



Dutch
Edtech

The State of the Dutch Edtech Ecosystem

28 September 2021



The Dutch Edtech foundation has been launched!



It will be our mission to connect the Edtech ecosystem of the Netherlands and accelerate education and learning innovations.

From this point on we'll boost public-private collaborations, bring the community together and share insights. To do so adequately we start off with looking into the current state of Dutch Edtech ecosystem. From this moment on we will be able to track the progress of the Dutch Edtech scene.

Launching Partners:



Ministerie van Economische Zaken
en Klimaat



Ministerie van Onderwijs, Cultuur en
Wetenschap

Let's connect and grow the Edtech sector together nationwide!

Become a member & More information
www.dutchedtech.com

Follow our [newsletter](#) and our [podcast](#) for the latest insights and news.

Contact: info@dutchedtech.com

[Annet Klopogge](#), Project Lead

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[Ruben Nieuwenhuis](#), Board Member



Dutch
Edtech



Key findings

There are 406 Edtech startups in the Netherlands, worth a combined €800 million

In total **€110 million** of venture capital has been raised since 2016. Amsterdam Edtech startups account **for 79% of that**.

We identified **11 segments** within EdTech. Upskilling (Bootcamps) leads in terms of number of startups, but Digital learning environment startups have received the most funding.

We estimate there are **2.5K+ full-time employees** working in Dutch Edtech startups in the Netherlands.

The Netherlands ranks #10 in Europe by funding and #7 by total valuation

The Netherlands risks falling behind on Edtech investment. However, **VC investment has been growing at 90% CAGR** since 2016.

Amsterdam **ranks #5** in Europe in terms of number of funding rounds in Edtech.

The edtech sector is a strong strategic edge for competitive Dutch economy, so deserves more attention.

Massive potential in Edtech both globally and in the Netherlands.

Global EdTech investment is on track to **grow by 50% in 2021**.

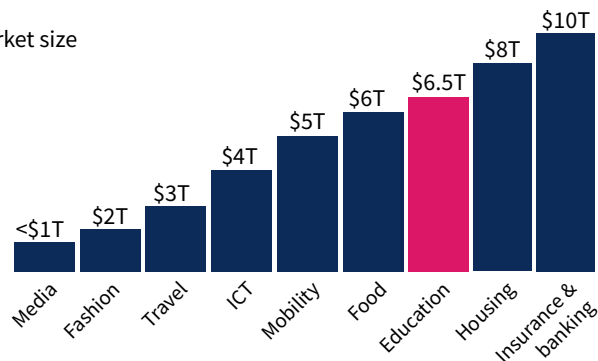
Europe is growing the fastest. VC funding for Chinese Edtech startups has been impacted by large-scale changes in education legislation.

Global Edtech companies are now worth **€298 billion, a 3.8x increase since 2016**.

Global education and training expenditure would **hit \$10 trillion by 2030**, of which <4% is digitized.

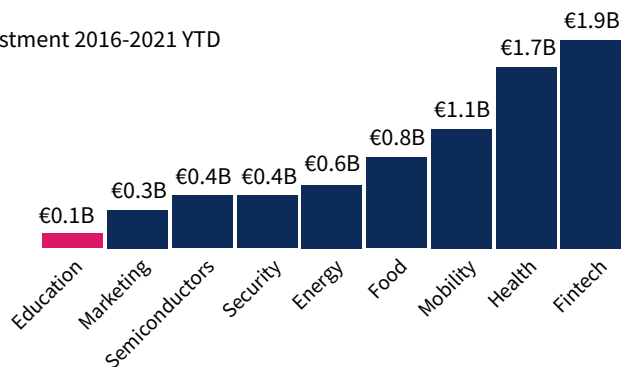
Edtech is one of the largest consumer categories, with \$6.5 trillion in spending.

Global market size

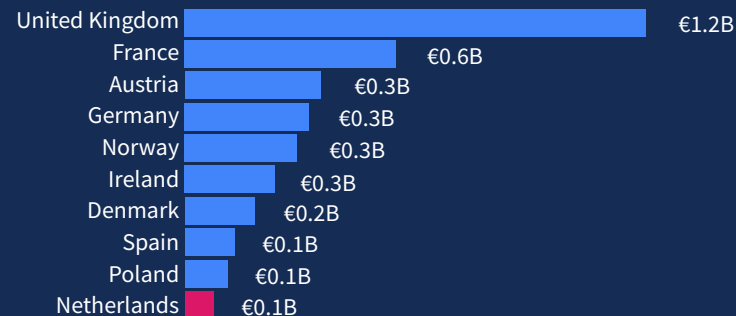


But Dutch Edtech investment is still 5–7 years behind on sectors like Fintech and Food.

VC investment 2016-2021 YTD

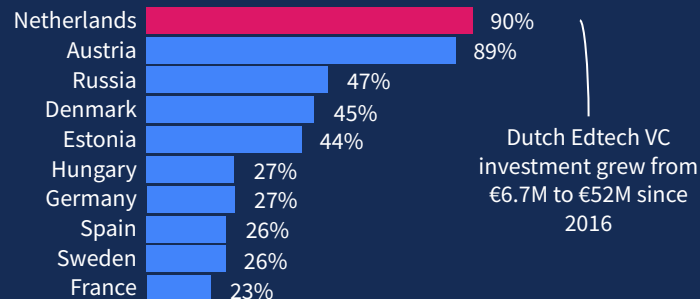


The Netherlands ranks #10 in Edtech in Europe by VC invested since 2016 (whereas Dutch VC ranks #6 overall)



But it's also the fastest growing by VC investment

Annual growth from 2016 to Today



Dutch Edtech VC investment grew from €6.7M to €52M since 2016

Table of contents.

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The Dutch Edtech ecosystem

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European & global context

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A closer look at Dutch Edtech startups

1 Introduction to the Dutch Edtech ecosystem

We have identified 11 distinct market segments.

We've analyzed over 406 Edtech startups - tech-enabled solutions intended to promote education and learning, and classified them among the 11 segments.

We focused on companies in the information age, i.e. after 1990

We also identified possibly dormant startups by checking their website.

The data is from Dealroom.

Jobs & Internships

Startups that attract and improve access to talent.

WONDERKIND

F FOLLIO

LEAD
YOUR
FUTURE

Management systems

Supporting software for schools, universities and platforms.

DREAM Teach 'n Go

STUCCOMM

FeedbackFruits

Tutoring & Homework help

Platforms for finding tutors and helping materials for homeschooling

BOMBERBOT

Revisely

Chad

Reskilling (Bootcamps)

Teaching new skills to people switching careers and/or industries.

TekkieWorden

UPRISE

the > talent >
institute >

STEAM

Educational materials for Science, Technology, Engineering, Arts and Mathematics

YOUNG
CAPITAL
NEXT

Grasple

LoCoMoGo

Upskilling (Workforce transformation)

Teaching new skills with own platform and/or content.

lepaya

Growth
Tribe

AGILITY
SCALES

Learning content & resources

Startups creating educational content

easygenerator

(AlgebraKIT)

wize
noze

Digital learning environment

Platforms for searching and booking courses and digital degrees.

StuDocu

sQuila

Edumundo

studytube

eFaqt

Immersive tech

Startups that use AR, VR, Voice and other frontier tech to educate people.

warp

futurewhiz

itorium

Kinemis

SERIOUS^{VR}

Language learning

Tech-enabled solutions for learning languages.

