



EDUCAPITAL

SHAPING THE FUTURE OF EDUCATION

ANNUAL REPORT

2019

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# Summary

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# The Rise of Educapital

**When it was created in November 2017, Educapital was the first French investment fund dedicated to innovative education. Two years later, we have established ourselves as the reference for Edtech investment in Europe.**

From Paris to Tel Aviv, Helsinki to Doha where we attended the WISE educational show, or to the BETT show in London, we have supported French and European Edtech around the world.

**More than ever before, our goal is to address the challenges of the XXIst century with responsible investments in the education and training space.**

In the post-industrial and knowledge-based economy, lifelong learning has become the driving force of the development of our societies. It is to meet this new challenge that education has been transforming itself, inventing and implementing new methods of teaching.

The education market is innovating to better prepare for the major revolution the workplace is undergoing and the radical transformation of 50% of jobs by 2030.

In creating Educapital, we made a commitment to contribute to the transformation of the education and training sectors through innovation.

**Educapital's mission is to bring out the future European leaders in innovative education.**

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**Today, we back 13 companies, in France and abroad, all of which are leaders in their market segment, ranging from childhood to corporate training.**

1



Our investments are made across all segments of the Edtech market, from primary school with Lalilo, a solution for personalized learning of reading in the classroom, to DigiSchool, a mobile content editor for high school and university students and Live-Mentor, an online school for entrepreneurs.

**2019 has been the year of the internationalisation of our investments with half of them made outside France:** in Denmark we invested in Labster, an emblematic company which offers a 3D & VR platform that helps students learn science in a more immersive manner, in the UK we invested in Makers Academy which trains employees in programming skills.

**All of the companies we support share our objective of transforming the education and training sectors.**

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The Edtech market has experienced a strong global growth in 2019, setting new records with nearly \$7bn invested, two-thirds of which were in China and in the US where the first Edtech unicorns, Duolingo and Guild Education, are growing. With 145 M&A

operations, the concentration of the sector is accelerating.

Europe is awakening and the threshold of €1bn invested has been crossed, while the Norwegian Kahoot becomes the first IPO of an Edtech company on the old continent.

In France the « Plan de développement des compétences » (PDC) and the launch of the « Compte professionnel de formation » (CPF) strongly support the structuring of the market with significant funds raised in the corporate training segment.

But the K12 segment is struggling because the regulatory authority fails to open up to transformation. This inertia de facto favours the entry of the GAFAMs in the classrooms and the disturbing rise of a vassalage of sorts, as we have pointed out in our White Paper "Preserving our educational sovereignty".

**In 2020, Educapital will continue to support creative and innovative entrepreneurs who combine financial performance and societal impact to drive the transformation of the education sector.**





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## 2019 Highlights

6 new investments 3 of which abroad



 Higher Education

3D & VR platform for an immersive learning of science



 Lifelong Learning

Bootcamp for coding and programming



 Higher Education

Collaborative chat mobile app to increase students' engagement



 Higher Education

Publisher of mobile content and applications for student learning and mentoring



 Lifelong learning

Online school for entrepreneurs



 Schools

Adaptive learning platform that helps children learn how to read

Impressive achievements from our portfolio companies

**+57%**  
of revenue growth  
in total for our portfolio

**French #1 Website**  
**DigiSchool** becomes #1  
French website in the Educa-  
tion/Training category

**500 000 units**  
**Lunii** sold more than 500,000  
units of its Story Boxes.

**41 millions \$**  
of funds raised by  
**360Learning** in 2019

**Winner of the P2IA**  
**Lalilo** winner of the P2IA  
prize for Artificial  
Intelligence

**283 jobs**  
+62% created in our  
portfolio companies

# Educapital, the reference for Edtech in Europe

## A strong brand

Jury in Europe



Masterclass & events



## A proactive approach

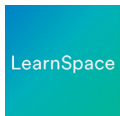
A proprietary tool to identify next investment opportunities

**+500**  
companies screened  
each year

**50%**  
abroad

**A qualified and proprietary sourcing**  
100% desintermediated deals

## Partnerships with incubators



## Collaboration with US Edtech Funds



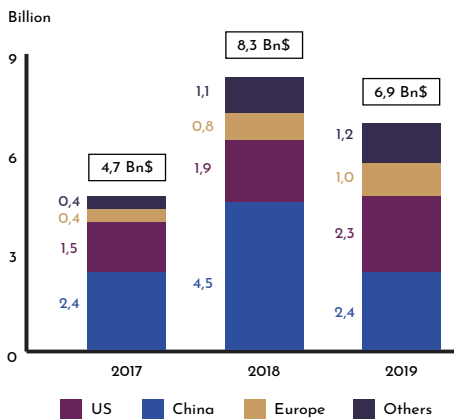


### 3

## The Expansion of the Edtech Market

**2019** has confirmed the attractiveness of the Edtech market with nearly \$7 billion invested at the global scale. For the first time, Europe breaks through the one billion euro investment threshold.

#### Evolution of investments



Source : Educapital, Crunchbase, Edsurge

The total amount invested reached 6,9 billion \$ in 2019, or a 21% CAGR between 2017 and 2019.

The slight decrease versus 2018 is due to a lower number of deals and lower average amounts raised in **China and India**. In the US, investments have increased both **in value and volume**.

In Europe, the total amount of Edtech investments reached **1050 M\$ breaking through the threshold of 1 billion €** raised for the first time. This 58% increase is driven by France, the UK and the Nordic countries.

