



# **EduGrowth US EdTech Trade Mission**

**16 April – 20 April 2023**

**Prospectus for Australian EdTech  
Companies**



# EduGrowth US EdTech Trade Mission

The EdTech in Australia market has experienced remarkable growth in the last three years. The sector reached \$3 billion in 2022, a third of which was export revenue. With the global Edtech market projected to grow to over \$7 trillion by 2025. Now is the time for us as a sector to consolidate and capitalise on new opportunities offered by international markets.

In 2023, EduGrowth will host a small delegation of Australian EdTech leaders on a USA EdTech Trade mission to build an understanding of the USA EdTech Innovation Ecosystem within the context of the globe's leading EdTech event – ASU + GSV.

This delegation of Australian EdTech companies will enjoy a program featuring the best of the US EdTech Ecosystem leaders, specialist consultants and leading industry hubs. Participants will gain knowledge, insight and support as they develop their US entry strategy.

## Why attend ASU + GSV Summit 2023?

The New York Times describes the ASU + GSV Summit as “The Must-attend event for education technology investors.” Each year, thousands of industry leaders, investors, entrepreneurs, and educators arrive with an open mind and come away from the Summit with new relationships, meaningful connections, and a wider, deeper network. The Summit has become the most important space in EdTech for networking, deal-making, idea-sharing, learning from thought leaders, meeting innovators, finding investors and foundation funders, and more.

## Who should attend?

This trade mission is designed to support companies that are ready to learn more about the potential for growth in the US EdTech Market. You should consider joining if you:

- View the US is a potential market for expansion outside Australia
- Want to better understand how your company fits in the Global EdTech environment
- Already have a few customers from the US organically and would like to be more strategic about growing this market
- Looking to seek investment through US capital markets



# Proposed Program

Based in San Diego we will use ASU + GSV as the anchor to the program. Within and around the ASU + GSV summit we will connect companies to the leaders of the EdTech innovation ecosystems from around the world. You will leave the conference with a deep understanding of the market and the connections to follow up whilst building your US market strategy.

## Day One : Sunday 16 April – San Diego

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### **Trade Mission Briefing**

Attendees will get a taste of what to expect over the coming days. This briefing will provide key information you need to make the most of the program.

### **US Market Entry Masterclasses**

EduGrowth will engage leading voices from the US EdTech sector to brief participating companies on the opportunities they forecast to arise.

These sessions will provide actionable insight from investors, founders and experts who are helping shape the future of EdTech in the US.

### **ASU+GSV Registration and Official Summit Opener**

We will join conference attendees from across the globe in this networking event to kick off the ASU+GSV conference hosted on the stunning Hyatt Pool Deck.

### **Pasta with Peers**

Pasta with Peers gives industry CEOs an opportunity to meet and share ideas over a delicious pasta meal. This is an informal gathering, attendees will have the chance to mingle, talk and share industry best practices, discuss trends, opportunities and challenges over drinks and a meal. All participants and presenters in the trade mission program are invited to attend.

## Day Two : Monday 17 April – ASU+GSV conference

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### **ASU+GSV**

Started in 2010 with a collaboration between Arizona State University (ASU) and Global Silicon Valley (GSV), the annual ASU+GSV Summit connects leading minds focused on transforming society and business around learning and work.

ASU+GSV Summit is a conference where things truly happen. Connections are made, ideas are hatched, companies are accelerated, and visions are funded.



**Opening Dinner  
Keynotes**

Keynotes at ASU+GSU are not to be missed. Previous Keynote Speakers have been luminaries including Barack Obama, Bill Gates and Laurene Powell Jobs.

**Cooley Networking  
Event**

Delegates will be welcomed to the pre-eminent networking event of the conference hosted by Cooley and held on an aircraft carrier.

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## Day Three : Tuesday 18 April – ASU+GSV conference

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**School District  
Leaders Breakfast**

This unique event will connect delegates with leaders from 4 school districts in the US. You can take the opportunity to learn more about their needs and hear about the potential for your product over a casual networking breakfast.

**ASU+GSV**

Conference continues.

**ASU+GSV Daily  
Briefings**

Throughout the conference EduGrowth will host informal briefing discussions from experts from around the world to converge on this conference. They will address a range of topics including investment, marketing and policy.

Currently confirmed briefing topics include:

- Innovation in US K12 schools: Keith Kruger – CEO of CoSN
- Innovation in US Higher Ed: Bridget Burns – CEO University Innovation Alliance
- Transforming K12: Jared Joiner, Zuckerberg–Chan Foundation
- The Global EdTech Ecosystem: Rachel Larson, AWS

**Investor Connect**

The most important connections are made one on one in a casual setting. EduGrowth will invite key EdTech investors to a late night networking drinks to meet participating companies.