myngle NOVO

TopTaal

Assessment & Verification

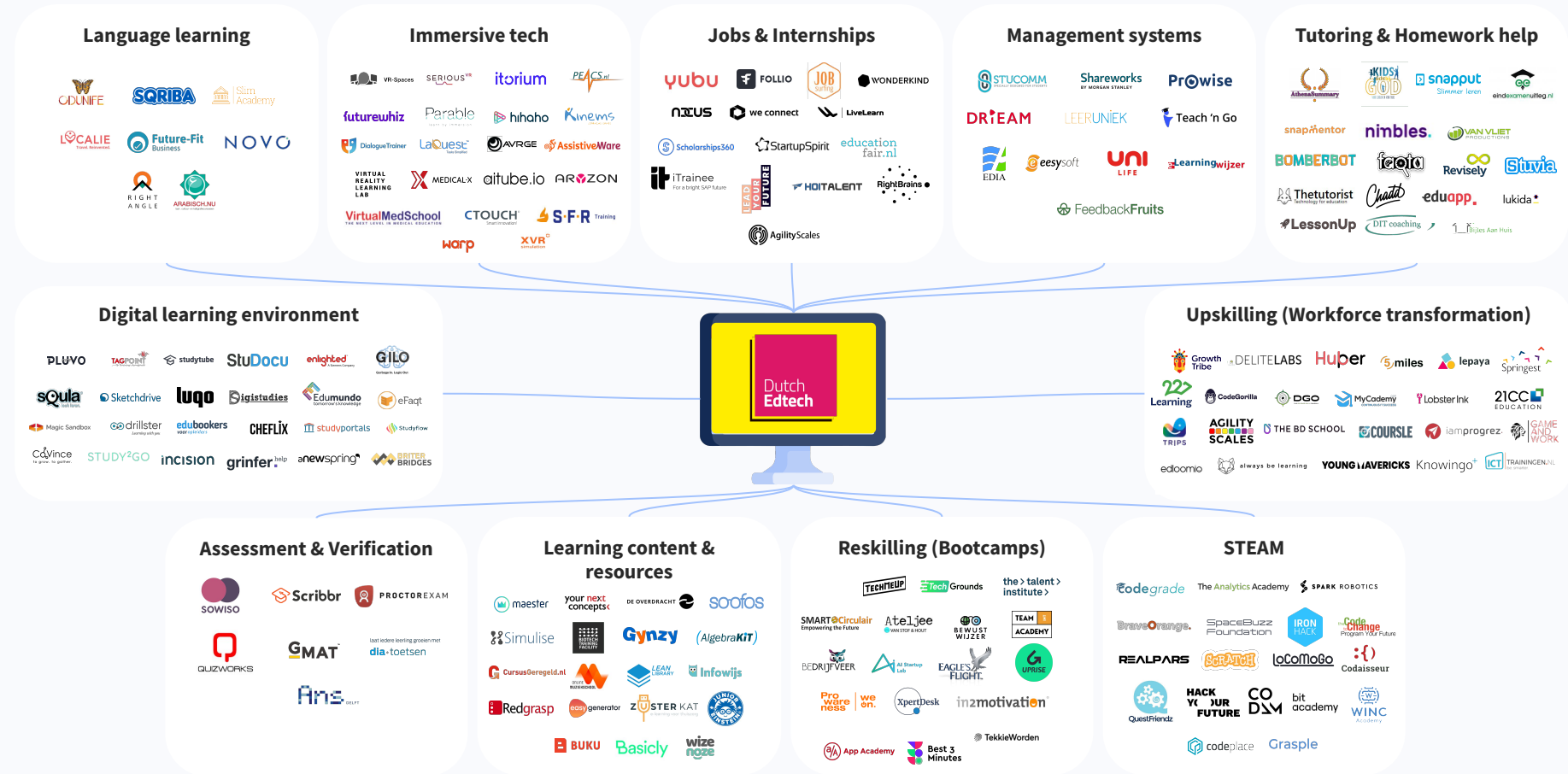
Startups helping with assessment of skills and certification

SOWISO

Scribbr

PROCTOREXAM

The Dutch Edtech landscape 2021



Explore all Dutch Edtech startups online and claim (or add) yours.

Let top VCs find you

Attract top talent

Contribute to an open dataset

» Add your Edtech startup

The screenshot displays the dealroom.co website, a platform for discovering and adding Dutch Edtech startups. The interface is clean and organized, with a navigation bar at the top and a sidebar on the left. The main content area is divided into several categories, each featuring a grid of startup logos and names. The categories include Digital Learning Environments, Language Learning, STEAM, Learning content & resources, and Assessment & Verification. Each category also shows the combined funding for the startups listed. The website is user-friendly and provides a comprehensive overview of the Dutch Edtech ecosystem.

dealroom.co Search for companies, investors, people, lists & innovations

Digital Learning Environments
Combined funding € 75M

StudyTube Online Starters Digistudies Sketchdrive
Qwobble Next Valley Lea middelbare.scho
Numworx.Solutio Incision Pluvo TheONE CoVince Briter
Dedico Study2Go Tagpoint traini aNewSpring Edubookers
Projectcampus Magic Sandbox Drillster Squila
Slimvitaal Acad GILO Technolog Grinifer Enlight ed
Ncoi Opleidings luco Studyportals Edumundo efaqt
StuDocu Kassenaar IT Se Cheflix Teachers Channe SchoolX
WorldbrainWave SkillTransfers Universiteit va LiveLearn

Language Learning
Combined funding € 1M

Interlinguals Katakura-wbcl TopTaal Mynn Linguistadores
Teach Kids Lang Ananas Club Novol.elearning ITSLanguage
myngle myngle Jungle the Bung

STEAM
Combined funding € 44M

Codeplace Hack Your Futur RealPars LoCoMoGo Grasple
Spacebuzz Found School of appli ScienceMotions E-Semble
Brave Orange Decoded WincAcademy BIT academy
Questfriendz Code Qube Spark Robotics CodeGrade
Code Institute Ironhack Le Wagon Scratch Code to Change
Computrain Ubiquim Academy YoungCapital Ne

Learning content & resources
Combined funding € 0.9M

I Hate Statisti Maester soofos Internet School
Easygenerator De overdracht CipeMotion Basicly
Lean Library Luris ZusterKat Geweldige Wereld AlgebrakIT
Gynzy Correctbook Hobbiamo AcademyLab
Heutink Voor Th BUKU Cursus Geregeld Tekster
Letterschool BOOM BOOM CLAP Train. Centrum
CSD Denekamp Juf Jannie Ambrasoft Your Next Conce
Biotech Trainin Itorium Redgrasp Online Muzieksk

Assesment & Verification
Combined funding € 0.6M

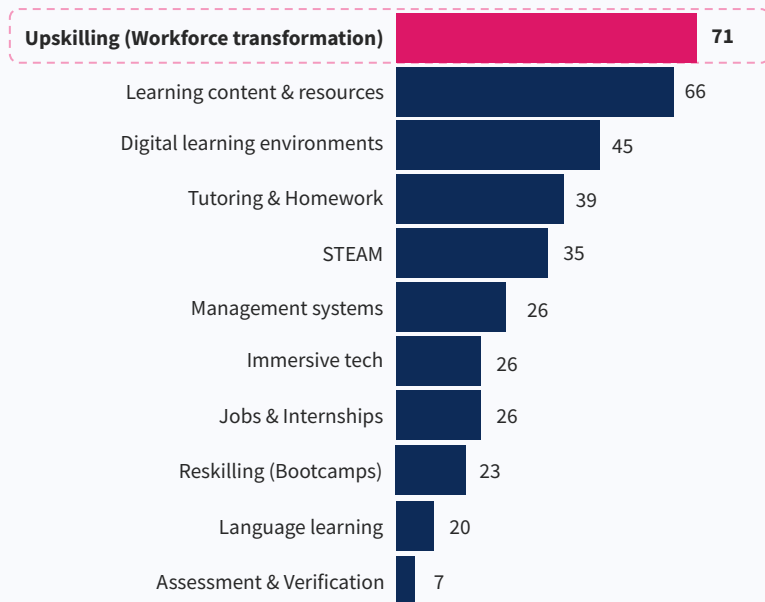
SOWISO ProctorExam Scribbr GMAT Holland Quizworks
Ans Delft Dia toetsen

Tutoring & Homework help
Combined funding € 3.3M

Mr. Chadd The Tutorist Bomberbot LessonUp
Eindexamenutle Nimbles Revisely SnapMentor
Examendisk Writs Eduapp Athenasummary App4Talent
AFTER'S COOL Snapput Snappet OnlineSlagen Stuvia
Facta Het Mediateam DeBijesStudent juf Aminoor

Workforce transformation is the largest Edtech segment.

Number of startups in Dutch EdTech



Upskilling (Workforce transformation) startups



Disclosed funding: €8M
FTEs: 110+

Designs and delivers courses in
Data Analytics, Growth
Marketing, UX Design and more.



Disclosed funding: €5M
FTEs: 115+

Training employees via digital
learning app and short
interactive classroom sessions



Disclosed funding: €3M
FTEs: 50+

Helps employees find, compare
and book training programs and
courses.

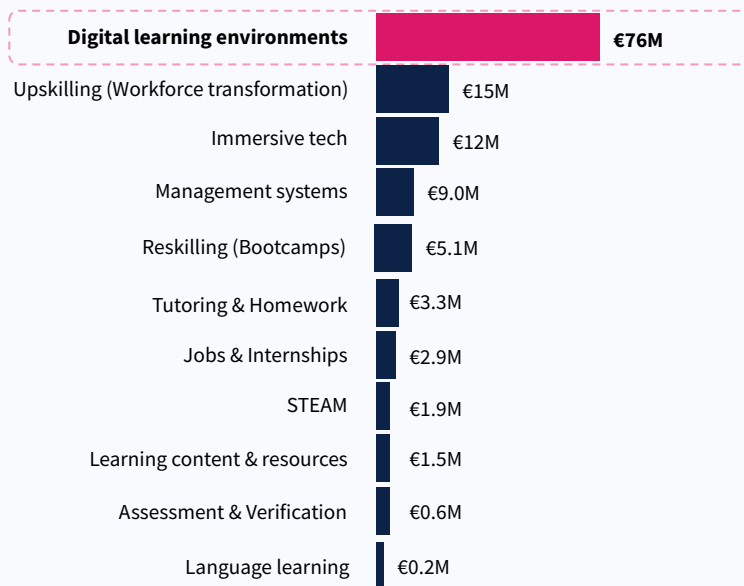


Disclosed funding: €3M
FTEs: 25+

AI-driven platform that uses
gamification to revolutionize
how employees learn

Digital learning environment startups account for more than half of all VC investment.