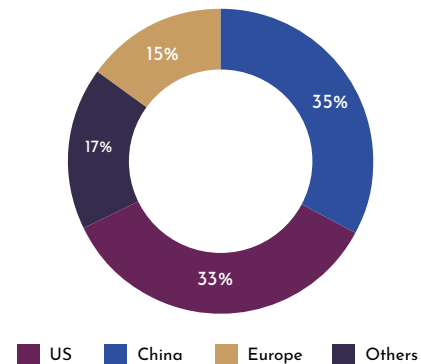
#### China and the US account for c. 2/3 of the global Edtech investments

In China, **64% of investments are made in the K12 segment (6-18 year-olds)** with a strong involvement of parents in their children's education and the political ambition to grow global players.

To adress the challenge of the growing **skill gap, investments in the United States** and Europe have been concentrated on **lifelong and corporate training**.

In the US where there is a **major divide regarding access to higher education**, 30% of investments concerned the **Higher Education** market.

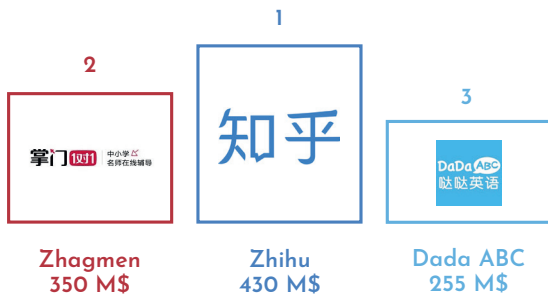
#### Breakdown of 2019 Investments by geography



Source Educapital, Crunchbase, Edsurge

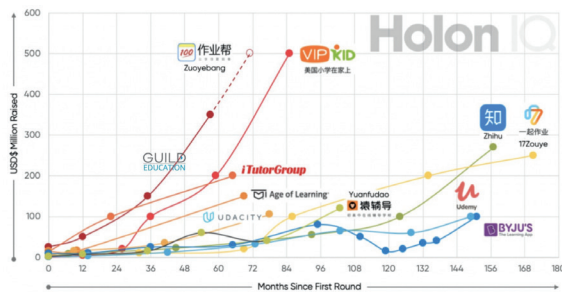
# The Expansion of the Edtech Market

Massive funding raised to create the world's leading players



The top 10 largest fundraisings in the world involved 6 Chinese, 2 US, 1 Indian and 1 Indonesian companies, with amounts all exceeding 150M\$

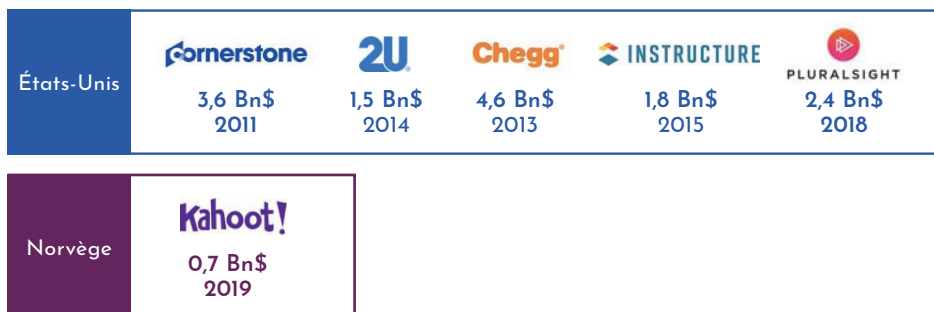
New Edtech unicorns are emerging at a record speed



The Edtech market had 9 Unicorns (companies valued at more than 1 billion \$) at the end of 2018. There are at least 14 of them today.

New Edtech unicorns are emerging at a record speed after their inception : while it took 8 years for Duolingo (language learning mobile app) to reach 1 Bn\$ valuation, 5 years were enough for Guild Education (a training platform for blue-collar) to reach the same valuation.

197 billion \$ of stock market value created in Edtech and the first European IPO



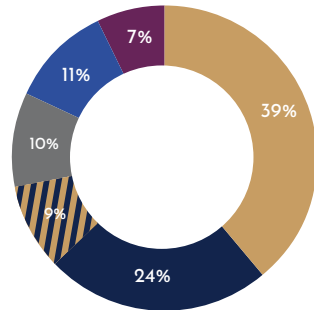
Data as of 31/12/2019

# The market is consolidating

## A sustained M&A activity

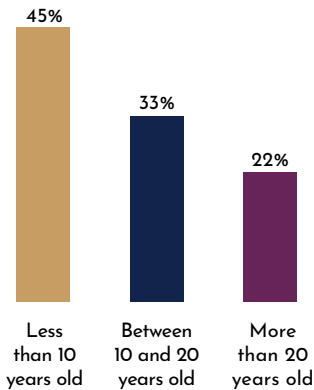
145 M&A deals took place in 2019. 64% of those were carried in the US by Edtech players.

Breakdown of the M&A deals per sector in 2019 (by amount)



Source Educapital, Crunchbase, Edsurge

45% of the acquired companies were less than 10 years old



Some of the most notable acquisitions include those of **Instructure** (Learning Management System - LMS) by the PE fund **Thoma Bravo** for \$2 billion or **Trilogy's (bootcamp)** by 2U for \$750 million

M&A transactions involved publishers, Edtech companies, GAFAM but also private equity funds.

