



EDUCAPITAL

SHAPING THE FUTURE OF EDUCATION

ANNUAL REPORT

2020

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Summary

1	The Great Leap Forward	4
2	Educapital's 2020 Highlights	6
3	2020, a Record Year for Edtech	8
4	A Proven Investment Strategy	12
5	Our View of Impact Investing	14
6	Our Contribution to the Edtech sector	16
7	Our Portfolio	17



1

The Great Leap Forward

2020 marked a turning point for EdTech, propelling the industry 5 to 10 years ahead. There will be a before and an after 2020!

The COVID-19 crisis rushed the entire world into EdTech. More than 190 countries were required to close their schools and universities and 1.7 billion students, parents and teachers switched to Edtech in a matter of days, experimenting with innovative education products and solutions. It was the largest full-scale experiment that anyone could have ever imagined. More than 70% of teachers switched to educational technology tools for their classes, and on the corporate side, more than 85% of companies accelerated their digital transformation.

The crisis has acted as a **powerful catalyst** for change in education, propelling the adoption of Edtech **5-10 years ahead** and redefining the future of education and work. This is what historians call an **“acceleration of history”**.

This acceleration of history has resulted in a surge in global investments, which have doubled in one year to reach \$16 billion.

Parents, education systems, schools, companies realized the need to invest in innovative, quality educational tools. The size of the Edtech market for 2025, estimated at \$325 billion pre-Covid, is now valued at \$500 billion.

The great leap forward of EdTech, driven by Chinese investments, has begun and Edtech unicorns are becoming more and more numerous: they were 20 at the beginning of this year, including the first European one (now listed), and up to 120 expected by 2025.

More than ever before, our thesis of investing in innovative and accessible education for all is proving to be relevant.

Educapital has continued its expansion by closing 5 new deals. We invested in 3 new companies : Preply, a language learning marketplace, Supermood, a tool to monitor employee engagement and PowerZ, an educational video game that aims to be the “Fortnite of education”. We also reinvested in two of our sixteen portfolio companies to support their growth.

2020 has been the year of the **expansion of the internationalisation of our investment thesis** with more than 56% of our investments and more than 60% of our deal flow coming from outside France. We participated in juries, panels and "zoom" forums from Helsinki to Tel Aviv to strengthen our international footprint wherever responsible and meaningful innovative education is being created and to establish the Educapital brand on the long term.

The year 2020 ended with very strong achievements and the refinancing of several of our investments by prestigious funds. This proves the relevance of our sector expertise, which enables us to source European champions and provide them with high value-added support.

We are now entering our last year of investment in a transformed market. Our objective remains unchanged: to support the growth of innovative education and workforce training, personalized and of high quality, universally accessible, and at the service of teachers and students.

The future of education is being prepared today, and we want to support the future European champions, in line with the challenges. This is why we are preparing the launch of the second phase of Educapital with the objective of doubling our capacity for action.





2

2020 Highlights

3 new investments of which 1 abroad and
2 refinancing operations



Lifelong learning

Global marketplace of online
language tutoring



Future of Work

Employee engagement
measurement platform



K12

Educational
video game



Higher Education

Virtual labs for
science class



Higher Education

Marketplace
of student jobs

Impressive Achievements from our Portfolio Companies

63%

of revenue
growth in total
for our portfolio

3M students

Labster now has 1,500 univer-
sity clients and more than
3M student users

750,000 units

Lunii sold more than 750,000
units of its Story Boxes

+10,000 people

trained by LiveMentor
this year

700,000 users

Up to 700,000 active users in
the US and in France on Lalilo

+470 jobs

created in our portfolio
companies since 2018

Educapital, a Reference in the European Edtech Landscape

The reference for EdTech in the media and main events



A proprietary and exhaustive sourcing

A proprietary tool to identify next investment opportunities

500
companies screened each year

60%
of international deal flow

95%
of proprietary deal flow

A unique differentiation on sourcing and investment
To attract the best entrepreneurs

Partnerships with Edtech incubators



Lead investor in France/Co-investor with Tier 1 funds abroad



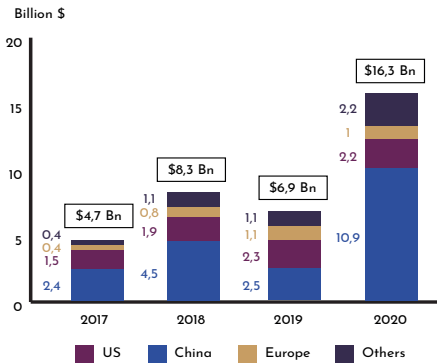


3

2020, A Record Year for Edtech

The Covid19 crisis, which forced more than 190 countries to switch to remote learning, pushed the entire world into Edtech. 2020 marks a record year for the sector, with more than \$16 billion raised and widespread awareness on the undeniable added-value of Edtech.

Evolution of investments



Source : Educapital, Crunchbase

Since 2010, more than \$50 billion have been raised by Edtech startups worldwide.

In terms of sector breakdown by geographical area, 2020 follows a similar trajectory as 2019.

In China, the majority of investments, supported by the public authorities, are concentrated on the K12 segment with well-defined investment themes (tutoring, languages, national exam preparation).

