



**MONTESALTI**  
EDUCATIONAL FOUNDATION



# EVOLUTION OF EDTECH BUSINESS MODELS

Prospective monitoring  
June 2022  
by Geneva Intelligence



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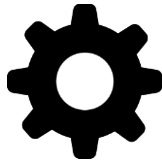
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## Summary of the June 2022 Edition



### Definition of Edtechs



### Methodology



### Trend analysis



## ASTRACHAIN

**ASTRACHAIN** is a platform for storing data in the cloud with the advantage of offering a high level of security for the data.

## STUKENT

**Stukent** is a tool that enables the implementation of interactive digital training through simulations. The solution is distinguished by the diversity of the specialities it covers.

**Proliftic**  
by Sourcewell

**Proliftic** is a data aggregation platform that identifies key elements and highlights them in an interactive way.

**EvidenceB**  
inside

**EvidenceB** offers exercises using cognitive science and artificial intelligence to design a UX interface to achieve differentiated instruction to stimulate learning.

## xello

**Xello** is a platform offering courses for students from primary school to high school. It also allows students to prepare for higher education interactively.



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## Definition of Edtechs



### Definition of Edtechs :

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital training instead of physically attending classrooms. The "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including the possibility of offering a complete course. There are also educational robots that capture the attention of young people and accompany them in their learning.

EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies that facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students.** This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication.** They improve dialogue, education, learning and above all pedagogy.

[Learn more about the methodology of monitoring](#)



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# Prospective monitoring - Definition



## Overview

Prospective monitoring consists collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

## Methodology

An effective method is to conduct products and service developments monitoring. The below steps were taken to carry out the monitoring and illustrate the results:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech.
- Identification and understanding of the commercial and technological benefits of these results.
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

## Objectives

For a company or an educational institution to be sustainably competitive it needs to be constantly aware of changes in its market in order to either limit potential risks or benefit from these changes. This would involve the following:

- Monitor competitive products and service developments.
- Identify and distinguish innovative trends and strategies over the long term.
- Analyse and compare this information with the organisation's current strategy.
- Evaluate competition and their business strategies through their innovations.
- Carry out a self-evaluation and develop a strategy.
- Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS



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# Edtech trend analysis



## Main technological trends

Represent **opportunities or threats** for the various players in the sector



Artificial intelligence



Learning analysis



Big Data



VR

## Nouvelles marquantes

### multiverse

Raises USD 220 million in its latest investment round

The start-up is now valued at EUR 1.7 billion

The start-up

### GOMY CODE

Raises USD 8 million to develop in Africa and the Middle East

### PHYSICS WALLAH

Raises USD 100 million in its latest investment round, and continues its **expansion strategy with a valuation of USD 1.1 million**

### cuemath

making kids great at math

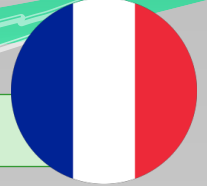
Alpha Wave leads the financing round of The USD 57 million investment will enable the start-up to expand into more than 100 countries by fiscal year 2023

### HUMAN RIGHTS WATCH

Human Right Watch a publié un rapport : " How Dare They Peep into My Private Life ? "

Most edtech companies claim to protect data, especially among young people. However, Human Rights Watch recently published a report contradicting this claim. Of the 164 EdTech systems surveyed, 89% appeared to be involved in activities that "risked or violated children's rights".

Discover the analysis of Edtech trends



## Securing sensitive data in a simple way

ASTRACHAIN is a tool to share different types of data through a secure cloud. It does not rely on the use of an authentication key, but on a set of APIs (application programming interface) to encrypt this information.

### Type

Platform for storing and sharing data in the cloud.

### Competitive advantage

Provides simple security for confidential data while sharing it.

### Price

No information detected. A free trial of 200MB trial is available upon registration.

