

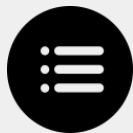


## **EVOLUTION OF EDTECH BUSINESS MODELS**

Prospective monitoring  
March 2024



# Summary of the March 2024 edition



## Definition of Edtechs



## Methodology



## Trends Analysis



GAPSMOOV

**Gapsmoov** is a digital learning platform designed to develop learners' intercultural intelligence, in particular to enhance their soft skills.

NOLEJ

**Nolej** is a platform that enables teachers to easily generate courses from text, audio or video using artificial intelligence.

DeansList

**DeansList** is an educational platform designed for schools, offering a complete behavior management solution.



hivebrite

**Hivebrite** is a social network, like Facebook or LinkedIn, that can only be used by former school graduates (ALUMNI).

matific

**Matific** is a learning platform featuring a gamification system that makes learning mathematics fun and enjoyable from an early age.



## Definition of Edtech:

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 teaching as an alternative to physically attending classrooms. These "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 courses. There are also educational robots that capture the attention of young people and support them in their learning.

EdTech provides tailor-made and on-demand services. It revolutionizes teaching, making it possible to **design a personalized learning path for students.**

Teachers and schools in general also benefit from these technologies, which facilitate the sharing 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.

**DISCOVER MONITORING METHODOLOGY**



# Prospective monitoring - Definition



## Overview

Prospective monitoring consists of collecting strategic information in order to anticipate changes in the ecosystem and respond as quickly and appropriately as possible. This provides support for the implementation of a commercial and technological strategy.

## Methodology

An effective method involves regular monitoring 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 educational institution to compete sustainably it needs to be constantly aware of changes in its market, so as 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.
- Analyze and compare this information with the organization's current strategy.
- Evaluate competition and their business strategies through their innovations.
- Carry out a self-evaluation and develop a strategy.
- Find inspiration in business and technological trends.

[DISCOVER OUR EDTECH TRENDS ANALYSIS](#)



# Edtech trend analysis



## Main technological trends

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



Gamification



Artificial intelligence



Big Data



Virtual Reality (VR)



Publication of the  
"European edtech funding report 2024"

In its fifth edition of the "European edtech funding report 2024", Brighteye Ventures provides an overview of the state of the edtech sector in Europe, as well as global context. As the report highlights, European edtech has continued to demonstrate resilience, both in terms of deal numbers and funding amounts. In practice, European edtech deals accounted for almost 32% of all edtech deals worldwide in 2023.

## News highlights



*Leemons, a learning platform that adapts to different teaching models, raises EUR **1.5 million (CHF 1.44 million)**.*

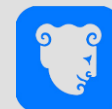


*Klas, a Nigerian edtech supported by Techstars, raises **USD 1 million (CHF 882'220)** to develop its teaching platform.*



ConveGenius  
Nudging Education

*ConveGenius, K-12 educational technology company, raises **USD 7 million (CHF 6.18 million)** for AI Gen advancement and international expansion.*



*IStoria, an educational technology specialist based in Saudi Arabia, has closed a total investment of **USD 1.3 million (CHF 1.14 million)**.*



## Gapsmoov: Deciphering and understanding culture

**Gapsmoov** is a digital learning platform designed to develop learners' intercultural intelligence, in particular to enhance their soft skills.

### Type

Digital learning platform.

### Competitive advantage

The tool aims to develop students' intercultural intelligence, an area too often underestimated.

### Price

The solution offers a one-year subscription to the platform for EUR 299 (CHF 282) per year and per person. For schools, a license per year and per department would cost EUR 890 (CHF 838), and for an entire school, the license would cost EUR 3,800 (CHF 3,577).

### Number of users

Little relevant information has been found on this subject, however, the solution claims several thousand users.

### Level of development

The start-up was founded in 2020 by Virginie Deshayes and Thibaut Issindou. The company is quality certified by bodies accredited or authorized by the French Accreditation Committee (Cofrac) on the basis of the national quality reference framework, demonstrating the reliability of the platform. According to LinkedIn, Gapsmoov employs between 2 and 10 people.

