GENEVA INTELLIGENCE
STRATEGIC INFORMATION



MONTES ALTI
EDUCATIONAL FOUNDATION
SWITZERLAND

EVOLUTION OF EDTECH BUSINESS MODELS

PROSPECTIVE MONITORING
January 2018

Summary of the January 2019 edition

Edtech Definition

Monitoring Methodology

Elever is an adaptative learning education platform. The learning method is based on algorithms and the students' daily activities/ tasks. In addition, Elever is characterized by learning through games. Moreover, Elever supports teachers in defining better education strategy through data analysis provided by Elever.

Testwe provides an offline and secure e-exam solution to educational institutions. The time-saving platform supports teachers in creating tests.

Edmodo is an online plateforme that allows students, teachers and parents to communicate. This tool supports teachers in setting up agendas and informing them about events and grades. Edmodo also provides the opportunity for teachers to join an online teachers' community in order for them to share education methods and knowledge.

Quizziz is a gaming application with self-paced quizzes to review, assess, and engage in class and at home. This Edtech model is based on learning through games.

AppScho is an online platforms accessible to students. Schools use this digital tool to centralize their services for students and improve their management as well as their operations with a map and transport information for instance.

EXAMPLE OF PROSPECTIVE MONITORING



DEFINITION OF EDTECHS :

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital training instead of physically attending classrooms. The "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including the possibility of offering a complete course. There are also educational robots that accompany young people in their learning by capturing their attention.

EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies to facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

DISCOVER EDTECH TRENDS

DEFINITION OF PROSPECTIVE MONITORING



OVERVIEW

Prospective monitoring consists of implementing a systematic monitoring process of the environment in order to identify weak and mature signals which are indicators of change. It is a question of collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

METHODOLOGY

An effective method is to conduct products and service developments monitoring.

The below steps were taken to carry out the monitoring and illustrate the results:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech
- Identification and understanding of the commercial and technological benefits of these technologies
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

OBJECTIVES

A company or an educational institution which wants to be sustainably competitive must constantly be aware of changes in its market in order to limit risks or benefit from these changes.

- Monitor competitive products and service developments
- Identify and distinguish innovative trends and strategies over the long term
- Analyse, critique and compare this information with the existing strategy of the reference organisation
- Evaluate competition and their business strategies through their innovations
- Carry out a self-evaluation and develop a strategy
- Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS

EDTECH TRENDS



Collaborative course learning platform and soft skills

Online platforms allow information to be transmitted and facilitate access and learning processes.

- The accessibility of knowledge is the main advantage of these technologies for teaching across different media. They enable remote learning at the appropriate time for the individual.
- These platforms foster collaborative relationships between teachers and students. They facilitate group activities and communication.
- They enable the monitoring of the evolution of learning and the implementation of pedagogical procedures.

Edmodo TOP HAT rymm education elever APPSCHO



Artificial Intelligence and adaptative learning

Artificial intelligence (AI) in Edtech facilitates learning which is personalized. Edtechs learn themselves how to teach students better.

- AI helps to understand the individual's reasoning, to take into account his/her knowledge and the best ways for him/her to learn.
- This technology facilitates understanding by using the most appropriate techniques at the right moment.
- Teachers can use the analysis made by these tools to better understand students and their processes.

CLANED memrise elever

EDTECH TRENDS



Experiential learning platform

Edtechs link internship offers with teachers and students.

- These services provide a better understanding of the labor market and its opportunities.
- Students receive hands-on training with mentoring from experts.
- Companies can discover new talents whereas students can discover the job market.

MENTOR MIND
STAY AHEAD.

Edmodo



Language learning

Language learning is easier and faster.

- Edtechs measure the individual's pace of learning and calculate the appropriate timing of teaching and adapt course content based on knowledge.
- These technologies are permanently accessible and enable more effective learning processes.

memrise



Life at school in community

Edtechs promote the school community and the smooth running and functioning of the school.

- These technologies promote communication between teachers, students and parents.
- They facilitate administrative procedures such as tracking school records or absences, for example.
- They highlight new pedagogical techniques to support students, for example, with awards.

NEWSCHOOL

rymm education

APPSCHO

Edmodo

EDTECHS TRENDS

Game-based learning

Edtechs use games to facilitate learning. These are fun and educational technological tools which are used to attract the attention of students of all ages.

- These technologies make it possible to reinvent learning methods using neuroscience.
- They value collective interaction and intelligence as well as group experience and creativity.

memrise

Smart Hands-On
Gamified Learning

work and play

Quizizz

elever

Tools for evaluation, creation of exams, correction and follow-up of copies with an anti-cheat system

These Edtechs provide access to a secure platform in order to set up an evaluation procedure.

- They allow the creation of exams (MCQ, gap text, essay, graphs...) in all subjects, and the correction of these exams.
- These platforms facilitate the monitoring of student results and the visualization of changes in grades per student and per class.
- These technologies are secure and prevent any cheating.

TOP HAT

testwe

SPEECHEO

Quizizz

ANALYSIS OF PROSPECTIVE MONITORING



Analysis of trends identified in the Edtech market

More and more schools are using innovative technologies to improve their performance and satisfy the needs of students and parents. Innovative technologies have the possibility of improving online communication and distance collaborative work, learning through artificial intelligence or games, and facilitate school management. The Edtechs identified and analysed in this report, and discussed here below, confirm these major trends.

Like Quizziz or Elever, gamification or learning through games is particularly popular. **These learning techniques are** based on making education easier, fun and interactive for students, **without feeling like they are working.** These technologies are very interesting for schools and teachers because they encourage engagement and better results. Gamification can also provide a better and happier learning environment for students.
Administrations benefit from **added value in terms of reputation with improvements of the students well-being and academic results**.

Some Edtech platforms use personalised avatars and profiles which have shown to improve engagement and classroom dynamics. Another aspect of these personalised portals is that they can provide adaptive learning based on algorithms, where lessons and exercices are adapted to each student's needs according to their results. ties. The purpose of this technology is to provide new teaching methods to **facilitate the work of professors and improve student performance.** This trend is thus a strong added value for schools.

Technologies very often provide online platforms which allow simplified access to teacher information and group communication between schools, parents and students. However, **more innovative Edtechs create communication platforms for teachers**. For example, Edmodo has built an online community for teachers where they share education methods and knowledge. **Teachers have their own communication tool in order for them to continue developing their teaching skills and find support among their peers.** This platform constitutes a pedagogical opportunity for teachers.

Edtechs often aim to improve students' working conditions and academic performance. These new technologies sometimes seem to focus on students only. Nevertheless, **Edtechs are primarily aimed at teachers to improve teaching methods and support them in their pedagogical and administrative tasks.** Testwe helps teachers create and correct tests remotely, for instance.
These companies also seek to strengthen school operations and modernize the services they provide to students and their parents. AppScho centralizes all the services of educational institutions to improve their efficiency and structure the overall organization of the school, which benefits from added value in terms of functioning and reputation.

Free funny self-paced quizzes to review, assess, and engage in class and at home

India

Quizizz has built a learning platform that helps teachers turn homework and tests into self-paced games. Free gamified quizzes for every subject to play in class and at home. Pick an existing quiz or create your own for review, formative assessment, and more.
Quizizz makes review tools that help students learn at their own pace and celebrate together. This application is part of the logic of digital learning facilitated by its simple and playful use through play.



Type

Fun learning and testing technology

Competitive advantage

This application is particularly easy to use for students and teachers. It allows adaptability to the themes studied in class and to visualize the results of the class quickly while using a fun and playful approach.

Price

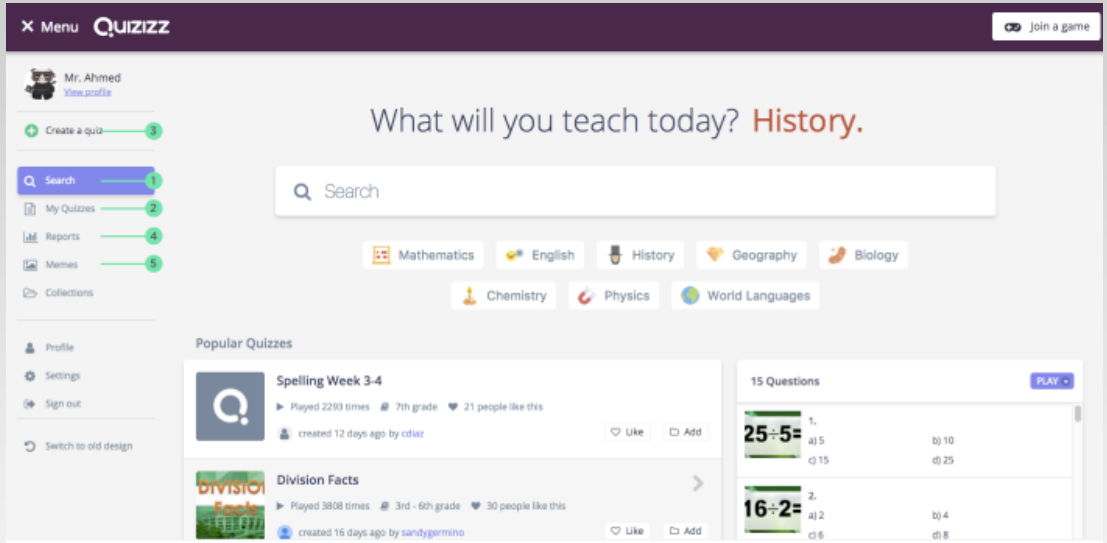
Cost: Free

Feedback from experience

Used by more than 10 million teachers, students, and parents.
Quizizz raised $3 million in August 2018.

Link

https://quizizz.com



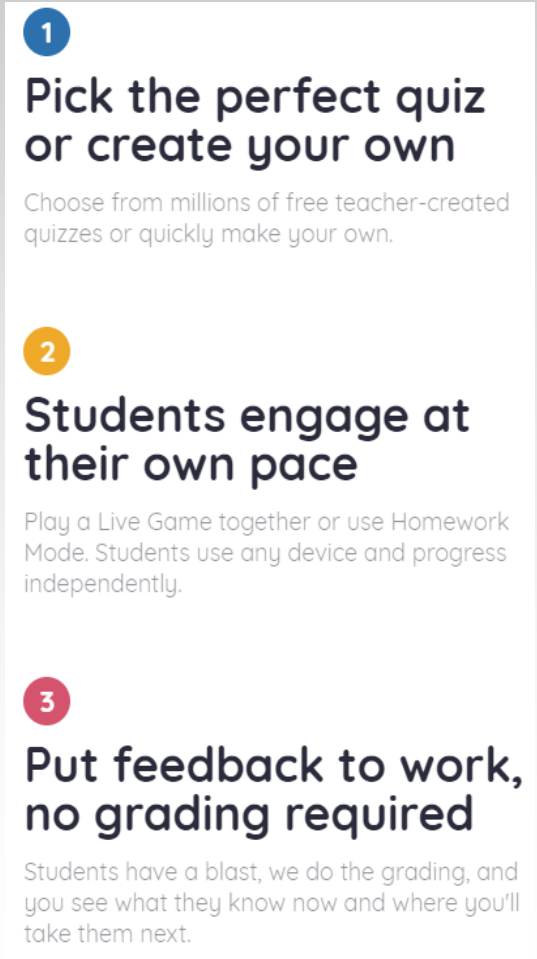
1-> This page contains the library of Public quizzes. You can search for quizzes by the name of the quiz or the username of the creator of the quiz.

2->"My Quizzes" contains all of the quizzes you've created. It also contains "Collections" which are folders used to organize quizzes. To learn more about Collections, click here.

3->"Create" takes you to the Quiz Editor so you can create your own quizzes. To learn more, click here.

4-> "Reports" includes results for all of the games you've hosted. Read more about reports, here.

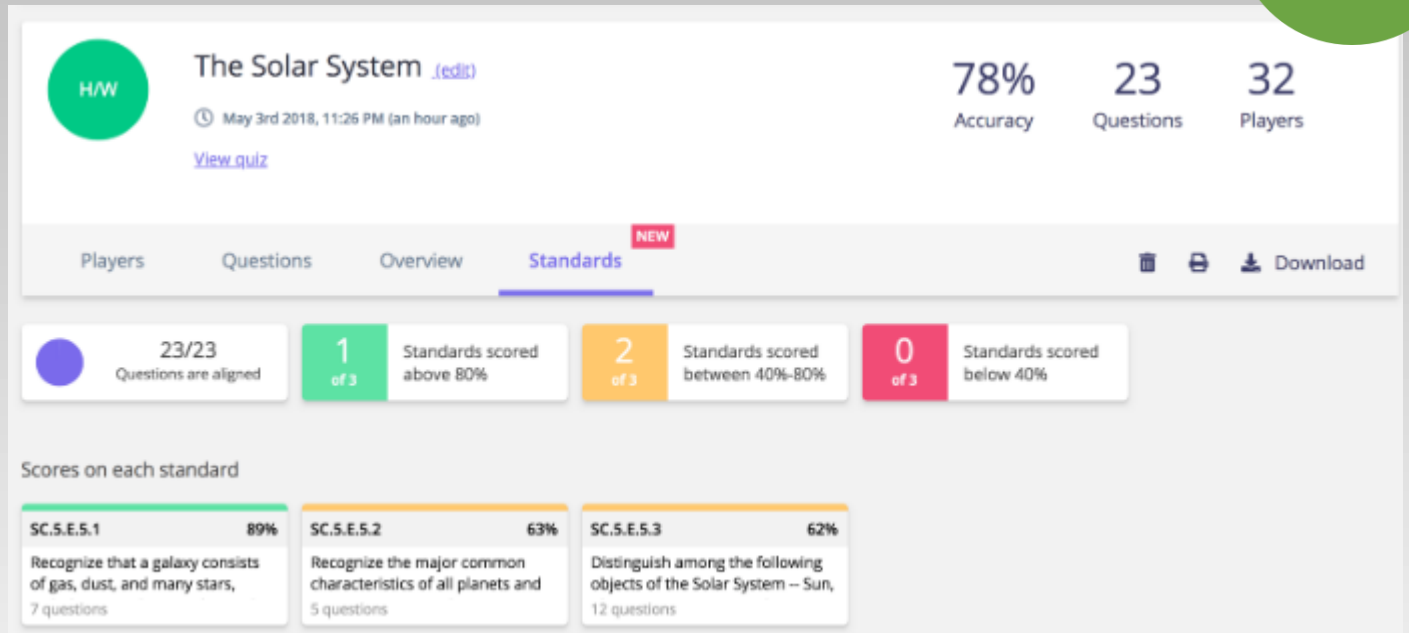
5-> Save and create custom memes for your games. Click here to get started with your own memes!



Free funny self-paced quizzes to review, assess, and engage in class and at home

Advantages

- Various categories of quizzes.
- Very large number of subjects - classic and original.
- Access reports and performance results
- Fun learning for students.
- Possibility to create a quiz easily and quickly
- Multiple learning levels - adult, teacher, student.
- Creating a personalized profile.
- Recording of the most popular or difficult tests.
- Possible creation of avatars of students and teachers: enjoyable and social aspect of learning.
- Partnership with other Edtech companies such as Edmodo or Remind.





World War 2 Review



Chemical Reactions



World Cup Russia 2018



1984



Africa Geography



Ancient China

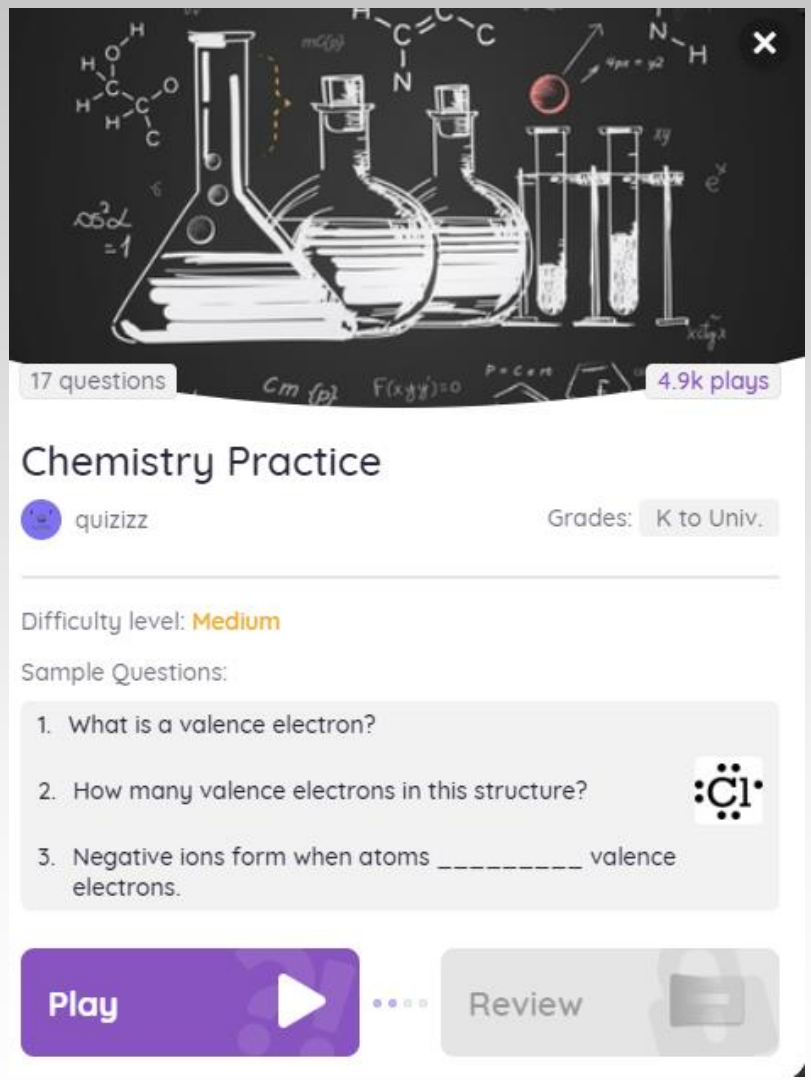


Rocket Science



The Moon and Seasons

Free funny self-paced quizzes to review, assess, and engage in class and at home



Analysis of the interests of the offer

Quizizz combines game-design elements with self-paced questions and instant feedback to help students learn. To play, teachers use their own content, or choose from millions of educator-created quizzes. This application offers a wide range of subjects and can be adapted to the teachers' choices. Teachers incorporate Quizziz into instruction, review, and assessment to support students. Students engage from any device which allows them to use this tool in class or at home.

Instead of creating quizzes from scratch and hand grading every assignment, teachers cover basic concepts by customizing public quizzes and students get instant feedback when they complete each question. As a result, educators have more time to focus on priorities like individual support and development. By quickly obtaining the results of the quizzes, the teacher can adapt his pedagogy and support students in need more effectively and know which teaching theme to deepen or repeat, for example.

Different Quizizz game modes let students play as a group, or complete assignments alone. Features like pictures, customizable memes and an optional dashboard personalize the experience for each class. This application can be adapted to the themes as well as to the sociability of a group. It could create a reference for all students and a link between them and the teacher.

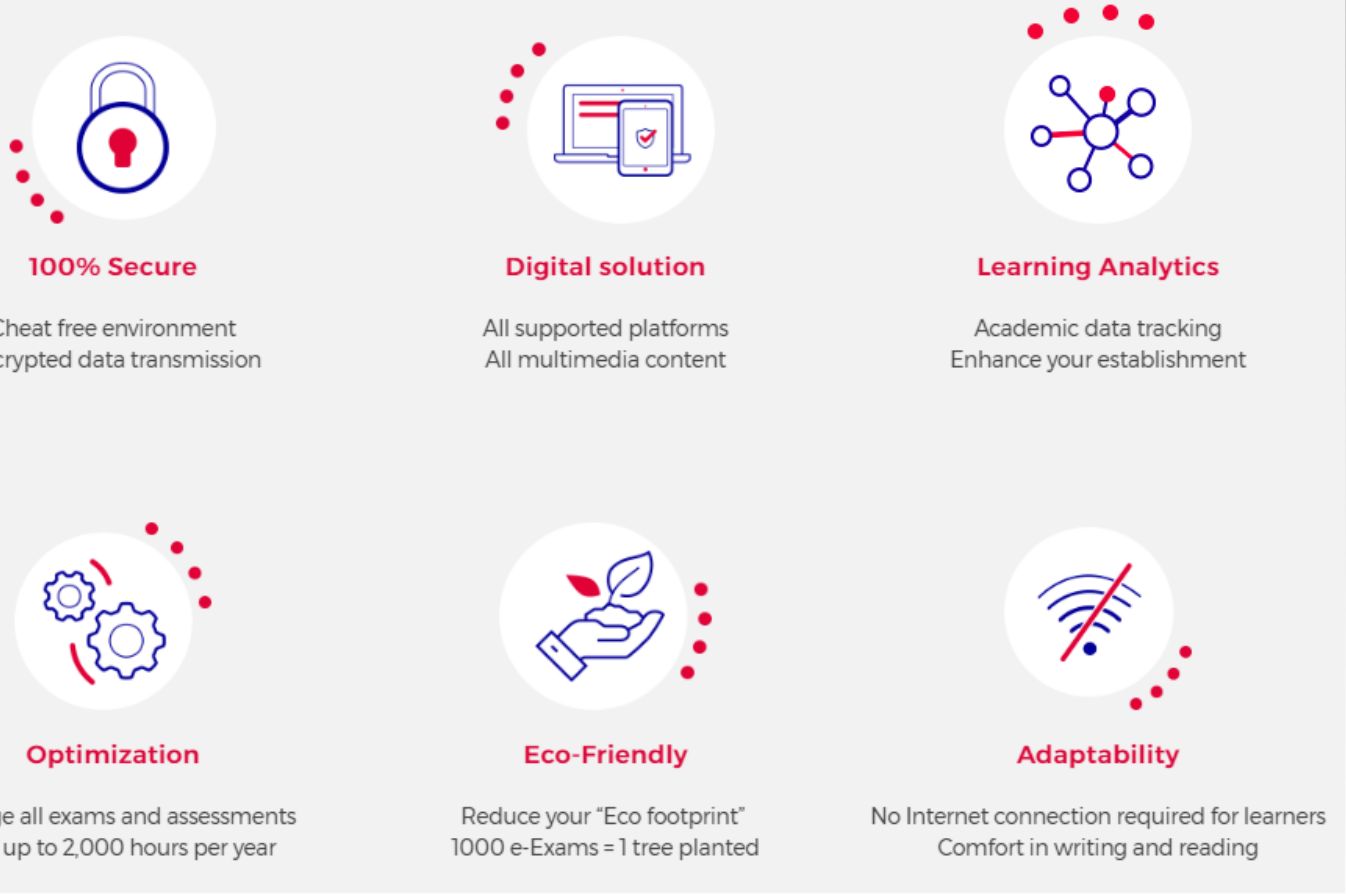
Not only this app provides a playful learning experience, a privileged relationship between teachers and their students, but it is also an additional teaching tool. Quizz is above all a pedagogical tool that completes teaching by adding value to traditional teaching bringing fun in class and saving time for teachers. However, this application does not provide in-depth learning or testing skills.

testwe

Secure digital examination solution to facilitate teachers and schools tasks

France

Created in 2014 by Charles Zhu and Clément Régnier, the French startup provides an offline and secure e-exam solution to educational institutions that not only fits faculty's needs, but is also focused on the candidates' success. This technology aims to save correction time for teachers and students.



Type

Technological educational monitoring And assessment solution

Advantages

- Saves time by avoiding sending and receiving copies. The correction is automatic.
- Favours an international context because teachers can do their examination from any location.
- Saves copy and paper transportation costs and is therefore more environmentally friendly.
- Certified anti-cheat measures with security during examinations for students.
- Saves correction time that increases student and teacher satisfaction
- Improves tracking.

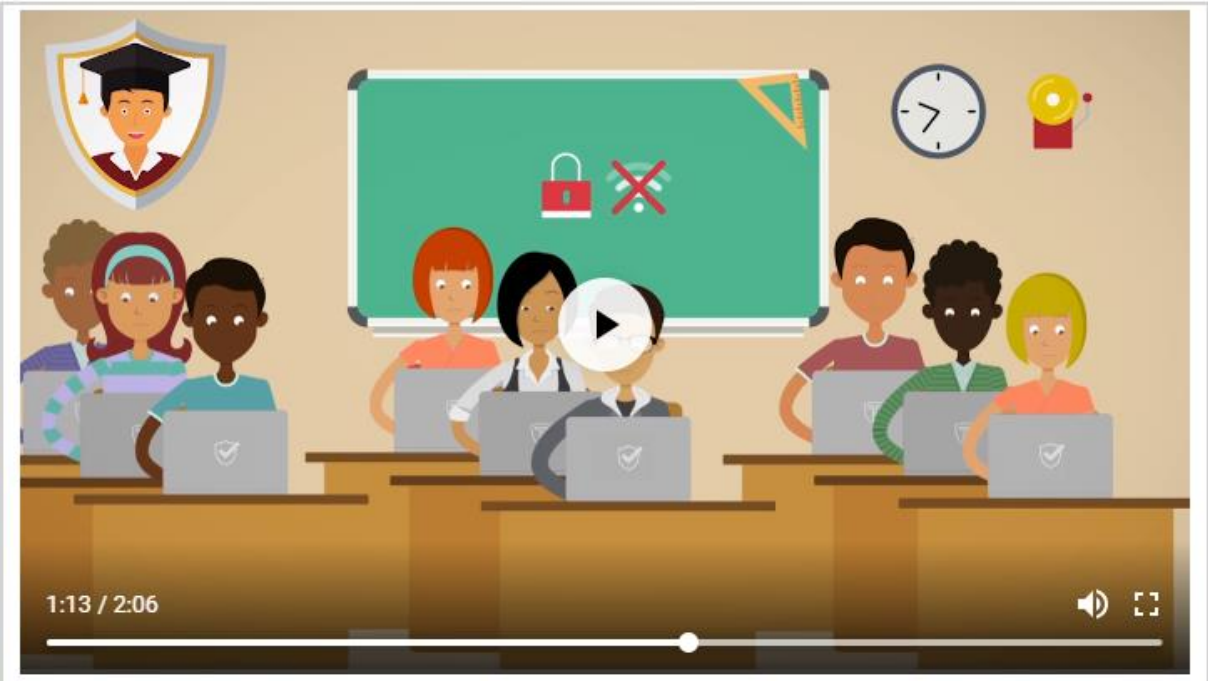
Price

No information for the moment

Link https://testwe.eu/en/

testwe

Secure digital examination solution to facilitate teachers and schools tasks



Analysis of the interests of the offer

This technology produced aims to save time. The offer is based on technology designed to facilitate the school management. It allows remote assessments to be prepared by teachers, and automatic correction for students who get their results faster.

This technology enhances everyone's satisfaction and in complete security because this information is encrypted and works offline the Internet.

The Edtech is also environmentally conscious and saves in paper usage and cost.
This new digital technology could be an asset for a school, especially an international school, because it promotes the mobility of its teachers and offers modernity to its students. It can also claim to be a "green" educational insitution.

Stage of development

The technology is complete. It was implemented in 2014 and begins commercialization on a larger scale in the summer of 2017.

Feedback from experience

The start-up managed to raise EUR 1.3 million in July 2017

Competitive advantage

This technology provides a reliable, secure and simpler certification and evaluation system. It allows greater satisfaction with a faster correction time.
It also brings an economic and environmental advantage.

72600
e-Exams

630
Professors using TestWe

72
Trees planted by TestWe

19062
Students connected

A communication and management platform built by teachers for teachers

United-States

Edmodo facilitates teaching efficiency based on a better communication between parents, students and teachers with notes, posts, alerts or polls... Moreover, Edmodo is a global education network that helps connect all learners and teachers with the people and resources needed to reach their full potential. Teachers can be part of online teachers communities in order for them to share education methods and knowledge.

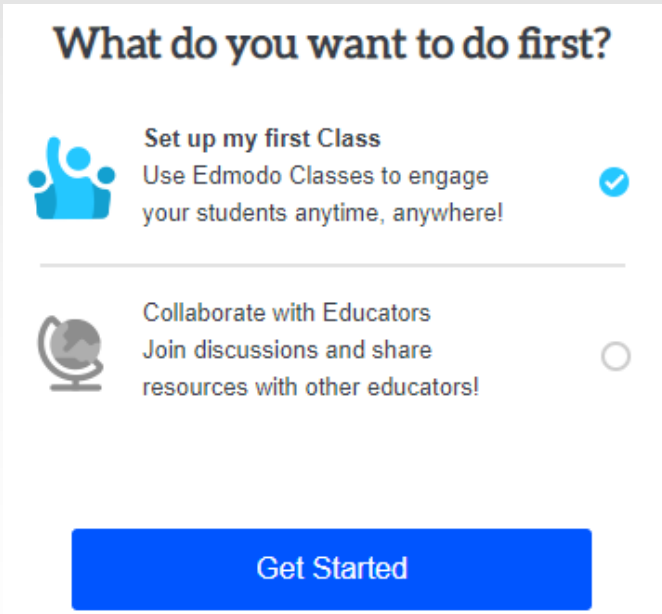


Type

Techonology: administrative and communication teaching support platform - knowledge sharing between teachers

Competitive advantage

Management, control and communication application to facilitate the work of teachers.
Strategic advantage in communication between teachers in the community



A communication and management platform built by teachers for teachers

Advantages

- Numerical classroom and teaching control for teachers: unlimited storage for creating conversation groups with students, assigning tasks, scheduling questionnaires and managing results, for example.
- Involves parents in learning, and allows communication of deadlines for homework or school announcements and events.
- Allows teachers to save tools, applications and any web content for teachers they may want to share and use in class.
- The platform allows the teacher to upload, share and sell their own educational content.
- Survey creation - allows participatory collaboration with students, teachers and parents
- Allows to join discussions and share resources with other educators and teachers - sharing topic ideas, pedagogical and education methods, best practices...
- Option to reward students in groups or individually on the platform. Possibility of a customizable reward between teachers in the future.
- Edmodo integrates with Google for Education applications and with Microsoft OneNote and Office
- For Schools: Gain insight with real-time analytics that measure activity and engagement.
- Bring teachers and students together under a secure customized domain, automatically connecting your school and district communities.

