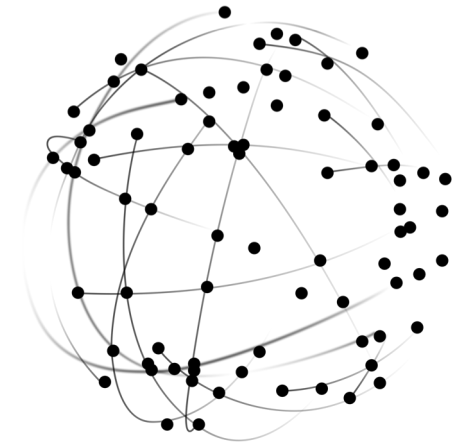


Global Education in 10 Charts.



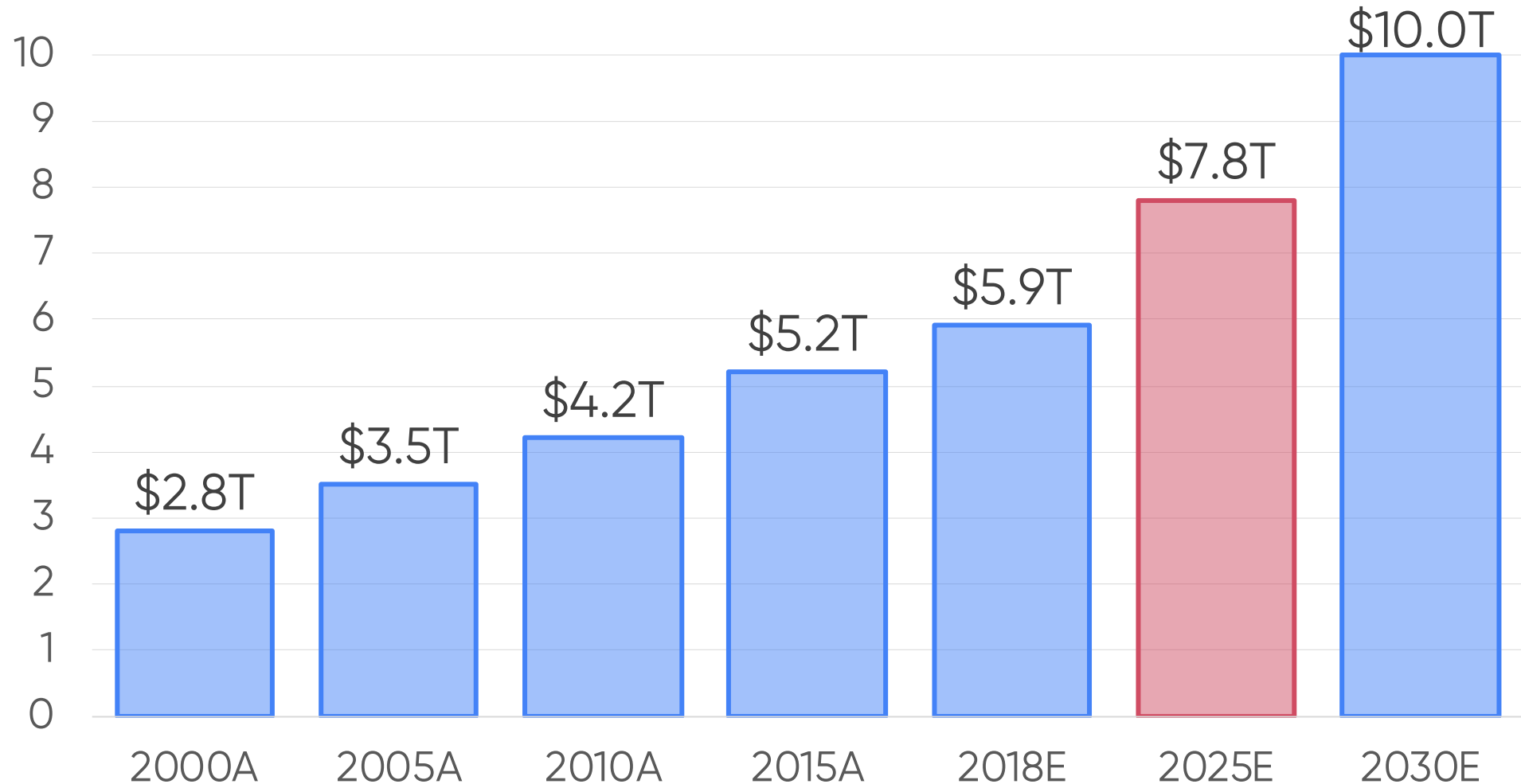
Everything you need to know about the
Global Education Technology Market in
10 charts.