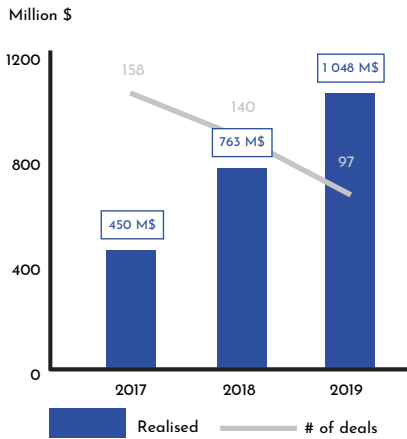
## The main consolidation trends

- 1 Digitalization of publishers through external growth
- 2 Mergers and consolidation of Edtech companies
- 3 Acquisition of companies addressing the skillgap
- 4 Increasing investments by Private Equity funds
- 5 Consolidation of K12 tools for schools

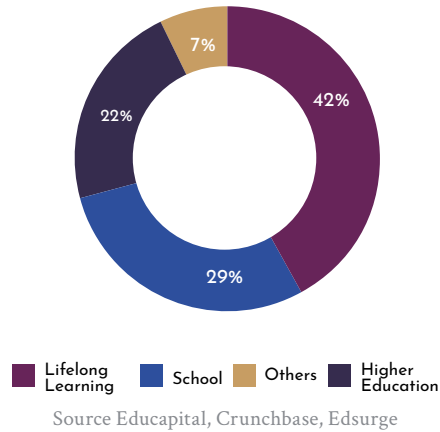
# Our European market is experiencing strong growth

Europe achieved a historic performance by exceeding one billion euros of investment. The average value of capital raised in each deal almost doubled in the space of one year (\$11 million).

Breakdown of the funding raised in Europe (by volume)



Breakdown by number of fundraisings in Europe



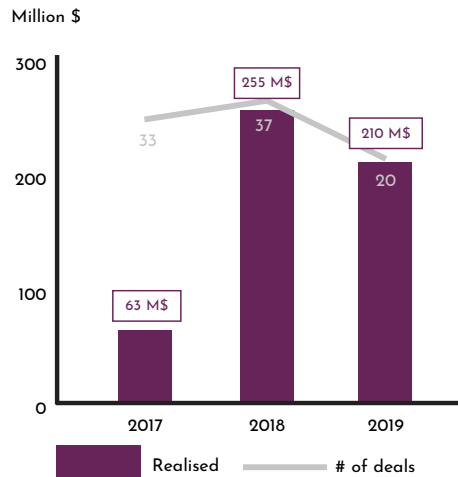
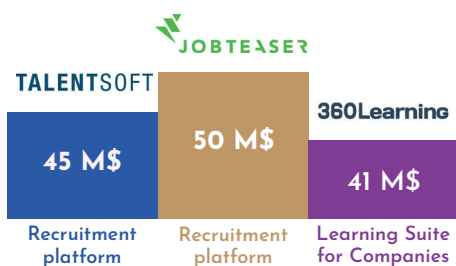
Europe raised significant amounts of money mainly in the Lifelong training and Higher Education segments, including Graduway (60 M\$ raised), Jobteaser (55 M\$ raised), FutureLearn (50 M\$ raised), Talent Garden (49,5 M\$ raised) and 360Learning (41 M\$ raised).

## France is stepping up the pace in the corporate training market

The market is becoming more structured, as fundraising amounts have reached significantly higher levels (an average of 11 million € vs. 6 million € in 2018), most notably in the vocational training sector and as is supported by political tailwind (“Plan de développement des compétences” and “compte personnel de formation”)

Investments in Edtech in France (volume and total amount raised)

Top 3 fundraisings in France



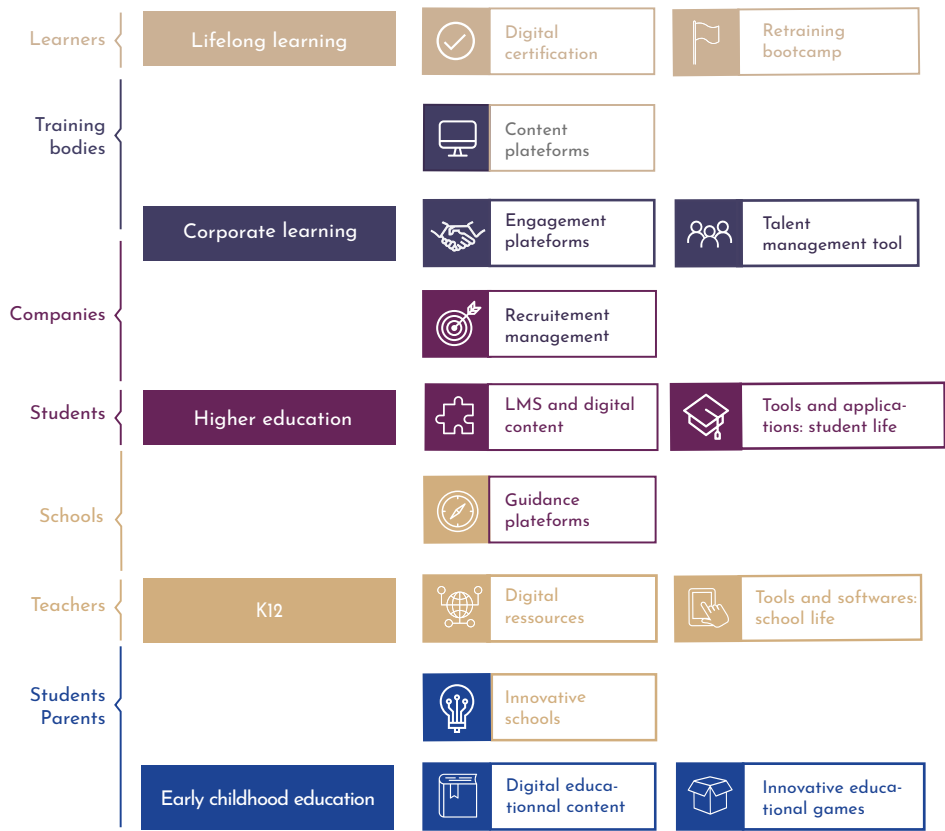


# 4

## Our Investment Strategy

**W**ith 47 million under management, Educapital ambition is to build a diversified portfolio in the different segments of the education market, ranging from early childhood to lifelong learning, as well as in the business models of companies and their stages of maturity.

