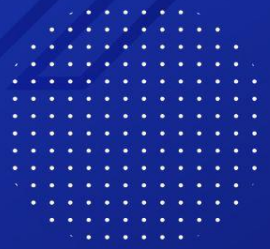




EdTech

Edtechs — Grow Alongside Your Industry.

The Presentation To Get Your Scale Started



How To Use These Slides.

Below, we offer guidance on how you can use each of the subsequent slides to drive your growth-driven presentation:

- **Slide 3: Industry Growth**

Set the stage by highlighting just how big the edtech market currently is. Your audience should know that not only is the industry very strong today but it's expected to remain so for years to come.

- **Slide 4: Money in the Market**

Use this slide to highlight the fact that edtech has been flooded with funding of late and that trend will continue. So it's to be expected that many companies in the industry will be hiring, releasing new products, expanding into new markets and scaling in other ways in the coming years. There will also be many new competitors entering the market.

- **Slide 5: SWOT Assessment + Advocating for Scale**

As your final act, build on the foundation of the previous two slides by contextualizing where your business sits in the midst of all this industry growth. Go over the strengths, weaknesses, opportunities and threats inherent to your business today, and get input from your audience if you can.

With those factors laid out, pitch the idea of growth for your business. What resources are needed to double down on what's going well and correct what isn't? Assess, then advocate for them!

The global market for online education is expected to hit \$7 trillion by 2027 with a CAGR* of 18%.

\$457.8 B

By 2026

Heights the global e-learning market is expected to reach.

40%

of Fortune 500 companies

Use online learning resources to train their employees today.

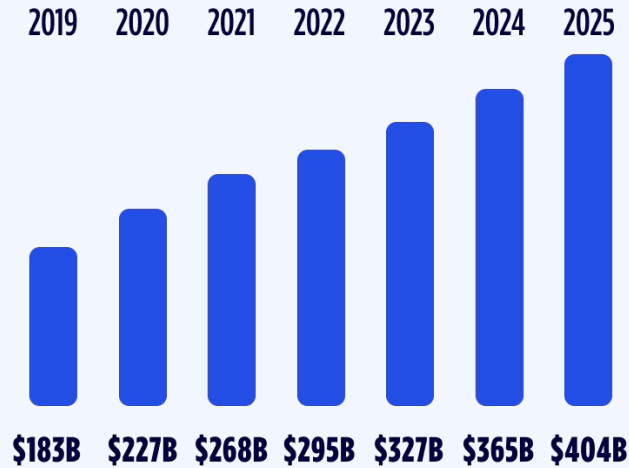
The social and economic effects of Covid-19 over the last two years contributed to edtech's recent boom. However, this huge industry growth is here to stay.

While most schools are back open, many have permanently integrated online learning of some form into their infrastructure. And with the continued prevalence of hybrid work, more businesses than ever are investing in online training/learning tools — all of which will continue to accelerate and drive more edtech growth.

*CAGR = compound annual growth rate

Source: <https://www.edtechdigest.com/lists/state-of-edtech-2022-2023/>

Global Edtech Expenditure.

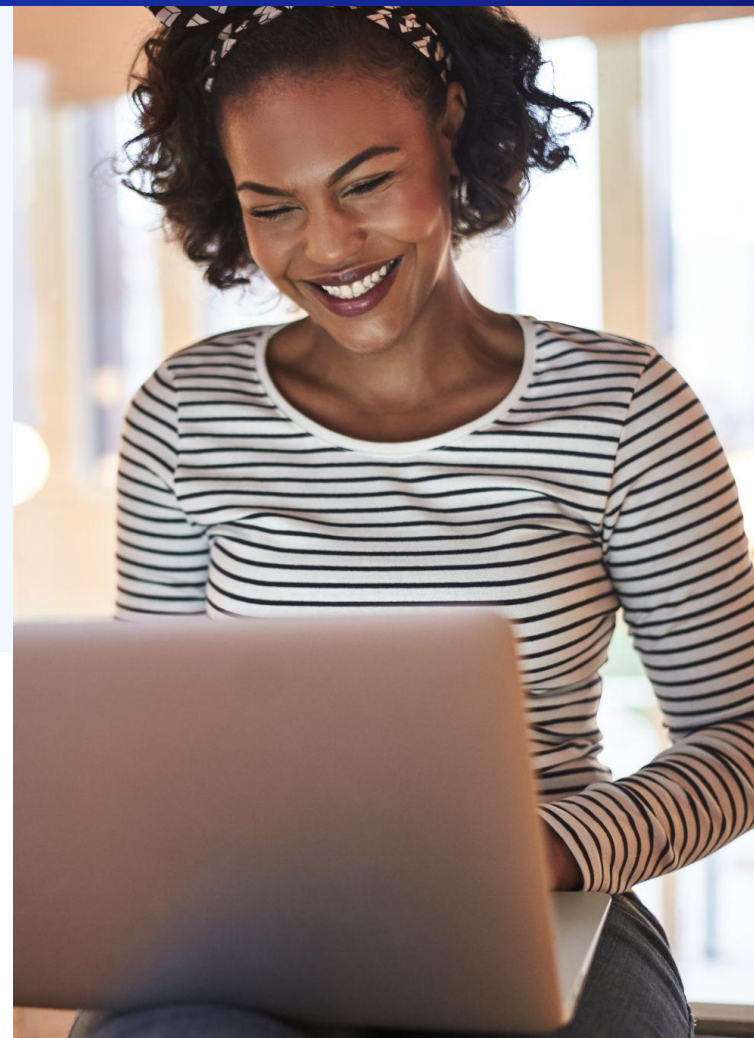


U.S. EdTech companies **raised \$8.3 billion in 2021.**

33 EdTech unicorns globally with \$28B collective funding & \$100B+ valuation

EdTech investments in 2020 & 2021 **equaled the total of the six years prior.**

Sources: <https://bit.ly/3vfrzuy/> / <https://bit.ly/3ot5BR3/> / <https://tcrn.ch/3vdzt82>



Insights

SWOT Analysis.

Strengths

- What makes our product/service excellent at addressing consumer needs?
- What cutting-edge features and capabilities set us apart?
- What internal resources help us see success (skilled staff, great training programs, brand awareness, etc.)

Weaknesses

- What about our company has room for growth (products, culture, team structure, benefits, etc)?
- What part of our business could be improved to strengthen our services or our employee experience? Where do we lack resources?
- What's prompted feedback from users? Employees? Shareholders?

Opportunities

- What are consumers craving from tech and/or products like ours?
- What does our specific community need?
- What are the biggest opportunities for growth we see in the next 12/24/36 months?
- What about our recent growth, and it's news, helps position us for future success?

Threats

- What obstacles do we foresee challenging our success?
- Which competitors could threaten our business?
- Is our consumer market evolving in a way that poses a risk to our company's future, and are we proactively to fighting that?
- Is our company image/brand awareness good enough to attract the customers and candidates we need to scale?