In the United States, as in Europe, **the future of work and professional training markets remain very dynamic to address the reskilling and upskilling challenges.**

One of the most notable developments concerns **K12 and higher education segments in Europe, which attracted c.50% of investments in 2020.** This demonstrates the increasing interest for digital education in the primary, secondary and higher education segments.

The amount invested in 2020 reached \$16.3 billion, twice as much as in 2019 and an average annual growth of more than 51% over the 2017-2020 period.

This phenomenal growth in investment is largely driven by **Chinese mega-rounds in the K12 sector.**

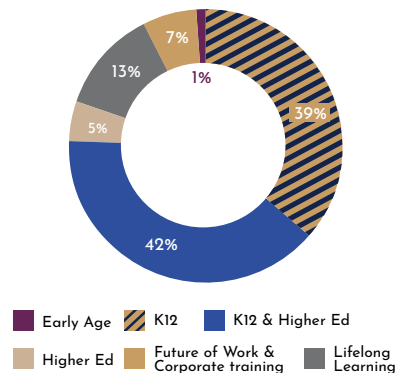
In the U.S., levels of investment remained stable overall vs. 2019.

Chinese startups alone account for nearly 70% of the amounts raised (compared to 35% in 2019), on very few deals (less than 40).

India is gradually emerging as a major Edtech hub, with \$1,4 billion raised.

In Europe, the **billion-dollar investment threshold was exceeded for the second year in a row**, confirming strong investor interest in the sector.

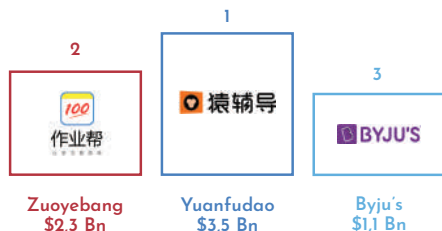
Breakdown of investments by segment



Source : Educapital, Crunchbase

A Boom in Edtech Fundraising and Valuations

The largest funding rounds of 2020

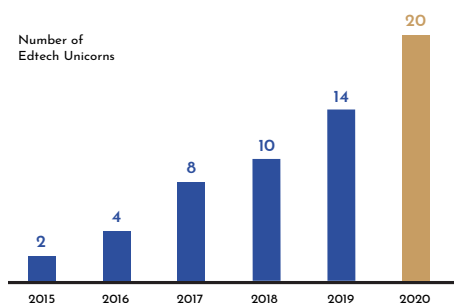


Mega-rounds (over \$100M) multiplied in 2020, including Byju's (over \$900M), Coursera (\$130M), Masterclass (\$100M), CampusLogic (\$120M). In Europe, there have been some large funding rounds, including Brainly (\$80M) and GoHenry (\$40M).

In 2020, the biggest funding rounds were mainly Indian and Chinese, with historic amounts, sometimes with several billion per operation. They mainly concern the K12 segment.

The Rise of Unicorns

The number of Edtech unicorns continues to grow significantly year over year, reaching 20 in 2020.



Source : Educapital, HolonIQ

There are 5 new unicorns (Quizlet, Unacademy, Udemy, CourseHero, Applyboard), and 2 decacorns (Byju's and Yuanfudao). Kahoot has also surpassed \$1 billion in valuation. Collectively, these 20 Edtech unicorns are valued at over \$60B.

A massive surge in valuations and IPOs to come in 2021

	January 2020	December 2020	In valuation	
Kahoot!	\$600M	\$6,5Bn	x10.8	} IPO in Oct 2019, \$500M Valuation at IPO
BYJU'S	\$3.6Bn	\$11,1Bn	x3.0	
coursera	\$1.6Bn	\$2,5Bn	x1.5	} Expected to IPO in 2021
duolingo	\$1,5Bn	\$2,4Bn	x1.6	
Udemy	\$2,0Bn	\$3,3Bn	x1.6	

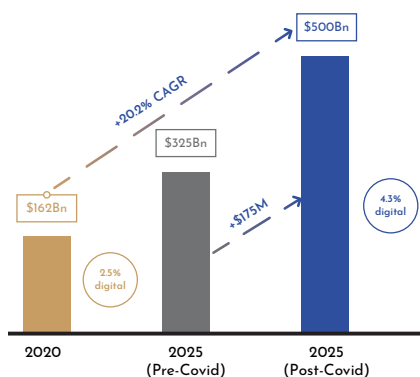
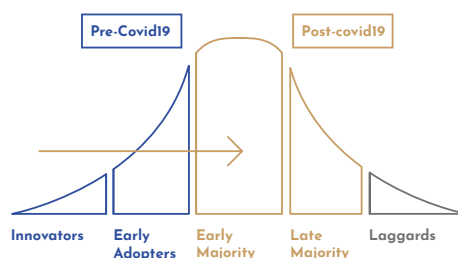
The Covid Crisis, a Catalyst for the Edtech Market

The Covid-19 crisis has exposed the insufficient digitization of education institutions and will push them to rethink their model in depth.

A 5 to 10 year gain in Edtech adoption

The Covid 19 crisis has caused a significant inflexion in the adoption curve of EdTech solutions, by breaking down the psychological barriers of parents, teachers and students.