VC investment in Dutch Edtech startups since 2010



Digital learning environment startups

StuDocu

Disclosed funding: €47M
FTEs: 60+

Platform for sharing study resources and solve problems with peers.

studyportals

Disclosed funding: €5.3M
FTEs: 160+

Helping students to find, compare and choose a university anywhere in the world.

grinfer.

Disclosed funding: N/A
FTEs: 20+

All-in-one marketplace for selling courses online, mentoring and consulting

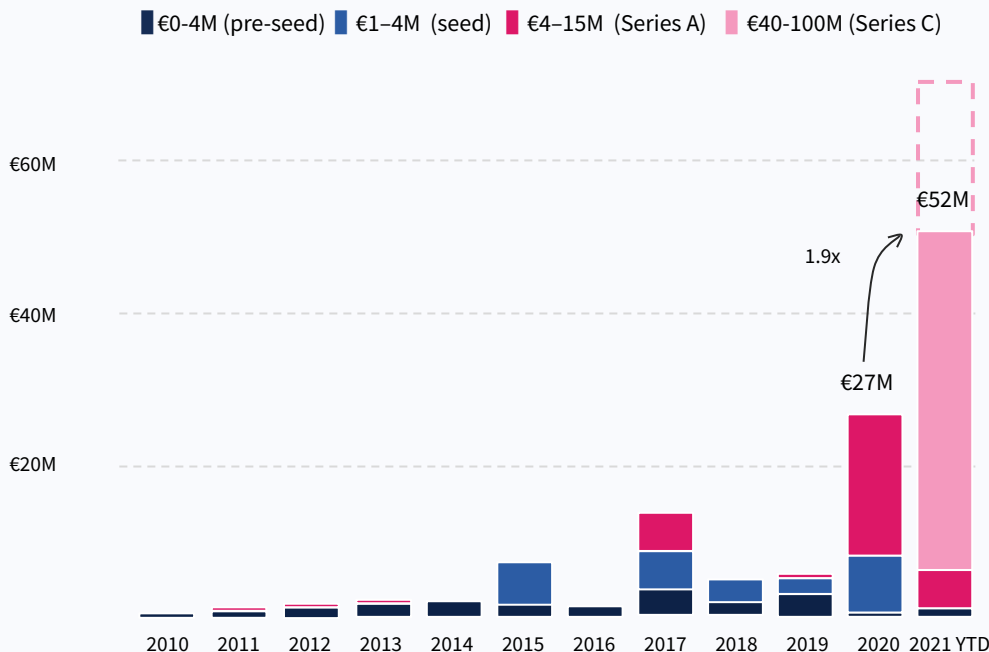
Edumundo

Disclosed funding: €1.2M
FTEs: 35+

Creating adaptive and interactive digital learning materials for higher education.

So far, €52 million has been invested in Dutch Edtech startups in 2021.

VC investment in Dutch Edtech startups » [view online](#)

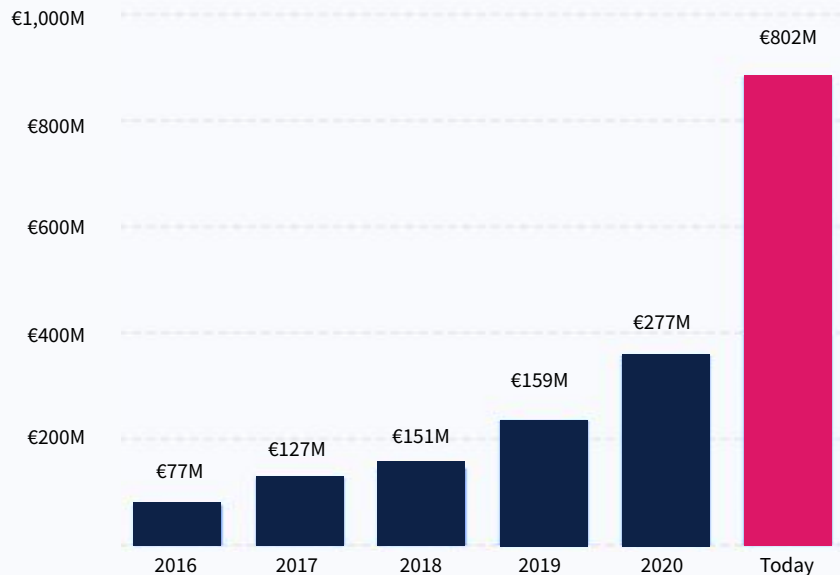


Capital raised in 2020/21 by selected companies

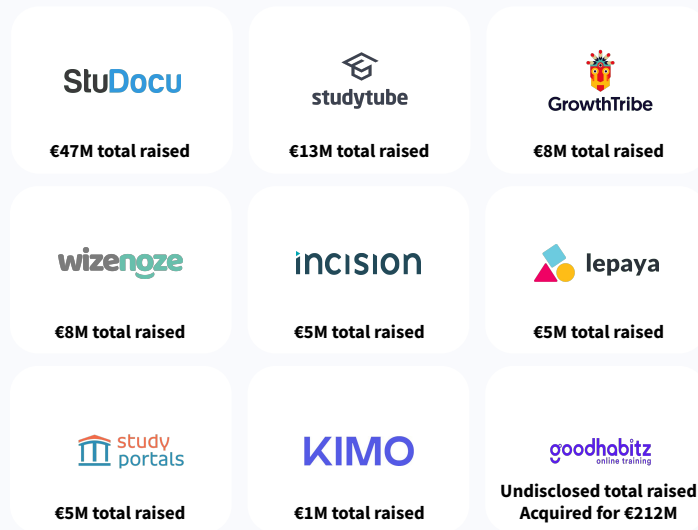


Dutch Edtech companies are now worth €800 million, led by StuDocu (€227M) and Goodhabitiz (€212M).

Combined enterprise value⁽¹⁾ of Dutch Edtech startups » [view online](#)







Most valuable Dutch Edtech companies



Most funded Edtech startups in the Netherlands.

Company	Launch date	Disclosed total funding	Latest funding	Select investors
StuDocu Notes, summaries and test sharing platform	2010	€47M	\$50M Series B May 2021	Partech, Point Nine Capital, Peak
 studytube Platform for creating and deploying courses	2010	€13M	\$10M Series C Jul 2020	Verdane, Vortex Capital Partners
 GrowthTribe Digital Courses & Corporate Training.	2015	€8.0M	€5.0M Series A Nov 2020	Rinkelberg Capital Investment
 wizenoze Searchable digital library	2013	€7.9M	€4M Series A Jul 2020	CapitalT, Partners in Equity
 studyportals Helping students find and choose a university	2009	€5.3M	€5M Series A Mar 2017	Keen Venture Partners, VOC Capital Partners
 lepaya Soft skills training	2018	€5.0M	€2.0M Series A Nov 2020	? (Mediahuis, Tablomonton Ventures)
 incision E-learning platform for surgeons	2010	€5.0M	€5M Series A May 2021	Rubio Impact Ventures, SHS Capital
 Knowingo+ Mobile learning platform	2015	€3.3M	€1.3M Seed Aug 2019	BOM Brabant Ventures
 Springest Find and compare training courses	2008	€2.9M	€2.0M Growth Equity Jun 2017	FD Mediagroep
 eFact Tool for better study habits	2012	€2.0M	€2.0M Seed Nov 2015	The Hatch Firm, Investion