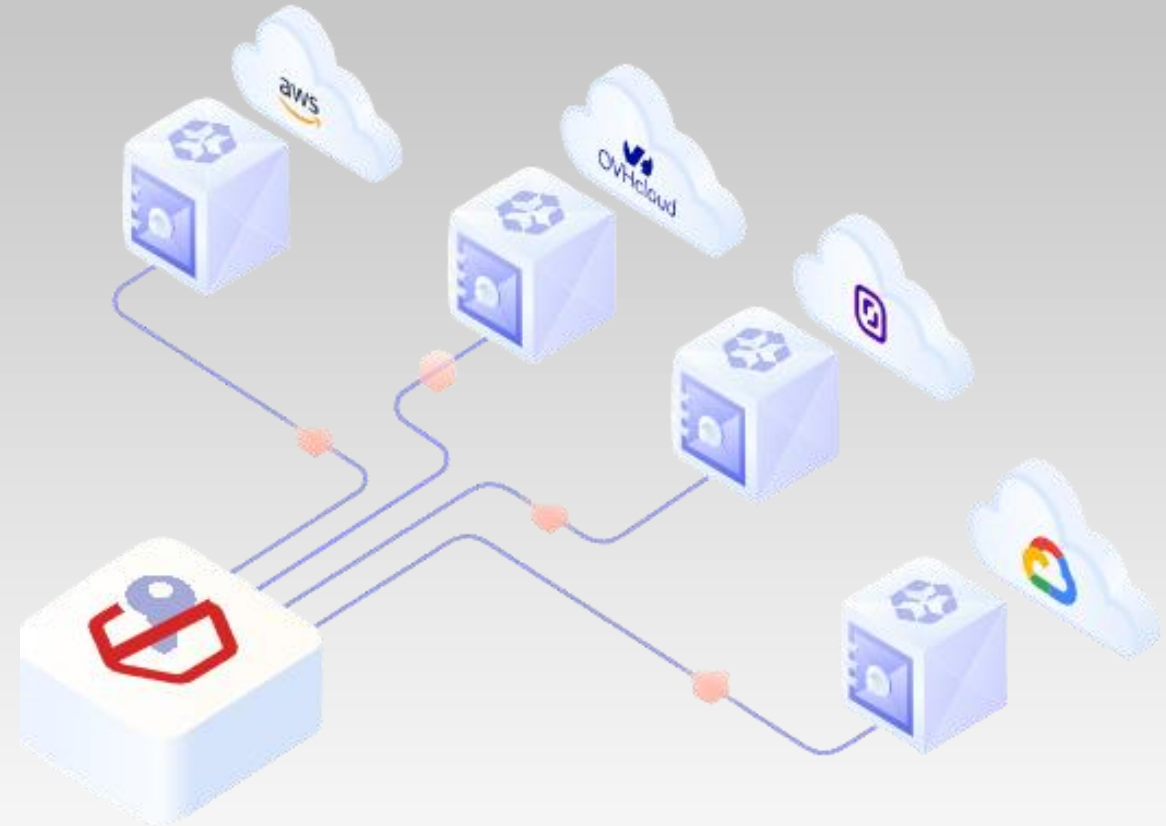
### Number of users

No relevant information was found on this subject.

### Level of development

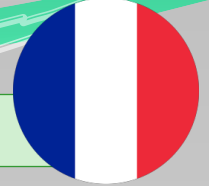
Astrachain is a French start-up created in 2021 with two co-founders: Yosra Jarraya and Gilles Seghaier. In November 2021, it successfully raised EUR 2 million in funding. It now has about twenty employees.

**Link** <https://www.astrachain.com/fr/accueil/>



### How does it work?

Offering secure data management based on a key system is very complex and cumbersome for the development team. With its SPLIT tool, ASTRACHAIN offers transparent and confidential handling of sensitive data through an API to encrypt the data.



## Securing sensitive data in a simple way

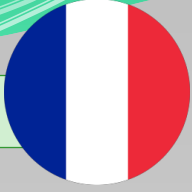
### Advantages

- This innovation makes it possible to secure confidential data for both teachers and students. It is thus possible to share on the cloud students' grades, exam papers, diplomas and even the various tests given in class.
- This type of tool can provide greater confidence in the management of school data, particularly in the context of partnerships with private companies.
- Providing a secure cloud can encourage the sharing of confidential documents, making it easier to collaborate on research.
- Working with a cloud-based system enables greater productivity through ease of storage. Students can file their tests and projects directly and securely online. Similarly, teachers can share documents directly with specific individuals.
- More efficient data management for school IT teams, which can help keep costs down.