The digitalization of the education market (which is expected to reach \$10T in 2030, compared to \$6T today) is still in its very first stages of development and is expected to affect all market segments.



The structural shift in the education landscape has planted the seed for a major leap in the EdTech market, which could be worth up to \$500 billion in 2025, compared to \$325 billion (pre-Covid19 estimates).

A rise of investments in schools (K12-B2B) and a growth of +25% per year in EdTech B2C products will be the key drivers of the \$175 billion increase in the Edtech market.

Growing investor interest in the Edtech market

At the same time, the year 2020 has reinforced the undeniable appetite of investors for Edtech, from the unlisted to the capital markets. 4 key trends caught our attention:

1. Private equity funds are increasingly attracted to the Edtech market
2. The consolidation of the Edtech market continues
3. Listed Edtechs saw their share prices take off in 2020
4. The spectacular rise of SPACs* in Edtech

* Special Purpose Acquisition Companies are blank check companies designed to take companies public

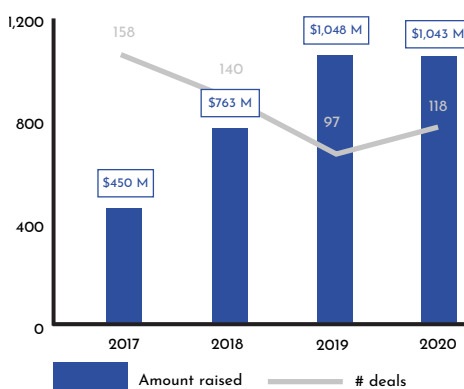
The Confirmation of the European market

For the second year in a row, investments in Europe exceeded €1 billion, confirming the boom seen in 2019.

Europe is having another excellent year, with a roughly constant level of investments (vs. 2019).

The seasonality of investments in Europe was accentuated by Covid19 - with 45% of investments made in Q4 and 32% in Q1 (in value). The Covid19 crisis has undeniably demonstrated the resilience of the Edtech sector.

In 2020, the UK, France, Spain and the Nordic countries (Norway and Denmark in particular) attracted the majority of investments.



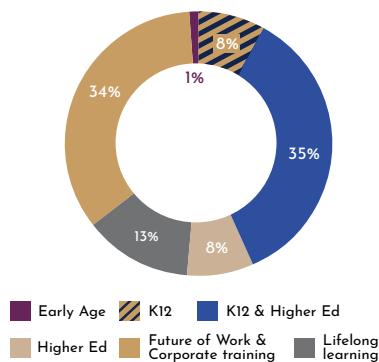
Source : Educapital, Crunchbase

The average value of rounds reached c.9M in Europe this year, confirming the increase in deal size initiated in 2019.

The surge in investment in K12 and higher education reflects the strong desire of both public and private players to digitize education, with the emergence of the following investment themes: tools to lighten the workload of professors, virtual classrooms and new models of online higher education institutions focused on employability.

The future of work and workforce training segment continues to attract a significant amount of investment as Europe faces the challenge of retraining and upskilling employees.