Stage of development

Founded in 2008 - Mature Development. Millions of teachers use Edmodo to collaborate with students, stay in touch with other teachers and involve parents.



Price Free installation and use.

Link https://www.edmodo.com/

A communication and management platform built by teachers for teachers

Analysis of the interests of this offer

This application is primarily intended for teachers and schools. It promotes communication with parents and students, homework control and monitoring of results. It is a practical management and communication tool for teachers who are thus assisted in their work. They avoid wasting time in class giving homework out, for example.

However, the real added value lies in the communication between the teachers within the Edmodo community. Here, they exchange educational ideas and pedagogical methods. This tool is thus a platform for knowledge sharing among teachers. They access a tool for continuing learning from their peers within this online group. Edmodo creates a community of teachers who dialogue, learn and support each other.

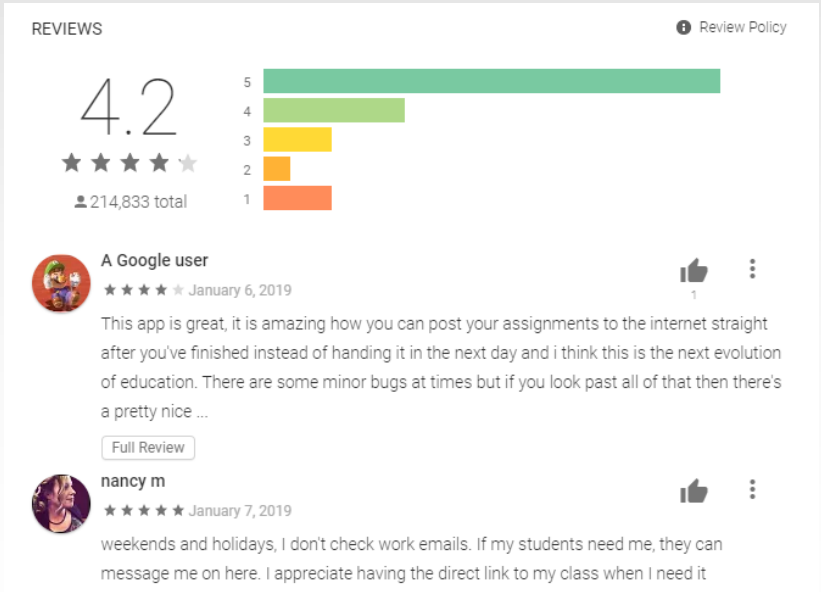
Nevertheless, the playful aspect is limited.



Feedbacks from experience

"With over 600 million resources shared and approved by teachers, you can find anything you need for your lessons."
6 top apps for teachers In the United-States in 2018





An adaptative learning and gaming application to support teachers

Switzerland

Elever is a learning methodology based on play and short daily lessons. It makes learning a habit that maximizes the benefits for the participants, it is a customizable platform from which teachers can choose what suits them best. Elever is part of the trend of gamification in education. It also contributes to the creation of an online community and promotes communication between professors and students.

It has defined new learning strategies and methods through new technologies. This Edtech was established 2015 and operate offices in Zürich (HQ), Lausanne and in Mexico.





Type

Technological offer promoting learning and social and pedagogical communication between students and teachers

Feedback from experience

It was ranked among the 10 best Swiss edtech in 2017.

Competitive advantage

Provides an advantage for learning and communication between teachers and students around gamification

Price

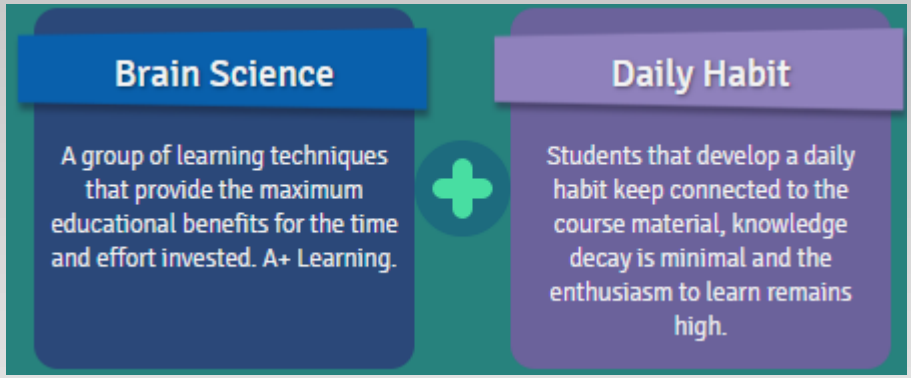
Free installation and use.

An adaptative learning and gaming application to support teachers

Advantages

- Gamification makes learning fun for all students.
- The application provides strategies and procedures for teachers and helps them to define a new pedagogical approach.
- The application covers many different subjects.
- It uses a personalized and adaptive education according to the students.
- Identification of an individual with an avatar. Competition among students shapes a community and brings them closer together as they learn.
- Seeks to create a positive social environment for learning.
- Links between teachers and students. It provides an experience for every role directly on the mobile device: Students, Teachers, Trainers and Program managers.
- Educators receive constant feedback on student performance and behavior.
- Elever system generates large quantities of data that provide educators with constant multi-dimensional analysis of their students.

Link http://elever.ch/







An adaptative learning and gaming application to support teachers

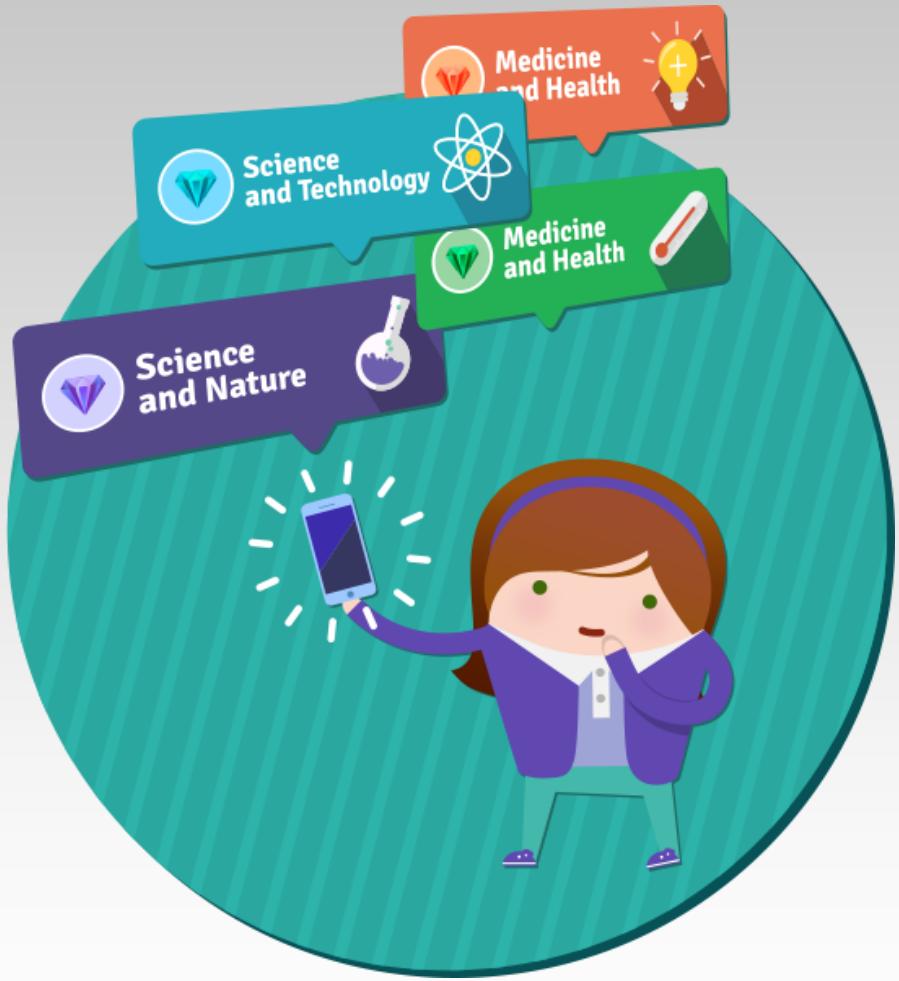
Analysis of the interests of this offer

This application adopts a game-based way of learning. It offers a daily learning method, fun and colourful, including many diverse subjects. It offers the possibility to create an avatar for each student and teacher, to build teams and initiate competitions to learn.
The value of this Edtech also lies in the creation of an online community that is completely scalable by teachers.

The real added value of this application is not only its fun and social aspect. Its strength lies in adaptive learning, which leads to better results for students. The application uses neuroscience and algorithms to adjust the content of lessons, frequency and learning activities offered to each student. This Edtech optimizes the assimilation and consolidation of knowledge to improve learning outcomes.

Elever is a comprehensive service as it corresponds to trends in play-based learning and the use of adaptive learning to personalize and improve student results. This application therefore promotes new teaching methods. In addition, teachers can use the data collected and analyzed by Elever to get reports and adapt their teaching strategies.

This application therefore offers a fun pedagogical tool for teachers. They can facilitate learning, shape a personalized social and educational community for everyone, and establish a strategy using the collected data.



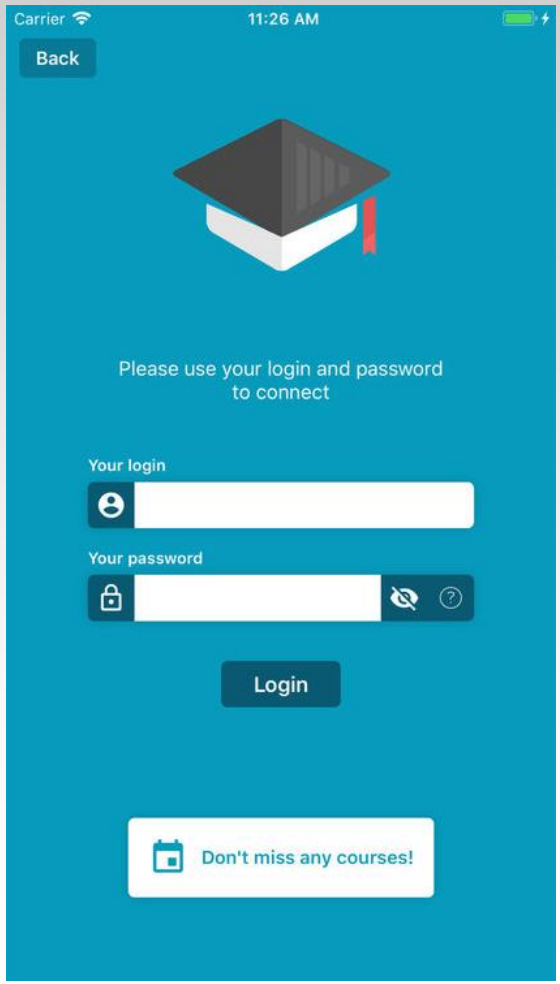
APPSCHO

A platform improving schools management and students lives

France

AppScho is a mobile application that aims to digitalize the entire academic journey and respond to new mobile uses in the education sector. This Edtech targets schools that make this application available to students. It allows students to access their schedules, grades, school events, a classified ad system, internship and job offers.
The application supportd teachers' administrative work. However, this Edtech also helps schools' organisation and functioning as well as the operation of schools and university campuses with a map and transport information for instance.





Type

Technology / improvement of school organization and functioning

Competitive advantage

This application provides additional services to students to facilitate their integration and life in educational institutions. It thus enhances the value of educational institutions.

Feedback from experience

AppScho raised EUR 1.1 million to establish itself in higher education.
AppScho was able to convince the brand new Educapital fund. It wants to finance future European giants in the EdTech sector.

In 2016, the startup had already welcomed the group L'Étudiant to its capital.

APPSCHO

A platform improving schools management and students lives

Advantages

- Facilitates the life of students on university campuses.
- Simplifies communication and content management issues (campus mapping, transport, timetables, classroom number, teacher...)
- Grades reports and academic evolution with the exams results and credit reports
- With the help of live notifications, students get important information when a class is moved or cancelled for instance.
- Provides an additional service to schools and improves their added value for students .
- Allows schools to centralize their services and gain efficiency.
- Secured access for students.
- Interface with schools systems to make sure students can access their personal information.
- The application also has a public area, visible to all, which allows schools to indicate all the information they consider relevant (dates of open days, advice for the competition, presentation of courses).



Reach Your Students Effectively

Reach your students on the go by pushing relevant content directly to their mobile phones from your web platform. Select a student population and trigger a notification to instantly inform, ask, or gather answers from them.



Measure Your Students' Activity & Answers

Your web platform can track students' engagement via open & read rates, as well as via their poll answers. You can export answers to analyze them in the software of your choice.



Centralize All Your Events

All your calendars are centralized in the app: you benefit from a central point of access to everything happening around campus.

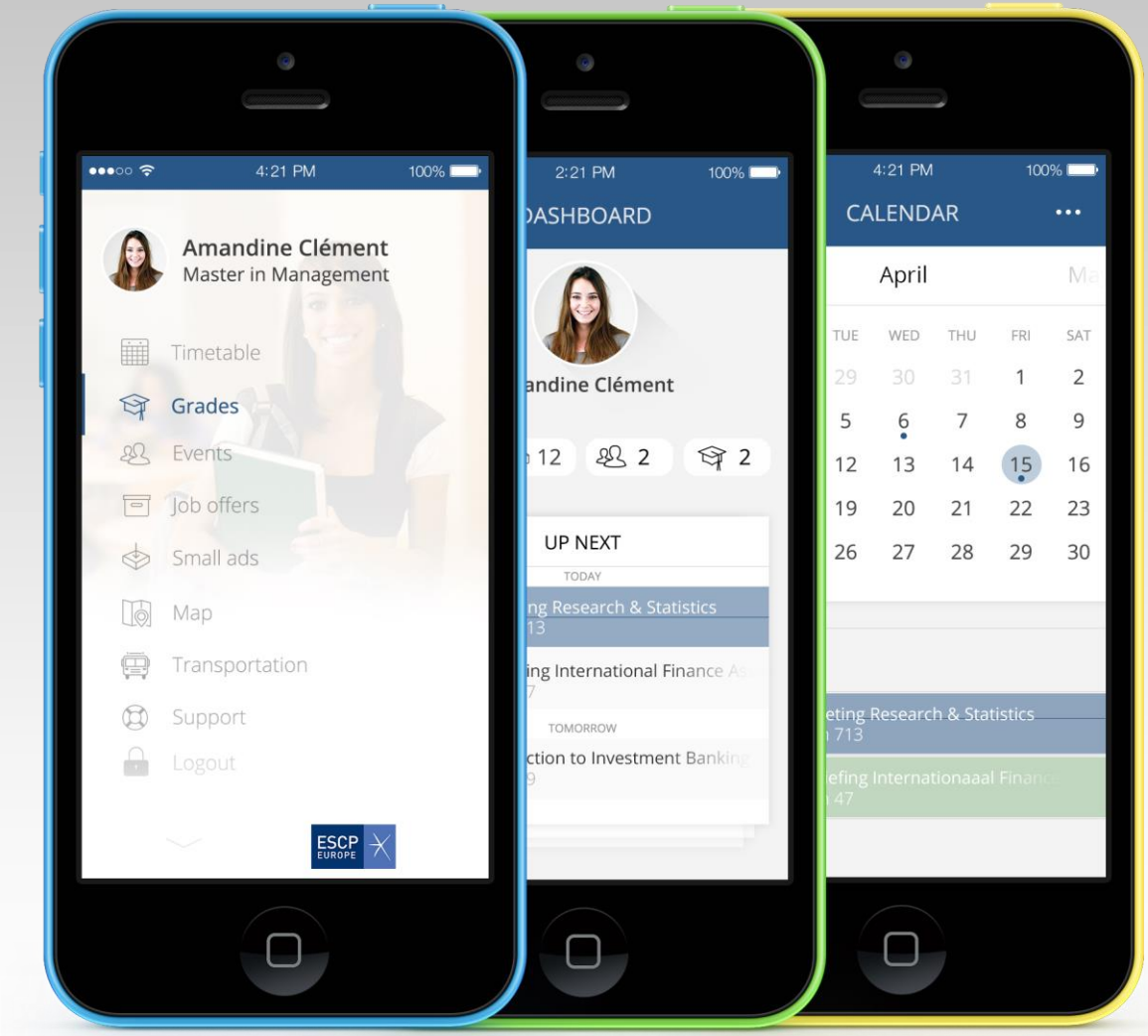


A Transversal Tool for Your Institution

The power of AppScho lies in our ability to connect to all your tools (LMS, ENT, Intranet, ERP, etc.) so that you can centralize them within a single app, for your students.

APPSCHO

A platform improving schools management and students lives



Analysis of the interests of the offer

AppScho is a mobile solution dedicated to higher education that centralizes all student services on a single platform. These services include access to the course calendar, grades and corrections, for example.
The app also provides practical information, such as a map and transportation schedules on campus. It gives access to internship opportunities and a list of events that take place in their schools or on their campus. AppScho promotes the organization of students integration and social life in schools and on campus.
It also supports them in their transition from school to the workforce. Therefore, this app improves students well-being.

AppScho then proves to be a very interesting digital application for educational institutions because it allows them to provide additional services to students. It brings added value to the school management and operation as well as its community and its functioning. These criteria could thus attract new students to a school or university.

However, this application does not directly support the efforts of professors. This digital tool improves the social life, the students environment and the school management. It does not improve the pedagogy and effectiveness of teaching neither support teachers concretely.

Link https://appscho.com/fr

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MONTES ALTI
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SWITZERLAND

EVOLUTION OF EDTECH BUSINESS MODELS

PROSPECTIVE MONITORING
March 2019



Summary of the March 2019 edition

Edtech Definition

Monitoring Methodology

Analysis of trends

Domoscio connects cognitive science, Big Data and AI to create adaptive learning solutions. This application optimizes the assimilation and consolidation of knowledge to improve learning outcomes.

TeacherKit is an easy-to-use application designed to support teachers in their daily administrative tasks. Teachers can organize classes and manage students work easily for students and classes of all ages.

Remind eases teacher communication by sending out reminders and messages to targeted groups. It assures the people who need to get messages are receiving them and schedule reminders that go out as automated messages.

ClassDojo is a communication platform for teachers and parents to share what is being taught in the classroom through photos, videos and messages. this tool has a community feature for teachers to categorize groups into classes and school.

MentorMind is an online platform where students and young professionals can access and work on real-time situations in the form of mentornship. A simple user interface coupled with game concepts facilitates an engaging experience. It aims to help students to get professional experience.

EXAMPLE OF PROSPECTIVE MONITORING



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DISCOVER MONITORING METHODOLOGY

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Prospective monitoring consists of implementing a systematic monitoring process of the environment in order to identify weak and mature signals which are indicators of change. It is a question of collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

METHODOLOGY

An effective method is to conduct products and service developments monitoring.

The below steps were taken to carry out the monitoring and illustrate the results:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech
- Identification and understanding of the commercial and technological benefits of these technologies
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

OBJECTIVES

A company or an educational institution which wants to be sustainably competitive must constantly be aware of changes in its market in order to limit risks or benefit from these changes.

- Monitor competitive products and service developments
- Identify and distinguish innovative trends and strategies over the long term
- Analyse, critique and compare this information with the existing strategy of the reference organisation
- Evaluate competition and their business strategies through their innovations
- Carry out a self-evaluation and develop a strategy
- Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS

ANALYSIS OF PROSPECTIVE MONITORING



Analysis of trends identified in the Edtech market

More and more schools are using innovative technologies to improve their performance and satisfy the needs of students and parents.
Innovative technologies have the possibility of improving online communication and distance collaborative work, learning through artificial intelligence or games, and facilitate school management. The Edtechs identified and analyzed in this report, and discussed here below, confirm these major trends.

Edtechs' technologies bring new ways of teaching and experiencing school for both students and parents as well as for teachers. **Edtechs enhance communication through applications and platforms. We can observe 3 categories : communication to improve student work and ease teachers' tasks, to deepten parents' involvement in school environment and to create better communities.** For instance, Remind can support teachers' daily activities such as reminding students of their homework. It also allows parents to communicate with teachers. On the contrary, ClassDojo focuses on communication to create intergrated school communities by securely sharing videos and pictures of children to their parents.
It might be interesting to extend research of innovations in order for education institutions to choose the best and most adaptated solution for their needs. **Communication tools are now a strategic service for schools to give to teachers, students and parents.**

Overall, **Edtechs are primarly aimed at teachers.** They support them in their teaching methods, pedagogical and adminstrative tasks in order to improve the performance of their students. For example, teachers can organise classes, manage students work and analyze reports to improve their teaching. Teacherkit is a good example of this trend. We consider this application as a good basic tool. Indeed, it offers several services like attendance, grades book, data reports, seating charts... This type of tool acts as a time-saving digital assistant for better efficiency and less stress in their daily activities.

Another trend we identified is the **use of artificial intelligence in learning methods.** Edtechs provide adaptive learning based on algorithms, where lessons and exercices are adapted to each student's needs according to their results. It makes learning and thus teaching easier through personnalisation of each student's understanding. Domoscio optimizes the assimilation and consolidation of knowledge to improve learning outcomes. Domoscio acts as a personal assistant for quicker learning and longer retention.

Edtechs are a good tool in the teaching and learning process. However, **they can** also help a student's employability through professional experiences. For example, MentorMind is an online platform where students can access mentorship. A Mentornship is a mentored-internship, where you work on real-time projects, from real companies in a field of your choosing, under the guidance of an expert mentor. Therefore, this platform can give a chance to students to find an internship or even a job.

DISCOVER EDTECH TRENDS

EDTECH TRENDS



Collaborative course learning platform and soft skills

Online platforms allow information to be transmitted and facilitate access and learning processes.

- The accessibility of knowledge is the main advantage of these technologies for teaching across different media. They enable remote learning at the appropriate time for the individual.
- These platforms foster collaborative relationships between teachers and students. They facilitate group activities and communication.
- They enable the monitoring of the evolution of learning and the implementation of pedagogical procedures.

Edmodo TOP HAT elever APPSCHO TeacherKit rymm education



Artificial Intelligence and adaptative learning

Artificial intelligence (AI) in Edtech facilitates learning which is personalized. Edtechs learn themselves how to teach students better.

- AI helps to understand the individual's reasoning, to take into account his/her knowledge and the best ways for him/her to learn.
- This technology facilitates understanding by using the most appropriate techniques at the right moment.
- Teachers can use the analysis made by these tools to better understand students and their processes.

domoscio CLANED memrise elever

EDTECH TRENDS



Experiential learning platform

Edtechs link internship offers with teachers and students.

- These services provide a better understanding of the labor market and its opportunities.
- Students receive hands-on training with mentoring from experts.
- Companies can discover new talents whereas students can discover the job market.

MENTOR MIND
STAY AHEAD.

Edmodo



Language learning

Language learning is easier and faster.

- Edtechs measure the individual's pace of learning and calculate the appropriate timing of teaching and adapt course content based on knowledge.
- These technologies are permanently accessible and enable more effective learning processes.

memrise



Life at school in community

Edtechs promote the school community and the smooth running and functioning of the school.

- These technologies promote communication between teachers, students and parents.
- They facilitate administrative procedures such as tracking school records or absences, for example.
- They highlight new pedagogical techniques to support students, for example, with awards.

NEWSCHOOL

rymm education

APPSCHO

Edmodo

EDTECHS TRENDS

Game-based learning

Edtechs use games to facilitate learning. These are fun and educational technological tools which are used to attract the attention of students of all ages.

- These technologies make it possible to reinvent learning methods using neuroscience.
- They value collective interaction and intelligence as well as group experience and creativity.



memrise

Smart Hands-On
Gamified Learning

work and play

Quizizz

elever

Tools for evaluation, creation of exams, correction and follow-up of copies with an anti-cheat system

These Edtechs provide access to a secure platform in order to set up an evaluation procedure.

- They allow the creation of exams (MCQ, gap text, essay, graphs...) in all subjects, and the correction of these exams.
- These platforms facilitate the monitoring of student results and the visualization of changes in grades per student and per class.
- These technologies are secure and prevent any cheating.

TOP HAT

testwe

Quizizz

Create school & class communities with a ludic communication platform

USA

ClassDojo is a communication and community building platform for teachers, students and families to share photos, videos and messages of what is being learned in the classroom. ClassDojo's mission is to bring school communities' members together and give them the tools, and ideas to improve education for all children. This application is part of the era of digital and playful communication. It facilitates teaching through dialogue between parents, students and teachers. But it is above all characterized by a social and dynamic aspect with a real colourful visual identity.

Type

Technology - communication platform

Competitive advantage

The competitive advantage of this application is not only communication services. The advantage of Classdojo is its ease of use as well as its strong social and playful dimension.

Price

100% free, in all classrooms and with all devices for teachers, parents, students

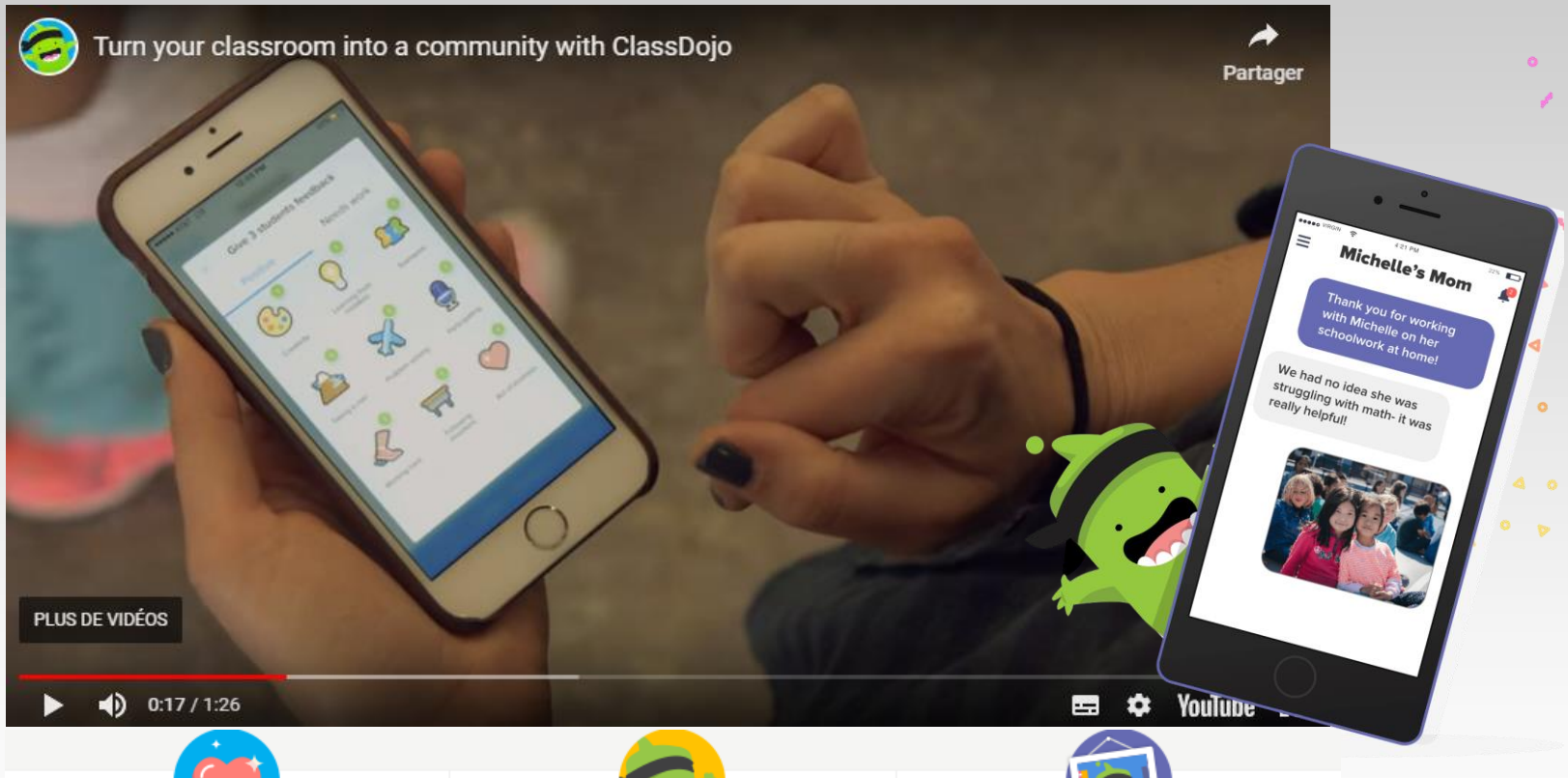
Feedback from experience

35 Most Innovative Apps of the Year 2016 and 25 Most Disruptive Companies 2017

Stage of development

Classdojo has been created in 2011. It continues to be improved day after day. For instance, ClassDojo Beyond School was launched in November 2018, giving families a way to give points at home and support character building.

