Department for International Trade

Education Industry North American Market

Prepared by OCO Global

January 2022

Challenge.
Create.
Collaborate.

Introduction

The North American education market is filled with ample opportunities. The average spending on full-time students in the US and Canada in 2018 was USD $15,561 and USD $13,220, respectively.[1] The COVD-19 pandemic posed major challenges to the education industry throughout the world and schools were forced to adapt new teaching models and implement technology faster than they had ever anticipated.

Schools, teachers, parents, and students have all shifted their approach to education since the beginning of 2020. From schools admitting students without standardised tests (e.g., SATs/ACTs[2]) to teachers finding new ways to harnessing new technology to engage students, every player within the education industry has experienced a major shift.[3]

This shift has created trends that are shifting the industry for the years to come. Education Technology, or Edtech, has been the driving force of changing the learning environment. Edtech has allowed for the industry to continue during an epidemic, as well as identify and address gaps in the industry. Teachers are turning to Edtech solutions for personalisation for their students; schools are implementing new technology for efficient learning systems and engagement tools; students rely on software tools to stay on top of their work.

The world has learned that technology is a basic need – particularly for education. This report outlines the education market in the US and Canada, shifting trends, and how UK companies can leverage their experience to successfully enter the North American market.

[1] OECD (2021), Public spending on education (indicator). doi: 10.1787/f99b45d0-en (Accessed on 15 November 2021
[2] Standardized tests used to decide admission into college in the US
[3] POLITICO, Covid-19 changed education in America — permanently, Mar 2021

Theme 1: Knowing the Market

United States of America

Overview of the United States of America

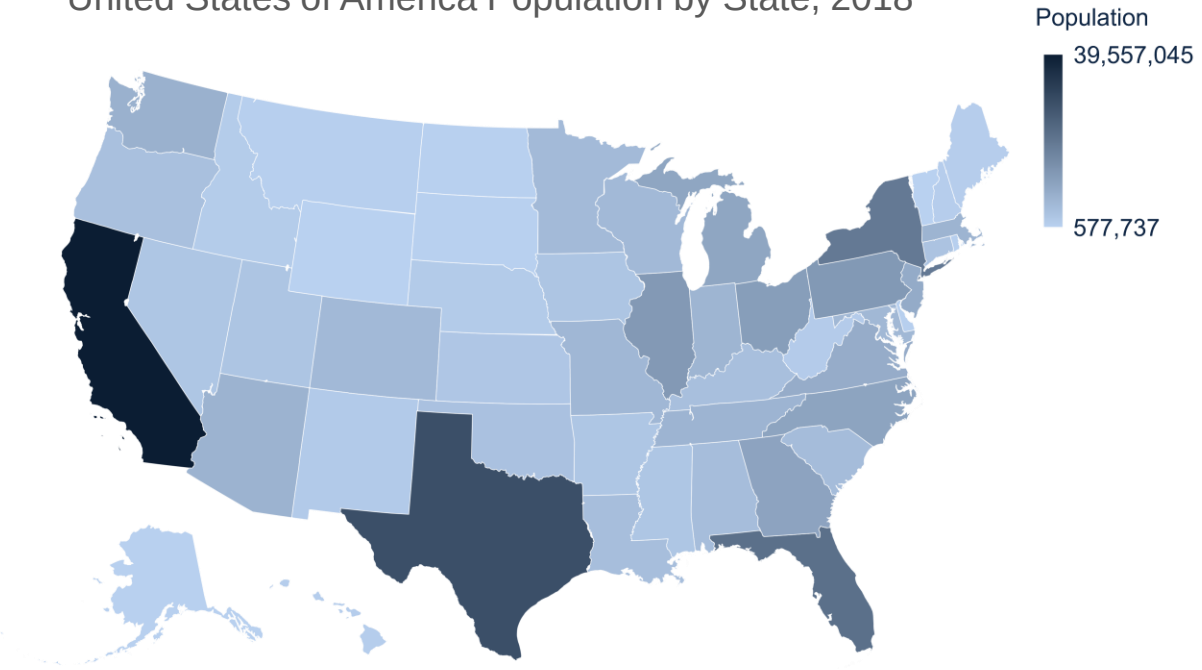
OCO GLOBAL

The United States is a vast market with ample opportunities for success. Despite its immense size and population, the United States has a dim literacy rate of 81%[1] - compared to the UK's literacy rate of 99%.[2]

The US median household income has steadily increased since 2008, despite a 2.9% decrease between 2019-2020, and is valued at $67,521 in 2020.[3] The steady increase of household income gives American families the opportunity to explore various means of education throughout the US – ranging from public to private to homeschooling.

The most populous states are California, Texas, Florida, and New York.[1]

United States of America Population by State, 2018



Totals[4]	
Population (2020)	335,514,000
Land Area	3.797 million mi^2 (9.834 million km^2)
GDP (2020)	$20.943 trillion USD
Annual Household Income (2020)	$67,521
Annual Consumer Expenditure (2020)	$12.454 trillion USD

[1] NCES, *Adult Literacy*
[2] United Nations Association – UK, *International Literacy Factsheet*
[3] US Census Bureau, *Income and Poverty in the United States: 2020*
[4] US Census Bureau, *Quick Facts,* 2020

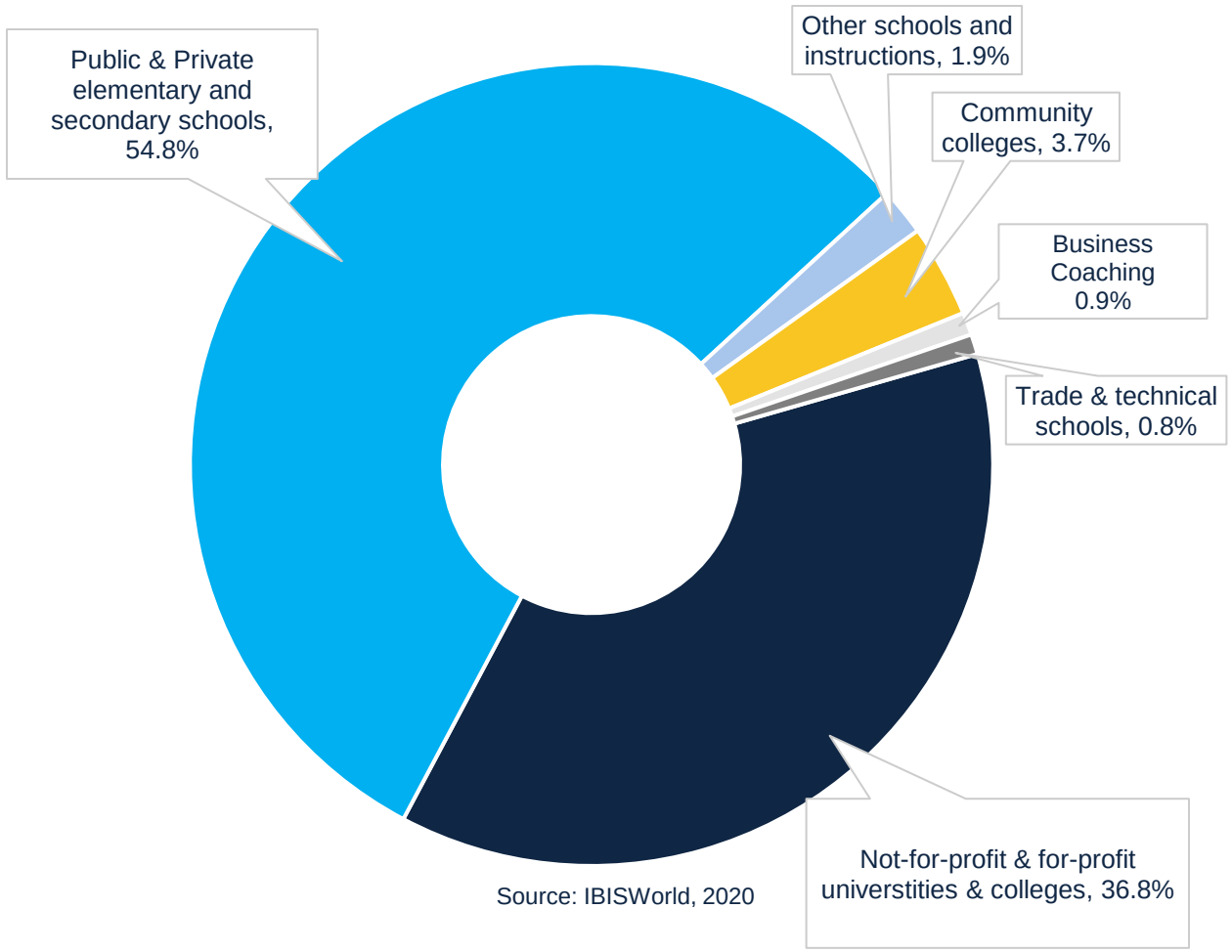
US Education Market

OCO GLOBAL

In 2020, the US Education Industry had a valuation of USD $1.4 trillion, which covers a variety of services and segments. The largest segment of the market is public & private elementary and secondary schools making up 55% of the revenue of the industry, followed by not-for-profit & for-profit universities & colleges making up 35% of the market share.

Due to the COVID-19 pandemic, increased government spending substantially influenced the primary and secondary education programmes. As the country recovers from the pandemic and schools return to in person, the overall Education Services industry is expected to remain steady with a stagnant growth rate of 0.1% between 2016-2026. [1]

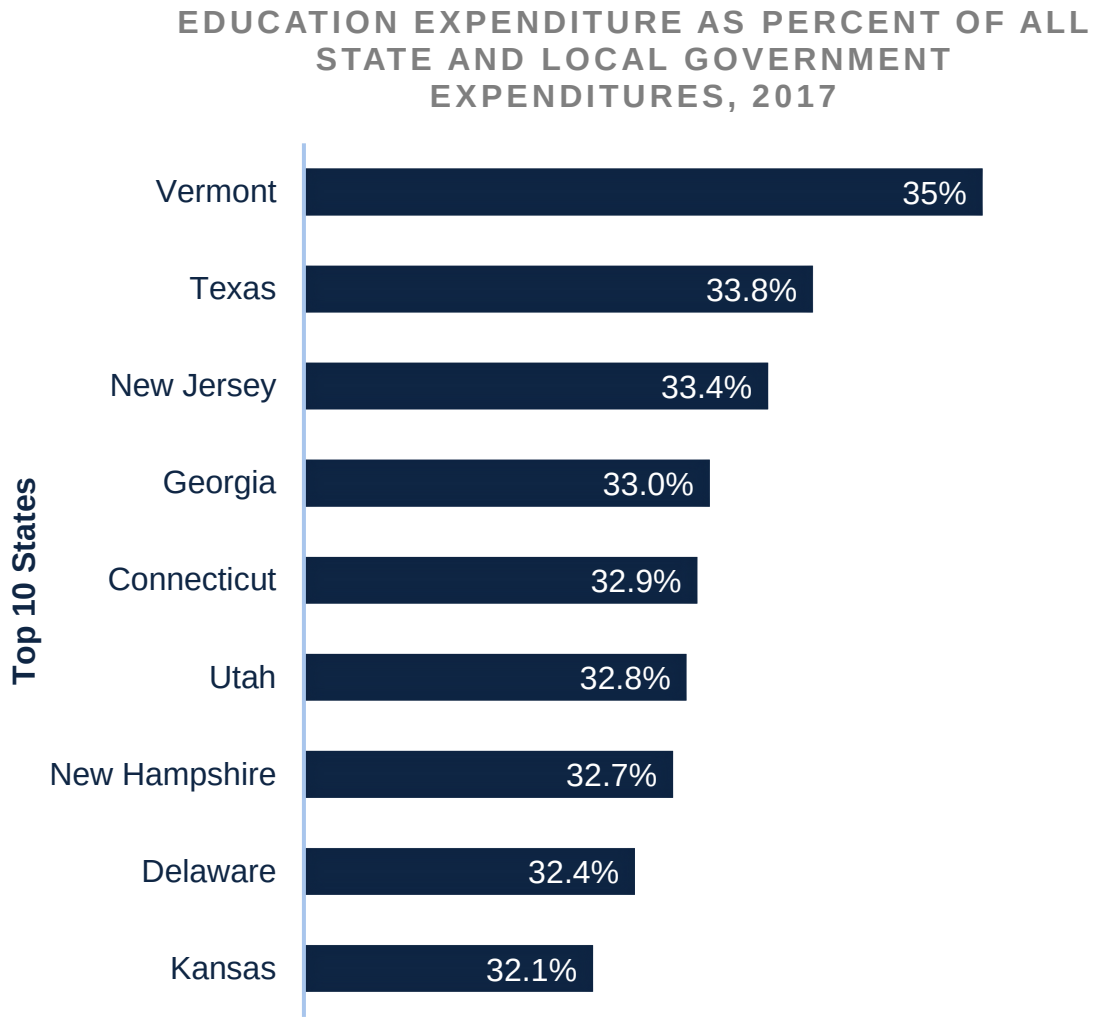
Educational Services: Products and Services 2020



Source: IBISWorld, 2020

[1] IBISWorld, *Educational Services in the US 2021*

US Education Market



Source: Statista

It is often the case that education expenditure does not positively correspond to the population of the state. It is of little surprise that Texas is in the top 10 states of education spending, given its size, however, Vermont, one of the smallest states in the US with a population of just over 620,000 spent the largest percentage of state and local expenditures on education in 2017.

Overall, the Northeast region ranks the highest in education spending as percentage of all state and local government spending – averaging 30.05% of its total expenditure on education with the West region ranking the lowest at 24.31%.[1]

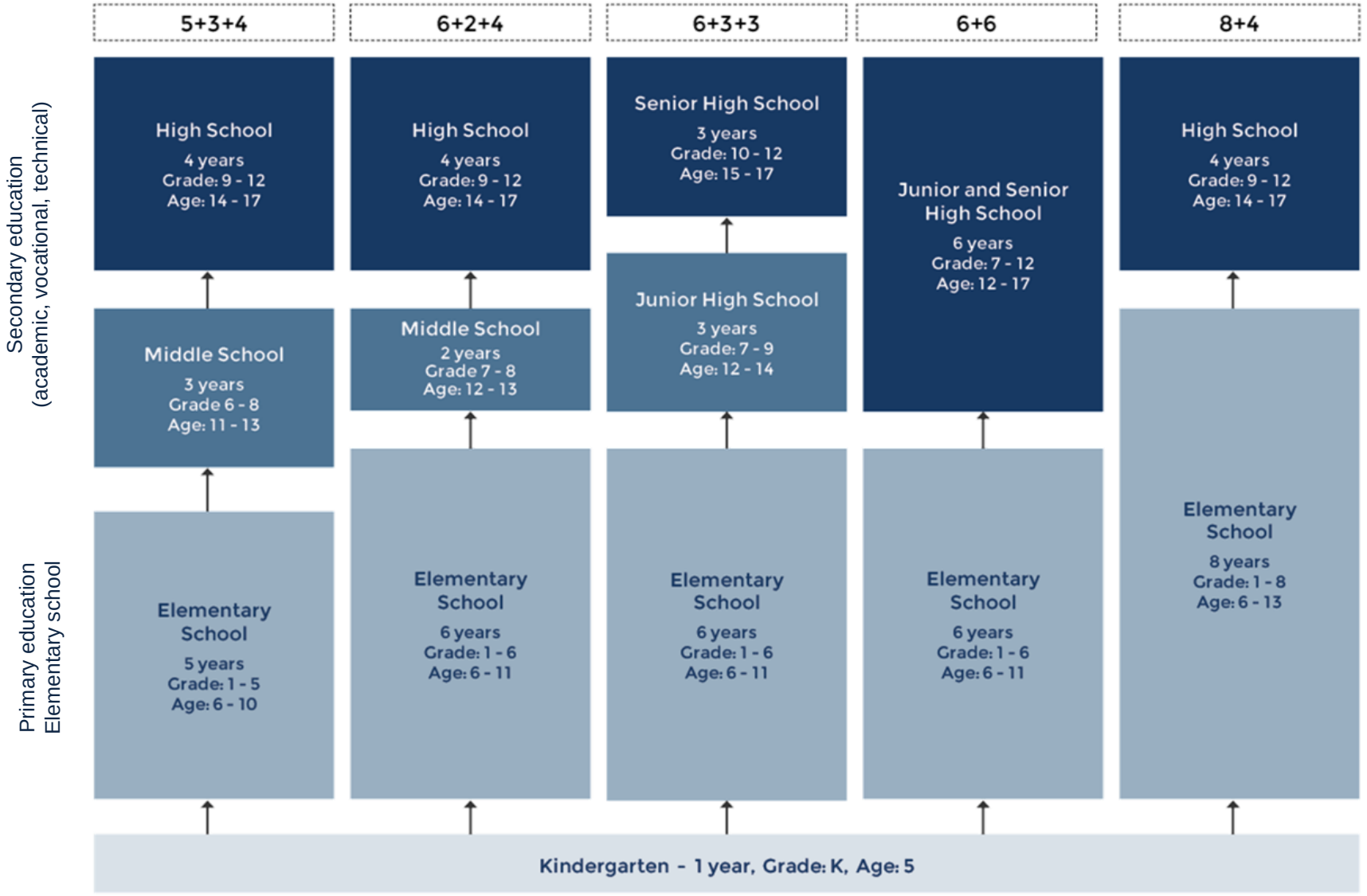
[1] Statista, *Education expenditure as percent of all state and local government expenditure in the United States in 2017, by state*

Common Models of Education System
K-12 (primary & secondary education)

OCO GLOBAL

On a federal level, education starts at first grade, when the child is 6-years-old, and free (public) education is offered.

However, 19 states and the District of Columbia require Kindergarten.[1] Each state has its own regulations for the mandatory school age and attendance.

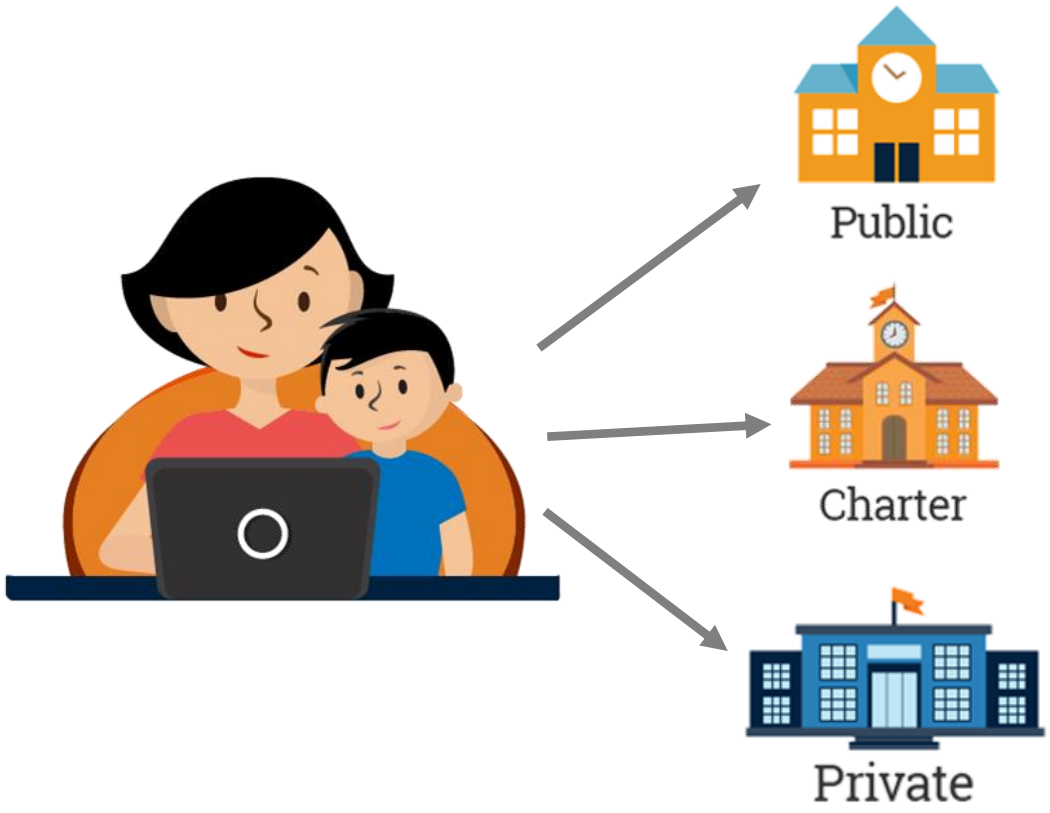


[1] Education Commission of the States

US Education System Overview
Primary & Secondary schools

OCO GLOBAL

WITHIN PRIMARY AND SECONDARY SCHOOLS, FAMILIES CAN CHOOSE TO ENROLL THEIR CHILDREN IN:



Publicly funded

Public schools: governed by local school districts and school boards; the degree in which the state dictates the school's curriculum and textbook lists varies from states to state

Magnet schools: public schools with a specific educational theme or subject emphasis (e.g., Math and Science)

Public/Privately funded

Charter schools: established by independent groups, communities, or organizations with a specific mission or target population; operate via a performance agreement

Privately funded

Private schools: governed by a self-appointed school board and does not require government or local support to maintain incomes and operations; can have religious affiliations; set their own hiring and admission policies for staff and students

Home-schooling: instruction of kids and young adults; attracts 1 million US students annually

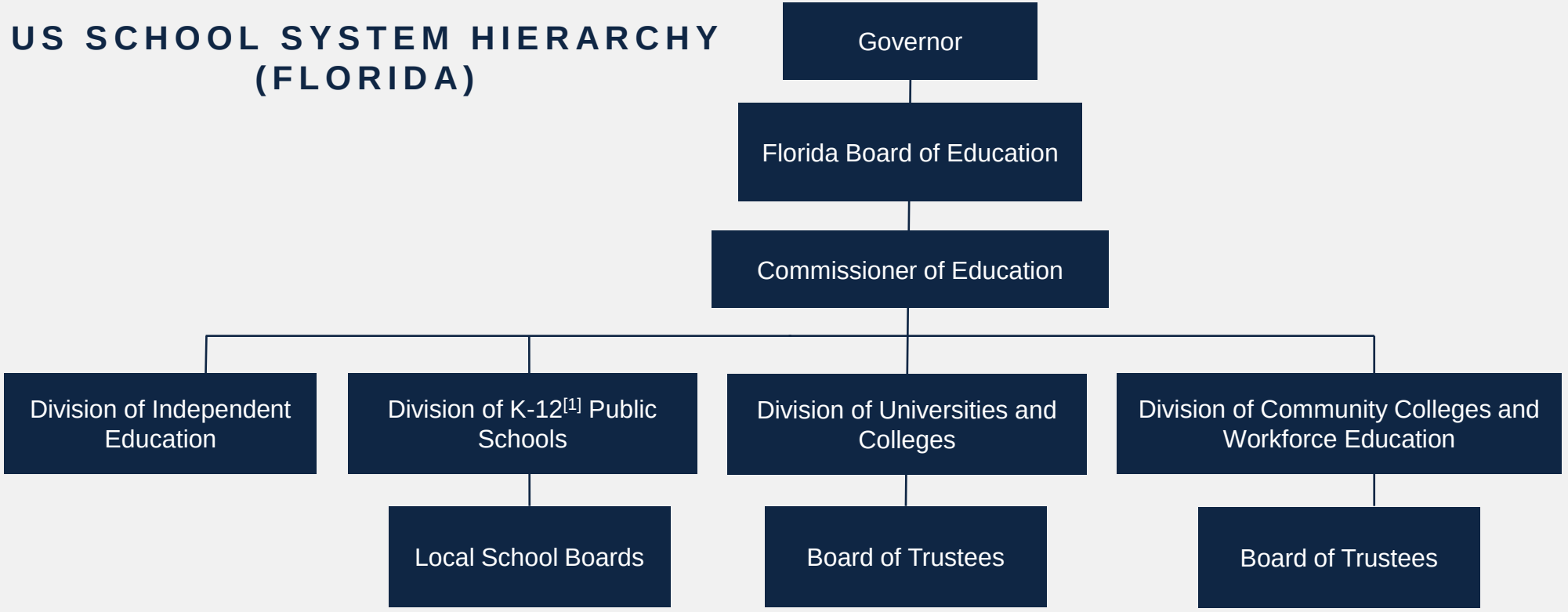
Source: US Department of Education, Structure of US Education

US School System Decision-Making Processes

OCO GLOBAL

The exact hierarchy for public school varies from state-to-state in the United States. This example model depicts the decision-making hierarchy for the Floridian public school system which could vary from any of the other 49 states. Likewise, this model represents the hierarchal system for public schools. Private schools often make its decisions through independent parties.

US SCHOOL SYSTEM HIERARCHY (FLORIDA)



Source: Achievement Gaps Throughout the Education Pipeline: Tracking the Trends Before and After the Florida Education Governance Reorganization Act of 2000

[1] Kindergarten through 12th grade

United States Enrolment Statistics
K-12

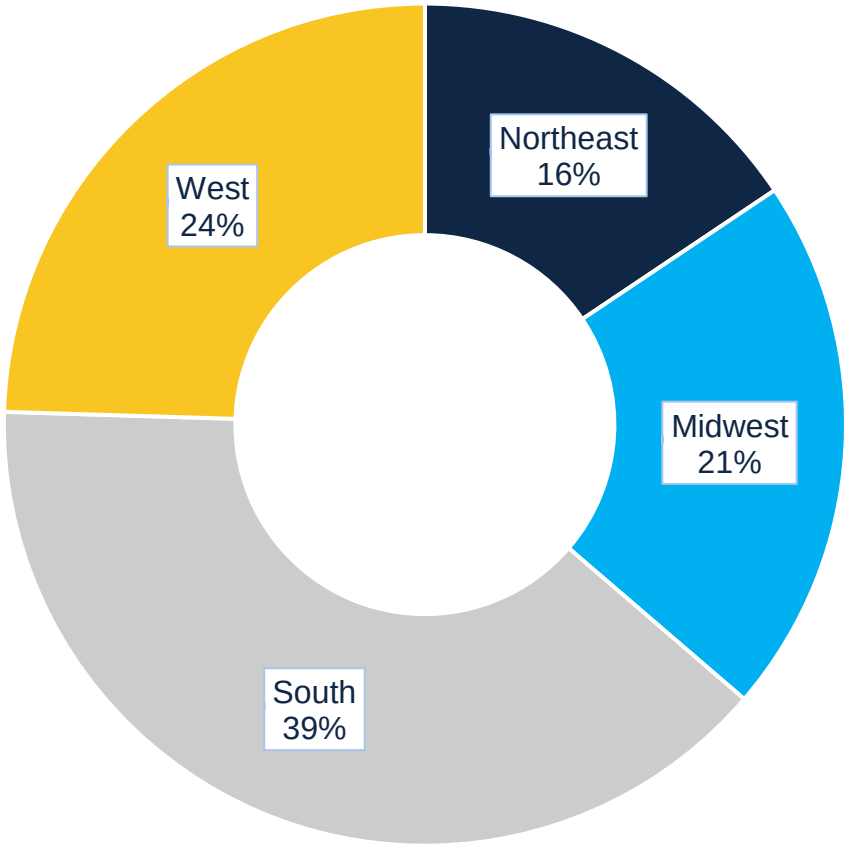
The majority of US students are enrolled in public schools for primary and secondary education. There was a slight fall in private school enrolment between 2015-2019. There are many factors that could have been the cause of the slight decrease – one might be tuition. The average annual tuition for K-12 private schools was $12,350 across the US.[7]

Enrolment by region is positively correlated with the population of the US – the more populous the region, the more enrolled students.

