



# Bangladesh Ed-tech



# Disclaimer

This report is based on data that shall be updated periodically. If you find any discrepancy in the numbers and have updated data, please feel free to reach out to: [rubaiyath.sarwar@innovision-bd.com](mailto:rubaiyath.sarwar@innovision-bd.com)

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# Acronyms

<b>AI</b>	Artificial Intelligence	<b>VC</b>	Venture Capital
<b>AR</b>	Augmented Reality	<b>VR</b>	Virtual Reality
<b>B2B</b>	Business-to-Business	<b>K-12</b>	Kindergarten to Class 12
<b>B2B2C</b>	Business-to-Business-to-Consumer	<b>SaaS</b>	Software as a Service
<b>B2C</b>	Business-to-Consumer	<b>IT</b>	Information Technology
<b>Ed-Tech</b>	Educational Technology	<b>E-learning</b>	Electronic Learning
<b>ERP</b>	Enterprise Resource Planning	<b>SEO</b>	Search Engine Optimization
<b>LMS</b>	Learning Management System	<b>BoP</b>	Bottom of the Pyramid
<b>Mn</b>	Million	<b>ICT</b>	Information & Communication Technology
<b>Bn</b>	Billion	<b>Mbps</b>	Megabits Per Second
<b>K</b>	Thousand	<b>MOOCs</b>	Massive Open Online Course
<b>USD</b>	United States Dollar	<b>ML</b>	Machine Learning

# Prologue

Bangladesh's Ed-Tech landscape stands at the crossroads of a transformative era. It is addressing critical gaps in digital abilities and secondary-level job skills among the youth. This report tells the story of how the Ed-Tech sector has grown and changed over time, looking at important turning points, challenges, and the enormous possibilities it offers. The market is expected to grow by more than USD 700 million by 2025, and it is expected to grow at a rate of 16.5% per year. This study shows the dynamic forces that are driving Bangladesh's Ed-Tech evolution. The sector's shows how powerful digitization can be in changing the future of education. This study gives an in-depth look at the current state of Ed-tech in Bangladesh and speculates on what the future may hold.

# Key Insights

## Ed-tech Market in Bangladesh

Right now there are 169 Ed-tech startups<sup>1</sup>.

The ed-tech market in Bangladesh is expected to cross **USD 700 mn** by 2025<sup>2</sup>.

Ed-tech startups received funding of **USD 7.95 mn** in 2022<sup>3</sup>.

Ed-tech sector ranks **3rd** among the country's most favored investment segments<sup>3</sup>.

The global market is expected to grow annually by **16.5%** over the period from 2022 to 2030, and is expected to expand 2.5 times from 2019 to 2025<sup>4</sup>.

## Education Expenditure

Government education budget for FY 23: USD **62.87 mn** which is 1.8% of the GDP<sup>2</sup>, whereas **India** spends 4.6%, **Afghanistan** and **Maldives** 4.1%, **Nepal** 5.2%, and **Bhutan** spends 6.6%<sup>5</sup>.

In Bangladesh each student spends **USD 20/month** on average for education expenses<sup>6</sup>.

The share of urban households paying for private tuition was 67% in 2010 while the corresponding share of rural households was 54%<sup>7</sup>.

## Ed-tech Segments

The local education and Ed-tech market of Bangladesh can be divided into 4 segments: **K-12, Test Preparation, Continuous Learning and Enabling Service.**

1. Innovision Consulting

2. Digital Mahbub (2023)

Edtech in Bangladesh | All you need to know - Digital Mahbub

3. LightCastle Partners (2023).

Bangladesh Startup Investment Report 2022: A Year In Review (lightcastlebd.com)

4. Forbes (2022).

The Future Of EdTech (forbes.com)

5. The Daily Star (2022).

Education system in Bangladesh needs to change | The Daily Star

6. Sayduzzaman PMP (2020).

(2) EdTech and market perspectives in Bangladesh | LinkedIn

7. The Business Standard (2023)

7% Bangladesh families have to borrow to send children to school:

Unesco | undefined (tbsnews.net)

# Key Insights

## Education Sector Scenario in Bangladesh

The Bangladesh education system has over **40.34 mn** students and over **18,874** educational institutions<sup>1</sup>.

