



**A better education
for billions of people**



Publishing partner



China partner



HE partner



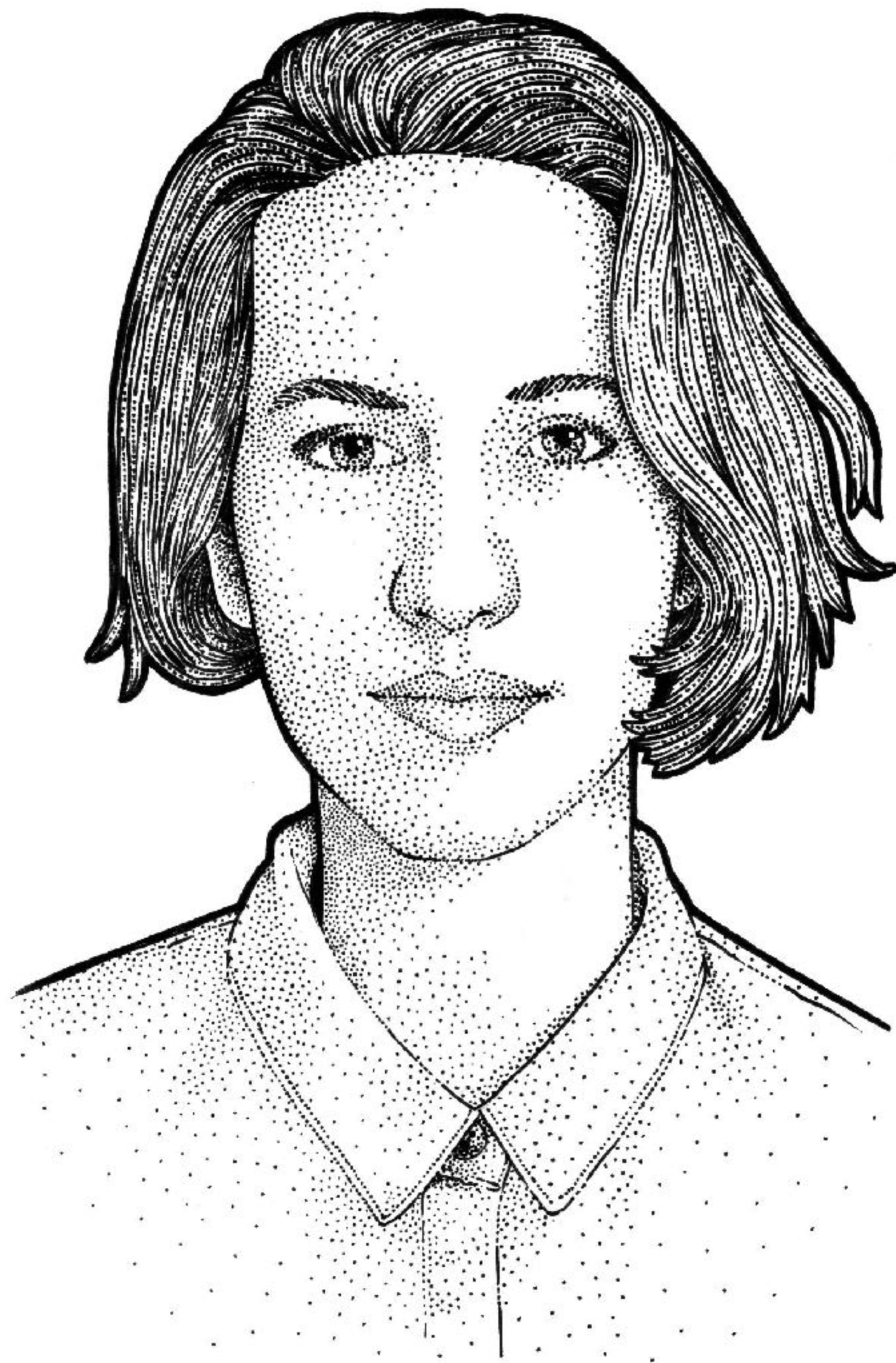
Research partner



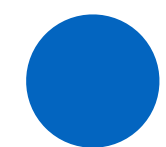
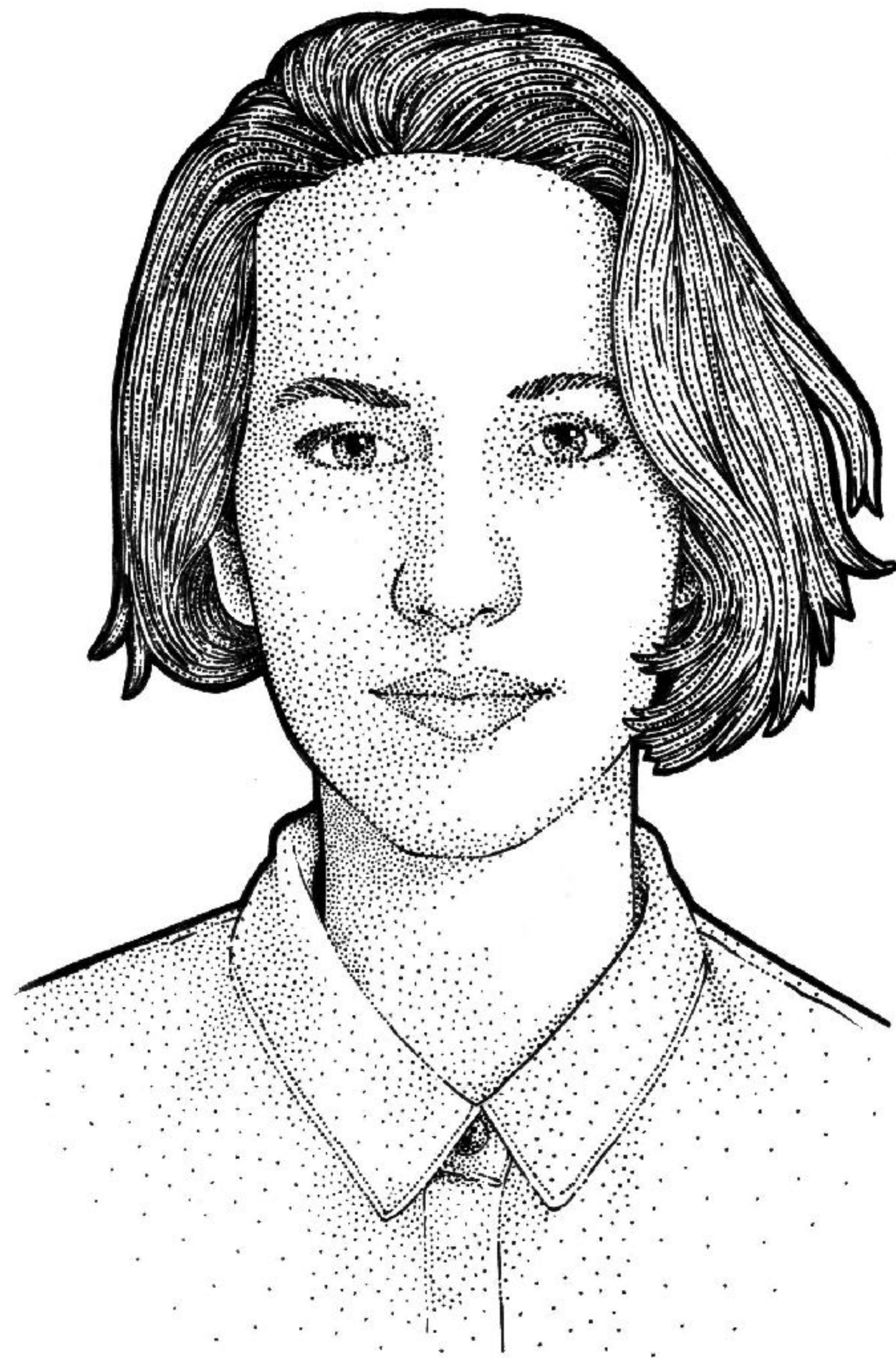
Schools partner



