



Supplementary notes for Department for International Trade Webinar

10th August 2016

Exporting EdTech: Overseas Export Opportunities for UK EdTech Providers

5 AREAS OF SUCCESS FOR UK EDTECH YOU SHOULD KNOW ABOUT

Slower to embed culturally than in the US, UK EdTech is thriving.

Think-Tank EdTech UK estimate that there are over 1000 EdTech companies based in the UK, with 200 in London. Whilst others are more cautious on volume (questioning the maturity of the companies or teacherpreneur ventures making the numbers), various indicators suggest UK EdTech is doing very well.

The UK education exports industry is worth over £17.5bn a year and pre-Brexit the Government was aiming for an increase on UK education export value to £30bn a year by 2020. In this webinar I looked at 5 success areas for UK EdTech; Stem and coding, online learning, educator focused services, student focused services, and literacy and creativity. Extra reading, resources and notes on these examples are contained within this document.

1. STEM & CODING

In 2014, England became the first country in the world to mandate teaching coding to children at primary and secondary schools.

This followed successful 'same, same but different' initiatives in Estonia (a country which has borne tier one developers such as Ahti Heinla (@ahtih) of early days Skype).

As part of the 'digitally literate' D5 countries collective of the United Kingdom, Estonia, Israel, New Zealand and South Korea, the Government move in the UK was in recognition of the need to equip students with the tools necessary to deliver future solutions:

'Creating a code-literate next generation is a challenge facing all D5 countries. In the future, we need to be creating not simply consuming our IT. The need is even more pressing for the next generation who, having grown up surrounded by wi-fi and smartphones, really are the technology generation.' [Gov.UK](#)

Now many international countries, themselves aware of the need to take bold action in embedding the teaching of programming and coding, are looking to UK expertise on following this path.

In October 2014, the former Vice President of the European Commission, Neelie Kroes officially launched the Initiative and the [all you need is {C<3DE} website](#) for students, teachers and adults who want to try out coding for the first time. Finland is launching mandatory coding this year; you can review the framework from the Finnish National Board of Education [here](#). In Japan, [MEXT](#) (the Ministry of Education, Culture, Sports, Science & Technology) is looking to make computer programming a compulsory subject at primary schools in 2020, followed by middle schools in 2021 and high schools in 2022.

A helpful overview of European initiatives on compulsory coding is available [here](#) from [European Schoolsnet](#), a collection of 30 Ministries of Education, based in Brussels and focusing on education innovation.

Whilst educators see the obvious value in teaching coding, numerous [surveys](#) have highlighted lack of confidence and lack of training as barriers to delivering the new curriculums effectively. (These issues were

THE EDTECH PODCAST

discussed in episode #3 and #5 of [The Edtech Podcast](#), with [Jeremy Harris from The Hackney Learning Trust](#) and [Tolu Oyenola, teacher and computing co-ordinator from Lauriston Primary School.](#))

This combination of compulsory coding curriculums and hesitant teachers, has provided a fertile development ground for UK EdTech startups & scaleups to support teachers, parents and students to teach and learn coding in an engaging and intuitive way. Because of the online nature of their businesses many have a culture of exporting in the DNA of their company and focus on dual education and consumer markets.

So, who are some of these companies riding the wave of STEM and coding in the UK?

1. Technology Will Save Us

<https://www.techwillsaveus.com/> <https://twitter.com/techwillsaveus>

Founded in 2012 by Bethany Koby and Daniel Hirschmann

DIY gadget kits for maker enthusiasts & schools

[£1.2m seed funding from Saatchi Invest in Dec 2015](#)

Designed the physical appearance of the BBC Micro:bit

Over 50,000 of the kits sold across schools, shops and museums

[Recruiting currently for head of customer acquisition](#)

2. Kano

<http://uk.kano.me/> <https://twitter.com/teamkano>

Founded in 2013 by Alex Klein and Yonatan Raz-Fridman

DIY computer: 'A computer and coding kit for all ages'

Currently export UK, US, EU. [Just launched US retail strategy with brands including Toys R Us.](#)

[One of Tech City's 'Upscale' cohort](#), identifying them as one of the UK's fastest growing tech companies.

Originally Kickstarter campaign, backed by over 80 countries, and including Apple co-founder Steve Wozniak

To date, the company has shipped nearly 100,000 kits to people in 86 countries.