0,5 to 4 M€ For each investment	Focus Series A / Series B Seed Pool	France Europe	Goal : 20 startups in our portfolio
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CLIENTS

PRODUCT & SERVICES



## A high value-added support

**With strong sectoral expertise, Educapital offers true support to its Portfolio companies**

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Educapital has built a community of teachers, school directors, decision makers from local authorities and the Ministry of National Education, HR and Training Managers who help evaluate projects and contribute to their development



### STRATEGY

- Unique knowledge of business models and involvement in strategic decision-making
- Proprietary Edtech market monitoring tool: international benchmark, comparables
- Opportunities for external growth and strategic partnerships

### ORGANISATION

- Structuring of companies
- Support on organisation and recruitment
- Implementation of reportings

### DEVELOPMENT

- Community network: connections with buyers, partners and decision makers
- Support with marketing and sales development
- International outreach



## 5

# Our view of impact investing

**Our mission is to generate financial performance for our investors but also to have a strong and long-lasting societal impact.**

**Impact is intrinsic to our *raison d'être***, which is to prepare current and future generations for the challenges of the 21st century by investing in a responsible way in education and in the development of human capital. The entrepreneurs we finance all share our desire to bring into being a more efficient, more equitable and better quality education.

**For Educapital, financial performance and societal impact are intimately interrelated in a virtuous dynamic.**

It is by proving its real usefulness for the greatest number of people that a product ensures its adoption and long-term existence.

**Accessibility and efficiency are two key objectives that we seek and evaluate in order to fund projects that are sustainable and can be widely adopted.** The social impact of our investments is directly proportional to the fulfilment of these objectives.

Accessibility is measured a simple quantitative criteria : the number of learners.

In the **lifelong learning segment**, innovation helps to tackle the skill gap challenge, the growing gap between available skills and skill needs, and to provide every learner with access to the labour market. Efficiency in lifelong learning means employability.

In the segment of **initial education**, learning cycles are longer and innovations serve a more effective learning process based on four pillars which have now been demonstrated by neurosciences: attention, active engagement, feedback, consolidation. We seek to identify indicators to assess the learning outcomes, at an individual level, of the tools and services we fund, and we encourage our portfolio companies to collaborate with research laboratories to prove the efficiency of their solution.

Since the inception of our fund, our goal **has been to support Edtech products and solutions that have an impact on the way students learn but also on the working conditions of teaching staff.**

**We also measure the impact both in terms of the number of jobs created** by the rapid growth of our investments and in terms of their **performance in terms of gender equality in the company.**

## Our commitments

Signatory of:



### Signatory

Integrating ESG criteria throughout the investment process



### Contributor

Promote a sustainable development and a better future for all through quality education



### Member

Accelerating financing for women entrepreneurs



### Patronage

Accompanying young patients as they pursue their schooling at the hospital



### Member

Acting in favour of diversity and fighting against discriminations and racism



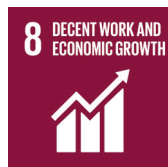
### Rent refunded

Supporting vulnerable children and helping them build their future

## Educapital contributes to 5 of the 17 Sustainability Development Goals (SDGs) of the UN



We believe that education plays a central role in development and is the bedrock for the realization of other rights. Through our investments, we contribute to the goals of Quality Education ("SDG4") which aims at "ensuring equal access to quality education for all and promoting opportunities for lifelong learning".



## Extra-financial performance of our portfolio

## IMPACT

Accessibility  
Learning Outcome  
Inclusion

**30%**  
of our portfolio's  
companies (co)  
founded by women



Lalilo supports more than **100 000 children** **40% of which come from priority districts** with its adaptive learning tool for reading



**160 000 learners** on 360Learning's collaborative platform with an engagement rate of **90%**



**+6 200 students**, **33% of which come from priority districts** ont have carried out missions with Student Pop mobile app



LiveMentor trained c. **800 job seekers**, **70% of which are women**



**12 000 professionals** were trained using Manzalab VR trainings



**155 000 students** have learned using Labster's virtual laboratory

## The social impact of 3 of our investments



Lunii's environmental and societal commitment is deeply rooted in the company's values. For Maëlle Chassard, the CEO, "children's imaginary is more and more limited by the screens, I wanted to create a product based solely on audio storytelling, without imposing images".

The contents of the Lunii Storyboxes convey modern and committed values: respect for the environment and gender equality. Since 2018, Lunii has been engaged in an **eco-conception process**, in perfect alignment with the company's mission:

- Repatriation of the **production to France**
- **Bio-sourced** products
- **Sustainable Development Goals** defined by each of the company's divisions



### MAKERS

Makers Academy opens the Tech professions to a **greater diversity of talent**, and in particular to women, by making its **training courses inclusive**.

The ambition of Evgeny Shadchnev, CEO, is to promote a new generation of developers driven by Makers' values: "Caring for people, doing our best to help students in need, supporting under-represented populations and providing affordable training".

Makers promotes diversity in recruitment through several levers:

- Free course materials to **promote access to training**
- **Reduction of the price of training courses** for women and target socio-professional categories
- Talent selection process to ensure a **mixed class of learners**

The company sets an example: 46% of its teams are made up of women and strict equal pay is respected. To date, Makers has trained more than **1500 people, 1/3 of whom are women**.

