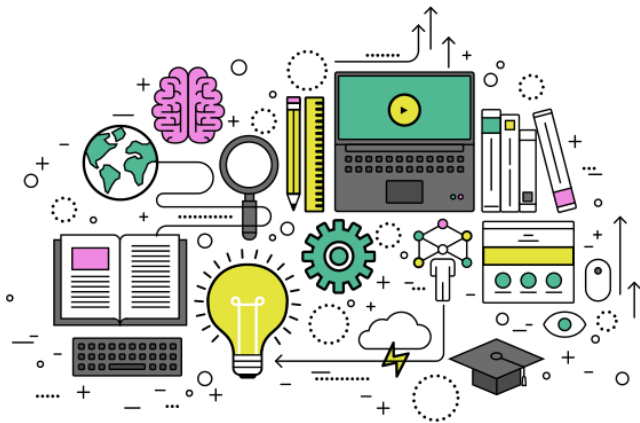


Nordic EdTech Network

The Nordic Edtech Scene: Current Status and Trends

**Nordic EdTech Network-Nordic Edtech Alliance-Oulu EduLab
Joint Seminar Series**

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What is "Edtech"?

No uniformly accepted definition--but this is what I use: "**The creation, use and management of technological resources in education, learning and training.**"

❖ **Toddlers/Preschool**

❖ **Direct-to-consumers -- incl. Life-Long Learning**

❖ **K12 (Schools)**

❖ **Higher Education**

❖ **Corporate/Government**

The EdSurge¹ Edtech Index:

A community-driven database of edtech products



Curriculum Products

Products that teach concepts

590 Products



- Math: 201
- Language Arts: 170
- Science: 89
- Engineering: 65
- 21st Century Skills: 61



Teacher Needs

For keeping learning on-track

454 Products



- Assessment: 92
- Professional learning: 54
- Collaboration Tools: 53
- Classroom Mngt: 47
- Curriculum Platforms: 45



Educational Operations

To keep things running

409 Products

Top 5 in Each Category

- Communications tools: 77
- Professional Dev: 65
- Data Systems: 61
- LMS: 59
- Student Info Systems: 41



Post-Secondary²

For students and institutions

311 Products



- MOOCS & Courses: 55
- Test Prep: 43
- Other: 26
- Digital Courseware: 21
- Career Planning: 20