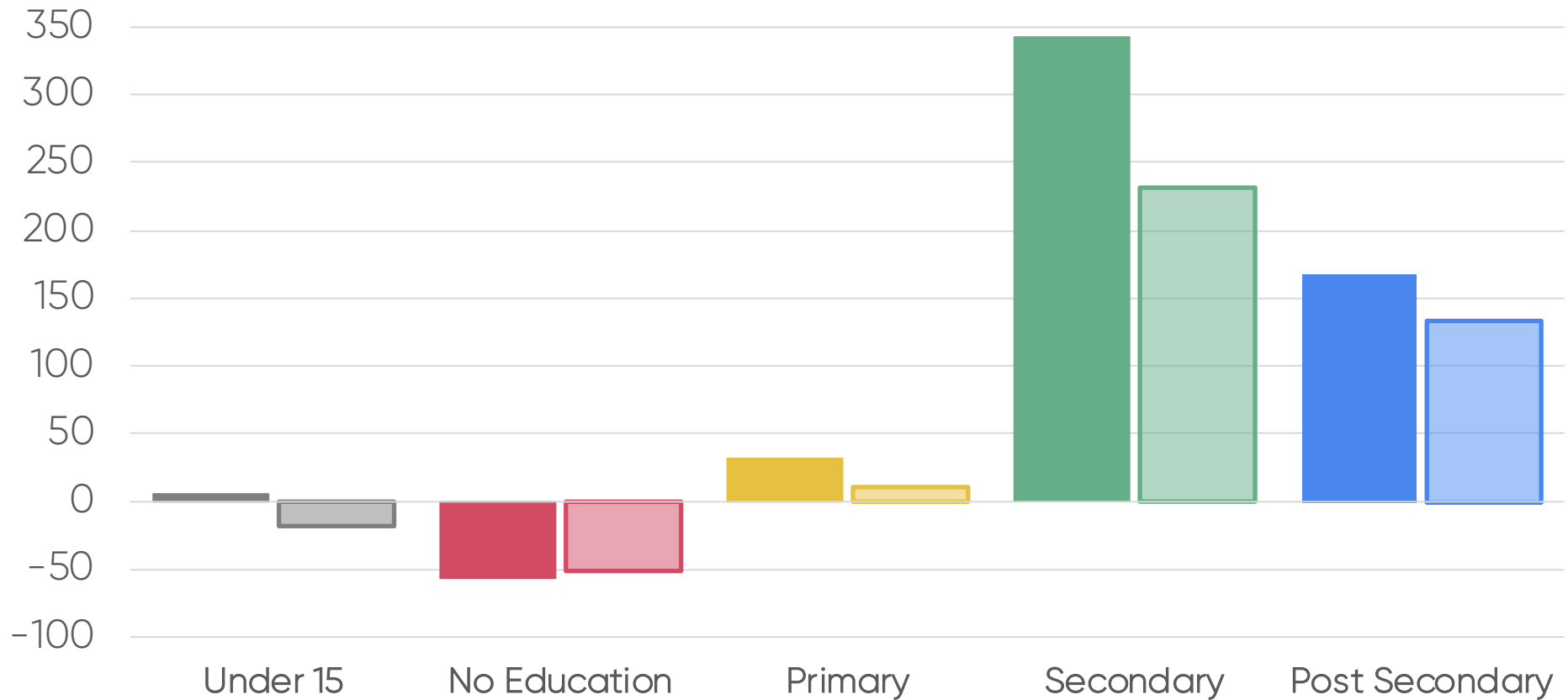
WHO WE ARE

We are building the world's smartest source of global education intelligence to power decisions that matter.