Raised \$19 million in funding, from its initial record-breaking Kickstarter campaign to investors that include Jim Breyer, Marc Benioff, Martin Sorrell, Index Ventures, James Higa, Troy Carter and Shana Fisher, among others.

3. Primo

<https://www.primotoys.com> <https://twitter.com/primotoys>

Founded in 2013 by Italian friends Filippo Yacob and Matteo Loglio

'The coding toy for boys and girls aged 3 and up'

Montessori meets LOGO Turtle - teaches coding without screen time

10,000+ children in 90+ countries use to date

EdtechX Maker and Shaker company & recent winner of a Cannes Lions award for Product Design Infant Toys & Education

Total Equity Funding; \$1.18M in 5 Rounds from 5 Investors

Most Recent Funding: \$392.34k Equity Crowdfunding on January 30, 2016

Recently recruited a Director of Education

3. Pi-Top

<https://www.pi-top.com/> <https://twitter.com/getpitop>

Founded in 2014 by Jesse Lozano and Ryan Dunwoody

Low-cost computing to teach STEAM and coding subjects, integrating with the Raspberry Pi

'We want to make STEAM education fun and affordable - that's why we created pi-top and pi-topCEED.'

\$99 desktop computer for makers

£1.5m in funding to date

Former Emerge Education Cohort

#11 on The Edtech Podcast featuring CEO Jesse Lozano

4. Code Kingdoms

<https://codekingdoms.com> <https://twitter.com/codekingdoms>

Launched out of Beta in 2015 and Founded by Hugh Collins and Ross Targett

Teaching youngsters to code via Minecraft and via BBC Micro: bit

\$400k in 2 Rounds from 5 Investors

Subscription model with schools and parents

5. Raspberry Pi

<https://www.raspberrypi.org/> https://twitter.com/Raspberry_Pi

The mother-ship!

Founded in 2012 by University of Cambridge's Computer Laboratory

In February 2016, had sold eight million devices, making it the best-selling UK personal computer, ahead of the Amstrad PCW.

Teaching youngsters to code from as little as \$5

Premier Farnell, the biggest maker of the wildly popular Raspberry Pi minicomputer, is now being acquired by Daetwyler Holding AG, a Swiss industrial component supplier for \$871 million

ARM chips recently sold to Japanese SoftBank for £24bn

2. ONLINE LEARNING

The second area of UK EdTech success I would like to highlight is online learning.

Overall MOOC subscriptions doubled in 2015. And MOOC growth is now “faster than Facebook,” with user growth rate greater than 2,000%¹. Over 35million people have now taken an online course globally. High profile student debt issues in the US (US Student debt is over \$1.2tr (Financial Times, Feb. 2016)) have now become well known in the UK.²

The Sutton Trust have encouraged students to question whether going to university - and leaving with £50,000 student debt - is the right decision. The Sainsbury Review³ is looking to make academic and vocational pathways much clearer and on par. Ongoing skills gap issues, often in the digital areas, rolls on. Globally, this is set in the context of rising aspirational middle classes with lack of access to premium quality 1:1 education. (By 2030 the Asia-Pacific region will account for two thirds of the world's middle class).

In the UK, the situation is more bound to what Harvard Business School called The Rise of the SuperTemp⁴. In the US, a study identified that by 2020, an estimated 40% of the American workforce, or 60 million people, will be independent workers⁵. This trend is replicated in the UK, where the portfolio careers of so-called 'millennials' requires consistent up-skilling. Corporates are realising the potential of better online learning and the retention value this holds for their star-employees⁶. By addition, MOOC providers are targeting high school students to use MOOCS to prove their University readiness to employers. Outside of MOOCS, online tutoring

¹ <https://www.class-central.com/report/moocs-stats-and-trends-2015/>

² <https://next.ft.com/content/a1c27f38-0c86-11e6-b0f1-61f222853ff3>

³ <https://www.gov.uk/government/news/technical-and-professional-education-revolution-continues>

⁴ <https://hbr.org/2012/05/the-rise-of-the-supertemp>

⁵ <http://www.fastcompany.com/3049532/the-future-of-work/heres-why-the-freelancer-economy-is-on-the-rise>

⁶ <http://www.onlinecoursereport.com/state-of-the-mooc-2016-a-year-of-massive-landscape-change-for-massive-open-online-courses/>

is booming. An estimated 24pc of pupils have used a tutor over the past year, with that figure rising to 40pc in London. The market is worth £6.5bn in the UK with 2.8 million pupils being tutored at any one time - all made viable through the internet, smart phones and the ease at which connecting with your specialised area of learning is now possible⁷.