### Suitable for:

Kindergarten ★ Elementary School ★★ High School ★★★ University ★★★★

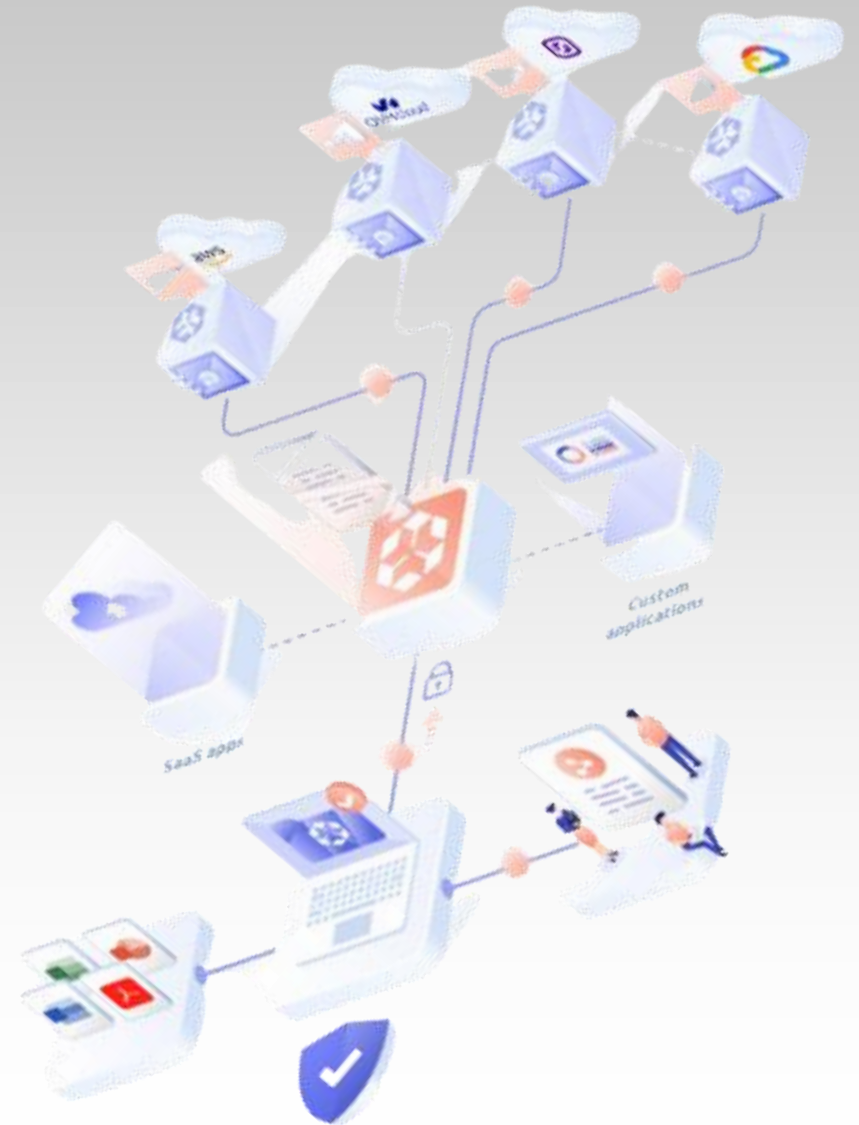


## Securing sensitive data in a simple way

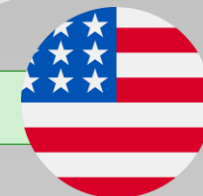
In an academic context, where documents are increasingly digitised and the number of cyber attacks is growing, this type of tool seems more and more relevant.

- International collaborations between different researchers and professors are increasing. Some confidential documents are exchanged by simple emails. A secure cloud increases the storage space for this exchange while at the same time reinforcing its confidentiality. Academic institutions could thus attract prestigious researchers by offering them secure working conditions that guarantee the integrity of their research work.
- Student data such as diplomas, transcripts, and certain projects are confidential. With this type of tool, the security of documents but also of personal data is much more easily preserved. Parents may prefer a school because it has implemented enhanced digital security for their children.
- A confidential and secure storage platform is a real asset for a school, especially with companies. Indeed, collaborations between schools and private companies are growing. The implementation of this type of tool provides greater confidence in the security of sensitive data exchanged. Company-academy partnerships could be more numerous and fruitful for a school having installed Astrachain in its Internet procedures.

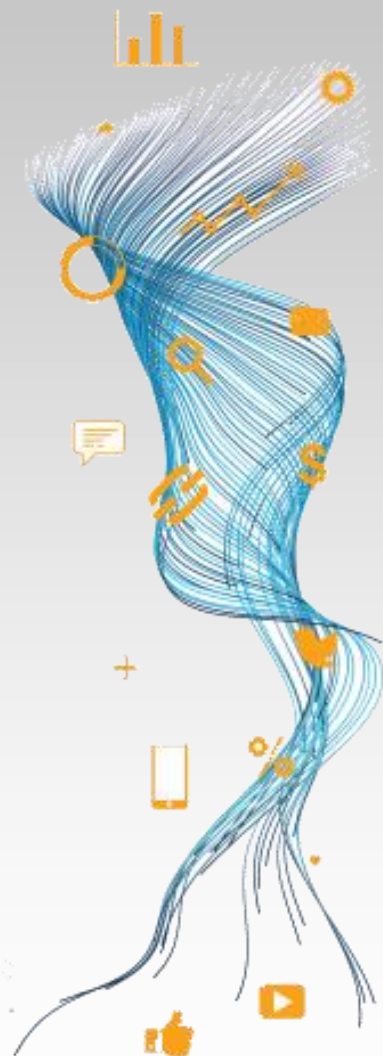
However, the application could be improved: the number of storage space seems rather limited. The application could be improved through larger storage, especially for bigger institutions.