The Global Knowledge Index 2020 ranked Bangladesh **112th out of 138 countries**<sup>2</sup>.

Bangladesh has the **lowest rank** with a score of **35.9** amongst all South Asian countries<sup>3</sup>.

**84.9%** of youth lack digital abilities and **57.8%** lack secondary-level job skills<sup>4</sup>.

## Ed-tech Revolution

The Ed-tech industry in Bangladesh has started to develop since the **2000s** but took off in the last decade due to increasing digitisation<sup>5</sup>.

The average cost of an ed-tech course is **75% - 80%** less than what students would pay at a tutoring or coaching centre<sup>4</sup>. Traditional tutoring hampers creativity due to focusing on memorization<sup>6</sup>. Ed-tech startups can address this issue in a sustainable manner.

The Covid pandemic has accelerated the growth of Ed-tech companies by **17 - 25%** due to ease of access and lower costs<sup>4</sup>.

1. Bangladesh Bureau of Educational Information and Statistics (2021). Bangladesh Education Statistics 2021\_compressed-1-235.pdf (portal.gov.bd)

2. Global Knowledge Index (2022). Country profiles | Knowledge For All (knowledge4all.com)

3. The Daily Star (2022). Education system in Bangladesh needs to change | The Daily Star

4. The Business Standard (2023). Bangladesh set for an EdTech revolution | The Business Standard (tbsnews.net)

5. Digital Mahbub (2023)

Edtech in Bangladesh | All you need to know - Digital Mahbub  
6. Md. Bayezid Alam, and Zhiyong Zhu (2022). Shadow Education and Its Academic Effects in Bangladesh: A Vygotskian Perspective  
Shadow Education and Its Academic Effects in Bangladesh: A Vygotskian Perspective - PMC (nih.gov)



# Defining Ed-tech

- ▶ Means using technology based modern tools in order to facilitate and enhance teaching, learning, and various educational outcomes<sup>1</sup>.
- ▶ Includes a lot of different kinds of digital resources, software, and hardware<sup>1</sup>.
- ▶ A few examples include course administration platforms, applications, and adaptive software for online education<sup>1</sup>
- ▶ May revolutionize teaching and learning by expanding people's access to information through bridging the communication gap between teachers and students<sup>2</sup>.
- ▶ Brings up issues of digital inclusion, data security, and the necessity for innovative teaching methods<sup>3</sup>.

<sup>1</sup> Investopedia (2022).

What Is EdTech? Definition, Example, Pros & Cons (investopedia.com)

<sup>2</sup> Hexacta (2022).

EdTech: How Technology is Transforming Education | Hexacta

<sup>3</sup> TatvaSoft

What are the Edtech Challenges and its Solutions? - TatvaSoft Blog



# Ed-tech Startups in Bangladesh: Snapshot

# Major Segments in Bangladeshi Ed-tech

## K-12

Kindergarten to College level curriculum covering all subjects. Digital platforms providing schools and tutors facility of connecting with students online.

## Test preparation

Platforms providing test preparation services for competitive public and private exams. (SSC, HSC, BCS, Govt jobs, University admission, GRE, GMAT, IELTS, etc.)

## Upskill

Platforms providing industry oriented courses which help in improving the employability of Job-seekers. Platforms providing gig workers training/skilling and recruitment options.

## Enabling Services

ERP and LMS solutions for administrative operations, attendance, fee collection and other tasks.

# Percentage share of Ed-tech in Bangladesh by Category

Edtech Categories	Details	No. of Startups	Percentage
<b>K-12</b>	Kindergarten to College level curriculum covering all subjects including SSC & HSC exams.	63	37%
<b>Test Preparation</b>	All kinds of test preparation.	9	5%
<b>Upskilling &amp; Continuous Learning</b>	Technical and soft skills development courses.	56	33%
<b>Enabling Services</b>	Teaching assistance services like LMS, ERP, AI, VR, AR etc.	19	11%
<b>Hybrid</b>	Provides more than two category/product segments.	9	5%
<b>Others</b>	Provides service/product related to education but not under any of the above category.	11	7%
<b>Total</b>		<b>169</b>	<b>100%</b>

Source: Innovision Consulting

# Edtech Startup Landscape: South and South-East Asia

## Enabling Services (Backend)

ERP and LMS solutions for administrative operations, attendance, fee collection and other tasks. Includes other tech services to enable the educational institutions

B2B



B2B2C



## Enabling Services (Frontend)

K-12 Schools  
(Supplementary services,  
tutoring, etc.)