### LIVEMENTOR

LiveMentor's ambition is to foster **entrepreneurship, demystifying** it through practice. LiveMentor demonstrates that anyone can succeed in their project provided they are accompanied by the right mentors, learn the skills that matter and benefit from the support of a community of entrepreneurs.

Livementor collaborates with Pôle Emploi to train jobseekers, in particular through the Compte Personnel de Formation (every jobseeker has a training budget of €800 per year) to offer them a path to professional integration.

Livementor has already supported more than **7,000 entrepreneurs, including nearly 900 jobseekers, 70% of whom are women**.



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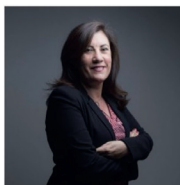
# Our Contribution to the Edtech Sector



Educapital has published a white paper with the Digital New Deal **think tank to alert the public to the need for a French Edtech sector of excellence** to address the threat of educational vassalage if we allow GAFAM into our classrooms.

Marie-Christine Levet, fondatrice d'Educapital  
« L'edtech est un enjeu de souveraineté éducative »

ENTRETIEN La Fondation Digital New Deal tire la sonnette d'alarme dans son nouveau rapport sur l'éducation. « La France est un nain dans ce secteur clé, phagocyté par les champions chinois et américains de l'edtech. » Les pistes de Marie-Christine Levet pour mieux contre-attaquer.



Éducation : Pourquoi Il Faut Créer Une Véritable Filière Edtech En France  
Maurice Médina - Journaliste Forbes France

Marie-Christine Levet a fondé Educapital il y a deux ans pour soutenir le financement des [...]

Forbes France 01/24/2020

avec ses collègues enseignants

**A TROUVER** : Après avoir obtenu le titre de **vassalité éducative qui va aller en ligne avec le programme** de la République. **Marie-Christine Levet** : Après trois semaines passées plus de temps dans un pays que dans la salle de classe, elle nous raconte son expérience. La question est de savoir si l'éducation est digitalisée ou, mieux encore, si elle est enrichie de nouvelles idées. En effet, la France a un potentiel immense d'innovation dans ce secteur.

dans un tel dispositif éducatif et leur priorité n'est pas la qualité des contenus, ni l'efficacité des services qui leur offrent la protection de leurs clients. En ce faisant eux, nous laissons la voie libre aux géants du numérique. Si cela n'est pas le cas, nous sommes en danger. Il faut donc tout faire pour que la France ne soit pas dépassée par les autres pays de ce secteur. **Souligner aussi que les données de nos enfants sont traitées à Seattle ou à Shanghai ? C'est une question qui ne peut pas être oubliée. C'est la transmission de nos valeurs humanistes. L'accompagnement des élèves de demain est une mission qui nous concerne tous. C'est un enjeu collectif. C'est un enjeu de société.**



La Tribune 12/06/2019



Dossier / Le Prix Business with Attitude

Sommaire du dossier

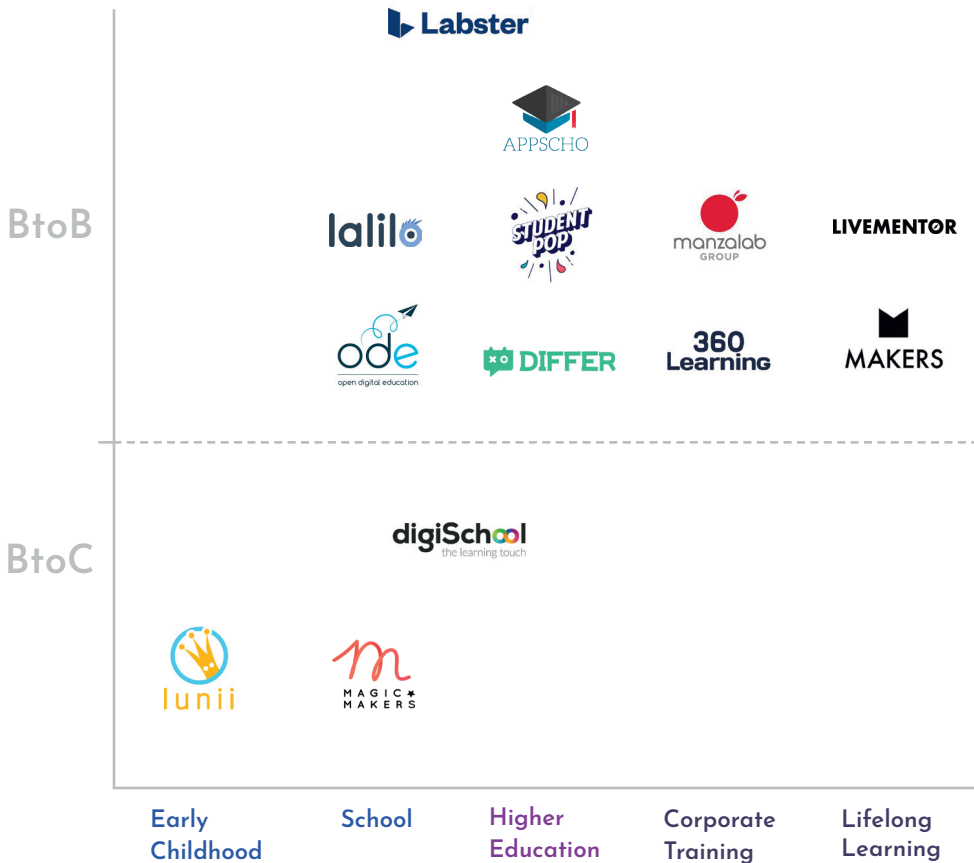
Numérique, personnalisée, inclusive...  
Educapital défend une école revitalisée

Le figaro Madame 12/05/2019



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## Our Portfolio





## The StoryBox which Develops Children's Creativity

The Lunii Story Box and its content platform allow to nurture children's imagination and creativity and to learn actively without screen or wifi. Launched 3 years ago, Lunii is today a great success in France and around the world.