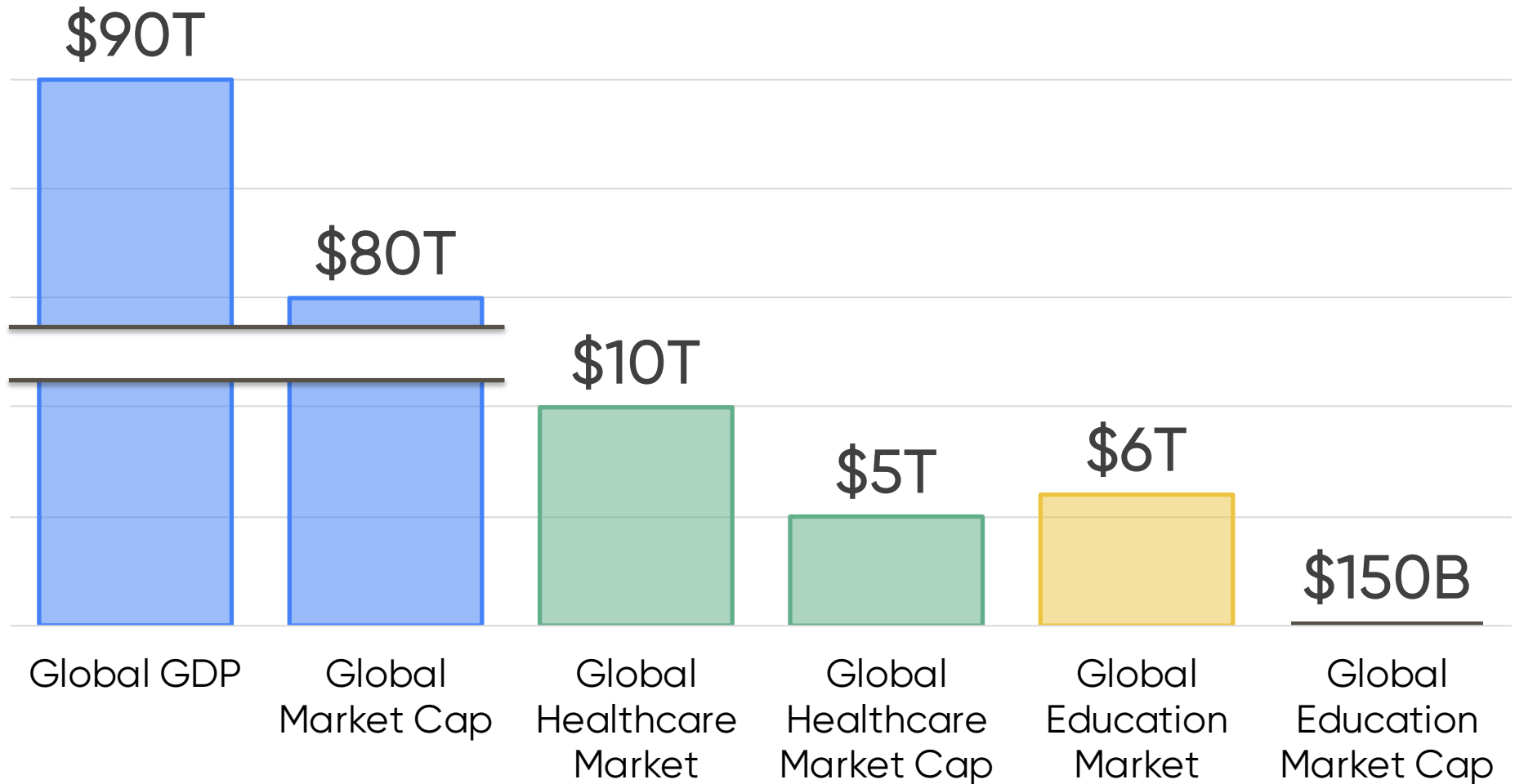
Total Global Education Expenditure in USD trillions



Total change in global population by highest level of education attainment (millions of people)