Test Prep:  
Public exams, university  
admission, govt. jobs

Upskilling &  
Continuous Learning

B2B



B2B2C



Marketplaces &  
Aggregators



B2C








































# Edtech Startup Landscape: Bangladesh

## Enabling Services (Backend)

ERP and LMS solutions for administrative operations, attendance, fee collection and other tasks. Includes other tech services to enable the educational institutions.

B2B	     
B2B2C	    

## Enabling Services (Frontend)

	K-12 Schools (Supplementary services, tutoring, etc)	Test Prep: Public exams, university admission, govt jobs.	Upskilling & continuous learning
B2B	 		   
B2B2C	 		  
Marketplaces & Aggregators	     	 	
B2C	       	  	   

A man and a woman are looking at a laptop screen in a classroom setting. The man is sitting at a desk, and the woman is standing behind him, pointing at the screen. The background shows a green chalkboard and a whiteboard.

# Ed-tech Market Size and Attainable Market

The ed-tech market in Bangladesh is expected to cross **USD 700 mn by 2025<sup>1</sup>**.

According to the **Education Research Council**, which is an independent organization, the market size for the coaching industry is around **USD 232 mn<sup>2</sup>**.

The Ed-tech market may have the potential to capture the coaching industry market and grow exponentially.

<sup>1</sup> Digital Mahbub (2023)

Edtech in Bangladesh | All you need to know - Digital Mahbub

<sup>2</sup> Fintech Magazine (2021).

Edtech emerges as a red-hot business. How relevant will it be after the pandemic? - Fintech Magazine (fintechbd.com)

# South-East Asia Regional Overview

	Bangladesh	Pakistan	India	Indonesia
<b>Total population<sup>1</sup></b>	169,356,251	231,402,117	1,407,563.84	273,753,191
<b>K-12<sup>2,3</sup></b>	29,051,371	55,400,000	250,000,000	55,918,396
<b>K-12 as % of population</b>	17.15%	23.95%	17.18%	20.44%
<b>Total population distribution</b>				
Rural <sup>1</sup>	61%	65%	63%	43%
Urban <sup>1</sup>	39%	35%	37%	57%
<b>Pupil-teacher ratio</b>				
Primary (2018) <sup>1</sup>	30.06	32.75 (2017)	44.08	17.04
Secondary (2018) <sup>1</sup>	35.10	28.52	20.40	15.21
Lower secondary (2018) <sup>1</sup>	37 (2017)	16	25	15
Upper secondary (2018) <sup>1</sup>	29	29	33	15
<b>Data cost (1GB 4G: 30 days)<sup>4</sup></b>	\$1.67	\$0.88	\$1.88	\$2.40

Bangladesh has the lowest proportion of K-12 population compared to India, Pakistan, and Indonesia.

Still, the average pupil-teacher ratio existing is 32.58:1. This shows an existing gap which can be utilized by the ed-tech companies.

The internet cost is also the second-lowest in the region and this can provide with the scope to provide accessible and affordable technology for education.

<sup>1</sup> World Bank

World Bank Group - International Development, Poverty, & Sustainability

<sup>2</sup> International Trade Administration (2022)

Pakistan - Education (trade.gov)

<sup>3</sup> Statista (2018)

India: number of enrolled students by school type | Statista

<sup>4</sup> Cable (2022).