So which are some of the UK EdTech Success stories in online learning?

1. Makers Academy

<http://www.makersacademy.com> <https://twitter.com/makersacademy>

Founded by Evgeny Shadchnev and Rob Johnson and launched in 2013

An alternative to university and a vocational route into a job as a software developer, allowing people to switch careers and learn to code in 3 hyper-intensive months

USP is near 100% employability vs. a 3 year computing science degree

Investment from Forward Partners

Graduated over 700 students. Online and physical but mostly online.

£4k-£8k for a course

[Check out #12 with the CEO, Makers Academy](#)

2. Future Learn

<https://www.futurelearn.com> <https://twitter.com/FutureLearn>

Launched in 2013 by The Open University and Ex-BBC Execs

[Over 4 million users; c. 400 courses \(Coursera - 1, EDX - 2, on par with Udacity\)](#)

24% who start fully finish

Working with schools to help students become 'college-ready'

Europe, Asia, North America, Africa

New investment this year of £13m from Open University, focusing on workplace learning, expanding languages and conducting courses in Chinese

FYI - Coursera expect to make \$30m on certification revenue* Ibis Capital

3. Proversity

<https://www.proversity.org> https://twitter.com/proversity_org

⁷ <http://www.telegraph.co.uk/finance/businessclub/11944914/Tutoring-start-up-raises-1m-to-bring-online-tuition-to-mass-market.html>

Launched in 2013 by Krishnan Meetoo and Carl Dawson

'We are a full-service learning partner that uses online learning to power the full employee lifecycle.'

Named one of the 50 most disruptive companies in the UK; Alan Greenberg, former head of higher education at Apple, joins the team

Recently raised £1.35m from RSBC Venture Capital in 2015 and is planning a £5-8m round this year to go into the US, ASEAN and Middle East Markets

They've opened offices in Chile, Boston, Cape Town

4. MyTutorWeb

<https://www.mytutorweb.co.uk/> <http://twitter.com/MyTutorWeb>

Founded in 2012 by former City executive Robert Grabiner and Durham University maths graduate Bertie Hubbard

'Find an outstanding one-to-one tutor online from only £18.'

Matches students with Britain's top undergraduates in online classrooms

Boasts 900 tutors, can be accessed from anywhere in the UK and beyond. Customers have accessed the site from 45 countries.

82% of pupil customers are state-educated

Raised £1m from high-profile investors after growing 400pc in 2014

International opportunity by it's nature of being online

5. howdo.co

<https://www.howdo.co/> http://twitter.com/howdo_london

Founded in October 2015; Founded by Mark Dewing, Former Head of Brand Communications, SoundCloud and Mark James Davis

'A marketplace for everyday education, where people who want to learn something can find face-to-face classes, courses and workshops more easily.'

Part of the Emerge Education Cohort; you can find out more on ep7 of the podcast: <http://theedtechpodcast.libsyn.com/the-hackney-edition-episode-seven-with-emerge-education-howdo-crehana>

Online due to the 'searchability'; classes then f2f

3. EDUCATOR FOCUSED SERVICES

The next area of UK EdTech success I would like to highlight is educator focused services. What I have included in this section are services which primarily aim to save educators time in lesson-planning, lesson-delivery and feedback. In as speech at the NASUWT conference in March, Nicky Morgan - then education secretary - pledged more support to reduce teacher workload, to 'free up teachers' time by stamping out the unnecessary tasks and red tape impacting on the profession, stifling its creativity and passion'. The 3 areas it identified as priority after surveying 44,000 teachers were:

marking

planning and resources

data management

The outcomes of working groups set up to address these areas were varied; technology is not at the forefront of teachers minds when it comes to saving time. Too often is it seen as a fad, or as time-waster as teachers search for a silver bullet that doesn't exist. The main consideration for SME's developing services in this area is to recognise, does it fit in with current school systems/cultures? For example:

On marking:

The analysis of the workload challenge survey showed that 53% of sample respondents thought that, whilst marking pupils' work is necessary and productive, the excessive nature, depth and frequency of marking was burdensome. The report suggested a greater recognition of oral feedback, peer marking or self assessment. For example, teachers have now documented how they use recorded videos to give feedback where outcomes are generally the same across many students (ie. in maths)

On planning & resources:

As John Hattie remarks, 'there are a million resources available on the internet and creating more seems among the successful wastes of time in which teachers love to engage'

Anything which comes along needs to be easy to use, fit in with school systems, and work to a sequence of lessons not individual lessons. Interestingly, the report highlights the continual broad use of textbooks as number one resources:

There seems to be an underlying mistrust of textbooks, related to notions of professionalism, which assume it is more professional to trust a random resource, downloaded from the internet after many hours of searching, rather than a carefully curated, fully researched textbook.

