

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

Australian EdTech Sector

Connecting EdTech and Cities

David Linke

December 2020

 **EduGrowth**

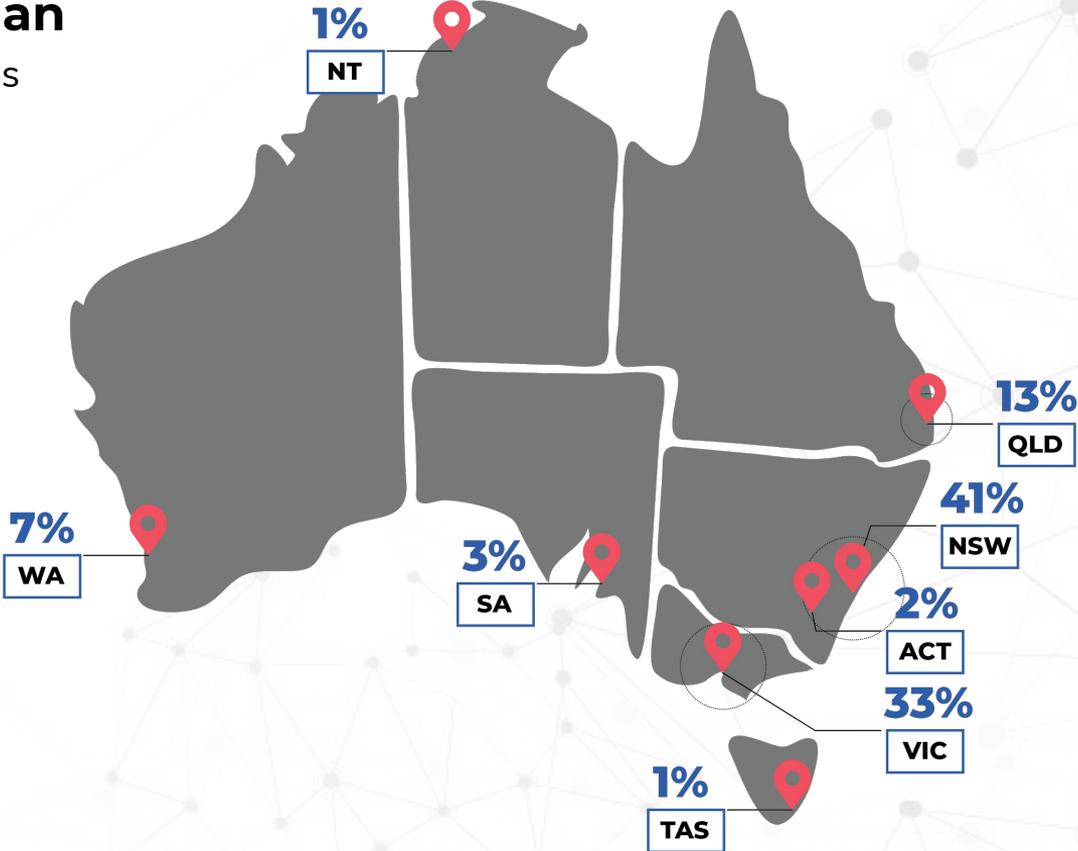
Economic Impact

The Economic impact of Australia's EdTech companies that were founded by Australians or within Australia.



600 Australian

EdTech companies



EdTech Company Maturity

Early stage startups

Less than \$500K revenue or capital raised
less than 5 employees

Late stage startups

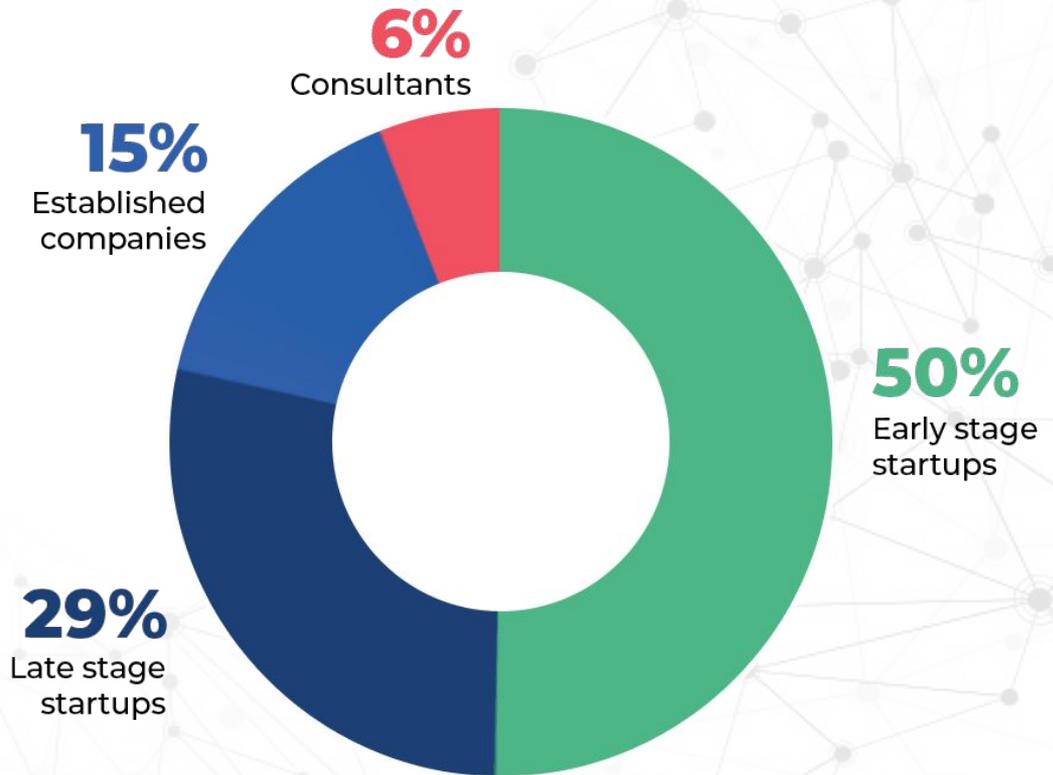
\$500K to \$2M revenue or capital raised
6-29 employees