Evolution of investments in Europe



Source : Educapital, Crunchbase



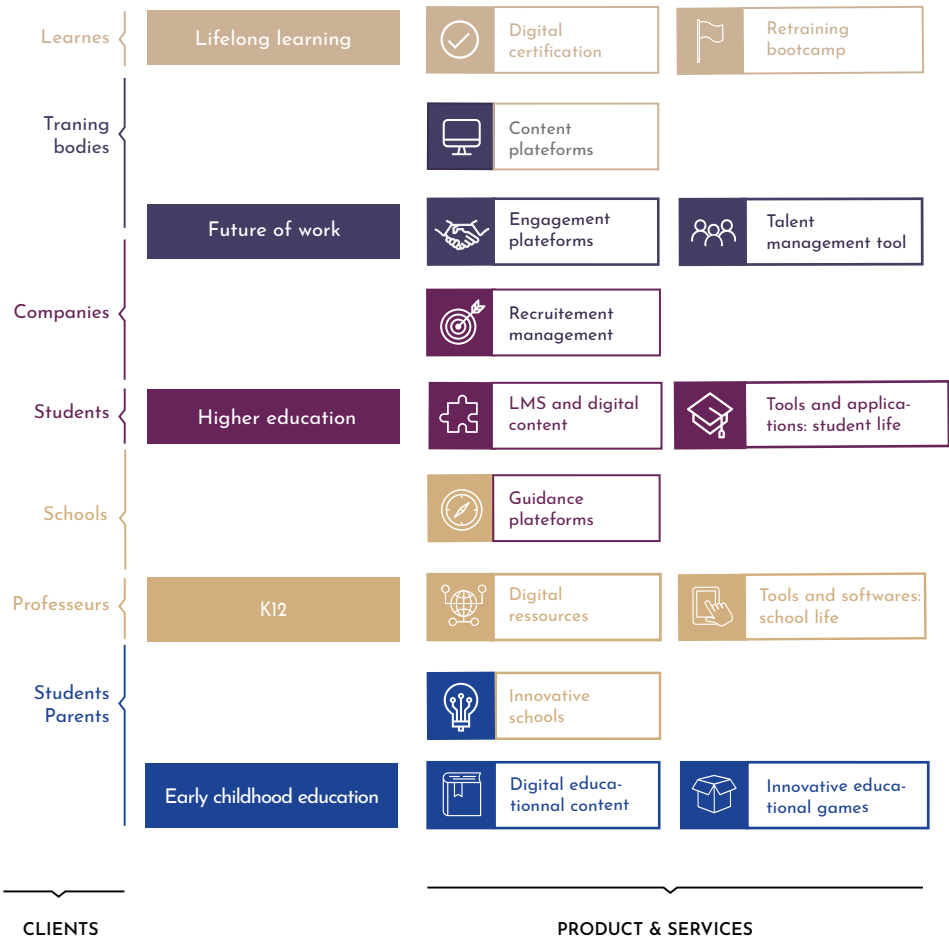
4

A Proven Investment Strategy

When it was launched, Educapital's ambition was to build a diversified portfolio across the different segments of the education market, but also across companies' business models and stages of maturity. Today, Educapital has accomplished its mission: it has invested in 16 companies in all segments, from early childhood to corporate learning and from pre-seed to Series B.

0.5 to €4M per investment	Series A / Series B	France Europe	Goal : 19 companies in the portfolio
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Educapital's Investment Strategy



High Value-added Support

Educapital brings a **unique support** to its portfolio companies through its expertise.

Educapital has built a community of teachers, school managers, decision makers from local authorities or the Ministry of Education, HRDs and training managers, who contribute to the identification and evaluation of projects and the development of our portfolio companies.



STRATEGY

- **Strategic seminars:** monitoring, benchmarking, review of strategic orientations and business models
- Consulting on **external growth strategies**, build-up and identification of targets
- **Support on the exit** and presentation to potential buyers

ORGANISATION

- **HR:** Recruitment of key people through our CV database
- **Finance :** Structuring, implementation of reports and KPIs, cash management

DEVELOPMENT

- **Business development:** Connect with prospects and business opportunities through our community of experts
- **Support for refinancing**, in particular the link with Edtech funds in the US



5

Our View of Impact Investing

Our mission is to combine financial performance for our investors with strong and sustainable social impact.

Impact is inherent in our *raison d'être*, which is to prepare current and future generations for the challenges of the 21st century through responsible investment in innovative education and human capital development. The entrepreneurs we fund all share our desire to create a more effective and more equal education system.

We believe in diversity to create a more inclusive world and invest in teams that reflect the diversity of our society. **As one of the few funds led by an all-female team, we are committed to promoting women entrepreneurship.**

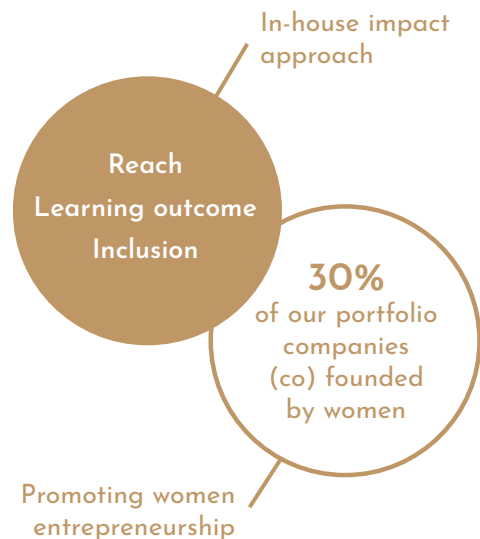
We have built and implemented our own impact methodology. For Educapital, financial performance and social impact are closely correlated in a virtuous circle. Since the creation of the fund, we have supported Edtech products and services that improve the quality of student learning, lifelong learning, integration and well-being at work.

Accessibility, Inclusion and Learning Outcome are the three key objectives we seek and measure

Accessibility: providing learning tools or solutions accessible to as many people as possible.

Inclusion: providing accessible education and to combat all forms of discrimination.

Learning Outcome: improving learning performance and employment opportunities.



Our commitments

Signatory of:



Signatory

Integrating ESG criteria throughout the investment process



Contributor

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



Member

Accelerating financing for women entrepreneurs



Signatory

Promoting gender parity in venture capital and equity investments



Signatory

Act to protect our environment and fight against climate change



Member

Acting in favour of diversity and fighting against discriminations and racism

We support them



Signatory

Accompanying young patients as they pursue their schooling at the hospital



Rent refunded

Supporting vulnerable children and helping them build their future (Foyer de l'Oise)



Patronage

Giving each child a taste for learning and the ability to learn



Patronage

Supporting teachers and trainers in bringing about the educational transition



6

Our Commitment to the Edtech Sector



Educapital published with the **Think Tank “Connecter les Esprits”, les Carnets de Dubai**, a reflection resource to enrich the programming of the French Pavilion at the Dubai World Expo, postponed to the fourth quarter of 2021.

The report details the new challenges of education in the digital age, advocating the importance of inclusive and people-centric education.

Le Point

École à distance : « On nous a servi une télé scolaire des années 1960 ! »

ENTRETIEN. Experte en numérique éducatif, Marie-Christine Levet dresse un bilan sans concession de la continuité pédagogique. Et propose de nouvelles pistes.