**Lien** <https://www.gapsmoov.com/>



### How does it work?

First of all, you need to log on to the platform using your identification details. Then select the culture corresponding to the user's information needs, so as to acquire knowledge about the cultural particularities of a country, and compare them with one's own culture.



## Features:

- The site and its various modules are **available in French and English**.
- The "explore" mode is based on micro-learning that **deciphers 90 professional situations** in different countries and cultures. It combines **short videos by professionals, case studies and quizzes**.
- The "compare" **mode takes into account and compares the different cultures of 70 countries**, with aspects such as proximity, mastery of silence, implicit/explicit, etc. The "Cultural Match Indicator" is an algorithm that instantly **calculates the cultural proximity between two countries**. In addition, advice is given on how to turn differences into opportunities.
- The "practice" mode, available with a subscription type, enables you **to attend and exchange with experienced trainers**.
- The final mode, "Evaluate", **tests knowledge** of a specific country or multicultural skill. After a quiz of around 30 questions and a certain number of correct answers, the platform issues a certificate of achievement.



Kindergarten ★★☆☆

High School ★★★★★

Elementary School ★★★★★

University & school ★★★★★



Today, the language barrier is considered to be the greatest difficulty in doing business in a foreign country. In general, cultural differences between countries are often underestimated. Gapsmoov provides invaluable assistance to learners in understanding different cultures.

- The "explore" mode enables **learners to gain a better understanding of different cultures very quickly**, thanks to a micro-learning system. First, a general video is produced by professionals from the country concerned. Then, you can select the objective of the presentation: "How to make a successful presentation to Americans", "How to run a meeting with Indians" or "How to build bridges with the French", for example. The strength of these presentations lies in their ability to **provide recommendations in a professional environment, and to develop soft skills in less formal settings**. The tool comes into its own in a more traditional course, illustrating the various points made by the teachers. Getting advice from qualified professionals and diversifying course materials can **increase learner involvement**. This type of tool is also interesting for teachers who want to learn more about the habits and customs of different countries.
- The multiplication of cultures and countries means it can be integrated into a wide range of subjects. The tool could be used in business-oriented courses, but also in language courses to better understand a country as a whole. In this way, **there is a mutualization of the tool** that makes it advantageous for a school. Similarly, the ability to use the site and watch videos in two languages (French and English) **facilitates its use by a large number of individuals**.
- The setting up of 2-hour virtual classes in mini-groups with intercultural experts encourages exchanges and gives students the opportunity to ask specific questions that might be difficult to access with simple internet searches. **It also develops soft skills**, which are increasingly in demand in the workplace.
- The quizzes and evaluation mode **enable the level of understanding of a class or students to be assessed**. It could be envisaged that obtaining a certificate of knowledge given by the platform would be required before attending a course, in order to improve fluency.

However, this solution can be optimized:

- The tool emphasizes very business-oriented skills, even if in some ways it can be integrated into more "classic" courses. It could be interesting to **introduce much more general themes** that would appeal to a larger number of learners. Indeed, for the moment, the solution seems to be aimed mainly at business schools.
- It's a pity that, in the digital age, **the platform is only available on a computer** and not with an application that can be used on a tablet or smartphone.



**Nolej** is a platform that facilitates content creation for teachers. Simply make a text, audio or video available, and the artificial intelligence creates lessons and assessments for students.

### Type

Content generation tool.

### Competitive advantage

The solution uses artificial intelligence to generate learning modules from a variety of media, saving a considerable amount of time.