School Type	Total Enrolment 2015/16	Total Enrolment 2018/19	Percent Change (%)
Public schools	50,115,000	50,700,000	1.17
Public charter schools	2,845,000	3,300,000	15.99
Private or independent schools	5,750,000	5,700,000	-.87

Source: National Center for Education Statistics [1] [2] [3] [4] [5] [6]
[7] Education Data Initiative, Average Cost of Private School, Oct 2021

Enrolment Rates by Region, 2018

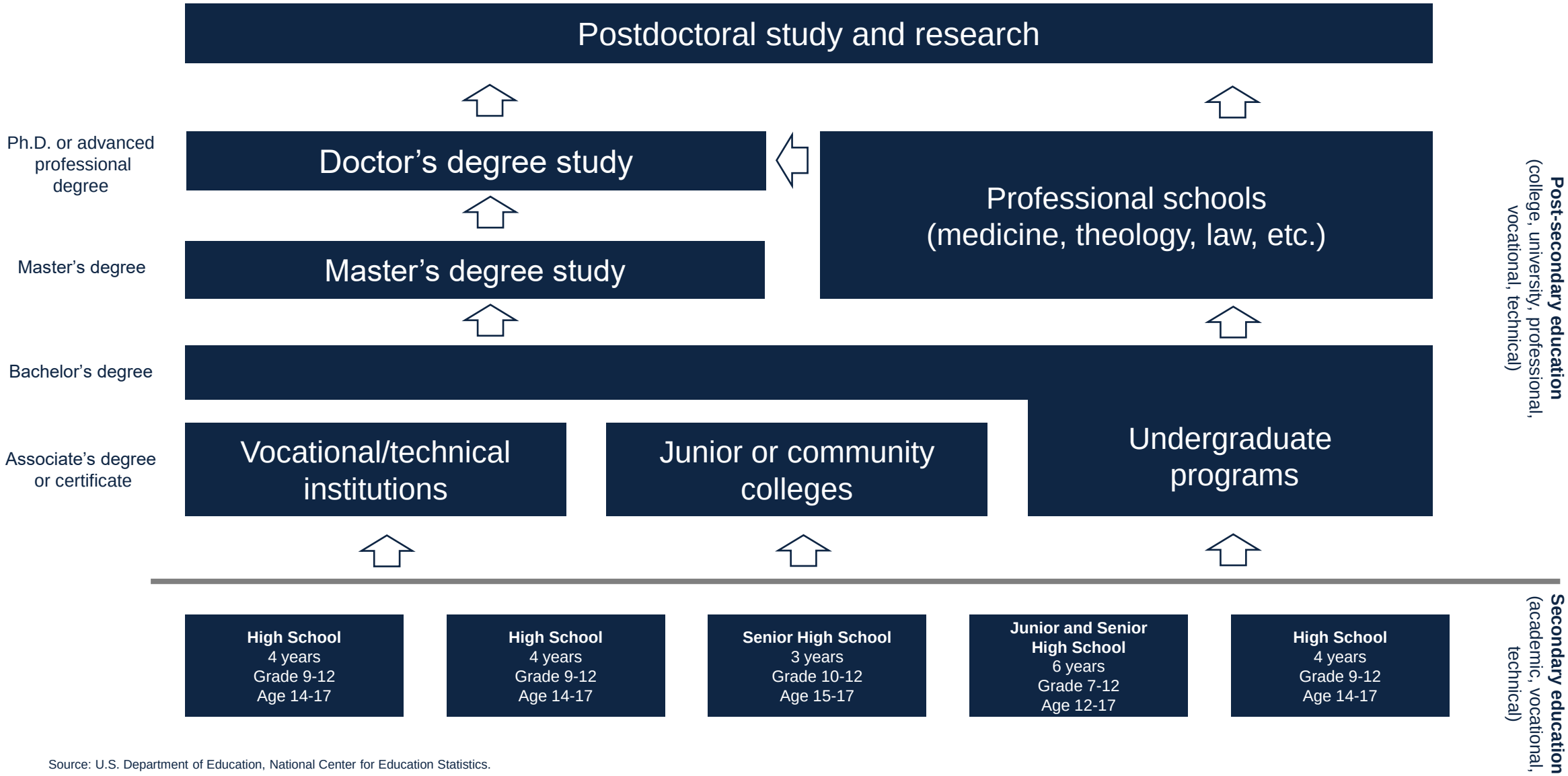


Source: National Center for Education Statistics

OCO GLOBAL

Common Models of Education System

Secondary and Post-secondary education



Source: U.S. Department of Education, National Center for Education Statistics.

US Education System Overview
Higher education

For-profit universities: structure aims to maximise profits, which goes to the company's (school's) owners and shareholders.[1]

Non-profit universities: aim to fulfil an unmet need in society; divided into public and private in which private often costs more for the student than the public non-profit universities.[2]

Community colleges often fall under the public non-profit college and university category.

Trade schools aim to teach students a specific skill to prepare for a trade career.

[1] Pasadena City College
[2] Pasadena City College

United States Enrolment Statistics

OCO GLOBAL

Total Enrolment in the United States 2020, in millions

Age	Population	Enrolled	
		Number	Percent
Total	**313,928**	**73,222**	**23.3**
5 yr.	3,945	3,327	84.3
6 yr.	4,201	3,941	93.8
7 yr.	3,973	3,755	94.5
8 yr.	4,114	3,930	95.5
9 yr.	3,994	3,859	96.6
10 yr.	4,060	3,916	96.5
11 yr.	4,075	3,954	97.1
12 yr.	4,315	4,208	97.5
13 yr.	4,074	3,951	97.0
14 yr.	4,136	4,051	97.9
15 yr.	4,204	4,108	97.7
16 yr.	4,122	3,856	93.5
17 yr.	4,187	3,815	91.1
18 yr.	4,185	2,959	70.7
19 yr.	4,057	2,524	62.2
20 yr.	4,512	2,564	56.8
21 yr.	4,241	2,058	48.5
22 yr.	4,003	1,415	35.3

Source: US Census 2020

Out of the 313,928,000 million Americans in 2020, 73,222,000 were enrolled in school (23.3%). The expanded table of total enrolment further includes 7,842,000 students aged 23 and over which accounts for 10.71% of all students.[1] The census data begins at 5 years old and excludes any early education and pre-school aged children who may be involved in the education system.

The largest percentage of population by age group enrolled in education are students that are 14-years-old. The percentage drastically drops at 18-years-old and throughout the traditional college aged student.

[1] US Census 2020

Knowing the Market

Canada

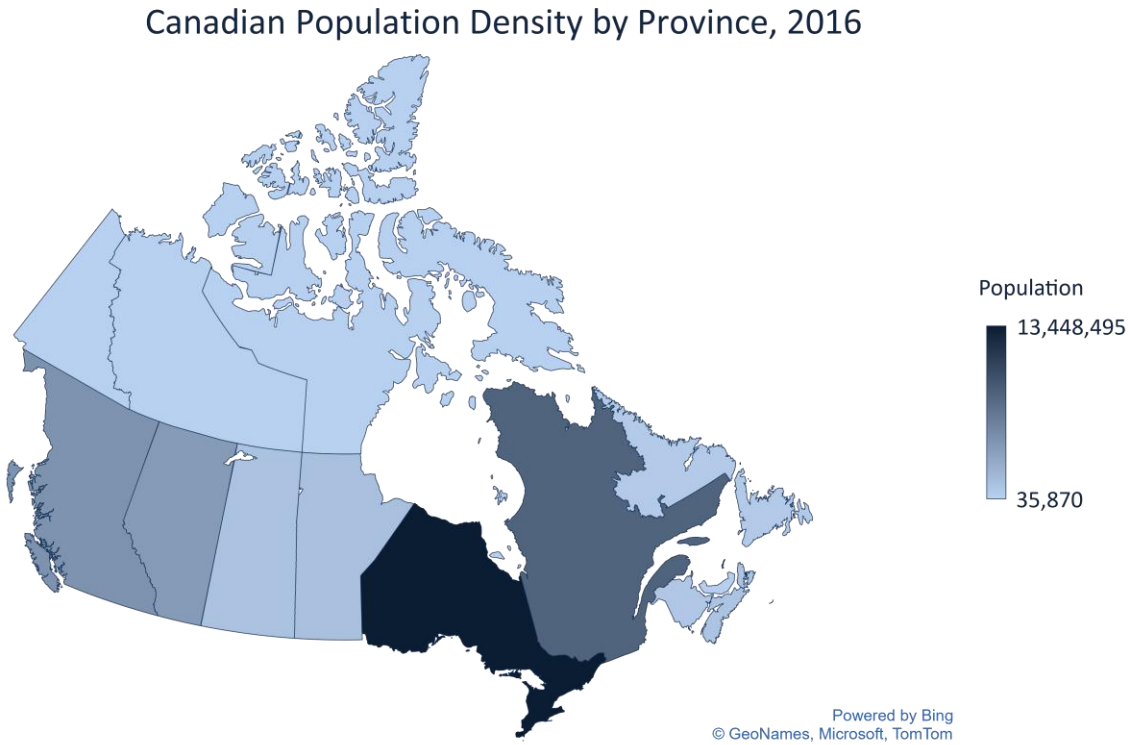
Overview of Canada

OCO GLOBAL

Despite Canada's abundance amount of land, the population is only 10% that of the United States. Furthermore, more than 90% of Canada's population is within 100 miles of the US border.

The Canadian market is still full of opportunities for foreign direct investment and international trade – particularly in the educational technology industry with 16.6% of the country's population aged 15-years-old or younger.[1] Canada is a culturally rich country with two official languages: English and French and has historical ties to the United Kingdom from being a member of the Commonwealth.[2]

The most populous provinces are Ontario, Quebec, British Columbia, and Alberta.



Totals[1]	
Population (2016)	35,151,728
Land Area	8,965,590 km^2
GDP (2020)	$1.643 trillion
Annual Household Income (2020)	$62,900
Annual Consumer Expenditure	USD$1.315 trillion

[1] Canadian Census, 2016
[2] The Commonwealth, Member Countries

Canada Education Market

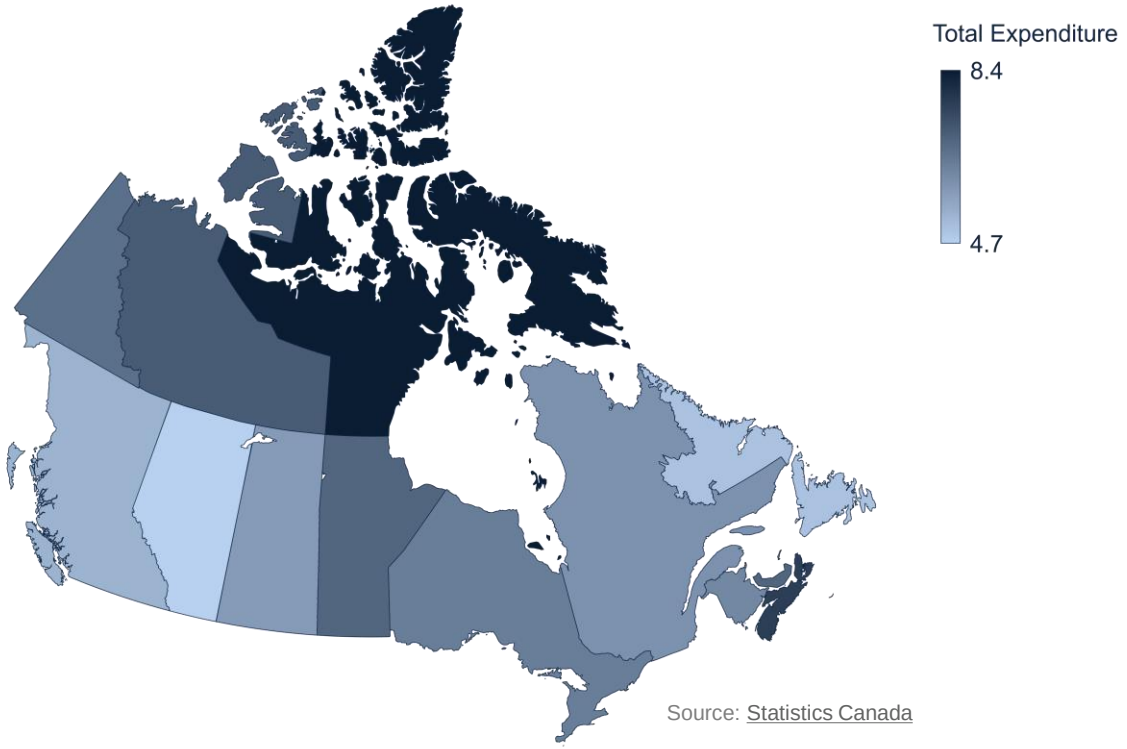
OCO GLOBAL

Like the United States, the most populous states do not equate to the greatest percentage of its expenditure spent on levels of education. The map displays that Nunavut, the Northwest Territories, and Manitoba spend the most public and private expenditures in total, while these locations have some of the lowest populations in Canada.

Specifically, the college and university market is highly lucrative and sized at USD $44.0 billion with 318,727 employees.[1] The daycare market is also of interest, with a market size of $8.0 billion and 133,764 employees.[2]

At the elementary-level, lessons are taught in English, French, and indigenous languages.[3]

Total public and private expenditure as a percentage of GDP 2019, all levels of education



Source: Statistics Canada

College and University Market Size[1]	
Market Size	$44.0 billion USD
Number of Businesses	262
Industry Employment	318,727

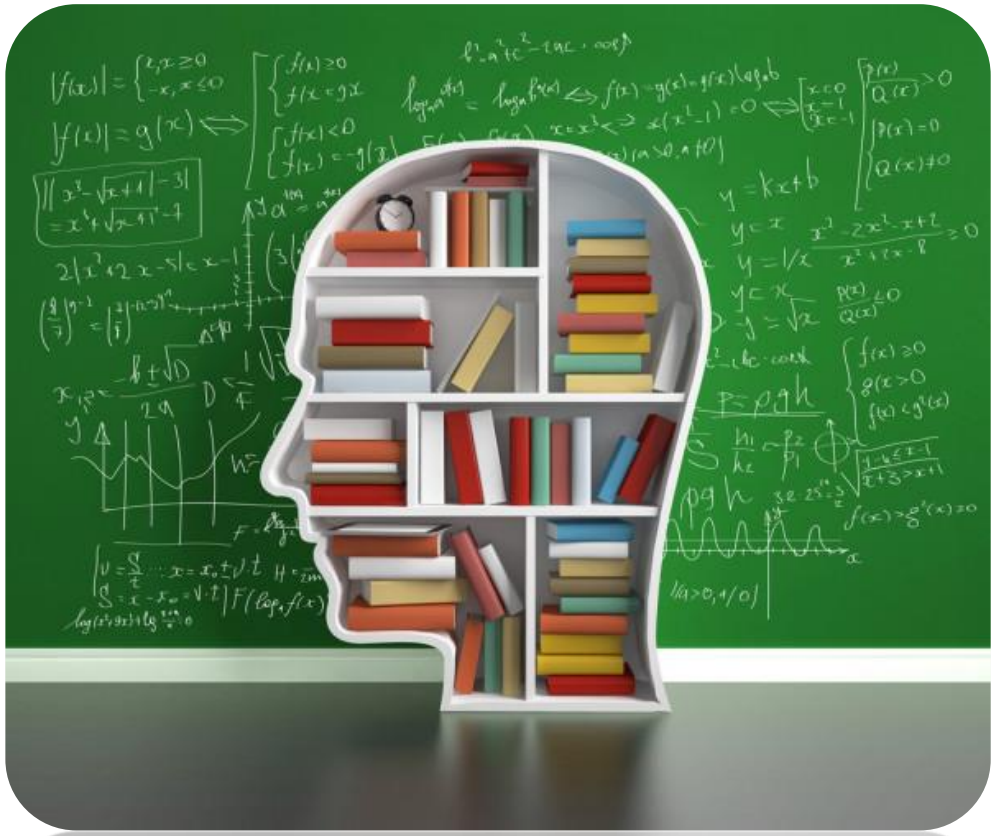
[1] IBIS World, *Universities in Canada Industry,* 2021
[2] IBIS World, *Universities in Canada Industry,* 2021
[3] World Education Services (WES), World Education News and Reviews, 2017

Canadian Education System Overview

OCO GLOBAL

Canada has a similar education system to that of the United States. It follows a similar school structure with public and private schools, as well as non-profit and for-profit colleges and universities. Unlike the United States, some Canadian provinces conduct their teachings in French and indigenous languages.

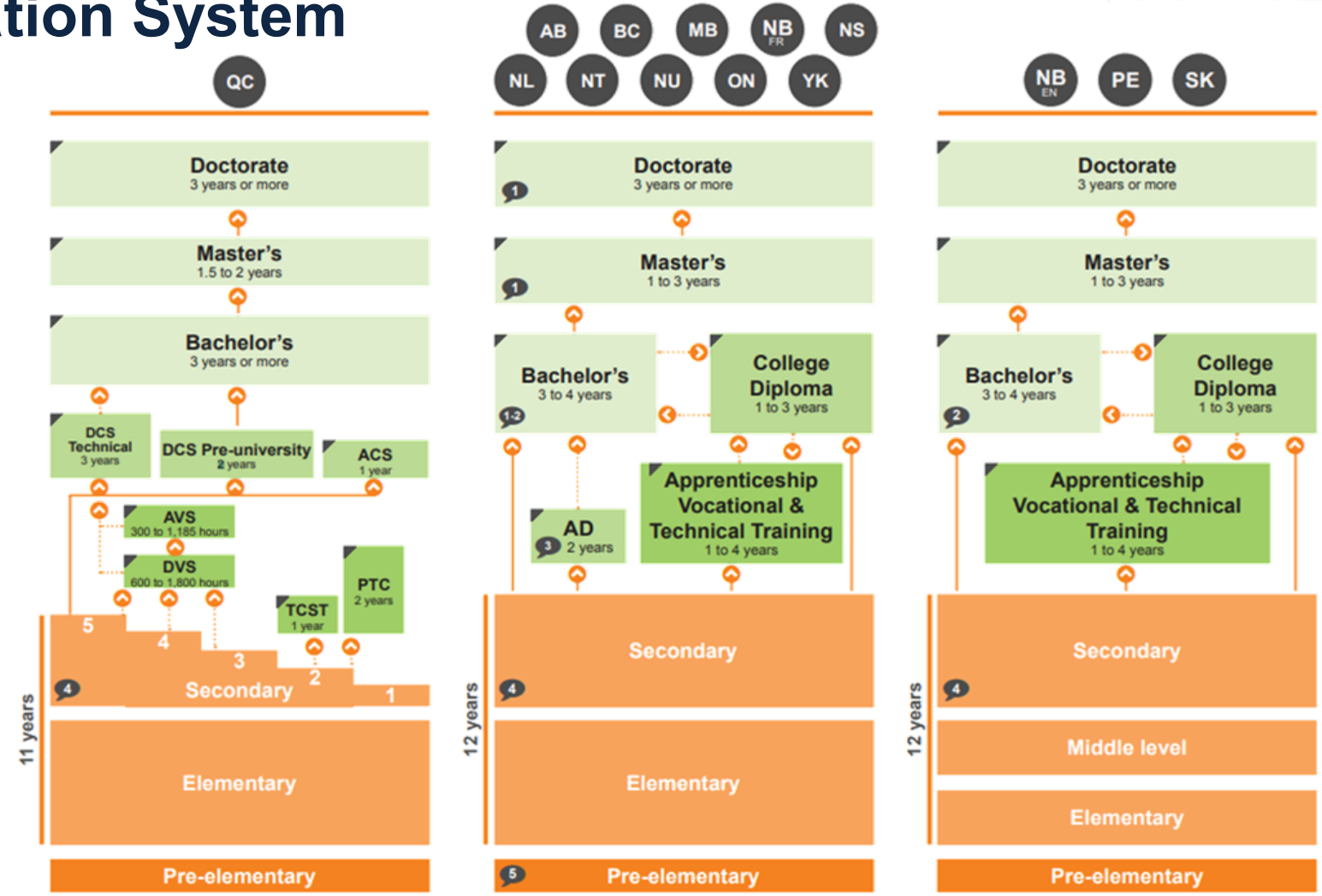
From 2010-2017, Canada and the United States faced similar percent changes in its expenditure per full-time equivalent (FTE) student. In 2010, Canada spent USD $11,600 and $11,900 in 2017.[1] For reference, the United States spent USD $13,800 per FTE student in 2010 and $14,100 USD per FTE student in 2017.[2]



[1] National Center for Education Statistics
[2] National Center for Education Statistics

Canada's Education System

OCO GLOBAL



Legend

- university education
- college education
- apprenticeship - vocational and technical training
- to the job market
- typical pathway
- alternate pathway

PTC	Pre-work Training Certificate
TCST	Training Certificate for a Semi-skilled Trade
DVS	Diploma of Vocational Studies
AVS	Attestation of Vocational Specialization
ACS	Attestation of College Studies
DCS	Diploma of College Studies
AD	Associate Degree

1. The right to deliver university-level programs and grant prescribed university degrees and applied bachelor's degrees has been granted to public colleges in Northwest Territories, Nunavut, and Yukon through legislation. However, some degree programs delivered are currently offered through partnerships with educational institutions in other Canadian jurisdictions.
2. Select colleges and/or institutes in Alberta, British Columbia, Manitoba, Ontario, Prince Edward Island, and Saskatchewan also have some degree-granting authority. In British Columbia, all bachelor's degrees are four years in duration.
3. Associate degrees (ADs) are offered only in British Columbia. AD holders obtain two years of transfer credit toward a four-year bachelor's degree.
4. In all jurisdictions, a secondary-school diploma is issued upon successful completion of the secondary-school curriculum.
5. In Nova Scotia, the elementary system consists of seven years, including Grade Primary, followed by Grades 1 to 6.

Canadian Enrolment Statistics

OCO GLOBAL

Total Enrolment in Canadian schools by province, 2014-2019

	2014/15	2015/16	2016/17	2017/18	2018/19
Canada	5,052,069	5,068,569	5,117,307	5,159,925	5,212,905
Newfoundland & Labrador	67,167	66,654	66,183	65,283	64,188
Prince Edward Island	19,938	19,713	20,007	20,187	20,361
Nova Scotia	119,382	118,152	118,566	118,962	120,603
New Brunswick	98,904	97,911	97,842	97,755	97,896
Quebec	1,187,103	1,196,667	1,210,677	1,216,797	1,231,077
Ontario	2,003,238	1,993,431	2,006,700	2,020,245	2,040,480
Manitoba	179,736	181,023	183,015	184,710	186,519
Saskatchewan	174,747	177,243	180,696	182,643	184,413
Alberta	625,680	640,872	652,272	665,877	673,788
British Columbia	552,786	553,374	557,625	563,238	568,983

Sources: Statistics Canada, 2021b, 2021e.

It is of no surprise that Ontario and Quebec have the most enrolled students throughout Canada since they are high highest populated provinces.

Ontario has the highest number of enrolled students out of the provinces in Canada, making up 39.1% of total Canadian students. Quebec follows behind Ontario, making up 23.6% of enrolled students throughout Canada.

Enrolment has increased steadily across all provinces, except for Newfoundland & Labrador.

Source: Statistics Canada, 2021

Enrolment Statistics

OCO GLOBAL

Total Enrolment in Canada by school type, 2015-2020

School type	2015/16	2016/17	2017/18	2018/19	2019/20
Public schools	5,068,404	5,117,265	5,159,946	5,212,452	5,254,992
Private or independent schools	394,089	401,817	414,663	425,778	433,152
Home-Schooling	31,242	33,006	34,911	38,298	37,287

Source: Statistics Canada, 2021

The total enrolment by schools in Canada shows families heavily favouring public schools over private and home schooling.

The percent change for public schools has remained relatively consistent with an approximate 1% annual growth. Private schools experience approximately 2-3% annual growth. However, home-schooling experienced the greatest percent change. From 2015-2017, there was an approximate 5.5% change annually in home-schooling enrolment. This statistic increase in 2018 with enrolment rates spiking with a 10% growth rate, followed by a slight decline in the 2019/2020 school year.