Link https://www.classdojo.com/



Create a positive culture

Teachers can encourage students for any skill or value — whether it's working hard, being kind, helping others or something else

Give students a voice

Students can showcase and share their learning by adding photos and videos to their own portfolios

Share moments with parents

Get parents engaged by sharing photos and videos of wonderful classroom moments

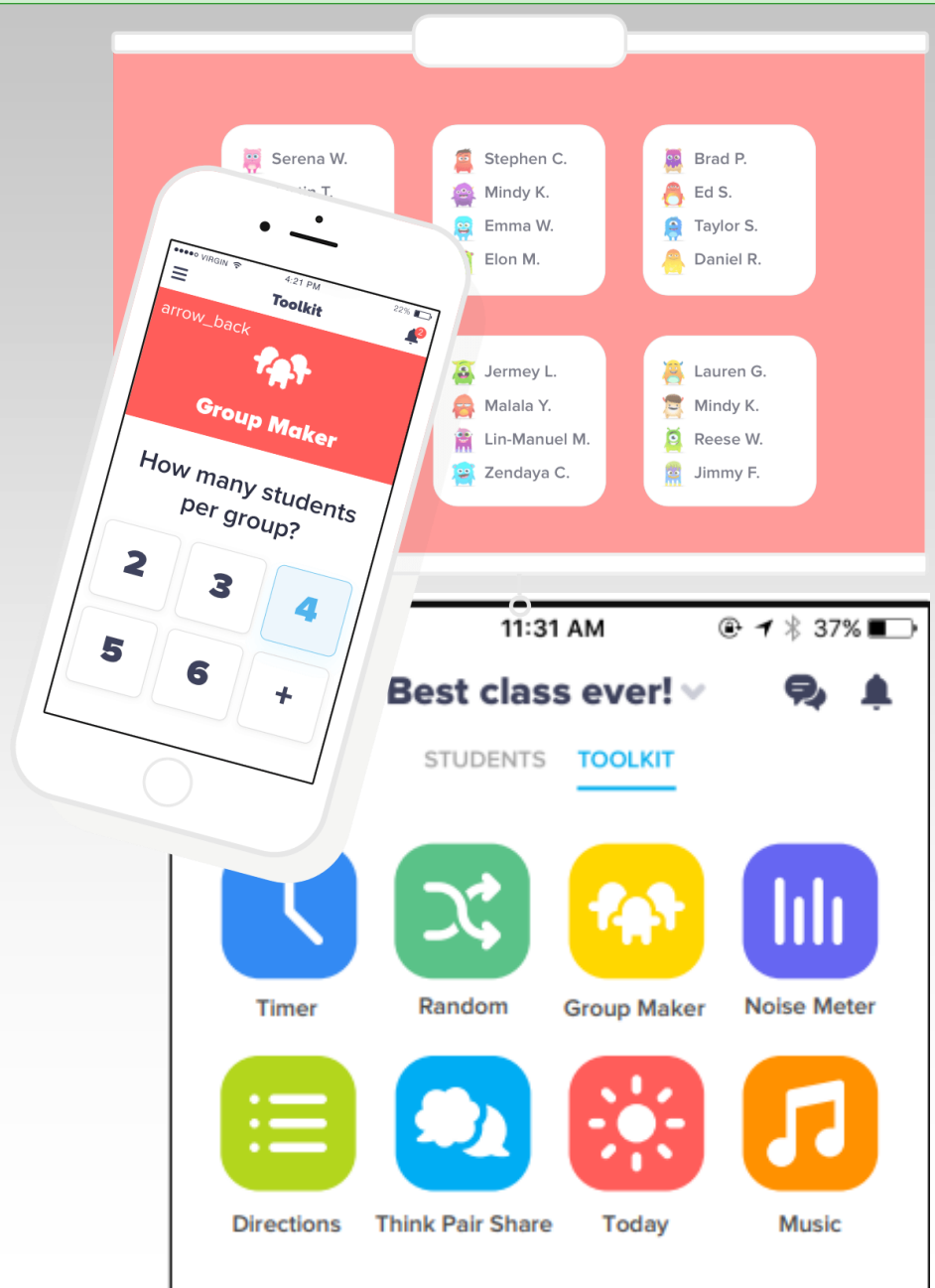
Create school & class communities with a ludic communication platform

Advantages

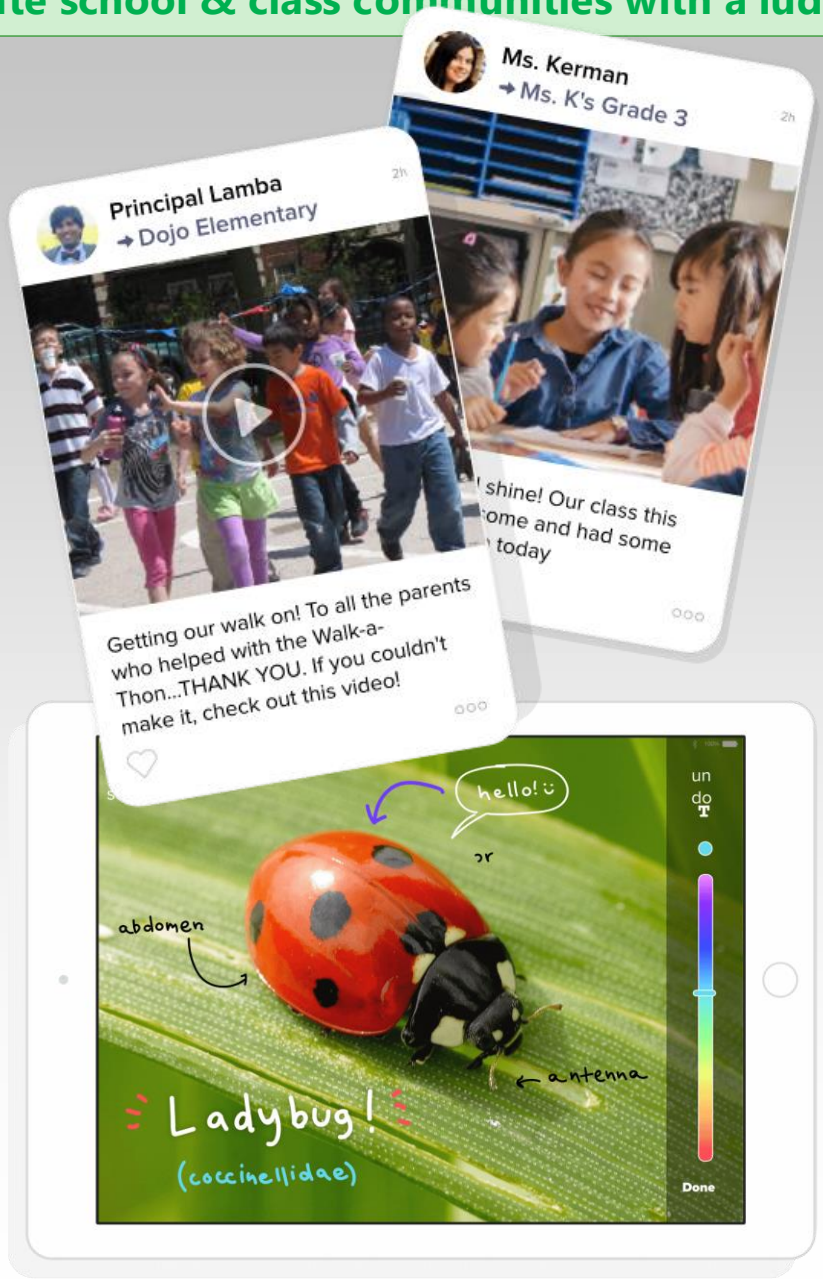
- ClassDojo connects teachers with students and parents to build classroom communities with Class Story or School story.
- Students can showcase their learning by adding photos and videos to their own digital portfolios. Teachers must approve items that students post before they are shared home to parents. Parents only see their child's work, making Portfolios a safe place to get positive feedback.
- Only teachers can post on Class Story while parents can share their their appreciation with emoji. It avoids too much communication. It helps to give the essential information and to be sure parents read it.
- Messages allow teachers, parents, and school leaders to instantly message each other, without needing to share phone numbers or contact details.
- Instantly translate messages into 30+ languages
- Let families know when teachers are busy with Quiet Hours
- Teachers, school leaders, and families can partner on ClassDojo and create a school community.
- Teachers can use Classroom Decoration Pack to make classrooms extra special with monster art, posters, certificates...
- Teachers can use a toolkit like making random groups of students, display activity directions, turn on background music, give instant feedback on the application. Skills are fully customizable by teachers and support students...
- Works on iOS, Android, Kindle Fire, and on any computer
- Built with privacy by design.

Number of clients

Actively used in 95% of all primary and secondary schools in the U.S.
1 in 6 U.S. families with a child under 14 use ClassDojo every day.
15 million children have learned about Growth Mindset and Empathy with ClassDojo.



Create school & class communities with a ludic communication platform



Analysis of the interests of the offer

ClassDojo is a communication platform for the school's members: parents, students, teachers and administration. Above all, it provides the means to create communities of exchange at school, classroom level, between students and parents or teachers with parents. The objective is to facilitate dialogue in a spirit of well-being and the commitment and participation of each member of the school community. This kind of solution has already been observed but ClassDojo has some interesting assets that could be implemented in a school.

The ability to translate messages and content into 35 different languages allows for discussion with students and families from diverse backgrounds and promotes the integration of internationals. Parents respond more with this application than by email for example because they are integrated into school life.

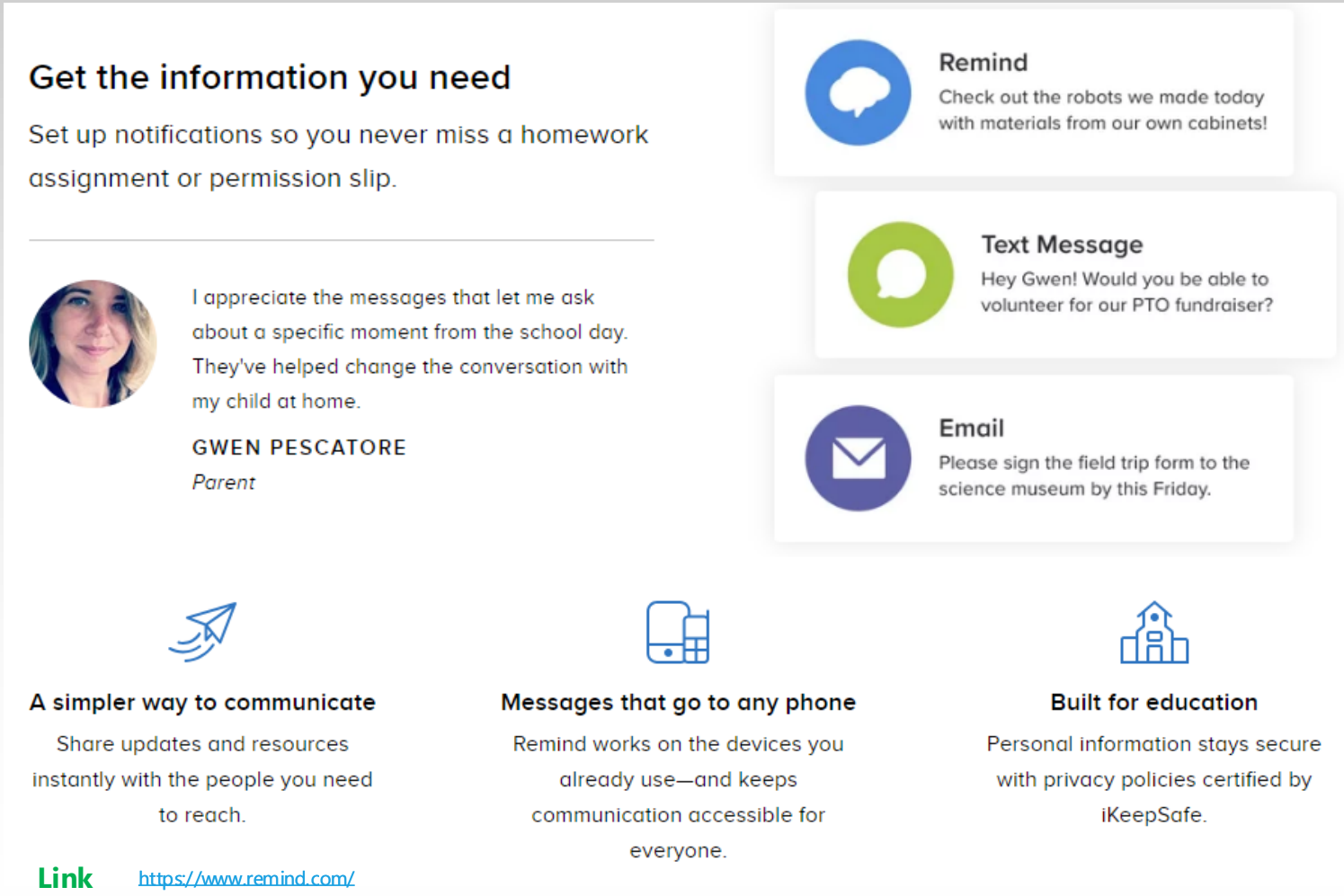
Students take up the application and are made aware of digital technology while participating in school and classroom life. Its main aim is to support the school's members through digital technology. She comes to animate team spirit. The application works as a social network restricted to members of the class or school. For example, each class, each student can create his portfolio and share it in his class with the control of his teacher.

Teachers do not get new working methods facilitated by technology. However, they get the ability to create a positive work atmosphere that includes everyone through decorations for their class, sending videos and photos in group or music conversations. ClassDojo helps to achieve the best possible working conditions. ClassDojo helps teachers improve behavior in their classrooms quickly and easily. It captures and generates data on behavior that teachers can share with parents and administrators.
Teachers can use this app to give their students positive behavior feedback and manage their classes, while parents can check on their child's progress at school.

remind

Improve students' work and parents' involvement in class

Remind eases teacher communication by sending out reminders and messages to targeted groups. It assures the people who need to get messages are receiving them and schedule reminders that go out as automated messages. This application is part of the digital communication era. It facilitates teaching through dialogue between parents, students and teachers. She insists on creating a community around the school by including parents.



Link https://www.remind.com/

Competitive advantage

The competitive advantage of this application lies in the ability of teachers to ensure that information is properly transmitted to students and parents. Remind appears as a communication control tool.

Type

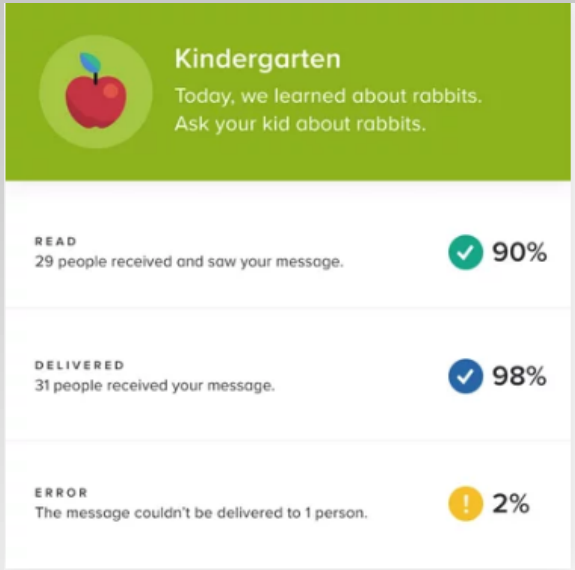
Technology - communication platform

Advantages

- Communication for the classroom, home, and everywhere in between. A faster, easier way to deliver your content to students and parents.
- Teachers maximize their time by scheduling class announcements and setting their availability.
- Get every family involved in student learning - Send messages that students and parents can't miss. Send home updates—and check read receipts—to increase participation.
- Remind is a communication platform that helps schools and districts reach and engage with their communities and build the relationships that lead to better learning.
- Personalize communication with two-way messaging and in-app translation. Students can contact directly their teachers for questions.

remind

Improve students' work and parents' involvement in class



Get students and parents involved

Send home updates—and check read receipts—to increase participation.



I'll send parents a text like, "Today, we learned about rabbits. Ask your kid about rabbits." And the kids open up. It's a good way to start that conversation at home.

DENISE BAUMBACH
Teacher

Stage of development

Over 11 million teachers, students, and parents use Remind to share links, resources, and attachments every month. Nearly 57 million messages are delivered with additional content every month—to every type of device.

Feedback from experience

Remind is a very successful company, as evidenced by its position among the top 6 applications preferred by professors in 2018 and the number of users.

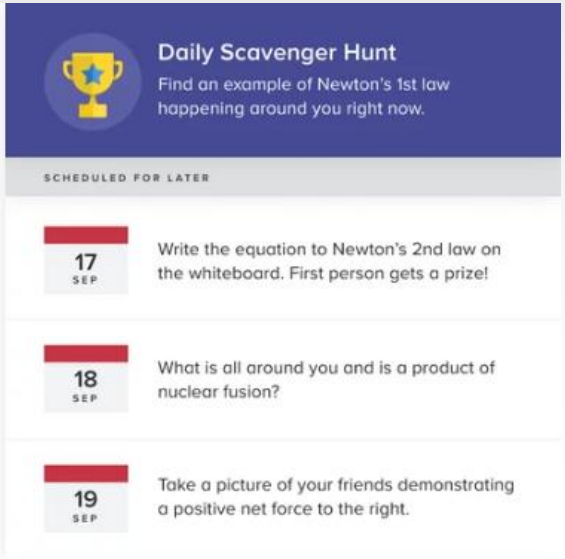
Price Free to use to send and receive messages.

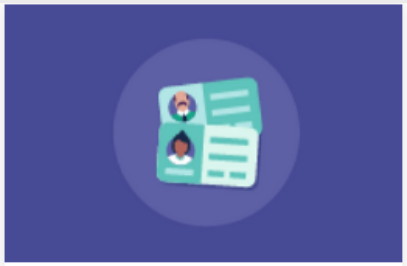
Make your day more productive

Maximize your time by scheduling class announcements and setting your availability.

When I send out scavenger hunt questions, kids will run through the door to be the first to answer. It creates great, spontaneous moments of collaboration.

JOE MARQUEZ
Tech specialist





How do I change my notifications?

Get Remind messages on any phone.

Help Center

Still have questions? We've got answers.

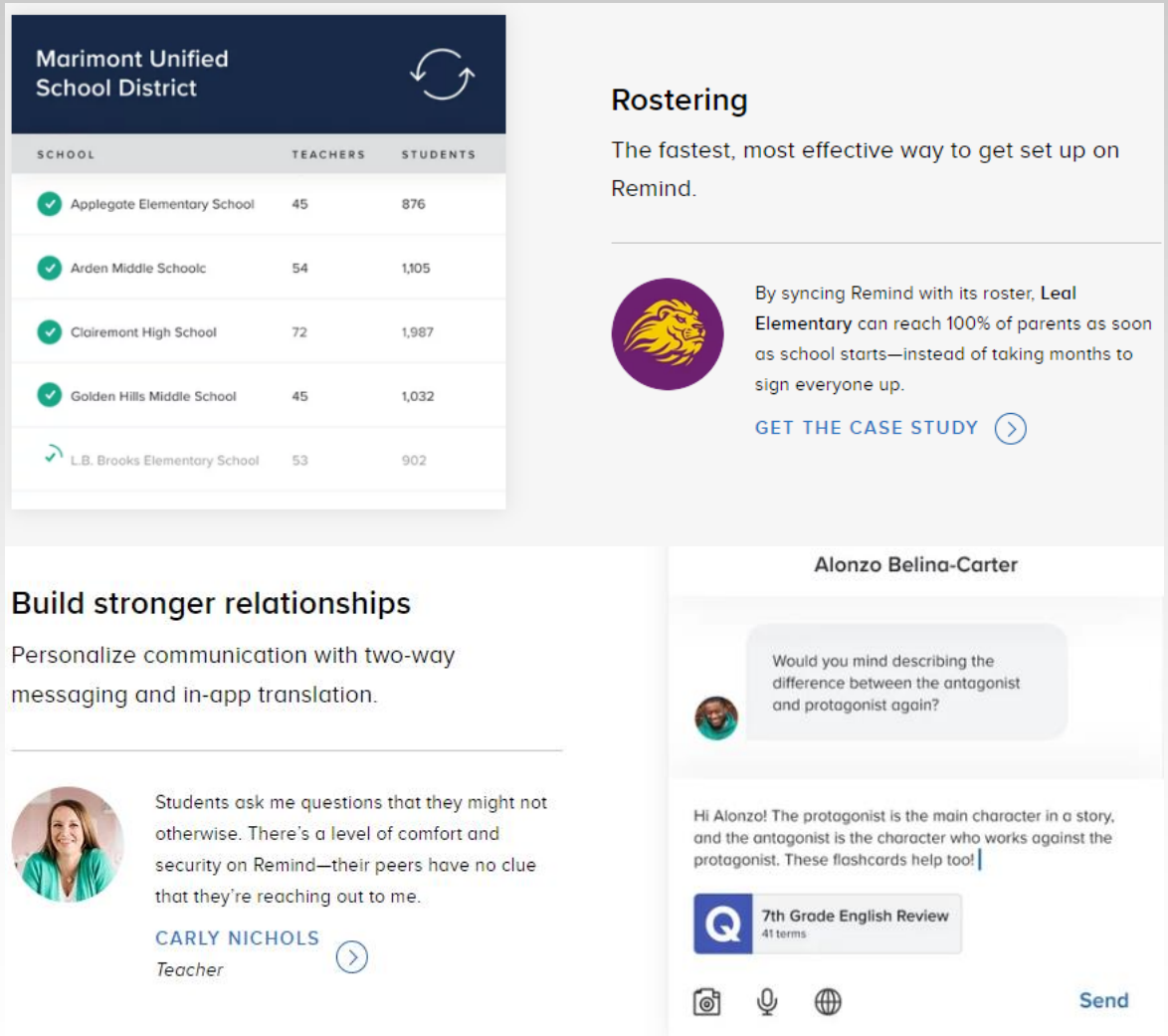
Go to the Help Center

Improve students' work and parents' involvement in class

Analysis of the interests of the offer

Remind is an edtech application that focuses on digital communication. Remind (formerly Remind101) offers teachers a free, safe and simple way to instantly text students and parents. Teachers can send or schedule reminders, assignments, homework, assessments, or motivational messages directly to students' and parents' phones. It provides teachers with an opportunity for dialogue and confirms that each member of a group - parents or students - has received the information. The message can be sent automatically as a reminder. In addition, Remind allows conversations between parents, students and teachers that strengthen the bonds of the school community, improve relationships and the working environment. In this way, educational institutions can Get in touch with all the parents and create a more favorable and effective working environment.

However, the fun aspect of this application seems limited compared to a platform like ClassDojo which appears more dynamic and colorful for instance. It seems that Remind is aimed at older students and targets teachers first and foremost.
Moreover, Remind is above all a reminder to the students' missions and daily tasks. There are other available tools of greater support for teachers in terms of management, teaching and learning.

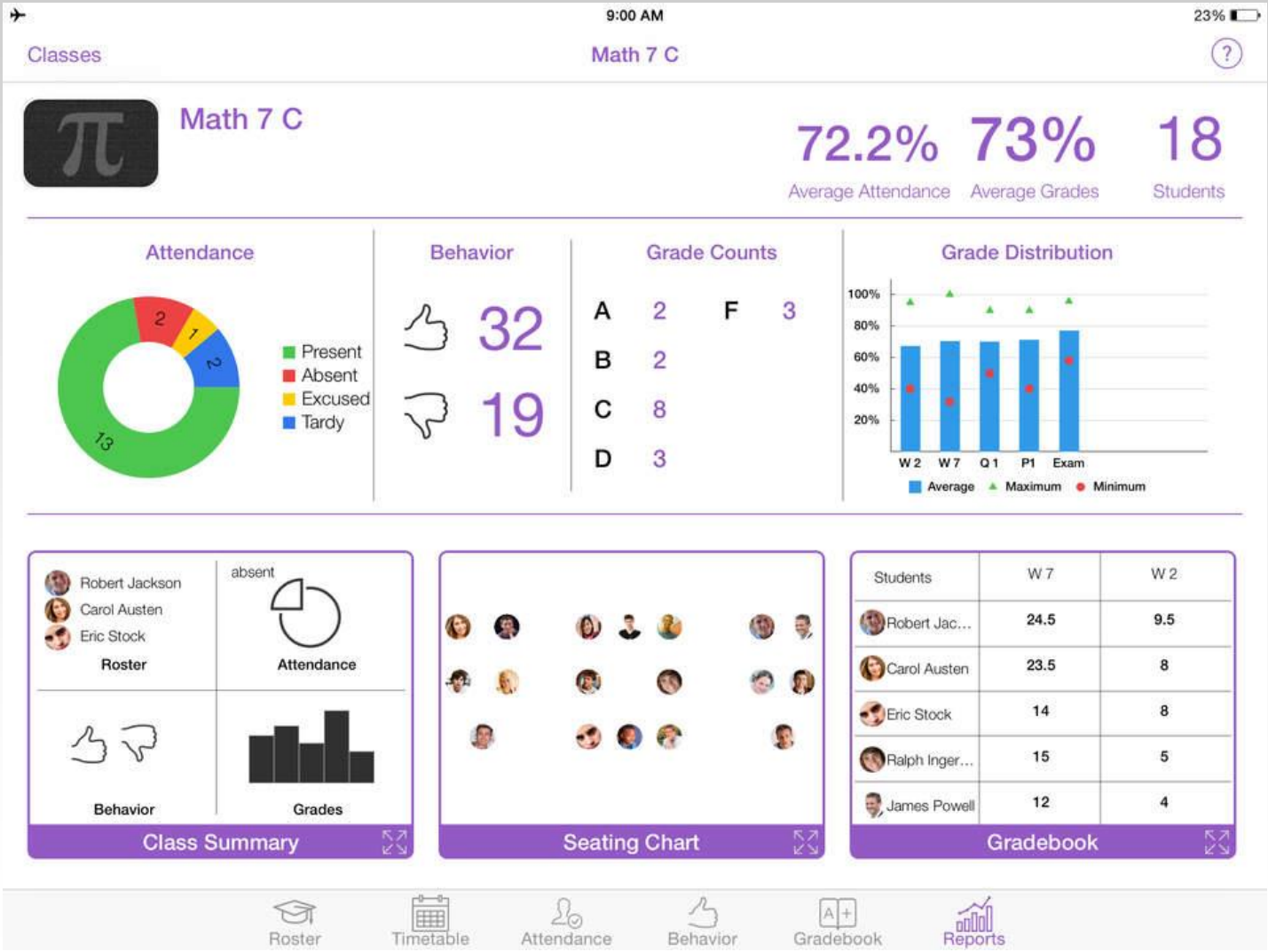


Link https://www.remind.com/

TeacherKit

A polyvalent tool for teachers : communication, management, attendance, reports...

TeacherKit is an easy-to-use application designed to support teachers in their daily administrative tasks. Teachers can organize classes and manage students easily for students and classes of all ages. For example, the product enables Teachers, Administrators, Students and Parents with a full reporting classroom management system for student attendance, behavior, grades and classroom activities. This application is part of the pedagogical technology movement to support the administrative work of teachers. The aim is to improve the effectiveness of teaching through these new digital tools.



Type

Technology - work management and classroom organization tool - pedagogical tool with added value to strengthen working methods

Competitive advantage

The competitive advantage of this application is the help provided to teachers in the organization and management of their classes and administrative tasks. They can focus on the teaching itself by having a PDA at their disposal to facilitate their work.

- Follow up your child's attendance in the class.
- Follow up your child's activities.
- Follow up your child's gradebook.
- Follow up your child's behavior in the class.
- Keep in touch with your child's teachers.

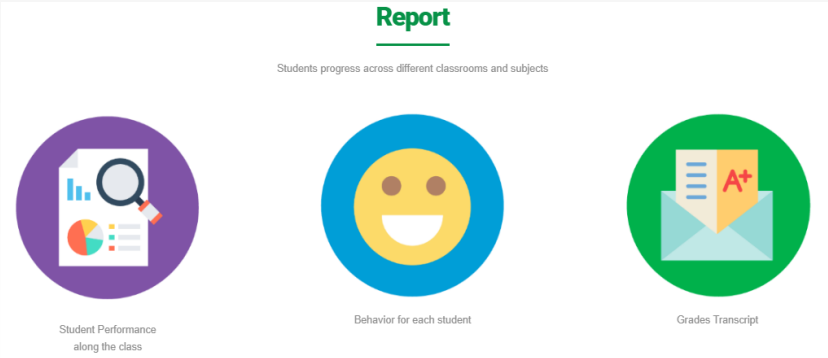
Link http://teacherkit.net/

TeacherKit

A polyvalent tool for teachers : communication, management, attendance, reports...