## A simulator as a source of motivation, commitment and teaching flexibility



Stukent is a tool that offers training in various fields through a simulator, electronic manuals and teaching sessions with experts. The extensive simulation experience is called Mimic.

**Type** Tool offering interactive training through a simulator with digital manuals and teaching sessions with expert

### Competitive advantage

The setting up of simulators to apply theories and see their impact.

### Price

Prices range from USD 140 to 160.

### Number of users

According to the platform's website, Stukent's courseware is used in over 6,344 institutions by 563,227 students.

### Level of development

Stukent was founded in 2013 in Rexburg by Stuart Draper, a former marketing student and founder of another start-up called "Get Found First". The idea to create Stukent came to him when he returned to his campus to teach and found that marketing courses and their teaching had not evolved. Today, the company is well integrated in the market, especially with the major US universities.

### How does it work?

The use of this tool can come from the student in order to train or complete his training, but the initiative can also come from the faculty, in order to offer interactive courses. With its Mimic tool, Stukent provides a complete training course on several themes (digital marketing, social media, advertising and communication, etc.). A theoretical part is proposed in a first step, then in a second step an advanced simulation allows its application.

**Link** <https://www.stukent.com/>



## A simulator as a source of motivation, commitment and teaching flexibility

### Advantages

- Access to very complete courses, without the intervention of teachers, which brings a real added value.
- Allows for the completion and application of courses that are usually given in a theoretical and abstract manner.
- The short interactive exercises can provide a better understanding of the key elements, but also a greater involvement of the students.
- Teachers can tailor the simulation to the needs of the students and their progress.
- Setting up a simulation with a weekly briefing with a fake boss allows students to be put in the situation of a professional manager.
- In a health crisis context, this tool can support distance learning.



### Suitable for:

Kindergarten ★ Elementary School ★ High School ★ ★ ★ University ★ ★ ★ ★



## A simulator as a source of motivation, commitment and teaching flexibility

At a time when it seems increasingly difficult to engage students in a course, this tool offers a number of advantages for institutions and teachers.

- The courses offered by Stukent are suitable for both face-to-face and video conferencing sessions. The tool thus provides greater flexibility and adaptability for institutions and teachers. It can be wise to rely on this tool in a context where the format of courses can be changed because of health and hygiene recommendations.
- Simulations can improve student involvement and development such as by managing budgets, advertising campaigns, product launches, etc. The tool thus supports the teachers' pedagogical effort.
- Teachers can personalise the simulations according to the needs and abilities of the different students. It is possible to imagine an animation in the form of a competition between students, in which they are led to apply the theories taught beforehand to maximise the results of their campaign in the simulation.
- Finally, Stukent offers a concrete environment for students that prepares them for the professional world, when universities are regularly criticised for their lack of practicality and employability.

However, one must remain vigilant on certain points:

- While Stukent's website may lead some to believe the opposite, the objective is not to replace the teacher but to make the course more dynamic and interactive.
- It is regrettable that Stukent is only offered for the field of marketing for the moment. With its current expansion, it is very likely that this tool will be developed for other teaching subjects such as history, mathematics, economics, etc.
- Finally, this tool requires a certain digital ability, and the possession of a computer. Care must be taken not to reinforce the inequalities already present in the classroom.





## Creation and use of educational data to enhance teaching

Prolific is a platform offered by Sourcewell, a service cooperative created by the Minnesota legislature. This platform enables the analysis and enhancements of academic data.

### Type

Data aggregation and enhancement platform.

### Competitive advantage

Leads to a better understanding of academic data in a simple way through an easy to use interface.

### Number of users

No relevant information was found on this subject.