Canadian School System Decision-Making Processes

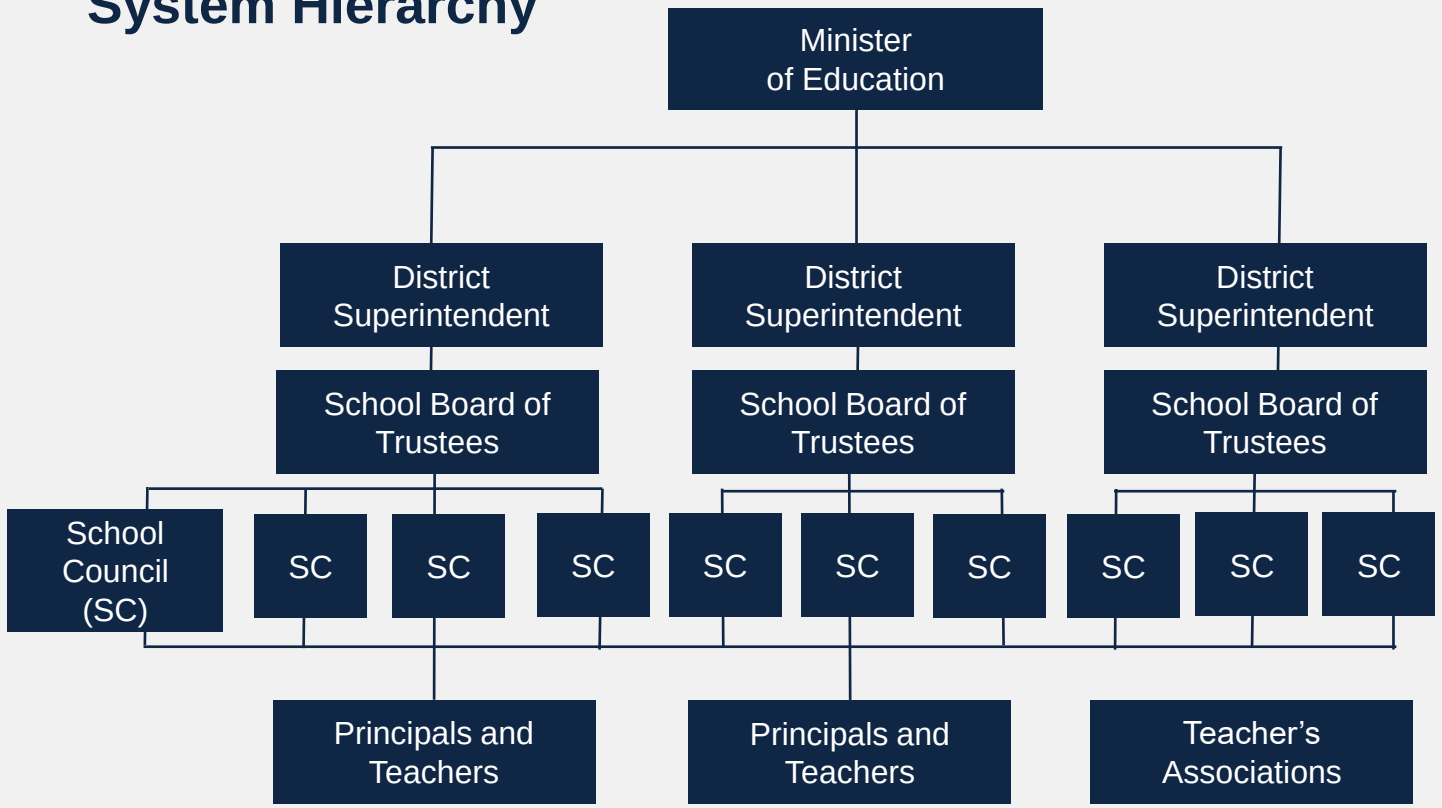
OCO GLOBAL

District Superintendent – serves as the CEO for a school board. The superintendent is not a member of the board, but rather general supervision of the school system and implements policies the board recommends.

School Board of Trustees – oversees the governance of education. The board usually includes the administration of a group of schools (including the financial aspects), setting of school policies, hiring of teachers, curriculum implementation, and decisions surrounding new major expenditures.

School Councils – generally made up of parent volunteers, teachers, non-teaching staff, community members, and sometimes the principal. Many school councils are also active in organizing social events and fundraising.

Canada School System Hierarchy



Source: Sociology of Education in Canada

Trends & Innovation

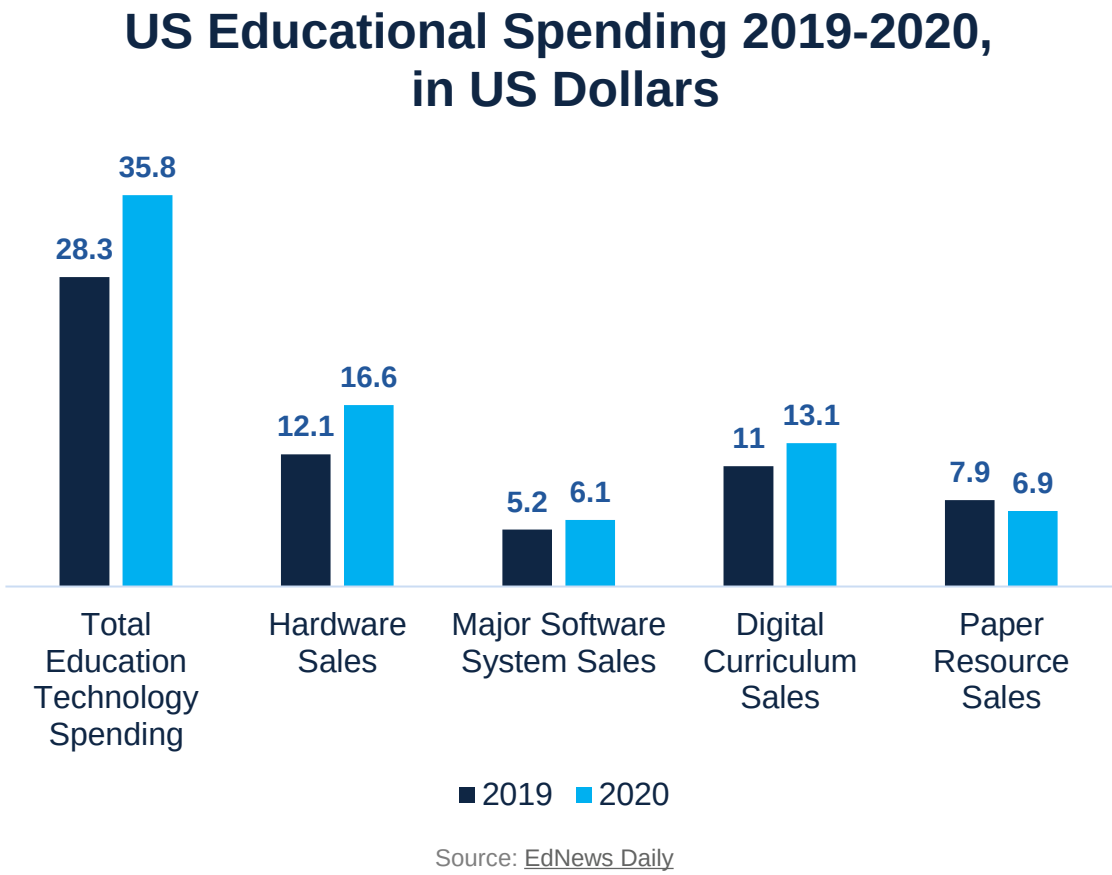
OCO GLOBAL

Trends and Innovation

When the pandemic hit in spring 2020, schools needed to incorporate virtual instruction mechanisms and new forms of education technology to keep students safe. A Promethean study found that only 20% of schools were completely prepared to support remote learning with the other 80% of surveyed schools having technological or infrastructure gaps. [1]

Educational spending witnessed a shift to more technological industries. Paper resource sales dropped by $1.0 billion USD from 2019-2020.[2] Overall educational technology spending increased $7.5 billion USD.[3]

Major educational publishers have increasingly turned to more digital outputs as well. McGraw-Hill revealed that digital billing made up 72% of its revenue in 2021 compared to 31% in 2019.[4]



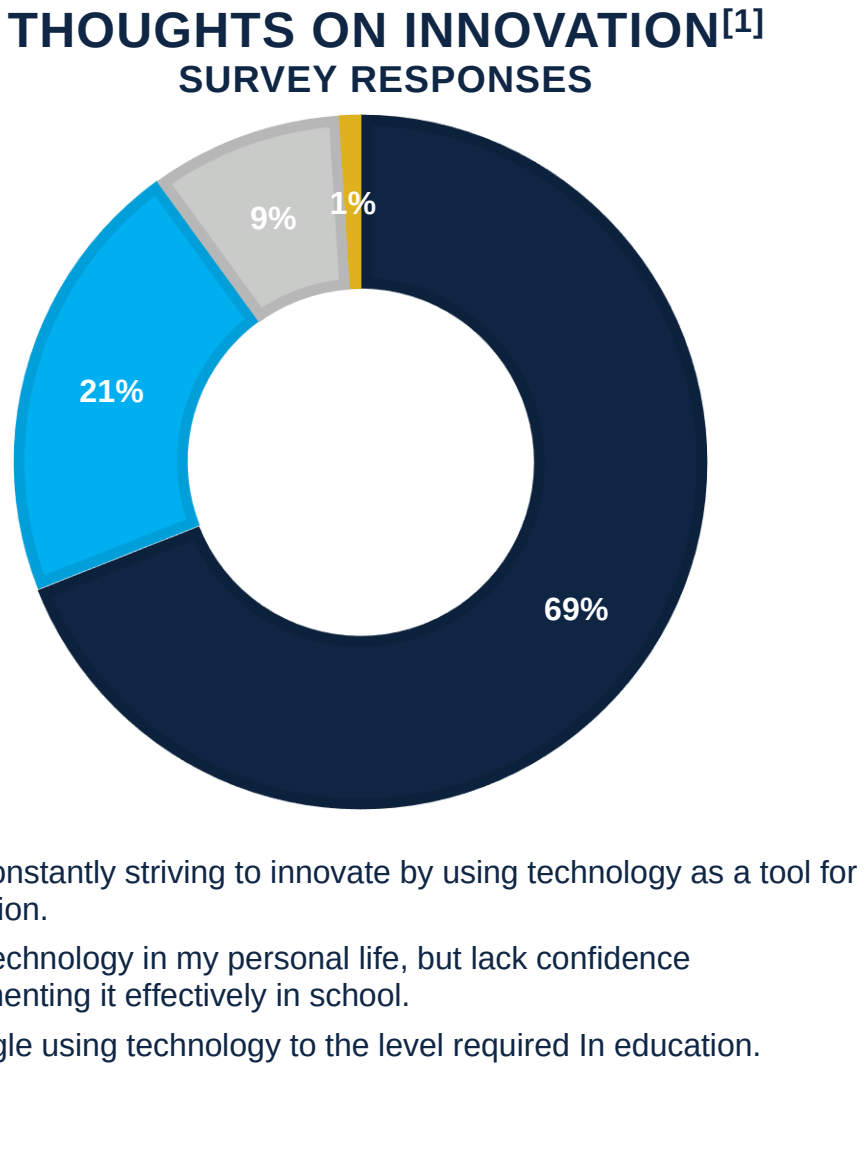
[1] Promethean
[2] EdNews Daily
[3] EdNews Daily
[4] Mintel, Home Office and Classroom Technology: Hardware & Services US, 2021

Trends and Innovation

OCO GLOBAL

It is needless to say that the pandemic accelerated teachers and school districts' point of views for innovation and technology used in the classroom. Although schools have implemented innovation, there are still challenges that need to be addressed. Teachers and school districts claimed their biggest obstacles using technology were keeping students engaged and addressing the digital divide across students regarding their access to technology.[1]

The increasing use of innovation and technology must be complemented with training, as 43% of surveyed teachers report needing further technology training and 34% report no formal, outlined strategy for using technology.[1]



[1] Promethean Survey - The State of Technology in Education, 2021

General Education Technology Trends

OCO GLOBAL

Gamification

- The integration of game materials into pedagogical materials has increasingly been incorporated into the classroom.
- The global gamification sector could reach a market value of USD $283 million by 2022.[1]

Virtual Reality (VR)

- The use of virtual reality in the classroom has become more popular to give children a greater learning experience through learning-by-doing, developing creativity, evoking emotional reactions and complementing visual learners.
- Examples of experiences include virtual field trips, high-tech training, and internships.
- Companies like Nintendo introduced VR STEM curricula into the US and Canada.[3]

Learning Management Systems

- The pandemic represented a shift to learning management systems, like Google Classroom, Edmodo, Canvas, and Blackboard.[2] The reliance on e-learning and management corresponded to stay-at-home orders to stop the spread of COVID-19.

[1] FMC
[2] Mintel
[3] Brain Station, 2018

Key Sub-Sectors:

ELTech

Personalisation

Within the ELTech sub-sector, education technology companies have worked to personalise its programs to serve students of varying skill levels. For example, Newsela offers its texts at the five Lexile levels to adhere to a student's reading level.[1] Likewise, ThinkCERCA offers leveled texts for those at different reading levels and includes audio versions of texts for greater learning.[2]

Cloud Computing

Cloud computing allows for a virtually unlimited access to educational materials from anywhere in the world. It also allows for instant collaboration between students and teachers from any location. Cloud computing replaces heavy and expensive textbooks with access to an immense library of materials in the same place.[3] This trend will make English language learning more accessible and easier for the average student.

[1] Jeff Knutson, 2020
[2] Jeff Knutson, 2020
[3] Elizaveta Shkurina, 2018

Key Sub-Sectors:
Digital solutions for higher education

More digitalised content:
The emergence of digitalised content allows for greater digital learning across time and subjects. For example, Canada recently reintroduced audio and visual files through CBC and Radio Canada's Curio with over 10,000 resources. Likewise, the National Film Board of Canada launched its education platform, Campus, which offers more than 5,000 films and podcasts for educational purposes.

Online-Only Programs:
Within post-secondary students in the United States, 75% of those planning to enrol Fall 2020 found their plans altered with 33% cancelling their plans altogether.[3] Of this 33%, half declared pandemic-related income changes as their reason for cancellation.[4] However, the emergence of online-only schools has become more cost-effective for students and increased the reach of colleges for potential students in other parts of the country.

VR and AR:
Multiple platforms have developed technology to adhere to the needs of higher-education students. For example, Google Expeditions launched educational field trips for hands-on experience simulation.[1] Likewise, evolving technology now allows medical students to learn about anatomy through the 3-D projection of different anatomical structures.[2]

[1] Adobe
[2] Adobe
[3] Mintel
[4] Mintel

OCO GLOBAL

Key Sub-Sectors:

Special Education Needs and Disabilities (SEND) Education Technology

Virtual reality

Virtual reality has recently been used within the special education needs and disabilities industry to practice mindfulness for those with autism or other learning disabilities. It can reproduce previously stressful environments, like loud classrooms or busy hallways, to practice exposure or allow those with motor function issues to interact with objects virtually.[1]

Personalisation

The personalisation of technology to adhere to the needs of different learning disabilities has become a priority within the sector. Companies like Google have integrated preferences into their Chromebooks to assist those who cannot read or with poor eyesight.[2] Brown University led a research project to make computers more accessible to those with motor skill problems or eyesight issues as well.[3]

[1] Matthew Lynch, 2021
[2] Matthew Lynch, 2021
[3] Matthew Lynch, 2021

OCO GLOBAL

Main Players

Main Players: ELTech
US Market

OCO GLOBAL

Based in Los Angeles, CA, **DMAI** uses cognitive AI to ease English Language Learning (ELL) for K-12 teachers. It created Maia, an adaptive AI chatbot that gives personalised instruction to an ELL student through frontloading lessons. It also developed Animal Island which prepares toddlers through adaptive learning specific for each child to assist early education.

Cengage Learning is a global edtech company specializing in higher education digital solutions and English Learning technology. Based in Boston Massachusetts, Cengage Learning has thousands of employees, millions of learners, and a revenue of over a billion USD. Cengage provides guidance on English communication, literature, and professional English with exams and assessments that follows the relevant coursework. Cengage has digital content on engineering, economics, and business to engage greater learning among higher education students.

McGraw-Hill Education is an Ohio-based learning company that provides digital educational content. McGraw-Hill symbolizes the importance of cloud computing for the future of education through its shift to online content. The company had $1 billion USD in total digital billings in 2021 which accounted for 72% of all billings.

Main Players: Digital solutions for higher education

US Market

OCO GLOBAL

Zoom Video Communications is a San Jose, CA-based software company that connects people through video, voice, and content sharing. In the higher education space, Zoom makes it easier for professors to conduct lessons, seminars, etc. from anywhere to anyone. The company has a valuation of $9.2 billion USD.

HTC is a Taiwanese-company that specializes in electronic manufacturing. Specifically, HTC create VIVE VR glasses that are being used at universities across the United States to allow students to manipulate objects and experience immersive environments. Colleges like Georgetown University, University of Arizona, Lehigh University, and Penn State currently offer access to HTC VIVEs for students.

Coursera is a digital platform that partners with universities to offer classes in a wide range of subjects. Coursera has raised $446.8 million USD to date. Course subjects include data science, business, computer science, information technology, personal development, language learning, etc.

Main Players: Special Education Needs and Disabilities (SEND) Education
US Market

Amplify.

Based in Brooklyn, New York, Amplify aims to improve K-12 curricula and formative assessment to become more inclusive. Its tool, mCLASS, adapted to changes in legislation to begin to screen for dyslexia and other learning disabilities. It recently received $215 million USD in an October 2021 funding round.

Study.com®

Study.com is a Mountain View, CA-based that aims to make education more accessible across all abilities and ages. Its courses include topics like social emotional learning for both teachers and students, English language, and other subjects. The micro-lessons lasting 4-6 minutes with closed-captioning gives its lessons greater attention-grabbing capabilities.

Varsity Tutors

Varsity Tutors is a US-based edtech learning platform that connects students with professional tutors to achieve personalised goals. Varsity Tutors has employees that specialized in ADD & ADHD, dyslexia, autism, learning disabilities and special education and experienced with IEPs and 504 plans[1] to provide the best tutors for a specific child.

[1] IEPs: Individualized Education Program; 504 plans: formal lesson plans for those with disabilities

Main Players: ELTech
Canada Market

OCO GLOBAL

SMART Technologies is a Calgary-based company that develops interactive whiteboards and group collaboration tools. It previously had success influencing literacy rates throughout Canada, like at the Linbrook School in the Greater Toronto Area. Through SMART Technologies' cloud-based lesson Lumio, the Linbrook School significantly improved its student's literacy-based schools.

Peekapak is a Toronto-based social-emotional learning (SEL) platform through the gamification of education. The company used English Language Arts curricula to reinforce SEL skills through story-based games, lesson plans, and a game titled myPeekaville. Peekapak personalises its games to the different Lexile levels of students and incorporates literacy and game-based learning to properly engage students.

Main Players: Digital solutions for higher education

Canada Market

OCO GLOBAL

TOP HAT

Based in Toronto, Top Hat is a software that helps professions and students engage over their device. It improves comprehension, grants for instant access to digital materials, and allows for easy syncing to an institution's learning management platform. The company has raised $234.4 million USD in funding thus far.

DigitalEd

DigitalEd is a Waterloo-based cloud-based software that provides higher education solutions for learning science, engineering and mathematics courses. It allows or instant access to its digital assets and the ability to discover trends for an enhanced learning experience.

Main Players: Special Education Needs and Disabilities (SEND) Education
Canada Market

Classcraft

Based in Quebec, Canada, Classcraft is an edtech platform that used personalisation and role-playing to assist individual learning. The company focuses on classroom behavior management, MTSS[1] and RTI[2] curricula, social emotional learning, and soft skill development to identify children who need special education early on and provide them adequate lessons.

D2L

Based in Ontario, Canada, D2L delivers accessible learning to students across both the United States and Canada. It has paired with companies like VHS Learning to help implement ASL[3] curricula and promote inclusivity. Additionally, it includes competency-based learning (CBE) to tailor lessons to the specific needs of each student. Its funding amount to date exceeds $168 million USD.

[1] Multi-Tiered Systems of Support
[2] Response to Intervention
[3] American Sign Language

Case Study: Digital Solutions for Higher Ed

Kahoot- Norway

Kahoot allows millions of teachers and students to create their own games or choose from 100+ million ready-to-play games. It engages students virtually through distance learning and gives game reports to assess holistic learning. It is headquartered in Norway with offices in the US, the UK, France, Finland, Estonia, Denmark, and Spain.

Revenue for the edtech platform drastically increased between June 2020 to June 2021, more than tripling from $5.57M to $18.16M.

The success of Kahoot represents the shift to remote learning during the pandemic. It's paid subscriptions increased 170% during the first quarter of the pandemic.[1] It has acquired large edtech companies, like Clever, to help fuel this growth and keep it sustainable.[2] Additionally, it secured major investments from large name investors and venture capital firms, like SoftBank, Goldman Sachs International, ABC Sundal Collier ASA, and Arctic Securities AS.[3] Microsoft and Disney were early investors at 5% and 3% respectively.[4]

Kahoot is an example of an international firm using the trends of edtech and its unique platform to its advantage to benefit from global expansion.

[1] An update from CEO Eilert Hanoa: Kahoot! delivers record growth with big global shift to remote learning
[2] Kahoot! will acquire Clever, a leading US K-12 EdTech learning platform, accelerating its vision to build the world's leading learning platform
[3] Kahoot! raises $28 million in new equity to fuel growth
[4] Kahoot: With Huge Growth Comes Huge Risks

Case Study: Digital Marketplace for Teachers

Teachers pay Teachers (TpT) - United States

TpT is a New York-based company founded in 2006 that allows educators to sell peer-rated lesson plans to one another. In 2018, the company expanded its offer to schools, which allows administrators to place their own school- or district-wide orders for educational resources, including single-topic or full-year curricula, classroom management tools, and videos. Founder Paul Edelman, who was a NYC public school teacher, realised that his students learned the most when he incorporated ideas from other educators as well. This inspired him to create a marketplace for teachers – TpT – which is now known as a global staff room: a place where any educator can find essential resources, collaboration, and inspiration. In 2019, more than 70% of teachers in the US, Canada, and Australia use TpT, and more than 8,000 administrators in over 80 countries have joined TpT.[1]

TpT has been endured by educators all over the world but has faced challenges – particularly with allegations of plagiarism, racial lesson plans, and poor content quality.[2] According to Edsurge, "in a recent review of the site's top 100 U.S. history high school lessons, researchers found that 30% of them 'posed potential harm to students, particularly to students with marginalized identities.'" With content that teachers have direct access to, rather than a governing body creates potential complications to ensure the quality of education is still top notch. TpT is listening and addressing the responding to concerns. As international companies offer material to educators in various markets, it is important to learn from the faults TpT has faced through their growth.

[1] Fast Company, More than 70 percent of teachers use this marketplace for extra cash and lesson plans, Feb 2019

[2] Edsurge, What Teachers Pay Teachers Is Learning From Bad Lessons and Upset Teachers, Feb 2021

Theme 2: Trade

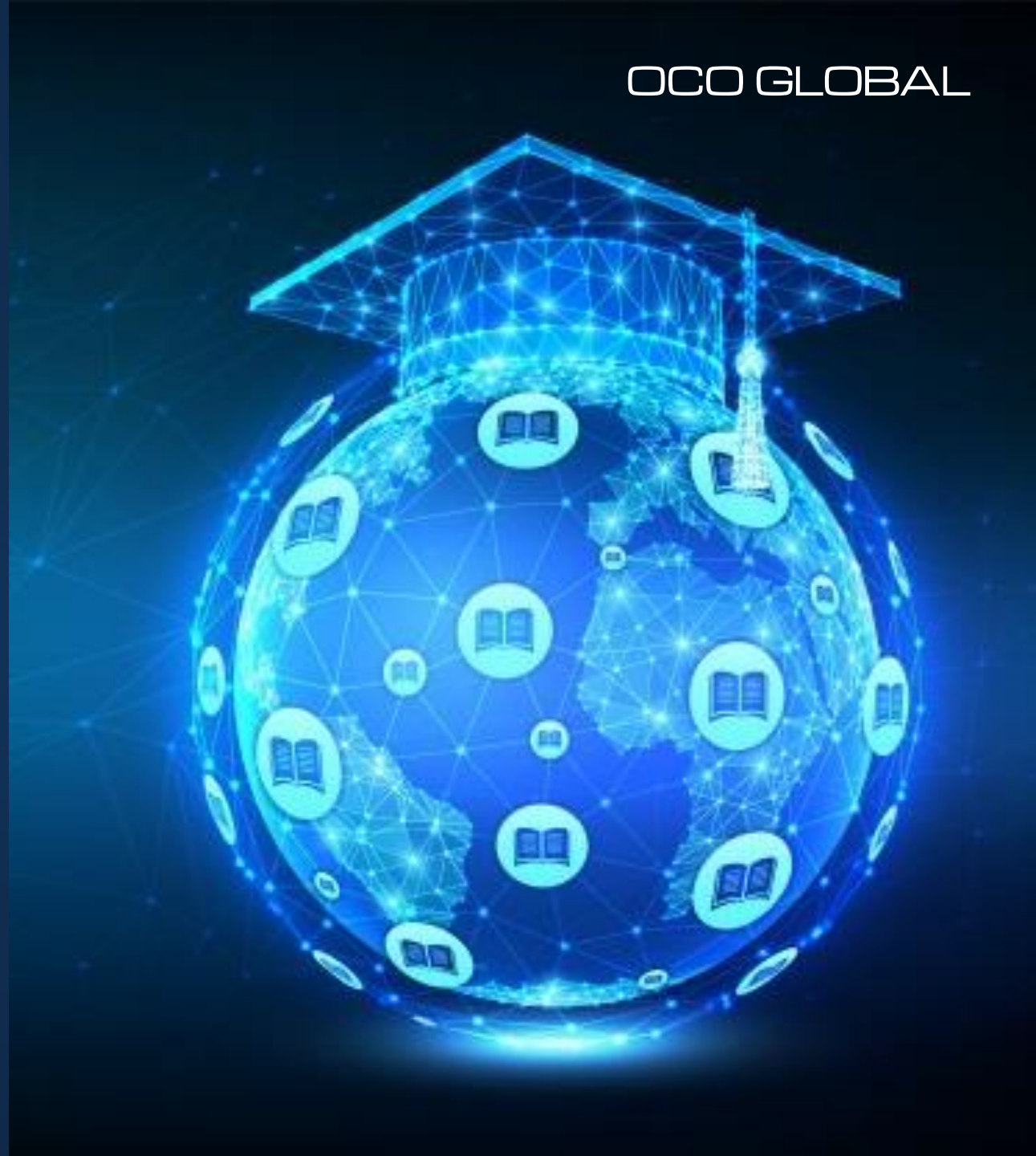
Trading with the Market

As companies consider international trade with the North American market, there are many factors to consider. The US and Canada's educational market are vastly different than that of the UK's. Not only is it a different business environment – but an extremely competitive one. The US alone is home to roughly 43% of all EdTech companies.[1] Key factors we have outlined in the report to help UK companies navigate the North American market include:

- **Demand** – factors contributing to the demand of EdTech and innovation within the Education industry
- **Location** – identify the best geographical locations
- **Route to market** – the different approaches to take in order to get the product/service into the market
- **Decision-making process** – recognise the different decision makers
- **Price points** – understand the price points of key players in the market and how the services are priced.
- **Regulations** – state and federal regulations in reference to curriculum and tools used in the classroom.