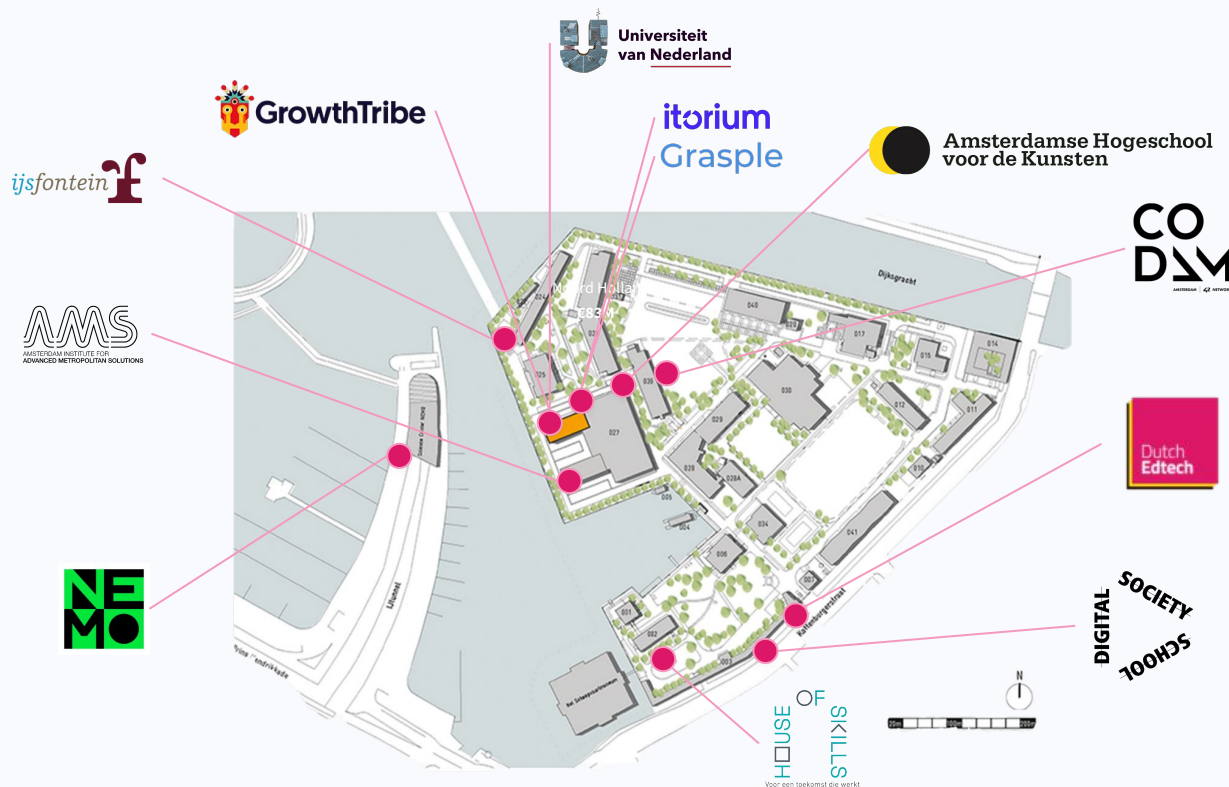
Notable Dutch Edtech exits.

	Digital learning environments	Management systems	Immersive tech	Assessment & Verification
				
Description	Online training courses	A platform for communication with students.	Personalized education for children	White-label platform for online proctoring
Launch date	2011	2014	2010	2014
Funding till exit	N/A	€0.7M	N/A	€0.6M
Select investors	Parcom Capital	N/A	N/A	Leapfunder, Startupbootcamp
Acquirors	Prosus	Ready Education	NPM Capital	iParadigms
Acquisition date	Jun 2021	Jul 2021	Dec 2020	Feb 2021
Amount	€212M	N/A	N/A	N/A





















































Marineterrein Amsterdam - Growing Edtech hub in the Netherlands.



- Universiteit van Nederland
- itorium
- Grasple
- AHK
- Codam
- Dutch Edtech
- Digital Society School
- House of Skills
- Nemo
- AMS
- IJsfontein
- Growth Tribe



The top 25 people in Dutch Edtech to follow.

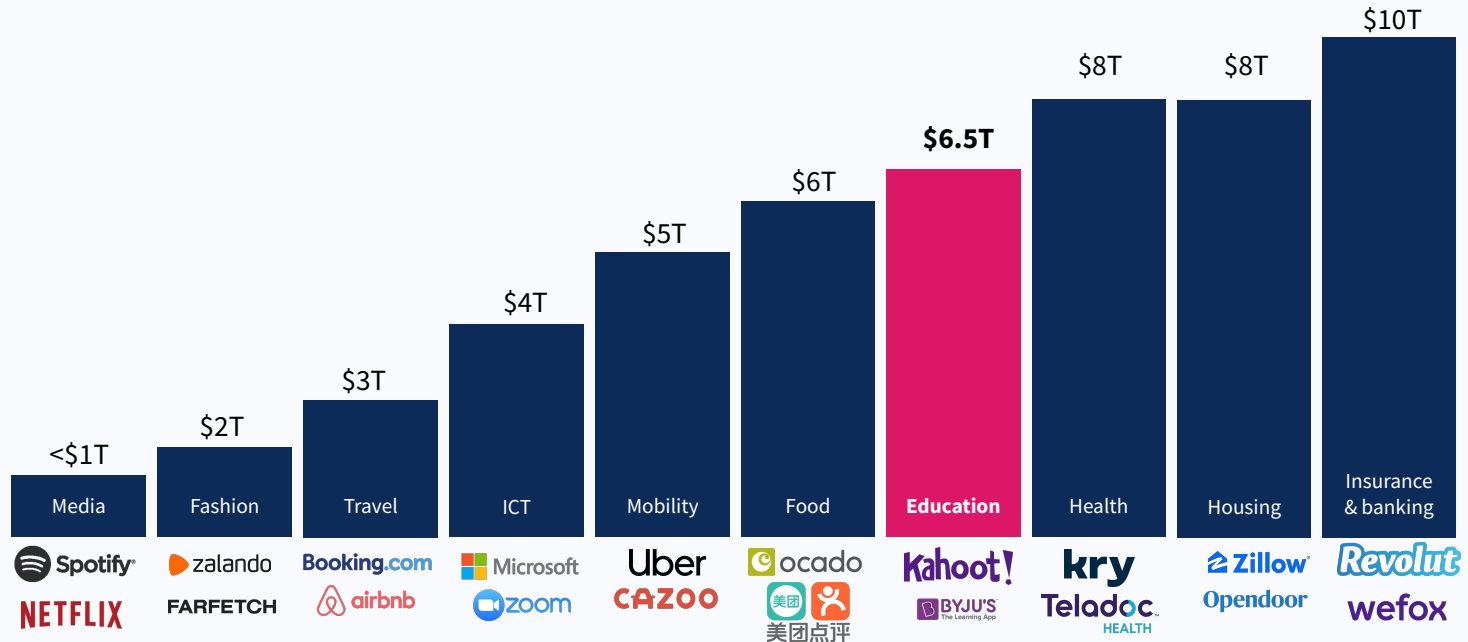
	Andre Haardt  Founder, Ssula		Homam Karimi  CEO & Founder, Studytube		Vassilis Damianos  Study Smart
	Erwin van Rest  CEO, StudyPortals		Jeroen Fransen  CEO & Founder Revisely		Anouk Binkhuysen  CEO & Founder, Faqta
	Rene Janssen  Founder & Managing Director, Lepaya		Ewoud de Kok  CEO & co-founder, FeedbackFruits		Ruben Nieuwenhuis  Managing Partner, TechConnect
	Diane Janknegt  Founder, Wizenose		Kim van der Esch  Founder, Mr. Chadd		Dimitrios Vlachopoulos  Digital Society School
	Thijs Gillebaart  Co-founder, Grasple		Marnix Broer  CEO & co-founder, StuDocu		Kars Veling  CEO & founder, LessonUp
	Peter van Sabben  Co-founder & CEO, Growth Tribe		Marina Tognetti  CEO & founder, mYngle		Serge Bueters  CEO, Futurewhiz
	Roel Bellinga  Co-founder, itorium		Ruben Timmerman  CEO, Springest		Linda Frietman  CEO, IamProgrez
	Maarten Franken  GoodHabitZ		Suzanne Meyer  Co-founder & Director Strategy, Knowingo		Jaap Koelewijn  Founder, Helpur
	Corinne Vigreux  Founder, Codam		Menno Thijssen  CEO, Edumundo		

2

European & global context

With \$6.5 trillion Education is one of the largest market opportunities yet to be digitized.

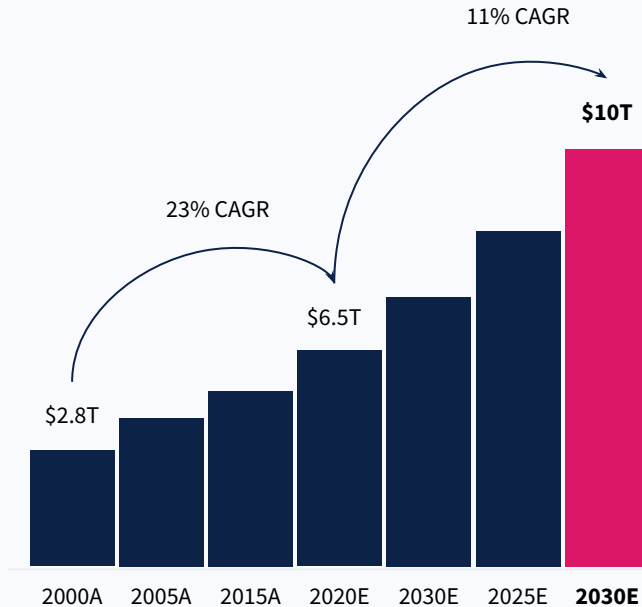
Global size of key consumer markets as of 2021



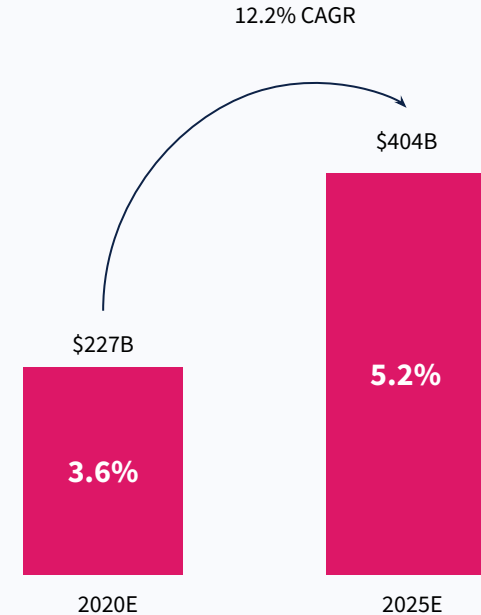
Source: Dealroom estimates, Worldbank, OECD, Eurostat, McKinsey for insurance & banking via A16Z. Freelance via Upwork and McKinsey.
Education is \$6.5 trillion according to Holon.