Worldwide Mobile Data Pricing 2022 | 1GB Cost in 233 Countries (cable.co.uk)



# Active VCs and Investors and Funding Landscape



# Active VCs and Investors in Ed-tech in Bangladesh



**Global**

**Bangladesh**

Bangladesh has not yet seen much VCs and Angel investors funding startups beyond pre-seed and seed stage. Despite limitations some are investing in limited capacity. Also, because of economic uncertainty, inflations and overall situation, global funding has not raised that much

Future Startup (2023)  
Market-map: The state of edtech in Bangladesh - Future Startup

# Edtech Startup Funding Landscape

Leading Startups	Product/Service	Description	Global Comparable	Funding Status
<b>10 Minute School</b>	K-12 Online Tutoring: Self Paced	K-12, live lectures and test preparation platform	Byju's	USD \$7.5 mn <sup>1</sup> (Oct 23)
<b>Shikho</b>	K-12 Online Tutoring: Self Paced	K-12, live lectures and test preparation platform	Byju's	USD 6.5 mn <sup>2</sup> (March 23)
<b>Thrive</b>	Smart school enabling system	Digital coach and analytics platform	ReportBee/Classplus	USD 355 K <sup>3</sup> (January 23)
<b>Upskill</b>	Higher Education courses	Online higher Education programs for working professionals	UpGrad/Linda/Edx	USD 100 K <sup>4</sup>

1 Crunchbased (2023).

2 Crunchbase (2023).

Shikho - Crunchbase Company Profile & Funding

3 Crunchbase (2023).

Thrive EdTech - Crunchbase Company Profile & Funding

4 Tracxn (2023)

Upskill | Tracxn

# Startup Profiles

# 10 Minutes School

10 Minute School: Largest online education platform in Bangladesh.



## Founded

2013

## Founders

Ayman Sadiq

## Company size

51-200 employees

## Segment

Hybrid

## Stage

Seed

### Company Type

For Profit

### Product/Services

K-12 Online Tutoring: Self Paced

### Business model

B2B & B2C

### Revenue model:

Commision Fees,  
Freemium, SaaS

More Information: 10 Minute School  
App: 10 Minute School - Online Learning  
Courses

### Key metrics

Total Funding Amount USD 7.5 mn<sup>1</sup>  
19440+ video lessons  
1114+ SmartBooks  
50000+ quizzes  
1300+ blogs  
Global Comparable: Khan Academy

### Consumer segment

K-12, Exam + Job Preparation,  
Skill Development

### Key Investors



**Conjunction  
Capital**

### Vision

Reduce geographic, economic, and financial barriers to quality education and make education accessible to everyone.

# Shikho

Shikho is a Bangladeshi education technology startup on a mission to revolutionise the way Bangladesh learns today and democratise access to a high quality education



## Founded

2019

## Founders

Shahir Chowdhury and  
Zeeshan Zakaria

## Company size

51-200 employees

## Segment

K-12

## Stage

Seed

### Company Type

Startup

### Product/Services

K-12 Online Tutoring: Self Paced.

### Business model

B2C

### Revenue model:

Subscription, Pay  
as You Go

More Information: Shikho  
App: Shikho - The Learning App

### Key metrics

Total Funding Amount: USD 6.5 mn  
Acquired Bohubrihi  
Acquired Mainly Coding

### Consumer segment

SSC

### Key Investors



### Vision

Revolutionise the way Bangladesh  
learns today and democratise access  
to a high quality education.

# Bohubrihi

Bohubrihi provides Professional online courses, training & degree programs for individuals and organizations in Bangladesh.



## Founded

2016

## Founders

Yanur Islam Piash

## Company size

11-50 employees

## Segment

Skill Development

## Stage

Seed

### Company Type

For Profit

### Product/Services

Offers superior online courses, professional training and corporate eLearning services.

### Business model

B2C

### Revenue model:

Aggregator,  
Subscription

More Information: Bohubrihi

### Key metrics

100,000 registered users, 63 professional and skills-based courses with over 4,500 video lessons.  
Raised USD 1.3 mn in seed funding from global venture capital firms.

### Consumer segment

Skill Development

### Key Investors



### Vision

Students will be offered with opportunity to do some close to real-world projects curated by experts.