[1] Edscoop, U.S. edtech market is biggest globally, report says, Feb 2020

Demand of EdTech



Demand of Edtech

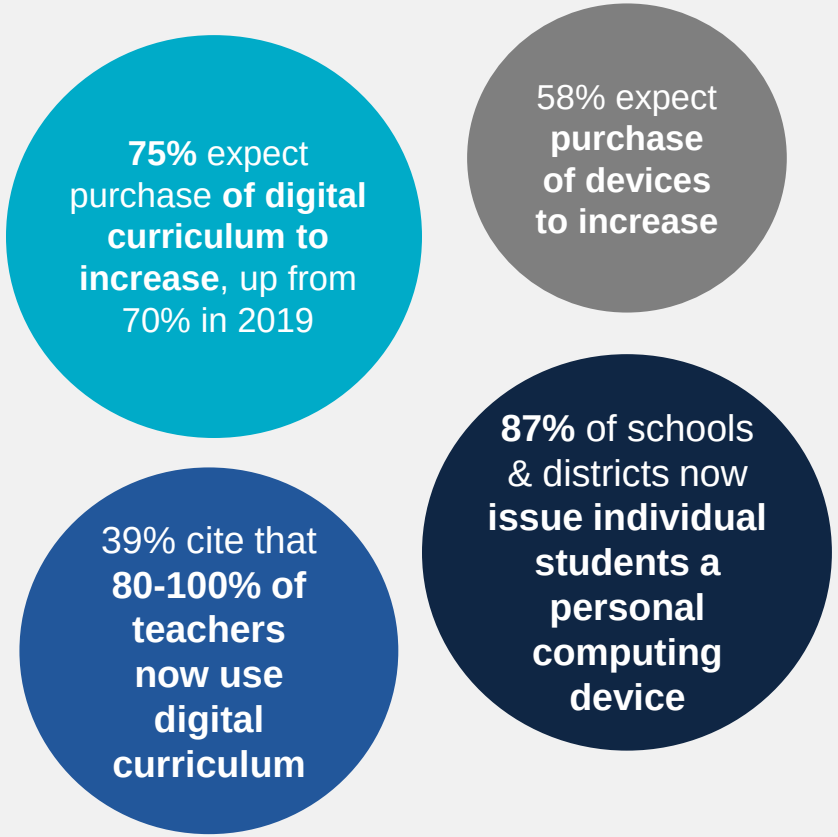
OCO GLOBAL

It is hard to address the state of Edtech without highlighting how COVID-19 threw gas on the fire. Once the pandemic hit the world and forced students to learn in remote environments, educators grasped how important Edtech was going to be in the years to come.

In 2020, K-12 districts in the US spent **$35.8 billion** on hardware, software, curriculum resources and networks – more than a 25% increase since 2019.[1]

Experts in Education expect spending on Edtech to continue rising post pandemic and once in-person learning continues. According to Grandview Research, **Edtech investments are expected to grow by 18% from 2020-2027**.[2]

The Learning Counsel 2020 Digital Transition Survey
32,827 school and district participants



[1] The Learning Council, *The 2020 Digital Transition Survey*
[2] The Learning Council, *The 2020 Digital Transition Survey*

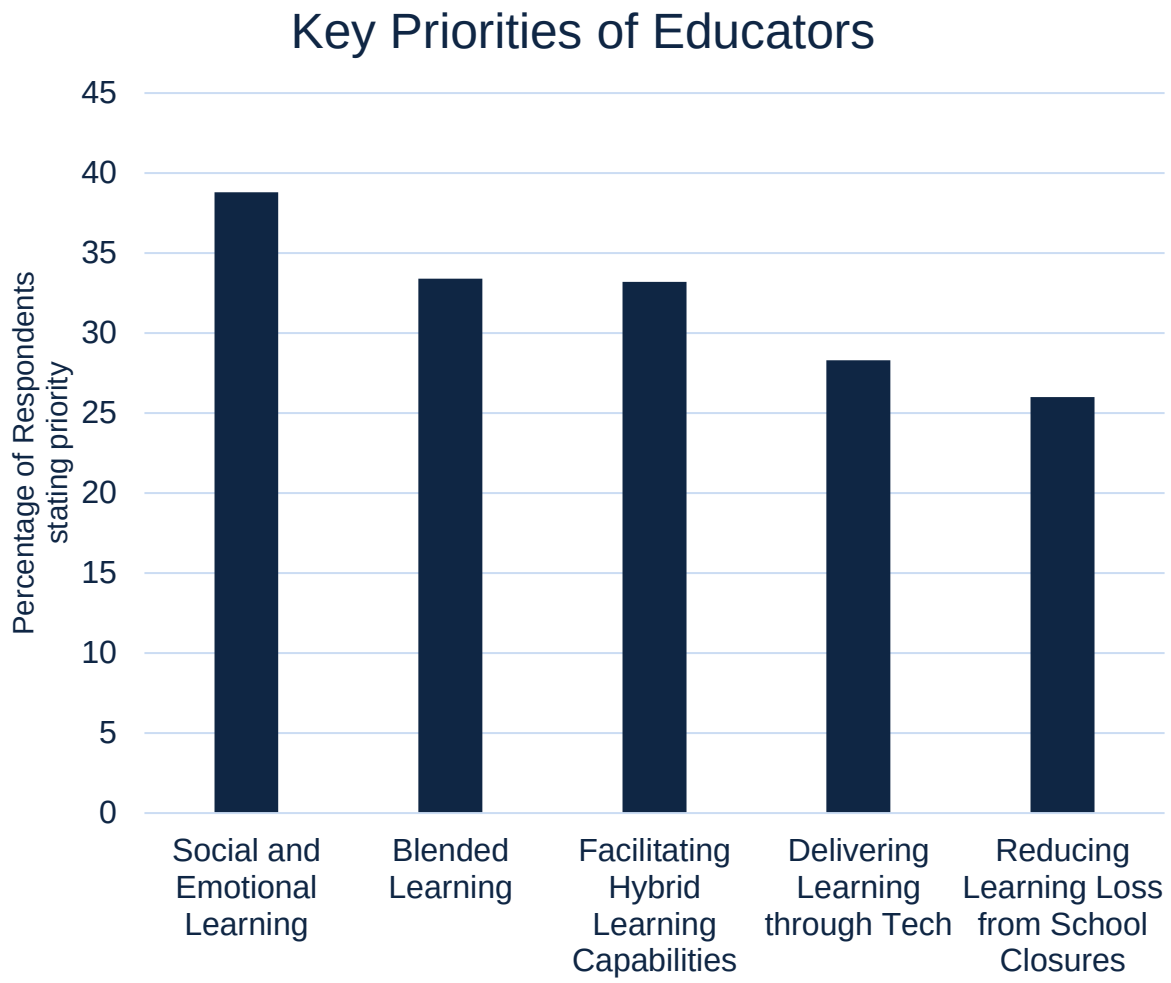
Demand of Edtech

OCO GLOBAL

The graph depicts the consensus of total educators in response to what their overall priorities were for their school. However, these priorities are further broken down when considering the hierarchal management system. Social emotional learning was most prioritised by non-school leaders, whereas school management teams prioritized 40% hybrid learning, 34% blended learning, and 27% social and emotional learning.[1]

In terms of technology, school management teams want to focus on:[2]

1. Boosting engagement
2. Protecting pupil data
3. Enhancing communication
4. Online assessments
5. Minimising Cyber-Attacks



Source: Promethean

[1] Promethean, EdTech Industry Report
[2] Promethean, EdTech Industry Report

Demand of Edtech: Consumer Spending

OCO GLOBAL

The rising demand for education technology has been partly driven by increased consumer spending on supplemental educational products. Companies with products available to the general population have experienced large increases in revenue from the start of the pandemic.

For example, Masterclass, an online learning platform offering classes in business, music, arts and entertainment, and much more, tripled its valuation from June 2020 to $2.75B.[1] Varsity Tutors' revenue for Q4 2020 grew 87% from the previous period in 2019.[2] Additionally, the company's paid online tutoring session grew by 169%.[3] Overall, Varsity Tutors' revenue increased by 16% from the prior year. Finally, Coursera's revenue grew 59% for a total revenue of $293.5M in 2020.

The demand of these companies' educational products is driven by its accessibility to everyone. It allows the public to supplement their child or their own learning through external platforms and increases the customer base for educational technology platforms.

[1] CNBC, Masterclass More than Triples its Valuation in One Year
[2] EdSurge, Varsity Tutors to Go Public at $1.7B Valuation Through SPAC Acquisition
[3] EdSurge, Varsity Tutors to Go Public at $1.7B Valuation Through SPAC Acquisition

Demand of Edtech: Broadening digital infrastructure

United States

The United States government released $1.5B from the federal CARES act in 2020 to assist schools build digital infrastructure to facilitate virtual learning.[1] This act also complemented the desire of government officials to decrease the perceived rigidity of the American education system.[2] States then had the ability to distribute the funds to appropriately bridge any existing gap in infrastructure.

For example, Texas launched Operation Connectivity to distribute 1 million laptops and 500,000 hotspots. Oklahoma provided 50,000 devices and data plans; Vermont provided $3,000 per family to offset fees for virtual learning; Alabama allocated $100M towards the digital divide; Ohio allocated $50M towards efforts to build connectivity and access to devices.[3]

As the digital divide diminishes and states increase their infrastructure capacity, the demand for education technology will grow.

[1] GovTech, It will Take Billions to Close Education's Digital Divide
[2] GovTech, What's Driving Growth in the EdTech Market?
[3] GovTech, What's Driving Growth in the EdTech Market?

Demand of Edtech: Broadening digital infrastructure

Canada

Like the United States, Canada has also worked tirelessly to bridge the digital divide that negatively impacts Black Canadians, indigenous peoples, and people of colour. The Government of Canada announced a $1.75 billion fund, titled the Universal Broadband Fund to address digital inequities and strengthen broadband service throughout the nation.[1] However, the cost to provide all of Canada with fibre-optic broadband ranges from $40-$50B.[2]

Thus, Canada follows a similar trajectory to the United States. The growing availability of broadband makes schools, educators, and families more capable of purchasing and properly utilising education technology. This trend will likely grow as policymakers try to further reduce the digital divide and create a more connected Canada.

[1] CIGI Online, The Digital Divide Has Become a Chasm: Here's How We Bridge the Gap
[2] CIGI Online, The Digital Divide Has Become a Chasm: Here's How We Bridge the Gap

Geographical Analysis & Route to Market

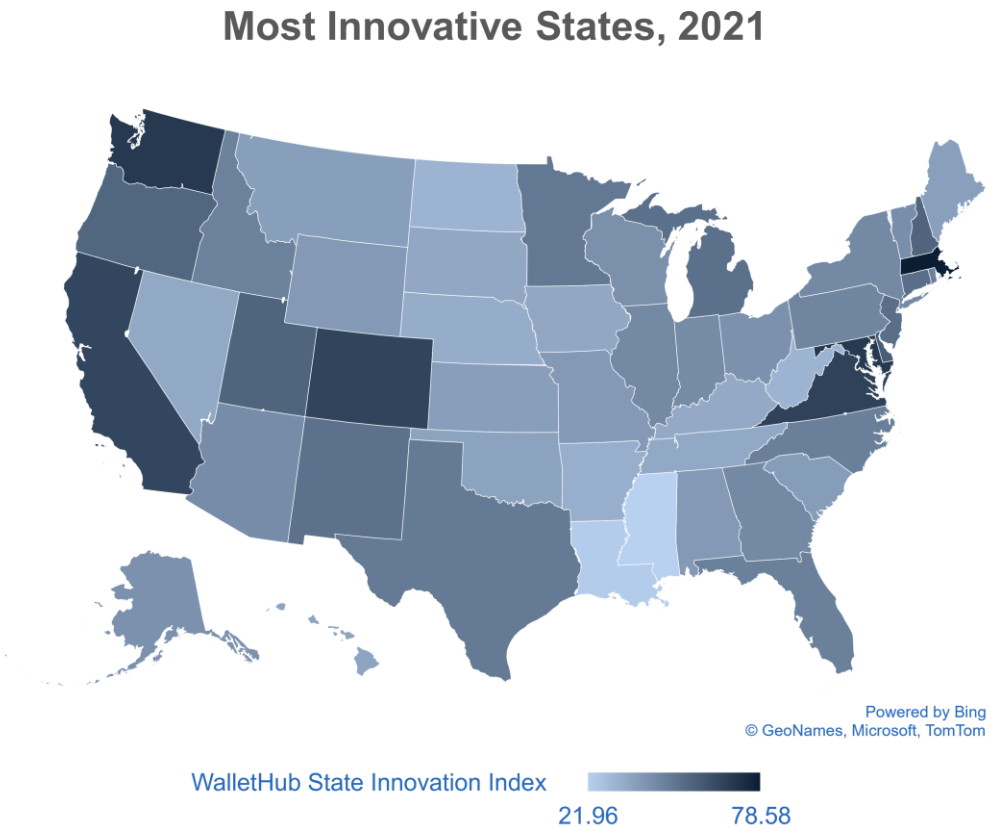
Geographical Analysis: Most Innovative states

OCO GLOBAL

Leading states includes, Massachusetts, the District of Columbia, Maryland, Washington, and Virginia. The bottom of the list includes states like Mississippi, Louisiana, North Dakota, West Virginia, and Arkansas.

WalletHub's ranking considered the adoption of K-12 computer science standards, the share of households with internet access, the number of technology companies, the share of STEM professionals, among additional factors.[1]

It's important to note high ranking states in categories pertinent to edtech adoption. Colorado and Delaware both ranked in the top 5 for share of tech companies. New York, Maryland, Virginia, Rhode Island, and Massachusetts had the fastest average internet speed. **Finally, Massachusetts, California, Delaware, D.C., New York, and Washington had the highest venture capital funding per capita.**[2]



[1] Which U.S. States Are Best Positioned to Innovate? How K-12 Schools Influence the Rankings, EducationWeek
[2] Most & Least Innovative States, WalletHub

Geographic Analysis: Canada

OCO GLOBAL

The Canadian cities: Toronto, Montreal, and Vancouver, took 3 spots in the top 5 regions for tech talent across North America. Toronto's tech labour pool grew 42.8% in 2020, which was comparable to the Bay Area (San Franciso) and New York.[1] Likewise, Ottawa ranked no.1 for tech talent concentration, making up 11.6% of total employment in the area.[2]

Canada innovates less than the United States, but some provinces innovate more than others. Ontario and Quebec both received 'C' ratings on the Conference Board of Canada's Innovation Report Card 2021 which was on par with countries like Germany, Norway, and the Netherlands.[1] British Columbia, Alberta, Nova Scotia, and Newfoundand and Labrador received 'D' ratings, with Manitoba, Saskatchewan, Prince Edward Island, and New Brunswick receiving 'D-' ratings.

[1] Tech Talent Leads the Way Among Elite Canadian Regions
[2] Tech Talent Leads the Way Among Elite Canadian Regions

Traditional Route to Market

Dear Education

Direct

Education

Amazon

Retail

A traditional route to market for Education services and products includes the *DEAR* model.

- **Direct** to Parents/student/teacher: 94% of public-school teachers will buy their own supplies and be the advocate for change within the school.
- **Educational institutions** can sometimes have a long procurement process set within a certain timeframe. It is important for companies to note the type of institution and how it is funded.
- **Amazon** has become a key location for teachers and schools to find new and innovative supplies and resources.
- **Retail or distributors** is another route to market that allows companies to gain exposure. This route can often be expensive and require a dedicated Business Development team.

Routes to Market

OCO GLOBAL

Each state, school district within the state, and school itself has its own buying pattern and preference of buying educational tools and products. There are generally two approaches that education providers use:

DIRECT

Customer purchases solution and/or product directly from the company. Smaller sales can be done directly on the website, but larger sales, representatives are generally sub-categorised into two types:

- **Inside Representatives**: sales takes place over the phone or virtual meeting (e.g., MS Teams, Zoon, Webex, etc.)
- **Outside ("field") Representatives**: sales involve meeting with customers in person by setting up appointments in advance. This is typically more challenging for international companies, unless they have a local presence with local employees.

INDIRECT

Indirect selling often utilises third-party or outsourced resources, including:

- **Resellers/Distributors**: Companies that have their own contracted or independent sales representatives. These organisations take commissions anywhere between 30% to 50% on new sales (or between zero to 40% on renewal sales for subscription/recurring revenue products). They also handle the purchase orders, invoicing and collection from customers.
- **Independent Representatives**: Typically, individuals who work independently and take 10% to 30% commissions. The main difference between independent reps and resellers /distributors is that independent reps sell do not handle the customer invoicing paperwork.
- **Online Platforms**: Many online platforms have emerged such as Apple's App Store, Edmodo, Google Apps, and many smaller players. These platforms handle the order fulfillment process and typically take 30% commissions on sales made through their platform.

Source: EdSurge, Navigating the K-12 Sales Channels, Jan 2016

Routes to Market
Finding Customers and Partners

OCO GLOBAL

DIRECT

Companies can find a list of potential customers (schools) by using the free National Center for Education Statistics (NCES) database (nces.ed.gov).

Alternatively, there are many companies that provide lists for a fee or as a subscription, such as MDR, Agile Education Marketing, etc.

INDIRECT

There are many distributors and resellers specialising in the education sector that provide a range of products and services.

One of the largest North American national distributors is School Specialty (serving both the US and Canada). However, many distributors will work on a regional basis, for example, Allegheny Educational Systems provides lab equipment and to educational institutions in Pennsylvania, New York, and New Jersey.

Other distributors, such as Tox or Tierney, will only work with technology companies to supply and implement software and tech solutions to schools.

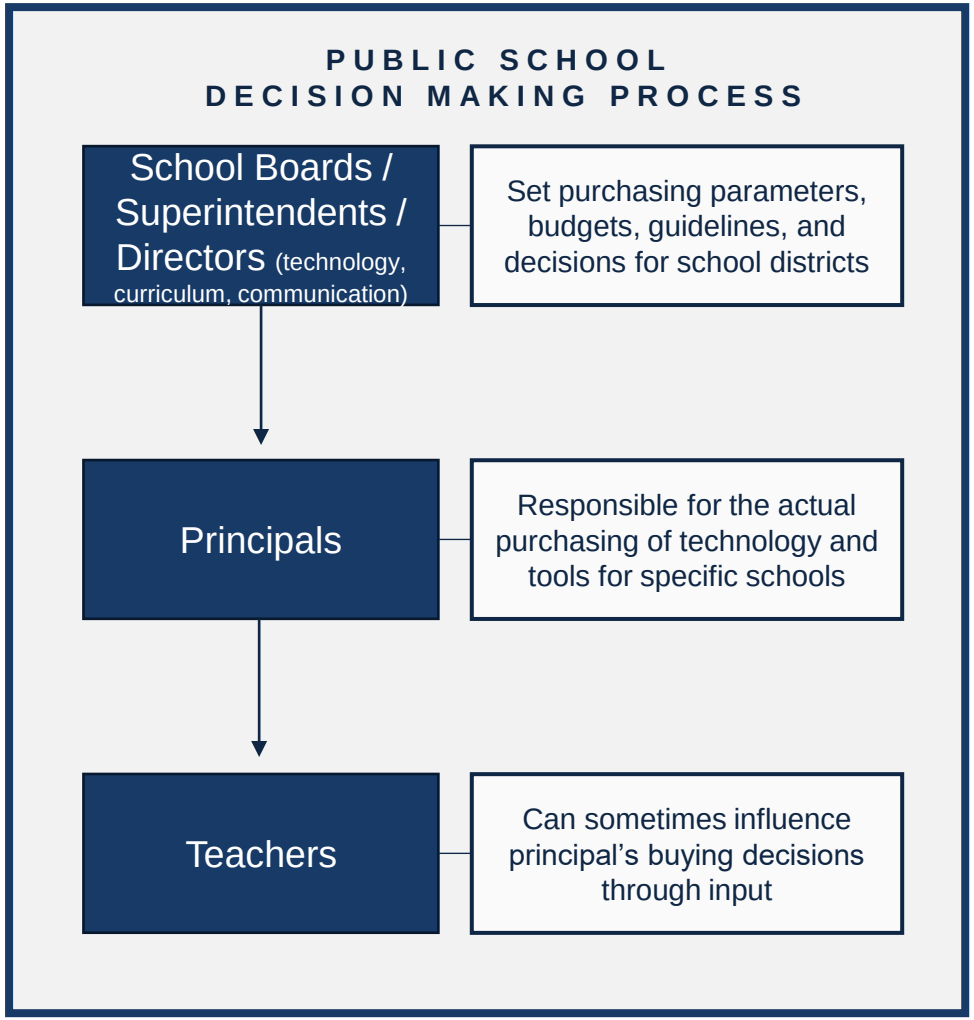
Understanding the Buyers

Understanding the Buyer: K-12 Schools

OCO GLOBAL

The hierarchal decision-making processes for the school grants the greatest buying power to the directors (technology, curriculum, communication), superintendents, and school boards. K-12 Prospects confirmed that every superintendent they interviewed reported involvement in almost all purchasing decisions for the respective school districts.[1] These school leaders set the purchasing parameters for which principals can then purchase educational technology.[2]

In terms of private schools, there is less red tape and expenses for businesses trying to sell its product or service. Because private schools have independent school boards, it is not subject to the same state regulations as public schools.[3] However, it is important to note that the private school market is small – making up 1/10 of all schools in the US and Canada.[4] Likewise, the enrolment in private schools is also very small compared to public schools.



[1] Decision-Makers and Influencers: How to Market your Product to Schools and Districts, K-12 Prospects
[2] Who Makes Buying Decisions in School Districts and How are These Decisions Made?, Medium
[3] Why the private school market is small but great opportunity for selling to schools, K-12 Prospects
[4] Why the private school market is small but great opportunity for selling to schools, K-12 Prospects

Understanding the Buyer: K-12 Schools

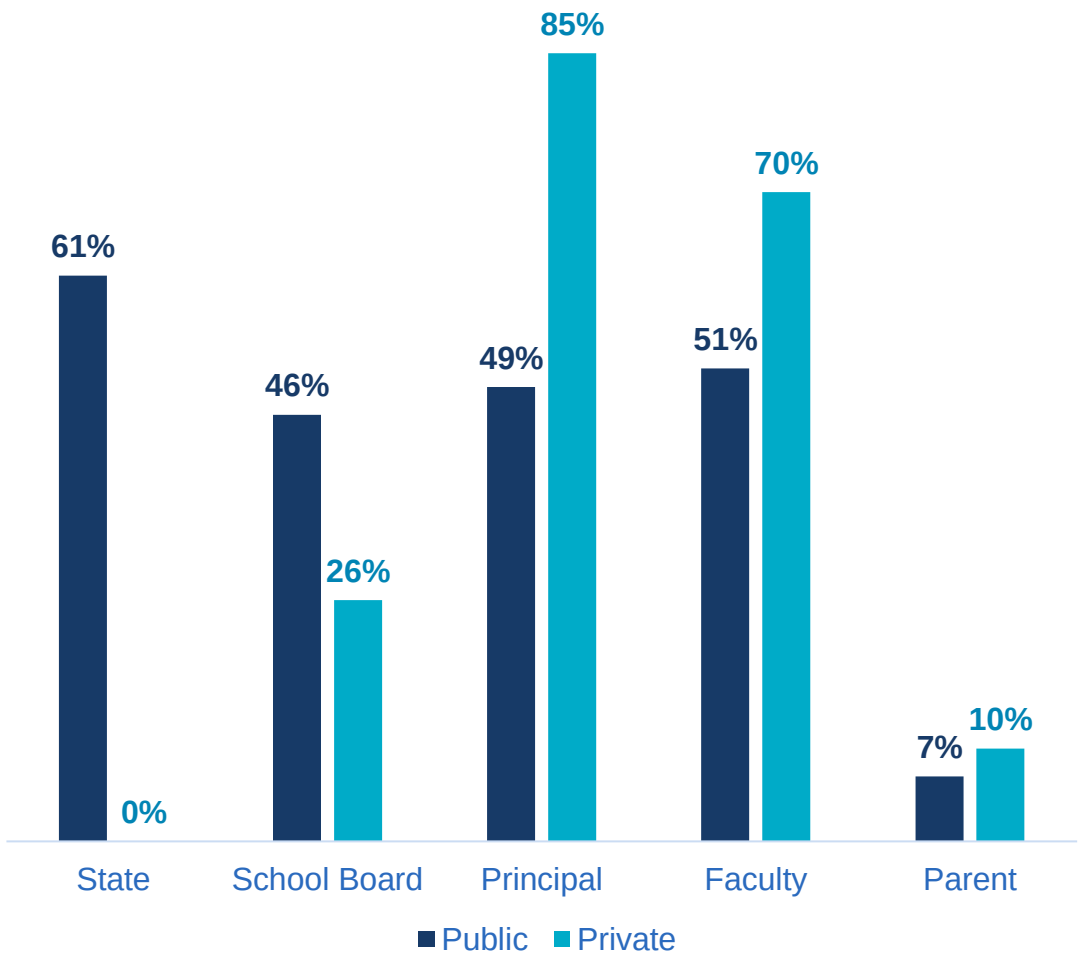
OCO GLOBAL

Principals are the chief decision-makers for schools under these purchasing parameters. The exact price range allocated to principals and their autonomy to make decisions varies among school districts and states.

Individual teachers can be seen as great influencers for a product. When marketing a product to teachers, it can get forwarded on to the most relevant point-of-contact in procurement in a particular school district.[1]

Thus, investing time in teacher conferences and vendor exhibits could create invaluable relationships that can be passed on to appropriate parties. However, it is important to note that teachers just promote products and often are not the final decision-makers behind procurement and implementation.

Percentage of principals in public and private schools who rated various groups as having "a great deal" of influence over establishing curriculum, 1990-91[2]



[1] Who Makes Buying Decisions in School Districts and How are These Decisions Made?, Medium
[2] National Center For Education Statistics, Who Influences Decision-making About School Curriculum: What Do Principals Say?, 1995

Understanding the Buyer: Superintendents

Although school superintendents are one of the roles at the top of the decision-making process, companies need to approach superintendents with care. Since COVID-19, superintendents have been under immense pressure – ensuring a smooth transition to remote education, students' wellbeing and education, and staying in touch with parents throughout the process. When the pandemic hit North America and schools were forced to shut down in person learning, superintendents were inundated with Edtech vendors.

Since the pandemic, many school superintendents have the same message to edtech vendors: "Please stop". In fact, in a survey in the middle of 2020 of superintendents near Seattle, Washington, 46% said what they need most from edtech right now is 'to be left alone'.[1]

As edtech providers approach superintendents, there are key factors to consider to make sure that the companies do not come off as tone-deaf or as another sales vendor.