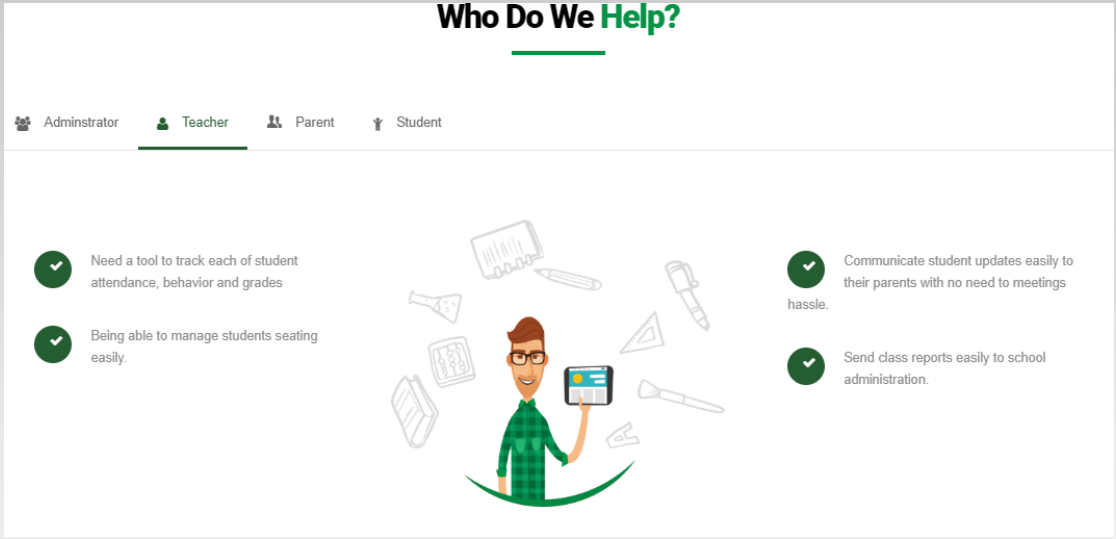
Advantages

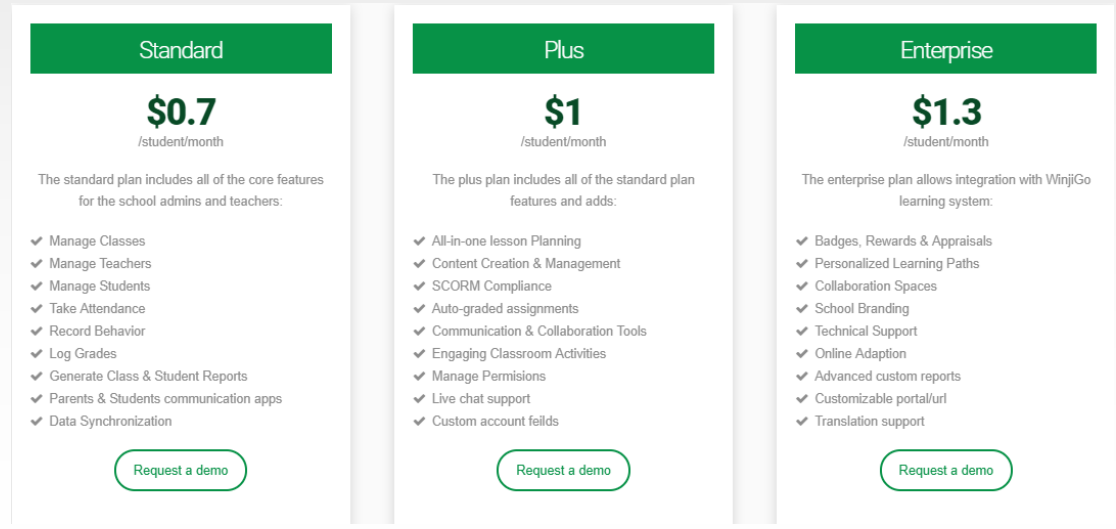
- The application is diverse and adaptable for parents, students and schools: TeacherKit Schools, Parents and Students
- Facilitate Teacher's every day class needs.
- Teachers can use Teacherkit as a tool for taking attendance, adding behaviors notes, or recording a gradebook
- Reducing Teacher – Parents meeting hassle and keep parents always informed with their child progress.
- Keep always students aware about their performance to improve their growth through the learning process.
- TeacherKit is time-saving because it helps making classroom management and reporting less onerous and time-consuming.
- For management, it facilitates teachers tasks with a tailored made classes organization on the platform, class performance reports based on fulfilled data, ability to work offline, multiple-platforms for Web, iOS and Android, seating chart and communication with students and parents.
- Managing all of the school classrooms and ability to export powerful gradebooks and reports for each student and each teacher as well.



Stage of development

The App is accessible worldwide thanks to multiple access: iPad, iPhone and iPod Touch, Android Phones only, Tablets and PCs only. Over 1 million teachers are using Tearcherkit.





TeacherKit

A polyvalent tool for teachers : communication, management, attendance, reports...

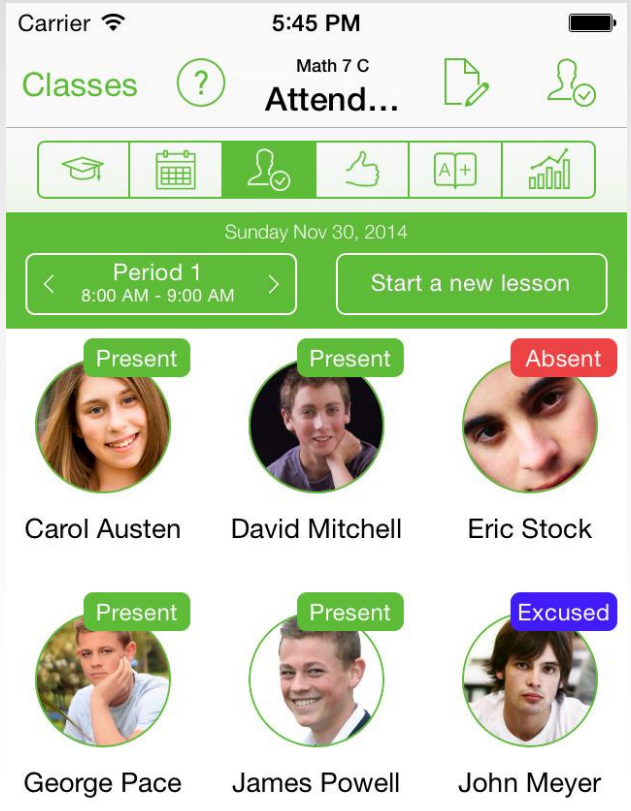
Analysis of the interests of this offer

TeacherKit is a personal organizer for teachers. It enables teachers to organize classes, and students. Its simple and intuitive interface enables teachers to track the attendance, grades and behavior of students.
The TeacherKit App helps for teachers to improve teaching conditions because it saves time from its administrative tasks. From behavior notes to attendance the app promises to provide teachers with the tools they need to keep track of their classrooms. For teachers who have multiple classes, they can add and keep track of as many classes as they want, for instance.

This application is therefore a versatile and multi-functional tool for teachers. It is a technological solution that supports the teacher's work and allows him to concentrate on his job. It frees up time for him to spend preparing his lessons, his method and pedagogy or to focus on communicating with students. Nonetheless, there is no concrete solution for carrying out tests and examinations.

However, the application is not directly addressed to students, but it supports professors in creating an easier and less stressful environment. It is also poorly adapted to the social integration of students or parents in a school community, although the application promotes digital communication and thus a social dimension. In addition, an iPad is the most suitable to use this application which can represent an additional cost. It remains that this app is a great tool, all about making the educators life easier and their teaching more efficient.







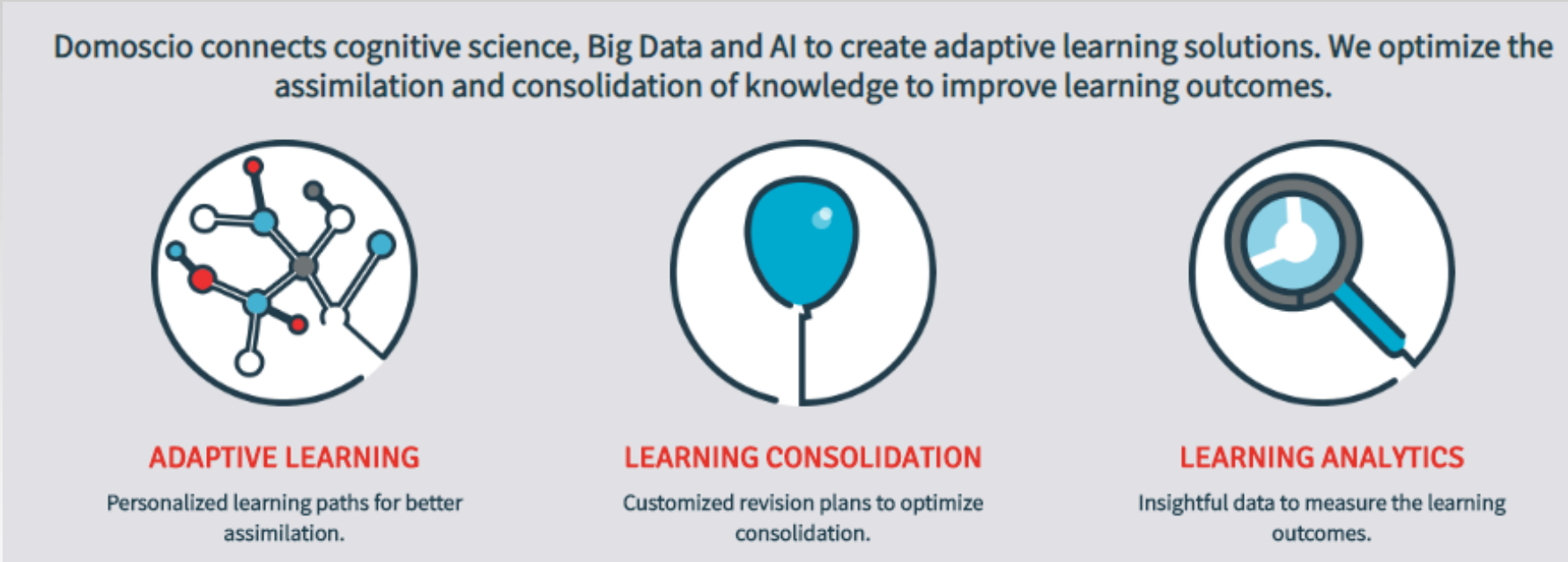
Feedbacks from experience

- PCMAG "Back to School: The top Apps for teachers"
- 2013 GESS Best Free ICT / App Product Finalist
- "Maclife": "Having a teacher's assistant can be handy, but not every school has the budget for such luxuries. But why would anyone need a TA when there's TeacherKit? This app is a teacher's Swiss Army knife, with tools for classroom organization, behavioral monitoring, and grading. The only thing it doesn't do is teach the class for you."

An adaptative learning and analytics application to support teaching

France

Domoscio aims to make a major contribution to the Edtech challenges. Domoscio connects cognitive science, Big Data and AI to create adaptive learning solutions. This Edtech optimizes the assimilation and consolidation of knowledge to improve learning outcomes. Domoscio acts as a personal assistant for more rapid learning and longer retention.
Domoscio is part of the trend towards adaptive learning and artificial intelligence in education. Learning is facilitated by exercises, activities and teaching methods tailored to each individual based on the data collected.



Stage of development

Domoscio is an Edtech startup specialized in Big Data and artificial intelligence for learning which operates in France, Spain and the UK. It was created in 2013 and now operates an international expansion like in Switzerland in 2017.
The company targets e-learning among companies but also educational institutions. This technology is intended for students and professors.
The solution is also use by companies like Abilways, Bouygues Télécom, IFCAM, International Committee of the Red Cross, La Redoute and Renault...



Competitive advantage

Seeks to facilitate learning through new technologies and to adapt to the student. This application supports students directly in their learning and thus helps the teacher in his teaching.

An adaptative learning and analytics application to support teaching

Advantages

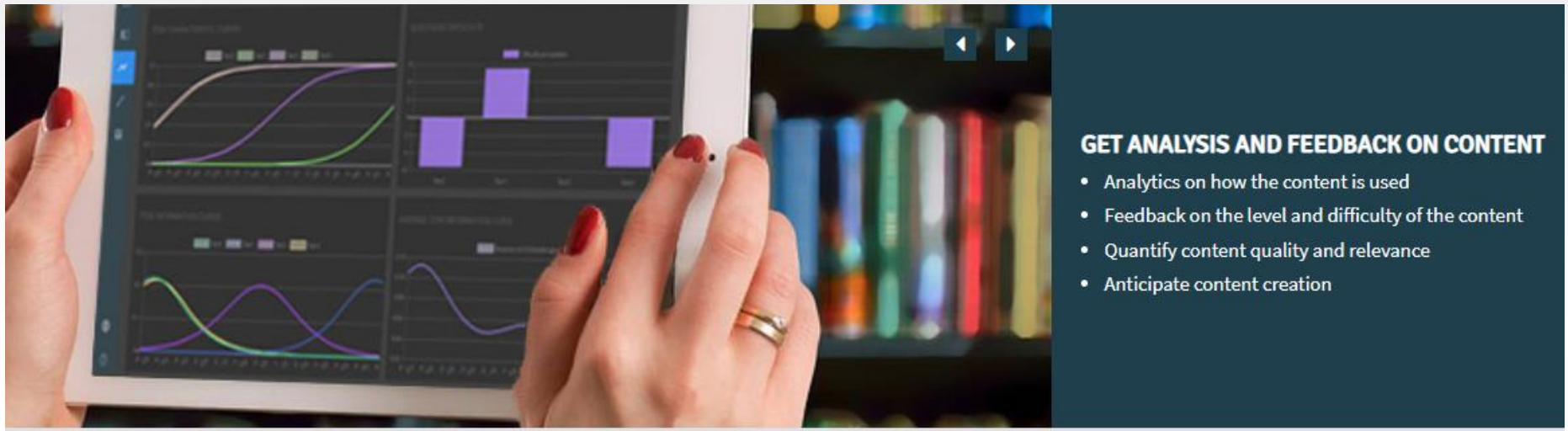
- Uses artificial intelligence for human learning, adaptive learning and knowledge consolidation
- Adapt the learning path to the individual pace
- Produce personalised learning plans based on individual capabilities
- Use different learning pedagogies for each content
- Challenge learners with tests
- Provide useful and insightful feedback
- Settle objectives and goals matching the knowledge level and skills mastery.
- Recommend methodologies that suit their aptitudes
- Monitor and follow up on progress
- Predict "outliers" or predetermined triggers to alert the different users and manage their learning process.
- Mine data and display insightful dashboards to help the different users to better drive efficiency.
- Anticipates learners' difficulties and adjusts his courses,
- Innovates with pedagogical materials and tools.

Feedback from experience

Rewarded as one of the seven most innovative startups in Education and Training in Europe, Domoscio is ready for international challenges. Very high number of professional companies use it as well.

- 37,1% of resources are spared
- 68% of people returned to the platform to practice the recommended exercises suggested by the adaptive learning solution
- 79,3% of the whole training program was remembered after a period of 3 months by those using the adaptive platform, versus only 28,1% of those not using the platform.

Link https://domoscio.com/accueil/



domoscio

An adaptative learning and analytics application to support teaching

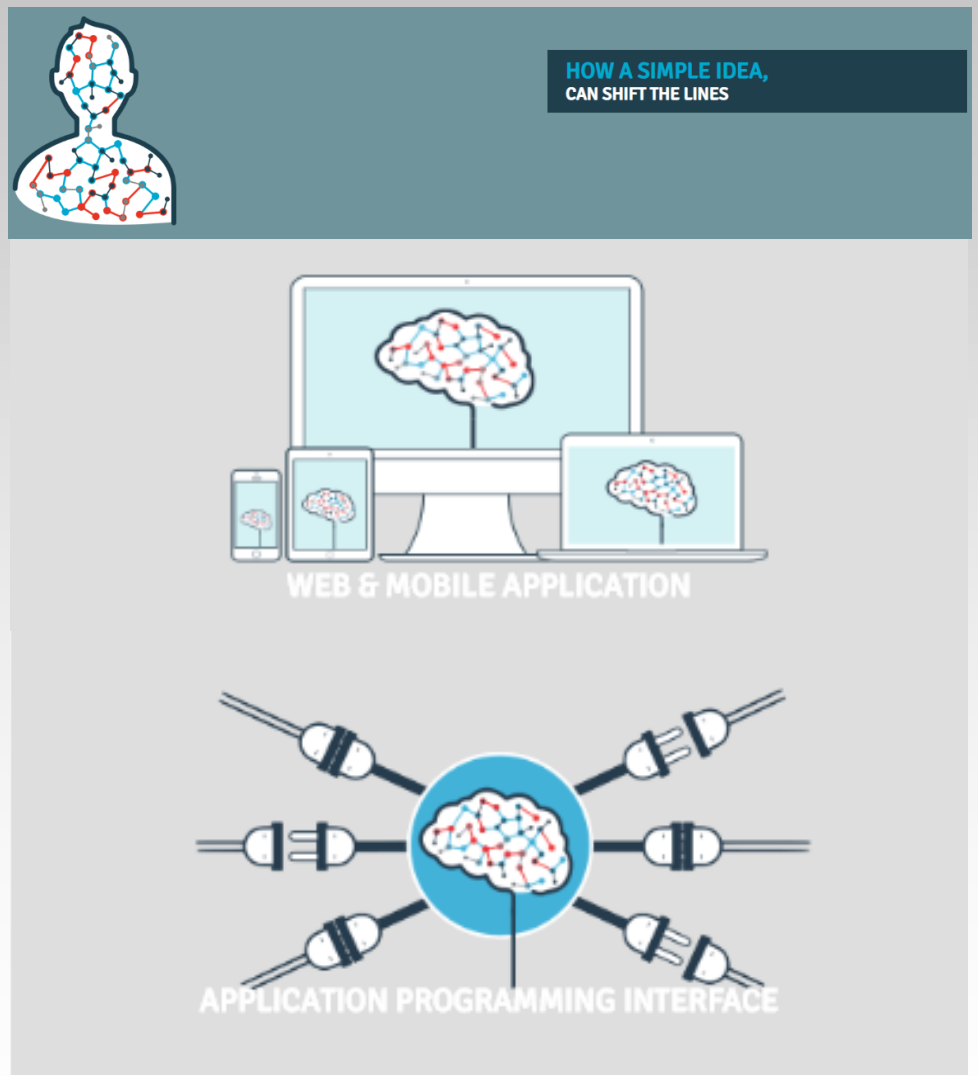
Analysis of the interests of this offer

This application is based on artificial intelligence technologies and the ability to adapt teaching to an individual in a personalized way. It individualizes the learning path, improves the commitment and effectiveness of face-to-face, digital and mixed training. It recommends a route adapted to the user's pace, skills, objectives and preferences. She suggests peers to work with, based on their learning compatibility, to promote mutual support.

This application therefore sublimates the teacher's parallel teaching by offering information for different pedagogical methods. This technology makes it possible to deliver an analysis of a student's way of understanding. It thus provides added value because the teacher can take it into account to adapt his teaching and make it more effective. In addition, it facilitates teaching directly to the student.

This solution modernizes teaching and improves the learning and pedagogical methods of teachers who can use it as a tool in their profession. Domoscio strengthens students' results for their own satisfaction and for the reputation of educational institutions, which are thus more successful.

This application is a major technological advantage for easier learning. However, this Edtech does not reinforce the social and playful aspect of the school environment.



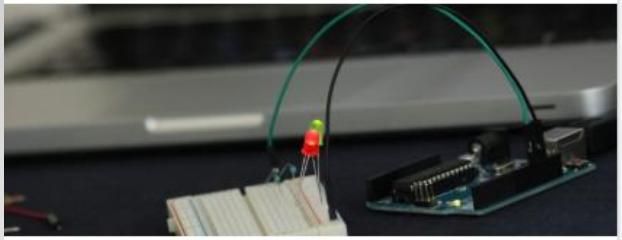
MENTOR MIND

India

Professionalizing technology: internship, mentorship and experience

MentorMind is an Indian online platform where students & young professionals can access and work on real-time work situations in the form of "Mentornship". A "Mentornship" is a mentored-internship, where you work on real-time projects, from real companies in a field of your choosing, under the guidance of an expert mentor. These "Mentornships" are procured in collaboration with organisations from various industrial & functional backgrounds. A simple user interface coupled with game concepts facilitates an engaging experience.

Electronics Engineering



Design a wireless power transfer solution to glow an LED

Design a wireless power transfer solution to glow an LED using principles of wireless power transfer.

Avantar Technologies Private Limited

Go to Menternship

Graphic Design



Design a Logo and a Full Page Ad for a Clean Energy Drink

Refresh, a clean energy drink is looking for a very creative logo and full page ad in the newspaper to promote their drink to health conscious customers.

FIRST SHOW

Go to Menternship

Computer Science



Design a Web Tracker that records all http/s requests and Cookies from a Web Browser

Build a proxy recorder, using Java and Socket Programming, that records all of he http/s requests, stored cookies in a text or http archive file (.har) file format.

FRUGALTESTING

Go to Menternship

Advantages

- Improve the practicality of undergraduate education in India & other emerging economies.
- Create an environment of individuals with increased career purpose & skill through co-designed micro-experiences along with the industry.
- Provide holistic, diverse & multi-dimensional virtual work experiences to students with multiple professional aspirations.
- Gain Real-time work experience, online.
- Multiple job functions from multiple industries.
- Learn from experienced mentors through guided videos & personalised interaction.
- Certifications from partner companies, adding to one's professional profile.

Type

Technological and social offer promoting professional integration. It provides work experience and a better understanding of what is expected in the job market.

Feedback from experience

No information for the moment

Price

No information for the moment

MENTOR MIND

Professionalizing technology: internship, mentorship and experience

Digital Marketing

Create a Brand Identity and Kit for The Thick Shake Factory

The Thick Shake Factory is planning on opening stand-alone stores (seating 20 each) in select areas of Hyderabad. The Menternship is to create a Brand Identity and Brand Kit for the stand-alone stores with 2 different mockups for the same.

Start Menternship | Share Menternship

Certified by



Competitive advantage

Mentormind brings a technological and above all social advantage.

It provides students with an understanding of the job market.
This offer allows a simple and privileged access to internship and a network of experts.

Link https://www.mentormind.in/

Analysis of the interests of this offer

Mentormind is a social initiative that allows students to access work experience through an online platform. Edtechs are also at the service of students, teachers and schools to make a direct and concrete link with the professional world.

It strengthens students' knowledge and experience and promotes their professional integration with the knowledge of experts from diverse backgrounds. They can identify trends in an occupation and based on market needs they can see which sector they would be interested to work in.

This technological and social tool can represent a very important added value for a school which could influence students' and parents' choice.

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SWITZERLAND

EVOLUTION OF EDTECH BUSINESS MODELS

PROSPECTIVE MONITORING
June 2019



Edtech definition

Monitoring Methodology

Analysis of trends

Edtech market trends evolution

Summary of the June 2019 edition

Wooclap offers the opportunity for teachers to ask different types of questions and to collect feedback from students instantly. The app promotes student learning through their engagement and participation.

Kinems is an innovative educational platform designed to help students with multiple learning disabilities such as autism and dyspraxia to achieve their goals and skills. The platform develops personalized learning games using the Kinect virtual reality system for Microsoft's console Xbox360.

BCDiploma is a Web application based on blockchain technology allowing schools and academic institutions to certify the diplomas they issue.

Play2speak offers a solution to learn English in an immersive and fun environment. Using virtual reality and artificial intelligence, the start-up offers a scenario in which students are able to converse in English with virtual characters.

Claned is an online and mobile learning tool, which creates a learning space for each learner. Within that space they study, collaborate and find material matching their individual need. Claned applies artificial intelligence and learning research, revealing what factors impact individual learning.

EXAMPLE OF PROSPECTIVE MONITORING



DEFINITION OF EDTECHS :

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital training instead of physically attending classrooms. The "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including the possibility of offering a complete course. There are also educational robots that accompany young people in their learning by capturing their attention.

EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies to facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

DISCOVER MONITORING METHODOLOGY

DEFINITION OF PROSPECTIVE MONITORING



OVERVIEW

Prospective monitoring consists of implementing a systematic monitoring process of the environment in order to identify weak and mature signals which are indicators of change. It is a question of collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

METHODOLOGY

An effective method is to conduct products and service developments monitoring.

The below steps were taken to carry out the monitoring and illustrate the results:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech
- Identification and understanding of the commercial and technological benefits of these technologies
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

OBJECTIVES

A company or an educational institution which wants to be sustainably competitive must constantly be aware of changes in its market in order to limit risks or benefit from these changes.

- Monitor competitive products and service developments
- Identify and distinguish innovative trends and strategies over the long term
- Analyse, critique and compare this information with the existing strategy of the reference organisation
- Evaluate competition and their business strategies through their innovations
- Carry out a self-evaluation and develop a strategy
- Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS

Edtech Trends Analysis



More and more schools are using innovative technologies to **improve their performance**. Edtechs' technologies bring **new ways of teaching and experiencing school** for both students and parents as well as for **teachers**. All of these technologies share a common denominator : **increase student participation to help teaching and learning.** The aim is to transform a student's possible passive attitude in their studies into an active one. That is why **Wooclap**, a digital platform, offers the opportunity for teachers to ask different types of questions and instantly collect feedback from students during classes.

In particular, there are two main ways that Edtechs' technologies to boost student participation in learning:

- **Gamification** consists in using the **mechanisms of the game** in a **learning logic**. While having fun, the student remains focused, motivated and mobilized in his learning. For example, **Play2speak** teaches English by allowing students to exchange with virtual characters in a defined scenario by using virtual reality and artificial intelligence .
- **Personalization of the content** also encourages engagement. Students have different levels and needs. Adapting the content to each student helps to **maintain a constant and lasting commitment**. As such, **Kinems** developed **personalized learning games** using the **Kinect** virtual reality system for Microsoft's console Xbox360. The aim is to help students with **different learning disabilities** achieve goals and skills. **Claned**, a cloud-based platform, also allows content customization by improving the students' learning according to their ways of understanding.

Fear of making mistakes is one of the **main obstacles** to student engagement. Through **gamification and personalization** of content, Edtechs' technologies are able to **limit this phenomenon**.

Moreover, adopting Edtechs reinforces the school's "innovative" image by offering this type of technology. This is the adopted hypothesis by **BCDiploma**. It is a Web application based on **Blockchain technology** which allows schools and academic institutions to **certify the diplomas** they issue.

DISCOVER EDTECH MARKET TRENDS

2019-2020 EDTECH MARKET TRENDS EVOLUTION

Strong economic growth in the market characterized by Sino-American hegemony

World market value of Edtechs:
USD 8.3 billions in 2018
USD 4.7 billions in 2017
USD 3.5 billions in 2016

Chinese investments x4 between 2016 and 2018
French investments x4 between 2017 and 2018: USD 246 million

Chinese 2020 target : USD 30 billion

Higher education and K12 (cycle and college) represent the majority of Edtech investments followed by training.

2018 distribution of the global Edtechs market:

55%
China

23%
USA

10 %
Europe

Uncertainty over **tensions between the U.S. and China** could undermine global merger and acquisition deals in the Edtech market.

China's data privacy and surveillance policies have raised questions over foreign users data protection.

Teachers' key demands for Edtech technologies in 2019

1

Help teachers meet learning objectives
The technology must support the main goal that is to get students to meet standard objectives. Technologies have to improve learning and teaching methods to support students.

2

Facilitate instruction by diversifying the learning process, experience and increasing engagement
Technologies bring diversification of the teaching. They assist teachers in reaching reluctant learners and enhance lessons with ludic and diverse learning processes, for example.

3

Duration of implementation and time-saving
Teachers do not have time on their working hours to test and implement the use of new technological tool. They generally have to do it on their «free time». These technologies must be user friendly, easy to install and explain to students.

4

Free to use for teachers
Teachers spend an average of USD 479 a year of their own money to support their instruction. Most of the edtech need therefore to be free even if there are limited usage, advertising or in-app purchases. The edtech solutions can also be paid by schools.

Major technological trends in 2019

An immersive learning environment

Technologies that promote immersion and strong experimentation, and thus better student engagement, are preferred. **Augmented Reality and Virtual Reality** help students to experience 360 immersive environments and engage in real-world exploration.

Gamification

Learning through play and fun is an ever-increasing trend among Edtechs. Its integration into classrooms by teachers is simple and generally inexpensive. This trend is producing rapid effects with greater commitment and participation, as well as improved pedagogical resources.

Artificial Intelligence (AI) and automation

AI is increasingly present in the education sector. It promotes student learning but also facilitates the processing of teachers' administrative tasks, corrections etc. It provides statistical reports and **improves classroom and school management** in general.

Creativity

The technologies that help students learn to **think outside the box, work collaboratively** and empower their innovative skills are essential. Technologies support students by strengthening their ability to adapt to tomorrow's job market.

Offline Solutions

The Edtech market also focuses on the creation of offline apps, platforms and other services. Making these solutions accessible is a priority while **most of the world's population still does not have convenient access to the Internet** in 2019.

DISCOVER ADDITIONAL EDTECH TREND

EDTECH TRENDS



Collaborative course learning platform and soft skills

Online platforms allow information to be transmitted and facilitate access and learning processes.

- The accessibility of knowledge is the main advantage of these technologies for teaching across different media. They enable remote learning at the appropriate time for the individual.
- These platforms foster collaborative relationships between teachers and students. They facilitate group activities and communication.
- They enable the monitoring of the evolution of learning and the implementation of pedagogical procedures.

Edmodo TOP HAT TeacherKit wooclap elever APPSCHO rymm education



Artificial Intelligence and adaptative learning

Artificial intelligence (AI) in Edtech facilitates learning which is personalized. Edtechs learn themselves how to teach students better.

- AI helps to understand the individual's reasoning, to take into account his/her knowledge and the best ways for him/her to learn.
- This technology facilitates understanding by using the most appropriate techniques at the right moment.
- Teachers can use the analysis made by these tools to better understand students and their processes.

domoscio CLANED memrise elever

EDTECH TRENDS



Experiential learning platform

Edtechs link internship offers with teachers and students.

