



# Sector Spotlight: EdTech

May 2025



## Market Trends



Firms are emphasizing **recurring-revenue** models (e.g. SaaS subscriptions) and clear pathways to **profitability**. **Growth capital** is expected to return only gradually.

**AI-driven** tools remain a **hot** theme. **Early adopters** include AI tutors, auto-grading platforms, and AI chatbots for tutoring/support.



Large firms view **employee reskilling and upskilling as a necessity**, and E-learning platforms are the **cheapest and most effective** option

The global EdTech market is forecast to **grow strongly**, by 2030 it could reach **\$348B**. Growth drivers include rising digital adoption in schools/corporates, AI integration, and expanding lifelong learning.















































K-12 **homeschooling start-ups are on the rise**, especially in the US as homeschoolers make up 6.7% of American school students

**VR-trained** workers learn **faster** and feel more **confident**, underscoring the potential of **immersive** EdTech

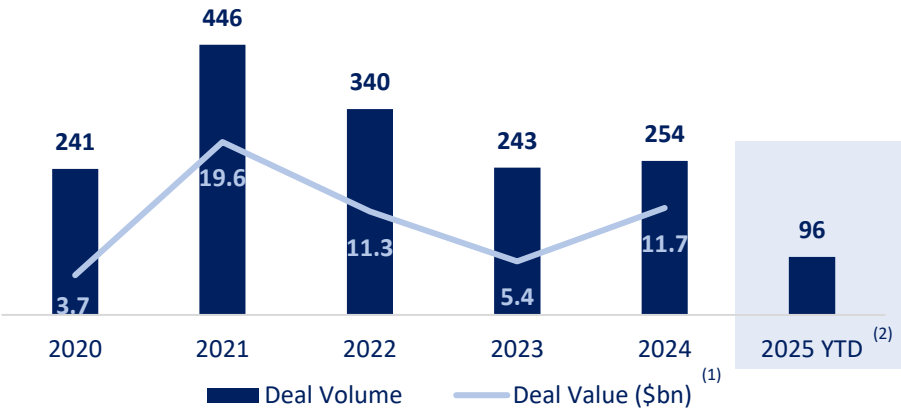


## Recent Notable Transactions

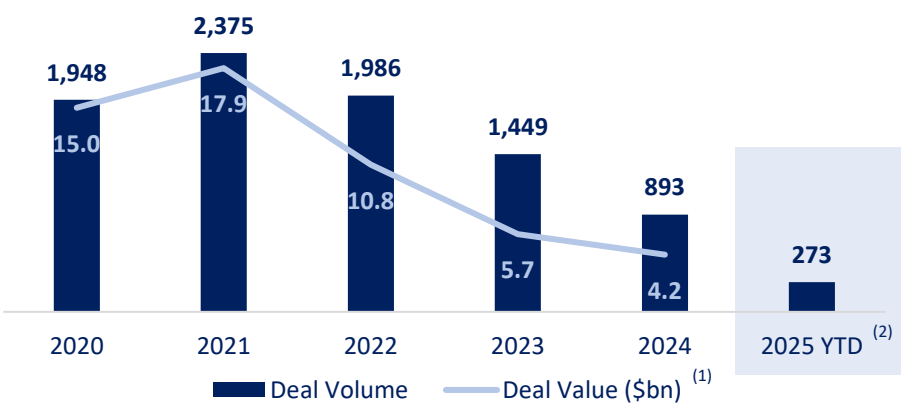
Target	Buyer	Date	Target Subsector	Buyer sector	Deal Value (\$m)
 kineo	 MindTools	12-May-25 	Workplace platform	 Digital learnings and performance services	n.d
 LIFESPEAK	 Beedie/CAPITAL	17-Apr-25 	Wellbeing solution	 Investment fund	107
 skilljar	 Gainsight	01-Apr-25 	LMS	 Customer Experience	n.d
 modern campus.	 PROVIDENCE EQUITY PARTNERS	10-Feb-25 	Student engagement software	 Private Equity	n.d
 Learnosity	 LEEDS EQUITY	14-Jan-25 	Assessment software	 Private Equity	n.d
 EVERFI	 The Najafi Companies	31-Dec-24 	Digital learning software	 Private Equity	n.d
 PebblePad	 North Edge.	18-Oct-24 	Learning platform	 Private Equity	24
 ClassHook	 ClickView	15-Oct-24 	Student engagement platform	 Video learning platform	n.d
 PowerSchool	 BainCapital	01-Oct-24 	K-12 cloud-based software	 Private Equity	5,600
 kami	 bv	19-Aug-24 	Digital classroom application	 Private Equity	n.d
 INSTRUCTURE	 KKR	25-Jul-24 	Learning platform	 Private Equity	4,800
 Vigilo	 EG Let's go further	19-Jul-24 	School management software	 Vertical software aggregator	n.d.
 ALCHEMIST	 HORIZON CAPITAL	06-Jun-24 	Learning management software	 Private Equity	25