GUIDE TO APPRAOCHING SUPERINTENDENTS[2]	
UNDERSTAND DISTRICT PRIORITIES	Different district will have different priorities. It is important to understand these when speaking with the superintendent. If these priorities are unknown, then listen to the superintendent to learn about the priorities. For example, new solutions to support keeping parents informed, for professional development for teachers to ensure they know how to use new technology.
BE A PARTNER, NOT A VENDOR	Problem solving is key when speaking with superintendents. Be there as a partner to overcome challenge, instead of just a seller. This can help build a long-term relationship with the superintendent for an entire district.
THINK BEYOND CORE SUBJECTS	Superintendents have emphasised the importance of finding tools to support social-emotional learning and mental health. Making sure that the edtech tools can be used for all students is a clear priority. For example, tools that require students to video chat may inadvertently expose them to social pressures based on their homes' background. Both educators and ed tech companies must be mindful of such scenarios and bake them into usage best practices.
PLAN FOR THE LONG-TERM	Although it is easy to focus on the challenges of today – particularly with the pandemic, superintendent want tools that can be used for a variety of scenarios and help the district in the long-term. Superintendents recommend that edtech companies consider implementing multi-year subscription plans with potentially-higher first-year payments.

[1] The Journal, School Superintendents to Ed Tech: 'Please Stop', May 2020
[2] New Schools Venture Fund, School District Superintendents to Ed Tech: "Here's how to work with us right now", Jun 2020

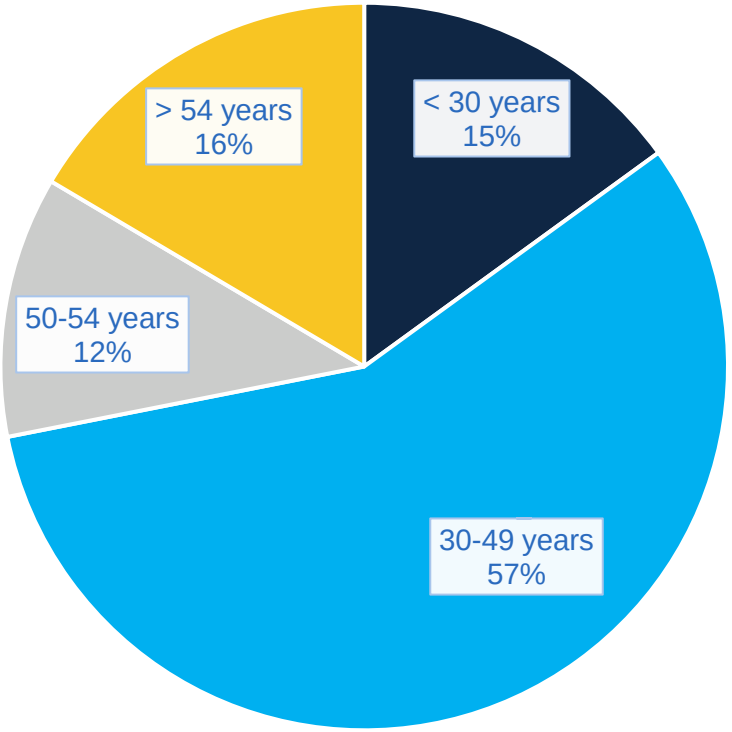
Understanding the Users: Teachers

According to the National Center for Education Statistics, the average age of teachers across the United States is 42.4 years-old. More than 50% of teachers are in the 30-49 years-old age bracket.[1]

An aging teacher population can pose a challenge for education technology companies since it can be difficult to get teachers accustomed to new tools – particularly with software and technology components. In a Promethean survey, 43% of respondents stated that teachers need training on technology.[2] In fact, many schools think that training and professional development are optional for teachers – with schools paying $125,000 for a license to a tool, but they will then decline the $25,000 training recommended with it.[3]

Lack of training for teachers has a great contribution to widening the gap in learning. Companies providing edtech tools to teachers need to factor in cost-efficient ways to train teachers to ensure the tools are utilised and have success in the market.

Age Distribution of Teachers in the US, 2017-18



[1] NCES, National Teach and Principal Survey, 2017-18
[2] Promethean Survey - The State of Technology in Education, 2021
[3] Edsurge, How Much Does the U.S. Spend on Edtech? No One Knows, and That's a Problem, Mar 2021

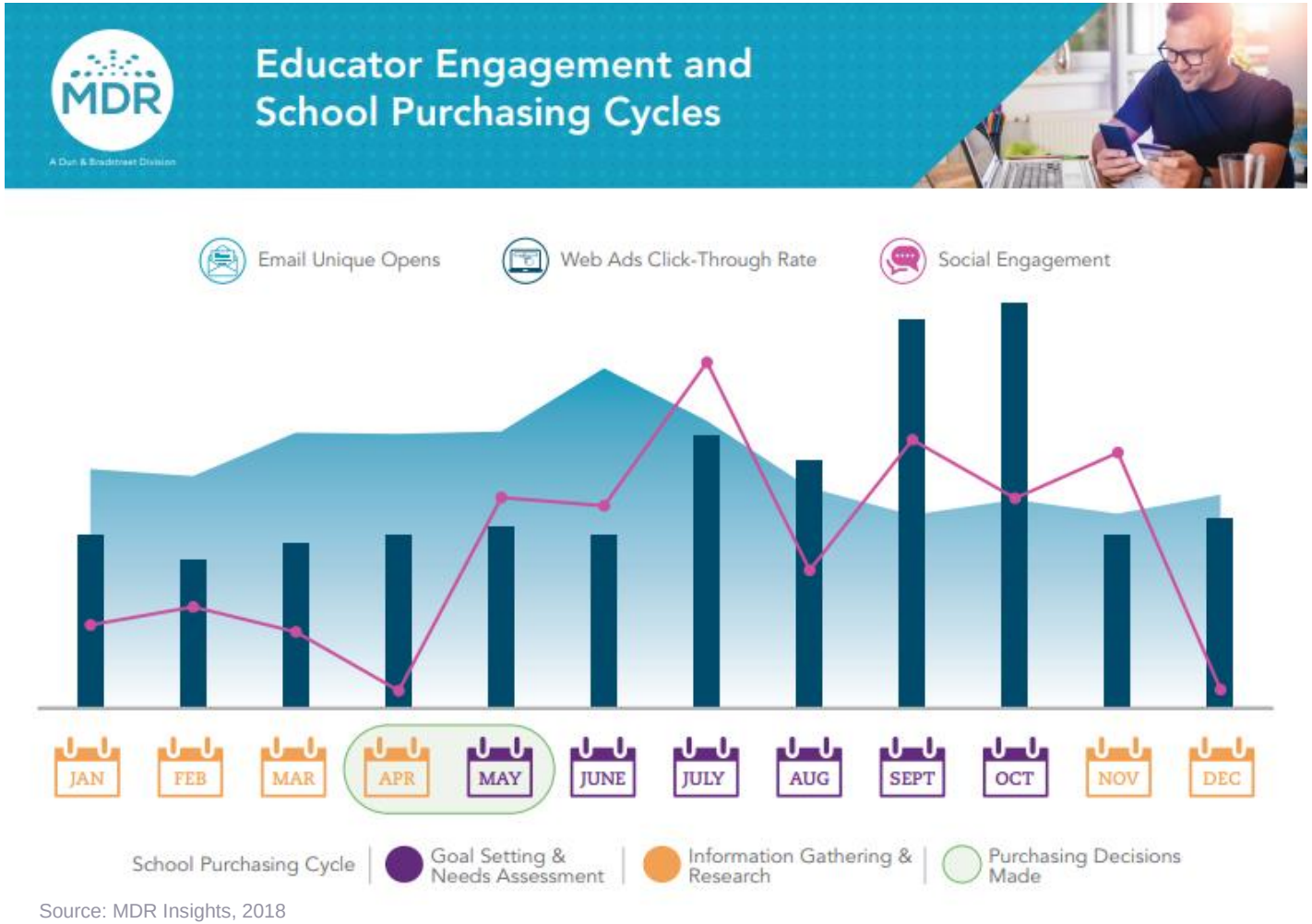
Understanding the Buyer: K-12 Procurement Timeline

OCO GLOBAL

June-October:
When school comes to an end, educators will begin developing new curricula. This period is great for marketing activities.

November-April:
This time period is an information-gathering phase for educators while realising their needs. This is an ideal time for companies to offer discounts, free educational resources, or webinars on topics to boost the product.

April-June:
Most the purchasing by schools occurs during the summer, so new products can be set to go at the start of the new school year. This is an ideal time to offer demos, data, and free trials.



Source: MDR Insights, 2018

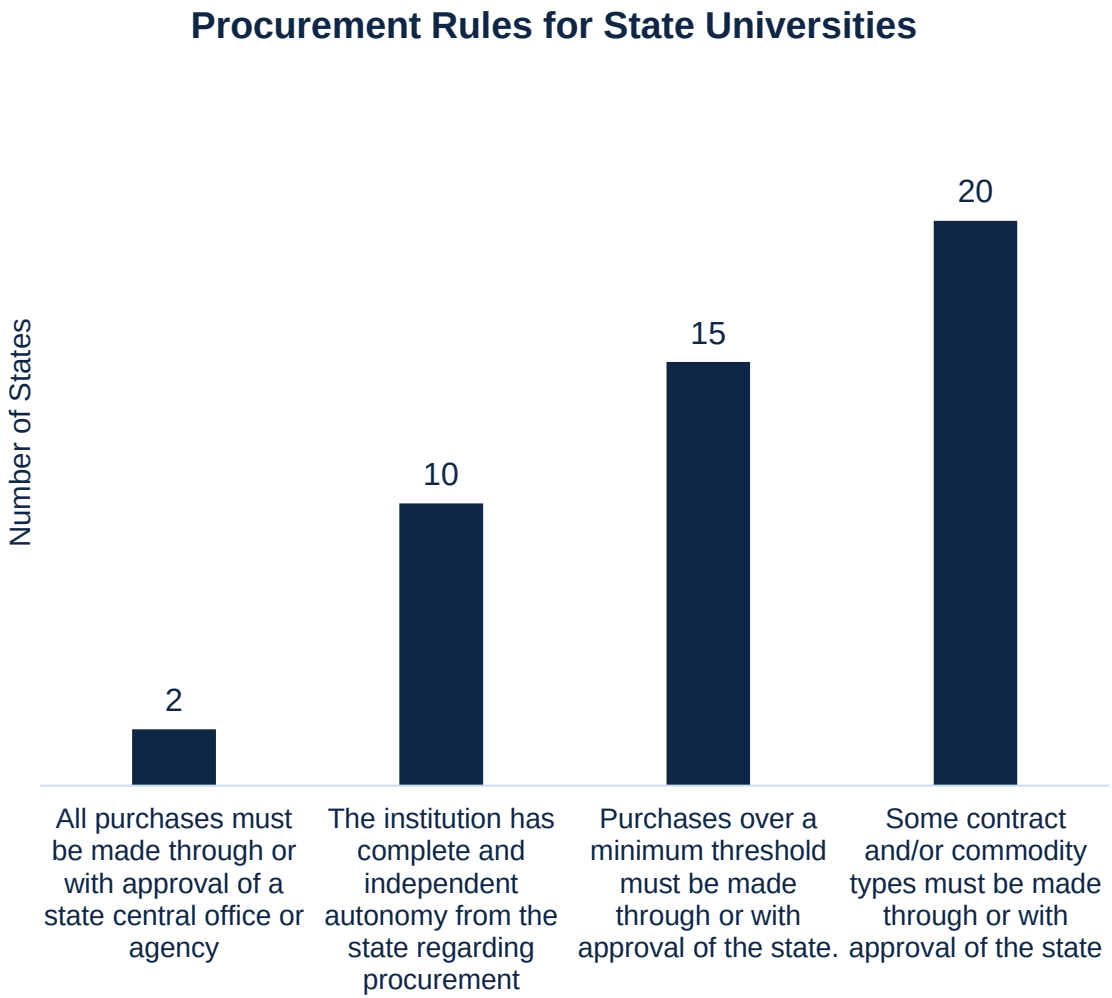
Source: MDR Education

Understanding the Buyer: Colleges and Universities

OCO GLOBAL

Buying for colleges and universities depends on the type of university. Public universities may need to follow state regulations set out by procurement codes. For example, Illinois public universities' purchasing parameters are set in conformance with the Illinois Procurement code as the purchasing departments are accountable to the board of trustees and Illinois taxpayers.[1] It often requires marker information, the identification of vendors, and logistics in place to make informed decisions on any purchasing.[2]

However, the purchasing requirements vary from state to state. South Carolina requires contracts of tech services to go through the state, which only adds new approved providers once a year.[3] Private schools reduce the red tape around procurement decisions and similar endowments to that of public school. For example, in 2018, the median endowment of private non-profit colleges was approximately $37.1M while public institutions had a median endowment of $35.4M.



Source: Public College and University Procurement, AASCU

[1] What and How Universities Buy, Illinois Procurement Bulletin
[2] What and How Universities Buy, Illinois Procurement Bulletin
[3] Public College and University Procurement, AASCU
[4] Understanding College and University Endowments, AceNet

OCO GLOBAL

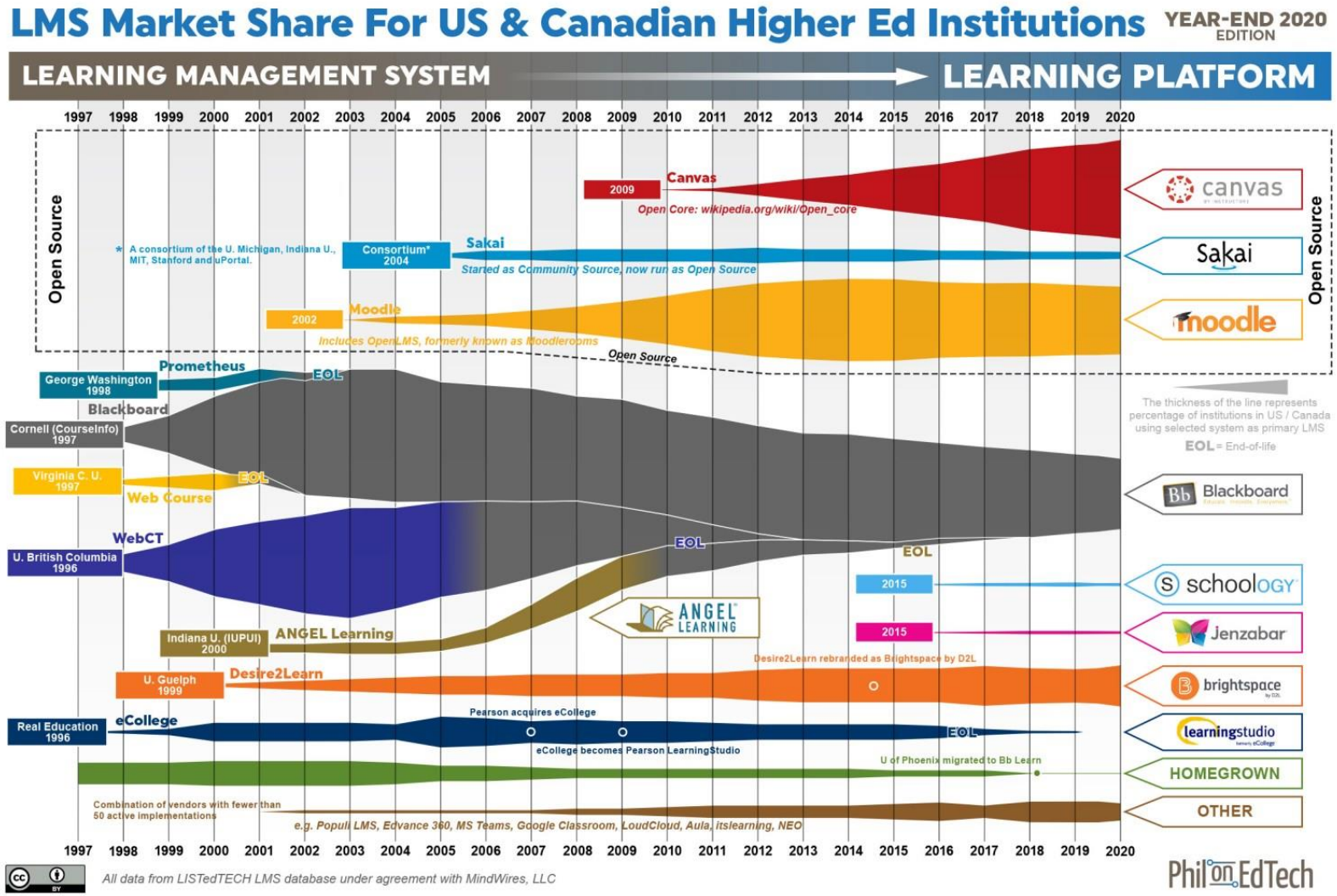
Major Players & Setting Price Points

Edtech Solutions Benchmarking: Major Players

Learning Management System vs. Learning Platform

Learning Management Systems and Learning Platforms have been early products in the edtech industry. The largest players in the industry offer both LMS and Learning Platforms tools to the US and Canadian market.

According to data by MindWires, the largest players are Canvas, leading with 32% of US & Canadian higher ed institutions, followed by Blackboard at 23%, Moodle at 22%, and D2L at 13%. Canvas is also the fastest growing player with 51% of newest implementations.[1]



[1] Phil on Edtech, State of Higher Ed LMS Market for US and Canada: Year-End 2020 Edition, Feb 2021

Price Points

Learning Management Systems

Blackboard: Estimates put mid-range plans at $25-30 USD per learner and enterprise plans at $17-20 per learner. The average cost for a university or school district would then be $160,000 per year.[1] It has now merged with Anthology.

Edmodo: The learning platform for K-12 students includes a plan that starts at $8 per user with an option for a free account for teachers as well.[2]

Google Classroom: The platform operates through 3 plans: $3 per student annually which includes Gmail, app management, etc. The $4 annual plan per student includes advanced Google Meet features and originality reports. Finally, the $5 plan per student includes live streams, roster syncing, and prioritised support.[3]

Moodle: Moodle includes 5 pricing tiers with the starter priced at $120 per year for 50 users and the large organisations priced at $1,490 for 1,000 users.[4]

[1] [2] [3] [4] How Much Does an LMS Cost? 2021 Pricing Guide

Price Points

ELTech

Lumio: SMART Technology's Lumio offers a single plan priced at 59 per teacher per year which includes collaborative workspaces, ready-made activities, etc. Its group plans are specifically quoted depending on the district and school size.

Peekapak: Peekapak offers a custom price for schools and districts dependent on size, but for single classrooms and teachers it ranges from $99-$199 per year.

Cengage: includes options for unlimited campus access to the full library for all students, group access for a select group of students defined by the institution or pay-as-you-go access to pay for what the students use.

DMAI: Its animal education game for ELA in early education ranges from $199-$299.

OCO GLOBAL

Price Points

Digital Solutions for Higher Education

Zoom: For personal meeting, Zoom is free to all participants. Small teams are priced at $14.99 per month per license and small or large businesses at $19.99 per month per license.

HTC: The VR glasses, VIVE, has a business option with glasses ranging from $500-1,300.

Top Hat: Top Hat Basic is free for each student. To get Top Hat Pro, it costs $30 per student which includes Top Hat Basic features + quizzes + comprehensive weekly insights on student performance + personalised support and anti-cheating software.

Price Points

Special Education Needs and Disabilities (SEND) Education

Classcraft: Now integrated with Canvas, Classcraft offers 3 types of subscriptions for users.

1. Teacher Basic which is a free version offering classroom management and parent features and messaging.
2. Teacher Premium package includes personalised learning quests and interactive class tools for $120 per teacher per year.
3. Discounted package for schools and districts per student with a building minimum on a sliding pay scale.

Study.com: Study.com offers school plans at individual prices depending on the district and classroom size which provides 27,000+ 5-minute videos, 12,000+ additional teacher resources, and 350+ teacher certification exam prep courses. For individual teachers, Study.com offers the Classroom Teacher Edition at $29.99 a month.

Route to Market – Factors to Consider

Competitive Landscape

As of 2021, Crunchbase estimates the US has over 2,000 companies in the US [1] – making the US home to 43% of all edtech companies (with India coming in second place, home to 327 edtech companies).[2]

Currently, the companies that seem to thrive in the US in terms of growth are ones that utilise video to offer education that would otherwise have been in-person:[3]

- Cambly, an on-demand platform for finding English tutors grew by 518% in total in the last five years.
- Outschool, a platform that offers live classes for homeschooling grew by 3800% in the same period.
- Photomath, an app that is used for solving mathematical equations instantly by scanning the problem through the camera and providing a step-by-step solution; experienced a 150% growth in the past five years.

Companies should consider all the players in the local market, the appeal for schools to bring on a product from local companies, and routinely review their Unique Selling Points (USPs) to bring a bespoke offer to the market.

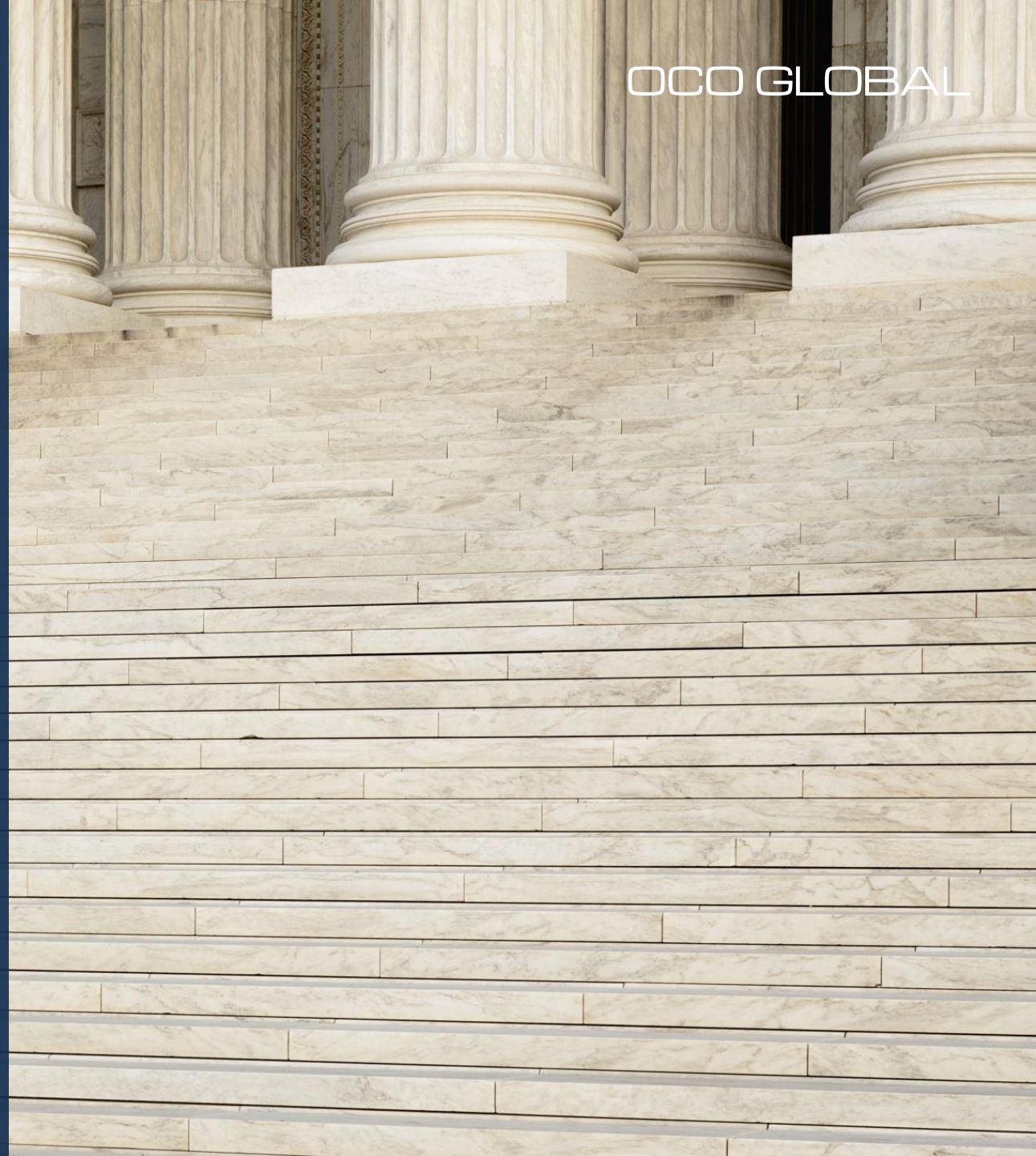
CAMBLY

Outschool

photomath

[1] Crunchbase, EdTech companies, 2021
[2] Edscoop, U.S. edtech market is biggest globally, report says, Feb 2020
[3] Exploding Topics, 21 Fastest-Growing Edtech Startups, Oct 2021

Regulations



Regulations: US Market
Curriculum

There is no national curriculum in the US. The curriculum is decided on a state and local level, rather than federal. State's Departments of Education, school districts, and national associations require or recommend certain standards to guide school instructions.[1]

Decision-making is further separated by type of school: public vs. private. For example, states' Departments of Education have greater influence on education for public schools, whereas principals in private schools have a great deal of influence. Furthermore, teachers in private schools are known to have decision-making capacity, whereas school boards regulate much of public schools' curricula.

RESOURCES FOR CURRICULUM STANDARDS[1]

Federally Approved State Accountability Plans is a directory of approved state accountability proposals under the Elementary and Secondary Education Act.

Federal Resources for Education Excellence (FREE) is an extensive linked directory of curricular resources, organized by subject.

MCREL Directory of National Subject Benchmark Standards is a directory of benchmark standards for a variety of subjects developed by national professional associations and compiled by the federally funded Mid-Continent Regional Education Laboratory.

MCREL Benchmark Standards Database is a searchable database of benchmark curricular standards organized by subject and level of school.

ECS Directory of State Curriculum Standards is a linked compendium of reports on state standards in specific subjects provided by the Education commission of the States.

Curriculum Standards Placeholder is a directory linked to both state curriculum standards available online and national standards proposed by various subject organizations.

NCEO Directory of State Secondary Graduation Requirements is linked to official state information on secondary graduation, including state examinations in many cases.