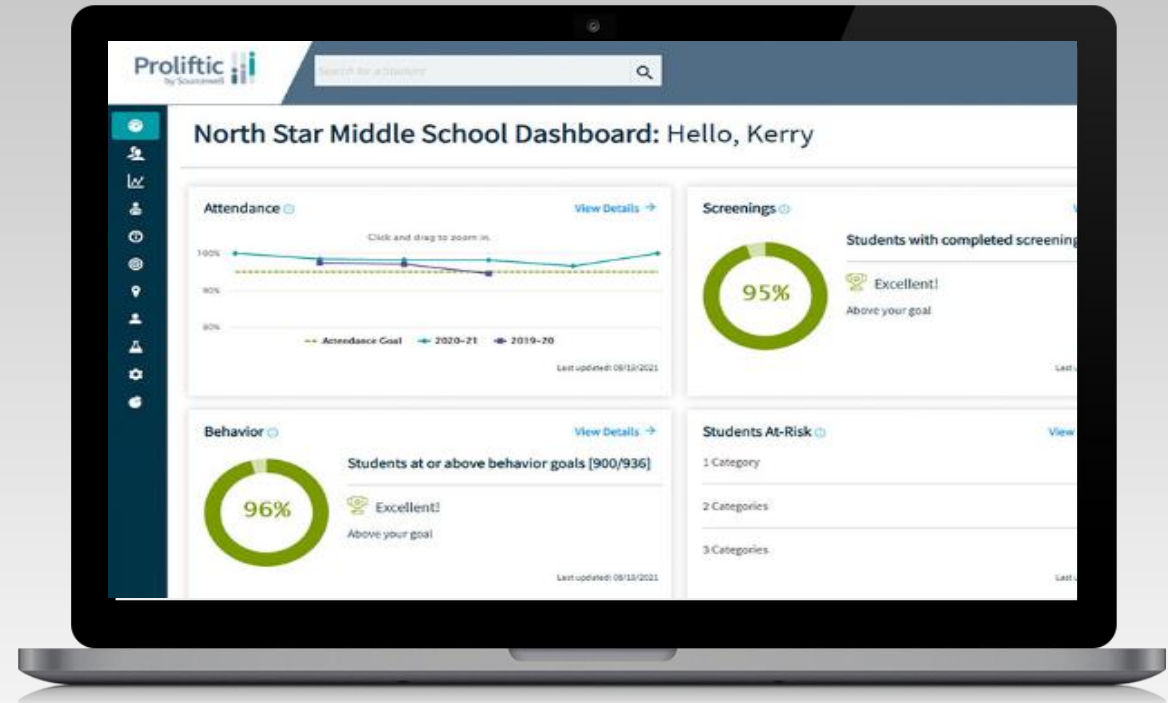
### Price

Prices are not directly communicated, but vary according to the size of the establishment.

### Level of development

Prolific is a tool developed by Sourcewell Technology which is a joint powers entity formed under Minnesota law. The date of commencement of operations of Prolific has not been identified, nor have the current users of the platform. However, the level of development is advanced, with a product already on the market.

**Link** <https://www.prolific.org/>



### How does it work?

The solution integrates data, such as grades, number of absences, etc. Once this data is provided, teachers can access the platform and perform quantitative analysis. Some of the data can be highlighted directly in the interface thanks to the predefined visualisations, or the teacher can create them.



## Creation and use of educational data to enhance teaching

### Advantages

- Consolidate a set of data on a single platform.
- Highlight the most important data, and thus make comparisons, for example with other classes or previous batches.
- Provide alerts when a student's average drops sharply in order to help them early on.
- Allows the progress of a student or class to be monitored in order to adapt a programme.
- The platform offers data security and privacy settings.
- Belongs to a cooperative that does not aim to make a profit, but to develop solutions to support teachers.



### Suitable for:

Kindergarten



Elementary School



High School



University





## Creation and use of educational data to enhance teaching

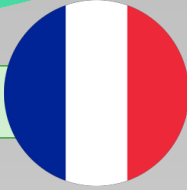
The use of a platform such as Proliftic can be beneficial to a school institution for several reasons:

- Having an overview of all the data of a class or a student represents a considerable time saving for the teaching staff. A teacher no longer has to cross-check grades or assessments, but has all the information directly at his or her disposal. He can quickly understand the pedagogical priorities to be put in place.
- It becomes easier to quickly identify a pupil in difficulty in order to help them in a specific way. Thus, teachers can be much more reactive.
- This type of tool also makes it possible to set up statistics on classes but also on different timeframes. A teacher who changes part of his or her curriculum or tries to implement a more interactive course can then measure the impact of these changes on the students' results.
- The platform allows for data security and privacy management.

However, the platform can have its drawbacks:

- It allows each teacher to know the grades, comments and ratings of the students. This can create additional stress for students who are then subjected to a complete and global evaluation of their work.
- Data security, although highlighted on the Proliftic website, remains a concern. Indeed, this tool emphasises the aggregation of data to allow their exploitation by a large number of people. The likelihood of this data being accidentally leaked or misused increases proportionally with the number of people who can access it. This poses a serious problem, especially for confidential data such as grades or diplomas.





## Personalised and adaptive exercises to improve learning

EvidenceB is a platform with innovative learning methods to motivate students to learn new subjects or topics. It offers personalised and adaptive exercises for each student.

### Type

Digital platform for interactive educational games.

### Competitive advantage

Stimulates students' learning by offering them new ways of learning.