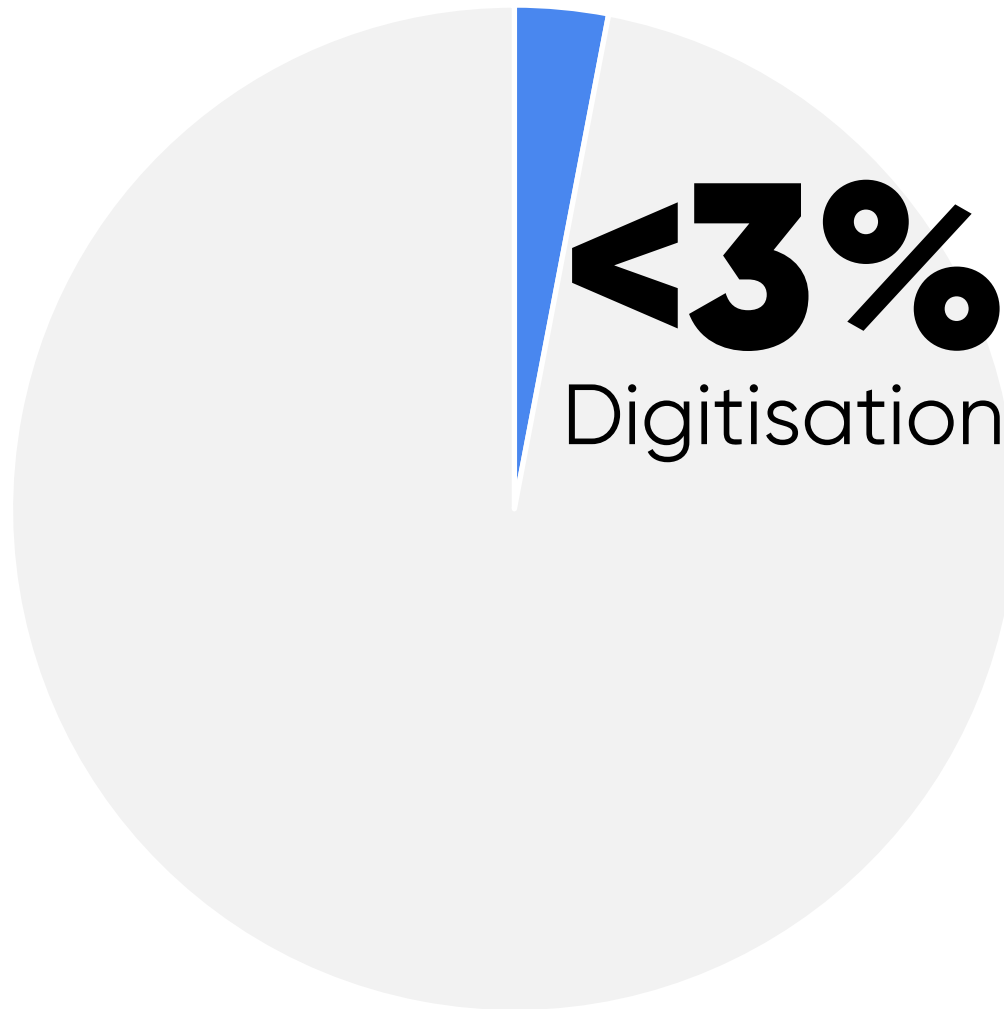


Global Markets in USD

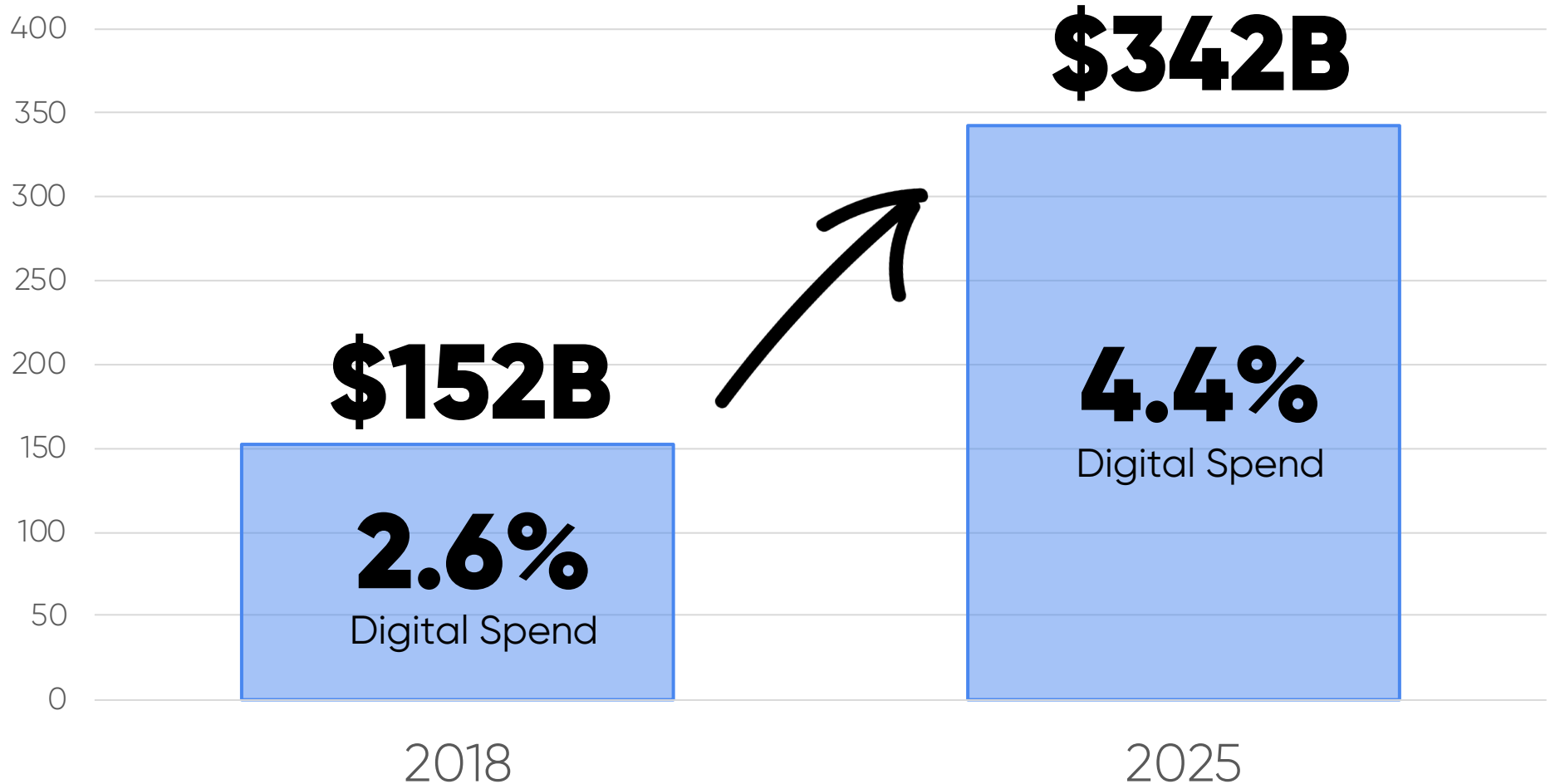


Source. HolonIQ, World Health Organization, Goldman Sachs. Standard & Poors. All figures are rounded estimates based on source research.