Outcomes



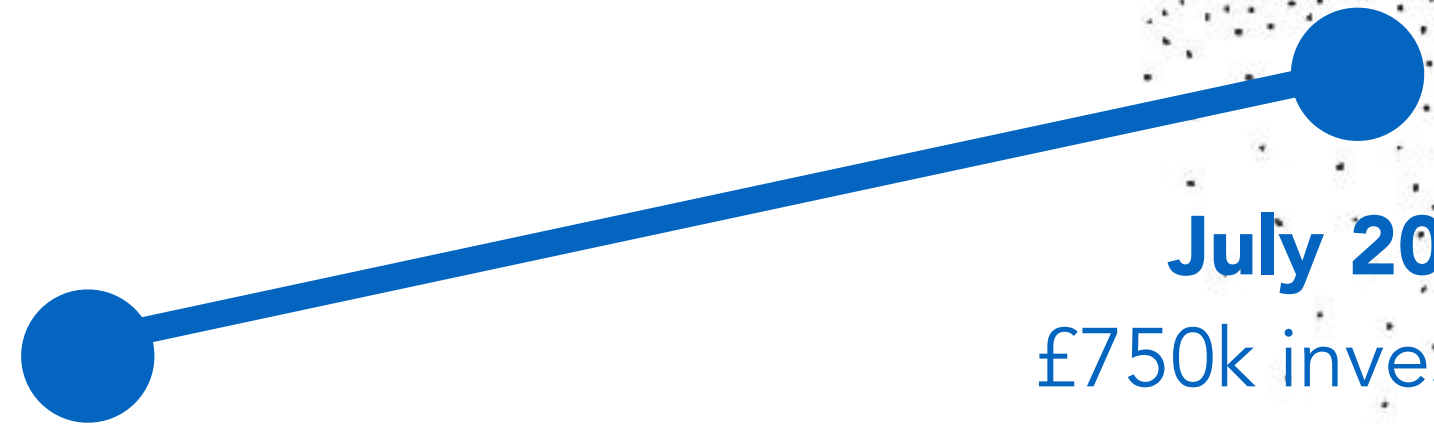
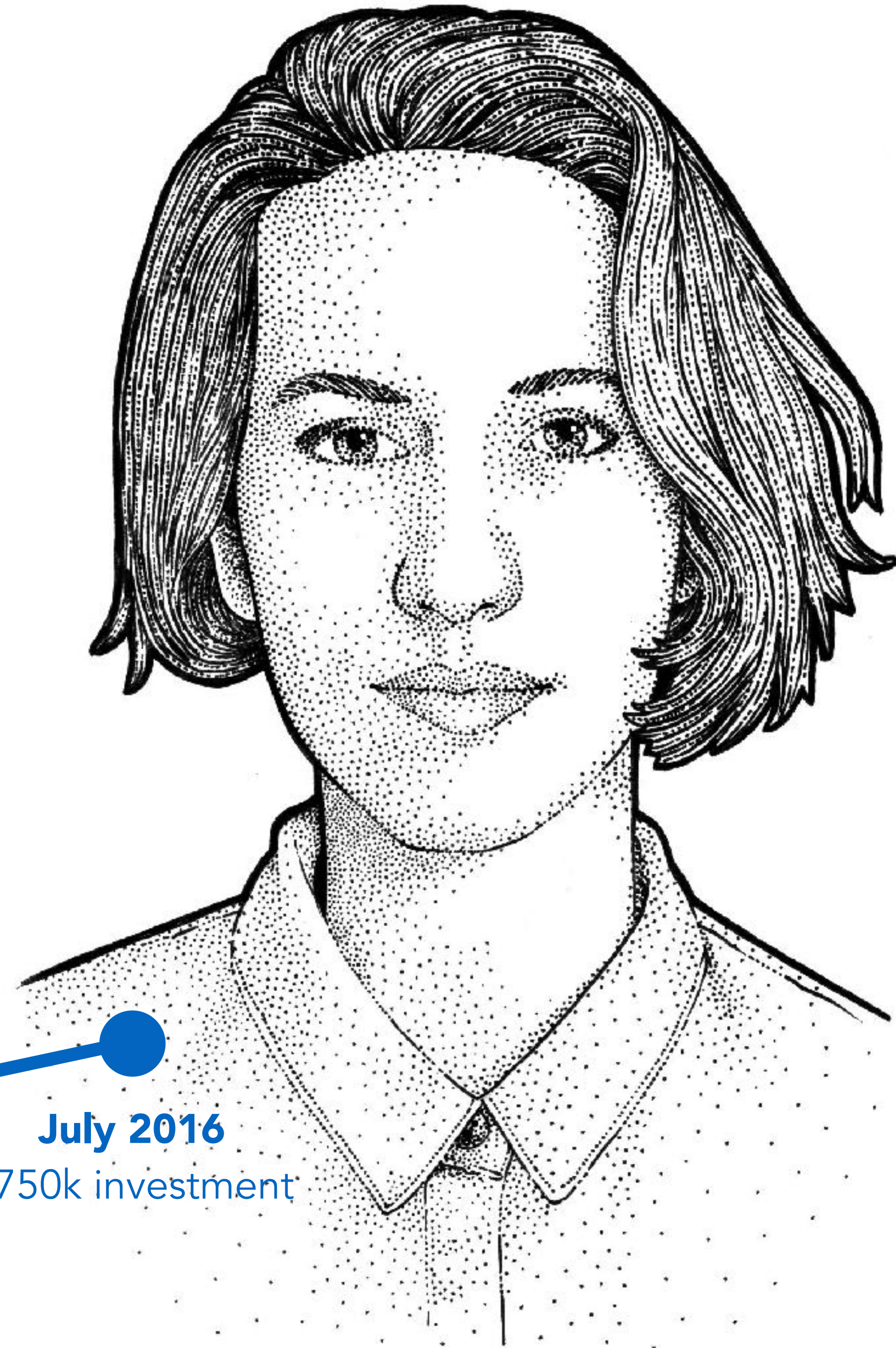
Outcomes