Le Point 09/05/2020

Ecole, les vertus du virtuel

Les acteurs français du numérique éducatif espèrent que le confinement aura fait tomber le tabou qui leur barre la route des classes. Un vrai enjeu de souveraineté.



Les Echos 01/06/2020

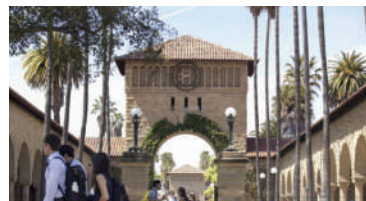
Transformer L'Education Après la Crise



Nous n'étions pas prêts. La continuité pédagogique n'a pas bien fonctionné. A cela une raison : La France ne s'est jamais donné les moyens d'une éducation innovante depuis 20 ans qu'Internet existe. Par Marie-Christine Levet, fondatrice d'Educapital.

Forbes 15/06/2020

Education: à l'université, la technologie peut-elle remplacer le professeur?



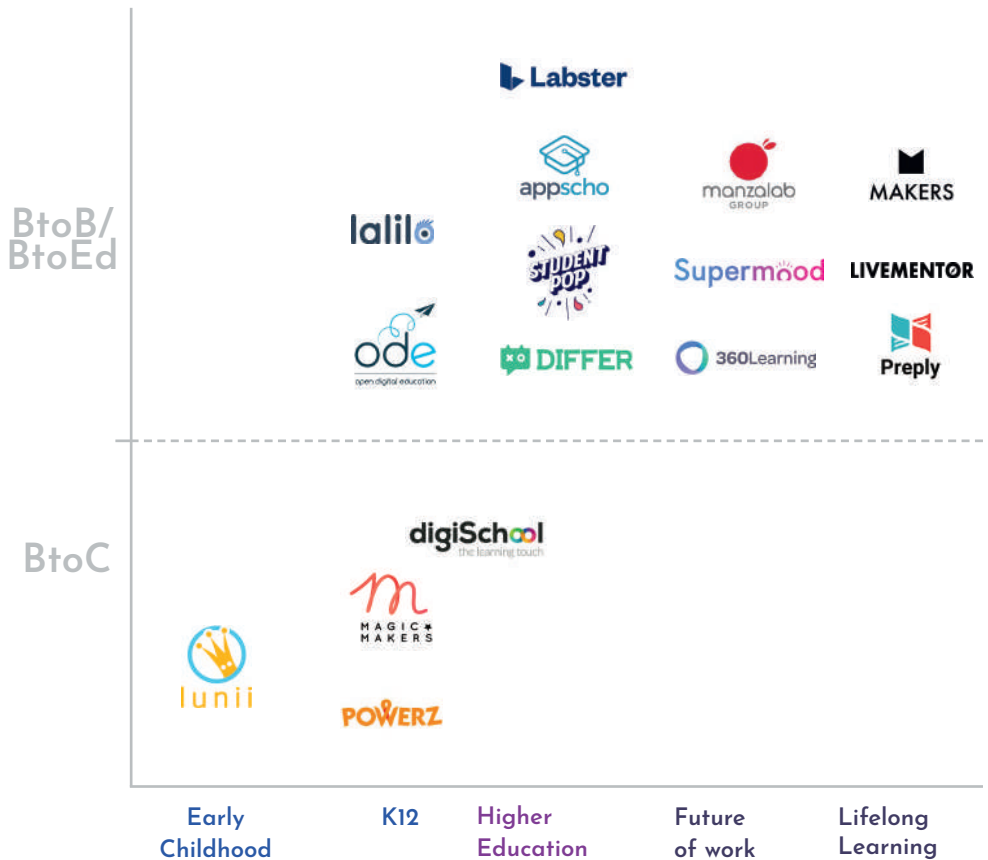
Challenges 08/07/2020



7

Our Portfolio

A diversified portfolio across all segments of the education market





The StoryBox for Children

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 4 years ago, Lunii is now a best seller in France and is accelerating its international expansion.



Early Childhood



HIGHLIGHTS



Best-selling toy for children in France (*NPD barometer)

+750,000

pieces sold since the creation



20% of revenues from international sales



Repatriation of production to France and eco-designed packaging

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 Lunii store, a platform, with thousands of content files available for parents to download: Suzanne & Gaston's stories (key characters in Lunii's 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.

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

In 2020, Lunii pursued its remarkable growth, strongly driven by the Lunii Store, even with physical shops closed during lockdown. Lunii has again emerged as the indispensable companion of children. Lunii has continued its development projects, enriched its content platform, enlarged its team and repatriated its production in France to build a sustainable and environmentally friendly company.



Joined the UN Global Compact to promote a socially responsible behaviour

IMPACT

Promoting creativity and imagination while limiting exposure to screens. Producing in France to protect the environment.



The Fortnite of Education

PowerZ's mission is to reinvent online learning by creating an immersive and responsible edutainment video game for children aged 5-10.

The game is scheduled to launch in early 2021.