### Price

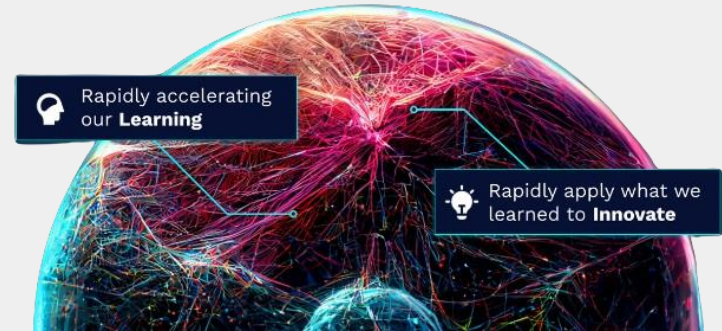
According to Elite Content Marketer, Nolej offers a package starting at USD 19.99 (CHF 17.28) per month. For schools, a quotation is required.

### Number of users

According to the EdTechActu website, the solution is already recognized by some 60'000 teachers in 800 schools in 10 different countries.

### Level of development

Vincent Favrat and Nejma Belkhdim founded the start-up in January 2020. However, it was not officially launched until July 2023. Nolej won the GESAwards France at the end of November 2023, and raised EUR 3 million from Educapital and Square Knowledge Ventures. The start-up is now looking to step up a gear and target 10 million teachers worldwide.

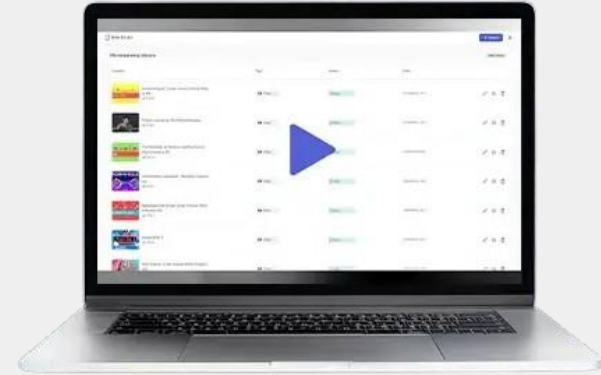


### How does it work?

The tool takes the form of a platform for uploading different documents to create more captivating learning modules. Several media are available to diversify teaching methods. Teachers can also modify suggested documents.

## Features:

- The tool is **compatible with many learning management systems (LMS)**, such as moodle, Google Classroom, Canvas, Microsoft Teams and others.
- **Various types of content can be used** to create learning modules: video, text, audio or even a simple web page.
- **The content is analyzed by artificial intelligence**, so the teacher doesn't need to intervene in the creation process unless he or she wishes to do so. The AI finds the relevant words and also **provides the definition (taken from Wikipedia) of the key notions**.
- **A wide variety of learning modules are available**. These range from simple summaries and videos with explanations to interactive games such as crosswords and flashcards.
- It is possible to **give assessments on specific content**, which is then automatically corrected by the platform.
- The platform appears to **support several languages**, including French and English.



Kindergarten ★★★

High School ★★ ★

Elementary School ★★ ★

University & school ★★ ★

Classes can sometimes be boring for students due to the lack of interaction between teachers and students. What's more, creating or redesigning learning modules is often a long and tedious task for teachers, taking them away from more qualitative tasks. Nolej offers a number of advantages for solving these problems.

- The most interesting point is its adaptability. Indeed, the solution supports many different media, such as video, audio and text. This means it can handle an infinite number of themes and subjects. **The tool can be used by all teaching staff.** What's more, it's also suitable for all classes, from middle school to university studies. **This high degree of adaptability means that it quickly pays for itself in terms of cost savings,** thanks to the sharing of resources between different teachers.
- Adaptability is also evident in its compatibility with various LMSs, including Google Classroom, Moodle, Canvas and Schoology, to name but a few. This diversity reduces the need to modify existing systems, and helps keep costs under control for schools.
- **The solution offers teachers significant time savings,** leaving them free to focus on more rewarding tasks. They will be less inclined to reproduce exactly the same lessons from one year to the next, thanks to the ease with which content can be created. This time-saving feature means that a wider range of topics can be covered, which should lead to greater involvement on the part of learners.
- Nolej generates different learning modules in the form of games such as crosswords, gap-fill texts, flashcards and so on. This not only diversifies learning modes, but is also fun. **Students' attention should increase,** especially for those who have difficulty with very vertical courses and prefer to practice. Overall, the solution stimulates the whole class, **which should improve academic results.**

