

## Ed-Tech Companies Making Major Impact Inside And Outside Classroom

Long gone are the days when books, classrooms and teachers took precedence in aiding with scholarly projects. With the world turning on a digital axis, it's no surprise that we are quickly immersing ourselves in the many facets of technological innovation; this includes the popular edtech industry, which is growing at a rapid speed. Companies such as Grammarly, Teachable and Codecademy have left a solid blueprint in the industry, aggressively pushing open doors for a host of other innovative and creative edtech companies to follow. This \$9 billion industry shows no sign of slowing down and looks to most likely double by 2020.

The idea behind edtech is to make learning more accessible and easier for students. It includes a variety of learning products and services that can supplement learning beyond the classroom. As classrooms are becoming increasingly digital, moving away from traditional tools like paper and projectors, the lean toward edtech offerings is not surprising. Startups are slowly contributing to the industry by becoming disruptors and creating innovative tech catching everyone's attention. They are developing an array of fun educational products for games to tutoring, building new cutting-edge spaces for various learning opportunities. Additionally, access to online resources will amplify, and there will also be ways to introduce technology via offline teaching methods. There is a huge market for these applications and continuous steady growth. Startups are continually creating more and more applications that infuse learning and fun, making the classroom an educational field day for teachers and students.

Global investors have taken a keen interest in the industry, investing \$8.15 billion in the first ten months of 2017. The most inclusive countries investing in the future of edtech are China and India, with their industries growing at \$1.2 billion and \$1.96 billion, respectively. The entire Asia-Pacific region alone is estimated to stand out as the leader within the global edtech market with 54 percent of the pie. As lucrative as this market is, it can take a while for more companies to pass the threshold. With many years in between testing, selling and applying changes for improvement, it's not the easiest to accomplish a finished product in this landscape. However, as a startup, throwing your hat in the lucrative edtech ring will not only put your company on the map but add immense value to the transition and future of edtech applications online and in schools around the world.

---