Early Childhood



HIGHLIGHTS



Emmanuel Freund, nominated for the Napoleon Awards 2021



Launch of the Beta version of the game and creation of the community

Based on the observation that the offer of educational video games was still poor, while the video gaming industry is teeming with technical and scenaristic innovations, **PowerZ wants to bring the worlds of education and video games together with a new multi-platform (smartphone, PC, tablet, console), personalized game for ages 5-10.**

PowerZ goes against the grain of educational applications, which are often monothematic and poorly gamified, by building an actual **video game, in which children learn math, history, French or languages, without even being aware of it.** It borrows the video games' codes to transmit learning in an efficient way.

The game starts in Babylon, which is in danger and the child must explore the world and time to save it. This exploration will lead him to repeat exercises, to improve in those where he has difficulties, by personalizing his learning.

Led by Emmanuel Freund, an expert in the world of video games and founder of Blade, whose product, Shadow, has revolutionized cloud gaming, the project has brought together a team of enthusiasts who are driven by the idea of offering children a new way to learn.

The goal is to release the game "in episodes", in order to encourage community engagement, to co-create some episodes with external studios, and in collaboration with an educational committee but also with child users who are invited to express their remarks and desires. The first chapter of the game was released on February 15, 2021.



Committee with pedagogy experts to ensure the quality of the educational content

IMPACT

Allowing everyone to learn in an immersive and innovative way



The adaptive learning platform that helps children learn 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 helping them fight illiteracy.



K12



HIGHLIGHTS



Winner of the Partnership
for Artificial Intelligence
Innovation (P2IA)

400,000
active students

50%
of users are based
in the US



35 FTE

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

Lalilo offers a personalized online application that helps children aged from 3 to 8 years learn how to read to children. 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 pace of each student.

Today, Lalilo is used in more than 50 000 classrooms by more than 400 000 students, and is commercialized through annual subscriptions to schools.

2020 was a turning point in the platform deployment. Hundreds of thousands of professors discovered Lalilo during the lockdown periods, and had their school implement the platform at the start of the 2021 academic year. In France, the tool is being widely deployed in our schools, driven by the Ministry of Education (PIA).



40% of pupils
enrolled are from US
priority districts

IMPACT

Using technology as a tool
to fight illiteracy and
reading difficulties



After School Programming Workshops for Children

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



Schools



HIGHLIGHTS



New online offering



4 premises owned

50
partner locations



51 FTE

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, to program video games and smart objects, to bring robots to life and design websites and they 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 50 partner schools (École Alsacienne, Franklin, Télécom ParisTech, Arts et Métiers...)



+19,000
trained children
since inception, 25%
of which are girls

IMPACT

Better preparing children for the skills of the XXIst century and giving them the keys to the world of tomorrow



The Educational Social Network dedicated to Primary and Secondary Schools

Open Digital Education is an 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

3.3 millions
pupils logged in



Launch of a SaaS offer
directly addressed
to schools

14,000
Schools clients



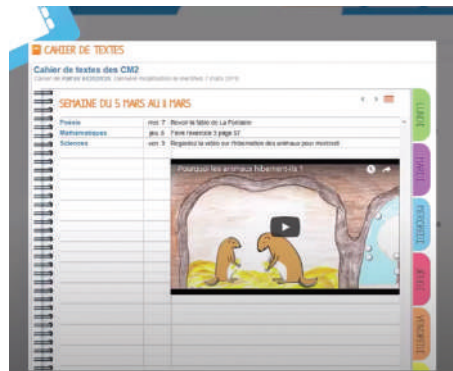
39 FTE

Through simple and intuitive web and mobile solutions, ODE offers students a range of interactive services and content, aimed 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 **more than 7 million people connected to the platform** (students, parents, teachers, principals, communities), **ODE has become the social network of reference for the education system.**

The past year has been a record year for ODE, with unprecedented traffic on its platforms and increased use of its tools (up to 200 times more messages exchanged). During the covid crisis and lockdown period, ODE proved to be **an essential part of educational continuity**, demonstrating the usefulness and the necessity of digitized education.

Concerned by the protection of personal and school data, the company hosts its solutions in France and works closely with local authorities and the French Ministry of Education to provide solutions that are precisely adapted to the needs of the education community.



1/3

of activated accounts
from students in
priority districts

IMPACT
Fostering collaborative
education



Publisher of Educational Applications for High School and University 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

1st

student website in France
(category Education/training)



Acquisition of MosaLingua:
language learning
application



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



50 FTE

In just a few years, DigiSchool has established itself as **the leading education information platform with more than 3 million connected users.**

DigiSchool has developed a **new model of digital publishing with a network of more than 20 informational websites on education and 12 educational mobile applications:** super Brevet, super Bac, super Boussole, super Prépa Toeic, super Code, super Secours, 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 "Spotify" for education.