Everything Else

Anything else in edtech

538 Products

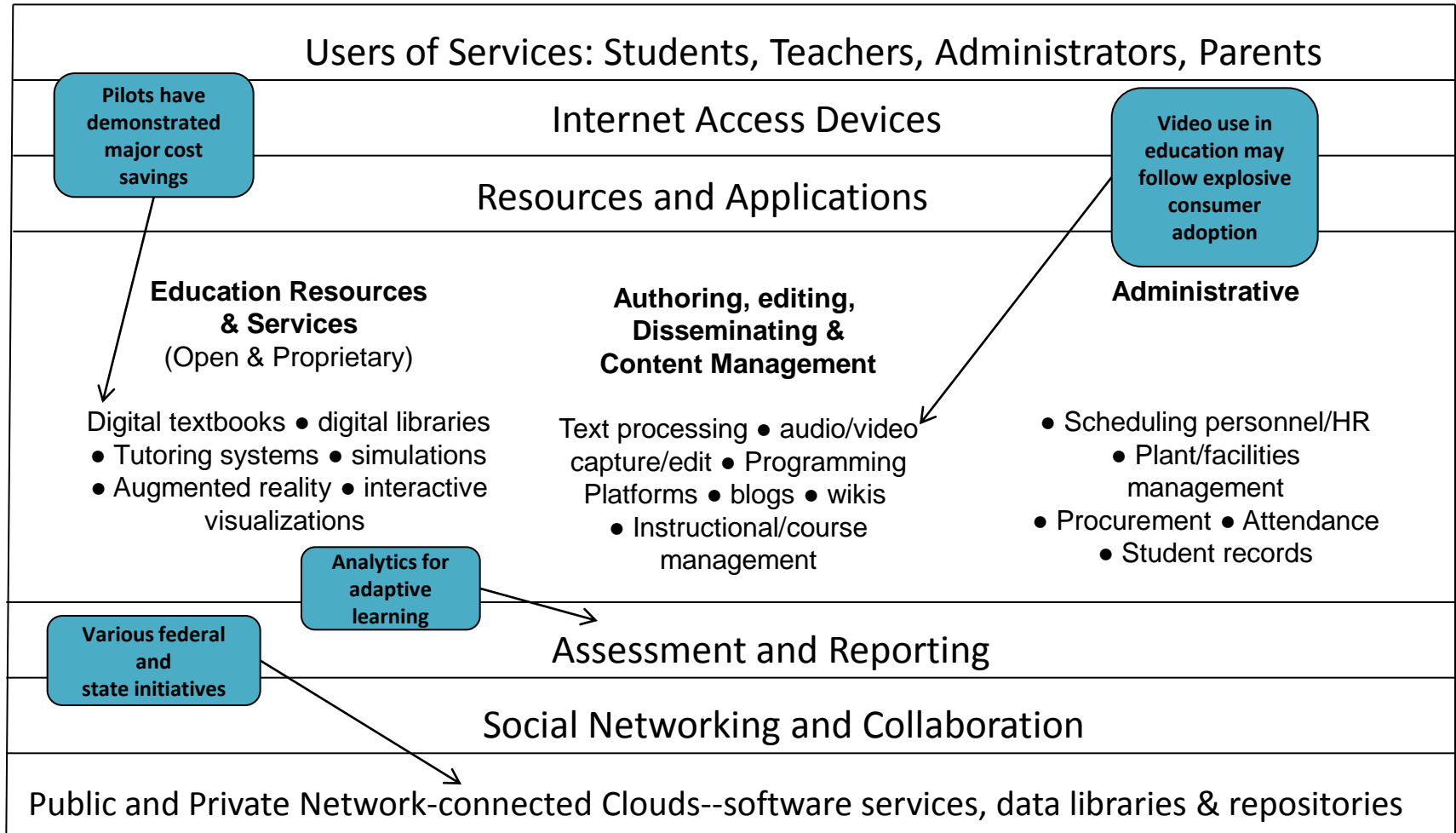


- Games
- Student Study Tools: 53
- Sites & Resources: 47
- Professional Skills: 41
- Apps for Children: 40

¹ EdSurge Inc. is an educational technology company--located in Silicon Valley, launched in 2011--that publishes newsletters and operates databases used by venture capitalists, teachers, school administrators and others

² **Post-secondary** education is offered by colleges, universities, vocational schools and any other educational facilities that provide an academic degree or certificate

Framework for Software Services in Technology-Empowered Learning Environment



Source: National Educational Technology Plan, 2010; page 59; and Strategic Business Insights

Why Care About Edtech?

- ❖ **Digital Transformation (DT): “Mega-trend” affecting all sectors and industries, including education and learning — whether we like it or not**
- ❖ **One aspect of DT: Rethinking the role and value of data—and leveraging data to improve all processes and outcomes (and “user experiences”)**



Result in growing use of "Adaptive Learning"? ("holy grail" of learning?)

- ❖ **Results can be gradual and marginal or they can be radical and disruptive—varies by sector/industry/organization and “time horizon”**

"The ability to learn faster than your competitors may be only sustainable competitive advantage"

Source: Arie P. de Geus

Why Care About Edtech? (Cont'd)

- ❖ **Gain understanding and comfort with tools and technologies that will enable easy and growing access to online learning resources -- result:**
 - **Gain comfort with online (and hybrid) and collaborative learning**
 - **Make you more effective in workplace--as speed of change increases**
 - **Expand your access to growing resources for lifelong learning**
 - **Research edtech issues and developments--including efficacy of edtech tools, technologies and services**

EdTech Opportunities and Challenges

Opportunities

- ❖ Growing support in Nordics--including government grants--for startups, and angel investors now gaining interest in edtech startups
- ❖ Increasing number of role models for successful entrepreneurs in Nordics, including Nordic "edupreneurs" who are seeing global success
- ❖ Review of Nordic edtech players--see <http://bit.ly/2cEyVgc>--or EdSurge Index for examples of types of products and services that edtech companies offer
- ❖ But you can also consider being an "intrapreneur" rather than an "entrepreneur" if you are "risk-averse" -- as large enterprises will also seek to apply edtech

EdTech Opportunities and Challenges (Cont'd)

Challenges

- ❖ **Avoiding "hype" and talk of "disruption" that scares and/or alienates teachers and professors**
- ❖ **Finding ways to offer credible (ideally, research-based) "efficacy evidence" for your products/services**
- ❖ **Great product/service is only part of the story--much more is needed to build successful COMPANY.**
- ❖ **Nordics are known for great tech, but need to work on positioning, communications, marketing and sales--and SCALING startups to successful, global company**

How is the Nordic Edtech ecosystem evolving?

Denmark

- ❖ So far, it lags other Nordics in building edtech ecosystem
- ❖ Some efforts now underway to catch up with other Nordics
- ❖ But it seems that Danish schools are NOT lagging behind in digital adoption

Finland

- ❖ Viewed as Nordic leader in "educational innovation and performance"
- ❖ Probably has the most edtech companies in Nordics
- ❖ Has had some of strongest government (Tekes) support for edtech in Nordics
- ❖ Has only edtech accelerator (xEDU) and innovative program at Oulu EduLab

How is the Nordic Edtech ecosystem evolving?

Norway

- ❖ Growing edtech ecosystem--led by Oslo Edtech Cluster (with gov support)
- ❖ A few companies have gained international success--esp Kahoot!--and a number of interesting, early-stage companies are emerging
- ❖ Higher education gaining interest, including at NTNU (ExcITeD)--but no "startup focus" yet--and interesting regional cluster around Hamar focusing on VR/AR

Sweden

- ❖ Leading Nordic edtech together with Finland, and first to build industry association (Swedish Edtech Industry)--recently launched
- ❖ Many interesting Swedish edtech companies that have gained angel investment--some have already gone "global" and others getting ready
- ❖ Swedish "edtech activist"--Jannie Jeppesen--leading effort to build Nordic Edtech Alliance

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