### Number of users

Depends on the number of people using the tool.

### Price

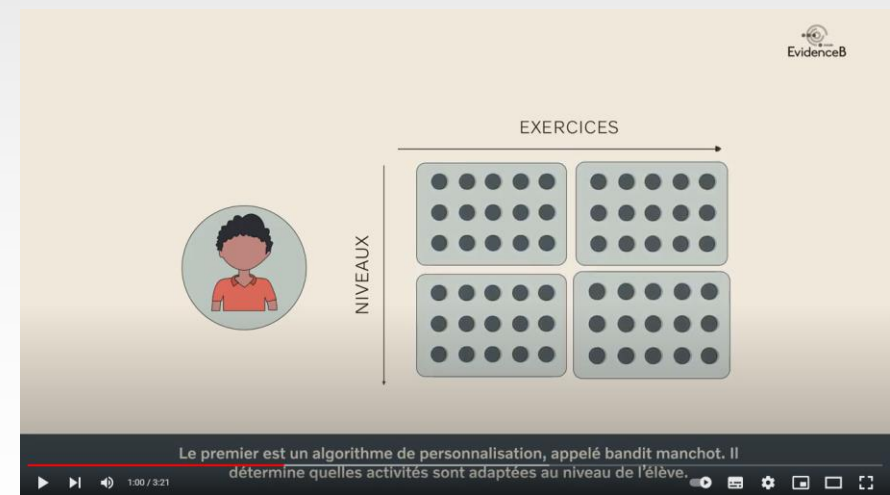
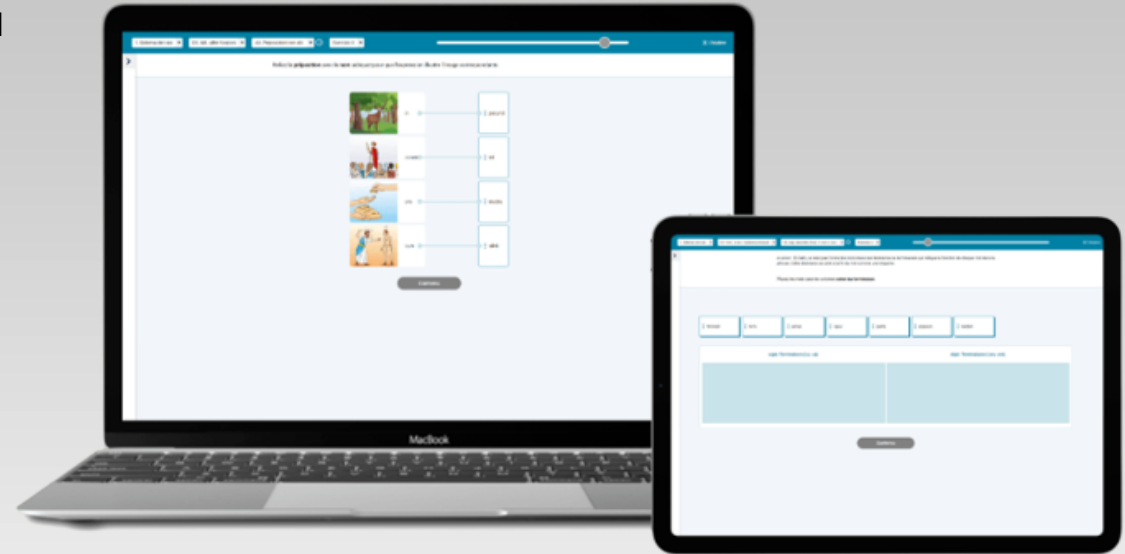
1 million registered users.

### Level of development

EvidenceB is an EdTech created in 2017 by Thierry de Vulpillières, ex-director of educational partnerships at Microsoft, Catherine de Vulpillières, ENS, ex-aggregate professor of Letters, and Didier Plasse, multi-entrepreneur. The start-up won the Education and Training Award in 2021 and had a fundraising of EUR 2 million in 2019.

### How does it work?

EvidenceB takes the form of a platform with different applications depending on the offer selected. The interface can be used from a computer or a tablet. Pupils will have to answer different questions according to their level, so that teachers can help those with difficulties.





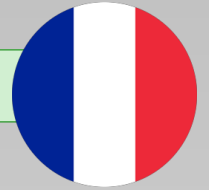
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## Personalised and adaptive exercises to improve learning

### Advantages

- A methodology that encompasses cognitive science, artificial intelligence and UX interface to stimulate students.
- The use of a chatbot that provides instant answers.
- Three different programs to learn or revise mathematics, Latin or French.
- Allows you to work independently but still under the supervision of your teachers.
- Optimised interface for use on a computer or tablet.
- The tool adapts to the different levels of the students, which favours a fast and adapted progression for each one.
- The solution is based on the cloud, so there is no need to worry about available storage space.