January 2016

Joins Emerge Education

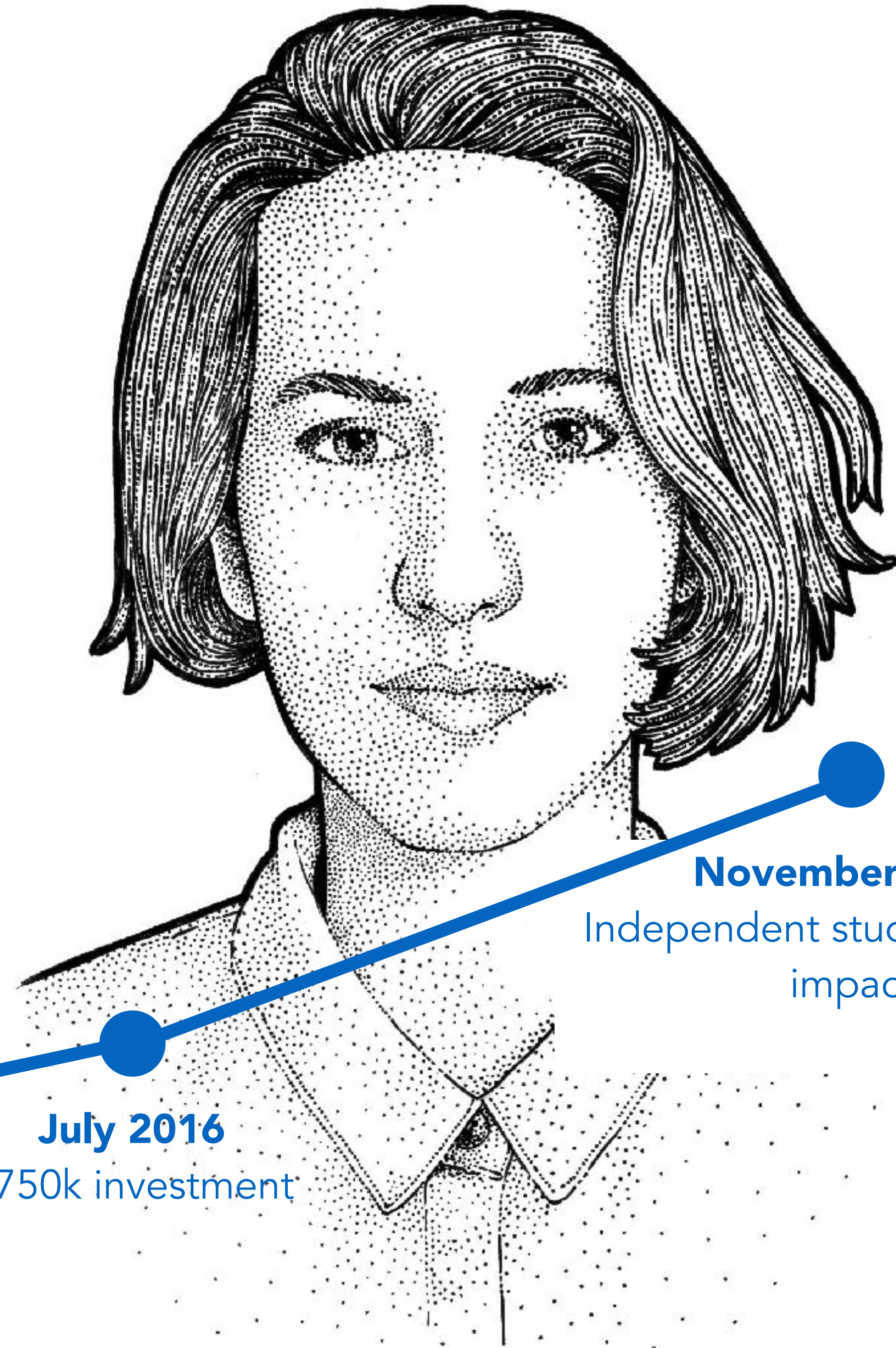
Outcomes



January 2016
Joins Emerge Education

July 2016
£750k investment

Outcomes



January 2016

Joins Emerge Education

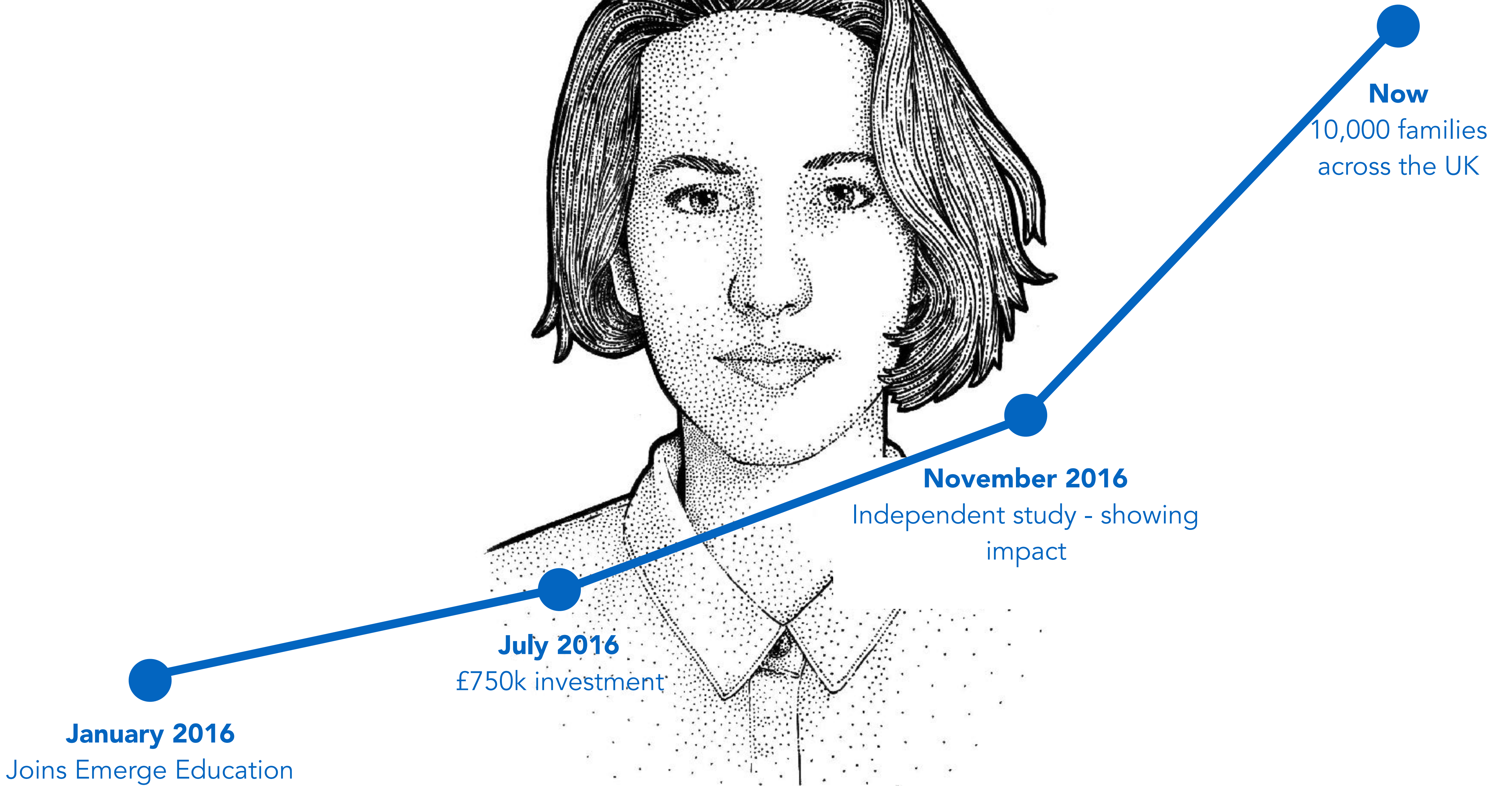
July 2016

£750k investment

November 2016

Independent study - showing
impact

Outcomes



Efficiency



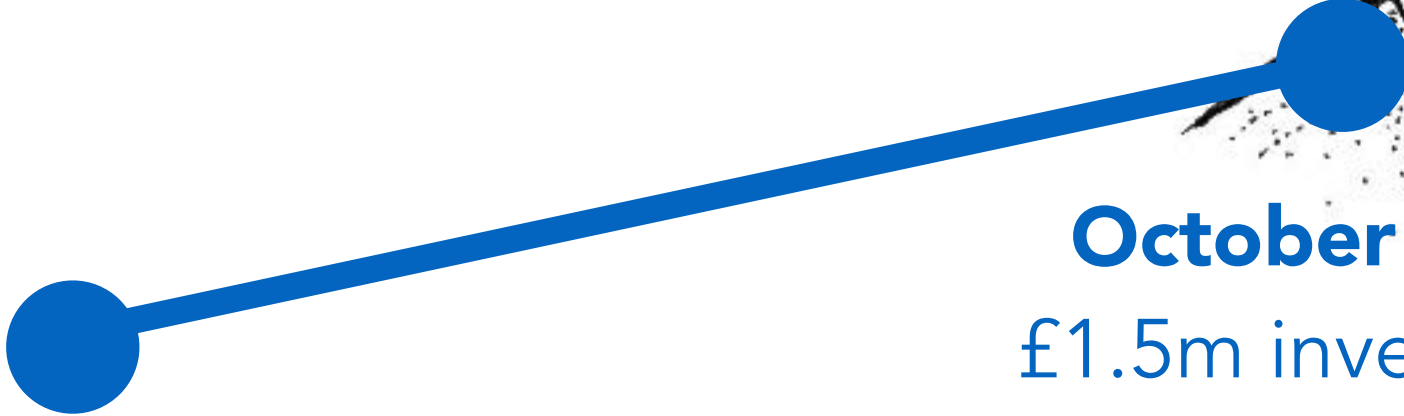
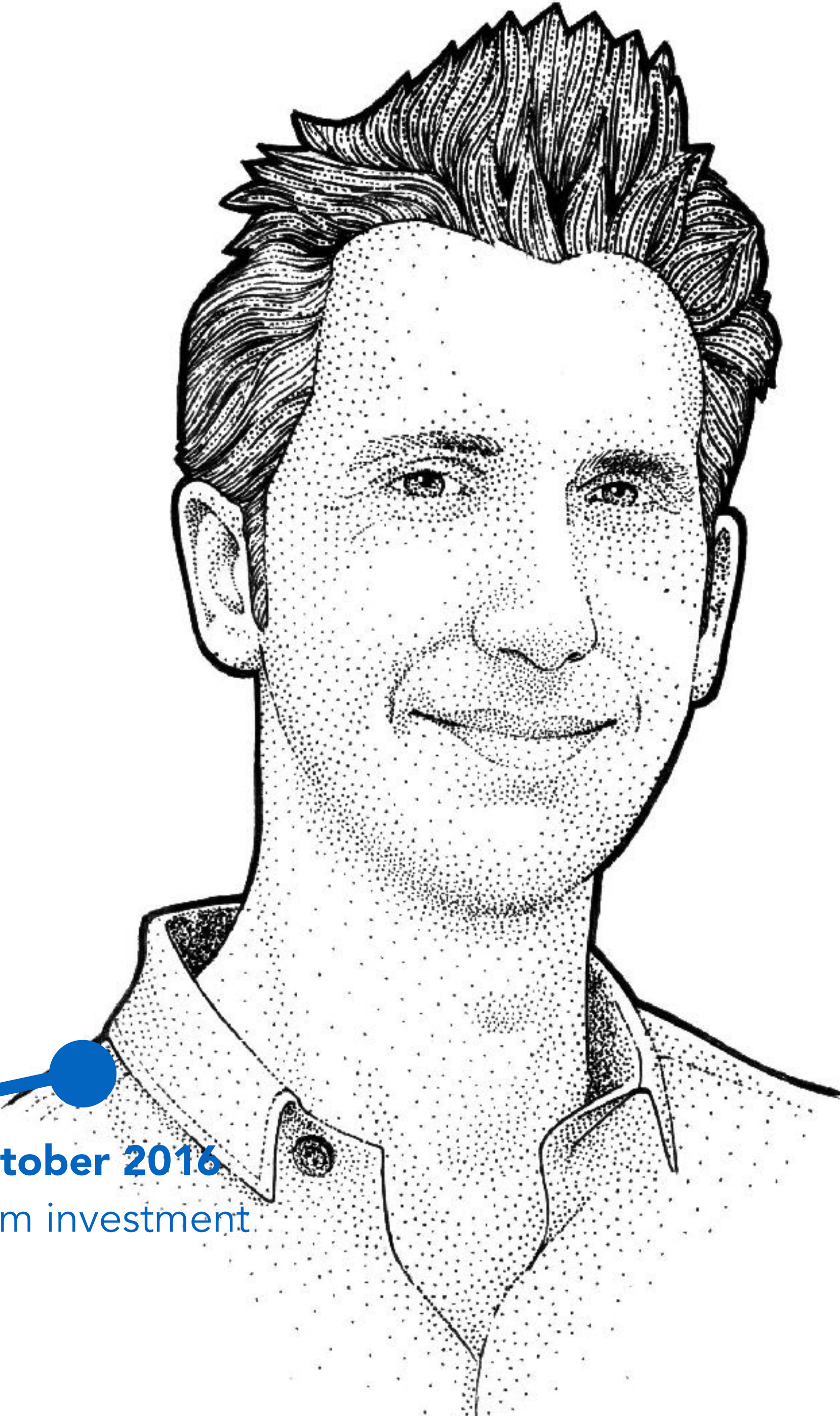
Efficiency