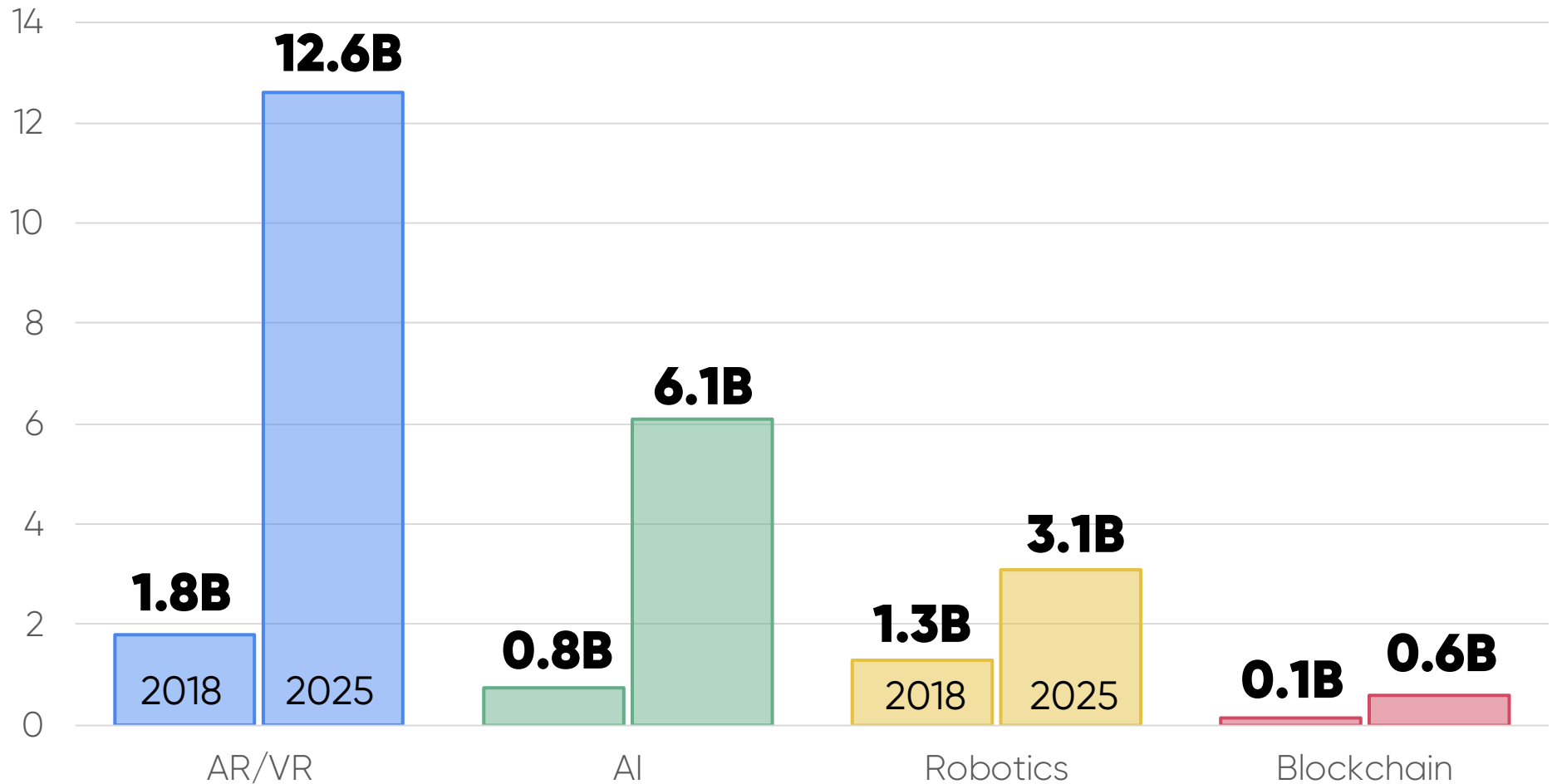
Education Technology vs Total Global Education Expenditure



