

THE EDTECH PODCAST PRESENTS



## The Hackney Edition

Episode 7: Emerge Education with Howdo & Crehana, Hackney, London

TX: May, 2016

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## THE EDTECH PODCAST - THE HACKNEY EDITION

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### WHAT'S FEATURED IN THIS EPISODE?

- The varying business models of online and offline edtech start ups
- Online and real-life learning platforms as an opportunity to enhance student progression within the work place
- How do online and real-life learning platforms sit alongside University degrees?
- Advice to edtech start ups from Howdo and Crehana

### Tags:

LifelongLearning, UKFEchat, OnlineLearning, Courses, OfflineLearning, In-Person Learning, Workshops, Classes, London, RealLifeLearning, ClosetArtist, University, College, Progression, #hyperlocal #funding #VCs, growth, investment, edtech, techspace, Latam, Spain, EmergingMarkets

### Mentions:

@emergelabs @edspace @Soundcloud @dojo @yplan @hypeapp @futurelearn @khanacademy  
@limauiversity @progression @unifrog @hackneycommunitycollege

### Quotations:

From Howdo:

- 'We believe that it's really important still for educational learning - especially of adults - to not just take place online'
- 'We are starting in London and that's because there is such a rich variety of classes and courses already here.'
- 'Real-life learning is about workshops, classes and in-person courses to have a learning experience.'
- 'We are focusing solely on offline currently.'
- 'Maybe they are a closet artist and take a life-drawing course for the first time'
- 'Soundcloud was an amazing experience and a fantastic start-up learning experience.'

From Crehana:

- 'There is no type of online training solutions for them in their own local language. There is a high concentration of online education companies in English, but when we look at emerging markets such as Latam or Eastern Europe there is actually no type of supply.'

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- ‘We launched Crehana a year ago and we now have more than 115, 000 users from 15 countries in Latam and Spain. We are solving a huge pain which is access to high quality education.’
- ‘we target all of the creative professionals - aspiring creatives and independent freelancers.’
- ‘Right now we are focusing on doubling down in Spain and Latam, but we think we will enter Brazil by the end of 2016.’
- ‘We want to solve access to high quality education in emerging markets.’
- ‘We need to grow step by step.’
- ‘Digital usage and online learning has been widely accepted by institutions and students as well’
- **‘It’s great if we can provide in that gap between the education that people have in institutions and the actual education you need to work’**
- ‘Our intention is to democratise online training’
- ‘The only way you can change society is access to education.’

### Reading and resources:

[Emerge Education](#)

[Edspace](#)

[Crehana](#)

[Howdo](#)

[Soundcloud](#)

[FutureLearn](#)

[Khan Academy](#)

### BACKGROUND TO THE HACKNEY EDITION:

Hackney is a small borough of East London, home to only 246, 000, but carrying one of the highest population densities in the capital. By 2020 Hackney will need an extra set of places equivalent to three new primary schools and two new secondary schools to cope with demand.

Within the borough sits 27, 000 pupils in over 70 schools, nurseries and play centres; the borough recognised 88 spoken languages in the 2011 census and just over a third of respondents to the same census described themselves as White British, with vibrant African, Caribbean, Turkish, Vietnamese, and Australian communities in the mix, alongside those religious communities recognised as Jewish, Muslim or Christian.

To put some context on the educational turn around: In 1999, when an Audit Commission report found that Hackney had presided over the largest fall in GCSE results in the country, the Labour Government intervened, putting Hackney’s Local Education Authorities into special measures, and taking direct control of education services away from the council. Thus was borne the humble academy as David Blunkett’s intervention led to

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the creation of the Learning Trust, a bespoke not-for-profit company set up to take on the functions of Hackney's failing LEA and report directly to the Secretary of State for Education. Out of this system came the oft lauded Mossbourne Academy, led by now-head of Ofsted Sir Michael Wilshaw to be considered one of the best schools in the country. And whereas in 2002, Hackney's Key Stage 2 results were the worst in the country, and less than a third of students were achieving five or more GCSEs at grades A\*-C, in 2014, that figure was above the national average at 61 per cent, with some schools achieving as high as 91 per cent.

That is to say that well documented for being deprived, things in Hackney are changing: In the 2010 Index of Multiple Deprivation, Hackney ranked 2nd in the country. In 2015 Hackney had dropped down to eleventh, indicating that Hackney is becoming less deprived relative to other local authority areas in England. In addition, Hackney has experienced rapid economic growth over the last 15 years. In 2012, London Borough of Hackney hosted 13,000 firms, a 40% increase from 2004. More crucially, Hackney is well represented in London's current growth industries. Companies in key knowledge industries comprise 55% of Hackney's economy (7,840 firms), 3% more than in the rest of London. When we think about Tech initiatives who have chosen Hackney as their home, the case studies are multiple:

- Here East - the former press and broadcast centre on the Queen Elizabeth Olympic Park offering 1.2 million sqft of commercial space for London's creative and digital industries, valued at £90m.
- Tech City - based in Shoreditch, London based tech companies raised \$1.6billion in the first nine months of 2015, with 4808 of those companies based at the Shoreditch silicon roundabout.
- Emerge Education - Hackney-based edtech start up accelerator and part of the estimated £45bn global valued edtech industry

Yet over a quarter of Hackney's working aged residents are economically inactive.

## NEXT TIME:

This was the last episode of the Hackney Edition. Coming up...

Make sure you subscribe to the Edtech Podcast on iTunes or Tuneln Radio to hear subsequent Hackney edition interviews with non other than...

- Joe Dale, The MFL Twitterati Godfather!
- Jesse Lozano, Founder, Pi-Top
- Women in Edtech Episode
- Content Publishers vs Adaptive Learning Episode and much more!

Ps. If you're feeling like a totally gregarious & generous legend you can rate and review on iTunes :)