- These services provide a better understanding of the labor market and its opportunities.
- Students receive hands-on training with mentoring from experts.
- Companies can discover new talents whereas students can discover the job market.

MENTOR MIND
STAY AHEAD.

Edmodo



Language learning

Language learning is easier and faster.

- Edtechs measure the individual's pace of learning and calculate the appropriate timing of teaching and adapt course content based on knowledge.
- These technologies are permanently accessible and enable more effective learning processes.

memrise



Life at school in community

Edtechs promote the school community and the smooth running and functioning of the school.

- These technologies promote communication between teachers, students and parents.
- They facilitate administrative procedures such as tracking school records or absences, for example.
- They highlight new pedagogical techniques to support students, for example, with awards.



NEWSCHOOL

rymm education

APPSCHO

Edmodo

EDTECHS TRENDS

Game-based learning

Edtechs use games to facilitate learning. These are fun and educational technological tools which are used to attract the attention of students of all ages.

- These technologies make it possible to reinvent learning methods using neuroscience.
- They value collective interaction and intelligence as well as group experience and creativity.



memrise

Smart Hands-On
Gamified Learning

work and play

Quizizz

eleven

PLAY2SPEAK

Kinems
LEARNING GAMES

Tools for evaluation, creation of exams, correction and follow-up of copies with an anti-cheat system

These Edtechs provide access to a secure platform in order to set up an evaluation procedure.

- They allow the creation of exams (MCQ, gap text, essay, graphs...) in all subjects, and the correction of these exams.
- These platforms facilitate the monitoring of student results and the visualization of changes in grades per student and per class.
- These technologies are secure and prevent any cheating.

TOP HAT

testwe

Quizizz

BCDiploma

wooclap

Make your class fun and interactive

Wooclap is a digital platform that makes classes and courses more effective and fun. The app promotes student learning through their engagement and participation. The start-up offers the opportunity for the teacher to ask different types of questions and to collect feedback from students instantly. Rather than fighting smartphones, Wooclap turns them into a learning and collaborative tools.

Type

Collaborative course learning platform and soft skills.

Competitive advantage

The competitive advantage of this application is that it stimulates students interaction and engagement while measuring real-time understanding.

Price

Wooclap is based on a freemium model. Different subscriptions are offered depending on how it will be used.

Feedback from experience

Wooclap is a very successful company, as evidenced by the many awards it has received (Microsoft Innovation Center Award…) and the number of teachers using its solution.

Stage of development

Wooclap was founded in 2015. The start-up has raised EUR 1.5 million in January 2019 to fund its international development.



wooclap

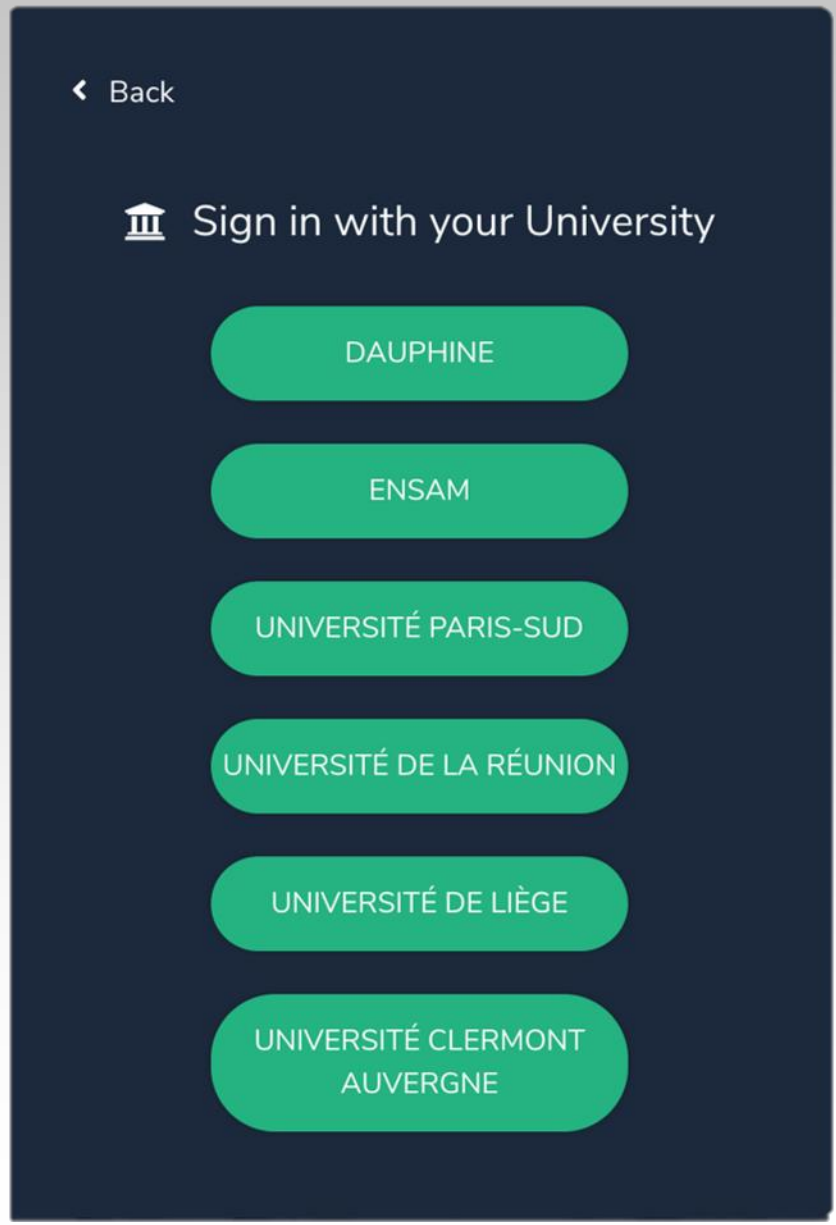
Make your class fun and interactive

Advantages

- The platform offers 20 ways to interact (multiple choice questions, word clouds, polls, open questions ...).
- It facilitates participation by enabling students to answer questions directly via the web (smartphone, tablet or computer) by connecting to a single URL or via SMS.
- Students can express themselves in real time during the presentation on a "message wall".
- Participants can answer anonymously or by identifying themselves.
- Ability to interact before, during and after class. Students can answer questions from home, before and after class.
- A database of 10,000 questions is available to help teachers build their presentation.
- Presentations are easily shared to other teachers, which encourages interaction from the teaching staff.
- The distribution of the questions and answers is possible. Teachers can download a report of the session.
- Wooclap allows the integration of other tools such as PowerPoint, Google Slides, Moodle, Blackboard, Canvas ...).

Number of users

The platform is used by more than 100'000 teachers and trainers in more than 100 countries in six languages. Wooclap also offers its solution for companies to make training, events and presentations more interactive.

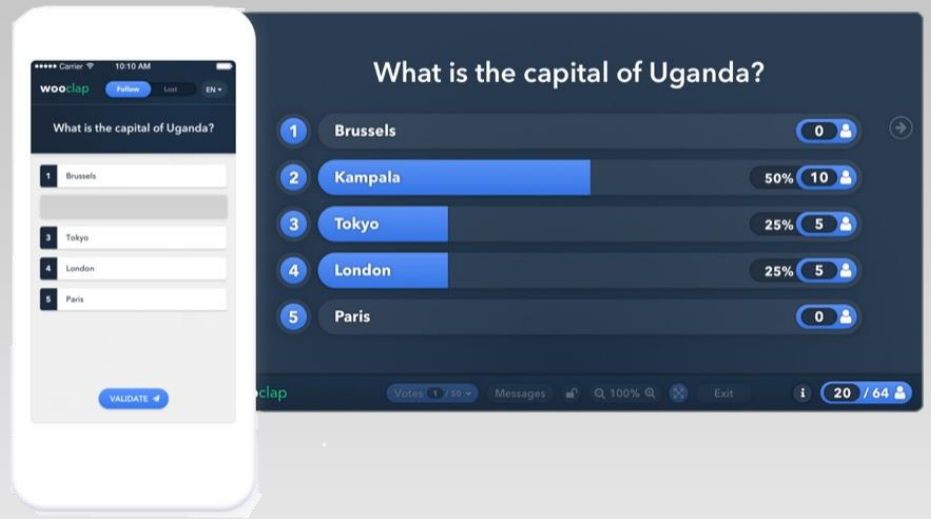


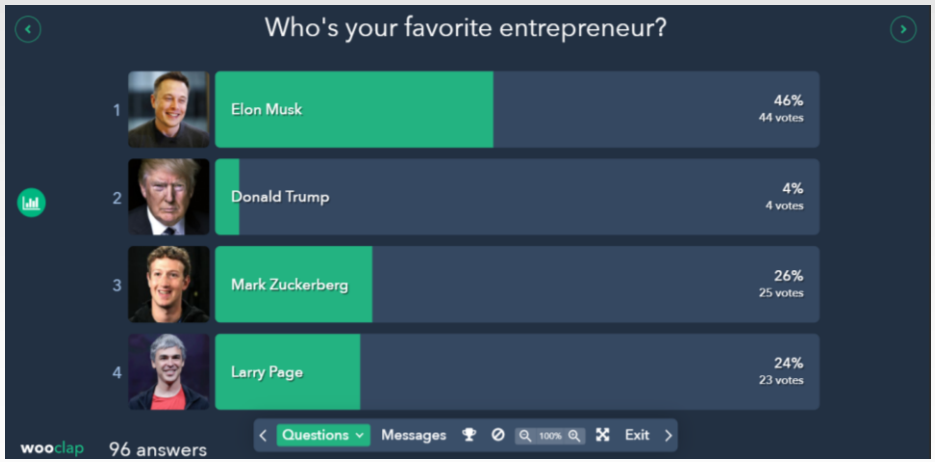
Make your class fun and interactive with Wooclap

Analysis of the interests

First of all, Wooclap promotes a continuous engagement of students through the many interactions available.
Students answer the teacher's questions via the Web or via SMS. The teacher can measure in real time the understanding of the concepts taught. Depending on the answers to a given question, the teacher can re-explain a notion that would have been misunderstood by his class for example.
The possibility of integrating many services (PowerPoint, PDF ...) offers a certain added value by not limiting the teacher in the choice of their resources.
The ability to download presentation reports with questions and answers gives the opportunity to the teacher to conduct post-course analysis and adapt the content of the following classes based on the results.
The platform does not have the sole purpose of fostering interaction during class but also promoting distance learning. Teachers can use this platform for sharing homework or exams.
The full version of the app is free for secondary and primary teachers.

The service offered by Wooclap energizes courses, measures student understanding, stimulates student participation and motivation, and enhances learning and collaboration.
Some limitations need to be specified: a large number of participants require a powerful Wifi. In addition, the platform was essentially designed to answer the needs of graduate students than any other level.
Using the platform too frequently during elementary or high school could curb students' learning about speaking in public.



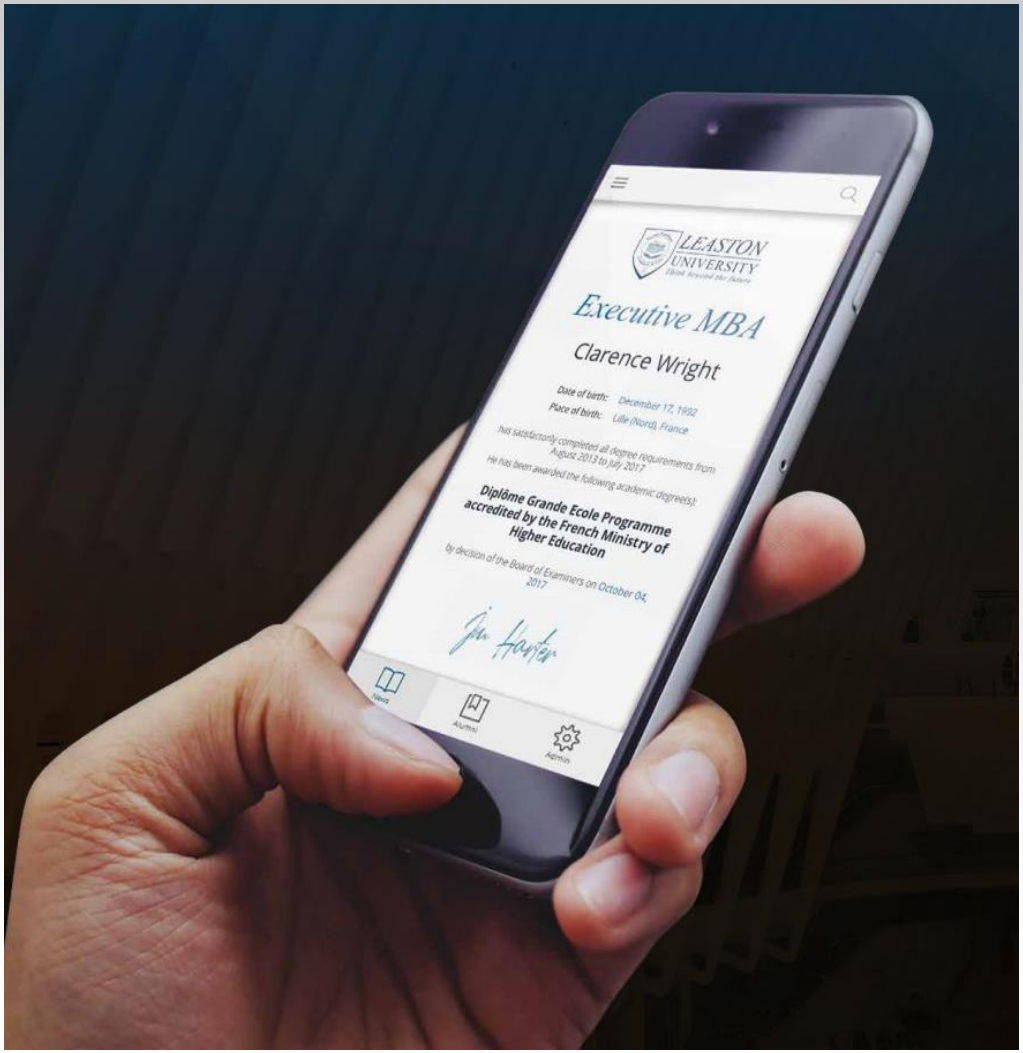


Link https://www.wooclap.com/

BCDiploma

Digitalize and secure your diplomas

BCDiploma is a Web application based on Blockchain technology allowing schools and academic institutions to certify the diplomas they issue, by providing their students with a URL link to access and store them durably.



Competitive advantage

In a context of widespread resume fraud, where employers are increasingly checking candidates' backgrounds, the BCDiploma solution allows schools to facilitate and automate verification of diplomas' authenticity.

Type

Tools for evaluation, creation of exams, correction and follow-up of copies with an anti-cheat system.

How does it work ?

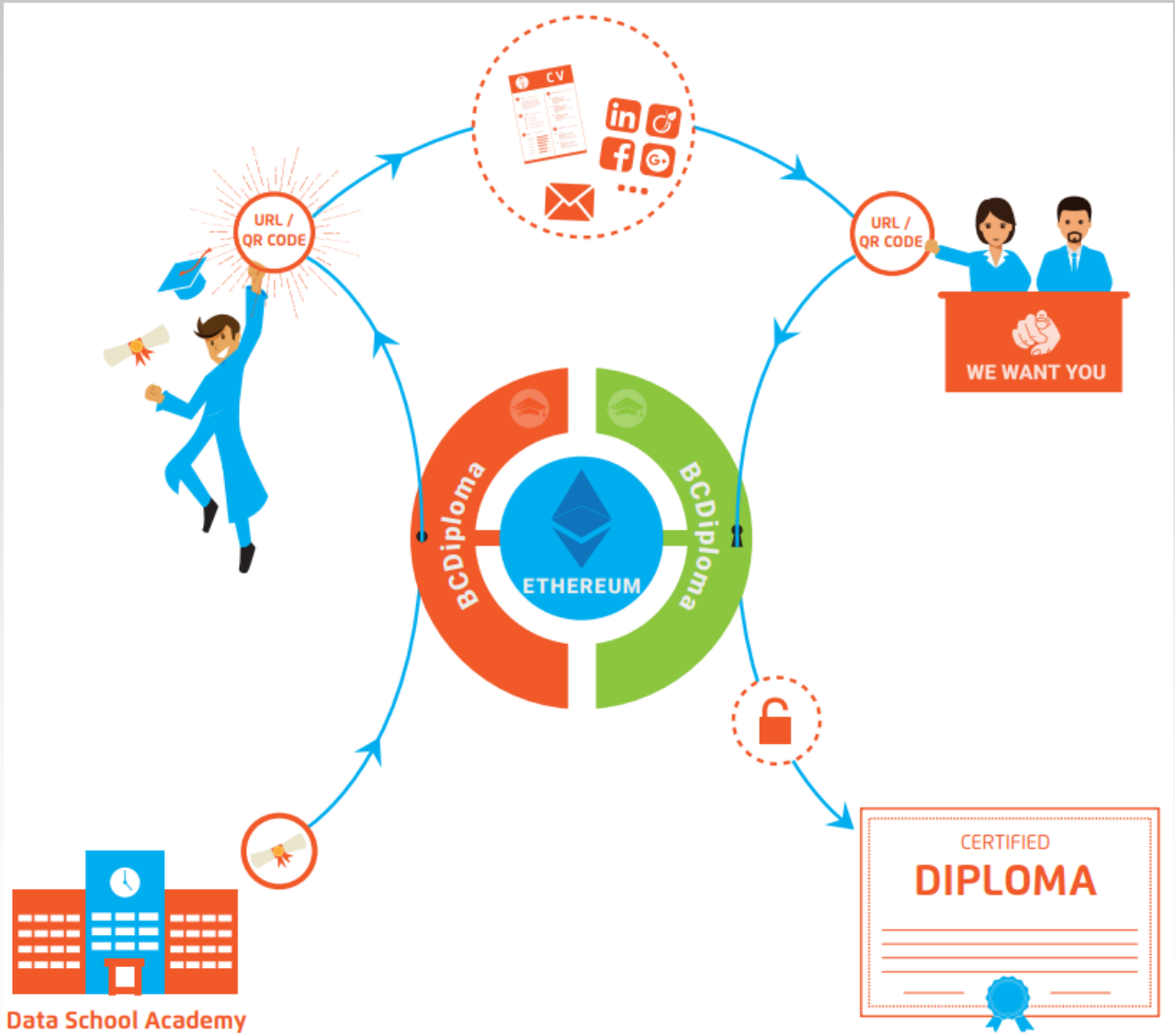
- The educational institution issuing the diploma is certified.
- The institution completes the diploma data (name, date of birth, specialty, mentions ...) on the blockchain through the BCDiploma application.
- A unique URL gives access to the assigned diploma.
- The student can then share the URL securely with any third party.

Advantages

- BCDiploma guarantees the identity of the issuing school.
- The BCDiploma encryption algorithm associated with data storage on the Ethereum blockchain guarantees a tamper-proof diploma.
- Possibility of defining the graphic charter of diplomas.
- Issuance of diplomas (import of an Excel file into the BCDiploma application which will fulfill the diplomas).
- Each graduate has a URL link allowing him to access his diploma for life and share it with any third parties.
- Efficient storage solution: no more requests from former students or potential employers to certify the degree.
- Solution in accordance with the EU General Data Protection Regulation. "Right to be forgotten" is easy to set up.

BCDiploma

Digitalize and secure your diplomas



Stage of development

Founded in 2017, BCDiploma assists 25 institutions in 20 countries on 4 continents. The start-up raised EUR 1.2 million in May 2019 with the aim to fund the deployment of the solution in the 10 most prestigious schools of each continent this year.

Feedback from experience

BCDiploma is a very successful company, as evidenced by its number of customers (25 clients in 10 countries; the first operational version of the solution has been launched in September 2018) and their presence within Microsoft for Start-up Program.

Price

Unit cost: Institutions pay a set amount for each degree registration.

1. The school registers the diplomas on the blockchain through a user-friendly web application.
2. Each student receives a URL link / QR code, which he/she can share on his/her CV, job boards, social networks, etc.
3. The recruiter uses this URL link / QR code to verify the authenticity of the diploma.

✓ He can hire the candidate!

BCDiploma

Digitalize and secure your diplomas

Analysis of the interests

BCDiploma is an application based on blockchain technology that certifies diplomas issued by a school, and provides students with a URL to access and durably store diplomas.

In the context of widespread resume fraud, the BCDiploma solution, through its encryption algorithm and the Ethereum blockchain, ensures the security and reliability of the diplomas issued.

The application seems relatively intuitive. Diplomnas are automatically filled from an Excel files, which significantly saves time from processing and issuing diplomas.

Following the same logic, students can share their diplomas with employers by sharing the URL link. This removes the need to verify diplomas with schools. It limits the administrative workload and costs for educational institutions. BCDiploma could easily be profitable for schools administration. The BCDiploma application also drastically reduces storage costs for student diplomas by placing them on the blockchain.

Moreover, the use of the BCDiploma solution allows institutions to reinforce their innovative image by offering this type of digital service to their students.

Finally, BCDiploma is a "turnkey" solution to benefit from blockchain technology without having to manage the technical aspects.



Link https://www.bcdiploma.com/

PLAY2SPEAK

An imersive method to practice English

Play2speak is an immersive and fun English learning solution. Using virtual reality and artificial intelligence, students take part in a defined scenario by exchanging in English with virtual characters.

Type

Game-based learning

Competitive advantage

This solution's competitive advantage is the use of game mechanics and immersion for learning purposes. It allows, inter alia, to overcome the phenomenon of Foreign Language Anxiety.

Stage of development

The company was founded in 2017. The first scenario was commercialized in December 2018. The start-up is currently in the development stage. Play2speak raised EUR 50'000 on April 09, 2019 through a crowdfunding campaign to fund the development of the game (new experiences, interactions...). The adaptation of the game to new virtual reality helmets (much cheaper in terms of price) is also an axis of development.



Link http://play2speak.com/

PLAY2SPEAK

An imersive method to practice English

Advantages

- Play2speak promotes the practice of English (comprehension, speaking, vocabulary) by immersing students in a scenario of a playful world thanks to virtual reality and artificial intelligence.
- Users improve their pronunciation skills by exchanging with virtual characters (all native speakers).
- Virtual reality makes it possible to overcome the Foreign Language Anxiety while promoting student engagement through the gamification process.
- Learning vocabulary and phrases in a given context facilitates memorization.
- The start-up is consulting Cambridge Assessment English to improve the learning experience within the proposed scenario.
- A regular feedback is provided on the participants' progress. At the end of the scenario, grades are given to qualify the participant's ability to speak, read and listen.
- The price of the scenario is relatively affordable (CHF 6) contrary to the purchase of a virtual reality kit. Compatible headsets range from USD 500 to 1000.



An imersive method to practice English

Analysis of the interests

Using virtual reality and artificial intelligence, Play2speak offers a scenario in which students can exchange in English with virtual characters.
The start-up seeks to counter a well-known effect in learning a foreign language : the fear of being judged.

People learning a new language and speaking to a native speaker are sometime prone to feeling embarassed. The use of virtual reality makes it possible to overcome this fear. The student is alone in his interaction with the virtual character.

In addition, the game mechanisms for learning purposes make it possible to strenghten commitment on the part of the child and facilitate learning of the vocabulary and pronunciation.

However, there are a few limitations: firstly, the start-up currently offers only one scenario and can lead to a decrease in student engagement. In addition, although the price of the solution is relatively modest, acquiring a virtual reality traditionnal kit can be expensive for a school.

The founders of Play2speak have taken into account this obstacle in the development of their product and are working to adapt the scenario to virtual reality standalone headsets that are more economically accessible.

In addition, it seems difficult for a school to acquire a virtual reality headset for each student. Therefore, the use of the solution Play2speak would be in group (experience of the student would be broadcast on a television) which could reintroduce the fear to be judged.

Link http://play2speak.com/



Feedbacks from experience

- Most innovative startup at the 2018 SIMO Education Innovation competition (Impulso).
- Winner of the Google Entrepreneurs Startup Weekend in 2017.
- Finalists (top 15 out of 507) at the 2018 EU Startup Summit competition.
- Finalists (Top 100) at the South Summit 2018 EdTech competition – EnlightED.

Educational games for special education

Kinems is an innovative educational platform designed to help students with multiple learning disabilities such as autism, dyspraxia and attention deficit hyperactivity disorder (ADHD) achieve goals and skills. The platform develops personalized learning games using the Kinect virtual reality system for Microsoft's console Xbox360. The games help children improve executive functions (motor planning, concentration, memory, time management...) as well as cognitive skills (maths, linguistic development, pre-writing skills).





Advantages

- Kinems integrates in the mechanics of the games the gestures prescribed by the therapists.
- Children can naturally interact with learning games through hand and body gestures.
- Gamification reinforces the commitment and involvement of the student.
- Possibility to customize the games (level of difficulty, content ...).
- Ability to monitor cognitive and motor skills progress and report them.
- Easy to use: (Microsoft Kinect Camera and Kinams Software).

Competitive advantage

The competitive advantage of the solution is the fact that the games have been designed with therapists and are medical protocol-based.

Type Game-based Learning.

Feedback from experience

Several scientific studies using different methodologies showed that Kinems has a positive impact on children's academic performance and their cognitive, motor, and academic skills.

Educational games for special education

Analysis of the interests of this offer

Kinems developed a game-based platform that uses Kinect technology to offer children with learning disabilities and developmental disorders the possibility to develop different skills.

The major interest of this platform is that the games have been designed in conjunction with educators and therapists. The games are customizable to the needs of the child.

Gamification allows the child to engage in his learning by reinforcing his attention, concentration and motivation.

In addition, a comprehensive monitoring and reporting system tracks the child's progress in motor skills and academic skills.
The hardware needed to use Kinems is relatively affordable (about USD 170).
However, the games are designed for kindergarten until the end of primary school.



Link https://www.kinems.com/

CLANED

Artificial Intelligence at the service of the student's personalized learning

Claned is an online and mobile learning tool, which creates a learning space for each learner. Within that space they study, collaborate and find material matching their individual need. Claned applies artificial intelligence and learning research, revealing what factors impact individual learning. Teachers are then able to offer a personalized learning path for each student.

Type

Technological offer that allows above all facilitated and personalized learning stemming from artificial intelligence. An online and collaborative platform.

Price

Free for individual users. Organizations pay a subscription fee of EUR 20-60 per user per year.

Advantages

- Solution allows students to bring together into communities based on their interests and specialties.
- The system measures and analyses learning results, allowing the teacher to follow each student's progress and intervene if necessary.
- Claned gives the students recommendations for suitable study material and alternative learning paths.
- Teachers can create tailor-made classes for each student.
- Platform is very intuitive and easy to use.
- Social interruptions are an integral part of educational material and not a mere option.



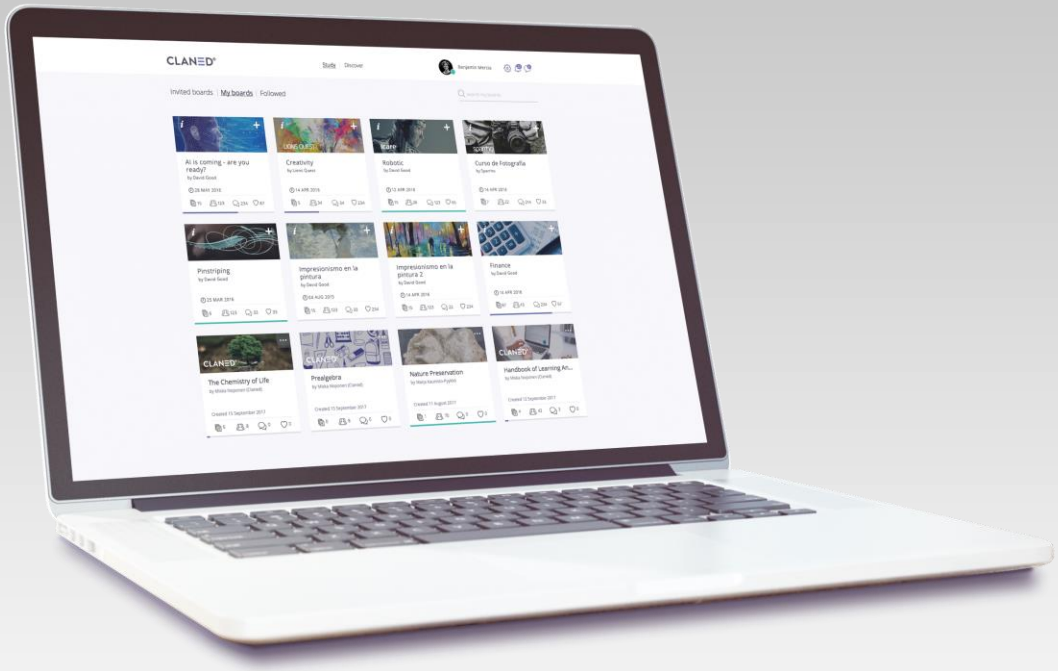
Competitive advantage

The competitive advantage of the plarform is that Claned is able to understand how learners learn. Teachers then can tailor their classes based on student needs for the most effective education.

Link https://claned.com/

CLANED

Artificial Intelligence at the service of the student's personalized learning



Analyse of the interest of this offer

Claned is designed to fulfil a wide range of learning needs for different educator and learner profiles.

It allows to create a collaborative learning area and invite peers or students to establish a learning community. It helps to improve study outcomes with its awareness of what it is necessary to learn, and how.