However, there are two points to bear in mind:

- Setting up assessments with this type of platform is certainly a time-saver for teachers, but it's not a fix-all solution; it should be supplemented with more traditional tests. Indeed, answers that are not completely correct will be marked as wrong by the tool, and **consequently the way of assessing is less precise in relation to a teacher.** This method will also format some of the students' answers, thus **limiting their reflections.** It seems appropriate to use open-ended questions to get a better grasp of students' general understanding.
- Nolej works with OpenAI, a platform based in the USA. Furthermore, it is never clear with this type of tool how the data is used. **It's important to think about GDPR standards** even if little sensitive information is likely to pass through.



**DeansList** is an educational platform designed for schools, offering a complete behavior management solution. Its aim is to improve student behavior while simplifying communication between all stakeholders.

### Type

Educational platform.

### Competitive advantage

The solution focuses on student behavior within the school.

### Price

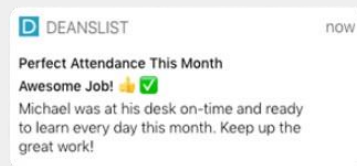
No relevant information was found. It seems that this tool is only available on request.

### Number of users

No information has been found on this subject. The solution highlights schools such as Lawrence Public Schools, KIPP Public Schools and Springfield Public Schools.

### Level of development

The first version of DeansList was developed in 2010 at Phoenix Collegiate Academy with Akshai Patel as founder. In 2013, DeansList was launched as a company to offer services to other institutions. Today, the company is based in New York and has around ten employees. The solution appears to be fairly mature and has been implemented in several schools.



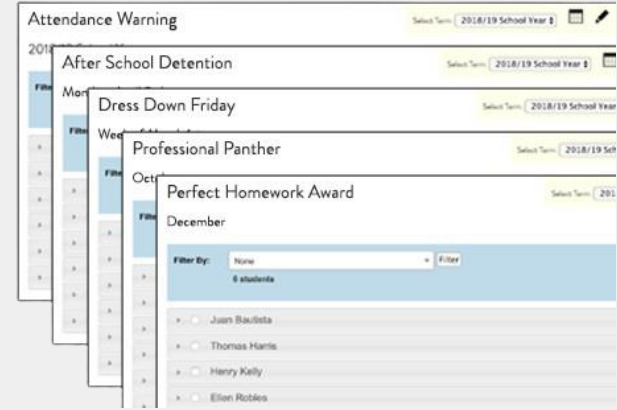
### How does it work?

Each user has a login to connect to the platform, with specific functionalities. Schools can communicate and send documents directly to parents, notifying them of grades, late arrivals, absences, etc.



## Features:

- The solution offers **more direct means of communication** with the various school stakeholders, such as messages on the phone, calls, messaging on the app, etc.
- **Student behaviors are logged in the tool**, allowing authorized persons to view student conduct.
- Deanslist **references potential incidents and streamlines the process** to limit wasted time. This translates into digitized incident letters, SMS alerts for parents, direct notification of class attendance and lateness, etc.
- Comprehensive **reports and charts of students' progress throughout the week are sent to families**. Similarly, school results are digitized.
- The platform can also be used **to manage the school meals system**, with invoices and payment methods transmitted.
- The tool offers **translation into different languages**, both for reports and with the messaging system.
- According to the website, the solution offers **strong connectivity with existing software thanks to APIs**.



Kindergarten	★★★	High School	★★★★
Elementary School	★★★★	University & school	★★★



Communication between the various stakeholders is a major issue for schools, enabling them to pass on information more efficiently. DeansList relies on a high degree of digitization of schools, coupled with a system for evaluating student behavior, with the aim of creating a healthier, more efficient environment.