A \$10 trillion expenditure market by 2030, of which only <4% is digitized.

Global education and training expenditure



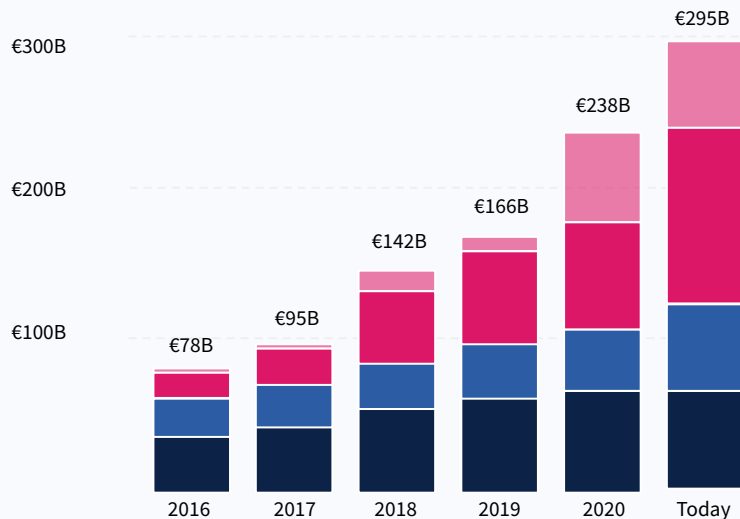
Global Edtech expenditure



Global Edtech companies are now worth €295 billion.

Combined enterprise value⁽¹⁾ of Global Edtech startups » [view online](#)

■ \$0–250M ■ \$250–1B (Future unicorn) ■ \$1B–10B (Unicorn) ■ \$10B+ (Decacorn)



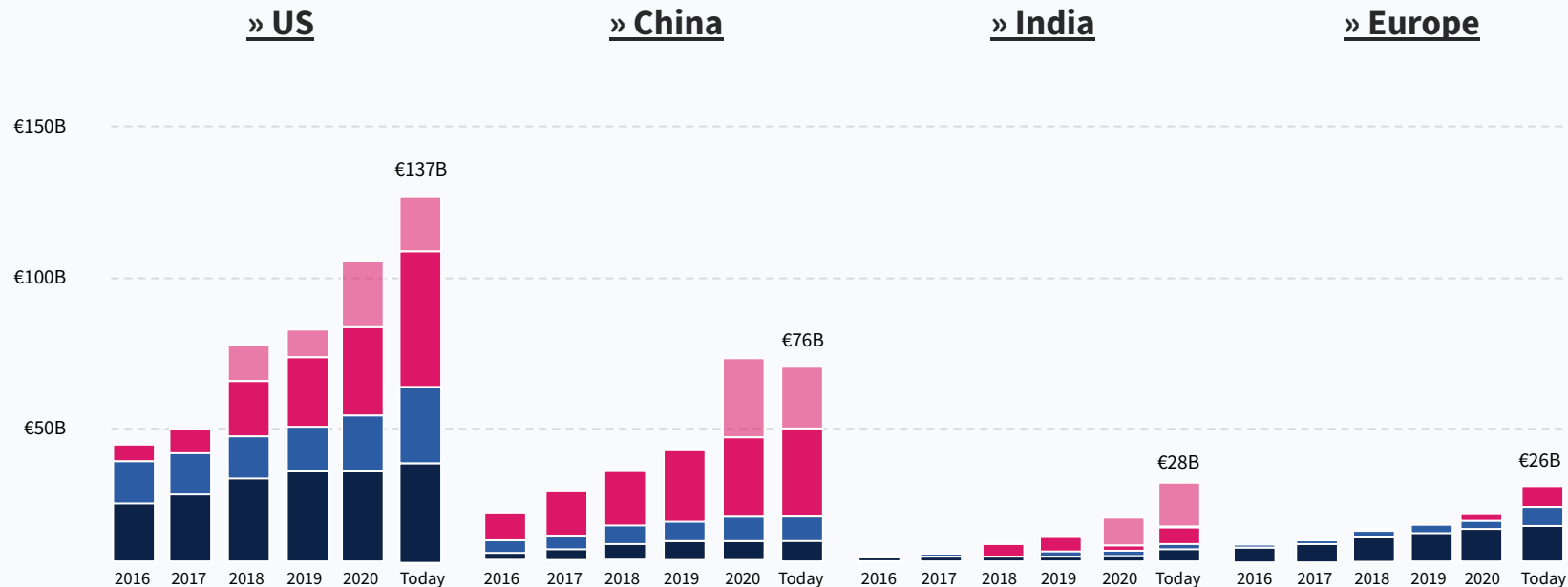
Most valuable Global Edtech companies

NAME	MARKET	TYPE	GROWTH SIGNAL 12 months growth	LAUNCH
Byju's ★ ♥ India's largest ed-tech company a...	B2C education kids	mobile app commission marketplace & ecommerce	21k	No
Yuanfudao ★ ♥ Using technology to enhance the L...	B2C education	mobile app commission marketplace & ecommerce saas	793	Ma
Chegg ★ ♥ Academic hub offering a variety of ...	B2C education	marketplace & ecommerce	8,036	2
New Oriental Education & Technology ★ New Oriental provides a comprehe...	B2C education		10001+	1
Zuoyebang ★ ♥ The largest K12 online education p...	B2C education	commission saas	910	2
Duolingo ★ ♥ The world's most popular applicat...	B2C education	machine learning mobile app subscription saas	994	No
Kahoot! ★ ♥	B2B, B2C examine			

The US leads by the largest enterprise value.

Combined enterprise value⁽¹⁾ of Global Edtech startups [» view online](#)

■ \$0–250M ■ \$250–1B (Future unicorn) ■ \$1B–10B (Unicorn) ■ \$10B+ (Decacorn)



Most valuable Edtech companies.

	Name	HQ	Founded	Valuation *	Category	What they do
#1	 BYJU'S	India	2011	€15B	Digital learning environment	Learning app for students in K-12
#2	 猿辅导	China	2012	€14B *	Tutoring & Homework help	Online courses and tutoring for K-12 students
#3	 Chegg	US	2007	€10B	Learning content & resources	Academic hub offering a variety of scholastic materials
#4	 作业帮	China	2014	€9B *	Tutoring & Homework help	Tutoring products and services targeting K12 students
#5	 duolingo	US	2011	€6B	Language Learning	Language-learning education platform
#6	 Kahoot!	Norway	2012	€6B	Immersive Tech	Game-based learning platform
#7	 coursera	US	2012	€4B	Digital learning environment	Free online courses from top universities
#8	 GUILD EDUCATION	US	2015	€3B	Upskilling (Workforce transformation)	Online classes, programs, and accredited college degrees
#9	 articulate	US	2002	€3B	Upskilling (Workforce transformation)	E-learning courses for management systems
#10	 PowerSchool	US	1997	€3B	Management Systems	Cloud-based software for K-12 education

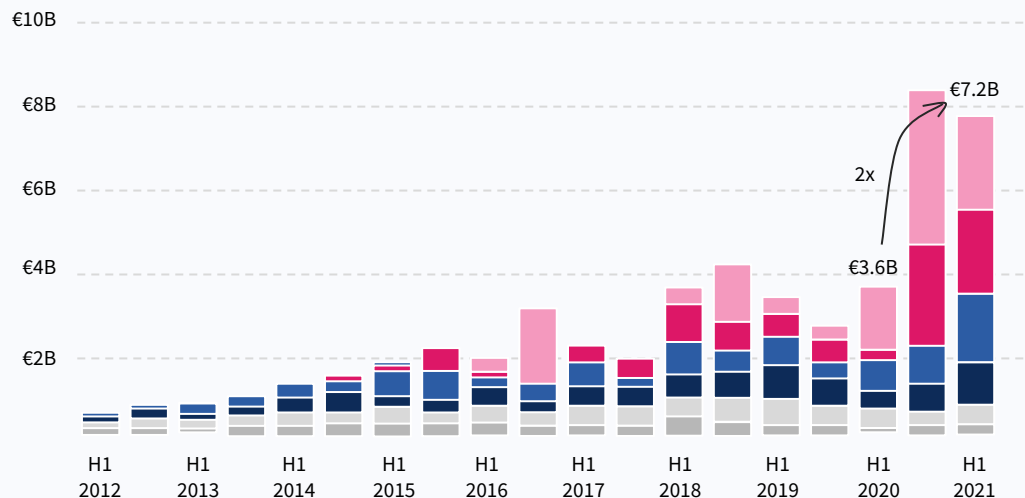
There are now 57 unicorns and \$1.0B exits in Edtech. The center of gravity shifted from China to the USA.