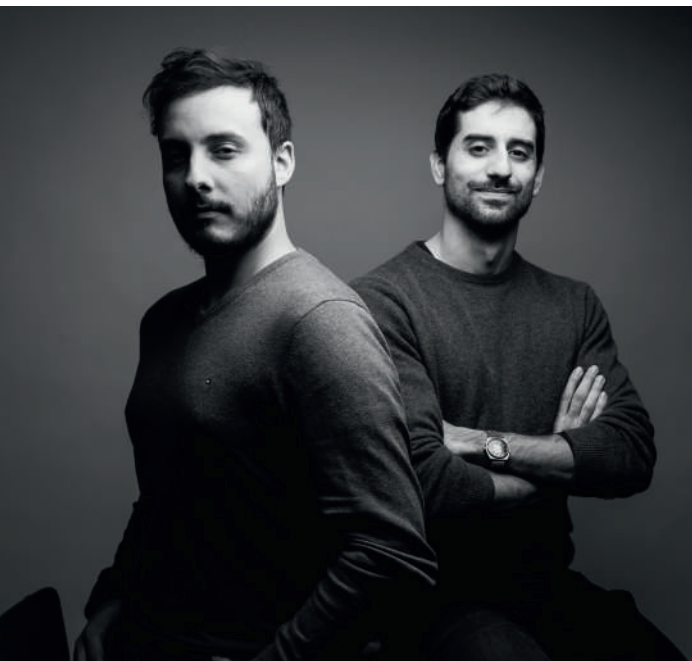
10 millions
downloads of
DigiSchool's
applications

IMPACT

Making exam success accessible to all and offering career guidance to young people.



The Online Campus Application for Students in Higher Education



Appscho is a mobile tool destined to universities: its platform, on which all of the school's services are centralized, enables the institution to better attract and engage its students.



Students



HIGHLIGHTS

15%
of French students
use the platform

100+
partner schools



Launch of new products
(satisfaction, "monécarte",
campus feed, etc).



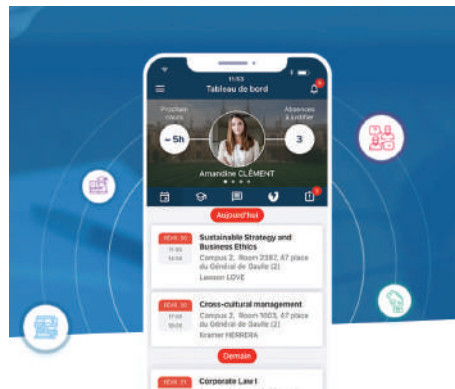
16 FTE

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.

Appscho has played a crucial role as a link between students and schools during periods of online learning, often a source of stress and solitude for the student. With a **hundred partner schools and more than 400,000 students connected**, the platform has become an essential tool for institutions and students.



400,000
students connected
to 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

60M\$

Series C funding round with
Andreessen Horowitz



1 500 universities use Labster



Present in over 70 countries



180 FTE

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.

In 2020, due to the context, Labster has deployed its platform exponentially with massive adoption by teachers and enormous contracts signed with US universities that are digitizing science learning at scale. **Labster established itself as a major Edtech player**, symbolising the contribution of technology to democratize and transform science learning globally.



3M

students trained
since inception

IMPACT

Improving efficiency and the
accessibility of science
learning



Student 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

+ **6,000**
students carried out
missions in 2020

+ **650** clients



Launch of the Pop School,
training schools 100%
dedicated to students



50 FTE

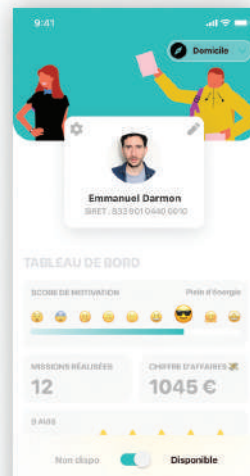
Student Pop's mobile application offers students short jobs that match their profile and interests.

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.

Student Pop launched PopSchool, a 2.0 school to train students in life skills and personal development.

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



30%
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 a 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



Coordination of a European edu-bot project for the Alliance Erasmus+ Knowledge program

+ **20,000**
users



30 partner universities

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 students to communicate and interact more in a personalized way, thanks to its bot technology. Differ has partnered with the Erasmus+ program and the European Union, to develop best practices in the use of chatbots and to create a link within the educational community.

Differ is currently being deployed in more than 30 European universities including Cambridge and Oxford.



Ongoing study with the EU on the impact of bots to combat student isolation

IMPACT

Preventing students from loneliness and drop-out of school



VR Training and Virtual Event Software Publisher

Pioneers in the space of serious games and virtual reality, Manzalab is combining neurosciences and new technologies to offer immersive and innovative trainings that promote active engagement among employees and collaborators. Manzalab successfully launched its virtual event offering.



Future of Work



HIGHLIGHTS



Launch of Teemew,
virtual event platform

+120 clients of which
25 from the CAC 40



+250 projects
and 17 awards



51 FTE

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 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 2020, Manzalab launched an innovative solution to organize events in virtual reality. Used in a large number of virtual events (salons, conferences), it is a great success.



12 000
people trained
in 2020

IMPACT

Making training more
engaging and efficient through
immersive experiences
Reducing carbon footprint through
virtual reality events

360 Learning



The Collaborative Learning Suite for Corporates

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



Future of Work



HIGHLIGHTS

1,200
corporates use 360Learning

1M+ users



Leader in France
and acceleration in the US



175 FTE

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 features that addresses all aspects of training and allows each employee to create and share his training with his peers, to improve it as a team, promoting social and collaborative learning.

360Learning is a SaaS, sold to large B2B accounts and medium-sized companies around the world, and currently has over 1,200 customers including prestigious accounts from the CAC 40.