- The solution records the various behaviors of students within schools. The aim is **to highlight positive attitudes and penalize negative behavior**, both towards the school and towards other students. The tool produces statistics to monitor potential changes over time. These reports are sent directly to learners' families, ensuring that parents can see how their children are progressing. The most valuable aspect of this method is that it **limits bullying in schools**, and undesirable behavior in general. Sending the report directly to parents also means greater involvement on the part of the family, resulting in a more rapid change in the pupil's behaviour. Thanks to this tool, student assessment not only takes into account academic results (know-how), but is also based on interpersonal skills, which are rarely assessed, yet are essential in the world of work (soft skills). Students are also encouraged to take responsibility for themselves and prepare for higher education.
- DeansList offers a number of features to facilitate the digitization of schools, including managing the meal system, student attendance/absence, transmitting grades, exercises, etc. Parents can thus obtain information directly, facilitating the work of the administration and **limiting the loss or delay of documents**.
- As explained above, the tool offers various means of communication to facilitate exchanges between the various parties involved. Teachers can converse directly with parents to pass on information much more quickly. These much more direct exchanges should **increase parents' involvement in their children's school life, improving their academic results**.
- Instant translation of documents and conversations is a real asset. Indeed, communication with parents can be difficult if they have a poor command of the school's official language. A translator **facilitates exchanges between parents and teachers**, which is beneficial for student follow-up.

Nevertheless, vigilance is essential:

- This type of solution puts additional pressure on students, who **may feel constantly evaluated, even during breaks between classes**. This pressure is accentuated by the sending of reports and messages directly between teachers and parents. It becomes more difficult for learners to differentiate between school and private life.
- **The use of digital technology can exacerbate existing inequalities** by reproducing social disparities. Parents with a limited understanding of digital tools and already little involvement in their children's schooling will be even less likely to become more involved, unlike those who are already very involved and regularly use smartphones, computers and so on.

**Hivebrite** is a social network like Facebook or LinkedIn, available only to former school graduates (ALUMNI).

### Type

Social networking.

### Competitive advantage

Hivebrite offers a much wider range of functionalities than a simple ALUMNI group on platforms such as Facebook or LinkedIn. In fact, the platform is far more user-friendly and practical.

### Price

No relevant information was found on this subject. It seems that this tool is only available on a cost-per-user basis. According to a BFM Business interview in October 2023 with Jean Hamon, founder and chairman of Hivebrite: "the price starts at between EUR 10'000 and 15'000 for one year".

### Number of users

The company claims nearly 1'000 customers, including Princeton, Stanford, Yale and Notre-Dame universities, as well as the Obama Foundation, Boeing and Roche.

### Level of development

According to l'Usine Digitale, the start-up announced on Tuesday October 17, 2023 that it had closed a EUR 35 million Series B round, led by Quadrille Capital alongside Insight Partners and Edward Filippi, historical investors. Since its creation in 2015, the company has raised a total of EUR 54 million in financing. It has a number of high-profile customers, demonstrating a strong level of development.

**Lien** <https://www.pi-top.com/>

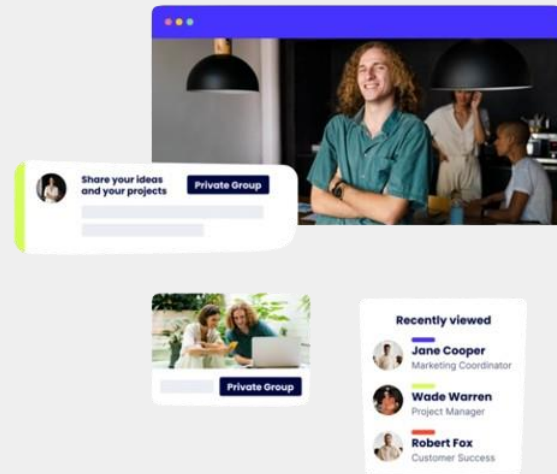


### How does it work?

Hivebrite customizes a platform that is only available to members of a school, and to former graduates. The solution behaves like a conventional social network, integrating more specific functionalities.