August 2016

Joins Emerge Education

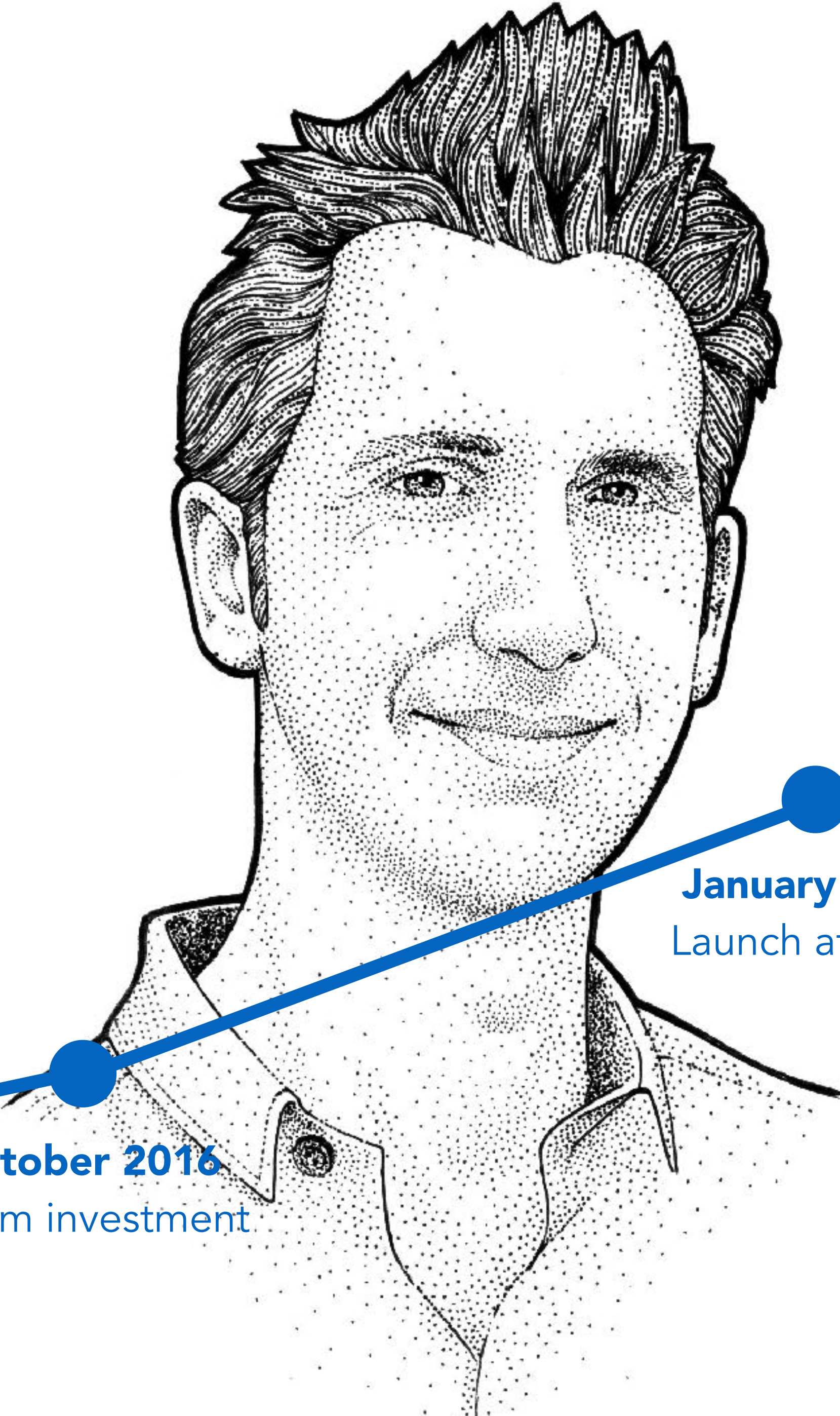
Efficiency



August 2016
Joins Emerge Education

October 2016
£1.5m investment

Efficiency

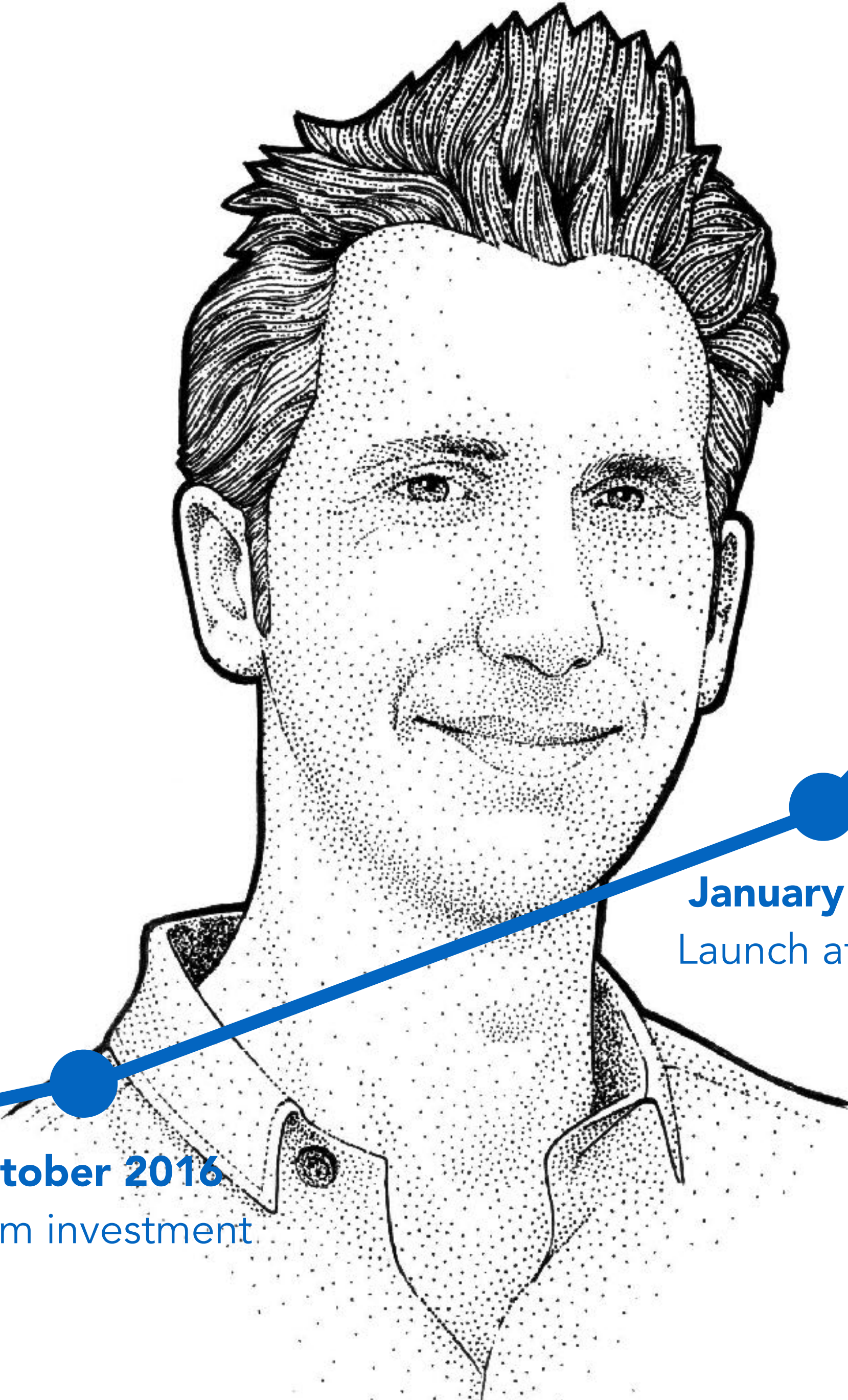


August 2016
Joins Emerge Education

October 2016
£1.5m investment

January 2017
Launch at BETT

Efficiency



August 2016
Joins Emerge Education

October 2016
£1.5m investment

January 2017
Launch at BETT

Now
85% of all
UK schools

Our impact

45+
companies

6 million
learners every month

10%
early years
education

40%
schools

30%
higher/further
education

20%
lifelong
learning

What types of funding are out there?