Growth in Global Education Technology Expenditure

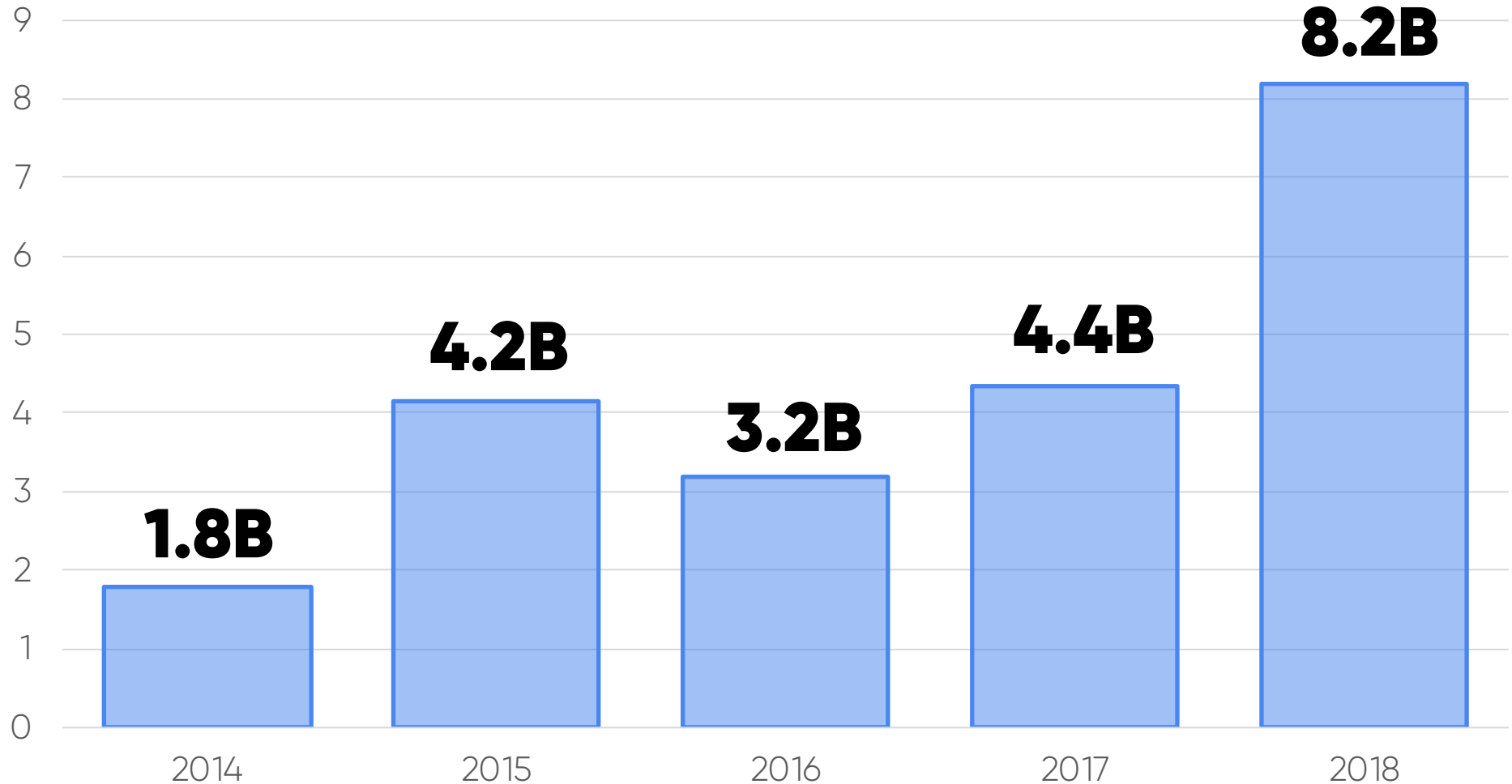


Advanced Education Technology Expenditure 2018–2025, USD Billions