Claned is designed to capture data on every interaction learners make with the system. This results in a comprehensive insight that demonstrates the learners' study performance and learning orientation, but also motivation, emotion and stress levels. Claned helps learners to learn how they learn.

Claned has received many Edtech awards. This technology seems ideal for improving students' learning based on their own ways of understanding.

This offer could be an additional strategic service to modernize its image, improve the results of an educational institution and justify substantial registration fees.

Feedback from experience

GESAwards AI TRACK WINNER 2017

THE EDTECH AWARDS COOL TOOL WINNER 2018

TALENTED LEARNING LMS VENDOR AWARDS 2017

THE TECH EDVOCATE AWARDS 2017 WINNER

E-LEARNING COMPANY CLANED EdTechReview 2018 BEST OF THE YEAR

GENEVA INTELLIGENCE
STRATEGIC INFORMATION



MONTES ALTI
EDUCATIONAL FOUNDATION
SWITZERLAND

EVOLUTION OF EDTECH BUSINESS MODELS

PROSPECTIVE MONITORING
September 2019

Summary of the September 2019 edition

Edtech definition

Monitoring Methodology

Analysis of trends

Novapad is a digital tablet that mainly supports teachers in the management of their class. The tablet provides textbooks from the largest publishers, additional educational resources (videos, audio, computer graphics, documents...), and educational applications.

Equity Maps is an application to evaluate, track and map student interaction, performance and involvement in a participatory discussion or workshop. Equity Maps provides statistics regarding the participation of each student in a group.

PocketCampus creates "all-in-one applications" by centralizing different services offered by an educational institution in one place for increased visibility and accessibility. A similar solution (Appscho) was presented in the December 2018 edition.

Whaller is a platform for private and protected social networks. Users have the opportunity to create their own virtual discussion circles (family, work, association, friends) called spheres. Spheres are totally distinct and unconnected.

Unicheck is a cloud-based plagiarism detection software that finds similarities, citations and references in texts. The solution is used by individuals, academic institutions and companies.

EXAMPLE OF PROSPECTIVE MONITORING



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EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies to facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

DISCOVER MONITORING METHODOLOGY

DEFINITION OF PROSPECTIVE MONITORING



OVERVIEW

Prospective monitoring consists of implementing a systematic monitoring process of the environment in order to identify weak and mature signals which are indicators of change. It is a question of collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

METHODOLOGY

An effective method is to conduct products and service developments monitoring.

The below steps were taken to carry out the monitoring and illustrate the results:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech
- Identification and understanding of the commercial and technological benefits of these technologies
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

OBJECTIVES

A company or an educational institution which wants to be sustainably competitive must constantly be aware of changes in its market in order to limit risks or benefit from these changes.

- Monitor competitive products and service developments
- Identify and distinguish innovative trends and strategies over the long term
- Analyse, critique and compare this information with the existing strategy of the reference organisation
- Evaluate competition and their business strategies through their innovations
- Carry out a self-evaluation and develop a strategy
- Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS

Edtech Trends Analysis



More and more schools are using innovative technologies to improve their performance. Edtechs' technologies bring new ways of teaching and experiencing school for both students and parents as well as for teachers. **All of these technologies are committed to strengthening the pedagogical excellence, teaching and reputation of schools that host them.**

One way to make schools more attractive is to take into account and promote the physical and psychological well-being of students within and outside the school.

As such, the digital tablet **Novapad** fights against a **major public health issue**: **the weight of school bags**. By digitizing 100 school textbooks provided by more than 20 major publishers, the solution offers a **concrete and effective way** to fight against the **physical pathologies** involved in heavy school bags.

The application for iPad **Equity Maps** by evaluating, and mapping the interractions between students in a collaborative discussion or workshop **allows teachers to identify students with an unusual level of participation**. This tool could **help teachers identify students who have problems and unusual behaviours in classroom**.

Pocket Campus focuses its activities on "campus life" by offering schools the possibility of **centralizing in a single application all the services offered by the institution** (timetable, location of classrooms, printers, catering...). **The quality of life** on campus is a **key element in the attractiveness of higher education institutions** by contributing to the well-being of students.

Moreover, **Whaller**, a social networking platform, by offering **fully secure and customizable social networks** to schools, helps to combat **cyber harassment and cyber violence**, which can only s**trengthen the reputation of the school using this type of solution**.

In another area, the start-up **Unicheck** will contribute to **maintaining and guaranteeing the pedagogical excellence and teaching of the school by preventing and combating plagiarism**, a real challenge concerning the **sustainability, quality and credibility of scientific research which is a decisive criterion in the attractiveness of educational institutions.**

DISCOVER EDTECH TRENDS

EDTECH TRENDS



Collaborative course learning platform and soft skills

Online platforms allow information to be transmitted and facilitate access and learning processes.

- The accessibility of knowledge is the main advantage of these technologies for teaching across different media. They enable remote learning at the appropriate time for the individual.
- These platforms foster collaborative relationships between teachers and students. They facilitate group activities and communication.
- They enable the monitoring of the evolution of learning and the implementation of pedagogical procedures.

equity maps® wooclap

APPSCHO elever

TOP HAT

TeacherKit

idruide rymm education



Artificial Intelligence and adaptative learning

Artificial intelligence (AI) in Edtech facilitates learning which is personalized. Edtechs learn themselves how to teach students better.

- AI helps to understand the individual's reasoning, to take into account his/her knowledge and the best ways for him/her to learn.
- This technology facilitates understanding by using the most appropriate techniques at the right moment.
- Teachers can use the analysis made by these tools to better understand students and their processes.

domoscio

mernise

CLANED

elever

EDTECH TRENDS



Experiential learning platform

Edtechs link internship offers with teachers and students.

- These services provide a better understanding of the labor market and its opportunities.
- Students receive hands-on training with mentoring from experts.
- Companies can discover new talents whereas students can discover the job market.

Edmodo



Tools for creating, marking and evaluating exams, as well as reviewing papers with an anti-cheat system.

These Edtechs provide access to a secure platform in order to set up an evaluation procedure.

- They allow the creation of exams (MCQ, gap text, essay, graphs...) in all subjects, including tools for marking and grading
- These platforms facilitate the monitoring of student results to visualise changes in grades per student and per class. These technologies are secure and prevent any cheating.



Game-based learning

By using fun and educational tools, Edtechs are using games as a way to facilitate learning and attract the attention of students of all ages.

- These technologies make it possible to reinvent learning methods by using neuroscience.
- They value collective interaction and intelligence as well as group experience and creativity.



Language learning

Language learning is easier and faster.

- Edtechs measure the individual's pace of learning and calculate the appropriate timing of teaching and adapt course content based on knowledge.
- These technologies are permanently accessible and enable more effective learning processes.

EDTECHS TRENDS



Life at school in community

Edtechs promote the school community and the smooth running and functioning of the school.

- These technologies promote communication between teachers, students and parents.
- They facilitate administrative procedures such as tracking school records or absences, for example.
- They highlight new pedagogical techniques to support students, for example, with awards.

PocketCampus
APPSCHO
Whaller
NEWSCHOOL
rymm education



Tools or solutions to directly or indirectly improve the physical and psychological well-being of students and/or teachers.

These have a significant impact on academic performance, teaching quality, pedagogical excellence and the school's reputation.

- These technologies allow the teacher's administrative work to be reduced as much as possible so that he can concentrate on teaching and on student's well being.
- These platforms aim to guarantee the physical and psychological integrity of the students.

Whaller
UNICHECK
PocketCampus
idruide education
equity maps®

Novapad: A digital school bag for teachers and students

Monaco

Novapad is a digital tablet that mainly supports teachers in the management of their class. The tablet provides textbooks from the largest publishers, additional educational resources (videos, audio, computer graphics, documents...), and educational applications.



Type

Collaborative course learning platform and soft skills.

Competitive advantage

This solution provides on key advantage which is to allow the teacher to focus on teaching by optimizing classroom management.

Price

Three commercial offers are available depending on the number of the tablets that will be used (one tablet per student or a few tablets per class). Prices are not publically available.

Stage of development

The solution is commercialized. However, many functionalities are currently under development (controlling Internet access, transfer of homework, monitoring student progress, student assessment...).

Number of users

The solution is currently being tested in four French academies to validate and test its pedagogical relevance. Approximately 1000 users in 7 facilities are usuing 250 tablets.

Novapad: A digital schoolbag for teachers and students

Monaco

Advantages

Novapad mainly helps teachers to manage their class:

- Centralization of all educational resources, materials and applications (textbooks, educational applications, audio, video, Internet, physical documents...) within the tablet.
- Possibility to connect all the tablets in the classroom to the teacher's tablet. The centralized management of the tablets by the teacher ensures that the course is well mastered and conducted.
- The tablets can be instantly turned off to get the students' attention.
- The contents of the tablets can be projected on any support: overhead projector, television, computer, connected objects, etc.
- An application can be opened for all or some of the students.
- Physical documents can be scanned and distributed in real time: Photocopies are no longer required.
- Access to about a hundred textbooks (20 publishers). The teacher can then ensure via one tablet that all students have the material and are on the correct page.
- The tablet can be used both at school and at home.
- The teacher can prepare his lessons from any location and computer or electronic equipment. Thanks to the cloud technology, all the tablets are updated in real time.



Suitable for :

Kindergarten	★	Elementary school	★★★★
Secondary /High school	★★★	University	★

Novapad: A digital schoolbag for teachers and students

Monaco

Analysis of the interests

The use of digital tablet in a classroom can be a useful tool to streamline classroom management, increase available materials into one device, reduces paperwork, and ultimately support the teacher in actually teaching. The use of this solution can also be beneficial to the school's reputation.

Indeed, the digitalisation of textbooks (around 100 from 20 publishers) and teaching resources into one device will save teachers a lot of time. For example, a teacher could remotely open specific textbook pages on all of the students' devices.

The centralization and digitization of resources will also reduce the weight of students' school bags, a real public health issue, and will positively strengthen the image of educational institutions that take care of the physical well-being of their students.

Novapads are also timesavers when it comes to scanning documents. A document can be scanned and sent to the entire class. Photocopying is therefore no longer necessary and makes it possible to reduce printing costs while taking into account the ecological issue, which can certainly improve the image of schools.

In addition, there is no contraint to use certain resources or pre-selected applications. Teachers are free to choose the teacher material they feel is most appropriate for their class.

The use of Novapad promotes a personalized teaching experience for students by reinforcing their engagement (application open to certain students, group work, sharing tablet content on external devices such as televisions, overhead projectors, etc.). This could improve student learning and achievement and thus strengthen the school's reputation for teaching and pedagogy.

Finally, through cloud technology, teachers can work on lesson plans and materials from any location or device. Students' tablets will be automatically updated and can be used in their homes. By accompanying teachers in the management of their classes, the tablet is a pedagogical tool reinforcing their teaching. It also provides flexibility to teachers and support in their daily tasks.

Although the product was designed mainly for secondary and high schools, Novapads can be used at university, particularly for the distribution of digitized documents or presentation projections.



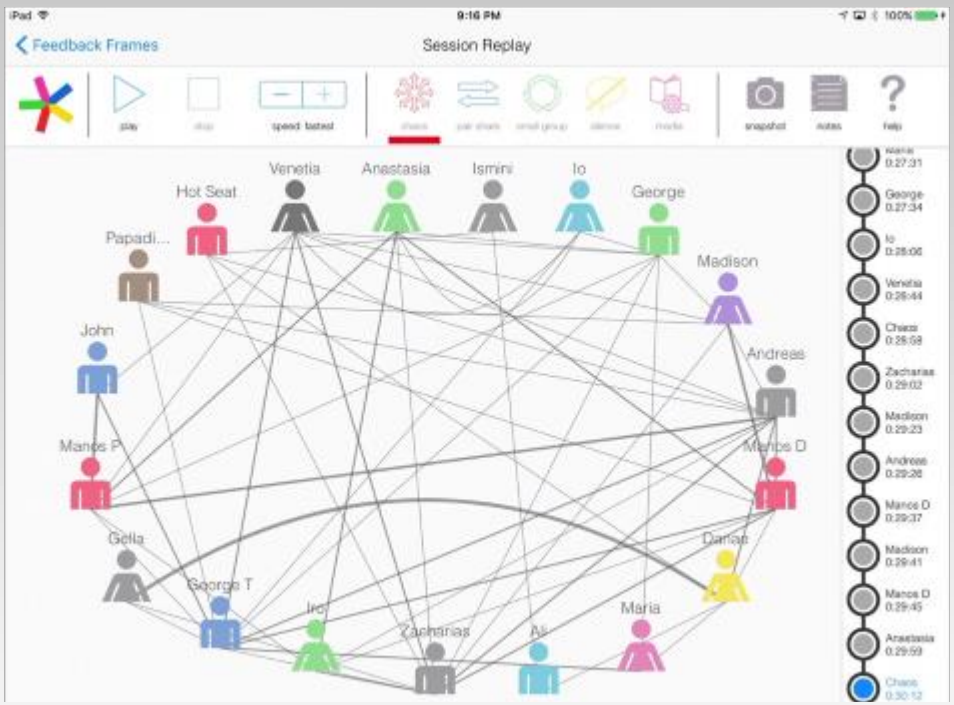
Link https://idruide.com/la-tablette/#novapad

equity maps®

Equity Maps: The graphic illustration of the level of student participation

USA

Equity Maps is an application to evaluate, track and map student interaction, performance and involvement in a participatory discussion or workshop. Equity Maps provides statistics regarding the participation of each student in a group.





Advantages

- Trace and assess students' interaction.
- Provides statistics on the contribution of each participants (speaking time, equity, silence, frequency, etc.) and on the whole group.
- Possibility for the teacher to instantly give feedback on student involvement (after the session).
- The nature of the exchanges held can be characterized.
- Up to 40 participants per group.
- Ability to view and replay the session that took place.
- Export of possible results in Excel format.

Type Collaborative course learning platform and soft skills.

Price CHF 10 for the premium version.

Competitive advantage

The main advantage of this application is to provide the teacher with a tool to accurately and objectively measure student participation in a discussion.

equity maps®

Equity Maps: The graphic illustration of the level of student participation

USA

Analysis of the interests of this offer

Equity Maps retraces student interactions during a class discussion or participatory workshop. This tool can be a valuable tool for teachers to promote greater student participation and engagement.

First of all, the application on iPad allows the teacher to characterize student participation in a neutral and objective way. The larger the group, the more difficult it is for a teacher to define which students have spoken and to what extent. Thanks to statistics, Equity Maps makes it possible to accurately quantify the speaking time and frequency of each participant and the group as a whole.

Similarly, the application promotes gender equity during discussions. The application is able to provide statistics on this subject.

By using this application, the school or teacher will strengthen the cohesion of his or her class. Indeed, no student will be put aside and the most shy individuals will be inclined to express themselves in response to the teacher's encouragement after each discussion. The tool allows the teacher to identify a student with an unusual level of participation and who could have a physical or psychological issue that needs to be attended to.

In addition, the possibility of exporting the statistics to an Excel file will allow teachers to make comparisons over time regarding the progress of their students.

Moreover, the application allows teachers to define the types of contributions issued by students. During the discussion, the teacher characterizes the student's purpose by checking off a type of reflection or remark that he has previously recorded in a template.

This is the main limitation of this tool. Substantial preparation is necessary during the debate and a further person must be present in addition to the facilitator to ensure that the interractions are properly mapped (each time a student speaks, a person must notify the application, which remains very simple to do, however).

Furthermore, it should be noted that the interractions are not mapped in real time. The information collected during a session can be used at the end of the session and in following sessions.

Equity Maps is a particularly interesting tool for scondary and high schools, which are one of the main places for learning public speaking. However, this application is still relevant for use at university during tutorials which takes place in small groups and where there are many exchanges between students.



Suitable for :

Kindergarten	★	Elementary school	★★
Secondary, high school	★★★★	University studies	★★★

Link https://equitymaps.com

PocketCampus: the digital Swiss army knife for educational institutions

Switzerland

PocketCampus creates "all-in-one applications" by centralizing different services offered by an educational institution in one place for increased visibility and accessibility. A similar solution (Appscho) was presented in the December 2018 edition.

Type

This app promotes the school's community and its proper management.

Competitive advantage

Pocket Campus centralizes in a single application all the different services offered by an educational institution (timetable, note, directories, location of classrooms...) necessary for the proper functioning of the campus.

Potential services

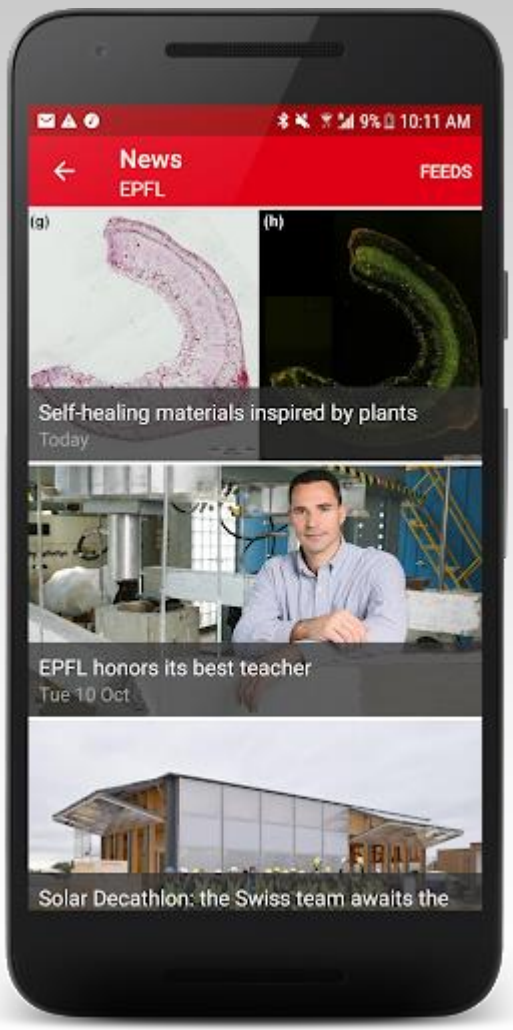
Studies :

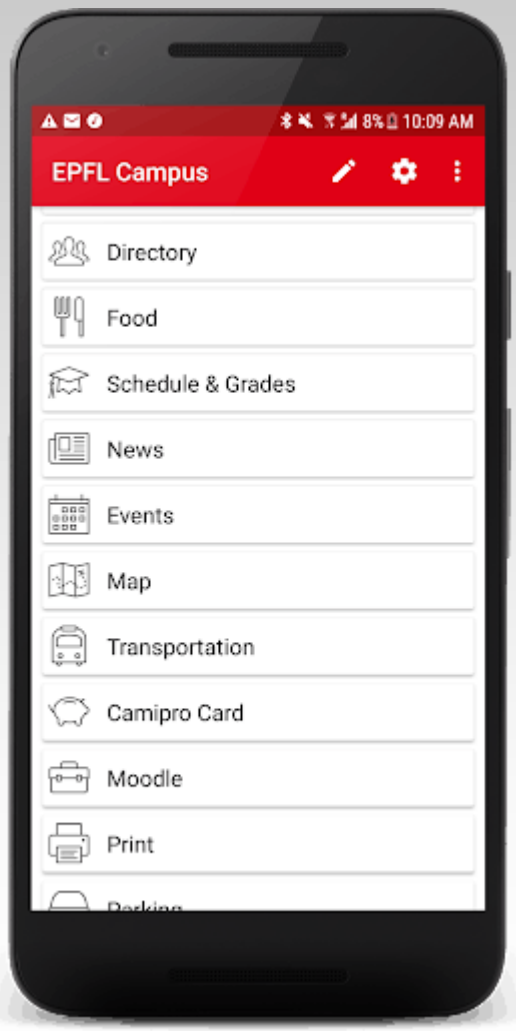
- Course material (documents, assignments, notes, forums).
- Course schedule (What, When and Where).
- Mobile printing.
- Exam results.
- Directories (contact teachers).
- Study rooms, libraries (places available).

Information about campus life:

- Restaurants, coffee shop (location).
- Campus card (Balance, Expenses, refills...).
- Plan.
- Messaging from the school institution.
- News and events.
- Useful information (Emergencies...).

All applications can be customized according to the services offered by the school.





Link https://pocketcampus.org/v2/home-en

PocketCampus

PocketCampus: the digital Swiss army knife for educational institutions

Switzerland

Suitable for :

Kindergarten	★	Elementary school	★
University studies	★★★★	Secondary and High school	★★

Advantages

- The all-in-one application is fully customizable with the institution's name, logo and colors.
- All the services offered by a school can be integrated into the application.
- An all-in-one application makes it possible to enhance the value of the services offered by a school.
- The application is very flexible in terms of authenticating users who use it and Pocket Campus adapts to the IT security system already in place.
- The costs of developing an all-in-one application are much lower (flat-rate updates) than creating an application for each new service you want.
- Credible technology partners.

Partners

polyright

Microsoft

Canon

Analysis of the interests

First of all, the centralization of various services offered enhances the school's value. A complicated multiplication of platforms can discourage students to fully take advantage of all services. Indeed, for each service, the student must connect to a different address with different passwords and login.

Campus life is as important as the quality of education provided by a school. Making life on campus as easy as possible for students will significantly enhance the attractiveness of an educational institution and, in general, its ability to attract new students and faculty members.

Registrations and inductions are streamlined and simplified, saving significant time for the institution. The application doesn't remove the actual physical welcome of new students.

Pocket campus is clearly a service for universities with a campus. Nevertheless, It could be adapt for a school that offers many services to its students and has dispersed premises.

Clients

EPFL

GRADUATE INSTITUTE GENEVA

fsrm

Nestlé

Whaller

Whaller: the 100% secure private social network

France

Whaller is a platform for private and protected social networks. Users have the opportunity to create their own virtual discussion circles (family, work, association, friends) called spheres. Spheres are totally distinct and unconnected.

Type

Whaller promotes the school community and the proper functioning of the school.

Competitive advantage

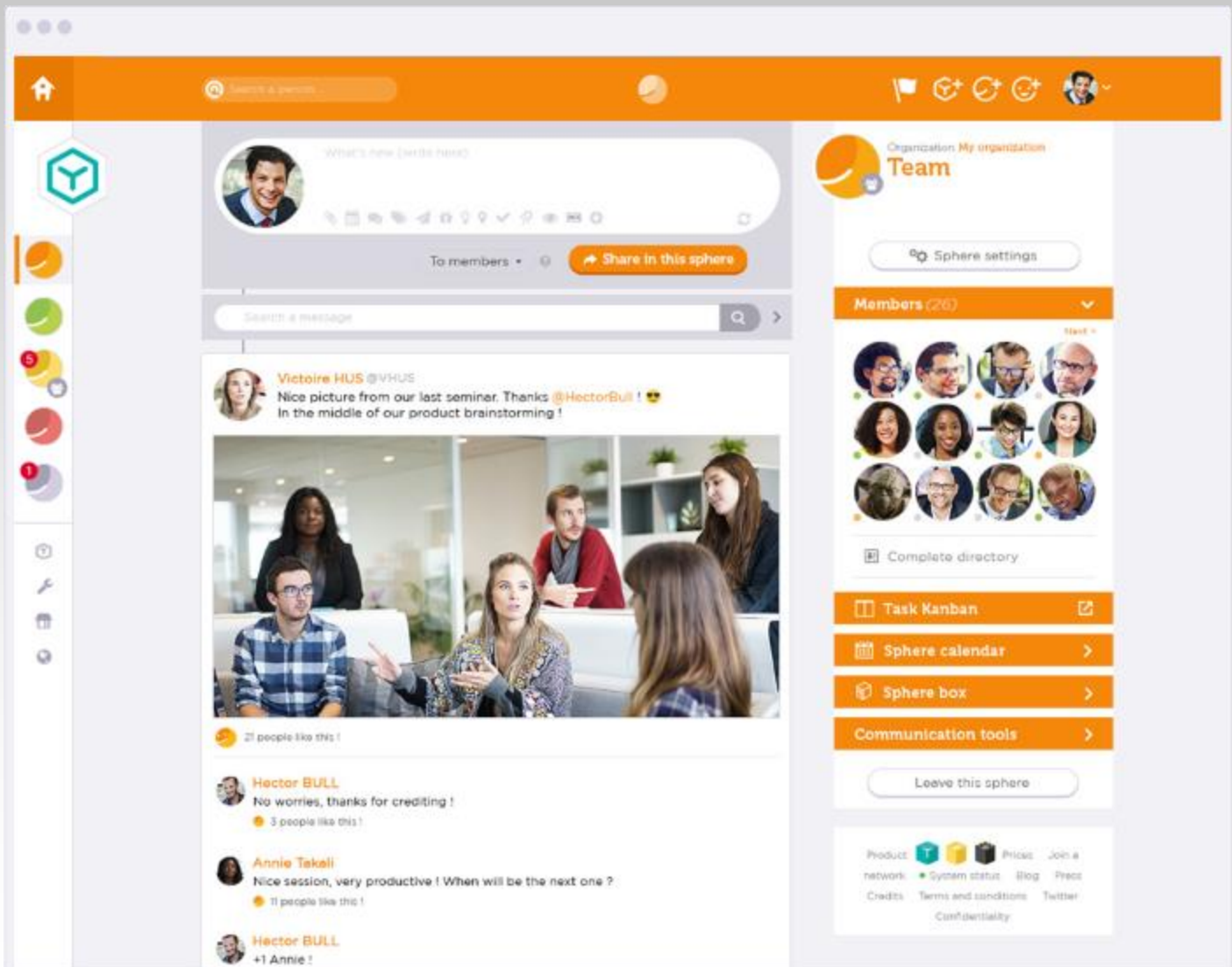
This solution guarantees all the functionalities offered by social networks (resource sharing) without suffering the inconveniences such as advertising, data exploitation, etc.

Price

Whaller offers an attractive commercial offer for educational institutions. The price for all the features of the tool is CHF 1.84 per month per user.

Stage of development

Created in 2013, the start-up will achieve structural profitability in 2019 while seeking to raise funds to expand internationally. The platform boasts 350,000 registered users.



Link https://whaller.com/en

Whaller

Whaller: the 100% secure private social network

France



Advantages

- Possibility to create spheres (virtual discussion circles for different uses (family, friends, school, work...) if user wants to segregate personal activities from professional ones.
- Each sphere is distinct and independent from others. This can be changed however by the user.
- No data collection and use.
- No advertising.
- Privacy and visibility of publications are defined by the user within his sphere.
- Possibility to share documents, links, videos, surveys, etc.
- For institutions, a portal allows them to manage and configure all spheres.
- Total customization of the social network (color, logo, graphic charter, etc.).
- Possibility to add agendas for each sphere.
- Possibility to add a document repository (like Sharepoint or Dropbox) for each sphere.
- Presence of analytics (activity statistics on the social network) to monitor the activity of the different spheres.
- Question and Answer Forum.
- Video conferencing tool integrated into the solution.

The many possible integrations

zapier, LinkedIn, Office, Dropbox, Google

Suitable for :

Kindergarten	★	Elementary school	★★
Secondary High school	★★★★	University	★★★★

Whaller

Whaller: the 100% secure private social network

France



Analysis of the interests

Whaller is a private social network that allows educational institutions to secure a space for communication and exchange between students.

In a context where the protection of data of users is becoming paramount, the use of a solution that guarantees respect for data privacy and use will enable schools to highlight their commitment on this topic.

Moreover, the app allows schools to securely create and administer a private social network. The school manages its members and its privacy policies and conditions of use. The creation of such a private social network makes it possible to a certain extent to combat cyber violence and cyber harassment within schools and educational establishments.

In addition, the establishment of such a social network within a school could also be an opportunity to raise students' awareness of the digital reputation and dangers of the Internet.

The use of such a solution allows a school institution to strengthen its commitment to the fight against such phenomena.

In addition, Whaller can also be a tool used for communication for students and parents with the teachers. The possibility of being able to share many types of content (links, videos, presentations, documents...) encourages the use of whaller as an educational tool while presenting the same functionalities as a social network.

The simplicity and ergonomics of the tool, similar to that of traditional social networks, facilitate its appropriation by different users and will reinforce the innovative character of the school institution.

Whaller is a relevant tool for secondary and high schools. Students discover social networks and are not aware of the dangers they can induce. Nevertheless, Whaller will be suitable for any school institution wishing to have a personalized and secure social network and Intranet.

UNICHECK

Unicheck: an easy to use, difficult to deceive anti-plagiarism tool

USA

Unicheck is a cloud-based plagiarism detection software that finds similarities, citations and references in texts. The solution is used by individuals, academic institutions and companies.

Type

Tool for evaluation, creation of exams, marking and review of copies with an anti-cheat system.