Early Childhood





## HIGHLIGHTS

**500 000**

units sold since  
its creation



20% of Revenue  
made internationally

**1 500 000**

stories were  
listened to



52 staff members

Lunii is a «story box» which takes the form of a charming green radio-transistor without the exposure to waves. It enables children to actively listen to stories by choosing the characters, location and subject of original stories. Lunii helps children awaken, opens them to the world, and cultivates their curiosity.

Lunii created the Luniistore, a platform, with thousands of content files available for parents to download: Suzanne & Gaston's stories (key characters in Lunii' stories), Christmas tales, Mr. Men and Little Miss, language learning, Once upon a time Life ... The Lunii story box is sold for 60 euros by distributors (Natures & Découvertes, Amazon, Oxybul, FNAC), and on the company's website. The content can be bought in additional packs priced between 5 and 7 euros.

In a short time, **Lunii succeeded in imposing a new educational concept for children, creating a new use, supported by an original and appealing youth brand.**

**As of today, Lunii is one of the best-sellers in France and has strongly increase its international development, especially in the US.**



Joined the UN Global Compact for a socially responsible behaviour

### IMPACT

Stimulate children's creativity and imagination without screen exposure Responsible and sustainable manufacturing in France.



## Adaptive Learning app Teaching Children how to Read

Born from a collaboration between entrepreneurs and researchers, Lalilo is a web application that offers a personalized and fun way to learn to read in the classroom. Lalilo is a technological tool at the service of teachers whose mission is to help them fight illiteracy.



Schools



## HIGHLIGHTS



Award winner of the  
P2IA (Innovation AI  
Partnership)

**900 000**  
pupils enrolled

**20%**  
of french and US  
schools enrolled



25 staff members

Lalilo was born out of an alarming observation: 20% of French children leave primary school with a poor reading level and  $\frac{2}{3}$  of children have difficulty reading in the United States.

**Lalilo offers a personalized web application for learning how to read to children from 3 to 8 years old.** Lalilo allows students to learn at their own pace, and provides teachers with a pedagogical and assessment tool for students.

With Lalilo, children evolve in a playful universe, where achievements unlock badges and stories to read and listen to. **Built in collaboration with the Paris Descartes University research laboratories and based on adaptive learning** (use of AI to provide personalised learning), Lalilo adapts identification, written comprehension and oral expression exercises to the level and rhythm of each student.

Today Lalilo is present in more than 50,000 classrooms in 10 countries and is commercialised in the form of annual subscriptions to schools.



**40%** of pupils  
enrolled are from US  
priority districts

### IMPACT

Use technology as a tool to fight against illiteracy and difficulties encountered by children in learning to read



## Afterschool workshops to learn to children how to code

Inspired by studies from the MIT, Magic Makers has developed an innovative pedagogy to train children to 21st century skills and give them the keys to tomorrow's world: learning to code in order to learn to create.



Schools



## HIGHLIGHTS

+ **50%**  
registrations for 2019  
back-to-school workshops



6 owned premises

**45**  
partner locations opened



43 staff members

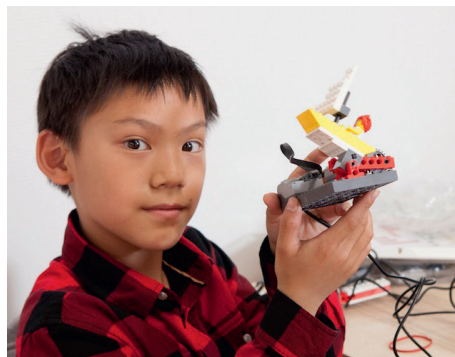
**Magic Makers provides children from 6 to 15 years old with the opportunity to learn how to code.**

"We're in the midst of a new revolution. With the emergence of artificial intelligence, it is a new way of reasoning that will be at the heart of all innovations in the coming years. I am convinced that we can only have power over what we understand. My stake with Magic Makers is that your children will be able to invent their job." explains Claude Terosier, founder of Magic Makers.

**Children learn coding to create interactive stories, program video games and connected objects, bring robots to life, design websites and discover the basics of Artificial Intelligence.**

Based on an active learning approach that fosters creativity and collaborative work, Magic Makers offers weekly workshops during the school year, thematic workshops or internships and camps during the holidays. Magic Makers uses external technologies such as Minecraft, Arduino and Lego to provide a rich offer of courses adapted to every age group.

Magic Makers has its own centres and also offers its workshops in 45 partner schools (École Alsacienne, Franklin, Télécom Paris Tech, Arts et Métiers...).



+ **18 000**  
trained children since  
inception 25% of  
which are girls

## IMPACT

Better prepare children for the skills of the twenty-first century and give them the keys to tomorrow's world.



## The Educational Social Network dedicated to Primary and Secondary Schools

Open Digital Education is the innovative and collaborative educational network for primary and secondary schools. The tool involves the whole educational community - teachers, students, parents and administrative staff - in a more collaborative learning approach.



Schools



## HIGHLIGHTS

**2,5 millions**  
pupils logged in

+ **45%**  
more schools at the start  
of the 2019 school year



21 countries locations



33 staff members

Through simple and intuitive web and mobile solutions, ODE offers students a range of interactive services and content, aiming at a responsible use of digital technology. ODE is the platform for tracking class schedules, timetables, grades, assignments and collaborative projects in and between classrooms.

