New Horizons: EdTech & International Education

March 2021
Agenda

- The Changing Landscape of VC & EdTech
  - Where is the money coming from and going to?
- A New Definition
- The People in IE
  - Using EdTech to increase connectivity of peoples, places, and cultures
- The New Oil
  - Ways to utilize data in EdTech
The Changing Landscape of VC & EdTech

EdTech Transactions (> 8) by VC type, 2015 - 2020
Source: Crunchbase

Education-focused
Learn Capital
Rethink Education
TAL Education Group
Reach Capital
Owl Ventures
GSV Ventures
LeanLaunch Accelerator
Emerge Education
University Ventures
ZhenFund
Deborah Guazzo

General
Y Combinator
Techstars
500 Startups
IDG Capital
Omidyar Network
Tencent Holdings
EASME
Trustride Partners
National Science Foundation
MassChallenge
Accel
Union Square Ventures
Northzone
GGV Capital
CrowdSource
SOSV
New Enterprise Associates
Kapor Capital
GSR Ventures
General Atlantic
First Round Capital
Bessemer Venture Partners
1776 Ventures
Qiming Venture Partners
Lightspeed China Partners
Google
Floodgate
Chan Zuckerberg Initiative

EdTech Deals Breakdown by funding type, 2015 - 2020
Source: Crunchbase

Classification
Education-focused
General

Funding Type
Pre-Seed
Angel
Seed
Early Series (A & B)
Late Series (C - G)
PE, Corporate & Post-PO
Other

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Out of 159 EdTech deals in Q3 2020, the top 7 investments accounted for nearly 30% of the VC investments in EdTech in all of 2020.
The Importance of Emerging Markets

By Kenza Bonhej

Education-Focused VCs

- Vedantu
- rethinkEd
- emerge - education
- TAL Edtech
- Owl Ventures

General VCs

- 500 Startups
- ON Network
- Lightspeed China Partners
- IDG Capital Partners
- CRV

EdTech deal distribution in emerging markets, 2015 - 2020
Source: Crunchbase
A New Definition

“Educational technology (commonly abbreviated as EduTech, or EdTech) is the combined use of computer hardware, software, and educational theory and practice to facilitate learning.

Robinson, Rhonda; Molenda, Michael; Rezabek, Landra. "Facilitating Learning". Association for Educational Communications and Technology.

EdTech is the combined use of software, hardware, and behavioral science, to facilitate the development of the individual student.”
The #1 Takeaway of International Education? The People!
A Hot Take on Virtual Study Abroad

Stacy
I work at a college in the study abroad office and virtual study abroad was something I could not get behind
2-24  Reply

MicMaster MC
Imagine learning French for several years expecting to go to France but your college tells you to open Google maps instead 😞
2-22  Reply

christina
no because I saw my school trying to charge for a VIRTUAL INTERNSHIP "abroad"
2-24  Reply

Kevin Baker - Creator
Dude the food emojis they serve you there are insane
2-22  Reply

Tre Reyes87
I ain't paying for a virtual Safari tf
2-22  Reply

rachandlaurexplre
My bf was supposed to go virtual for the fall study abroad and his school has the audacity to try to charge tuition for the school abroad & in the us
2-23  Reply

Oli
Someone screen record it so it's free
2-23  Reply

Cartoon edits! 😂
Fucking charging me 2k for virtual study abroad I HATE IT HERE
2-23  Reply

Jess
The amount they’re pushing it at my school too
2-24  Reply

Virtual study abroad?? I'm finna just go on google maps street view
Kevin Baker @kevinbakerwa

To: kevinbak@uw.edu

Study Abroad is Going Virtual!

Study Abroad

Dear student,
A Hybrid Model

- In-Destination will always be a preferred but virtual is here to stay
- EdTech enables social connection
  - Day-in-the-life
  - Cross-campus connections
  - Joint classes
- Think outside the box
  - Non-traditional resources for education
    - TikTok
    - Clubhouse
    - PM tools – Notion, Airtable, Confluence
What are some ways you can increase social connection through EdTech?
“Data is the new oil.”

Clive Humby
What international education data does your office collect?
How does your office use data?
Data Collection in IE

Sources:
- Students
- Alumni
- Faculty/Staff
- Affiliates/Partners
- Parents

Applications:
- Risk management
- Enrollment goals
- Program Feedback
- Program Policies
- Budget

Objectives & Key Results
Key Performance Indicators

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Take a human-centered approach. What do your students care about most? How can you get what you need by giving them what they need?

At OffWeGo we combine the social elements of study abroad with the hardcore risk management data of the traveler’s journey. Our goal is to provide institutions and organizations with higher-quality data and new insights into the travel habits of their students, to increase enrollment and decrease insurance premiums.