Established companies

More than \$2M revenue or capital raised
30 or more employees

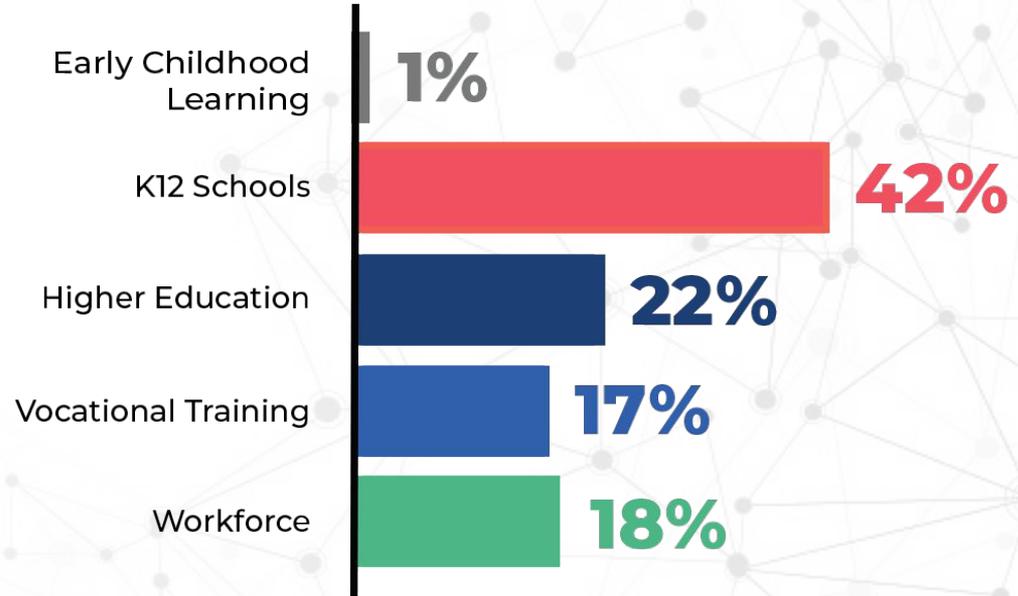
Consultants

Consultants and advisors with specialist
EdTech domain knowledge that support the
EdTech sector with expertise in product
design, learning design or organisational
development.



EdTech By Education Sector

Australia's EdTech companies provide products targeted across the entire teaching and learning spectrum.



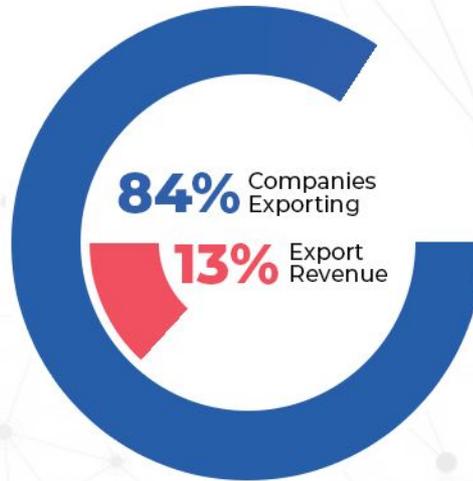
Export Activity

The Australian EdTech sector is an active exporter taking Australian education global.

Every Australian EdTech company generating more than \$2M annual revenue is exporting.