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## Day Four : Wednesday 19 April – ASU+GSV conference

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**ASU+GSV**

Conference Continues

**ASU+GSV Daily  
Briefings**

Daily Briefings Continue



**Conference Close** We close our time at ASU+GSV with the GSV Cup Award Ceremony, Closing Keynotes and Party.

## Day Five: Thursday 20 April – San Diego

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**Morning Conclusion** Private briefing from US Education sector leads

**Farewell Lunch** Optional  
Join your fellow delegates for a farewell lunch to compare notes, share contacts and setup connections for when you're back in Australia

## Registration for the Program

The proposed program combines market intelligence, private briefings, introductions and connections into the USA education sector and the ASU+GSV conference which isn't described in the official brochure.

Taking part in this program will give you insight from the public ASU+GSV program supplemented with unique briefings and introductions to fast-track your company's export development in the USA.

**EduGrowth Members – \$ 1,950 + GST**

**Additional company delegates – \$ 500 + GST**

**Non-Members – \$ 2,500 + GST**

**Note: Participants are responsible for the costs of all conference registration, travel and accommodation required to attend the program.**



## Your Investment: Budgeting for a US trade mission

Activity	Members	Non-Members
Flights: USA return	3,000	3,000
Accommodation: San Diego 5 nights at \$ 500	2,500	2,500
Daily living expenses 6 days at \$ 100	600	600
ASU + GSV registration	2,150 with EduGrowth discount	5,450
Trade Mission Service Fee	1,950	2,500
<b>Total Estimated Costs</b>	<b>10,200</b>	<b>14,050</b>

All costs are in Australian Dollars (AUD) and are indicative only to provide a guideline for expected costs.



## EduGrowth Overview

EduGrowth is Australia's education technology and innovation industry hub. Through connection and collaboration we accelerate Australia's EdTech ecosystem globally.

We are connecting a community of education providers, industry participants and EdTech entrepreneurs committed to reimagining learning in the digital age. As education transitions to borderless digital delivery, our diverse ecosystem will impact the future of learning globally from Australia.

Our programs focus on developing the entire education technology and innovation sector. We have a range of services supporting EdTech companies at each stage of their journey, whilst also connecting education providers and industry participants into the broader ecosystem.

In the very first steps of an EdTech business, our LaunchPad programs support ideation, establishment and market knowledge.

As an EdTech company grows, our ClearPath services help them accelerate with deep collaboration, market analysis and connections to customers or investors. Beyond EdTech companies, EduGrowth advocates for the entire education technology and innovation ecosystem via research, thought leadership and international pathways.



# EduGrowth Membership Tiers

Members select the tier appropriate to their organisation’s current maturity level.

<ul style="list-style-type: none"> <li>▪ Early Stage Startup</li> </ul>	<ul style="list-style-type: none"> <li>▪ Late Stage Startup</li> <li>▪ Consultants less than 3 Principals</li> </ul>	<ul style="list-style-type: none"> <li>▪ Established Company</li> <li>▪ Consultants 3 or more Principals</li> <li>▪ International EdTech Company</li> </ul>
\$250 per annum	\$950 per annum	\$2,500 per annum
<p>Members in this category are in the first stages of their EdTech journey.</p> <p>They are seeking support in defining their product, working with mentors, building education sector knowledge and the fundamental skills to establish their business.</p> <p>They have built early versions of their product or service, but are still clarifying the viability of their plans.</p> <p>They may have raised some capital and/or engaged some pilot customers.</p> <p>They may currently be participating in an accelerator or recently graduated from one.</p>	<p>Members in this category will have operational products or services and an established business model – though may be raising late stage capital rounds.</p> <p>They have established successful first customers beyond the pilot stage.</p> <p>They are seeking to scale their business locally, nationally or internationally.</p> <p>They are looking to ensure the longer term viability of their businesses by developing themselves, their team and their governance structures.</p> <p>Consultants and consulting companies with less than 3 Principals.</p>	<p>Members in this category have well established businesses supplying products or services to a range of customers either locally, nationally or internationally.</p> <p>They are the current suppliers and partners to the education providers and sector as a whole.</p> <p>These members understand the need for a vibrant and dynamic edtech and innovation ecosystem. As established players they seek to deepen their brand in the sector and are seeking to give-back to the ecosystem as a whole.</p> <p>These members see the long-term strategic benefits of partnering with EdTech companies as partners across sales, distribution or innovation. They may be seeking new markets or commercial development.</p>

## Criteria to Consider When Selecting Your Membership Tier

Raised less than \$500K in capital	Raised \$500K or more Capital	-
Annual Revenue less than \$500K	Annual Revenue \$500K or more	Annual Revenue \$2M or more
Less than 5 team members	More than 5 team members	More than 20 team members