The vision of the founders is to deploy a collaborative approach to better engage students, connect teachers and schools, in France and internationally. **With 6 million people connected to the platform** (students, parents, teachers, principals, communities), **ODE has become the social network of reference for the education system.**

Involved in the protection of personal and school data, the company hosts its solutions in France and works closely with local authorities and the French Ministère de l'Éducation Nationale to provide solutions that are precisely adapted to the needs of the education community.



**33%**

of activated accounts  
from students in  
priority districts

### IMPACT

Fostering collaborative  
education



## Digital solutions publisher for schools and students

DigiSchool's mission is to support young people in their journey from secondary school to professional insertion through its information, revision and orientation platform.



Schools & Students





## HIGHLIGHTS

1<sup>st</sup>

student website in France  
(category: Education/Training)



Award winner of the PIA3 call  
of proposals in the « MOOC  
and numerical solutions for  
career orientation » category



Launch of the PASS, the  
first education multi-channel  
subscription offer



56 staff members

In just a few years, DigiSchool has established itself as **the leading education information platform with more than 3.4 million visitors per month.**

DigiSchool has developed a **new model of digital publishing with a galaxy of more than 20 informational websites on education and guidance and 12 applications for learning:** super Brevet, super Bac, super Compass, super Prépa Toeic, super Code, super Secours and soon super HSK, super Orthographe, super CléA Numérique ...

With its technological and pedagogical expertise in the development of mobile applications, and a very large audience among young people, DigiSchool works alongside institutions, training organisations and companies committed to making education and training accessible to as many people as possible, on the media that young people use on a daily basis.

The launch of **PASS DigiSchool**, a subscription to content and applications for preparing for the brevet, baccalaureate, highway code and TOEIC exams, is an opportunity to launch the first 100% French education "Spotify".



**10,000,000**  
downloads of  
DigiSchool's  
applications

### IMPACT

help as many students as  
possible to study their exams  
and prepare their professional  
orientation



## The Mobile Application for Students in Higher Education



Appscho is the mobile tool of higher education institutions: the platform, on which all the school's services are centralized, enables the institution to better attract and engage its students. Appscho is the student's mobile campus.



Students



## HIGHLIGHTS

**15%**  
of French students use  
the platform

**75+**  
partner schools



Starting  
the Internationalisation



17 staff members

**Appscho is the mobile platform which enables students secure access to all the information related to their studies in real time and securely:** timetable, grades, events, campus news, institutional communication, etc.

The SaaS white-labelled platform, which is sold to higher education institutions, facilitates campus **life and enables institutions to improve their student retention and engagement.** It improves their **efficiency and competitiveness.**

Appscho has become a reference today in France, with 75 prestigious clients to its name, such as HEC, ESCP Europe, ESSEC Business School, Sciences Po Paris, INSEEC, Galileo, Polytechnique, Centrale and public universities. Appscho has started its European expansion, with customers in Spain and the United Kingdom.



**350,000**  
students connected  
on the mobile app

**IMPACT**  
Improving student engagement



## The immersive VR and 3D science learning platform



Labster is a virtual laboratory, which offers the opportunity to learn science in an immersive and engaging way. Sold to universities and schools in the United States and in Europe, the platform has the ambition to revolutionize the way we learn science.



Students



## HIGHLIGHTS

**600**

universities use Labster,  
mostly in the US



Roll-out in all Danish  
secondary schools



Launch of the  
B2B activity



74 staff members

**Labster is a virtual laboratory that enables scientific simulations to be built using 3D technology and virtual reality.**

Labster's platform offers hundreds of interactive simulations for immersive, engaging, and more accessible learning in all fields of science (chemistry, biochemistry, physics, anatomy, ecology). The impact of using the platform on student retention and engagement has been scientifically proven and Labster's ambition is to revolutionize science learning.

Labster sells its product directly to universities using a SaaS business model and has customers around the world. The company has also built partnerships with publishers and distributors to target high schools.

Labster is located in Denmark and Boston and sells its platform in the United States, Europe (primarily Denmark) and China.



**366,000**

students sciences  
trained since inception

### IMPACT

Improving efficiency  
and the accessibility  
of science learning



## Students jobs platform



Student Pop is an application that is revolutionising the student job market by digitising its entire value chain, to help the greatest number of students, without discrimination, to access the job market and finance their studies.



Students



## HIGHLIGHTS

+ **6 200**  
missions carried  
out in 2019

+ **650** clients



Used in  
+35 French cities



65 staff members

**Student Pop's mobile application offers students short jobs that match their profile and interests.**

The platform provides an **integrated service for students and corporate clients**: automatic budgets for companies, staffing of selected profiles and replacements, training, student invoicing and remuneration, insurance and quality monitoring (data, marketing).

The company has already attracted renowned clients: Lagardère, Fnac, Darty, BioCBon, Hachette, Deliveroo, Frichti, Sézane, Jennyfer, and is aiming for its first international development in 2020.

Student Pop provides students with the experience, training and support they need to facilitate their entry into working life.



**33%**  
of students from  
priority districts

### IMPACT

Helping as many students as possible, without discrimination, to finance their student life



## The pedagogical platform for the socialization of students in higher education



Differ is the collaborative platform that enables universities to improve student engagement. Its internal social network allows to manage groups and conversations to tackle student isolation



Students





## HIGHLIGHTS



Publication of « Lessons learned from the Digital Learning Arena Project » report about students' engagement at school



Coordinator for the Edu-bot european project for the program of Alliance Erasmus+Knowledge

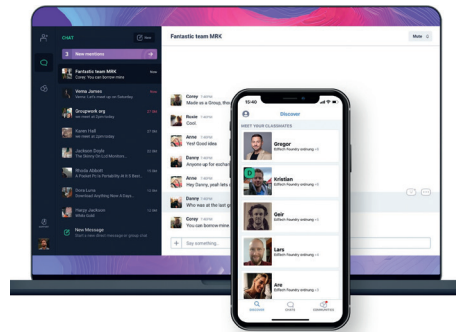


8 staff members

Differ's social network **addresses the fundamental problem of loneliness among university students and limits the school dropout rate**, which is costly for both students and universities.