Late stage
Startups



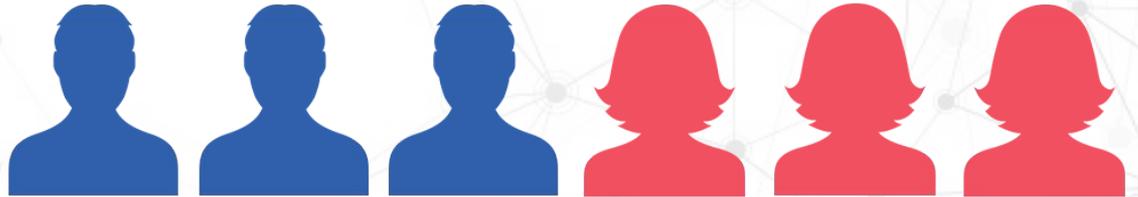
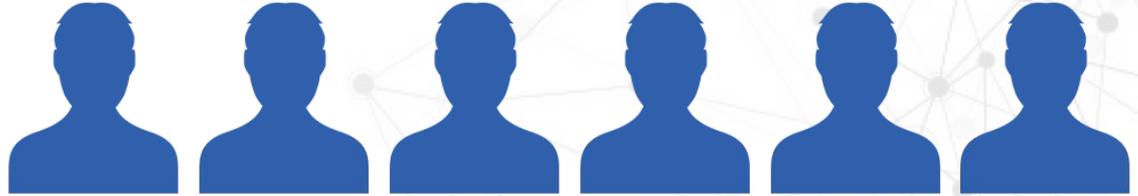
Established
Companies



Founders And Executives

25% of Australia's EdTech companies have been founded by, or are led by females.

75%
Male

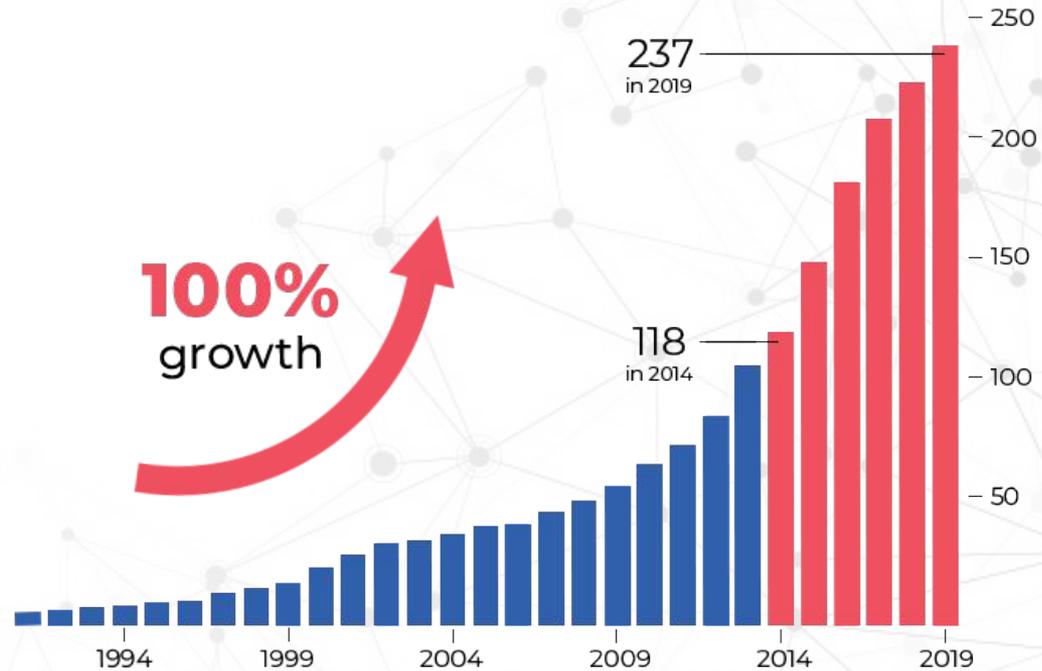


25%
Female



Growth of the K12 EdTech vertical

The Australian K12 EdTech vertical is on a steep growth trajectory.



Develop an Innovation Fund

Establish an education innovation fund that incentivises schools, universities and TAFEs to co-invest in the digital transformation of their teaching and learning whilst investing as partners with EdTech companies.

EdTech development requires early connection and collaboration between Entrepreneurs and Educators to drive real innovation



Stimulate Testbed and Ideation Programs

EdTech companies need to partner with educators in their early stages of product development to drive collaborative innovations that solve problems now and provide competitive advantage when seeking export markets.

Establish structured, formal and focussed pilot programs that connect education institutions and EdTech companies to co-design and co-innovate.



Rapid Procurement Models

Define a sector-wide rapid procurement models that supports established institutions, including Government departments, school-wide systems, Universities and TAFEs to focus on rapid ideation, deployment, evaluation and decision on EdTech solutions that drive their innovation agenda.



Collaborative problem definition and co-design

EdTech companies can bring educational institutions into the innovation sector by supporting a collaborative problem definition and solution co-design to ideate together to solve tangible problems and support EdTech company thinking of their product-market fit.



The background features a blurred crowd of people in shades of blue. Overlaid on the right side is a red network diagram consisting of interconnected nodes and lines, resembling a social or data network.

David Linke

Managing Director
EduGrowth

david@EduGrowth.org.au

EduGrowth.org.au