Competitive advantage

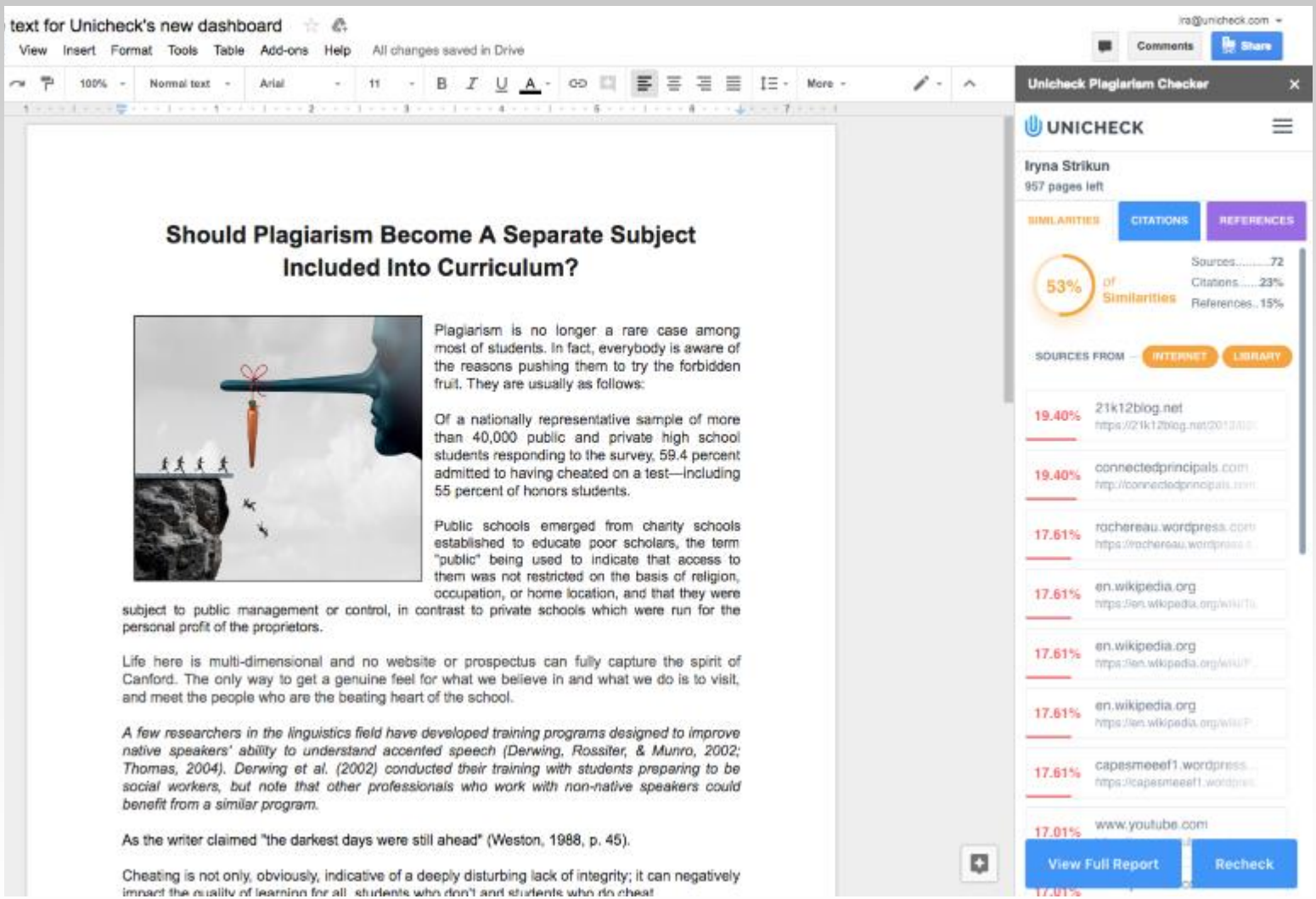
The main advantage of this tool is to prevent plagiarism and to fight it in order to maintain the pedagogical reputation of the school.

Price

Three commerical offers are available for schools and educational institutions (different functionalities are offered in each ones).
Prices are not publically available for these three offers.
For a non educationnal use, the 10 000 pages checked are invoiced at approximately CHF 600.

Number of users

The solution is currently used by more than 1,100 institutions worldwide, in 69 countries, at the benefit of 10,000 educators and 1,300,000 students.

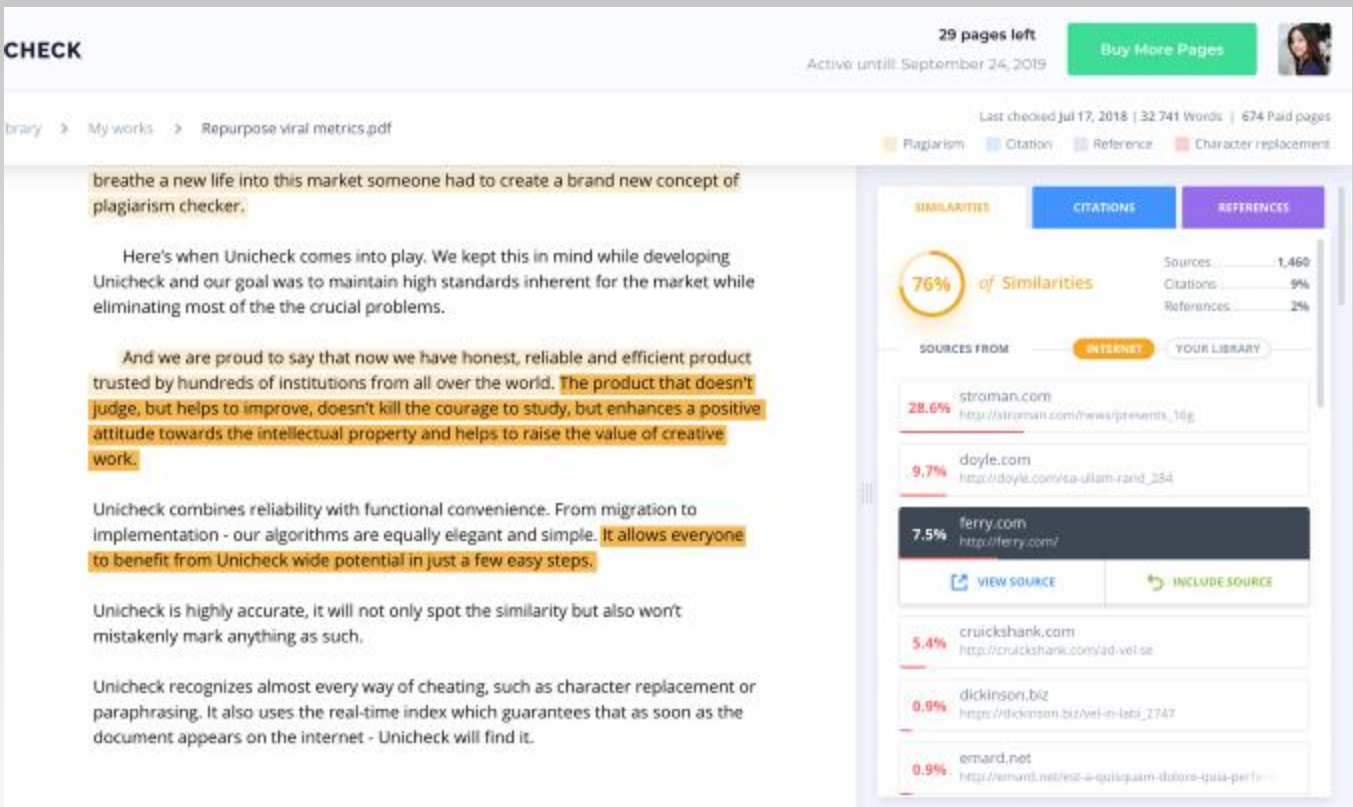


Link https://unicheck.com/

UNICHECK

Unicheck: an easy to use, difficult to deceive anti-plagiarism tool

USA



Advantages

- Real-time web searches on more than 40 billion web pages, scientific journals, open sources, the institution's library etc.
- Anti-cheat technologies. Styles and formatting are removed to identify cheating (put blank characters between words, use letters from the Cyrillic or Greek alphabet etc.).
- Similarity report produced in real time and automatically (between 4 and 10 seconds per page).
- The similarity report is fully interactive with clickable sources, color reflections (one color for quotations, another for plagiarism, etc.).
- The report presents a similarity score characterizing the extent of plagiarism.
- 20 languages available.
- Self exclusion of quotations and references.
- Integration of the main learning management systems (Canvas, Moodle, Google Classroom, Schoology...).
- 99% of text formats are supported by the solution.
- Possibility to aggregate plagiarism statistics to analyze the practice of plagiarism at the level of an institution.
- Importing paper databases.
- Possibility for students to test their work with the tool.
- Data protection is a feature of the solution. Files downloaded for control are not stored on the solution's servers.

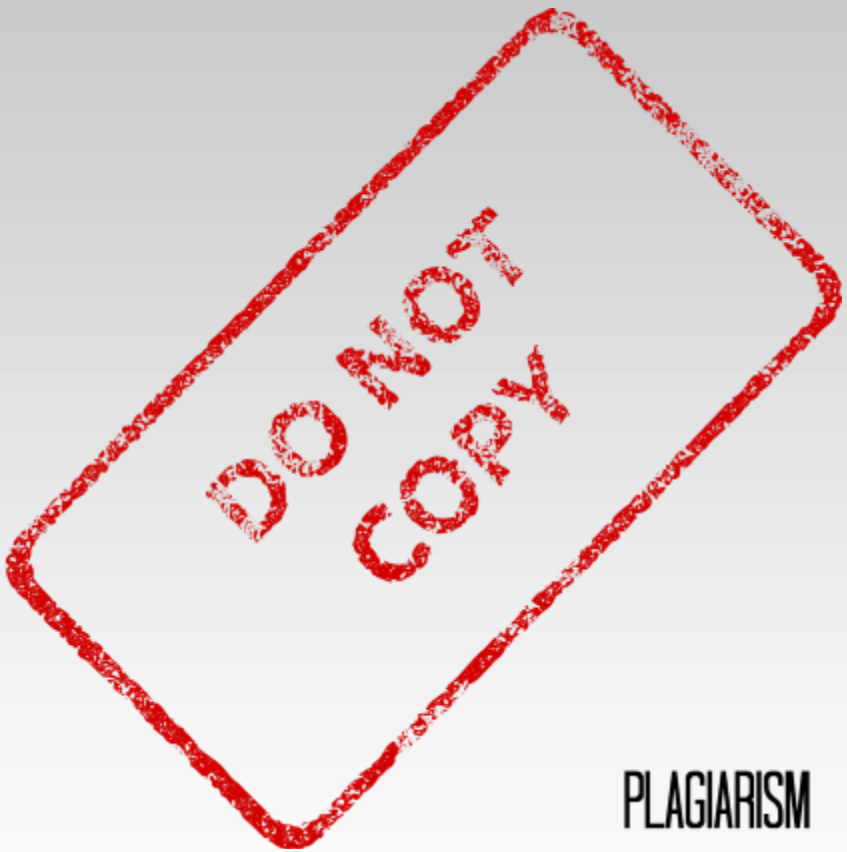
Suitable for :

Kindergarten	★	Secondary and High school	★★★★
Elementary school	★★	University studies	★★★★

UNICHECK

Unicheck: an easy to use, difficult to deceive anti-plagiarism tool

USA



Analysis of the interests

Unicheck is a tool that allows teachers and educational institutions to prevent and fight plagiarism.

In a context where the practice of plagiarism tends to develop with regard to the ease of access to information allowed by the Internet in particular, Unicheck offers a solution to teachers to accurately assess the extent an academic work is the result of students' work and reflection.

The use of this solution offers significant time savings to professors who wish to verify the work provided by their students.

Moreover, Unicheck prevents teachers from losing their credibility if they do not notice that papers submitted are plagiarism.

Beyond its ease of use (automatically generated similarity report), the is able to crawl more than 40 billion web pages.

In addition, the integration of multiple educational materials and resources such as Mooc platforms or databases with restricted access is an important added value and allows for an exhaustive scanning of the latter to evaluate possible plagiarism.

What distinguishes Unicheck's offer is that students can use the tool before submitting their academic work. Making this tool open access makes students aware of their responsibility on this matter. It also reduces the possible repressive nature of this solution.

The use of such a tool will make it possible both to raise awareness among students and to characterize possible plagiarism in an objective and impartial manner. The use of such a tool guarantees the credibility of an institution's rating and the value of its diplomas.

Plagiarism is a particularly widespread practice at the university. The tool is therefore primarily intended for this type of institution. Nevertheless, this tool is totally suitable for secondary and high schools wishing to make students aware of plagiarism and check homeworks they do at home.

GENEVA INTELLIGENCE
STRATEGIC INFORMATION



MONTES ALTI
EDUCATIONAL FOUNDATION
SWITZERLAND

EVOLUTION OF EDTECH BUSINESS MODELS

PROSPECTIVE MONITORING
December 2019

Summary of the December 2019 edition

Edtech definition

Monitoring Methodology

Analysis of trends

Unibuddy is a solution allowing educational institutions to recruit prospects by connecting them with current students.

Graduway is a networking and mentoring platform designed to consolidate a network of alumni and their commitment to the school.

Revisely is an online tool for teachers to facilitate the correction of essays.

DegreeAnalytics is a solution that measures student participation in the classroom and aims to combat dropping out of school.

Hello Charly is an automated chatbot advising and guiding students in their study path and their future profession.

EXAMPLE OF PROSPECTIVE MONITORING



DEFINITION OF EDTECHS :

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital training instead of physically attending classrooms. The "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including the possibility of offering a complete course. There are also educational robots that accompany young people in their learning by capturing their attention.

EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies to facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

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OBJECTIVES

A company or an educational institution which wants to be sustainably competitive must constantly be aware of changes in its market in order to limit risks or benefit from these changes.
Monitor competitive products and service developments
Identify and distinguish innovative trends and strategies over the long term
Analyse, critique and compare this information with the existing strategy of the reference organisation
Evaluate competition and their business strategies through their innovations
Carry out a self-evaluation and develop a strategy
Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS

EDTECHS TRENDS ANALYSIS



Globalization is not only economic, financial and cultural but also impacts on education systems. Student mobility is very high and ranking systems are putting institutions in competition with each other all over the world. **The attractiveness and reputation of an educational institution are now decisive issues. The world of educational technologies** and its economic players **have fully understood these issues and offer institutions various solutions to enhance their attractiveness.**

The attractiveness of an educational institution is primarily determined by its pedagogical excellence. The tool **Revisely** helps teaching staff to **better correct the students' homework and more particularly the dissertations**. **Thanks to the partial automation of writing comments during correction**, the teacher is able to reduce the time he devotes to this task by 20%, while at the same time promote better academic performance of the students thanks to a greater personalization and individualization of the corrections.

A second factor of attractiveness is the **support to students institutions can provide them. By advising students in their orientation and in developing their professional project,** the **Hello Charly chatbot** is a complementary tool to the to the service of a career counsellor. On a different note, **DegreeAnalytics** is a solution that allows institutions to **automatically measure the attendance** of students to courses in order to prevent dropping out of school.

The quality of life offered by an institution and the organization of its campus are also criteria taken into account by students in their choice of school. Unibuddy has perfectly taken into account this issue by allowing institutions **to communicate with their future prospects through current students, true ambassadors of the institution**. All the advantages linked to the quality of life offered by an institution are enhanced through **this informal communication channel.**

The existence of an active and structured alumni network also enhances the attractiveness of an institution. By facilitating the professional integration and career development of its members, alumni networks contribute to the influence of schools. In this regard, **Graduway assists institutions by offering them a platform to foster networking among alumni and to set up mentoring programs between current students and alumni.**

It should be noted that **the common denominator of all these technologies designed to enhance an institution's attractiveness is a desire to adopt the same codes, values and means of expression as future students in order to attract their attention**, whether through individuals (alumni, student ambassadors) or programs (chatbots).

Moreover, **the second characteristic shared by these different solutions revolves around the exploitation of data produced by students** in order to best meet the expectations, needs and fears of the future student. **In a context where data protection is of particular importance**, institutions will have to set up safeguards to avoid counterproductive results in terms of their reputation and attractiveness.

DISCOVER EDTECH TRENDS

EDTECHS TRENDS



Collaborative course learning platform and soft skills

Online platforms allow information to be transmitted and facilitate access and learning processes.

The accessibility of knowledge is the main advantage of these technologies for teaching across different media. They enable remote learning at the appropriate time for the individual.

These platforms foster collaborative relationships between teachers and students. They facilitate group activities and communication.

They enable the monitoring of the evolution of learning and the implementation of pedagogical procedures.

APPSCHO
eleve
TOP HAT
TeacherKit
rymm education
idruide
wooclap
equity maps



Artificial Intelligence and adaptative learning

Artificial intelligence (AI) in Edtech facilitates learning which is personalized. Edtechs learn themselves how to teach students better.

AI helps to understand the individual's reasoning, to take into account his/her knowledge and the best ways for him/her to learn.

This technology facilitates understanding by using the most appropriate techniques at the right moment.

Teachers can use the analysis made by these tools to better understand students and their processes.

domoscio
mernise
eleve
CLANED

EDTECHS TRENDS



Experiential learning platform

Edtechs link internship offers with teachers and students.

- These services provide a better understanding of the labor market and its opportunities.
- Students receive hands-on training with mentoring from experts.
- Companies can discover new talents whereas students can discover the job market.

Edmodo MENTOR MIND Graduway



Tools for creating, marking and evaluating exams, as well as reviewing papers with an anti-cheat system.

These Edtechs provide access to a secure platform in order to set up an evaluation procedure.

- They allow the creation of exams (MCQ, gap text, essay, graphs...) in all subjects, including tools for marking and grading
- These platforms facilitate the monitoring of student results to visualise changes in grades per student and per class. These technologies are secure and prevent any cheating.

BCDiploma TOP HAT Revisely testwe



Game-based learning

By using fun and educational tools, Edtechs are using games as a way to facilitate learning and attract the attention of students of all ages.

- These technologies make it possible to reinvent learning methods by using neuroscience.
- They value collective interaction and intelligence as well as group experience and creativity.

work and play eleven Kinems PLAY2SPEAK memrise



Language learning

Language learning is easier and faster.

- Edtechs measure the individual's pace of learning and calculate the appropriate timing of teaching and adapt course content based on knowledge.
- These technologies are permanently accessible and enable more effective learning processes.

memrise

EDTECHS TRENDS



Life at school in community

Edtechs promote the school community and the smooth running and functioning of the school.

- These technologies promote communication between teachers, students and parents.
- They facilitate administrative procedures such as tracking school records or absences, for example.
- They highlight new pedagogical techniques to support students, for example, with awards.





Tools or solutions to directly or indirectly improve the physical and psychological well-being of students and/or teachers.

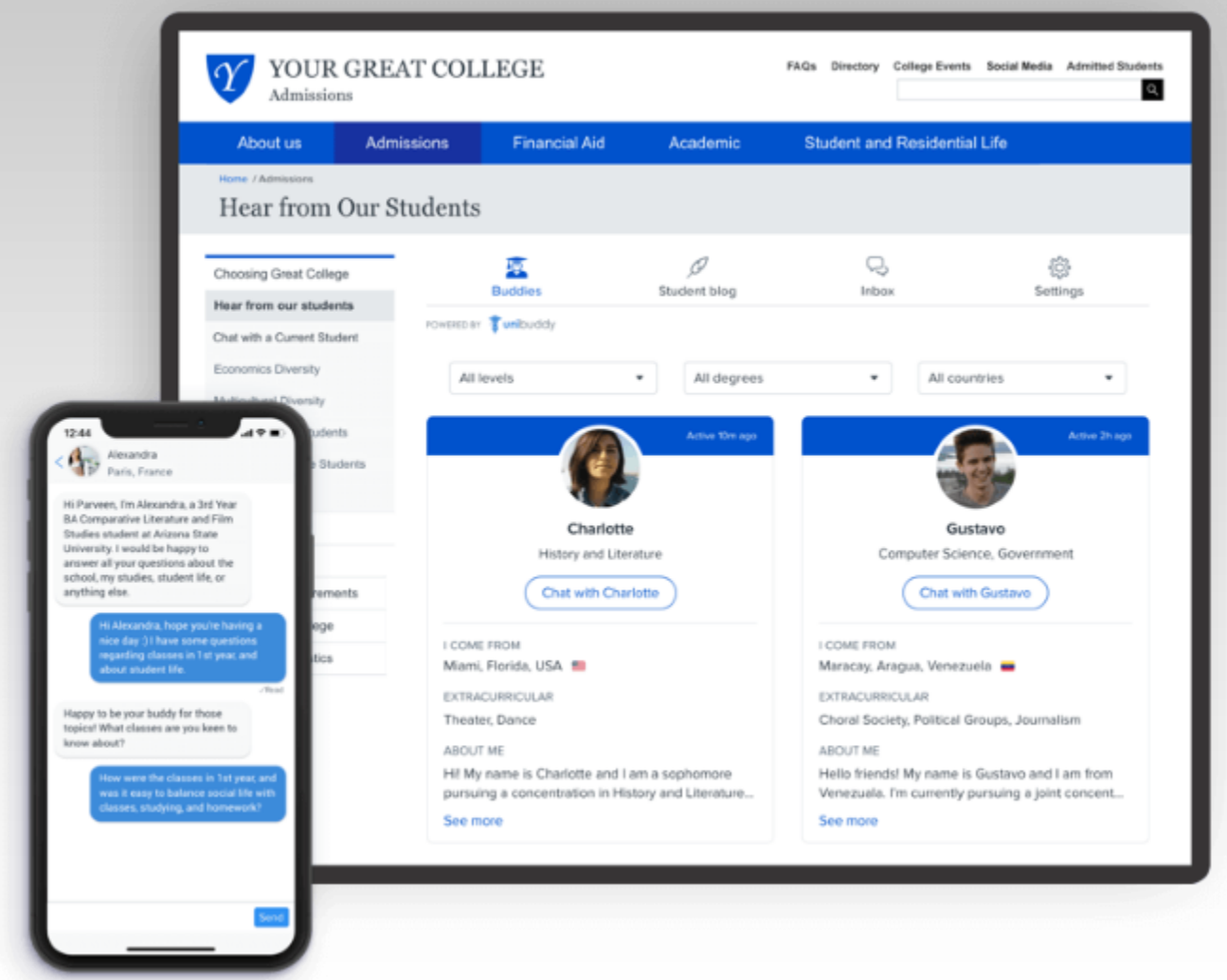
These have a significant impact on academic performance, teaching quality, pedagogical excellence and the school's reputation.

- These technologies allow the teacher's administrative work to be reduced as much as possible so that he can concentrate on teaching and on student's well being.
- These platforms aim to guarantee the physical and psychological integrity of the students.



Unibuddy : The digital ambassador of educational institutions

Unibuddy is a platform that connects future students (prospects) of an university with current students (ambassadors). Thanks to this solution, prospects are able to ask their questions and exchange with current students.



Type

Tool to assist in the communication and conversion of prospects.

Competitive advantage

To enhance and reinforce the attractiveness of a school through its best ambassadors: the current students.

Price

No information is currently available on this subject.

Stage of development

Founded in 2016, Unibuddy has secured in 2019 a fund raising of US$ 5 million mainly intended to reinforce its expansion in the United States through the recruitment of 15 new people.

Number of users

The solution is deployed in 200 educational institutions on 4 continents. Unibuddy has claimed over 500,000 lively conversations between prospects and ambassadors since its start.

Link https://unibuddy.com/

unibuddy

Unibuddy : The digital ambassador of educational institutions

Advantages

- A digital solution that promotes the connection between future university students and current students.
- Ergonomic solution that integrates itself easily on the institution's existing IT systems (website, blog...).
- Registration and participation formalities are reduced which encourages prospects to connect to the platform.
- Unibuddy offers the possibility of setting up a chat discussion (like Facebook Messenger) to encourage exchanges between students.
- This solution also enables group discussions to be created according to the geographical location or interest for a particular course.
- The platform also allows ambassadors to keep a blog allowing them to create content that is important to them.
- The school can thematically segment the exchanges (courses, administration, campus life...) and thus highlight topics where it has an advantage over the other schools.
- The teaching and para-teaching staff can also participate and answer students' questions.
- The platform collects and analyzes data on the exchanges between prospects and ambassadors. The institution is able to take into consideration the changing concerns of new students.



Suitable for :

Kindergarten	★	Primary School	★
Secondary School	★★	University	★★★★

Unibuddy : The digital ambassador of educational institutions

Analysis of the interests

Unibuddy provides a platform for students looking for an educational institution to request information from current students.

This tool is an aid available to educational institutions to turn prospects into future students.

The best ambassadors of the institutions are their students, because they have recently been in the same situation of the prospects, have had the same questions and are able to adequately answer the questions since they have gone through the same experience. Moreover, they are generally in the same age category, have the same codes and ways of expressing themselves, which favors interaction. The platform also offers prospects the possibility to choose an ambassador according to their nationality, field of study and interests...

This digital tool also makes it possible to attract foreign students who are not able to physically visit the institutions during open house days. For information, Unibuddy has also been designed to be available for consultation in China, enabling and encouraging Chinese students to complete part of their studies abroad.

The platform also offers a discussion analysis service enabling schools to learn from exchanges between prospective students and ambassadors. This tool thus enables institutions to have a detailed and up-to-date knowledge of students' concerns and to adapt, for example, the other communication tools designed to attract prospects. For example, the uncertainty that Brexit causes for a certain number of students was a recurring theme in discussions between ambassadors and prospective students on Unibuddy and encouraged institutions to propose more detailed and precise documentation on the changes that this would imply for students.

However, some limitations should be mentioned. **Firstly, the ability to turn prospects into future students depends on the transparency of the scheme and the trust it generates.** Ambassadors should not be disguised communication advisors, and student ambassadors recruited on a voluntary basis should have full latitude in the themes and statements they wish to make.

However, **the fact that the platform analyses the topic of the discussions in an open and transparent manner could, however, hamper the confidence of prospects in the scheme.** The prospective student could be less inclined to ask certain questions knowing that the theme of the discussions he or she holds with the ambassadors will be analysed.

Moreover, Unibuddy is only a tool to turn prospects into future students. In order to access Unibuddy, the prospect must already know the institution and be interested in studying there. Nevertheless, this tool represents a real help for educational institutions to increase their attractiveness. An institution that listens to its prospects will listen to its students.



Graduway: a digital platform at the service of the alumni network

Graduway is a networking and mentoring platform that connects alumni.

Type

Networking and mentoring tool specialized on alumni.

Price

CHF 5'550 per year for 5'000 users.

Competitive advantage

The main advantage of this solution is to facilitate a network of alumni to enhance the reputation of an institution and its attractiveness.

Number of users

Graduway claims more than 15 million users on its platform for the benefit of more than 1,000 institutions in more than 40 countries.

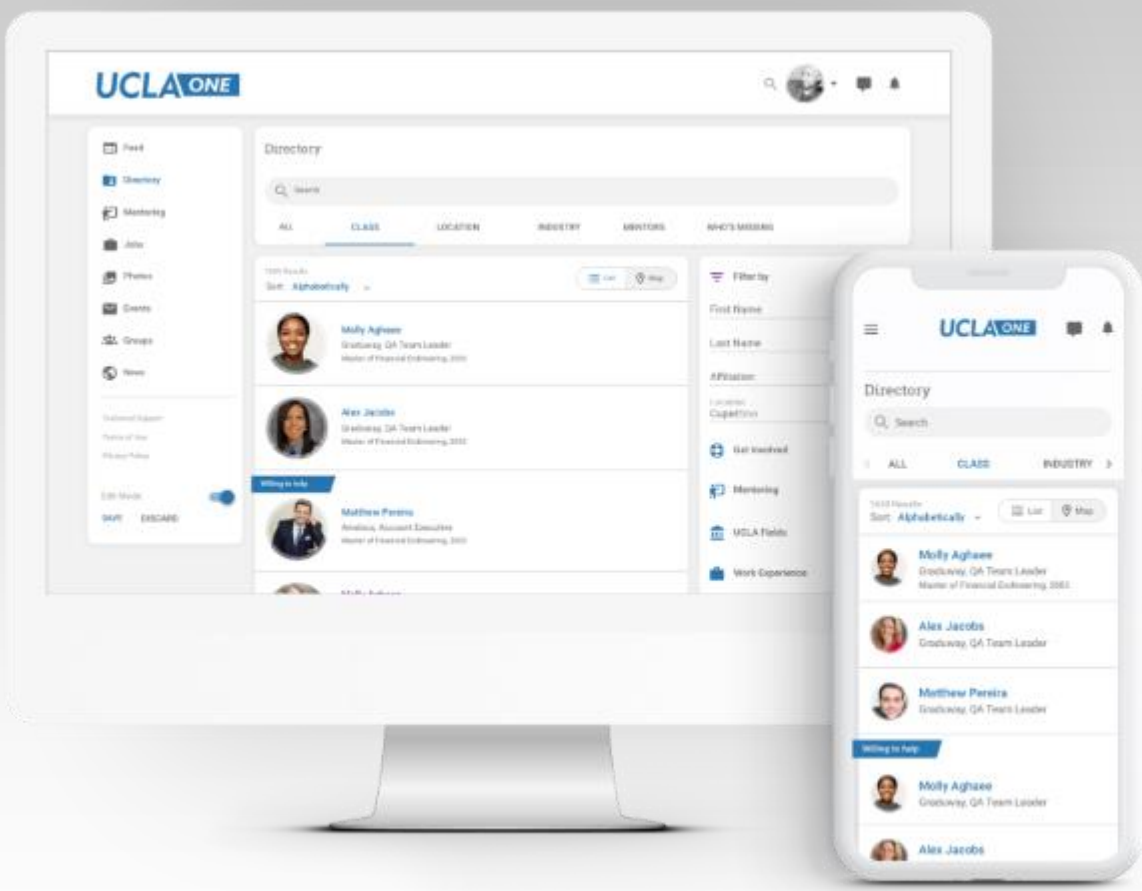
Stage of development

Founded in 2013, Unibuddy has secured in 2019 a fund raising of US$ 60 million mainly to reinforce its growth on the North American market. It has more than 100 employees in offices in the United States, United Kingdom, Canada and Israel.