The platform facilitates student integration and engagement. It pushes - thanks to its bot technology - students to communicate and interact more, in a personalized way. Differ's solution was selected in the third quarter of 2019 for the Social Inclusion in Higher Education programme, which involves 8,000 students.

Differ is sold through a freemium model to universities; the tool is particularly popular among institutions in Norway.



49%

of Differ students are communicating with one another

## IMPACT

Prevent students from loneliness and drop-out of school



## The Expert of Digital Corporate Learning

Pionners of the vocational training, Manzalab is combining neurosciences and new technologies to offer immersive and innovative trainings that promote active engagement among employee and collaborators



Corporate Learning



## HIGHLIGHTS



Launch of Teemew,  
the Innovative virtual  
classroom solution

+ **120** clients  
of which 25 from the CAC 40



+ 250 projects  
& 17 awards



50 staff members

Manzalab, which has more than 50% of CAC 40 companies as customers, has since 2010 become **the leader in France in the creation of immersive experiences for training and communication**, whether through serious games, virtual reality or mobile training.

Manzalab s'appuie sur une pédagogie fondée sur les neurosciences où le jeu joue un rôle essentiel en accélérant l'appropriation, mettant en scène l'erreur, créant une dynamique collaborative de progression.

Manzalab relies on a pedagogy based on neuroscience where games play an essential role in accelerating learning, staging the error, creating a collaborative dynamic of progression. Based on a set of technologies (virtual and augmented reality, collaborative VR, 360° video, motion design, mobile platform), Manzalab's solutions are aimed at all companies that need immersive and engaging training for their employees (sales force training, virtual showroom, safety training...).

In 2019, Manzalab launched the Teemew solution, a multimodal remote training platform for employees in virtual reality.



**12,000**  
people trained  
in 2019

**IMPACT**  
Make training more  
engaging and efficient through  
immersive experiences

# 360 Learning



## The Learning Engagement Platform

360Learning is the reference in the Learning Suite segment that allows companies to foster the development of employees' skills through collaborative learning.



Corporate Learning



## HIGHLIGHTS

**1 200**  
companies use  
360Learning



Office opened in  
the United States



41 M€ of funding raised



158 staff members

360Learning is the reference learning platform for companies. 360Learning's vision is to foster collaboration and **leadership to transform businesses through horizontal knowledge transfer**. The tool is a suite of functionalities that addresses all aspects of training and allows each employee to create and share his training with his peers, to improve it in teams, for social and collaborative learning.

360Learning is a SaaS, marketed to major accounts and ETIs around the world, and currently has over 600 customers including prestigious references from the CAC 40. The company is recognized by analysts such as Gartner and Fosway as a leader in Learning Engagement Platforms.

Based in Paris, London and New York, 360Learning has more than 150 employees and has real potential to become a world leader in its category.



**90%**  
training completion rate

**IMPACT**  
Promoting employee  
engagement and leadership  
through collaborative learning



## The School of Computer Programming

Makers Academy is a computer programming training school for people returning to employment and for companies upgrading their employees' skills.



Corporate &  
Lifelong Learning



## HIGHLIGHTS

**1 700**  
trained people



"Apprenticeship provider"  
certification

**40** BtoB clients



53 staff members

**Makers Academy is a school that transforms people's working lives by training them for IT jobs** and providing them with the skills they need to improve their employability through accelerated training (bootcamps) lasting several weeks (BtoC offer).

Makers Academy also supports companies (BtoB offer) by helping them to identify future employees, upskill them and train them throughout their career.

In addition to this dual offer in B2C and B2B, the company also offers B2G services as it is one of the few training companies accredited as an "apprenticeship provider", which enables it to receive government funding to train young apprentices.

Makers has experienced remarkable growth in the last 2 years. The company has trained more than 1,800 people, placed them in several hundred companies and built a strong brand with learners and companies.



**1/3**  
of people trained  
are women

### IMPACT

Enabling a return to employment through vocational training courses and accessible to all.

## LIVEMENTOR



### The Online School for Entrepreneurs



Livementor is an online platform dedicated to the training and mentoring of young entrepreneurs. LiveMentor is the school of entrepreneurship that democratizes coaching and reduces the loneliness of the entrepreneur.



Lifelong learning





## HIGHLIGHTS

+ **5 000**  
trained people



11 training programs



+75% Engagement rate



40 staff members

**LiveMentor is the first 100% online platform for entrepreneurship training.** The platform offers 11 training sessions of 12 weeks to accelerate your entrepreneurial project: digital marketing, use of social networks, productivity improvement.

LiveMentor is aimed at anyone who wants to start their own business or at entrepreneurs already launched. Its specificity consists in offering, in addition to online training, a one to one coaching to any project leader.

A certified training organization, LiveMentor markets its online training courses in the form of a subscription, either directly or via the learners' CPF.

LiveMentor's ambition is to demystify entrepreneurship and to demonstrate that anyone can succeed in their project provided they are accompanied by good mentors, learn the skills that count and benefit from the support of a community of entrepreneurs.



**7,000**

entrepreneurs trained since Livementor was created

## IMPACT

Promoting entrepreneurship for all and reducing the loneliness of entrepreneurs

THANK YOU FOR YOUR TRUST IN US



**bpi**france



 hachette  
LIVRE



  
Bayard  
GROUPE

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