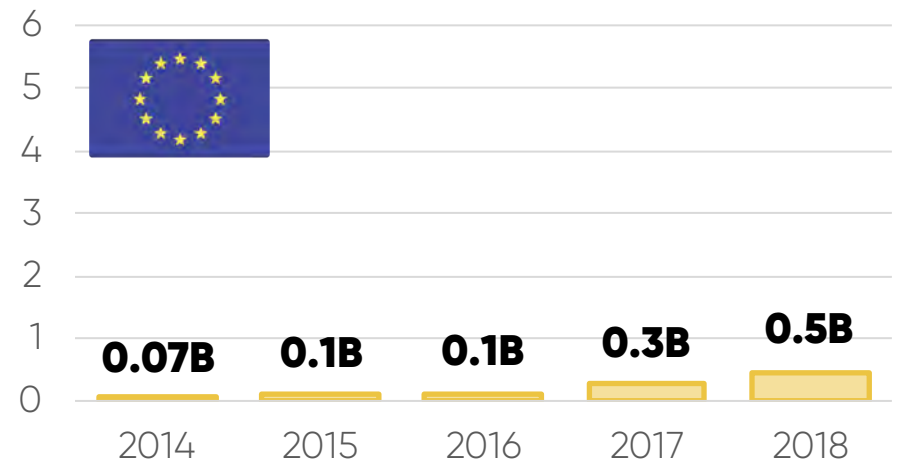
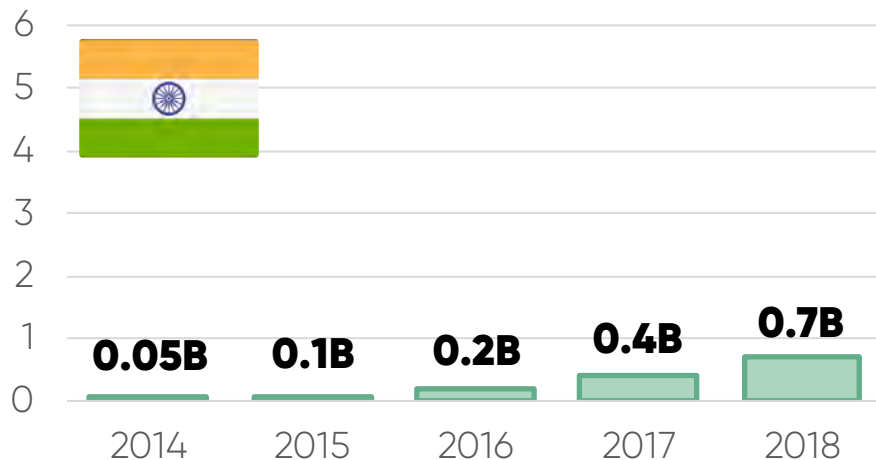
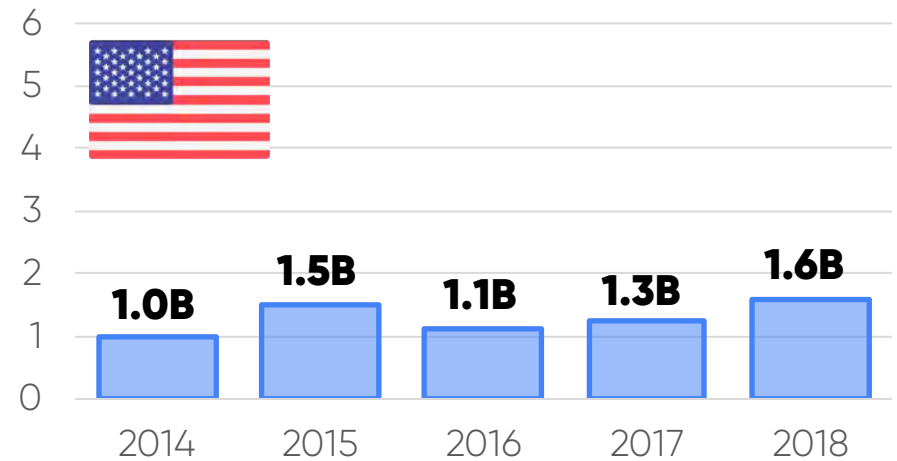
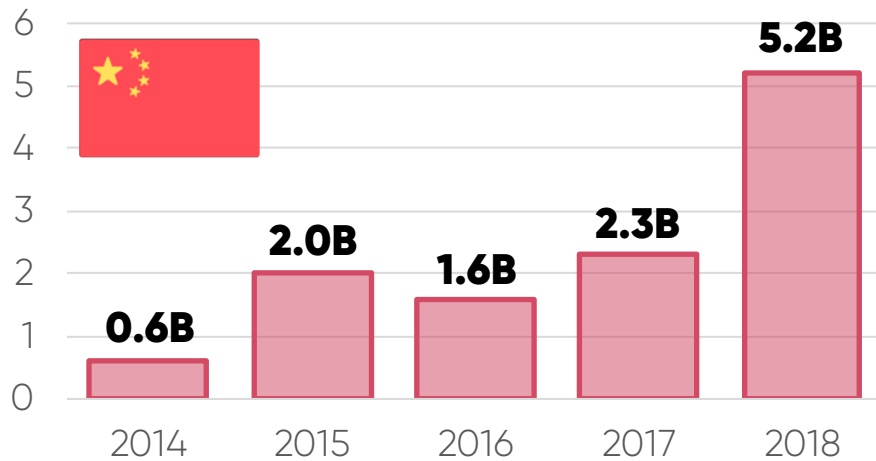