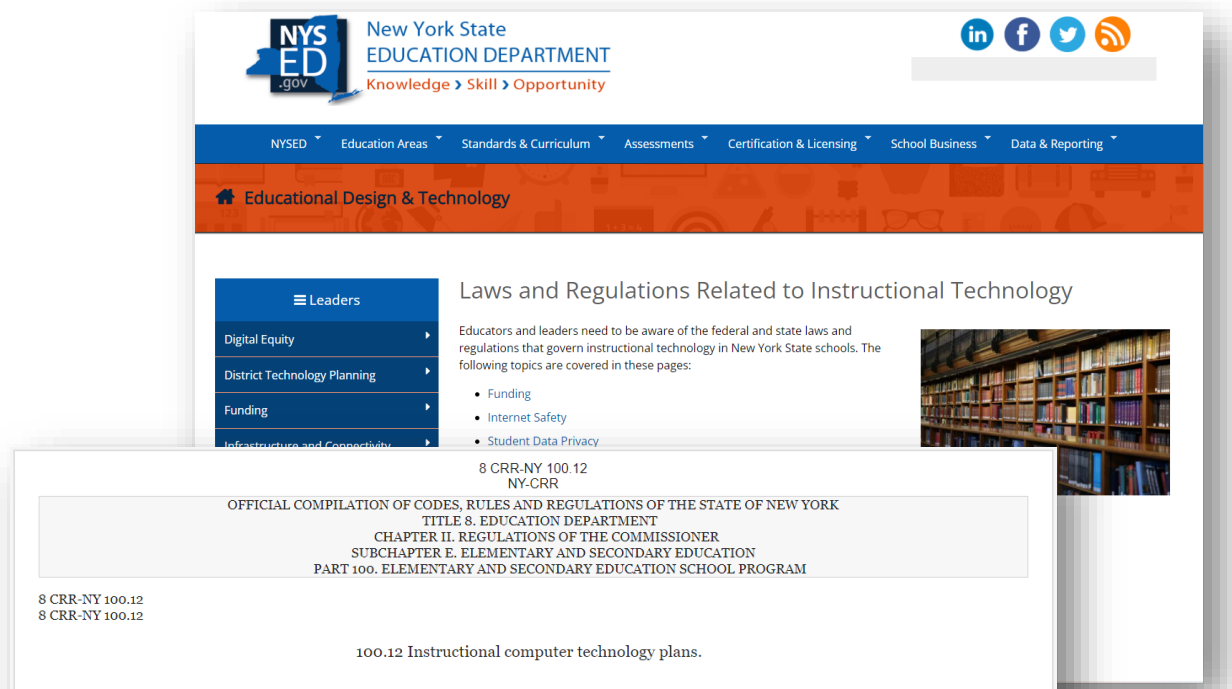
ECS Table of State Graduation and Admission Requirements provides 2006 data for how state secondary graduation requirements – expressed in Carnegie Units – align with state minimum postsecondary admissions requirements for public institutions where these exist.

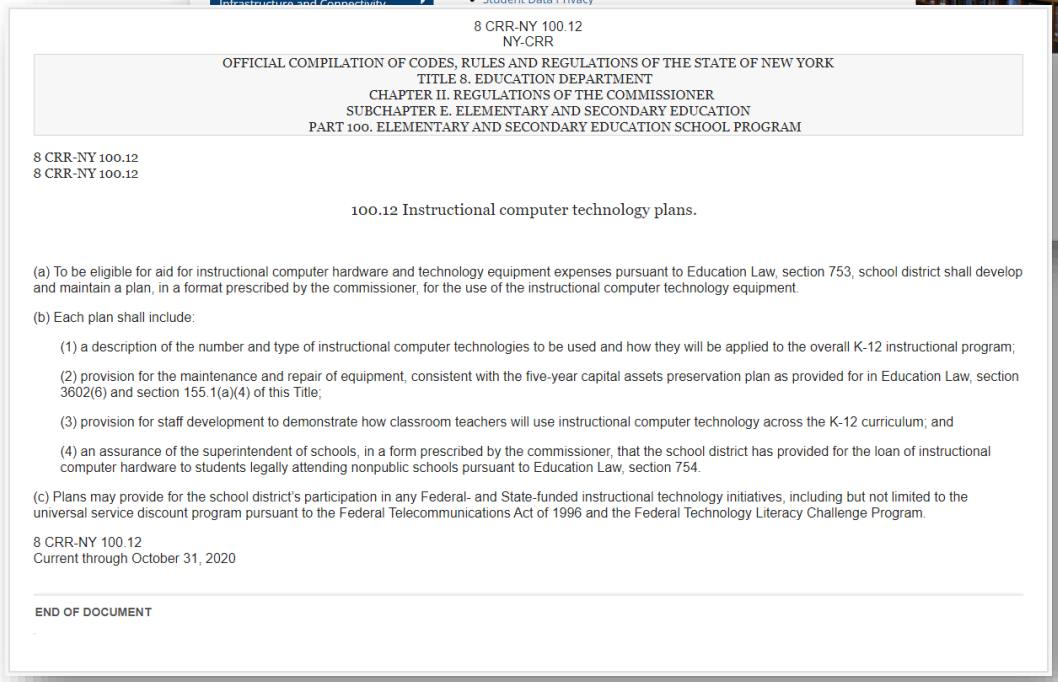
[1] US Department of Education, Structure of the U.S. Education System: Curriculum and Content Standards, Feb 2008 (accessed on Nov 2021)

Regulations: US Market
Edtech

As more technology has been introduced to the classroom, there have been concerns over the security and privacy of student data. In 1990 the US Department of Education Office of Education Technology (OET) was created to develop national educational technology policy and establish a vision for how technology can be utilised in the classroom. Although the OET is a federal office, regulations for Edtech are also overseen at a state and local level.[1]

For example, New York State's Department of Education outlines on their website laws and regulations related to instructional technology. The majority of regulations concerning technology in schools is regarding protecting student data as well as how to monitor students' apps and online activities.





8 CRR-NY 100.12
NY-CRR

OFFICIAL COMPILATION OF CODES, RULES AND REGULATIONS OF THE STATE OF NEW YORK
TITLE 8. EDUCATION DEPARTMENT
CHAPTER II. REGULATIONS OF THE COMMISSIONER
SUBCHAPTER E. ELEMENTARY AND SECONDARY EDUCATION
PART 100. ELEMENTARY AND SECONDARY EDUCATION SCHOOL PROGRAM

8 CRR-NY 100.12
8 CRR-NY 100.12

100.12 Instructional computer technology plans.

(a) To be eligible for aid for instructional computer hardware and technology equipment expenses pursuant to Education Law, section 753, school district shall develop and maintain a plan, in a format prescribed by the commissioner, for the use of the instructional computer technology equipment.

(b) Each plan shall include:

(1) a description of the number and type of instructional computer technologies to be used and how they will be applied to the overall K-12 instructional program;

(2) provision for the maintenance and repair of equipment, consistent with the five-year capital assets preservation plan as provided for in Education Law, section 3602(6) and section 155.1(a)(4) of this Title;

(3) provision for staff development to demonstrate how classroom teachers will use instructional computer technology across the K-12 curriculum; and

(4) an assurance of the superintendent of schools, in a form prescribed by the commissioner, that the school district has provided for the loan of instructional computer hardware to students legally attending nonpublic schools pursuant to Education Law, section 754.

(c) Plans may provide for the school district's participation in any Federal- and State-funded instructional technology initiatives, including but not limited to the universal service discount program pursuant to the Federal Telecommunications Act of 1996 and the Federal Technology Literacy Challenge Program.

8 CRR-NY 100.12
Current through October 31, 2020

END OF DOCUMENT

[1] Office of Educational Technology

Regulations: US Market
Edtech

Family Educational Rights and Privacy Act (FERPA)
FERPA is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds from the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level.

Children's Online Privacy Protection Act (COPPA)
The primary goal of COPPA is to place parents in control over what information is collected from their young children online. COPPA was designed to protect children under age 13 while accounting for the dynamic nature of the Internet. The Rule applies to operators of commercial websites and online services (including mobile apps) directed to children under 13 that collect, use, or disclose personal information from children, and operators of general audience websites or online services with actual knowledge that they are collecting, using, or disclosing personal information from children under 13. The Rule also applies to websites or online services that have actual knowledge that they are collecting personal information directly from users of another website or online service directed to children. Read more

Children's Internet Protection Act (CIPA)
CIPA was enacted by Congress in 2000 to address concerns about children's access to obscene or harmful content over the Internet. CIPA imposes certain requirements on schools or libraries that receive discounts for Internet access or internal connections through the E-rate program. Read more

Protection of Pupil Rights Amendment (PPRA)
PPRA is intended to protect the rights of parents and students in two ways:

- It seeks to ensure that schools and contractors make instructional materials available for inspection by parents if those materials will be used in connection with an ED-funded survey, analysis, or evaluation in which their children participate; and
- It seeks to ensure that schools and contractors obtain written parental consent before minor students are required to participate in any ED-funded survey, analysis, or evaluation that reveals certain information.

PPRA applies to programs that receive funding from the U.S. Department of Education. Read more

Source: Office of Educational Technology

Regulations: Canadian Market

OCO GLOBAL

Similar to the US, Canada does not have a national curriculum. The curriculum is set at the provincial level and each province/territory has one or two departments/ministries responsible for all levels of education.

However, there is an intergovernmental body, The Council of Minsters of Education, Canada (CMED) that serves as:

- a forum to discuss policy issues;
- a mechanism through which to undertake activities, projects, and initiatives in areas of mutual interest;
- a means by which to consult and cooperate with national education organizations and the federal government; and
- an instrument to represent the education interests of the provinces and territories internationally.

CMEC provides leadership in education at the pan-Canadian and international levels and contributes to the exercise of the exclusive jurisdiction of provinces and territories over education.[1]

MINISTRIES/DEPARTMENTS RESPONSIBLE FOR EDUCATION IN CANADA

ALBERTA
- Alberta Education
- Alberta Advanced Education

BRITISH COLUMBIA
- British Columbia Ministry of Education
- British Columbia Ministry of Advanced Education and Skills Training

MANITOBA
- Manitoba Department of Education
- Manitoba Department of Advanced Education, Skills and Immigration

NEW BRUNSWICK
- New Brunswick Department of Education and Early Childhood Development
- New Brunswick Department of Post-Secondary Education, Training and Labour

NEWFOUNDLAND
- Newfoundland and Labrador Department of Education

NOVA SCOTIA
- Nova Scotia Department of Education and Early Childhood Development
- Nova Scotia Department Advanced Education

NORTHWEST TERRITORIES
- Northwest Territories Department of Education, Culture and Employment

NUNAVUT
- Nunavut Department of Education

ONTARIO
- Ontario Ministry of Education
- Ontario Ministry of Colleges and Universities

PRINCE EDWARD ISLAND
- Prince Edward Island Department of Education and Lifelong Learning

QUEBEC
- Ministère de l'Enseignement supérieur du Québec
- Ministère de l'Éducation du Québec

SASKATCHEWAN
- Saskatchewan Ministry of Education
- Saskatchewan Ministry of Advanced Education

YUKON
- Yukon Department of Education

Source: Canadian Information Centre for International Credentials, Ministries/departments responsible for education in Canada

Theme 3: Investment

Introduction: The rise and rise of edtech

Edtech has never been short on hype, but a range of new factors has finally created a situation where it is finally reaching educators and learners at scale, and the sector is doing so while delivering commercial outcomes that eluded many entrepreneurs and investors in the past.

The education sector in North America promises to incorporate a range of new digital technologies and strategies in the years to come in order to meet the needs of a growing consumer base within North America and internationally.

Edtech solutions have become increasingly instrumental in delivering education outcomes given: a **growing population of learners**, **changing preferences** among students and educators for more **diverse learning styles**, **continuing impact of COVID-19 in normalising technology** as a tool in parent-student teacher relationships.

These persistent trends are helping create significant new opportunities for venture-backed start-ups.

Though the pandemic may reduce total education expenditure in the short term, the pandemic's persistence is likely to expedite the transition to digital learning infrastructure. Moreover, direct-to-consumer offerings are expected to experience growth as customers look to solutions separate from traditional learning institutions.

Investment drivers within Edtech

OCO GLOBAL

Increased demand for tools that can personalise instruction: Growing class sizes have stretched teachers' ability to provide one-on-one instruction to their students, creating an opportunity for technology to supplement the role of teachers through tech programs that alter content in response to students' learning style. Currently, students and educators in primary, secondary and high education centres are piloting new solutions that provide a tailored approach to learning needs. Similarly, outside of education centres, business are utilising digital coaching services that deliver a mix of one-on-one coaching and related activities as enterprises invest in employee training initiatives.

Edtech complementing traditional teaching methods: Previously, edtech had been occasionally positioned as a substitute for traditional learning pathways such as the suggestion that massive open online courses could displace higher education institutions. This prompted a certain level of cynicism towards edtech. Edtech companies have since pivoted away from such claims by including the key stakeholders that they serve earlier in their development lifecycle. This in turn can drive greater adoption and growth. Moreover, companies must provide continuous robust support to schools attempting to integrate new technology into traditionally delicate educational structures.

New technologies that appeal to a younger, tech-savvy generation: Educators are increasingly adopting technologies such as, augmented and virtual reality (AR & VR), artificial intelligence, 3D printing, and robotics as they look for ways to enrich student engagement and connect skills to a progressively digital world. Many educators are also embracing gamification as students' demand more "stimulating" content in an entertainment saturated world.

Investment drivers within Edtech

OCO GLOBAL

The rise of "direct-to-parent" business models: During the pandemic, remote learning was introduced into many states at some point. This prompted parents to engage with new online content and educational platforms which they provided to their children. This trend is likely to continue due to the nature of educational funding in the US. 90% of public educational funding typically comes from state and local governments, which was heavily impacted as sales and income tax revenues dropped due to lockdown orders and decreasing economic activity. This has in turn incentivised many parents to purchase additional edtech platforms in order to supplement their children's educational needs.

Greater focus on "soft skills": Schools are investing more into social and emotional learning tools which aim to teach children how to manage their emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions. Employers are also investing in such skills with a focus on leadership and management, creative problem solving, and interpersonal communication.

Going global: The pandemic also opened up global markets for US edtech products and services. Google Classroom and Quizlet saw demand for their online services surge across Europe and Asia. Duolingo saw usage of its language-learning app spike across Europe, Latin America and India as whole sections of the population were placed under lockdown orders. As global adoption for US edtech tools grows, so does their total addressable market, a key indicator which will drive these companies to consider international expansion opportunities.

Investment drivers within Edtech

OCO GLOBAL

Increasing demand for reskilling and upskilling opportunities: Even before COVID-19, employers and employees alike were realising the need for continued learning in order to meet the demands of a changing economy. Recent surveys from Deloitte, PwC and Accenture Surveys have shown employee upskilling is an increasing area of focus for C-level executives in order to ensure their companies are future proof. Added to this that 5 years of digital adoption has been compressed into the last 18 months, is prompting many firms to invest more into educational benefits such as stipends and online courses.

As companies recover from the pandemic, learning and development has emerged as an uppermost priority. Due to persistent problems within US labour markets - high unemployment and a recruitment crunch - there is consistent demand for reskilling opportunities that help people find jobs that are available. But it doesn't stop there. For employers, providing upskilling so that employees stay is also top of mind, as detailed in LinkedIn's 2021 Workplace Learning Report. Reskilling, therefore, is viewed as a means of combating attrition at a time when employers need to invest in their talent anyway. To remain competitive, companies need to offer not just jobs, but careers. A key benefit is that employees are far more likely to remain in their company if reskilling programs are available.

Increasing ROI: The Edtech market is rapidly expanding, its solutions are broadly recognised, competition is low, and so forth. All of these variables imply that the return over investment, or ROI, in the online education arena is exponentially larger, and it would be a mistake for an investor to neglect this opportunity.

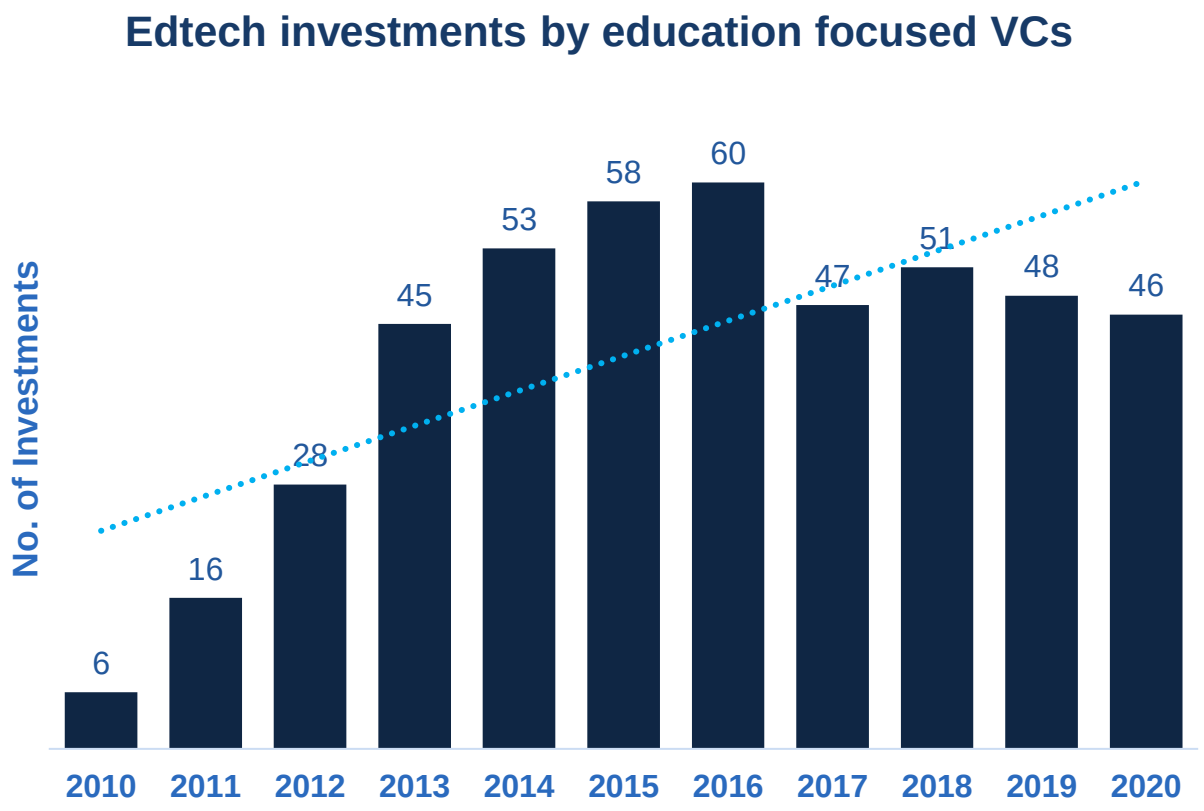
Venture Capital trends in Edtech

OCO GLOBAL

Over the decade, venture capital activity with Edtech has exploded in number and value, reaching around ~300 transactions and more than $10B (USD) in 2020 alone. Supporting this activity, the number of venture capitalist firms that have invested in EdTech companies has dramatically increased over the years – a trend which will continue as demand within the sector increases.

Notably, there has been a consistent increase in the number of funds whose strategy is to invest in these sectors alone. This is important, because it signals to others in North America, and around the world, that the sector is large and healthy enough to warrant an exclusive attention from those seeking to make returns upon their investments.

While the number of transactions completed by venture capitalists focused on Edtech may look small when compared to the total number of transactions, it does reveal that the sector has carved out a niche for itself. In the past 5 years, approximately 50 transactions have been completed by education-focused VCs.



Source: HolonIQ, Global EdTech Venture Capital Update, Mar 2021

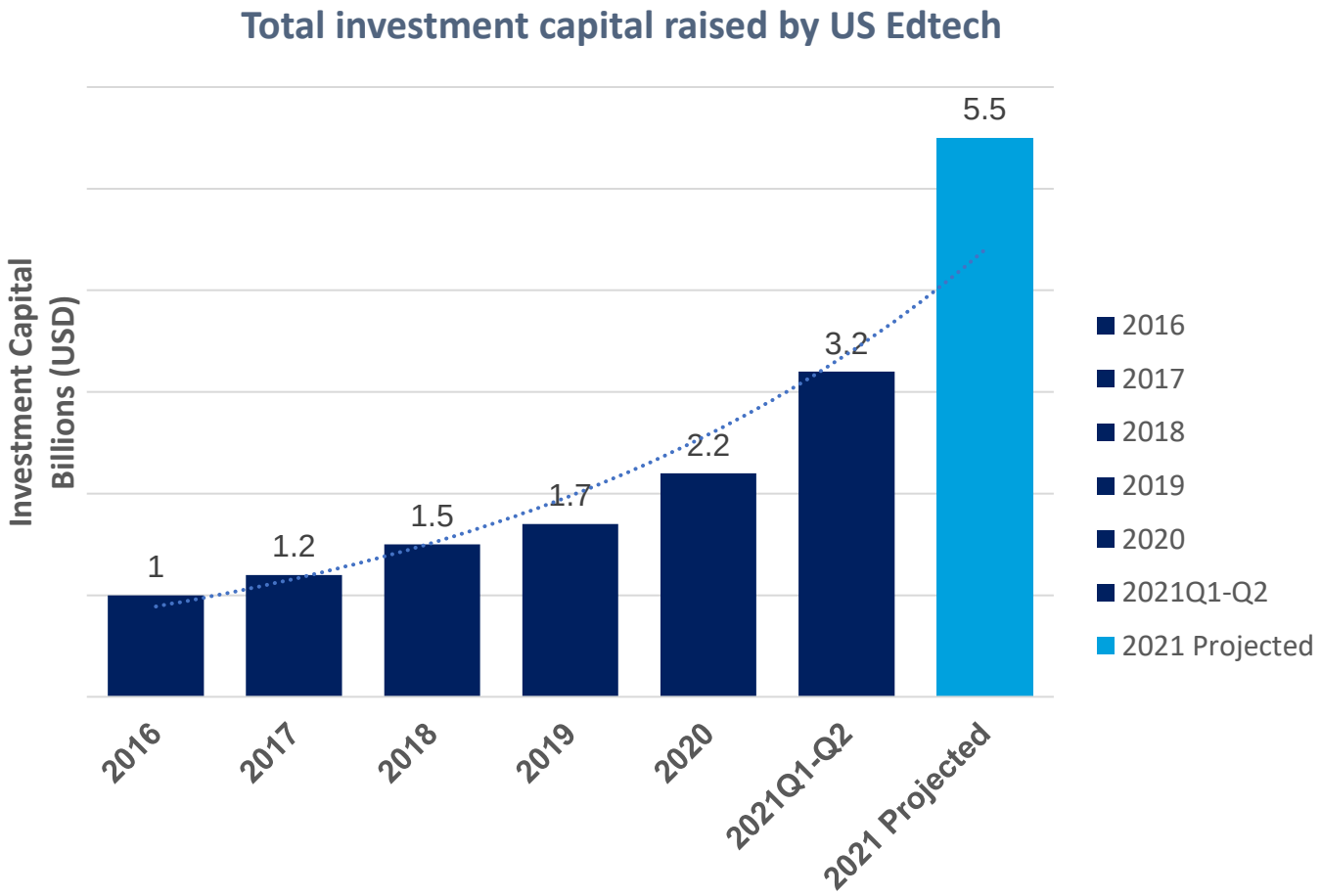
Current trends and future signals

OCO GLOBAL

2021 has been a breakout year for VC investment in the US, with Q1 delivering the better part of half of 2020's record $2.5B of EdTech VC and the momentum is set to continue well into 2022.

115 US-headquartered Edtech companies completed 197 VC rounds > $20M since 2011.

And in a sign of the sectors increasing maturity, Tony Wan, the Head of Investor Content from Reach Capital (a dedicated VC fund focused on educational investment) recently stated "we expect to see a wave of exits over the next 24 months, accelerated by the SPAC phenomena, acquisitive strategic players and private equity. The sector is now overdue for a 'mass-exit' wave which would, in turn, make the sector more attractive to investors who are looking to back the future of education and/or deliver on their impact investment goals".