The year 2020 has been a year of remarkable growth, driven by the explosion of usage as remote working became widespread, the contracting of major accounts in France, where 360Learning sustains its undeniable market leadership, and the expansion in the US.

The company is recognized by analysts such as Gartner and Fosway as a leader in the Learning Engagement Platforms category.

Based in Paris, London and New York, 360Learning has more than 175 employees and has real potential to become a world leader in its category.



80%
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

+ **2,200**
trained programmers



"Apprenticeship provider"
certification

51 B2B clients



40 FTE

Makers Academy is a school that transforms the professional lives of individuals by training them in the IT professions. They provide them with the necessary skills to improve their employability, thanks to accelerated training (bootcamps) lasting several weeks (BtoC offer).

Makers Academy also helps companies (BtoB offer) to identify future employees, to bring them up to standard and to 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.

Since its inception, the company has trained over 2,200 people, placed them in several hundred companies and built a strong brand with learners and companies.

In September 2020, Claudia Harris was appointed CEO of Makers.



1/3
of people trained
are women

IMPACT

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

LIVEMENTOR



The Online School for Entrepreneurs



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



Lifelong
Learning



HIGHLIGHTS

+ **10,000**
people trained



11 training programs



4,8/5 Satisfaction rate
of the LiveMentor method



45 FTE

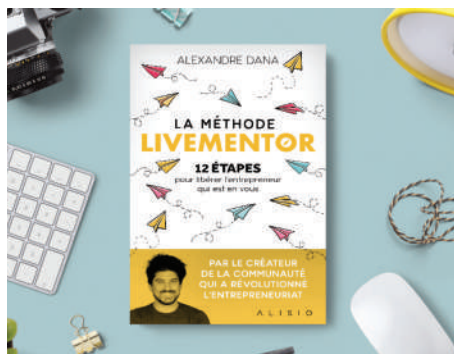
LiveMentor is the first 100% online platform dedicated to entrepreneurship training. The platform offers 11 training sessions of 12 weeks to accelerate your entrepreneurial project: digital marketing, use of social networks, productivity improvement.

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.

The company's strategy is based on online training, content (book on the LiveMentor method, Odyssey Magazine on entrepreneurial success stories) and a highly committed community.

LiveMentor ambitions to demystify entrepreneurship and to demonstrate that anyone can succeed in their project if they are accompanied by the right mentors, learn the skills that matter and benefit from the support of a community of entrepreneurs.



72%
of entrepreneurs
trained are women

IMPACT

Promoting entrepreneurship for all and reducing the loneliness of entrepreneurs



Online Platform to Learn Languages with Tutors from Around the World



Preply is an online language learning marketplace that allows any student to easily and quickly find a native speaker tutor and learn the language via video lessons.



Lifelong
learning



HIGHLIGHTS

+ **50**
languages on the platform

+ **40,000**
tutors

230,000
active users



236 FTE

Preply is a language learning platform that pairs students with native speaker tutors. It is a marketplace: tutors put their fees and availability, students instantly choose their tutor and gives them a feedback after the class.

Preply's strength lies in the richness of its offer. With 40,000 active tutors in 2020 from 180 countries, **Preply allows everyone to find a quality language course at an affordable price at any time of the day.** The company has pioneered the use of machine learning, increasing the efficiency of matching tutors and learners. By democratizing online tutoring, Preply offers everyone an unprecedented way to learn languages by practising them.

Preply is **growing exponentially thanks to a growing community of tutors worldwide,** and has the potential to become a global leader in the language learning market.



Lessons with tutors
starting from 5€/h

IMPACT

Making learning languages
accessible to all with
affordable prices



The French Leader in Employee Engagement

Supermood is a measurement tool to assess engagement and workplace wellness to foster productivity and employee retention.



Future of Work



HIGHLIGHTS

176,000
employees gave their
feedback in 2020

+87
clients among which 25%
from the CAC 40

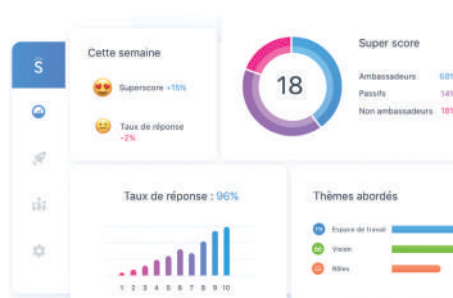


30 FTE

Supermood offers a SaaS platform for companies (from small businesses to large corporations) to enable management and executive committees to measure and improve employee engagement. The platform enables companies to collect this key HR data and compare it with other companies in their sector.

Through short and regular surveys, the solution allows companies to use feedback from their employees as a powerful performance lever. Supermood is particularly useful in the case of organizational transformation, implementation of new strategies or work methods to analyze the understanding and adherence of employees to the company's strategy, and if not, to implement appropriate training actions.

In this context of profound change in work organization, it has become vital to maintain a strong link with employees and take the pulse of its organization.



4,7M
opinions expressed
in 2020

IMPACT

Evaluating the well-being
of employees to ensure
they are fully engaged

THANK YOU FOR YOUR TRUST IN US



bpifrance



 hachette
LIVRE

econocom



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