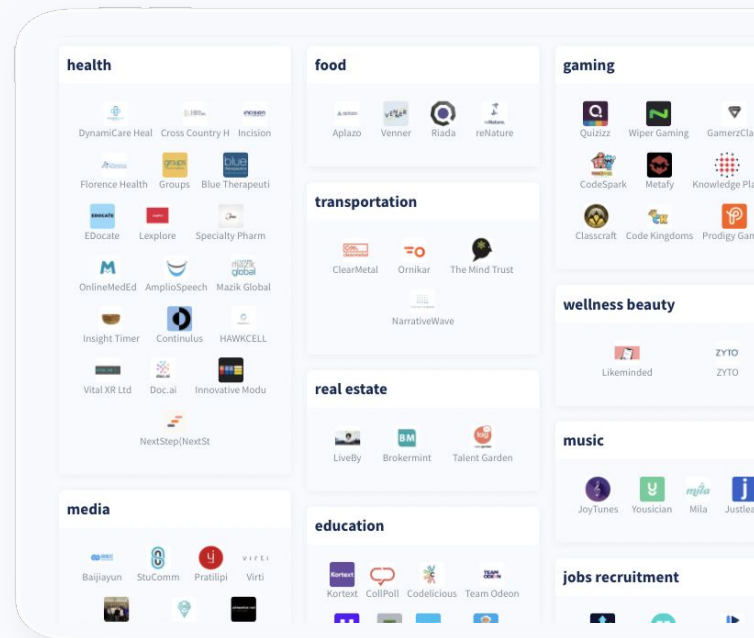
Globally, Edtech is on track for a record investment in 2021, after €7.2B raised in the first half of the year.

VC investment in Edtech startups » [view online](#)

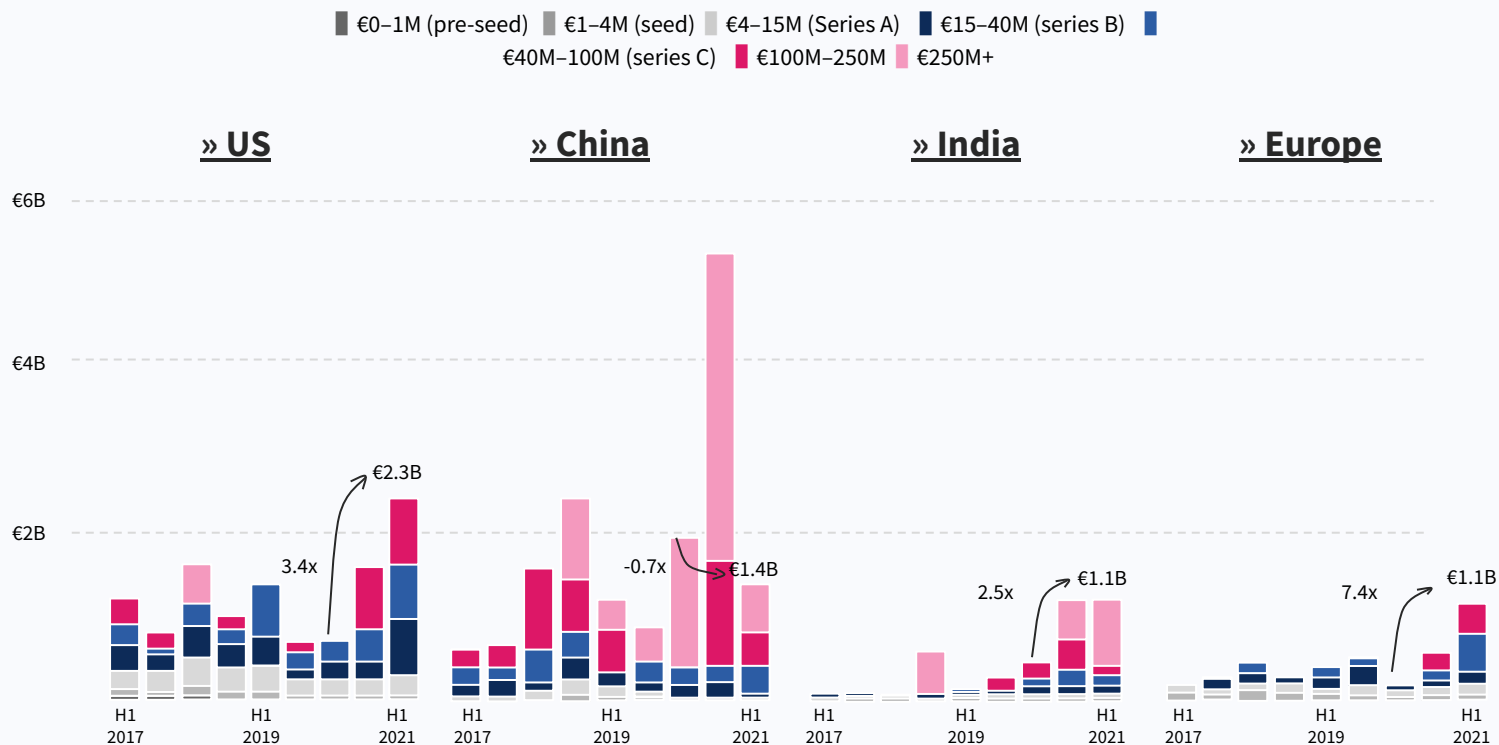
■ €0–1M (pre-seed) ■ €1–4M (seed) ■ €4–15M (Series A) ■ €15–40M (series B) ■
■ €40M–100M (series C) ■ €100M–250M ■ €250M+



Over 550+ Edtech startups raised in 2021 » [view online](#)

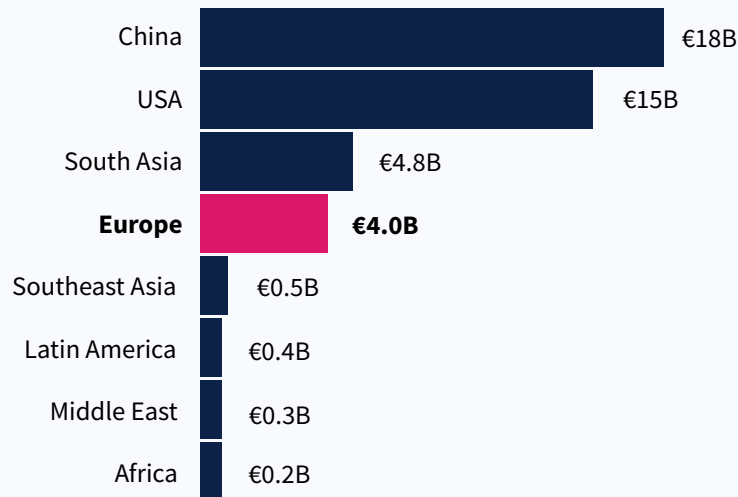


Which is an opportunity for Europe to lead in Edtech with VC investment growing the fastest.

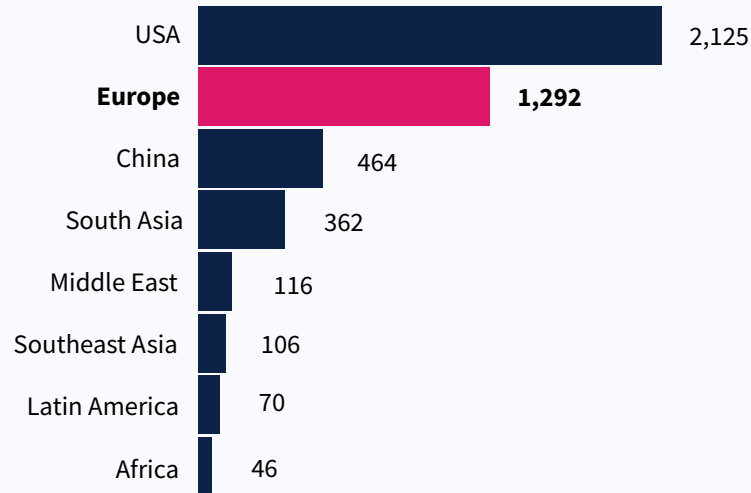


European VC investment since 2016 lags behind, but it comes second in terms of number of rounds.

