

# Edtech Is Booming & Talent Is Needed.

The Insights Necessary to Recruit and Scale

## 40%

of Fortune 500 companies today use **online learning resources** to train their employees.

The global market for digital education is expected to reach

## \$7 trillion

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

**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.

Source: EdWeek

Source: Holon IQ

Edtech funding has increased YoY to

## \$7 billion in Q1 2022.

## New Talent Needed to Match Pace of Growth.

## 60%

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.

## #1 EDTECH is the most searched for industry on Built In

## 45%

of U.S. Edtech unicorns work with Built In

**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.