Educational technology

Using technology to disrupt and shape the industry, making education universally accessible.

"If this past year has shown us anything it is that technology can fundamentally change a sector and enable it to scale much quicker, and this is especially true in learning and education."

Larry Illg
CEO, Edtech and Food

56%
FY21 revenue growth

$3bn+
Invested[1]

+40%
Portfolio IRR[2]

Education is a sector with large consumer spend that is being transformed by technology. The size and growth of the sector, combined with falling technology costs and rising education costs, provide great potential for innovation and disruption at scale.

Prosus was an early investor in **Edtech** in 2016, with investments in **Brainly**, **Codecademy** and **Udemy**, and has continued to expand its investments in the sector since then. Prosus has invested over **US$3 billion**[1] in a portfolio of nine companies globally.

Prosus is well positioned on two dimensions – across the key sectors where opportunity is strongest, K-12, workplace learning and lifelong learning; and across key geographies such as **India**, **Brazil** and the **US**, where demand for supplemental education is strong.

Prosus has built a significant presence on the enterprise side with a focus on the future of workplace learning. Prosus will reach **90%** of the Fortune 100 across its corporate learning companies including **Stack Overflow**, **Skillsoft**, **Udemy**, **Codecademy** and **GoodHabitz**.

Education market opportunity of
US$10tn
by 2030

Global annual spend on Edtech of
US$200bn

Our Edtech portfolio reaches
>500m
learners every month

$3bn+
invested in 9 companies across the globe[1]

+40%
portfolio IRR[2]

[1] Includes the Stack Overflow acquisition, which should close in Q321, and Skillsoft and GoodHabitz investments, which closed after 31 March 2021.

[2] Includes Brainly, BYJU'S, Codecademy, Eruditus, SoloLearn and Udemy, from May 2016 – March 2021.

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Portfolio

codecademy

A leading online vocational learning platform, Codecademy has taught over 50 million people around the world to code since it was founded in 2011. **Read more here.**

Udemy

Udemy is a global marketplace for learning and teaching online. Millions of students learn from an extensive library of courses taught by expert instructors. **Read more here.**

goodhabitz online training

GoodHabitz provides enterprise clients with a broad range of engaging digital learning content relevant to their entire employee base – currently delivering 150 courses available across eight languages. **Read more here.**

skillsoft

Skillsoft delivers digital learning, training, and talent solutions to help organizations unleash their edge. Leveraging immersive, engaging content, Skillsoft enables organizations to unlock the potential in their best assets — their people — and build teams with the skills they need for success. Empowering 45 million learners and counting, Skillsoft democratizes learning through an intelligent learning experience and a customized, learner-centric approach to skills development. **Read more here.**

stackoverflow

A leading knowledge-sharing platform for the global community of developers and technologists and one of the 50 most popular websites in the world. **Read more here.**

ERUDITUS EXECUTIVE EDUCATION

The Eruditus group, consisting of Eruditus Executive Education and its online division EMERITUS, offers professional education courses in collaboration with top-ranked universities: including MIT, Harvard, Cambridge, INSEAD, INCAE, IIT, and more. **Read more here.**

SOLOLEARN

A leading mobile-first knowledge-sharing community where students can learn, create, and share programming content. **Read more here.**

BRAINLY

The world's largest social learning platform, with more than 350 million students, parents and teachers across 35 countries. **Read more here.**

BYJU'S The Learning App

The world's most valuable Edtech company,with more than 80 million registered users and an average daily engagement of 71 minutes per student. **Read more here.**