## Features:

- It is possible to **set up different groups where each individual has different accreditations**, ranging from the user who can only view the page to the administrator who can control everything.
- When setting up an event, **fundraising promotion and processing are carried out directly via the platform**. Donations are processed via an integrated payment gateway. Alumni can easily make a donation using the payment method of their choice.
- The platform claims **to be able to migrate to Hivebrite in less than 8 months**, with the same features and the same number of individuals.
- **Creating an event becomes very easy**, especially for the registration system, which takes just a few clicks. In addition, pages are grouped by theme and keyword, facilitating the search system for users. These pages can be private or public, as required.
- It is possible for a company to **share information and documents with a group of people or a defined group**, notably via e-mail campaigns.
- **Direct contact is possible** between the institution and the members of the platform, as well as between the members themselves.
- Hivebrite offers the **possibility of creating a detailed profile** similar to that on LinkedIn, with a **location-based system** that enables nearby alumni to be discovered if desired.
- The solution **provides statistics on engagement rates**.



Kindergarten	★★★	High School	★★★
Elementary School	★★★	University & school	★★★★



The quality of education and the reputation of an educational institution are often the decisive criteria for learners' choice of studies, while post-graduation opportunities are often overlooked. Paradoxically, former graduates are the main ambassadors of an institution, and keeping in touch with them is a great way to develop one's network - a considerable advantage when it comes to finding a job in the future. Hivebrite recognizes this perspective and energizes alumni groups, fostering exchange and collaboration within the Alumni circle :

- One of the greatest strengths of this tool is to enable students to keep in touch with their former classmates, and to be able to forge links with future and former graduates. This feature is a real advantage for the professional world, **enabling you to build a strong network with one's common schools**. It can also be a great asset for universities and schools, boosting their profile and attracting future talent.
- Once they've obtained their credentials, alumni will continue to receive information from the school, as well as from various pages and groups to which they're affiliated. This connection provides a valuable opportunity for educational institutions to maintain contact with their alumni, helping to strengthen their presence and influence. **Alumni become ambassadors for the schools**, which again increases outreach.
- Hivebrite makes it easy to organize events, whether physical or online. These can be created in just a few clicks, unlike conventional methods. There's no need to set up a stand, count people, enter registrations and so on. In addition, fundraising and related processing are handled directly by the platform. **Flexibility and ease of use encourage members to create different events** to stimulate life on and off campus.
- The location function is particularly useful. It identifies alumni who live in or around the same city. This feature makes it **much easier to establish new contacts**, which is particularly useful when moving to a new city for a new job, for example.
- This type of tool makes it possible to **create a huge contact book for a school and its teachers**. If the platform's members have entered their details, as with LinkedIn, it's easy to find a speaker on a specific topic, for example. Where this is not the case, an e-mail campaign or an article on the news feed can greatly simplify searches.
- By analyzing the statistics provided by this tool, you can discover the engagement rate of an article, a group or an event. With this data, **it's easier to target relevant content** and bring people together.

Despite the advantages listed, there is one point to be made:

- The solution relies primarily on the involvement of alumni and the groups to which they belong. If these stakeholders are not well informed about the various functionalities, **the relevance of the solution could diminish considerably**. Similarly, it's essential that the institution's communication is not too intrusive, otherwise users **could lose interest in using it**.



**Matific** is a learning platform featuring a gamification system that makes learning mathematics fun and enjoyable from an early age.

### Type

Mathematics learning platform.

### Competitive advantage

The platform makes math more attractive with a gamification system.