On Data Management

56% of respondents to the DfE Workload Challenge survey said data management causes unnecessary workload.

The data areas cited in the report as essential were for **funding, student achievement, school performance** and **financial management**. Arguably, it was the internal workings of the school which praised the use of technology most directly:

We encourage all schools to take advantage of technology, particularly where systems and software packages reduce workload

For data collection related to assessment, the report highlighted the risk to not simply replicate collecting assessment data to replace the levels which were removed. There was also some scepticism over LMS and teacher dashboards:

Teachers need to know if pupils are on track to achieve end-of-year expectations, whether pupils are where they should be, but are best placed to make such judgements through their professional knowledge without recourse to elaborate assessment, data generating and recording systems.

Those services which recognise the burden of time-pressure on teachers and school leaders and work to improve efficiencies in data collection and management (Within the context of a school culture) will do very well. Some examples in this area are:

1. Show My Homework

<https://www.showmyhomework.co.uk/> <http://twitter.com/showshowmyhomework>

Founded in 2011 by at-the-time Assistant Headteacher, Naimish Gohil

One of Tech City's Upscale Cohort - 30 of the fastest growing UK tech companies

'Built by teachers, for teachers, they are on a mission to make it simple for schools to set, track and complete engaging homework, reducing the working day in school and making it easier to raise standards.'

In spring 2015 Show My Homework opened a new 7,500 sq ft headquarters in east London to accommodate 50-plus staff. By summer 2015, the company had broken into America, scaling up into a pre-college (K-12) market that's a thousand times bigger than its UK counterpart.

The leading online homework solution for teachers, students and parents used by 1400 schools around the globe.

Trades in over 20 markets, plan to expand the business in the Middle East next

2. Firefly

<http://fireflylearning.com/> <http://twitter.com/fireflyteam>

Founded by Joe Mathewson and Simon Hay in 1999 when still students

'The online tool that brings together teachers, students and parents. Set homework, track progress, share resources and engage parents.'

In over 15 countries, started with Singapore

3. zzish

<http://www.zzish.co/about-us/> <http://twitter.com/zzishCom>

Founded by Ex-Google Charles Wiles in 2014

650,000 students and 30,000 teachers on the platform

'We find the best learning apps, and make them useful for real classrooms'

\$2.28M listed on Crunchbase over 5 funding rounds

4. Lumici Slate

<http://www.lumici.co.uk/> <http://twitter.com/LumiciSlate>

Founded by Atif Mahmood in 2014 in Derby

'The Faster, Easier, Smarter way to plan and deliver lessons online.'

One of 10 Startups, part of Ignite Accelerator Manchester cohort 2016

Early days and small funding by angel investor. One to watch

5. Provision Tracker

<http://provisiontracker.com/> <http://twitter.com/provisiontrack>

Founded in March 2015 by Matt Juniper

'Provision Tracker is a web-based tool that enables educational establishments to Identify, Allocate, Track and Report the cost and impact of provisions and resources on the progress and attainment of young people simply and effectively.'

Helps track SEN funding and procurement:- a SENCO's new best friend

£25k seed funding this year

Part of Emerge Education Cohort 5

4. STUDENT FOCUSED SERVICES

The final area of UK Edtech I am going to focus on today is services which improve the learner experience, whether in terms of retention of information, education on the go or identifying education pathways after school. Many organisations in this space have secured £10m+ of seed funding as investors recognise the

perfect storm of heightened student expectations and more sophisticated student offerings. Here are some examples in this space:

1. RefMe:

<https://www.refme.com/about-us/> <http://twitter.com/GetRefME>

Founded by Tom Hatton in 2013 with Tom Gardiner and Ian Forshew

'Cite as you write'

\$5m last year from GEMS Education

Currently recruiting for a Global Outreach executive

US Student Survey this Summer, 65% of students reported that they use a citation tool, and 49% say they use plagiarism checker tools before submitting their work

Around 1m users and was adding 10,000 users a day in 2015

2. Gojimo

<http://www.gojimo.com/> <http://twitter.com/gojimoApp>

Founded by George Burgess in 2009, when he was still a student

Leading revision app -

Downloaded over 600,000 times; 160,000 free revision quiz questions

Over \$3m investment from well known investors such as Saul Klein, Deborah Quazzo and the guys behind Innocent Drinks.