Edtech VC investment since 2016

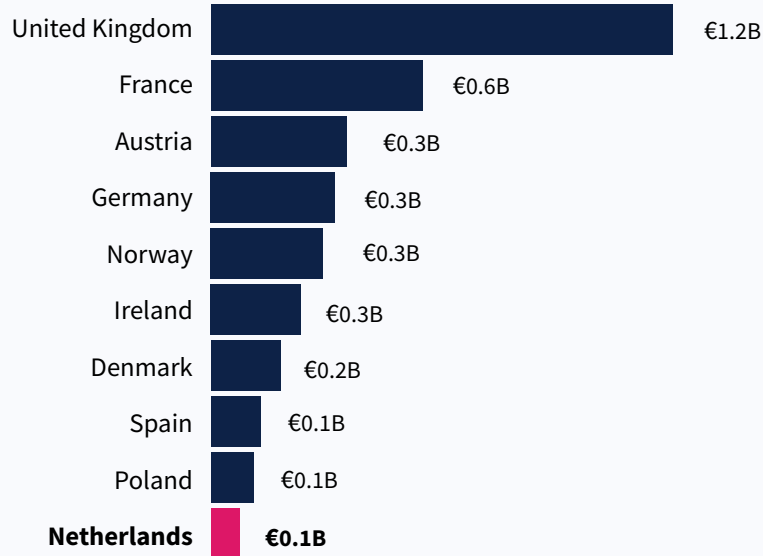


Number of rounds since 2016

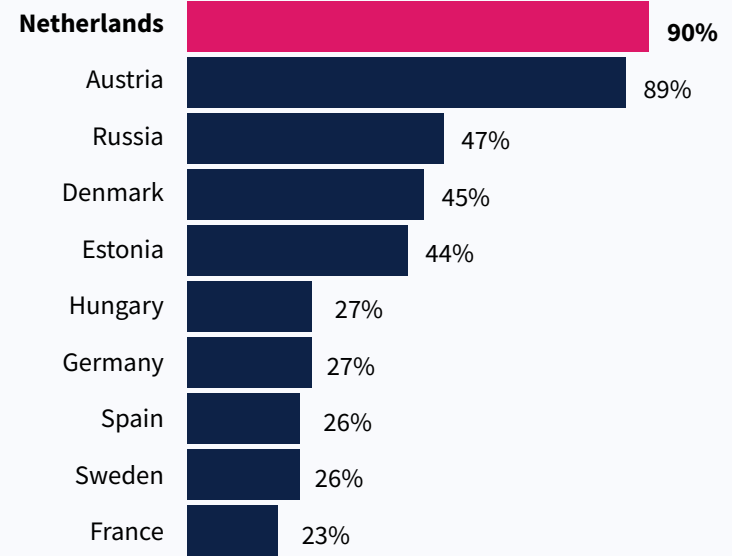


The Netherlands risks falling behind on Edtech investment. However, VC investment has been growing in double digits since 2016.

Top 10 countries: Edtech VC Investment since 2016



Top 10 countries: Edtech VC Investment CAGR since 2016

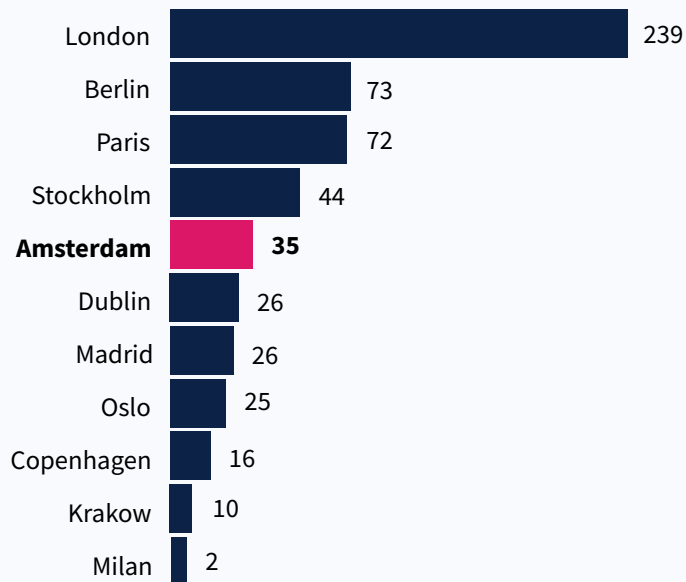


Amsterdam ranks #5 in terms of number of funding rounds, but lags behind with total VC investment.

Edtech VC investment since 2016 by city



Number of Edtech rounds since 2016 by city



3

A closer look at Dutch Edtech startups



Thijs Gillebaart
Co-founder



What differentiates Grasple from other online learning platforms?

Our entire platform revolves around open content. We collaborate with universities and higher education institutions across the globe, including TUDelft and OpenStax – both renowned sources for high-quality learning material. Our online practice and assessment platform focuses on STEM – math and statistics education – in particular. Our solution features an advanced Computer Algebra System, meaning the system knows when two mathematical statements are equivalent. Another aspect that sets us apart, is how user-friendly our math editor and platform interface is. It saves teachers and students a lot of time and frustration getting to know our platform.

Can you tell us something more about open access? What is it, how does it work?

Open access is the process of creating and sharing learning materials under Creative Commons-licenses for others to reuse and redistribute.

There are several types of licenses available, but it basically says: anyone who wishes to use or change this content can do so if you attribute it. We believe open access is important because it increases the availability of high-quality education for everyone around the world. It therefore also increases equality, amongst both students and educators. Open access also enables educators to keep control of their work, and it prevents vendor lock-ins.

What would the sector need to improve in order to get a thriving edtech ecosystem?

The EdTech sector is too dispersed and we see many startups fail or quit after a few years. As a result, the EdTech-sector is still not as mature as other (tech) sectors. We believe it can therefore benefit from more standardization, whether it's technological or legal. Standardization can increase turnaround time on contracts, allowing businesses to grow much quicker. It also allows us to work together on a larger scale.

HQ: Amsterdam

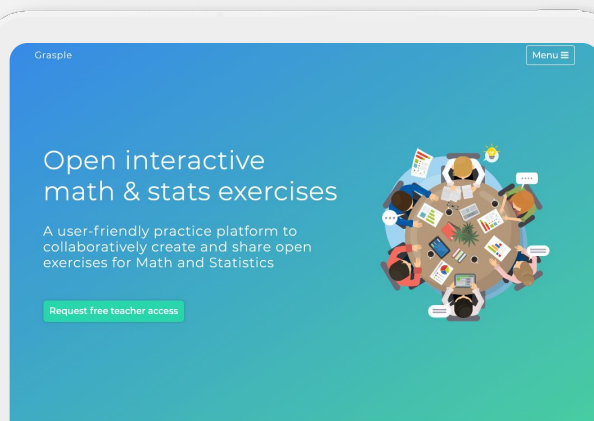
Founded: 2014

Founder: Thijs Gillebaart

Bootstrapped

STEAM

A user-friendly practice platform to collaboratively create and share open exercises for Math and Statistics.



An Open Education Award winning platform

"The Open Educational Awards Committee recognizes Grasple's truly exceptional work in Open Education. We applaud their dedication to openness, access, high quality and innovation shown by their work and vision." (read more about the award)





Pieter Duisenberg

Chairman VSNU



In what way(s) is edtech relevant for the Dutch universities?

Well first of all it's good to realise that universities have three main tasks to focus on; education, research and valorisation. And since our universities are part of the international top. We have to invest in collaboration, innovation, and talent, in order to stay ahead of the competition. Edtech can help us by providing our universities with tools and technology in order to facilitate our researchers and teachers in order to do their work.

Next to that it is our duty to make public knowledge available. To do that at scale, edtech will play an important role as well. But in working together with private edtech companies the ambition is always to achieve the perfect balance between innovation and our public values.

Are universities keen to collaborate more often (internationally)?

This is already happening, for instance in terms of exchanging lectures. But it is happening in many more ways. I believe that this will only increase in the future. In order to be prepared we need to be on top of the developments happening in Edtech, exchange knowledge and create a thriving ecosystem in the Netherlands.

What is the ambition in terms of edtech for the Dutch universities?

We want to become the number one country for academic startups. If we become that in the field of edtech, then it cuts both ends. It is both an opportunity for our educational needs and it accelerates innovation. And even though the Dutch market is not super big. We need to facilitate local start-ups. The fact that they're closeby gives us the opportunity to experiment and express our needs and again: make sure that our public values are met.

Can edtech startups keep something in mind when approaching universities?

It's maybe a bit repetitive, but we need to discuss how to preserve the public value together. This means that we need to align the innovation agenda next to our public mission.

“Educational technologies will play a massive role in the future of educating people. I think we have to work together with edtech companies, but always with our public values in mind. Edtech startups should take that into account when developing new technologies.”

HQ: Den Haag
Founded: 1985

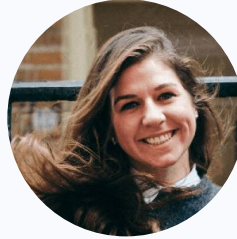
Association of Dutch Universities

In the Association, Dutch universities work together towards a strong university sector. The 14 universities show the outside world how they fulfil their social function, formulate shared ambitions relating to academic education and research and valorisation, and lobby for the preconditions needed to realise these ambitions.