# EduHive

EduHive: Digital Learning Platform (content from top coaching centers through B2C subscription model)



## Founded

2018

## Founders

Md. Nazmul Haque Sarker

## Company size

11-50 employees

## Segment

Hybrid

## Stage

Seed

### Company Type

For Profit

### Product/Services

Concept Classes  
Live Classes  
Model Tests

### Business model

B2C

### Revenue model:

Marketplace,  
Subscription

More Information: EduHive  
App: EduHive - The Learning App

### Key metrics

Partnership with 50 coaching centers  
Partnership with coaching centres like  
UCC, Retina

### Consumer segment

SSC, HSC

### Key Investors



### Vision

To be the world's most creative  
learning platform.

# Edu-techs

Edu-techs: Provides cutting-edge learning management solution that enables institutions and instructors to engage and collaborate with students



## Founded

2019

## Founders

Mohammad Ekram

## Company size

11-50 employees

## Segment

LMS

## Stage

Pre-Seed

### Company Type

For Profit

### Product/Services

Learning Management System

### Business model

B2B & B2C

### Revenue model:

SaaS

More Information: 10 Minute School  
App: 10 Minute School - Online Learning  
Courses

### Key metrics

1,500+ Registered teachers  
150+ Enrolled Institutions  
HolonIQ 2022 Most Promising Edtech  
Startups  
Top - 5 SheLovesTech Competition  
DataBird Startups Runners up

### Consumer segment

Students, Teachers, Parents,  
Institutions

### Key Investors

Angel Investor-Mohammad Maaz

### Vision

Technology in education should be easy to use and adopt. Only then will we truly be able to democratize technology in education.



# Eshosikhi

Eshosikhi.com is an one stop online platform providing students with 360 degree solution.



## Founded

2016

## Founders

S.M Tanveer and Sohel Ahmmmed

## Company size

11-50 employees

## Segment

Hybrid

## Stage

Pre-Seed

### Company Type

Private

### Product/Services

Video tutorials and online examinations.  
Animated content in local languages

### Business model

B2C

### Revenue model:

Subscription

App: EshoShikhi Learning App

### Key metrics

Latest Deal Type: Early Stage VC  
Financing Status: Venture Capital-Backed

### Consumer segment

SSC, HSC, Exam and Job Prep

### Key Investors



### Vision

Unlock the full potential of young students in the classroom and help them achieve their dreams for a brighter future

# AlterYouth

AlterYouth is a platform where anyone can give scholarships online, directly to students in Government Primary Schools throughout Bangladesh.



## Founded

2014

## Founders

Asif U. Nabi

## Company size

11-50 employees

## Segment

Fintech (platform)

## Stage

Seed

### Company Type

Private

### Product/Services

Transfers scholarships from its users to their respective students through mobile banking.

### Business model

B2C

### Revenue model:

Marketplace

More Information: AlterYouth  
App: AlterYouth

### Key metrics

Current Traction / Scale: 1,023 Literacy Scholarships, 150 BDT SC per scholarship

### Consumer segment

K-12

### Key Investors



### Vision

With the vision of a fully literate Bangladesh, AlterYouth is a P2P Scholarship Platform enabling individuals to start scholarships directly for students in Government Primary Schools throughout Bangladesh.

# Caretutors

Caretutors.com: Tutor Booking Platform



## Founded

2012

## Founders

Masud Parvez Raju

## Company size

11-50 employees

## Segment

Supplementary services,  
tutoring, etc

## Stage

Pre-Seed

### Company Type

Startup

### Product/Services

Home Tutoring  
Online Tutoring  
Group Tutoring

### Business model

B2C

### Revenue model:

Aggregator

More Information: [Caretutors.com](http://Caretutors.com)  
App: Caretutors - Hire The Right Tutor Today!

### Key metrics

Bangladesh's first online platform for guardians, students and tutors to hire any verified tutor or find any tuition jobs

272,530 Active Tutors

### Consumer segment

K-12

Tertiary education students

### Vision

Connect the learner with the right tutor

# CholPori

CholPori is a subscription based learning platform for primary school students.



## Founded

2020

## Founders

Zareen Mahmud Hosein

## Company size

11-50 employees

## Segment

K-12

## Stage

Pre-Seed

### Company Type

For Profit

### Product/Services

Personal tutor  
Digital library  
Playground

### Business model

B2C

### Revenue model:

Subscription

More Information: CholPori

### Key metrics

Social enterprise dedicated to creating a safe, fun and beautiful digital platform where children can learn and grow.