INTELLIGENCE  
ARTIFICIELLE



INTERFACE UX



SCIENCES COGNITIVES

### Suitable for:

Kindergarten ★★

Elementary School ★★★

High School ★★★

University





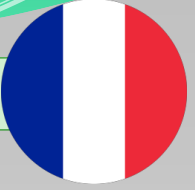
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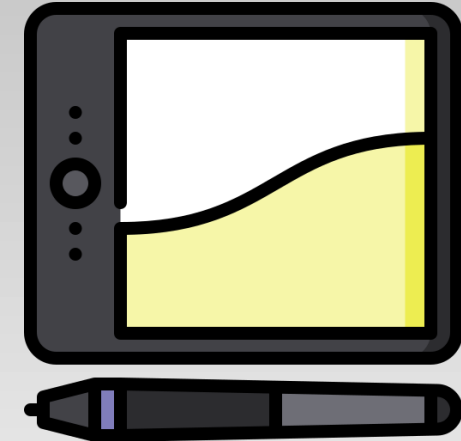
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## Personalised and adaptive exercises to improve learning

As an application that facilitates learning, EvidenceB can offer several advantages to an academic institution:

- Learning mathematics and languages from an early age through games brings real added value to an academic institution.
- Taking into account cognitive sciences and artificial intelligence allows the degree of difficulty of the different exercises to be adapted. In this way, everyone progresses at their own pace. Pupils who have an aptitude for learning are stimulated, while those who have difficulty learn at their own pace. Teachers benefit from a tool to personalise teaching and make it more optimal.
- Independent work allows teachers to focus on students with difficulties. In addition, this method makes it possible to make the students responsible for finding the answer by themselves.
- The proposed interface is very easy to use, even for people who are not comfortable with digital tools. Teachers do not need long training to use this tool.
- The implementation of a cloud makes it possible to connect from any device without any local stored data. It is therefore possible to use this platform from any location with computers or tablets and an internet connection.



However, EvidenceB Dis has several areas for improvement:

- This tool only offers three subjects: French, mathematics and Latin. It could be very interesting to widen the scope of topics such as history, geography and and geography propose contents such as history, geography or philosophy.
- Learning with EvidenceB requires the use of computers or tablets. If this is not already the case, the institution will have to invest in hardware to offer the application.





## An academic and professional orientation platform

Xello is a platform offering educational content and exercises according to the student's class. In this way, it complements the teachers' courses. In addition, xello can guide the student through higher education by offering courses that match their interests and qualifications.

### Type

Training and orientation platform.

### Competitive advantage

This platform allows you to prepare for courses and exams, and to better understand higher education and the courses offered.

### Number of users

The platform claims over one million hours of use per school year.