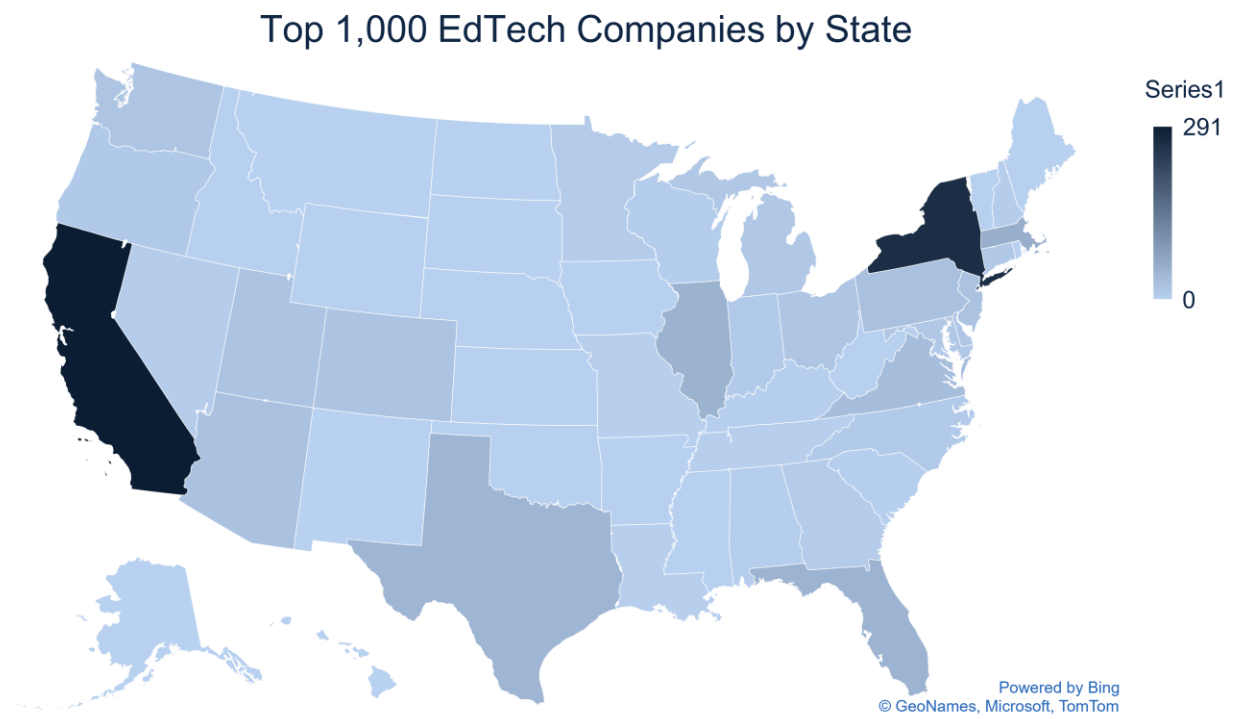
Source: Pitchbook

Geographical Analysis: United States

OCO GLOBAL

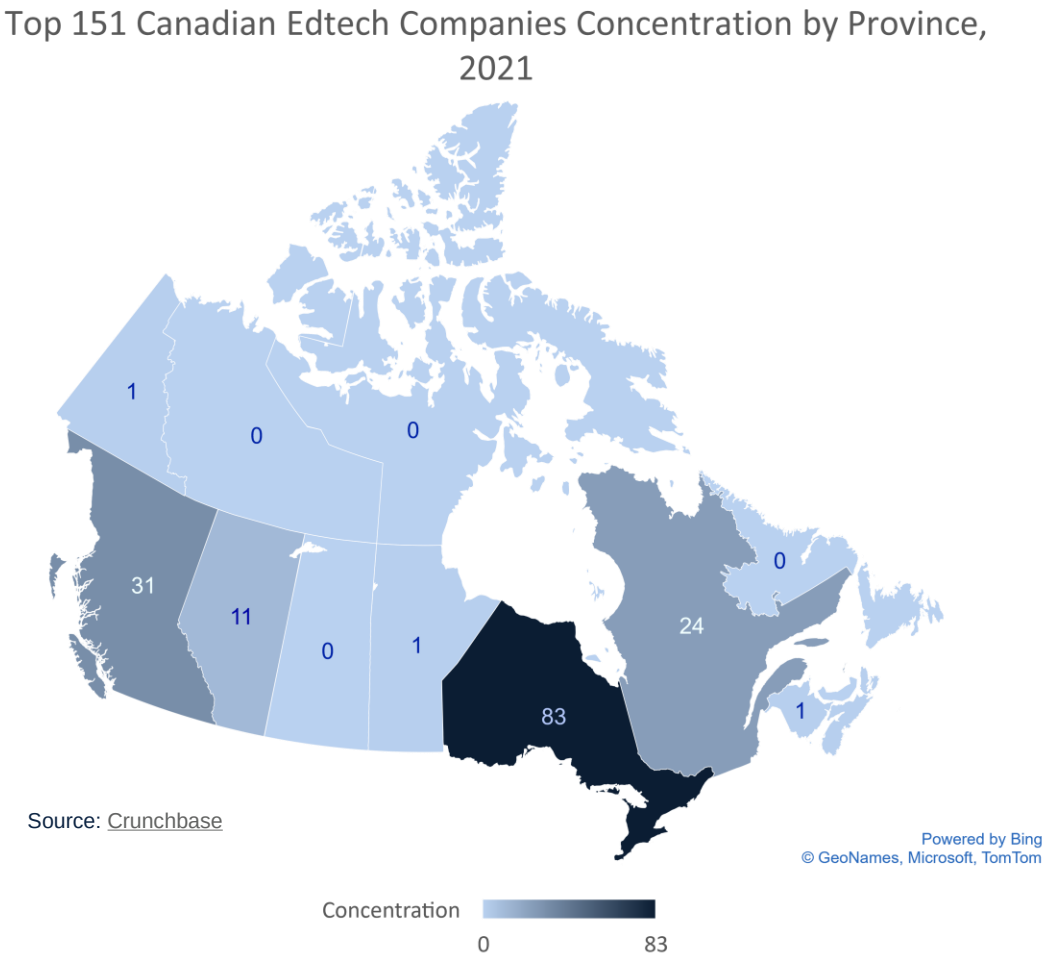
State	Count of Top 1,000 Edtech Companies
California	291
New York	264
Massachusetts	55
Illinois	49
Florida	48
Texas	45
Virginia	32
Pennsylvania	27
Arizona	25
New Jersey	23

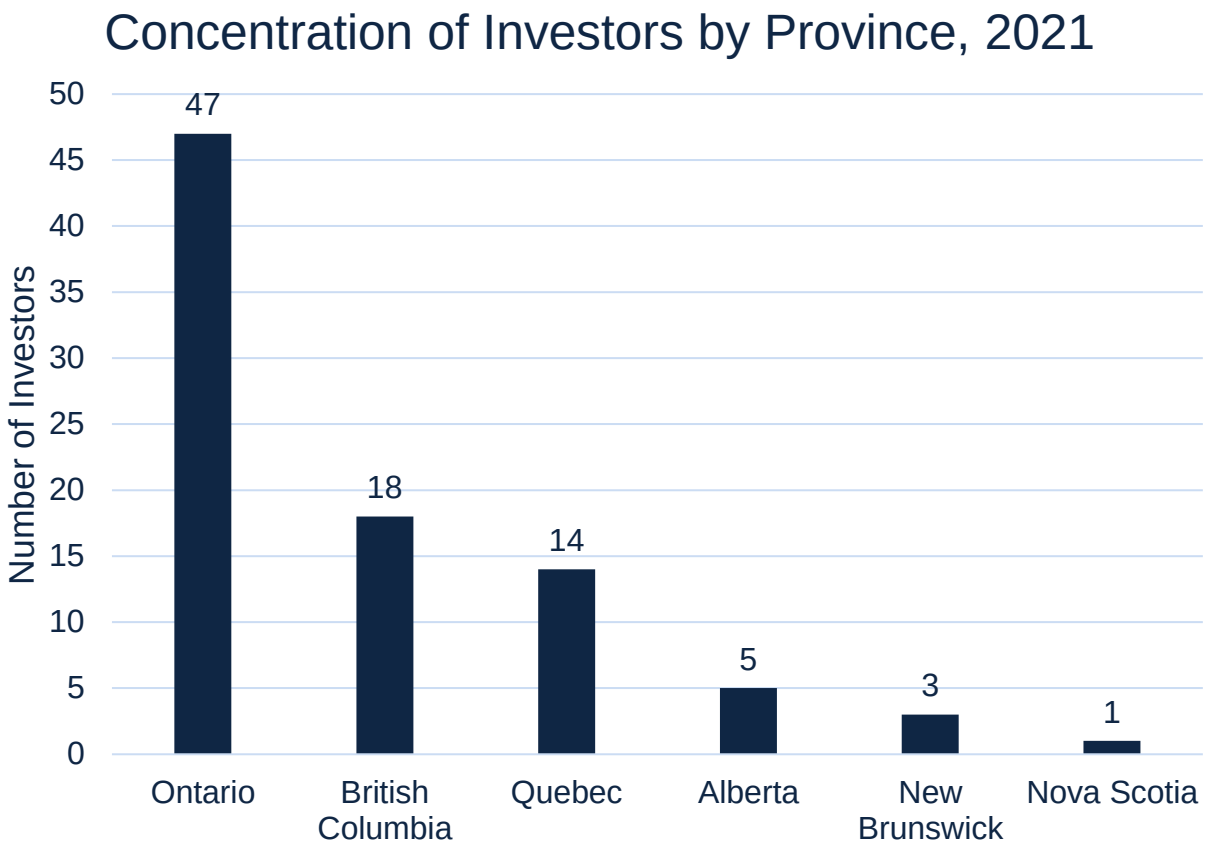
Source: Crunchbase



The investors for edtech in the US typically exist around the innovation hubs of the country. For example, 4 of the top 5 venture capital firms investing in edtech companies are headquartered in San Francisco Bay Area, CA.

Geographic Analysis: Canada





The greatest concentration of edtech companies corresponds with the provinces with the greatest population. Ontario had the greatest concentration (83), followed by British Columbia (31) and Quebec (24).

Mapping Ed VCs & Accelerator Programmes

OCO GLOBAL

Chicago, Illinois

Oberlin, Ohio

Silicon Valley, California

Boston, Massachusetts

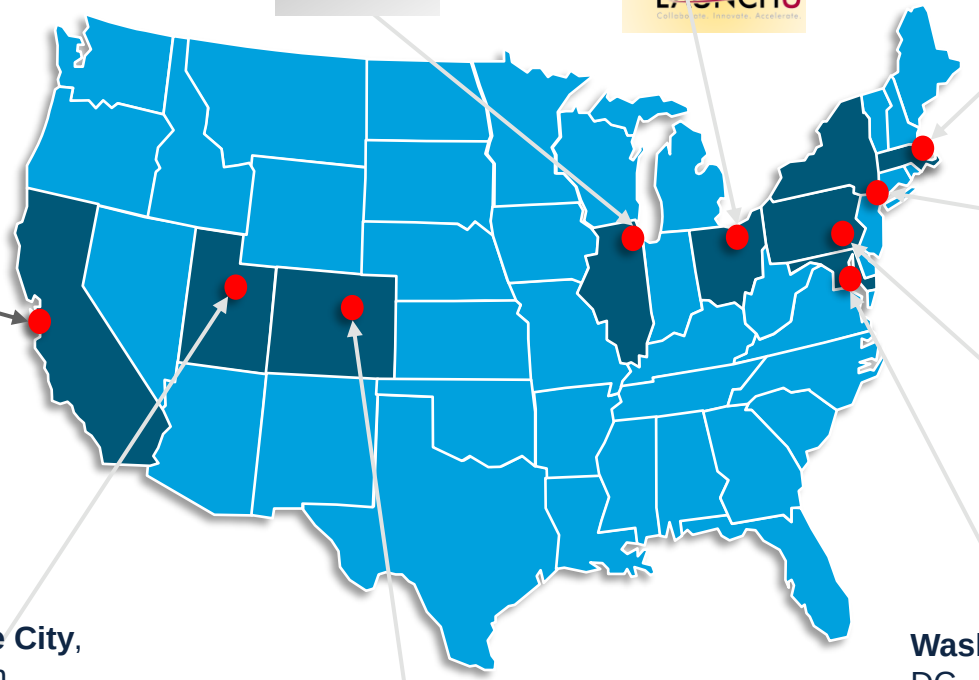
New York City, New York

Philadelphia, Pennsylvania

Salt Lake City, Utah

Boulder, Colorado

Washington, DC



Indicates VC firm

Indicates Accelerator program

Top 10 VC funds investing in Edtech 2011-2021
and actively seeking new investment opportunities

OCO GLOBAL

Investors	Investments in the last 2 years / Total Investments	Dry Powder	HQ Location	Preferred Geography	Description
500 startups	547 / 3,299	244.85	San Francisco, CA	Europe, India, Japan, Southeast Asia, United States	Founded in 2010, 500 Startups is an accelerator and venture capital firm headquartered in San Francisco, California. The firm seeks to make minority seed, early-stage, and later-stage investments. The firm prefers to invest in media, consumer services, computer hardware, software, commercial services, Software-as-a-Service, mobile, FinTech, Big Data, Internet of Things, e-Commerce, AgTech, and audio tech sectors in the United States, Europe, Southeast Asia, Japan, and India.
Reach Capital	41 / 119	174.27	San Francisco, CA	United States	Founded in 2015, Reach Capital is a venture capital investment firm headquartered in San Francisco, California. The firm seeks to invest in seed, early-stage, and later-stage companies and prefers to make impact investments. The firm prefers to make investments in the consumer services, software, and education technology sectors in the United States.
RETHINK	50 / 163	304.59	White Plains, NY	United States	Founded in 2012, Rethink Capital Partner is a venture capital firm headquartered in White Plains, New York. The firm acts as an umbrella platform for Rethink Education, Rethink Impact, Rethink Community, and Rethink Food. The group focuses on financial and social returns including gender equity, education, health, environmental sustainability, economic empowerment, and community development.
GSV Ventures	44 / 97	170.81	Chicago, IL	Unknown	Founded in 2016, GSV Ventures is a venture capital firm based in Chicago, Illinois. The firm prefers to invest in companies operating in the education technology sector.

Top 10 VC funds investing in Edtech 2011-2021
and actively seeking new investment opportunities

OCO GLOBAL

Investors	Investments in the last 2 years / Total Investments	Dry Powder	HQ Location	Preferred Geography (if known)	Description
Owl Ventures	53 / 91	663.91	Menlo Park, CA		Founded in 2014, Owl Ventures is a venture capital investment firm based in San Francisco, California. The firm seeks to invest in companies at all stages from early, growth, and later stages. The firm focuses to invests in the world's leading education technology companies and the education spectrum encompassing early childhood, K-12, higher education, career mobility, professional learning, and the ed-tech sector.
LearnCapital	30 / 159	150.93	San Mateo, CA	Africa, China, United Kingdom, United States	Founded in 2008, Learn Capital is headquartered in San Mateo, California. The firm seeks to invest in the learning content, platforms, services, and education technology sectors.
LearnLaunch Fund + Accelerator	5 / 80	0.10	Boston, MA	Canada, Europe, United States	Founded in 2012, LearnLaunch is a non-profit startup accelerator based in Boston, Massachusetts. The firm seeks to make early-stage investments in companies operating the education and technology sectors.
GGVCAPITAL	238 / 846	2,889.75	Menlo Park, CA	Africa, Caucasus, Central Asia, East Asia, India, Mexico, Middle East, Latin America, Southeast Asia, United States	Founded in 2000, GGV Capital is a venture capital firm based in Menlo Park, California. The firm prefers investing in companies operating in the social and internet, enterprise tech, new technology and smart technology sectors.
newschools venture fund	1 / 225	3.02	Oakland, CA	United States	NewSchools Venture Fund is a non-profit venture philanthropy fund that invests in nonprofit and for-profit educational organizations and educational entrepreneurship projects at the K-12 levels in United States public schools. It is headquartered in Oakland, California and was established in 1998.
University Ventures	2 / 78	0.00	New York, NY	Europe, United States	Founded in 2011, University Ventures is a venture capital firm based in New York, New York. The firm seeks to invest in Europe and the United States.

Top 10 accelerators investing in Edtech 2011-2021
and actively seeking new investment opportunities

OCO GLOBAL

Accelerator	HQ Location	Preferred Investment Amount (USD Millions)	Total No. of Investments	Description
VillageCapital	Washington, DC	0.05 - 0.08	930	Founded in 2009, Village Capital is an accelerator/incubator based in Washington, District of Columbia. The firm prefers to invest in companies operating in the financial health, sustainability, future of work and other sectors.
FOUNDER INSTITUTE	Palo Alto, CA		582	Founded in 2009, Founder Institute is an accelerator headquartered in Palo Alto, California. The firm helps aspiring founders across the globe build enduring technology companies.
imagine K12	Mountain View, CA	0.01 - 0.02	100	Imagine K12 is the education vertical within Y Combinator. It has been accelerating education technology startups since its formation in 2011. In 2016, it joined Y Combinator to create an education vertical for startups within Y Combinator. The Education technology companies backed by Y Combinator will fully participate in the Y Combinator program. Additionally, these edtech companies will have full access to Imagine K12's education-specific programming and resources. It is based in Mountain View, California.
MC MASSCHALLENGE	Boston, MA		2,040	Founded in 2010, MassChallenge is a startup accelerator that is based in Boston, Massachusetts. The firm prefers to invest in the software sector.

Top 10 accelerators investing in Edtech 2011-2021
and actively seeking new investment opportunities

OCO GLOBAL

Accelerator	HQ Location	Preferred Investment Amount (USD Millions)	Total No. of Investments	Description
Y Combinator	Mountain View, CA	0.15	4,504	Founded in 2005, Y Combinator is an accelerator firm based in Mountain View, California. The firm seeks to invest in b2b software and services, education, consumer, healthcare, real estate and construction, financial technology, industrials, and government sectors.
DREAMIT	New York, NY		513	Founded in 2008, Dreamit Ventures is an accelerator investment firm based in New York, New York. The firm organizes growth programs. The firm prefers to invest in seed-stage, early-stage, and later-stage companies. The firm seeks to invest in business products, business services, consumer products, consumer services, healthcare, cybersecurity, and real estate technology sectors in the United States.
EDS EDUCATION DESIGN STUDIO INC.	Philadelphia, PA		31	Education Design Studio is a hybrid incubator and seed fund that specializes in seed and early stage investments. It prefers to invest in companies operating in the education sector. The firm was founded in 2013 and is based in Philadelphia, Pennsylvania.

Top 10 accelerators investing in Edtech 2011-2021
and actively seeking new investment opportunities

OCO GLOBAL

Accelerator	HQ Location	Preferred Investment Amount (USD Millions)	Total No. of Investments	Description
techstars_	Boulder, CO	0.10 - 0.20	3,646	Founded in 2006, Techstars is an accelerator headquartered in Boulder, Colorado. The firm has a mentorship-driven seed stage investment program that runs a three-month-long acceleration program in multiple cities in the United States and the United Kingdom annually. The firm provides access to community leaders, founders, mentors, investors, and corporate partners, allowing entrepreneurs to accelerate and provide education, experience, and funding.
Boom Startup	Salt Lake City, UT	0.10	182	BoomStartup is an accelerator that is based in Salt Lake City, Utah. The firm seeks to invest in the mobile, internet, software as a service, medical and educational technology sectors.
OBERLIN COLLEGE LAUNCHU Collaborate. Innovate. Accelerate.	Oberlin, OH		28	Launch U is an acceleration program that is designed to accelerate the development and launch of Oberlin entrepreneurs. The firm provides two-week program, expert coaching, practical support and funding to its startups.

North American Events (2022)

January	February	March	April
Association of American Colleges and Universities 2022 Annual Meeting WUSC International Forum **Future of Education Technology Conference**** Texas Association of School Administrators Midwinter Conference	Digital Learning Annual Conference AIEA Annual Conference Community Colleges for International Development Annual Conference **South by Southwest EDU****	AAC&U 2022 Conference Diversity, Equity, and Student Success Forum on Education Abroad 18th Annual Conference 19th Washington International Education Conference NARST 2022 Annual International Conference	CANeLearn 2022 Digital Learning Symposium AERA Annual Meeting
May	**June**	**July**	**August**
	STLHE Annual Conference **Canada International Conference on Education**** GlobalMindEd Conference **International Society for Technology in Education Conference****	Conference of the Association on Higher Education and Disability	International Conference on Information Technology in Education
September	**October**	**November**	**December**
	HighEdWeb Annual Conference AECT International Convention SC EdTech	Georgia Education Technology Conference	Innovative Schools Summit

**Recommended event based on attendees and event description

Education Events – recommended

OCO GLOBAL

Future of Education Technology Conference	
Website	www.fetc.org
Dates	January 25-28, 2022
Location	Orlando, Florida
Cost to Attend	$315-$1,010
Cost to Exhibit	Must contact event: conferences@lrp.com
Number of Attendees	10,000

The Future of Education Technology Conference is one of the largest independent events focused technology for K-12 education. FETC attendees are decision-makers or influencers for education and include Technology and Virtual Ed Tech Leaders, District Administrators, Principals and School Administrators, Technology Professionals, Library Media Specialists, Ed Tech Coaches and Championsts, Special Education Directors and Staff, and Educators. The FETC also has a startup pavilion for new technologies to the education industry.

Education Events – recommended

OCO GLOBAL

South by Southwest EDU	
Website	www.sxswedu.com
Dates	March 7 – 10, 2022
Location	Austin, TX
Cost to Attend	$475
Cost to Exhibit	Upon contact
Number of Attendees	4,000

The South by Southwest EDU conference brings the learner, the educator, the entrepreneur, and the visionary together to network, exchange stories, tackle complex problems, and build reimagined paths forward based on best practices. With more than 10 years of history, SXSW EDU is set on continuing its continuous growth into 2022.

Education Events – recommended

Canada International Conference on Education 2022	
Website	www.ciceducation.org
Dates	June 21-23, 2022
Location	Virtual
Cost to Attend	$250
Cost to Exhibit	NA
Number of Attendees	NA

The 2022 Canada International Conference on Education brings together diverse stakeholders in higher education, including students, librarians, study abroad advisors, faculty, and more. The theme of the 2022 conference is “Inclusive Education and Research.” The conference is often a place to network with national and international participants and to develop new partnerships and associations with key decision makers across all sectors of education.

Education Events – recommended

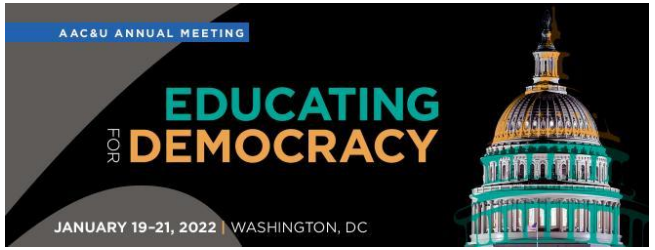
OCO GLOBAL

International Society for Technology in Education Conference	
Website	www.conference.iste.org/2022/
Dates	June 26 – 29, 2022
Location	New Orleans, LA
Cost to Attend	$550
Cost to Exhibit	$4,850
Number of Attendees	12,000

The International Society for Technology in Education (ISTE) is a nonprofit organization working with the global education community to accelerate the use of technology to solve tough problems and inspire innovation. The ISTE conference has been recognized for over 40 years as one of the world's most influential education events. Educators and education leaders gather at this event to engage in hands-on learning, share best practices, and hear from the brightest minds from the world of education and beyond.

Education Events

Association of American Colleges and Universities 2022 Annual Meeting	
Website	www.aacu.org/meetings/am22
Dates	January 19 – 21, 2022
Location	Washington, DC/Virtual
Cost to Attend	$430+ in person/$160+ virtual
Cost to Exhibit	$1,500
Number of Attendees	2,100 (2021)



The 2022 Annual meeting of the Association of American Colleges & Universities (AAC&U) brings together a broad and diverse community of educators to assess the obstacles remaining on the path to a liberal education for many students today. Under the title “Educating for Democracy,” the meeting program showcases and examines new models, practices, and solutions aimed at removing obstacles to education.

Education Events

WUSC International Forum	
Website	www.internationalforum.ca/
Dates	January 25-27, 2022
Location	Virtual
Cost to Attend	$20-35
Cost to Exhibit	$250 (2020)
Number of Attendees	650

The WUSC International Forum is one of the most interactive global conferences on international development. Attendees include students and youth leaders, government representatives, policy-makers, and researchers; private sector and business professionals; and international development specialists and NGOs.

Education Events

Texas Association of School Administrators Midwinter Conference	
Website	www.tasamidwinter.org
Dates	January 30 - February 2, 2022
Location	Austin, TX
Cost to Attend	$745
Cost to Exhibit	$1,650
Number of Attendees	5,000

Hosted by the Texas Association of School Administrators since 2004, the TASA Midwinter Conference is the most popular conference of the year for administrators of schools in Texas. It provides many opportunities for attendees to share best practices, network with colleagues and peers, and discover innovative approaches to education, including the role of technology

Education Events

Digital Learning Annual Conference	
Website	www.deelac.com
Dates	February 7 – 9, 2022
Location	Atlanta, GA
Cost to Attend	$549
Cost to Exhibit	$2,750
Number of Attendees	1000

Established in 2019, the DLAC brings together education providers and educators to envision the school of the future. In its inaugural conference, the DLAC said that "*No technology has ever transformed education quickly. But we see plenty of examples of dedicated school leaders, caring teachers, thoughtful providers, effective researchers, and respectful policymakers using technology to improve student opportunities and outcomes."* The DLAC brings together attendees from NGOs, charter schools, state agencies, universities, and firms to exchange ideas and carve out the best way forward for technology's role in education.

Education Events

2022 AIEA Annual Conference	
Website	www.aieaworld.org
Dates	February 20-23, 2022
Location	New Orleans, Louisiana/virtual
Cost to Attend	$550+ in person/$99+ virtual
Cost to Exhibit	$3000+ (2019)
Number of Attendees	690 (2021)

The Association of International Education Administrators (AIEA) Annual Conference is designed specifically for those leading international education at higher education institutions. It includes over 60 sessions and roundtable discussions where international education leaders can discuss relevant and key issues for the field, opportunities to network with colleagues, and more.

Education Events

Community Colleges for International Development: 2022 Annual Conference	
Website	www.ccidinc.org/2022-annual-conference
Dates	March 4-7, 2022
Location	New Orleans, Louisiana
Cost to Attend	$575+
Cost to Exhibit	$1,300+
Number of Attendees	NA

The Community Colleges for International Development (CCID)'s 2022 Annual Conference brings together college administrators, government agencies, international student services professionals, education abroad professionals, and faculty from around the world to network and share best practices, as well as to build capacity for global education and community and technical colleges.

Education Events

AAC&U 2022 Conference Diversity, Equity, and Student Success	
Website	www.aacu.org
Dates	March 17-19, 2022
Location	New Orleans, Louisiana/Virtual
Cost to Attend	$250+
Cost to Exhibit	Upon Request
Number of Attendees	NA

The AAC&U 2022 Conference on Diversity, Equity, and Student Success focuses on going beyond the rhetoric to prioritize campus strategies, institutional culture, and accountability in operationalising the values of equity and diversity. Sessions at previous events have included “Virtual Global Learning: Bringing Collaborative Online International Learning to Your Campus.”

Education Events

Forum on Education Abroad 18th Annual Conference	
Website	www.forumea.org
Dates	March 21-25
Location	Chicago, Illinois/Virtual
Cost to Attend	$725+ in person/$249+ virtual
Cost to Exhibit	Upon Request
Number of Attendees	600 (2021)

The Forum on Education Abroad brings together global educators from study abroad programs, colleges and universities, and technical schools around the world to discuss the topics facing international education today. Sessions include “Carbon Countdown: Launching Low-Impact Education Abroad,” “Multiple Pathways to Intercultural Competence in the COVID-19 Era,” and “Integrating Travel and Technology to Enhance Access, Equity, and Impact in the World.”

Education Events

OCO GLOBAL

19th Washington International Education Conference	
Website	www.washcouncil.org
Dates	March 24-25, 2022
Location	Washington, DC
Cost to Attend	$895
Cost to Exhibit	NA
Number of Attendees	NA

The Washington International Education Conference is the original conference for international and federal government relations, market intelligence, and actionable advice for international education professionals. It focuses on advancing access to key embassy personnel and the latest trends in international student recruitment, admissions, and campus life. Presenters typically include embassy representatives, government partners, and research institutions.

Education Events

NARST 2022 Annual International Conference	
Website	www.narst.org
Dates	March 27-30, 2022
Location	Vancouver, British Columbia
Cost to Attend	Not yet available
Cost to Exhibit	$1,000+ (2021)
Number of Attendees	NA

The NARST 95th Annual International Conference focuses on “Unity and Inclusion for Global Scientific Literacy: Invite as a Community. Unite as a Community.” NARST is a worldwide organization of professionals committed to the improvement of science teaching and learning through research. It promotes research in science education, and its ultimate goal is to help all learners achieve scientific literacy.