Now launching Gojimo Tutor

3. UniFrog

<https://www.unifrog.org/> <http://twitter.com/unifrog.org>

Founded by Alex Kelly in 2012

'A one-stop-shop for getting in.' 'Finding the best universities and apprenticeships'

Russell Group universities

Also, Unibuddy

4. Memrise

<https://www.memrise.com/> <https://twitter.com/memrise>

Founded in 2010 by Ed Cooke and Greg Detre

Memrise is a mobile app and website that makes vocabulary and languages fast, fun and effective.

One of Google Play's apps of the year

8 million+ users

Featured on the Joe Dale podcast: <http://theedtechpodcast.libsyn.com/8-with-joe-dale-mfltwitterati>

\$6.28m in 5 rounds on Crunchbase

5. Hegarty Maths

<https://hegartymaths.com/>

Founded in 2015 by Colin Hegarty, Global Teacher Award nominee and First Class Oxford Grad who chucked in Deloitte for Teaching

Originally YouTube video channel set up to help a student who couldn't access classes due to a terminally ill family member; Previous videos viewed more than 5.5 million times

New website quoting 125,000+ hours of learning to date

5. LITERACY & CREATIVITY

A bolt-on as I want to ensure literacy and creativity gets a feature vs. lack of time. I would also encourage viewers to investigate these companies more broadly, in terms of how the UK is excelling in the areas of literacy, creativity and STEAM. Often this is where the VR and AR that we read so much about plays out.

1. Pobble
2. Night Zoo Keeper
3. Blippar
4. Now>Press>Play

FURTHER RESOURCES:

EdTechEurope Makers and Shakers: <http://www.makersxshakers.com>

NESTA view on EdTech and where providers can add value: <http://www.itproportal.com/2016/01/22/nestas-business-insights-for-2016/>

NESTA on school procurement (38% based on SLT preference): <http://www.nesta.org.uk/blog/how-do-schools-buy-digital-technology#sthash.ytF6k9Nf.dpuf>

Education Endowment Fund (£110 million to establish what works in teaching and learning): <https://educationendowmentfoundation.org.uk/>

Why you should feel well supported on Edtech Exporting via EdSurge - a bit old, but still good: <https://www.edsurge.com/news/2013-03-15-top-5-ways-the-british-are-winning-the-edtech-export-war>

Edtech UK report: http://files.londonandpartners.com/business/resources/LP_Edtech_Brochure_LR2.pdf

The Edtech Podcast: <http://theedtechpodcast.libsyn.com/>

MOOC Stats: <http://www.onlinecoursereport.com/state-of-the-mooc-2016-a-year-of-massive-landscape-change-for-massive-open-online-courses/>

Ibis Capital quoting \$ 5tn of global education expenditure in 2014

Sophie Bailey is The Founder of The Edtech Podcast

Featured on iTunes new and noteworthy, The Edtech Podcast gets behind the personalities in global education technology. Educators, SLTs, innovators, technologists, Government, investors, accelerators, event organisers, associations, and digital learners join for weekly interviews, trends and sector news. In 3 months, The Edtech Podcast has been downloaded over 9000 times from 67 countries. It enjoys the support of BESA, NAACE, ASU GSV, Edtech Europe, Bett, Education Technology Magazine, WomenEd, ICT Evangelist, LTHEChat, and interviews to date include Global Teacher Award finalists, Teacher Toolkit and ICT Evangelist, ASU GSV Founder, Deborah Quazzo and the CEO of Here East. The Edtech Podcast can be downloaded from [iTunes](#), TuneIn Radio, Stitcher and many more. In her 'spare time' Sophie also works as an independent contract and consultant player in EdTech; she was formerly the Head of Content for Bett, the world's largest education technology event.

@PodcastEdtech | theedtechpodcast@gmail.com