US Edutech Ecosystem
• Size
• Drivers of Demand and Trends
• Major Players
• US Hotspots
• Funding Sources
• Resources and Information
• Austrade’s Services
• Q&A
Figure 1: Education technology market in the US, 2014–19 (US$ billions)

Source: Technavio, 2015
• Increased competition for students
• Increased productivity and efficiency
• Distance education
• Increased options for providers and students
• Fast adoption of mobile devices
• Increased use of personalised and blended learning
• Student assessments
• Computer Science (emphasis on STEM and coding)
• Professional Development for teachers
MAJOR PLAYERS

HIGHEST VALUED COMPANIES IN 2016

UDACITY
Age of Learning
HotChalk
Knewton
Pluralsight
Coursera
Duolingo
General Assembly
US HOTSPOTS - BOSTON
US HOT SPOTS – WASHINGTON
EMERGING CLUSTERS – CHICAGO AND TEXAS
KEY RESOURCES

- EdSurge
- US Department of Education’s Office of Educational Technology developed an EdTech Developer's Guide

KEY EVENTS

- SxSWedu – March in Austin, Texas
- ASU/GSV – April/May, location varies
AUSTRADE IN THE US

A map showing the locations in the US where AUSTRADE is present.
AUSTRAD\HE US ACTIVITIES

- Australian edutech capability statement
- More than MOOCs Report
- Austrade Events –
  ‣ Austrade Washington and Jefferson Education Accelerator reception
- Edutech US Market Snapshot (available on the MIP)
With 82 offices in 48 overseas markets, and 38 offices in Australia, our network of advisers provides practical advice that helps you reduce the time, cost and risk of exporting.
HOW AUSTRADE CAN HELP

• Market Intelligence
  › Market Information Package
  › Market Briefings
• Tailored Services – e.g. market research, overseas visit program support
• International Events
• Overseas Business Missions
• Landing Pads – San Francisco, Shanghai, Singapore, Berlin and Tel Aviv
• Future Unlimited brand
• Export Market Development Grant – reimbursement grant
• Efic – export finance
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