Revenue

Get paid by your customers



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Revenue

Get paid by your customers

Debt

Guaranteed income but uncertain cash flows



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Revenue

Get paid by your customers

Debt

Guaranteed income but uncertain cash flows

Equity

High growth potential with moat and large market,
highly ambitious team



Typical equity funding path

Angel

£100-250K

Validate problem and solution



Typical equity funding path



Typical equity funding path

Series A+

£3-5M

Grow to £1-2M MRR, predictability

Seed

£500K-1M

Find product market fit

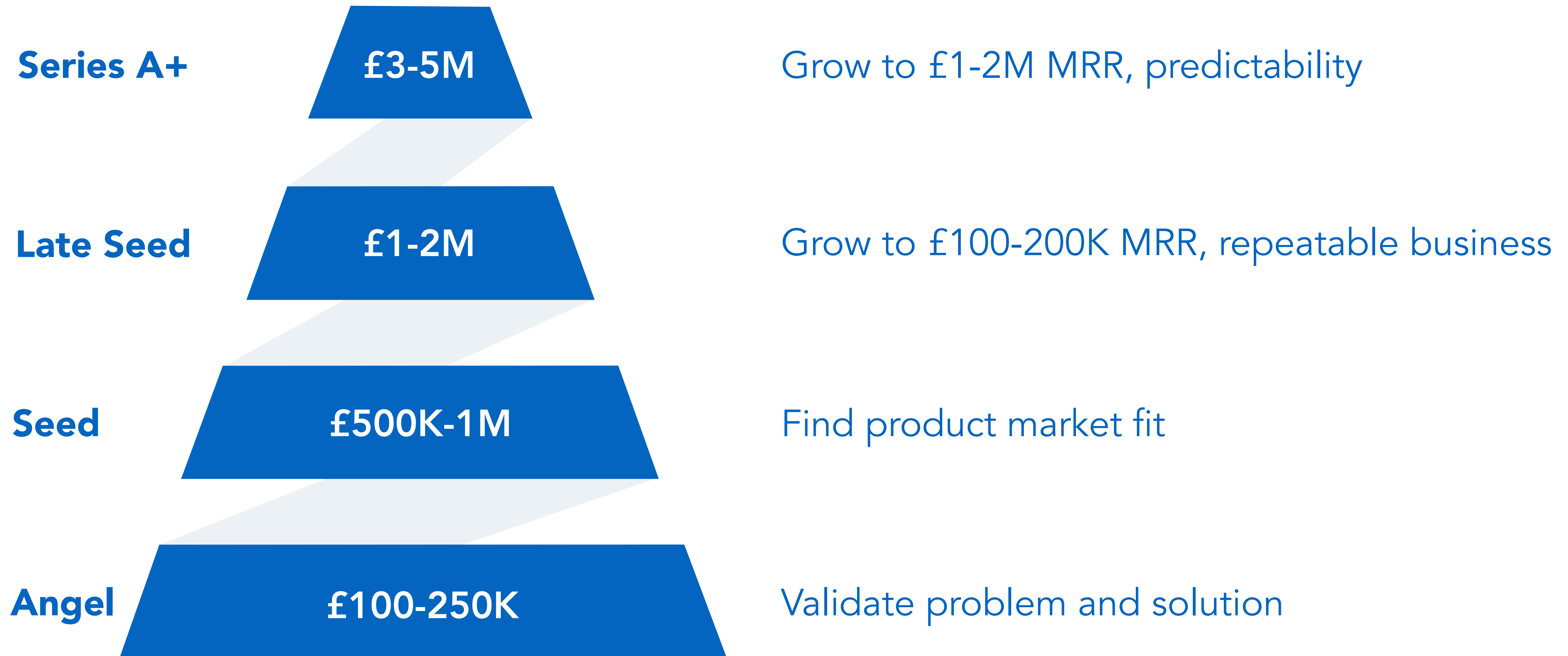
Angel

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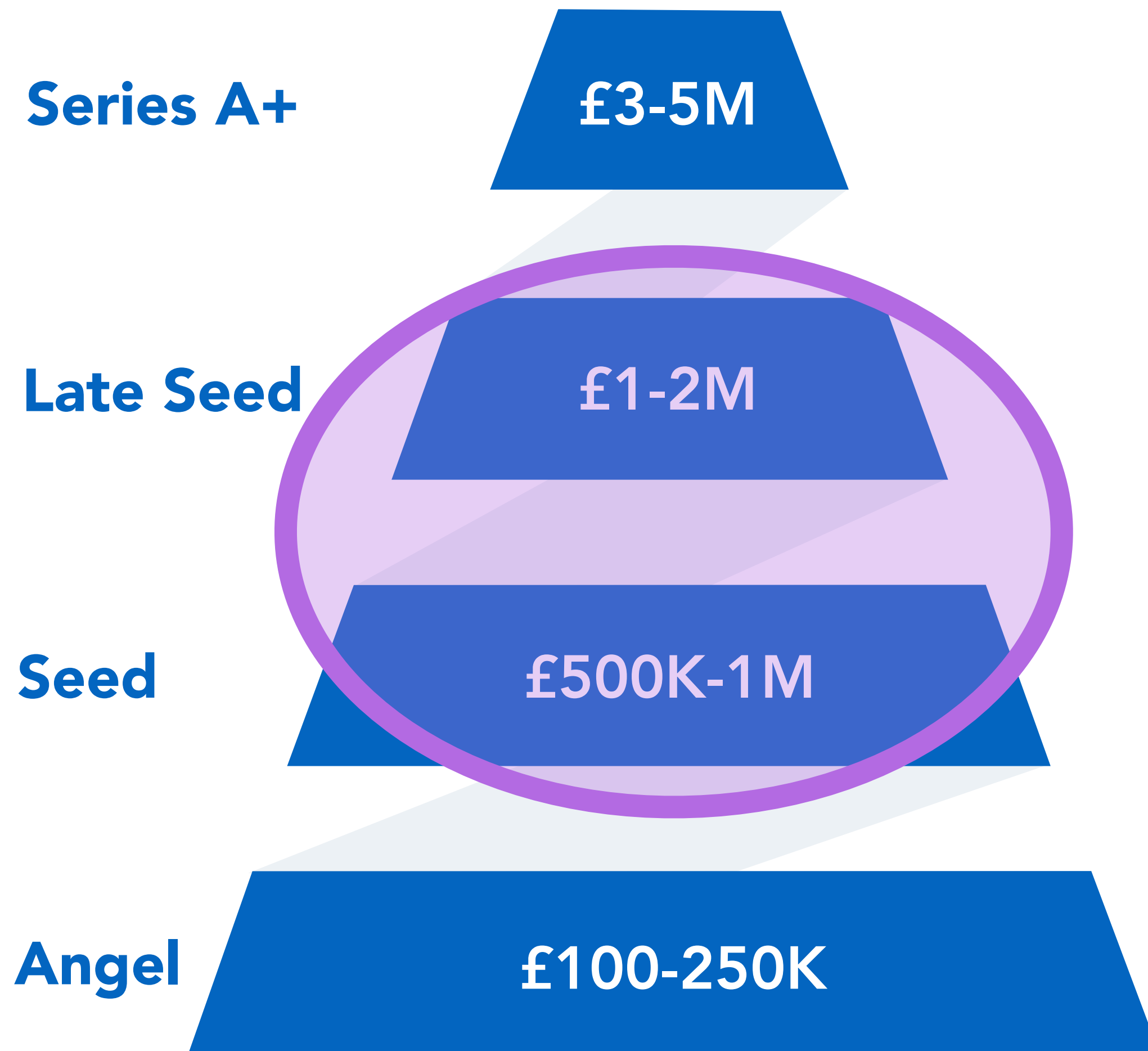
Validate problem and solution



Typical equity funding path



Seed is slowing down



Averages	2015	2016	2017TD
Total investment:	\$217m	\$205m	\$100m
Volume US:	203	124	37
Volume EU:	92	78	29
Total US:	\$151m	\$132m	\$48m
Total EU:	\$43m	\$45m	\$34m