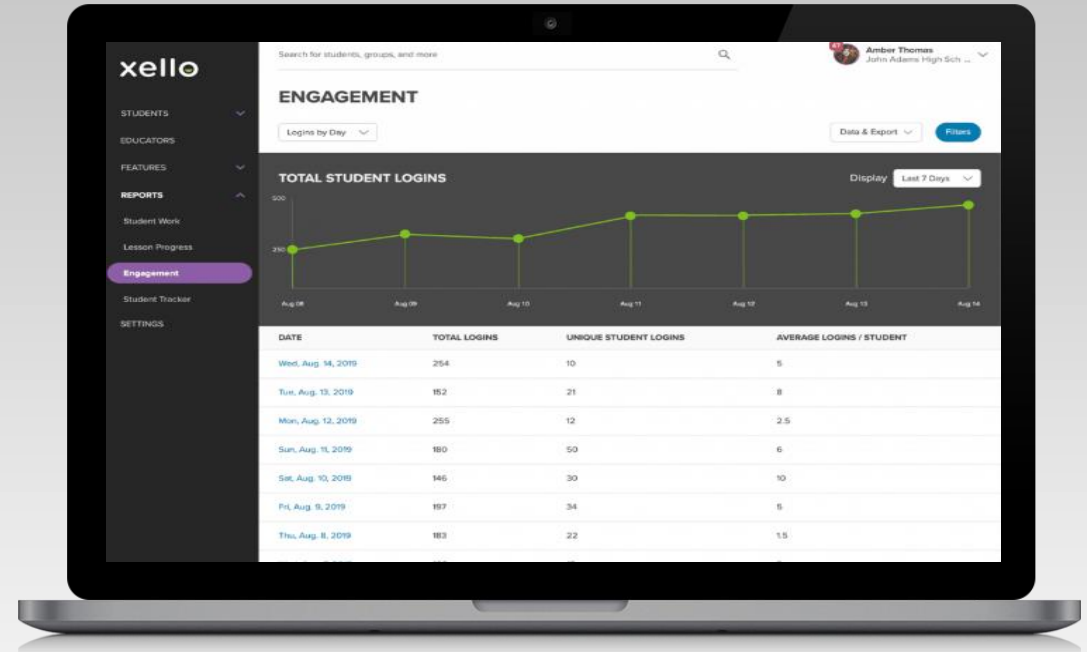
### Level of development

Carrer Cruising was founded by Matt McMurtry, Jeff Harris and Angus McMurtry in 1995. The company grew to over 100 employees in 2016. In 2017, it developed xello and at the same time renamed the company accordingly.

### Price

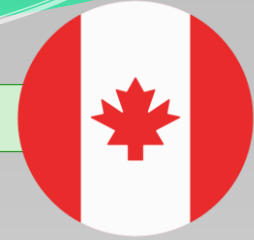
Billing depends on the number of students and the packaging chosen.

**Link** <https://xello.world/en/>



### How does it work?

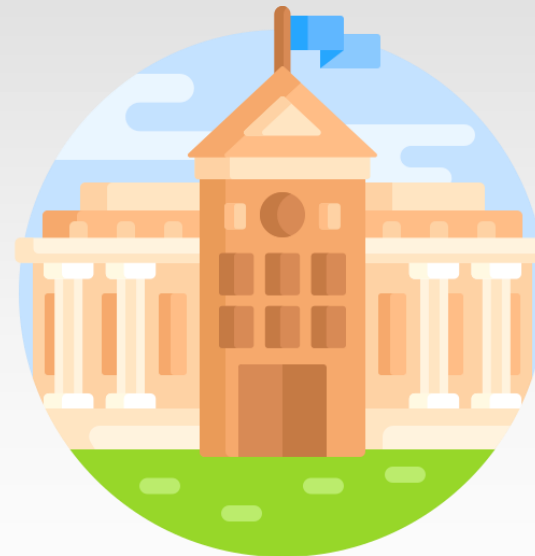
The teachers decide how many students they want to take on and which offer is most relevant to their needs and the classes involved. Afterwards, students have access to an interface that allows them to view courses, take exams, and talk directly with the teacher through a chat. Above all, they can see the different courses available and the number of places in the universities. Teachers can follow the progress of their students, communicate directly with them or plan a lesson.



## An academic and professional orientation platform

### Advantages

- Intuitive and easy-to-use interface for both teachers and students.
- The implementation of instant messaging allows for more interaction, responsiveness and horizontality.
- The ability for teachers to get all student information in an easy-to-read report helps to better understand student needs and potentially identify those who are dropping out.
- According to Xello, the platform is 14 times more engaging than the average digital education solution and 20% of students log in outside of class time.
- The platform implements 'self-assessments' to better understand the personality and interests of students. Subsequently, it proposes courses that may be suitable for students depending on their profiles.
- Xello references the different schools and universities, the courses, the number of places, and the profiles sought to guide students towards higher education.



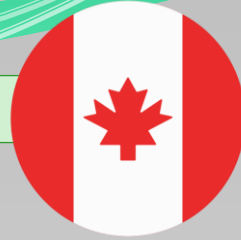
### Suitable for:

Kindergarten ★★

Elementary School ★★★

High School ★★★★★

University ★



## An academic and professional orientation platform

For both teachers and students, Xello has many advantages:

- Students have the possibility to take tests to highlight the activities and subjects they are passionate about. Afterwards, the platform can suggest jobs that might suit them, but also courses that match their ambitions, results and interests.
- Teachers can consult students' and classes' information. They can also view intuitive reports and identify students who need help. In addition, a feature of Xello allows tracking the success of students after graduation.
- It is often difficult for a teacher to give precise information about an institution or course, especially when accompanying large classes. Xello offers a university listing to guide students. In addition, it also indicates the type of profile sought by the program, if the course are selective, the rate of acceptancy and the job opportunities.
- The introduction of instant messaging allows for greater responsiveness on the part of students and teaching staff.
- The educational institution also gains in attractiveness to students and their parents as it offers guidance and career counselling based on an understanding of students' strengths and expectations.

However, the application has several areas for improvement:

- The platform requires the use of a computer or smartphone which can be a problem for poorly equipped institutions. Moreover, students are not equal when it comes to digital technology and this type of tool can increase inequalities.
- According to Xello, 20% of registered students use the solution outside of class time. While this figure attests to the success of the platform with its users, it raises the question of the differentiation between school and private life as well as the right of students to disconnect outside of class.

