

LONDON

& PARTNERS

MAYOR'S INTERNATIONAL
BUSINESS PROGRAMME

Education Technology Virtual Trade Mission to France

30 September 2020





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Welcome

I am delighted that some of London's most innovative education technology companies will be exploring new business opportunities on this very special virtual trade mission to France, with the Mayor's International Business Programme.

The coronavirus pandemic has changed the education landscape forever. With more than 1.7 billion learners estimated to be out of the classroom worldwide, we are witnessing a global EdTech experiment on an unprecedented scale.

The UK is one of the largest EdTech markets in Europe, with London home to some of the fastest-growing EdTech companies in the world. EdTech is a burgeoning industry in France, too, and for London-based companies looking to scale, it remains an important market.

In the months ahead, innovation in education requires a collaborative and community-led approach – and I hope that the Mayor's International Business Programme will play a role in facilitating new EdTech collaborations, for the benefit of learners everywhere.

Even in these challenging times, London is open for business. I wish all of our delegates the greatest success.



Laura Citron
Chief Executive, London & Partners



LONDON & PARTNERS

We are London's international trade, investment and promotion agency. It is our role to promote London internationally as a leading world city in which to visit, study, invest, grow and meet.

Our work helps achieve good growth for London and Londoners and has supported over 70,000 jobs since we were founded in 2011.

What we do:

- Foreign Direct Investment (FDI)
- Trade & Growth
- Business Tourism
- Major Events
- Leisure Tourism
- Higher Education & Talent
- London's global reputation

We focus proactively on the core markets, audiences and sectors who will bring good growth for London.

For more information, please see londonandpartners.com



The Mayor's International Business Programme

The Mayor's International Business Programme helps ambitious high-growth (scaleup) companies from London's technology, life sciences and urban sectors to expand their businesses internationally.

- Tailored to fit a company's specific international growth ambitions, this exclusive programme provides:
- One-to-one and one-to-many mentoring and ongoing guidance from entrepreneurs and business leaders
- Focused workshops and events that provide the opportunity to learn from expert advisers
- Live leads for specific business opportunities in North America, Europe, China and India
- The opportunity to join high-profile targeted trade missions led by our team of international business experts

For more information on the programme please visit gotogrow.london

Meet the team



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Photo by Anthony Delanoix

Meet our companies



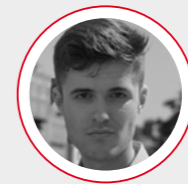
Aaron Leary
Founder



Bedrock Learning provides schools with a digital, interactive vocabulary curriculum, immersing learners in aspirational new language through a wide range of texts and allowing teachers to easily track students' progress.

OUR OBJECTIVES

To explore the French market and appetite for our programme, which is built for schools and well-placed to support this demographic.



Michael Soselia
Director of Growth
& Marketing



BibliU is a first-of-its-kind digital learning platform that brings online course materials to life, making information accessible and searchable for all students. BibliU works with more than 30% of universities in the UK and with over 2,000 publishers to bring a complete catalogue of digital content to institutions

OUR OBJECTIVES

To provide the best eText platform imaginable, with leading accessibility, usability and analytics that make digital texts more intuitive, collaborative and effective than paper.



Jeff Williams
Co-Founder & CEO



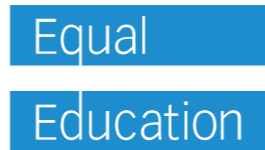
Enroly develops cloud-based software solutions for international student recruitment in the higher education sector. Our flagship product is an automation platform that makes admission, visa and arrival administration simple, streamlined and secure for staff and students. Our outcomes are focused on maximising recruitment conversion and optimising compliance.

OUR OBJECTIVES

To improve our knowledge and expand our network in the higher education sector in France.



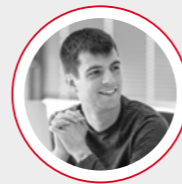
Paul Singh
Co-Founder & CEO



Equal Education improves education outcomes for disadvantaged students. The company provides personal mentoring / tutoring to students in partnership with schools and local government. Since 2012, the company has worked with over 1500 students. Equal Education specialises in digital delivery of these services and curating the optimal digital learning experience.

OUR OBJECTIVES

To carry out a market exploration to see how our EdTech solutions could be rapidly scaled to France.



Simon Hay
Co-Founder & CEO



Firefly is the secure, collaborative platform for schools. Simplifying school communications, lesson management and progress tracking, Firefly engages the whole school community and ensures that everyone can keep learning, whatever the circumstances.

OUR OBJECTIVES

To explore further expansion beyond international schools in France.



James Dallison
Director



Guide Education's suite of innovative products were created by online learning pioneers. We are dedicated to improving learning outcomes, democratising education opportunities and facilitating e-Learning excellence. Our flagship product provides accredited, remote CPD and training content to over 1000 schools; we have developed and qualified over 100,000 teachers globally.

OUR OBJECTIVES

To explore the French market and further understand our opportunities there.



Jeremy Brassington
CEO



Note Taking Express provides note taking services and software for students with learning and hearing disabilities. We have developed an AI-powered platform which provides online and blended learning solutions for all students with note taking and data at its core.

OUR OBJECTIVES

To meet potential customers and collaborators to implement of our personalised learning platform in France.



Elena Sinel
Founder



Acorn Aspirations is a social enterprise. Through our cutting-edge curriculum, we aim to inspire young people aged 12 to 18 years to use AI and entrepreneurship for social good. We work with schools, corporates and governments as partners to further our mission to increase diversity and inclusion in artificial intelligence.

OUR OBJECTIVES

To help bridge the STEM skills gap and equip young people to use AI and entrepreneurship for social good. We are looking for corporate partners to fund and support us.



Slava Kremerman
Co-Founder & CEO



Zen Educate is an online staffing platform that connects teachers with roles in schools. By cutting out agency middlemen, schools save money and teachers earn more.

OUR OBJECTIVES

To learn more about the local education system in France.



Nicholas Higham
Partnerships
Manager



Zzish's signature platform, Quizalize, is a gamified formative assessment application that helps teachers personalize learning by providing real-time, curriculum-aligned feedback on students. Our data analysis engine, Zzish Insights, gives school leaders daily insight into the academic progress of every class on a school or district-wide level.

OUR OBJECTIVES

To look for go-to-market partners to launch our Quizalize teacher product in Europe. We're also interested in meeting with potential partners to see if they would be interested in deploying our product - Zzish Insights - that provides real-time data for school leaders.

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