Edtech Is Booming & Talent Is Needed.

The Insights Necessary to Recruit and Scale



The global market for digital education is expected to

reach

bull

INSIGHTS

by 2027 with a compound annual growth rate of 18%.

7 trillion

Edtech got a major boost when in-person learning froze in 2020 and 2021 — but that growth was far more than a flash in the pan. Schools, businesses and other organizations continue to fuel edtech's growth by investing in online learning more than ever.

Source: EdTech Digest

With Industry Growth Comes the Need to Differentiate.

There are 33 global edtech unicorns worth a combined \$100 billion as of April 2022.

Additionally, industry funding in 2021 and 2020 equaled the total raised between 2014 and 2019.

Edtech funding has increased YoY to \$7 billion in 01 2022.

Source: EdWeek Source: Holon IQ

New Talent Needed to Match Pace of Growth.

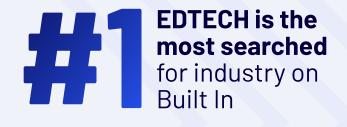
600% of professionals on Built In **are ready for a career change** **Scaling companies need talent.** And with a roughly 2% tech unemployment rate, they have their pick of the litter. Edtechs must innovate to find and retain candidates against MAANG-like companies and their industry competitors. We want to help by telling your employer branding story so you stand out in the crowd.

Source: CompTIA

Built In: A Trusted Source for Edtech Recruitment.

We work with 1,100 edtech employers

that trust us to connect them with ambitious professionals, and 83% of our users are interested in the online learning edtech provides.





Our visitors see edtech as a source for a fruitful career — companies now have to use effective branding to confirm that. Built In seems like a great place to start.