The Big Bang

• This is a map of the global EdTech landscape, prepared by the venture capital firm Navitas Ventures in association with Quid.

• Behind each point is a brand with a product or a service seeking to influence – or fundamentally change – education.

• Covid-19 arrived like a big bang. Education providers in every segment have had to do digital transformation at scale, at speed.

• After Covid-19, winners in more competitive segments of the market will be determined in part by those who best ride the wave formed by the big bang.
EdTech Drives More Than Just Differentiated Learning Experiences

**Enrol**
- Win by using technology to drive better experiences pre-enrollment
- CRM, web platform, social engagement tools
- Give 100 leads to 2 institutions of equal stature, the one who uses technology to drive the customer experience in a thoughtful fashion will win more business
- **Sales is not a dirty word:** Invest to compete

**Learn**
- Partner with EdTech providers to deliver differentiated learning experiences
- Experiment with edtech in the classroom and outside of it
- EdTech companies aren’t your competition – They can’t provide what you can, you’re not going to invest $100m to build what they have
- **Experiment with the experience**

**Grow**
- Your students are going home, eventually to their careers
- They will have ongoing needs essentially for their entire career
- Build and maintain a meaningful relationship and use EdTech as a gateway to a lifetime value
- They have an emotional connection with you
- Use the newly connected world to grow with them
“Enhancing the enrolment experience through digital means” can sound dense...

...But it can be quite simple and something you can trial.

Embracing technology, like a properly put together CRM (we use Hubspot) with add-ons like those above bolted on, can transform your ability to grow your business

It also allows you to provide better, more personalized and confidence building experiences for your prospective students

A comment we receive often: “Your website and admissions process was slick, building my confidence to study with you.”
Is EdTech a threat or an opportunity? Partnering with EdTech platforms can give you access to technologies and experiences that have been crafted by focused, well capitalised specialist firms.

Through your own specialised and value-added market focus, you provide them with access to a customer they’re likely not going to focus on or reach themselves. A win-win.

For example, at UCD Professional Academy we have courses in Data Analytics (a huge growth area) partnering with a learning platform called DataCamp:

DataCamp has $30m+ invested into their learning platform, with in-browser learn and code functionality

Great content, super projects and the ability to learn in a group as well as revise by yourself.

And a super experience on mobile devices!

You can subscribe to DataCamp for $300 per year. We don’t compete with DataCamp, however. We sell a value-added experience to students.

DataCamp brings the platform. The UCD Professional Academy builds a course on top and differentiates where we can win: Bringing super subject matter experts to deliver a value-added course that gives learners a credential for their CV.

No matter if the learner is online or back in the classroom, integrating this EdTech partnership makes a better learning experience we can charge a premium for.

In Study Abroad, your core competencies and value add remains the same. Working with EdTech creates new opportunities.
The rise in online and digital learning tools for schools and education

The workforce skills gap

The growing need for accreditation and certification