# EdTech Deal Activity

M&A & Buyouts over the last 5 years



VC & Growth Equity over the last 5 years



(1) Deal values for the period do not include values from all deals captured in the deal volume for the period as values for some deals are not disclosed; (2) As of 13/05/2025; Source: Pitchbook

# Most Active Buyers

 **PowerSchool**

**Founded in**  
1997

**\$5.6bn**  
Valuation

**Folsom, USA**  
HQ

**3,500+**  
Employees

Recent acquisition

 **ALLOVUE**

 **SchoolMessenger®**

**Neverskip**

 **INSTRUCTURE**

**Founded in**  
2008

**\$4.8bn**  
Valuation

**Salt Lake City, USA**  
HQ

**2000+**  
Employees

Recent acquisitions

 **parchment**

**scribbles**  
SOFTWARE

 **Arbor**

**Founded in**  
1999

**\$5.6bn**  
Valuation

**Folsom, USA**  
HQ

**3,500+**  
Employees

Recent acquisitions



 **ParentPay**

**Founded in**  
2002

**Private**  
Company

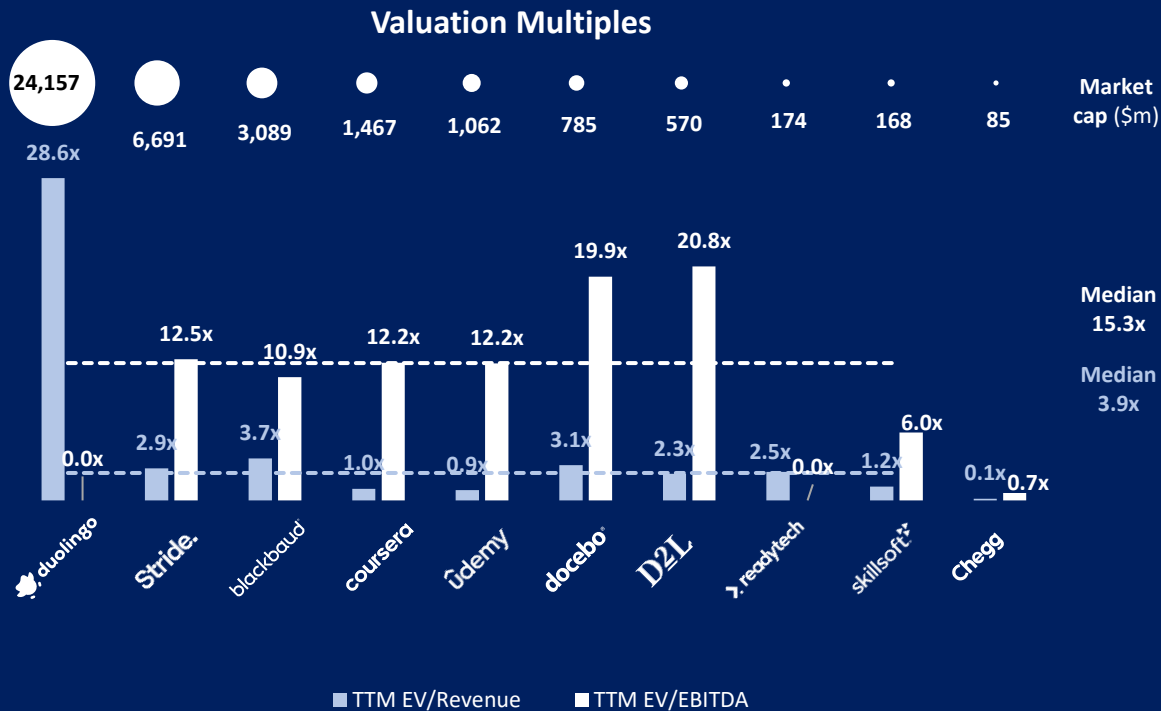
**Coventry, UK**  
HQ

**1100+**  
Employees

Recent acquisitions



Public Comps



Recent CEO Commentary

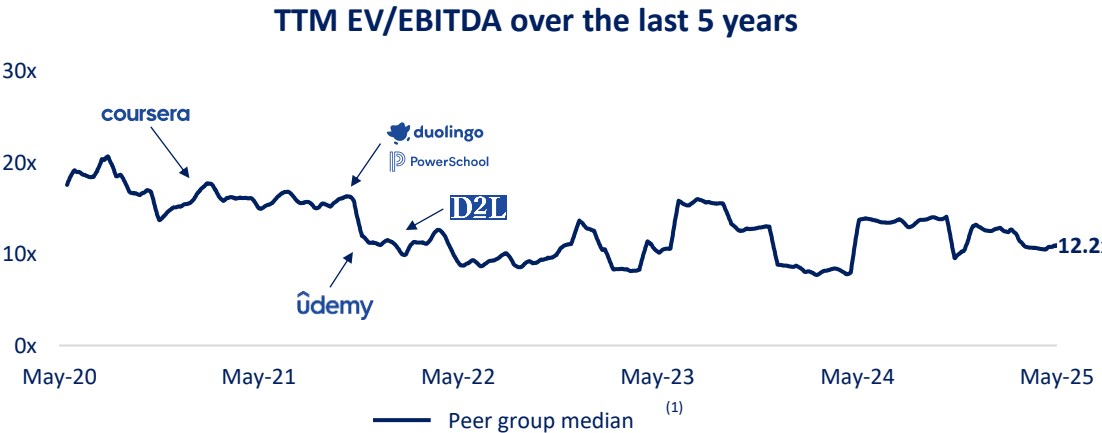
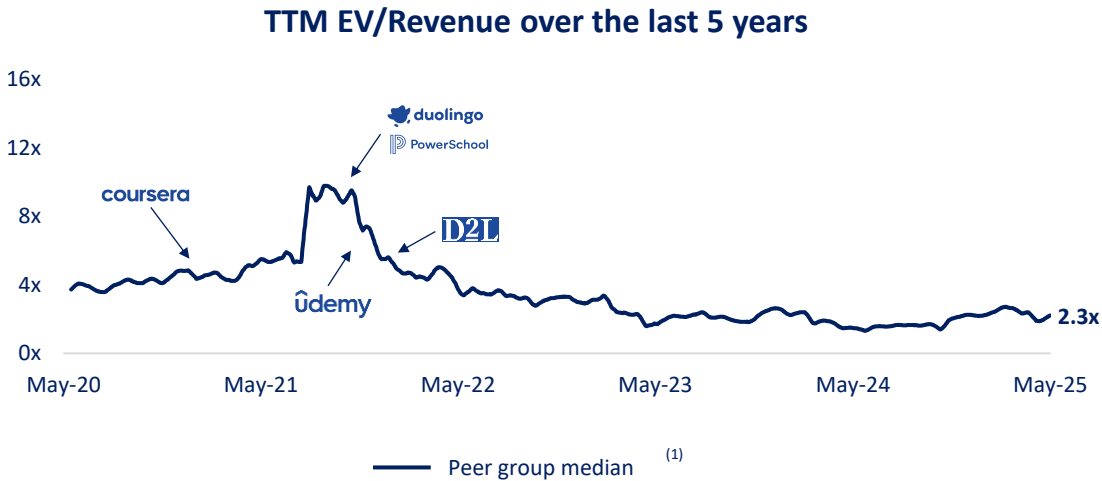
**duolingo** “We used generative AI to launch 148 new language courses, doubling our offerings in one year.” – Luis von Ahn, CEO DUOLINGO

**skillsoft** “The market is rapidly shifting to a holistic talent development lifecycle shift.” – Ron Hovsepian, Chairman Skillsoft

**Chegg** “We aim to enhance education with AI rather than deliver AI-based education.” – Nathan Schultz, CEO - Chegg

Source: Pitchbook (as of 13/05/25)

Sector Valuations Over Time