Suitable for :

Kindergarten ★ Primary School ★

Secondary School ★★★ University ★★★★

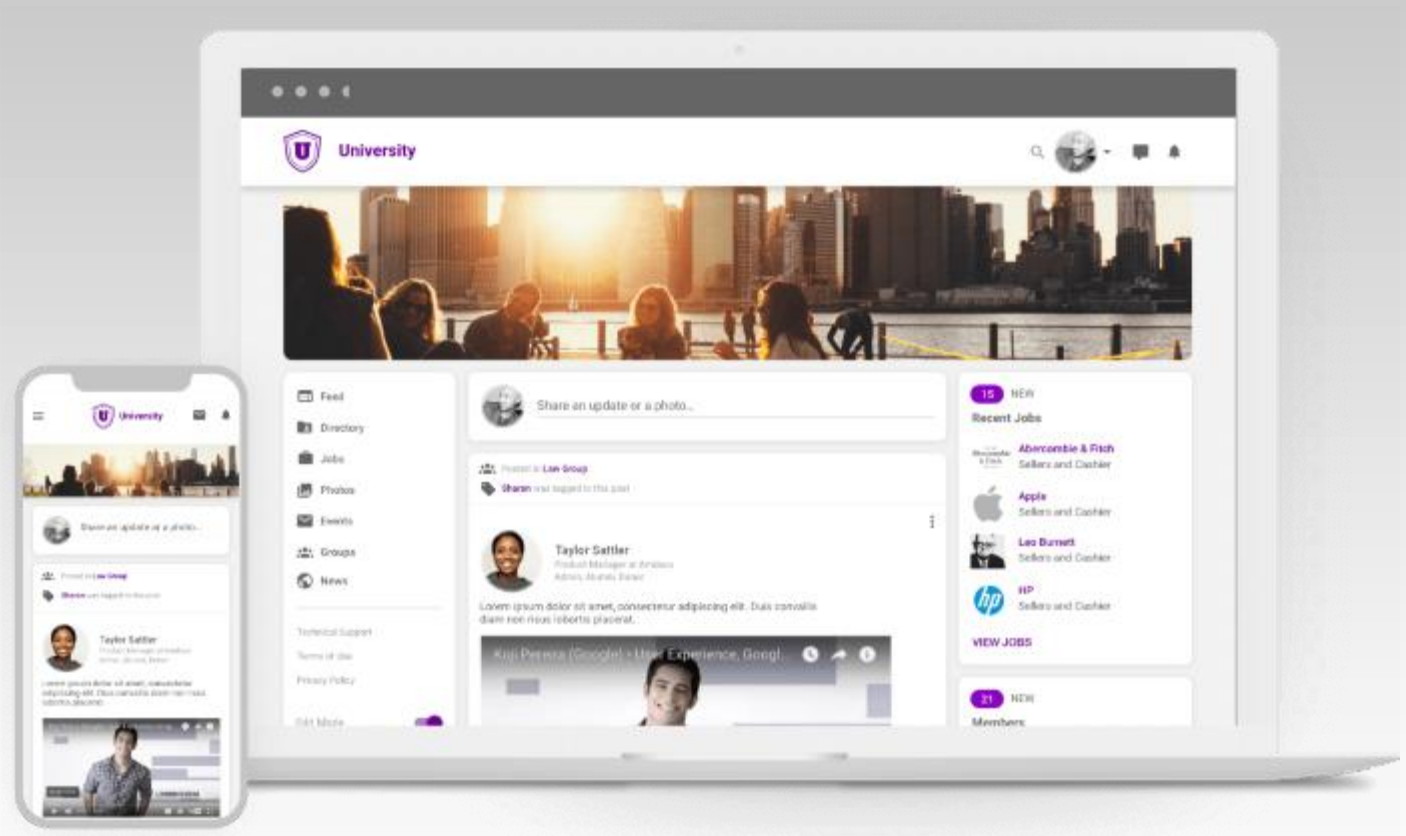


Graduway: a digital platform at the service of the alumni network

Advantages

The main advantage of this solution is to promote networking and interractions between alumni:

- Alumni directory with the possibility to exchange via the platform.
- Publication of job offers to promote the creation of professional opportunities for alumni.
- Possibility to connect the platform to specialized job sites and professional social networks.
- Mentoring programs can be set up on the platform between alumni and current students.
- Automated newsletters sharing the best articles, new members, events...
- Data available and accessible to institutions regarding alumni engagement on the platform.
- Product offered as a white label. Possibility to customize the platform and use the institution's graphic charter.



Link https://graduway.com/

Graduway: a digital platform at the service of the alumni network

Analysis of the interests

Graduway offers alumni of an educational institution a digital space to network, dialogue and exchange, to publish announcements of events or job offers as well as articles. The solution is similar to a social network for alumni of an institution and aims to encourage their interaction.

Graduway is a tool designed to encourage an engaging network of former students and thus reinforce the feeling of belonging to an educational institution. By digitising the alumni directory, an institution also promotes the integration of its students into the job market.

A dynamic alumni network is an important element for an educational institution in terms of its attractiveness. **An educational institution with a structured and active network encourages the recruitment of new students.**

This alumni network strengthens **the professional integration and career development** of its members. In this regard, Graduway offers a feature that allows members to share professional opportunities and job offers.

An alumni network enhances an institution's reputation. By offering mentoring programs between alumni and current students, Graduway can potentially convince a prospect to join the institution. The tool follows to some extent the logic of Unibuddy (connecting current students and prospects) by making alumni adopt the position of ambassador of the institution. However, the prospecting character is less direct than Unibuddy. The platform is not intended to put prospects and alumni in touch with each other, but simply alumni among themselves and possibly with current students.

However, there are a few limitations to the tool. A potential risk of such a solution is the multiplication of platforms. A large number of social networks exist. A new platform requiring to connect can discourage alumni for using it. However, Graduway takes this problem into account by allowing the integration of external sites such as LinkedIn or Indeed for job offers.

In addition, the implementation of a solution like Graduway **can strengthen the sense of belonging of former students to the institution but cannot create it.** Using only this solution to maintain a community after graduation seems risky. Efforts to create a sense of belonging will have to be made throughout the students' academic career. Graduway is only one way to make this feeling last among alumni once their studies are finished by animating the alumni network by encouraging interaction among alumni and involving them in the life of the institution with current students.



Revisely

Revisely: a platform to help with the correction of essays

Revisely is an online tool that helps teachers to do more and better comment on student essays by introducing automation in the review of papers.

Type

Correction tools.

Competitive advantage

Revisely saves teachers time in grading essays by automating some of the comments and observations.

Number of users

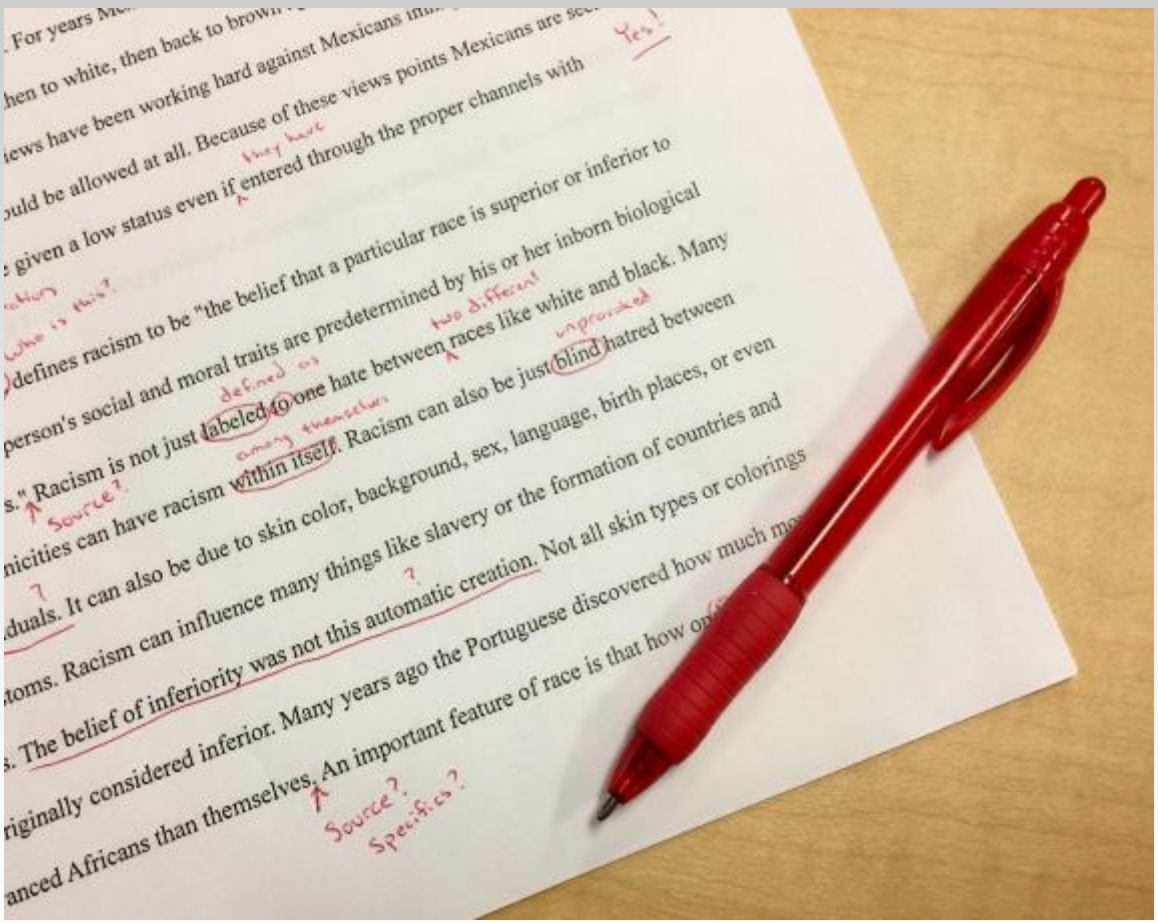
Revisely claims 581 school institutions using its tool for the benefit of 215'312 students and teachers.

Price

Revisely is sold under license. Revisely does not disclose the price of the licenses, but states that the term of the contract, the number of users, and the languages in which the application is used are actual price variables.

How does it work ?

- The teacher creates an assignment on the Revisely platform. Instructions and grading criteria are explained.
- Students receive a personalised link to the platform by email where they can submit their assignment.
- Teacher has access to the essays. They can add pre-recorded comments to the platform and add their own comments.
- Once the grading is complete, students again receive an email notification inviting them to review their grade and the teacher's comments.



Link https://revisely/en/

Revisely

Revisely: a platform to help with the correction of essays

Advantages

- Pre-recorded comments and observations on the platform facilitate teacher correction and save time (Revisely estimates that teacher correction time is reduced by 20%).
- All papers are digitized and centralized within the same platform. Assignments are easier to check and there is no more loss of copies.
- A plagiarism detection tool is offered by the platform.
- Grading by peers (students) is possible and reinforces their commitment and learning.
- Several teachers can grade the same papers on the platform.
- Reports can be created for each student with all the comments made by the teacher for different assignments and thus characterize the progress made.
- The platform can be consulted from any device (computer, tablet, mobile phone). No installation is required.



Suitable for :

Kindergarten ★ Primary School ★ Secondary School ★★ University ★★★★

Revisely: a platform to help with the correction of essays

Analysis of the interests

Revisely is a tool that makes it easier for teachers to correct assignments and especially essays.

The tool saves teachers time and reinforces the pedagogical aspect of the assessment by allowing individualized corrections with targeted comments.

First of all, the tool **simplifies the management of papers** by teachers by centralizing and digitizing them in a single space.

The **reporting system** also reinforces the **traceability of assignments** and the corrections made, the **analysis of school performance** and the **follow-up** of students. Teachers are able to identify the progress made by a student and reward potential efforts.

In addition, the possibility of bringing a **collaborative dimension** to the correction of homework through **grading by peers (students) or other teachers is interesting**. This allows for more feedback on the same work from different points of view, thus increasing students' confidence in the grade obtained.

The **plurality of the correction avoids any criticism of subjectivity in the grade obtained** and ensures a grading perceived as more accurate by the student.

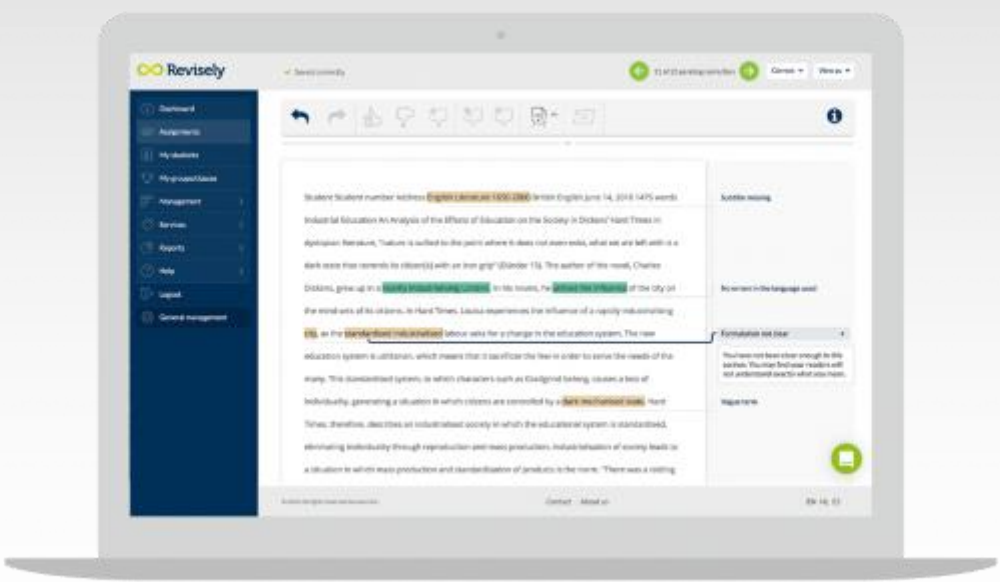
Revisely allows to work, correct and criticize constructively on the same report or assignment. **This technology therefore prepares students for their future working environment** by developing in them a capacity for self-criticism and teaches them to defend and support the work they have done.

It should be noted, however, **that this solution does not seem to be suitable for all types of educational institutions**. In the context of primary school, where learning to write by hand is predominant, such a solution would not be the most appropriate.

Regrding secondary school, the lack of a feature that would allow parents to see the work done by students would potentially be a limitation.

Nevertheless, by adopting such a solution, educational institutions could communicate on the means put in place to reinforce their pedagogical excellence and on the innovative modalities implemented to achieve this.





Degree analytics: a tool to prevent dropping out of school

DegreeAnalytics is a solution that allows educational institutions to automatically measure student course attendance to prevent dropping out of school. The company also offers a range of services structured around predictive analysis, a practice that consists of using the data produced by students to increase their commitment, their academic performance and ultimately the graduation rate within the institution.

Type

Tool to prevent dropping out of school.

Competitive advantage

The solution offers to monitor results and forecasts of student progress in order to adapt the institution's pedagogical approach.

Price

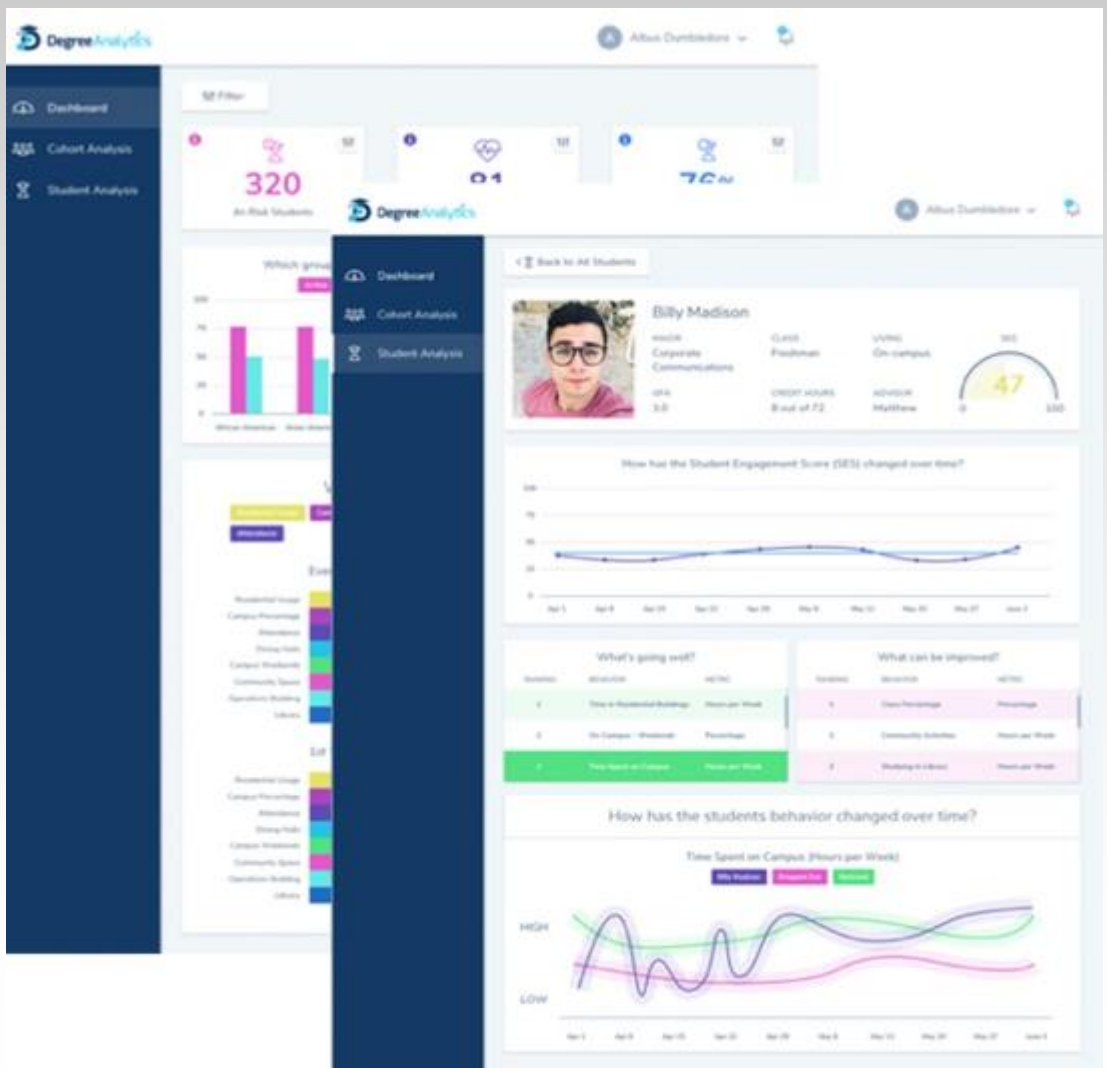
No public information is currently available on the price of this technology.

How does it work ?

DegreeAnalytics will measure student attendance by connecting smart devices (computers, tablets, phones, watches, speakers...) owned by the students to the Wi-Fi network of the educational institution. Combined with information on the students' timetable, the solution is able to identify which students have attended a particular class.

Suitable for: University

This solution seems to be appropriate only for universities. The technology is based on Wi-Fi. However, it seems delicate to propose Wi-Fi for primary or secondary schools in order not to distract students during classes, even though pupills usually have Internet with their respective mobile subscriptions.



Link https://degreeanalytics.com/

DegreeAnalytics

Degree analytics: a tool to prevent dropping out of school



Advantages

- The measurement of student participation in class and the use of facilities can be studied to identify the main risk factors for dropping out of school within an institution.
- Complete automation of the measurement of the student attendance.
- The technology is mainly based on Wi-Fi which does not require additional technological investments. The data can be consulted on the DegreeAnalytics platform or integrated into the institution's IT system.
- Automatic alerts are generated when students have difficulty physically attending classes.
- The course attendance data collected allows an educational institution to optimize students' schedules by scheduling classes at the most convenient times.
- DegreeAnalytics does not only focus its offer on the measurement of student participation in courses but also measures the use of facilities and infrastructure within an institution (cafeteria, computer room, library, sports hall ...).
- The data produced by the students can be anonymised or personalised according to how the institution wants to use it (monitoring of class participation : the data are personalised and anonymised with regard to the study of infrastructures).

Degree analytics: a tool to prevent dropping out of school

Analysis of the interests

DegreeAnalytics offers an automated solution for measuring the student attendance based **on Wi-Fi technology and mainly intended to fight against school drop-out.**

The company completes its offer by measuring the use of school infrastructures that have an impact on student engagement and participation and ultimately on their ability to graduate.

DegreeAnalytics makes it possible to identify students who do not attend classes. Absenteeism is one of the factors for school dropout. Class attendance can also be compared to the student's grades in order to characterize whether the absence from class is due to a work method (e.g. working at the library or from home) or a real loss of motivation to study. Thanks to an early identification, the school will be able to intervene quickly by talking with the student to understand their reasons and motivations, the causes of their absence, encourage them to go to class, consider a reorientation...

Moreover, the data collected by the institutions enables the optimization of of both the students' schedules and the functioning of the school's infrastructure. For example, an institution can adapt the opening hours of its library in a way that is more in line with student usage, for example by allowing them to work at night, or even modify the layout of its campus in order to maximize the use of the facilities. A clear understanding of the student needs by the school institution reinforces their satisfaction and therefore its attractiveness.

It should be noted, however, that an institution adopting this type of solution will have to communicate about data security and the absence of a widespread monitoring. **Automatically measuring the presence or absence of students in class is akin to the institution's monitoring of students despite the objective of preventing dropout.**

Moreover, in the university context, such a **solution is in part contrary to the principle of individual responsibility and empowerment that higher education is intended to develop in the individual.**

Nevertheless, it can enhance the attractiveness of a higher education institution which, in a logic of transition after secondary education, offers this service to accompany its students. Some students are sometimes looking for such a hybrid solution. Voluntary participation of students in this type of scheme is essential. First of all, the collection and analysis of data cannot be carried out without their consent in view of the legal and ethical provisions, which certainly differ from one country to another.

In addition, students can potentially adopt practices designed to distort the measurement system, such as "forgetting their telephone" in their homes or passing it on to other students without being present in class.

Moreover, **absence from class is not the only factor explaining why students drop out of school.** Other factors related to the student's personal life are to be taken into account and cannot be treated by DegreeAnalytics. Nevertheless, an educational institution can communicate on the acquisition of such a tool to specify that it accompanies its students. This can be reassuring for them and their parents and help promote the institution's attractiveness.



Hello Charly: the digital carreer counsellor

Hello Charly is a 100% automated chatbot accompanying students in their orientation and in the development of their professional project. Available by SMS and on Facebook Messenger, Hello Charly offers suggestions of professions and adapted trainings to achieve it.

Type

Tool to help in the orientation and development of professional projects.

Chatbot ? What is that ?

A chatbot, a combination of chat (chat) and bot (robot), is a program that simulates a natural conversation. These programs use an artificial intelligence (more or less developed) allowing them to chat with users and offer them services adapted to their requests.

How does it work ?

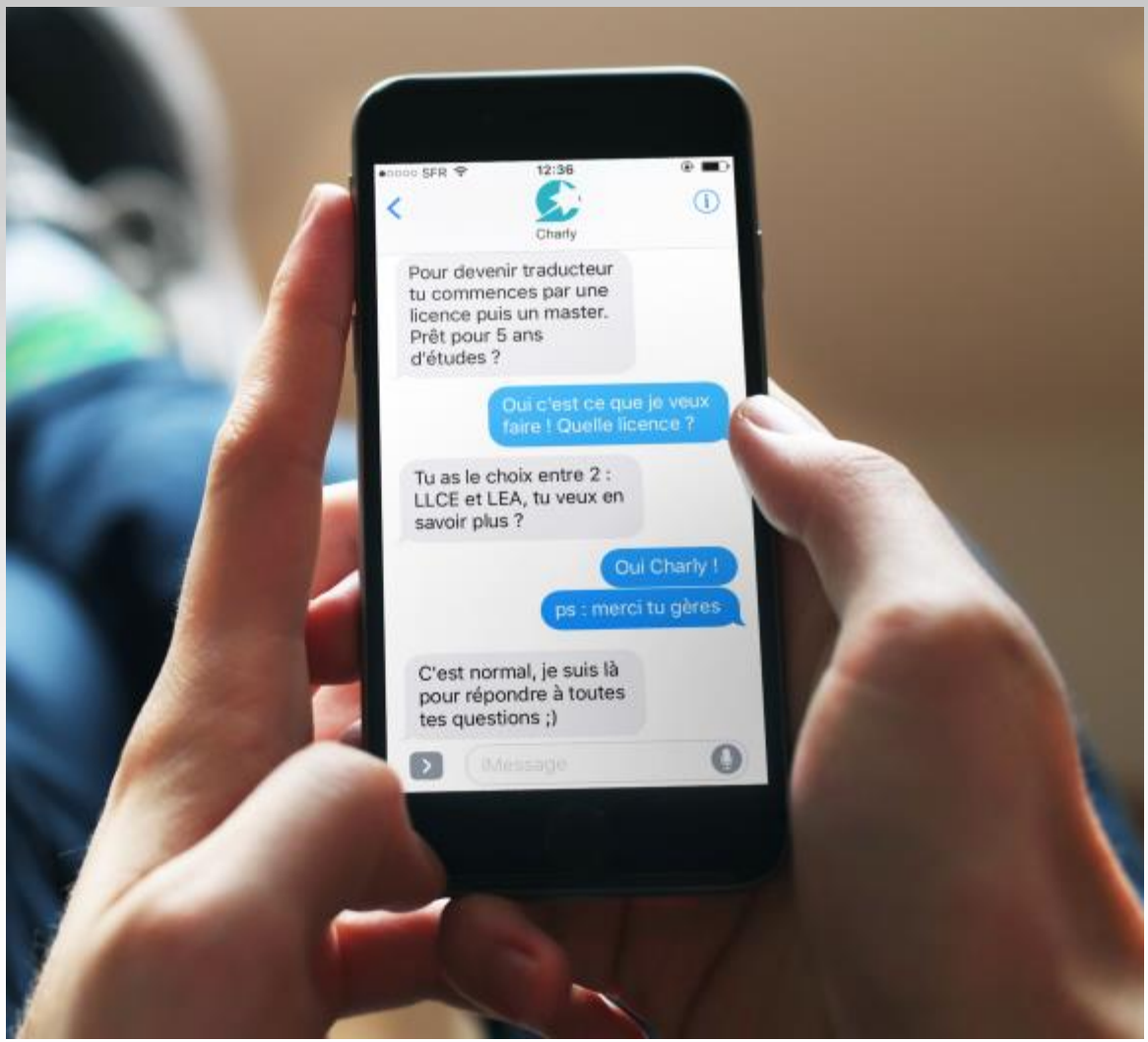
- The student contacts Hello Charly by SMS or Facebook Messenger.
- The chatbot asks questions about extracurricular activities, interests, characters and desires of the students.
- The solution searches its database for answers it has previously provided for the same "student profiles".
- Hello Charly suggests jobs and trainings to the student.

Competitive advantage

The main advantage of this tool lies in its ability to provide the student with personalised advice for free or at affordable price for a premium service thanks to the use of a chatbot.

Price

The solution is free for students who wish to use it. A premium offer is available at a price of CHF 75 to benefit from a career counsellor who will complement the chatbot action.



Hello Charly: the digital carreer counsellor



Advantages

- Playful format adapted to young people. The chatbot is more attractive and dynamic than a paper brochure listing jobs and training related. The vocabulary used by the chatbot is in line with the vocabulary used by the students.
- Possibility to contact the chatbot at any time and from any place. By getting in touch with Hello Charly, the student is an active player of his or her orientation.
- Creation of a space of anonymous reflection and trust for the young person without any value judgement relative to his orientation and his desires.
- Hello Charly is particularly Focused on interests, passions, temperaments of the students in order to define at best the potential jobs.
- Personalized orientation advice at an accessible price thanks to the use of artificial intelligence.
- Premium model includes the support of a professional guidance counselor in complementarity of the chatbot.

Number of users

45'000 young people have been accompanied since the creation of Hello Charly. 99% of the users go to the end of the conversation with Hello Charly for an average interaction time of 50 minutes.

Suitable for :

Kindergarden	★	Secondary School	★★★★
Primary School	★★	University	★★★★

Link https://hello-charly.com/

Hello Charly: the digital carreer counsellor



Analysis of the interests

Hello Charly is a chatbot that advises students in their orientation and accompanying them in the development of their professional project.

Hello Charly seems to be a tool of interest for schools which, in cooperation with career counsellors, would promote the accompaniment of students regarding their future.

Career counsellors are only able to devote an average of only 6 minutes per student during their schooling. Hello Charly can help the counsellors in the general presentation of professions or fields of study or in the definition of the character or personality of the student. This saves time for career counsellors who can focus on personalizing the advice to the student analyzing and interpreting the results proposed by the chatbot.

Moreover, the appropriation of the orientation by the student is facilitated by Hello Charly through the development of a space for anonymous reflection and trust. The student exchanging with a program does not take into account the potential value judgements that he can attribute to a human being and will not be hindered in his reflection on his future.

Greater student ownership of the orientation leads to better academic results by encouraging students to become actors in their orientation. Often initiated in a prescriptive manner (by parents, schools or the state), student guidance would be more easily appropriated by the student, which would reinforce his motivation, his commitment and therefore his capacity to obtain better academic results, which can only benefit the attractiveness and reputation of an institution.

In addition, the solution fully integrates student codes and values (age-appropriate support such as Facebook and SMS, language modelled on that of young people...) which reinforces the attractiveness of the solution for young students and also encourages them to take an active part in their orientation.