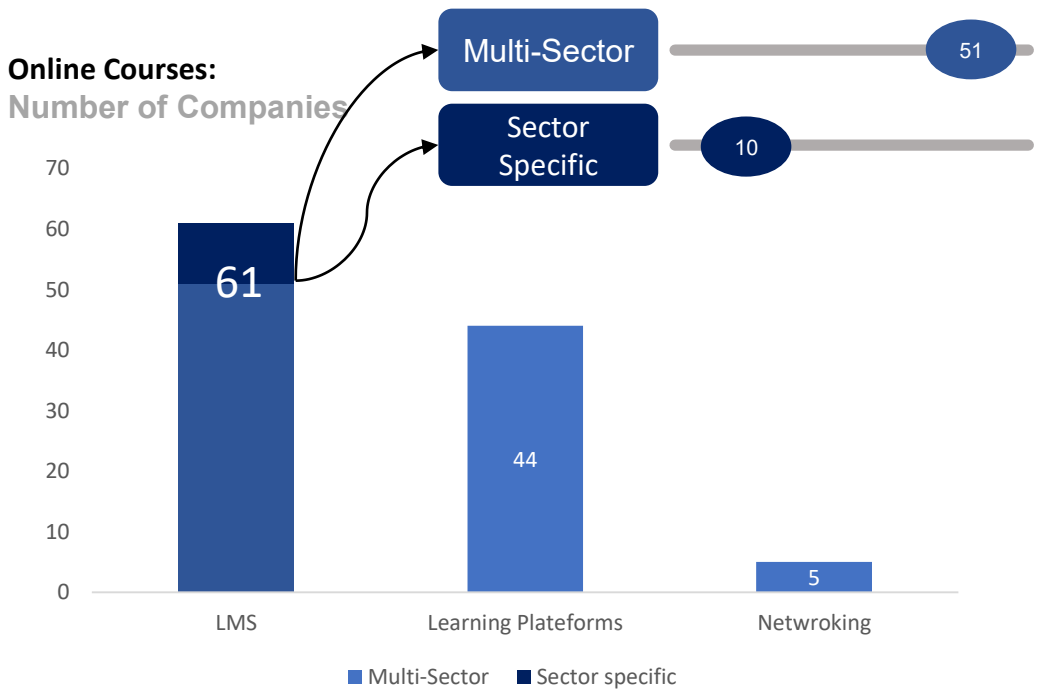
Continued Learning...

Online Courses and Educational Resources include languages such as English, Spanish, Japanese, French. MOOClist. Educor, SafeBoater, ChatterHigh, MeshForm Technologies, etc. are a few notable companies



Corporate Learning...

Learning Management Systems with a multi-sector overview occupy major share by numbers in the Corporate Learning space. A few notable companies include JumpSeat, Traingpop, Practicit, Cognibox, Instawize, eProf.





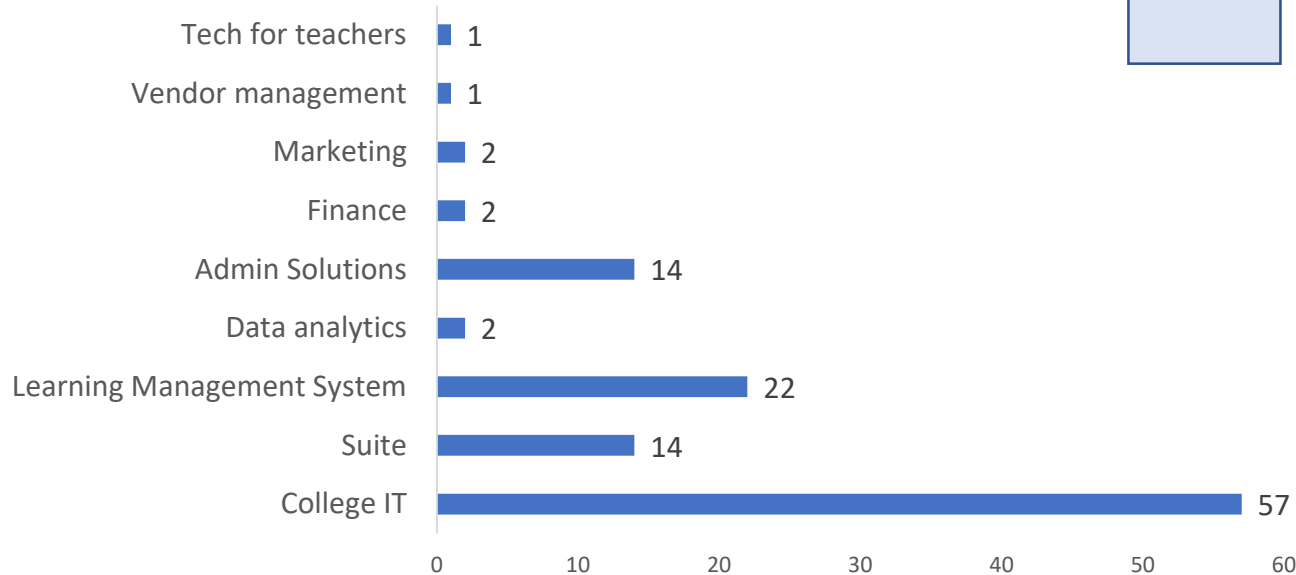
Pre K-12 and Higher Ed



Higher Ed...

College IT, Suite and Learning Management Systems companies are the most widespread companies in the Higher Ed section. Mentrío, Halp, ApplyBoard, MyXd3d, Wize are a few notable companies operating in this space

Higher EdTech breakdown: Number of companies



51% companies are college IT and LMS companies.



Pre K EdTech...

Crayon App, Zooper Dooper, KinderPass, DaycareIQ, Kidoodle.TV are a few notable companies.

Pre K EdTech split by companies:

76% B2C

12% Pre K IT

4% Tech for Teachers

8% PlaySchool Discovery

B2C Learning Solutions:

- Digital Storybooks
- Color Books
- Games
- DIY Kits

Pre K School IT:

- School Management Software
- Parent Teacher Communication

Tech For Teachers:

- Content

Play school Discovery:

- Platforms for play-school and online classes discovery