Crunchbase data



Edtech investors - Seed

500 Startups

Start-Up Chile

Wayra

Imagine K12

Y Combinator

Emerge Education

Learn Capital

Techstars

Kapor Capital

Dreamit

NewSchools Venture Fund

LearnLaunchX

co.lab

Reach Capital

Fresco Capital

SOSV

Startupbootcamp

University Ventures

Eleven

SV Angel

Northstar Ventures

Right Side Capital Management

Bethnal Green Ventures

Founder Collective

FundersClub

Ulu Ventures

LocalGlobe

Seedcamp



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in Europe

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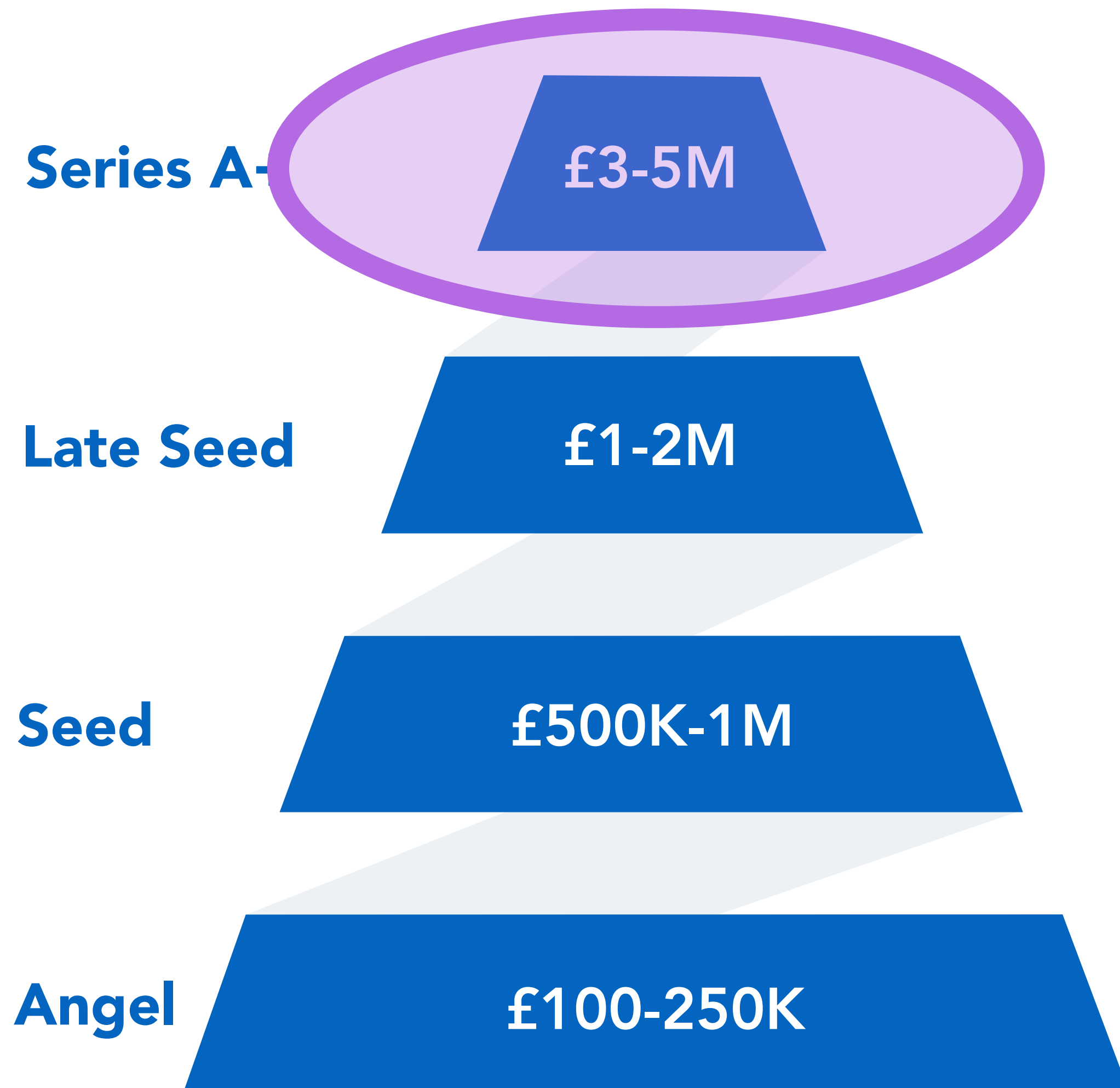
Northstar Ventures
Right Side Capital Management
Bethnal Green Ventures

co.lab
Reach Capital

LocalGlobe
Seedcamp



Venture is becoming more selective, too



Averages	2015	2016	2017TD
Total investment:	\$2.6b	\$2.1b	\$1.5b
Volume US:	150	104	69
Volume EU:	44	46	32
Total US:	\$1.9b	\$1.1b	\$1b
Total EU:	\$153m	\$157m	\$148m

Crunchbase data



Edtech investors - Series A+

Rethink Education

Sequoia Capital

GSV Acceleration

Accel Partners

Learn Capital

Kapor Capital

New Enterprise Associates

Felicis Ventures

Social Capital

500 Startups

GSV Capital

ff Venture Capital

Kleiner Perkins Caufield & Byers

Union Square Ventures

First Round Capital

Bessemer Venture Partners

Reach Capital

Spark Capital

Index Ventures

Intel Capital

Benchmark

Insight Venture Partners

Omidyar Network

Owl Ventures, LP

HV Holtzbrinck Ventures

New Markets Venture Partners

Novak Biddle Venture Partners

IDG Capital Partners

Norwest Venture Partners - NVP

University Ventures

Greylock Partners

TAL Education Group

SoftTech VC

Redpoint

FirstMark

SV Angel

GV

Lightbank

IBB Beteiligungsgesellschaft

Chan Zuckerberg Initiative

Silicon Valley Bank



Edtech investors - Series A+

in Europe

Rethink Education

Union Square Ventures

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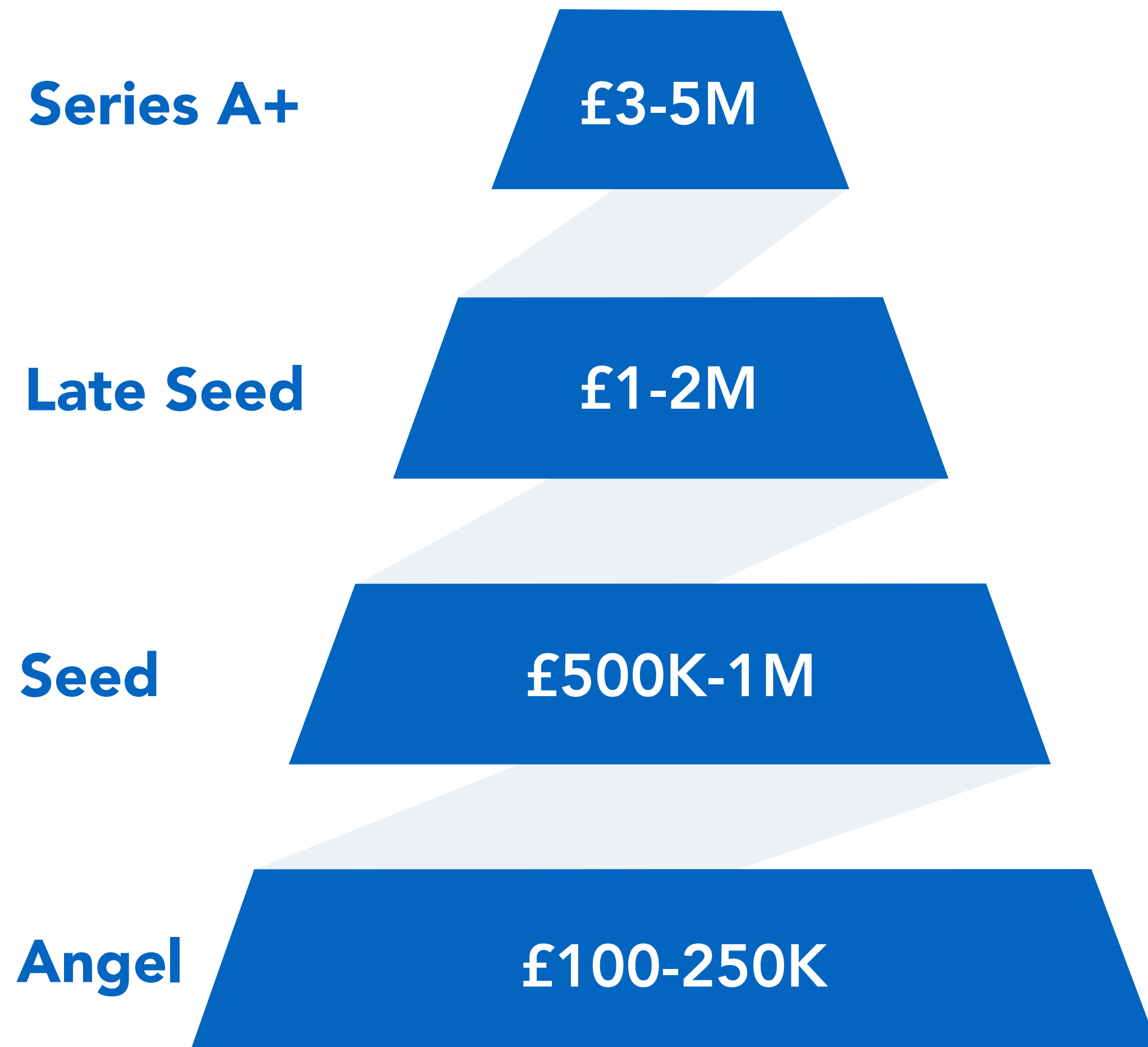
IBB Beteiligungsgesellschaft