Kim van der Esch
Co-Owner



In what way can Edtech contribute specifically for better homework and tutoring help?

In Mr. Chadd's opinion having a Math question on Sunday and having to wait for your next Math class on Tuesday is outdated. The Mr. Chadd app helps pupils in receiving on-demand help with their homework, at the time they really need it.

How have Mr Chadd's goals and objectives changed since the company has grown?

At first, Mr. Chadd was very B2C-minded. We offered single subscriptions to students (or their parents) who needed help with their homework. Now, Mr. Chadd is much more B2B-minded. Multiple schools have purchased Mr. Chadd for all (or a part) of their students.

The ultimate goal is to be seen as a "normal" application in every classroom in a few years.

Do you think we should give tutoring a more prominent role in a student's life?

No, I would prefer to provide more customization within teaching time, i.e. at school. With our company, we address this by providing assistance during class. For this, education must meet certain conditions: better insight into where students need help, create space for the teacher to provide help and give digital resources a more prominent place within education.

What does it take to build a successful edtech ecosystem?

Talk to the end user. What does the teacher, the pupil, the student, the management need? Otherwise it will never be adapted. I believe, certainly within education, in bottom-up implementation. In addition, it is important to create an overview of the companies that are active within the edtech industry. If there are duplications in this, please also indicate where the difference lies between similar companies.

HQ: Groningen

Founded: 2015

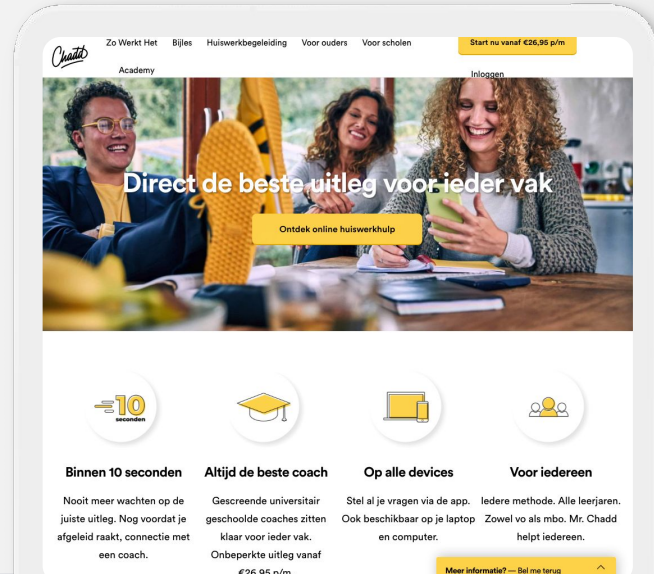
Founder: Jan Gustavo Kuipers

Select Investors: N/A

Funding: €1.1M

Tutoring & homework help

Mr. Chadd helps students with homework. It matches each student with a knowledgeable coach.



Anne Cramwinckel

Managing Director



Why is it important to focus on orientation programs?

Well, much focus in education is on specific learning programs. But more and more people are confused what to learn and where to learn.

People ask themselves: Which certificate is the 'right' one? What learning platform and which content providers are offering qualitative and effective learning solutions?

We see this phenomenon specifically occur around digital and tech skills. Therefore more attention around orientation tools and programs is needed. So people can choose their pathways in specific areas.

I think policy makers should be aware of this and activate financial resources to support people that are motivated / willing to upskill themselves, but stuck in this process.

With this in mind, how do you see the future of EdTech?

The fusion of technology and education practices to deliver, facilitate, and enhance learning is only becoming better. In particular the development and modular implementation of personalised, peer learning and data driven practices are becoming more key in Edtech. Technology is allowing for and will be at the base of learning at different times and different places; more individualized learning; project-based learning; data interpretation; exams can be redesigned to reflect capabilities instead of competencies; student ownership; and an increased focus on mentoring. TekkieWorden is preparing for this by preparing people's mindset for continuous learning; testing and using the advancements in technology in our products and so learning what best works for our particular students so that they can thrive in an IT environment.

HQ: Amsterdam

Founded: 2020

Founder: Viktor Bos & Ruben Nieuwenhuis

Non-profit

Reskilling (Bootcamp)

A non-profit organization initiated by TechConnect and Amsterdam Economic Board that helps students and employees become tech-savvy.

It offers digital skills training courses and job placements in the tech industry.



Methodology and definitions

Edtech, startups & venture capital

‘Education technology’ or Edtech is a collective term for all tech-enabled solutions intended to promote education and learning.

This report focuses on companies in the information age, i.e. after 1990. Most (but not all) unicorns are VC backed.

Investment numbers refer to venture capital investment rounds such as seed, series A, B, C, late stage, and growth equity rounds. It excludes debt or other non-equity funding, lending capital, grants and ICOs.

Buyouts, M&A, secondary rounds, and IPOs are treated as exits: excluded from funding data, but included in exit data.

Valuations, unicorns & future unicorns

A unicorn is defined as a rapidly scaling company (and tech enabled) that has reached a \$1 billion valuation, on the basis of a funding round (unrealised), acquisition or IPO (realised). There are some notable edge-case. We elaborate on those [here](#).

A future unicorn is defined as a tech driven company valued at over \$250 million but less than \$1 billion, excluding acquired and/or public companies.

The combined valuation of startups is based on their market cap or latest transaction value. Transaction value is realised from exit or implied unrealised valuation from the latest VC round, which is either announced or estimated by Dealroom based on market-based assumptions for dilution.

Underlying data

Dealroom’s proprietary database and software aggregate data from multiple sources: harvesting public information, user-submitted data verified by Dealroom, data engineering. All data is verified and curated with an extensive manual process.

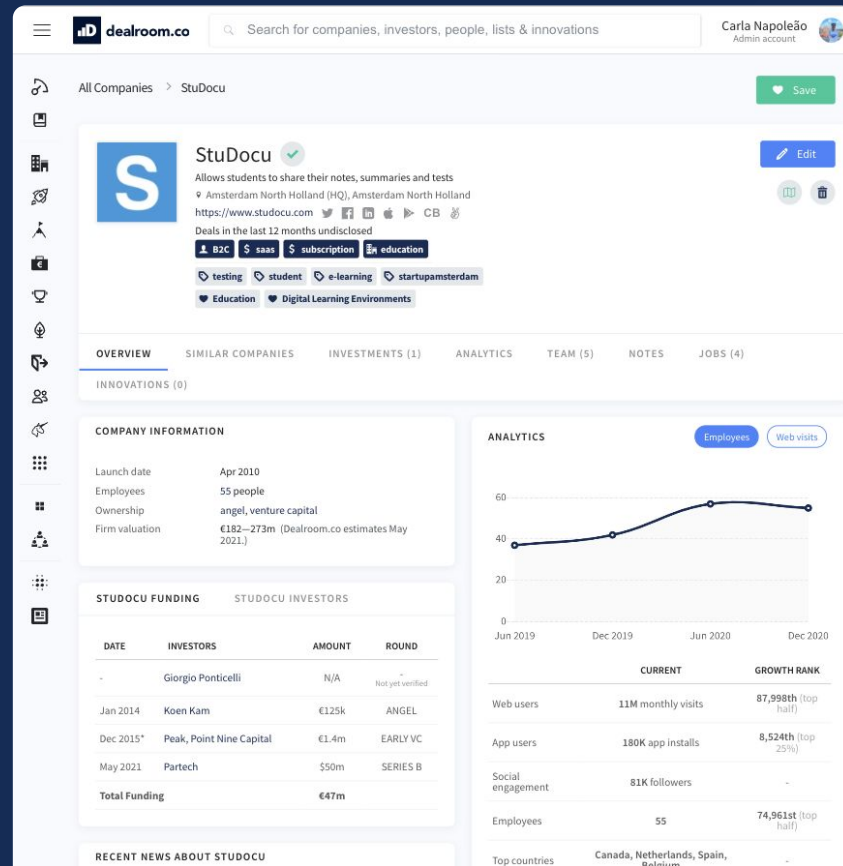
Most underlying data from the report is available online via <https://app.dealroom.co/>. For more info please visit dealroom.co or contact support@dealroom.co.

Global startup & venture capital intelligence platform.

Dealroom.co is the foremost data provider on startup, early-stage and growth company ecosystems in Europe and around the globe.

Founded in Amsterdam in 2013, we now work with many of the world's most prominent investors, entrepreneurs and government organizations to provide transparency, analysis and insights on venture capital activity.

[Explore the Dutch Edtech landscape.](#)



The State of the **Dutch Edtech Ecosystem**

September 2021



**Growth
Tribe**



marineterrein
amsterdam

itorium



Ministerie van Onderwijs, Cultuur en
Wetenschap



Ministerie van Economische Zaken
en Klimaat