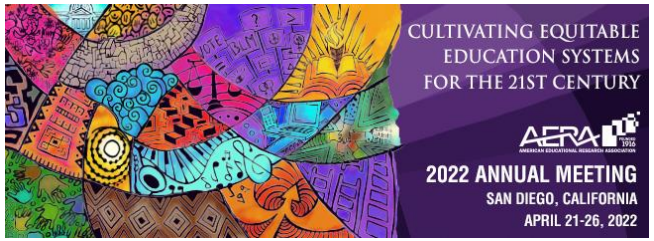
Education Events

CANeLearn 2022 Digital Learning Symposium	
Website	www.sites.google.com/view/dlsymp22
Dates	April 6-8, 2022
Location	Vancouver, British Columbia
Cost to Attend	$539+
Cost to Exhibit	NA
Number of Attendees	319 (2021)

The CANeLearn 2022 Digital Learning Symposium is one of the leading digital learning events of the year. Hosted by the Canadian eLearning Network, it includes flexible learning models, environments, and online instruction; pandemic pedagogy research; design principles for online learning; and more. The initial Call for Proposals is open until December 1, 2021. Sessions at the 2021 symposium included “Leveraging Digital Tools for Climate Change Education” and “BC Tomorrow – Engaging Technology for Investigating Sustainability.”

Education Events

2022 AERA Annual Meeting	
Website	www.aera.net/Events-Meetings/Annual-Meeting
Dates	April 21-26, 2022
Location	San Diego, California/Virtual
Cost to Attend	$185+ (2021)
Cost to Exhibit	$1,200
Number of Attendees	15,000



The American Educational Research Association's 2022 Annual Meeting offers special programming and significant opportunities for informal networking, author-to-author exchange, and a chance to meet up in person with colleagues and mentors. Its virtual component is also designed to foster discussion of issues significant to education researchers. The theme of the 2022 meeting is "Cultivating Equitable Education Systems for the 21st Century." Registration will open on December 9, 2021.

Education Events

2022 STLHE Annual Conference	
Website	www.stlhe.ca/conferences
Dates	June 6-10, 2022
Location	Ottawa, Ontario
Cost to Attend	$175 (2021)
Cost to Exhibit	NA
Number of Attendees	514 (2019)

The theme of the 2022 STLHE Annual Conference is “Reconnecting and Reconstructing: Perspectives on Teaching and Learning.” Hosted by the Society for Teaching and Learning in Higher Education, its 2021 form included sessions on “Before, During, and After: Reflections on our best teaching practices” and a “D2L Teaching and Learning Innovation Showcase.” Details beyond the date and location have not yet been made available for the 2022 conference.

Education Events

2022 GlobalMindEd Conference	
Website	www.globalminded.org/annual-conference
Dates	June 22-24, 2022
Location	Denver, Colorado
Cost to Attend	$395+
Cost to Exhibit	$500+
Number of Attendees	23,000 (2020)

The GlobalMindEd annual conference brings together faculty, staff, students, families, business leaders, and policy makers for collaboration and collective impact. It targets educational change, sharing what has worked in classrooms throughout the country to craft innovative approaches to different settings. In addition, each panel includes at least one student to ensure as many viewpoints are represented as possible.

Education Events

45th Conference of the Association on Higher Education and Disability	
Website	www.ahead.org/events-programming/conferences
Dates	July 18-22, 2022
Location	Cleveland, Ohio
Cost to Attend	$870 (2021)
Cost to Exhibit	$1,500+
Number of Attendees	1,500

The Association on Higher Education and Disability (AHEAD)'s annual international conference focuses on fostering equitable higher education experiences for disabled individuals. It includes attendees from education, technology, law, scholarship, and government, as well as an exhibit hall featuring the most recent technologies and agency representatives. Registration opens in March of each year.

Education Events

OCO GLOBAL

International Conference on Information Technology in Education 2022

Website	www.waset.org
Dates	August 8-9, 2022
Location	Vancouver, British Columbia
Cost to Attend	€250
Cost to Exhibit	€450
Number of Attendees	NA

The International Conference on Information Technology in Education aims to bring together leading academic scientists, researchers, and research scholars to exchange and share their experiences and research results on all aspects of information technology in education. It also provides a platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns, as well as practical challenges encountered, and solutions adopted in the fields of Information Technology in Education.

Education Events

HighEdWeb Annual Conference 2022	
Website	www.highedweb.org
Dates	October 9-12, 2022
Location	Little Rock, Arkansas
Cost to Attend	$195 (2020)
Cost to Exhibit	$2,000+ (2021)
Number of Attendees	NA

The HighEdWeb Annual Conference is the conference of the Higher Education Web Professionals Association. It's created by and for higher ed professionals cross all departments and divisions. It explores and finds solutions for the unique issues facing digital teams at colleges and universities. The 2022 conference will offer hybrid learning options for those who cannot attend in person.

Education Events

2022 AECT International Convention	
Website	www.mms.aect.org
Dates	October 24-28, 2022
Location	Las Vegas, Nevada
Cost to Attend	$595 (2021)
Cost to Exhibit	NA
Number of Attendees	NA

The Association for Educational Communications and Technology (AECT) International Convention brings together AECT members and affiliated educational researchers and practitioners interested in learning design, performance environment, and technologies. The convention focuses on engaging in social discourse and academic exchanges, showcasing evidence-based practices, sharing research findings, and advancing design, development, and integration of emerging technologies.

Education Events

OCO GLOBAL

SC EdTech 2022	
Website	edtech.scaet.org
Dates	October 20-22, 2021
Location	Myrtle Beach, South Carolina
Cost to Attend	$85 (2021)
Cost to Exhibit	$850 (2021)
Number of Attendees	160

South Carolina EdTEch offers content and activities spanning all areas of educational technology through diverse workshops, presentations, speakers, exhibitors, and recognition events. Sessions at the 2021 conference included “Biblio(ED)TECH – Technology Makerspaces in the Library,” “AT and ELA: Assistive Technology to Support Reading and Writing Instruction for Better Outcomes,” and “From Virtual to Blended: Reemerging from the Pandemic.”

Education Events

Georgia Education Technology Conference	
Website	www.conference.gaetc.org
Dates	November 2 - 4, 2022
Location	Atlanta, GA
Cost to Attend	$250 (2020)
Cost to Exhibit	$1250 per 10 x 10 booth (2020)
Number of Attendees	4200

Having a 20-year history, the GaETC bring educators together to introduce them and help them understand the role of technology in education. With more than 250 sessions and 200 exhibits, the conference offers the very latest in EdTech and allows for ample networking opportunities and discussions between attendees

Education Events

OCO GLOBAL

Innovative Schools Summit	
Website	www.innovativeschoolssummit.com
Dates	December 1-4, 2022
Location	San Antonio, Texas
Cost to Attend	$645+
Cost to Exhibit	$850+
Number of Attendees	NA

The Innovative School Summit San Antonio Features a lineup of award-winning and nationally-recognized speakers. It includes three national education conferences: the Innovative Teaching Strategies Conference, the At-Risk and Struggling Students Conference, the School Climate & Culture Forum, and the School Discipline Conference.

Associations

Associations for Education Leaders

American Association of School Administrators (AASA)
Association for Educational Communications & Technology (AECT)
Association for Supervision & Curriculum Development (ASCD)
Consortium of School Networking (CoSN)
National Alliance for Public Charter Schools
National Association of Elementary School Principals (NAESP)
National Association of Secondary School Principals (NASSP)
National Catholic Educational Association (NCEA)
National School Boards Association (NSBA)
State Educational Technology Directors Association (SETDA)
United States Distance Learning Association (USDLA)

Associations for Teachers & Other Educators

American Association of Colleges for Teacher Education (AACTE)
American Federation of Teachers (AFT)
American School Counselor Association (ASCA)
Association for Middle Level Educators (AMLE)
Association of American Educators (AAE)
Association of International Educators (NAFSA)
Association of Teacher Educators (ATE)
CUE
National Association for the Education of Young Children (NAEYC)
National Education Association (NEA)

Library Associations

American Association of School Librarians (AASL)
American Library Association (ALA)
Public Library Association (PLA)

Industry Associations for Education Companies

Education Market Association (EDmarket)
Software & Information Industry Association (SIIA)

Subject-specific Associations

American Council on the Teaching of Foreign Languages (ACTFL)
American Historical Association (AHA)
Association for Career & Technical Education (ACTE)
Council for Exceptional Children (CEC)
International Literacy Association (ILA)
Modern Language Association (MLA)
National Art Education Association (NAEA)
National Association for Music Education (NAfME)
National Business Education Association (NBEA)
National Council for History Education (NCHE)
National Council for the Social Studies (NCSS)
National Council of Teachers of English (NCTE)
National Council of Teachers of Mathematics (NCTM)
National Science Teachers Association (NSTA)
Society of Health & Physical Educators (SHAPE America)

Other Associations

American Educational Research Association (AERA)
Association of Fund-Raising Distributors & Suppliers (AFRDS)
National PTA
National Tutoring Association (NTA)
School Nutrition Association
The National Association of Special Education Teachers (NASET)
The School Superintendents Association (AASA)
Education Research & Development Institute (ERDI)
National Council of Teachers of English (NCTE)
National Association of Education Procurement (NAEP)
State Educational Technology Directors Association (SETDA)
Consortium for School Network (CoSN)
International Society for Technology in Education (ISTE)
Association for Supervision and Curriculum Development (ASCD)

Conclusions

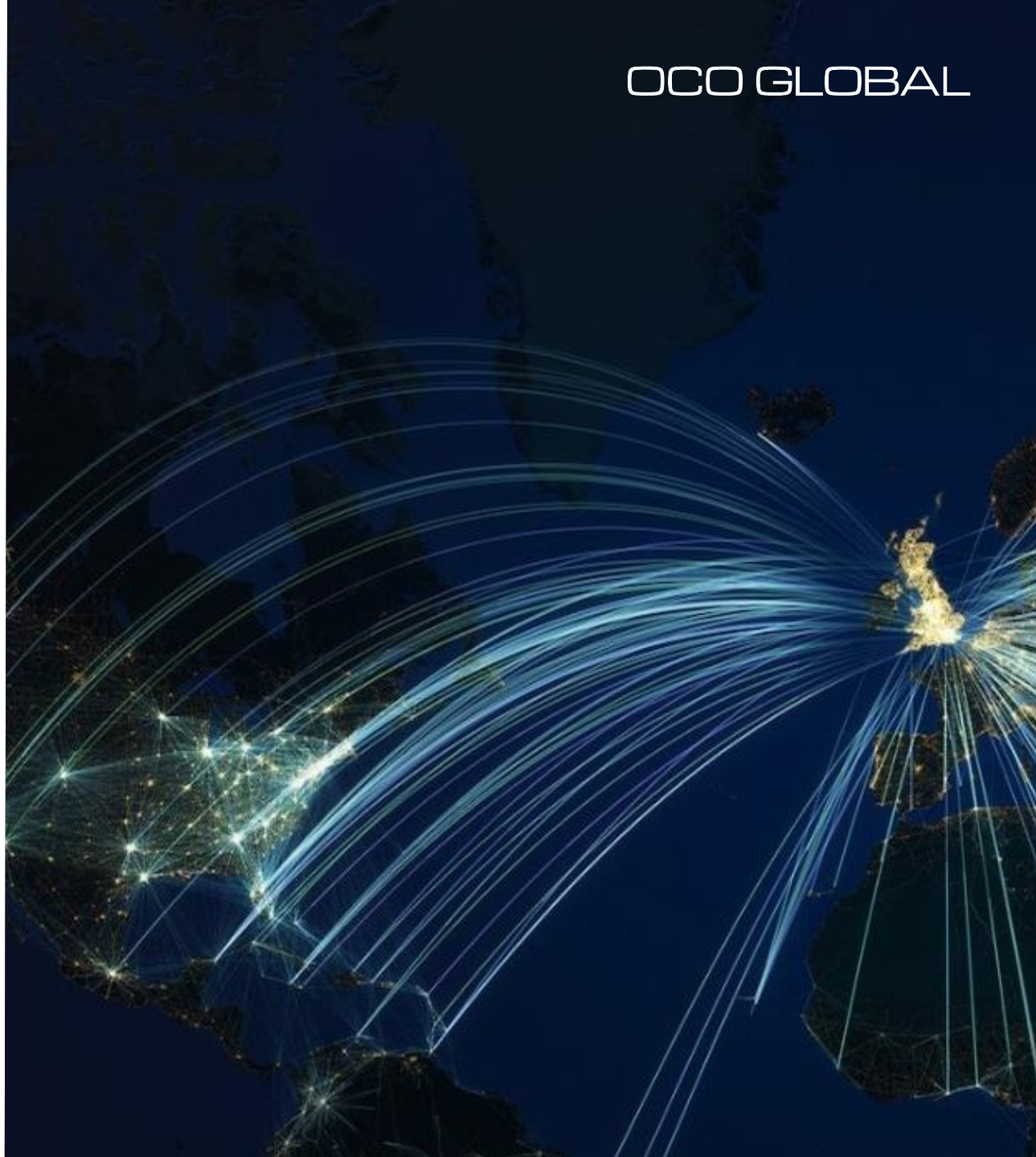
Continuing the Momentum

The education industry in the North American market is experiencing a massive growth. The industry increased substantially prior to 2020, but COVID-19 further accelerated the sector when economies worldwide were to shut down.

The UK is one of the leaders in the Edtech industry. A Robert Walters report found that roughly half of all Edtech investment coming to Europe goes to UK companies. A key driver of growth is AR, which experienced an overall increase of more than 70% between 2020-2021.[1] In 2019, UK Edtech companies raised a total of $184m in investment, with a slight decrease in 2020 amounting to $124m.[2]

As the UK's Department for International Trade (DIT) widens its support for companies within the education sector, it will be important to understand what the North American market is demanding within the education market and where UK's major strengths lie.

[1] Education Technology, How UK companies are leading the global edtech revolution, Aug 2021
[2] Business Leader, How does the UK EdTech sector compare to the rest of the world?, Oct 2021



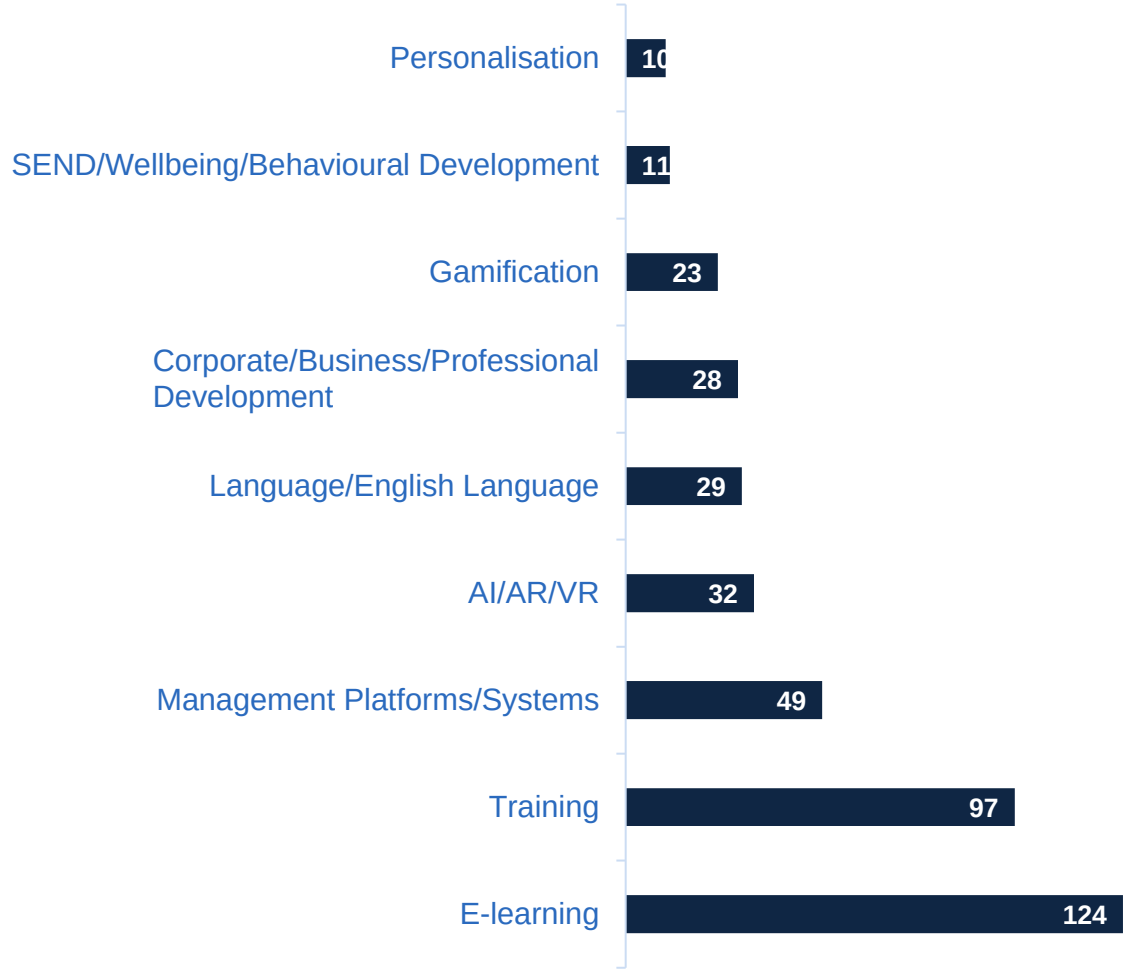
UK Edtech Companies Receiving Investment

Common Themes

The UK is the leading country in Europe attracting edtech investment. The majority of that investment is raised by companies that are involved with the training and e-learning subsectors.

Although the investments show where the money is going for UK companies, it is not always an indicator of UK companies' strengths. Many stakeholders and industry leaders have indicated that the UK is the frontrunner when it comes to using technology to help the vulnerable and is leading the way within the Special Education Needs & Disabilities subsector.

Count of UK companies defined by theme that received investment, 2011-2021

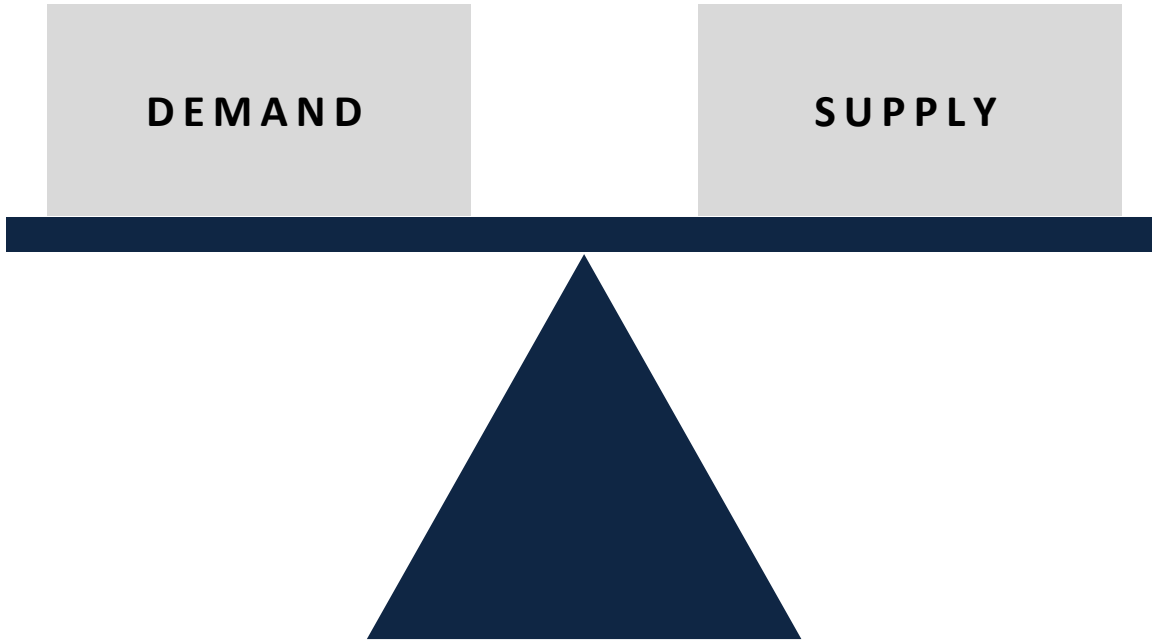


Source: Pitchbook 2021

Demand vs. Supply

North America

- Closing the education gap
  - Assistive learning / disabilities / under-represented communities
- Gaming Apps for education
- Learning management systems
- Immersive education experiences (AR/VR)
- Upskilling for professional development
- Soft skill development
- Personalisation



United Kingdom

- Education Wellbeing (students & Teachers)
- Special Education Needs & Disabilities (SEND)
- Immersive education experiences (AI/AR/VR)
- ELtech
- E-learning and training platforms
- Personalisation

Priority Subsectors

How to build on the momentum and propel UK's success

North America

United Kingdom

- Closing the education gap
  - Assistive learning / disabilities / under-represented communities
- Gaming Apps for education
- Learning management systems
- Immersive education experiences (AR/VR)
- Upskilling for professional development
- Soft skill development
- Personalisation

- Education Wellbeing (students & Teachers)
- Special Education Needs & Disabilities (SEND)
- Immersive education experiences (AI/AR/VR)
- ELtech
- E-learning and training platforms
- Personalisation

Both the **Education Wellbeing** and **SEND** subsectors are a major strengths of UK education companies. The US has started to pay more attention to the wellbeing of students *and* teachers. Many factors in the US has accelerated the **importance of wellbeing** in the education industry, such as the pandemic, the horrible recurrence of school shootings, among other factors. As mentioned earlier in the report, **social emotional learning was most prioritised** by non-school leaders (i.e., teachers, school staff, etc.).

According to the NCES, the overall percentage of students being served by federally supported **special education programs was 14%** in 2018 – 2019. The US Department of Education oversees the Office of Special Education Programs to support the development of special education in the country. There is also the National Center for Learning Disabilities, which conducts research and advocates for policy to improve the learning environment for all students.

Priority Subsectors

How to build on the momentum and propel UK's success

North America

- Closing the education gap
  - Assistive learning / disabilities / under-represented communities
- Gaming Apps for education
- Learning management systems
- Immersive education experiences (AR/VR)
- Upskilling for professional development
- Soft skill development
- Personalisation

United Kingdom

- Education Wellbeing (students & Teachers)
- Special Education Needs & Disabilities (SEND)
- Immersive education experiences (AI/AR/VR)
- ELtech
- E-learning and training platforms
- Personalisation

Personalisation can be used in almost every subsector of the education industry. As there has been a greater emphasis on closing the education gap and creating more immersive experiences for children, more educators have been turning to **bespoke solutions for the classroom**. Although it can be difficult to do for every scenario, DIT should support companies that are looking to scale or develop their platform/product/service to have a personalised option.

E-Learning & Training platforms had the **highest amount of investment** in the last decade. With that said, it is the most common subsector within the Edtech industry, and also the most competitive. E-learning and training platforms should be increasingly defining their USPs and creating unique solutions for the specific subsectors within North America.

Priority Subsectors

How to build on the momentum and propel UK's success

North America

United Kingdom

- Closing the education gap
  - Assistive learning / disabilities / under-represented communities
- Gaming Apps for education
- Learning management systems
- Immersive education experiences (AR/VR)
- Upskilling for professional development
- Soft skill development
- Personalisation

- Education Wellbeing (students & Teachers)
- Special Education Needs & Disabilities (SEND)
- Immersive education experiences (AI/AR/VR)
- ELtech
- E-learning and training platforms
- Personalisation

Immersive education has allowed for a greater learning-by-doing experience for learners. **AR & VR has also had a major impact within the SEND subsector** by providing outlets to practice mindfulness for those with autism or other learning disabilities. AR & VR has also been used for educators to provide practical skills – particularly within the higher-education and graduate level. For example, companies have created platforms to practice realistic medical procedures in a virtual reality.

North American organisations want to integrate **ELtech solutions** to supplement existing language skills as well as identify the potential pain-points of the student population. **Gathering data of students** in order to advance the English language is a key priority for ELtech solutions. ELtech can be easily integrated into complimentary subsectors, such as Learning Management Systems, personalisation, as well as closing the education gap.

Considerations for DIT Support

CREATE A COMMUNITY

Create a community of UK education companies. This can be a ‘cohort’ of companies that have or are planning to expand internationally. A LinkedIn group can be created for companies to share experience about the North American market.

FOSTER RELATIONSHIPS WITH LOCAL & INT’L ASSOCIATIONS

There are many associations in the education and edtech industries that advocate for policy change and advise school decision makers on specific products or tools. Local UK association should also be considered, such as the British Educational Suppliers Association (BESA)

DEFINE THE SECTORS

The education industry is vast with multiple subsectors and verticals. It will be important to define the different subsectors and appropriate channels within the education sector. In order for UK companies to be fully prepared, it will be essential for them to understand the different subsectors and how their solution fits into the market.

INFORM UK COMPANIES

The North American market is constantly changing with new challenges and opportunities for UK companies. For example, the US government passed a new social bill that includes $380 billion in new spending for childcare and pre-k over the next six years.[1] Making sure that UK companiess aware of the ongoing shift of the North American market can make them better positioned for their expansion.

Our offices

OCO GLOBAL

HQ BELFAST

6 Citylink Business Park
Belfast, UK
BT12 4HB

Tel **+44 28 9024 1849**

DUBLIN

The Rotunda, Pillar Room
Parnell Square
Dublin 1
Republic of Ireland

Tel **+353 87 2321947**

LONDON

2 Stephen St
Fitzrovia
London, UK
W1T 1AN

Tel **+44 20 7822 0710**

PARIS

12 Rue de la Chaussée
d'Antin
75009 Paris
France

Tel **+33 143 87 56 40**

FRANKFURT

Marienstraße 15
60329 Frankfurt am Main
Germany

Tel **+49 69 244 04 25 10**

NEW YORK

524 Broadway
11th Floor
NY 10013, USA

Tel **+1 646 350 3490**

LOS ANGELES

5792 West Jefferson Blvd,
Los Angeles
CA 90016, USA

Tel **+1 626 524 0511**

BOGOTA

Casa Buró, Of 5
Calle 67 No. 4A-41
110231 Bogotá
Colombia

Tel **+57 1 795 7630**

DUBAI

PO Box 123885
Dubai
UAE

Tel **+971 4 369 2899**

SHANGHAI

585 TianMu Middle Road,
XinMei Mansion,
Jing'an District,
200070 Shanghai, China

Tel **+86 158 0086 2274**

TOKYO

East Tower 4th Floor
Otemachi First Square
1-5-1 Otemachi Chiyoda-Ku
Tokyo 100-0004, Japan

Tel **+81 3 5219 1262 / 1263**

OCOglobal.com