Silicon Valley Bank

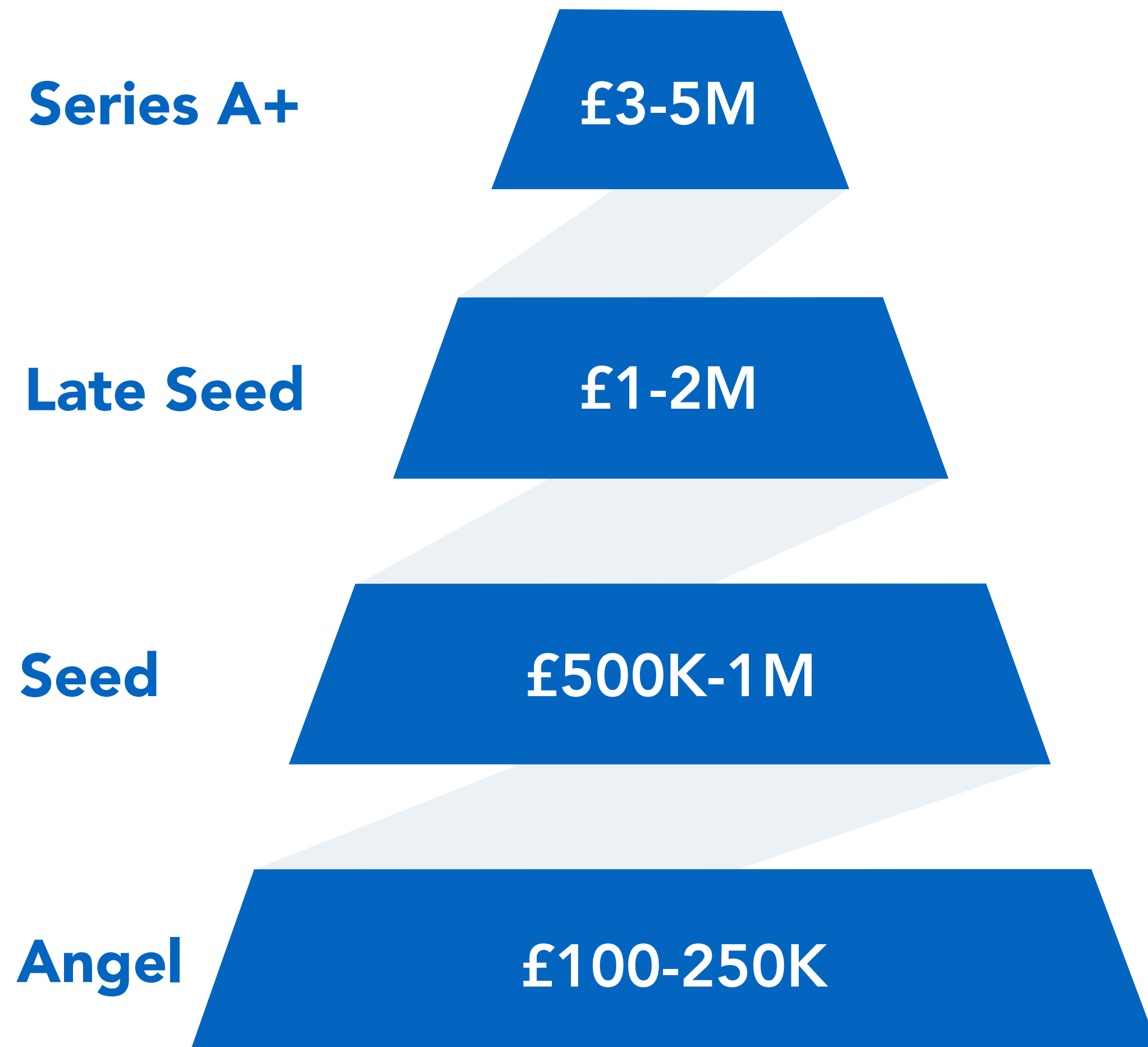


So, how do you raise?

Angel



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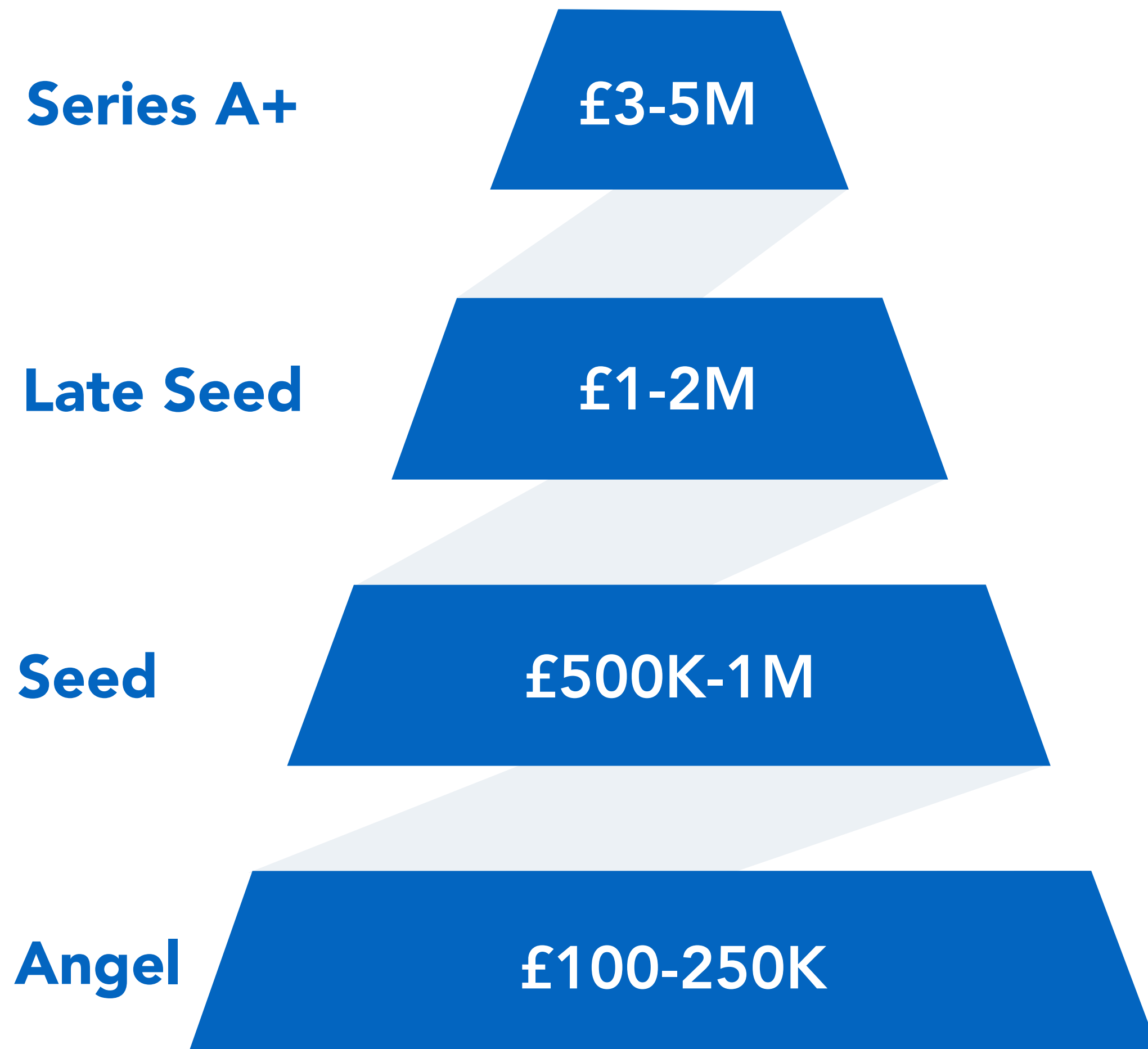
Angel

Ambitious Founders

Great idea: big market with potential for a moat



So, how do you raise?



Seed

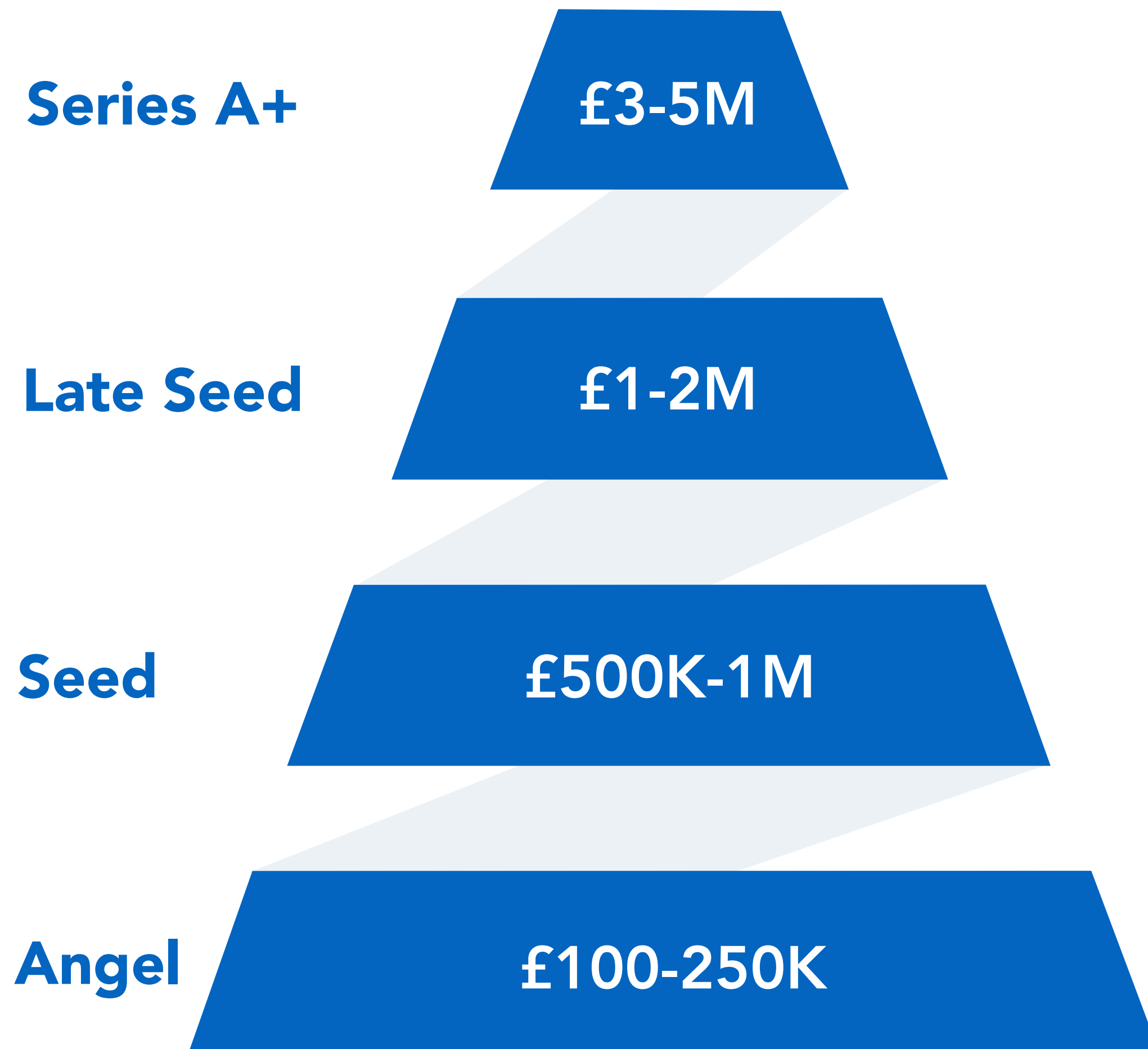
Ambitious Founders

Great idea: big market with potential for a moat

A product that works: outcomes or efficiency



So, how do you raise?



