

# US Edutech Ecosystem



Australian Government  

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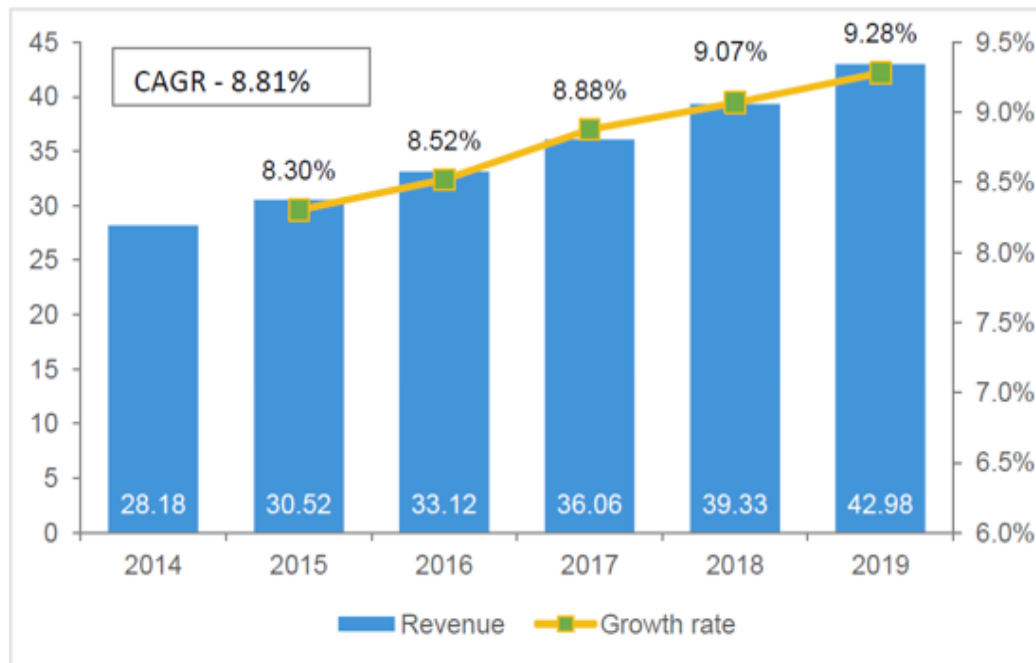
Austrade



# OUTLINE/INTRODUCTION

- 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)**



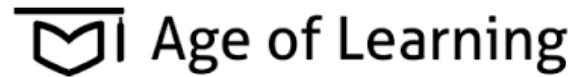
Source: Technavio, 2015

# DRIVERS OF DEMAND AND TRENDS

- 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



PLURALSIGHT



# US HOTSPOTS – SAN FRANCISCO BAY AREA/SILICON VALLEY





# US HOTSPOTS - NEW YORK



# US HOTSPOTS - BOSTON





# US HOT SPOTS – WASHINGTON



# EMERGING CLUSTERS – CHICAGO AND TEXAS



# FUNDING

Accel

newschools  
venture fund

 UNIVERSITY  
VENTURES

 LearnCapital

rethinkeducation

# US RESOURCES AND EVENTS

## 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





# AUSTRADE 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)



# AUSTRALIA SERVICES – WHAT WE DO

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

# FOR MORE INFORMATION, CONTACT AUSTRADE

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