### Price

According to the website, the price is based on an annual fee of EUR 70 (CHF 66) for one year, or a monthly subscription of EUR 5.83 (CHF 5.55). A one-month subscription is available for EUR 9.99 (CHF 9.50). According to the [Les Astuces de Julie](#) website, the price decreases according to the number of subscribers.

### Number of users

According to the [official website](#), millions of users worldwide use the platform.

### Level of development

Matific is an American company founded in 2012. In April 2013 it signed the first major contract for the production of 140 Common Core State Standards-aligned activities in the USA. The company is now present in over 120 countries, with 175 million mathematical problems solved every month. It collaborates with prestigious names such as Oxford University Press and JP International School. According to LinkedIn, the company employs over 150 people.



### How does it work?

Teachers and students create an account on the platform. The teacher assigns different level groups to each class. The teacher can then assign exercises to the whole class, or to individual students from among all the exercises available in the catalog.



## Features:

- The tool is equipped with an intelligent algorithm that **assesses each student's progress and provides them with an individualized, tailored experience**. The spaced repetition method is integrated into the adaptive algorithm, enabling students to revise and consolidate skills already acquired.
- Exercises are presented in the form of games, and the number of possible activities is quite impressive, **with over 2'000 exercises on offer**.
- Matific **performs in-depth, real-time analysis of user data** to facilitate observation of the time spent on the platform, find out how many students have completed their work, measure student progress, and so on.
- **Activities are classified** according to learner level (the class) but also by theme (fractions, geometry, algebra, etc.).
- **The solution automatically defines and corrects homework** for each student in the class.
- The tool **integrates with several ecosystems** already present in schools, such as Google Classroom, Microsoft and Clever.
- **Various media are supported**, with a version available on the Internet and an application downloadable from the App Store and Google Play, making it easy to use on tablets and smartphones.

## Matific fonctionne



Kindergarten ★★ ★

High School ★★ ★

Elementary School ★★ ★

University & school ★★ ★



Certain concepts and myths persist, such as the idea of an innate predisposition to learning mathematics or languages. A notable example is the "math hump" theory, which has been disproved for many decades, but is still assumed by some people. For a child to excel in a subject, it's essential that he or she finds pleasure in it. That's why Matific uses gamification to reconnect mathematics with learners, while making life easier for teachers :

- The solution adapts to the level of each pupil, so that **as many people as possible are satisfied**. Learners with a good level will be able to improve and get ahead of the program, or go back over unclear notions. On the other hand, students who are struggling can progress at their own pace, with the help of the teacher. This is made all the more effective by the fact that the teacher has statistics at his or her disposal to better pinpoint the difficulties of each member of the class. **They can therefore target a certain part of the lesson if a majority of students do not understand a notion**, and move on quickly if exercises are quickly understood.
- The use of interactive games reconciles learners with mathematics, by diversifying learning methods and **generating greater involvement**. They'll be more inclined to do their work and ask questions. Another advantage is the ability to visualize certain concepts that can be complicated to understand, especially for younger learners. Games, but also images, **can facilitate understanding**, for example the image of slices of cake to represent divisions.
- Working on several types of media is an advantage for schools, as they can exploit the material already available, thus **limiting the investment required**.
- Having a large database to provide homework assignments and having them automatically corrected **is a significant time-saver for teachers**, who can then devote their time to more qualitative tasks, such as helping students in difficulty.
- Statistics on screen time are a reassuring feature for parents. They can also monitor their children's progress and help them with exercises at home, **increasing their involvement**.
- Matific can easily be incorporated into programs that are widespread in schools, **keeping costs down and facilitating integration**.

Nevertheless, this solution can have some negative effects:

- This approach tends to encourage young people's dependence on digital technologies, which can lead to **increased eye strain and concentration problems**, disrupting their learning. It can also diminish their interest in other media such as paper. So it's only logical that **the students' parents should put up strong resistance to this type of solution**.
- Whether it's the school that supplies the material, or the parents who have to buy it, **this represents a significant cost**.
- Last but not least, Matific **can widen the digital divide already present in the classroom**.