Source: HolonIQ, Smart Estimates™ January 2019

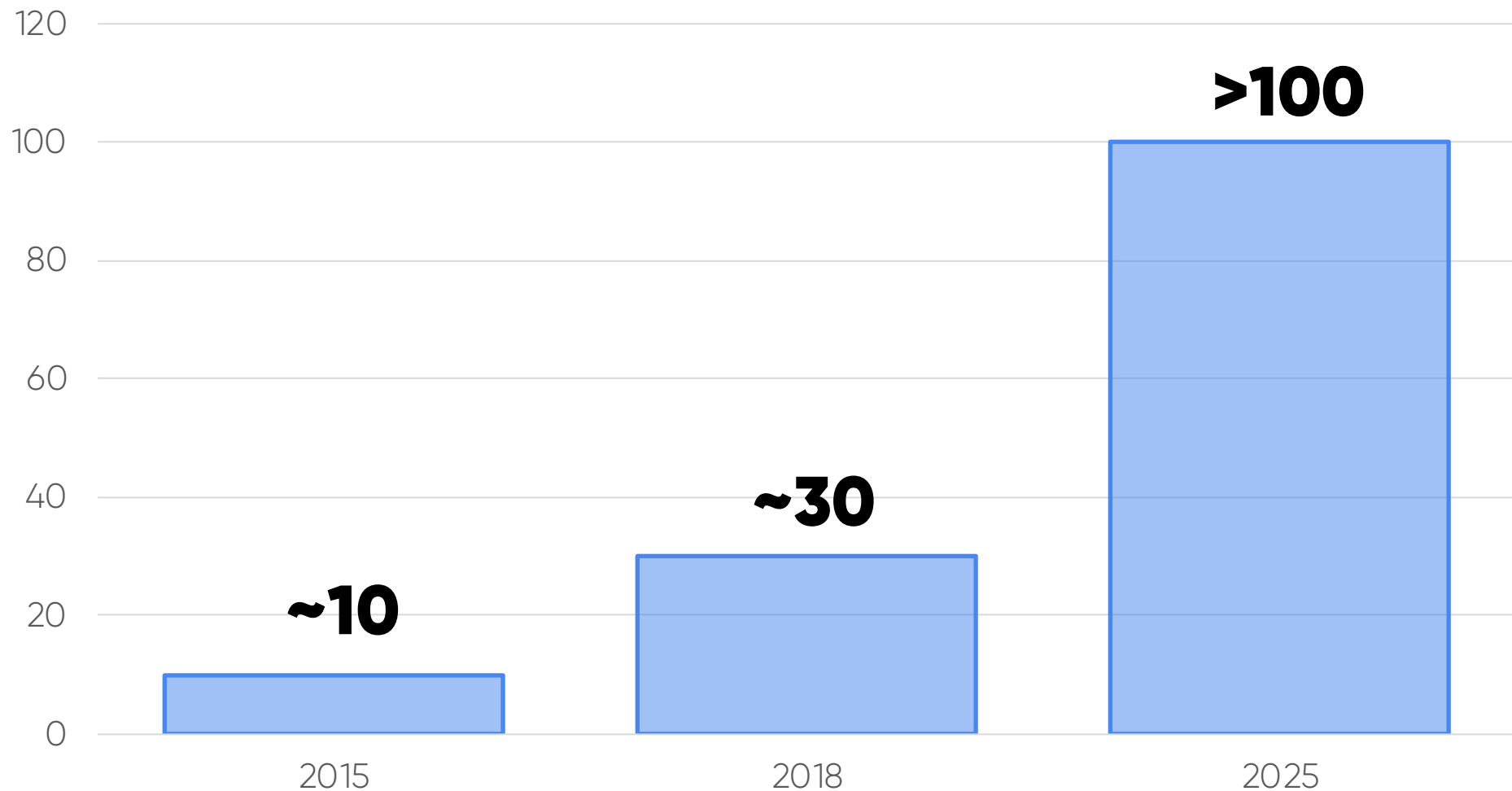
Global Education Venture Capital Investment, 2014–2018 USD Billions



Global Education Venture Capital Investment, 2014–2018 USD Billions



Listed Education Companies with Market Cap > USD \$1B



2019 Global Learning Landscape

An open source taxonomy for the future of education. Mapping the learning and talent innovation landscape.

| Knowledge & Content | Education Management | Traditional Models | New Delivery Models | Experiencing Learning | International Education | Learning Support | Assessment & Verification | Workforce & Talent | Skills & Jobs | Ecosystem Supports |
|--|--------------------------------------|-------------------------------------|---|--|--|---|---|--|---|--|
| K 1 Knowledge B2B, B2C | Em 6 Management B2B | Pk 11 Pre-K B2C | Mo 16 MOOC B2C, B2B2C | X 21 XR, AR, VR B2C, B2B2C | L 26 Language Lrn B2C | Tr 31 Teacher P2P, B2C | A 36 Assessment B2B, B2B2C | Wp 41 Workforce B2B | Us 46 Upskilling B2C, P2P | Gg 51 Global Grants B2B, B2C |
| Or 2 Open Resources B2B, B2C | Le 7 Learning En B2B | S 12 Schools B2C | Pr 17 Prag Online B2C, B2B2C | Ro 22 Robotics B2C, B2B2C | Lt 27 Language Test B2C | Sn 32 Study Notes B2C, P2P | Po 37 Portfolio B2C, B2B2P | T 42 Talent Acq B2B | It 47 Innovations B2C, B2B2C | I 52 Innovate B2B |
| Cu 3 Curricula B2B | Ct 8 Class Tech B2B | V 13 Vocational B2C | Op 18 Open B2B | Ai 23 Voice & Chat B2C, B2B2C | Di 28 Discovery B2B2C, B2C | As 33 After School B2C, P2P | C 38 Credentialing B2B2C, B2C | Cd 43 Development B2B2C | At 48 Apprenticeship B2C, B2B2C | Ac 53 Accreditation B2B |
| Er 4 Ed Resources B2B, B2C | Ad 9 Admission B2B | Al 14 Alumni B2C | Bc 19 Business 2.0 B2C, B2B2C | Ga 24 Games & Sim B2C, B2B2C | Is 29 Int Schools B2C | Tu 34 Tutoring P2P, B2C | Cp 39 Career B2C, B2B | Pm 44 Performance B2B | Gi 49 Gigs P2P, B2B2C | Ev 54 Events B2C, B2B |
| Qa 5 QA B2B | Fi 10 Finance B2C | U 15 University B2C | Ap 20 Apps B2C, P2P | St 25 STEM / Coding B2C, B2B2C | In 30 Int Study B2C, B2B2C | Tp 35 Text Prep B2C | Sv 40 Verification B2B2C, B2C | Wl 45 Workset B2B, B2B2C | Mn 50 Mentoring P2P | Aw 55 Awards B2B, B2C |