Late Seed

Ambitious Founders

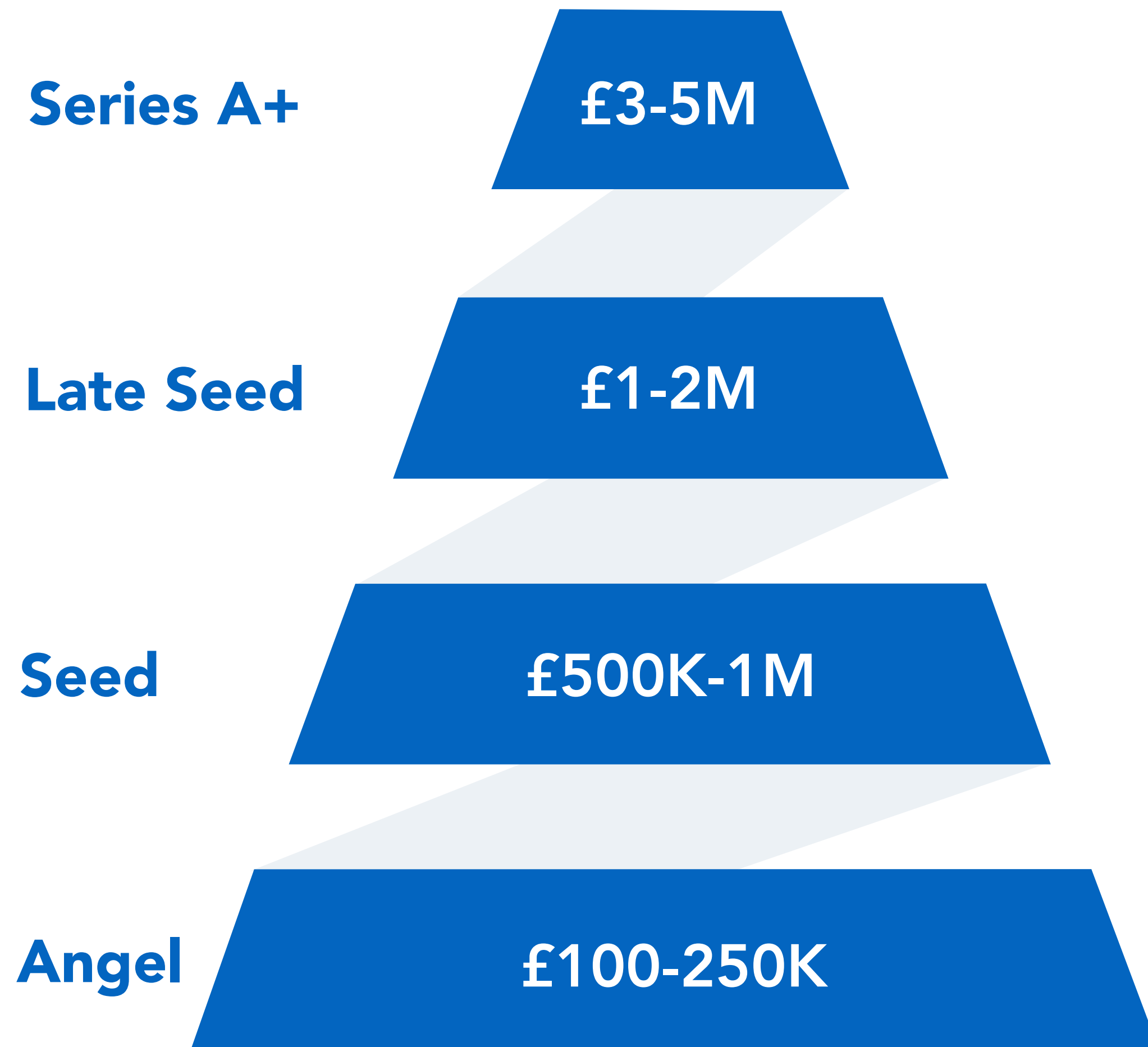
Great idea: big market with potential for a moat

A product that works: outcomes or efficiency

Product market fit



So, how do you raise?



Series A

Ambitious Founders

Great idea: big market with potential for a moat

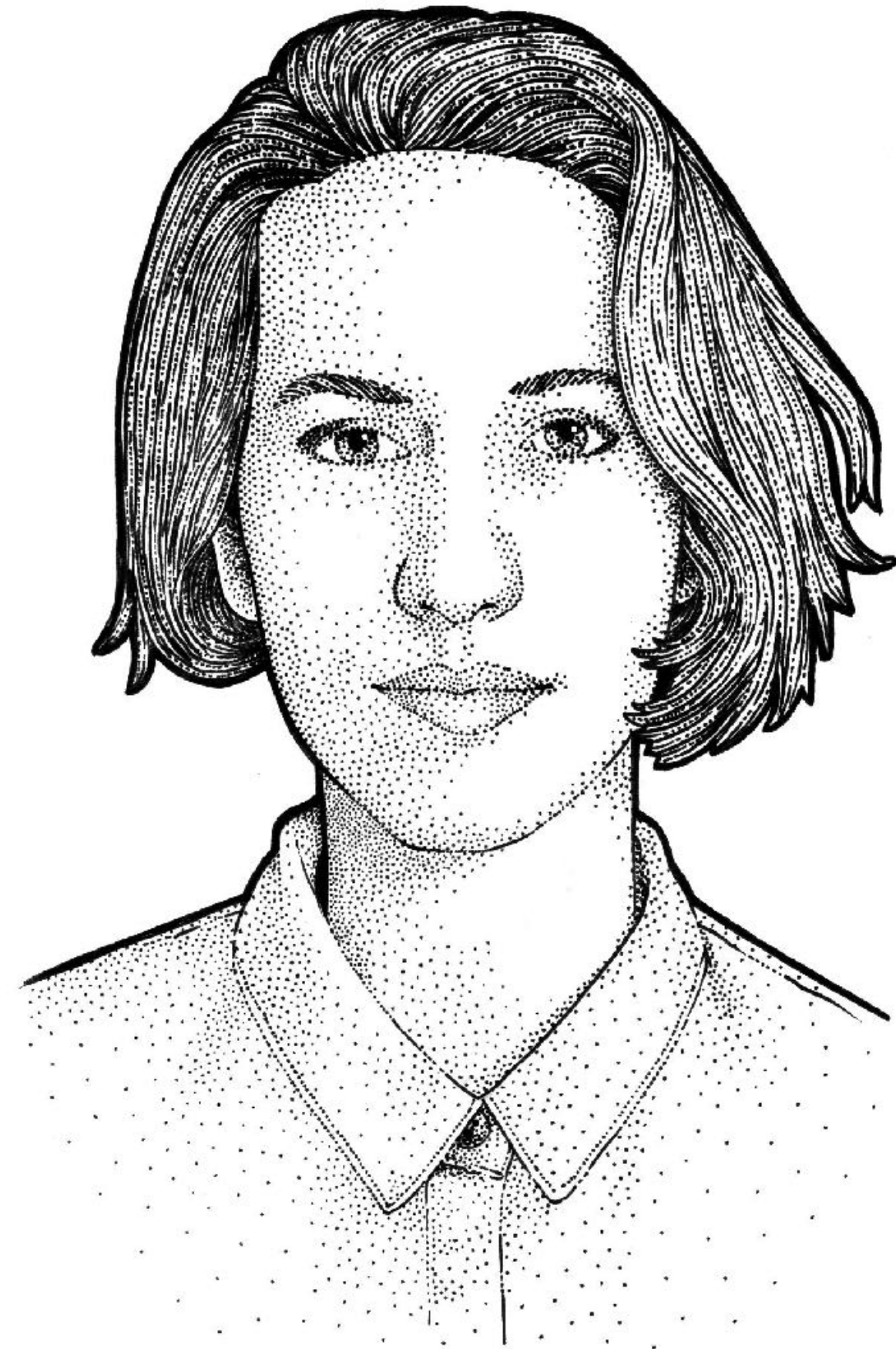
A product that works: outcomes or efficiency

Product market fit

Predictability



Build something that creates real value





Get in touch

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