(1) Peer group includes the 10 companies presented to the left. Docebo, Skillsoft, Blackbaud, Chegg, Ltd, and Readytech span the entire historical period, while other peers are added when listed as per the illustrations above. Note: Lines represent 15-day moving averages

Leadership



Chris Sahota  
Founder & CEO

14+  
years of leading Ciesco

20+  
years of corporate leadership

McCANN  
WORLDGROUP

Board Advisory Member: Palantir accenture

Sector Team



Ateesh Srivastava  
Managing Director, Software  
& Cybersecurity

14+  
years of experience

>£7bn  
deal value executed

Morgan Stanley

Arma  
partners

DC  
advisory



Matt Bruun  
Senior Advisor,  
Software

20+  
years of experience

SaaS  
Enterprise Sales Expert

Delinea

Forcepoint

Symantec



William Oldcorn  
Senior Analyst

3+  
years of experience

BSc  
Accounting & Finance

STIFEL



Jamie Conway  
Analyst

2+  
years of experience

BSc  
Finance

BENCHMARK  
INTERNATIONAL

J.P.Morgan

EFG

Contact us: [EdTech@cisco.com](mailto:EdTech@cisco.com)

Select Ciesco Deals

ELEMENT 34  
SOLUTIONS

banyan  
SOFTWARE

SELL SIDE ADVISORY – ENTERPRISE SOFTWARE / GLOBAL SOFTWARE GROUP

RIGHTSPEND

LDC

SELL SIDE ADVISORY – ENTERPRISE SOFTWARE / PRIVATE EQUITY

cognite

Vespa Capital

SELL SIDE ADVISORY – SERVICES / PRIVATE EQUITY

MediaSense

APIARY  
CAPITAL

BUY SIDE ADVISORY – CONSULTING / PRIVATE EQUITY

Our team has built strong relationships and worked with  
transformative Technology businesses:

Palantir

accenture

ParentPayGroup

SimCorp

Everway

bright data

NETZKERN  
part of macaw

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