### Consumer segment

Primary

### Key Investors



### Vision

Dedicated to creating a safe, fun and beautiful digital platform where children can learn and grow

# ToguMogu

ToguMogu: An one stop online platform for all kind of parenting services.



## Founded

2017

## Founders

Waliullah Bhuiyan and  
Dr. Nazmul Arefin

## Company size

11-50 employees

## Segment

K-12

## Stage

Seed

### Company Type

Startup

### Product/Services

Parenting Guide  
Parenting Services  
Daycare and Pre-school  
Baby Photography

### Business model

B2C

### Revenue model:

Subscription,  
Marketplace

More Information: ToguMogu  
App: ToguMogu

### Key metrics

Latest Deal Amount: \$100K(\$30K  
according to Crunchbase)  
Largest Parenting Community  
150 K+ Families  
45 K+ Children

### Consumer segment

K-12, parents

### Key Investors



### Vision

Provide a wide range of products and services from online shopping and delivery of baby care products, and books, to providing educational consultancy and even facilitating finding a doctor for one's child, helping parents with childcare services

# Roots Edu

Roots Edu: An e-learning platform intended to provide quality education to students



## Founded

2019

## Founders

Tahir Hasan Riddha

## Company size

2-10 employees

## Segment

K-12

## Stage

Seed

### Company Type

Private

### Product/Services

K-12 online tutoring

### Business model

B2C

### Revenue model:

Subscription

More Information: Roots Edu  
App: Roots Edu

### Key metrics

Fastest-growing EdTech startup of Bangladesh

500K+Happy Students

### Consumer segment

K-12, test prep and competitive exams segment.

### Key Investors

Investor Name	Investor Type
Mehedi Hasan	Angel ( individual)
Omicon Tech Ventures	Venture Capital
Rezaul Karim	Angel ( individual)

### Vision

Build new technology, recreate the conventional teaching method and bring new ideas in the education sector of Bangladesh

# Upskill

Upskill: Online Skill development courses. Also Learning Module (LMS), Video learning platform, Online Class Management Platform



## Founded

2018

## Founders

Fayaz Taher, Mustafizur Khan and Samad Miraly

## Company size

1-10 employees

## Segment

Enabling Services

## Stage

Pre-Seed

### Company Type

For Profit

### Product/Services

Online live workshops  
Video lessons

### Business model

B2B

### Revenue model:

SaaS

More Information: Upskill

### Key metrics

Similar business model like Coursera

Peer to peer skill sharing platform

### Consumer segment

LMS + Skill Development

### Key Investors



### Vision

Help people to get desired job by providing skill based program

# DigitalCoach

DigitalCoach: School management system and virtual classroom



## Founded

2019

## Founders

Proggo Pratik and Rafid Imran

## Company size

11-50 employees

## Segment

Enabling Services

## Stage

Pre-Seed

### Company Type

Startup

### Product/Services

Exam preparation

### Business model

B2B2C

### Revenue model:

SaaS,  
Marketplace

More Information: [DigitalCoach](#)

### Key metrics

Total funding amount: USD 55K  
Thrive renamed them as Digital Coach

50,000+ Students

1,700,000+ Questions Solved

### Consumer segment

LMS

### Key Investors



iterative

### Vision

To help employees to set their goals by providing the coaching program to the individual's preferred learning style. Coaches measure progress and empower employees to keep moving forward to achieve their goals.



# Sohopathi

Sohopathi: an online social platform connecting students and educators under a single umbrella.



## Founded

2019

## Founders

Shadman Majid, Raashid Mahdi  
and Awsaf Alam

## Company size

11-50 employees

## Segment

K-12 Schools

## Stage

Pre-Seed

### Company Type

Startup

### Product/Services

Daily Live Classes  
Top Mentors Courses  
Schedule Learning  
Live Test & Quizzes

### Business model

B2C

### Revenue model:

Subscription

More Information: [Sohopathi](#)

### Key metrics

Total Funding Amount: USD 62 K

800,000+ Learners & Teachers

### Consumer segment

K-12

### Key Investors

Tiger IT Foundation



### Vision

Create a Swiss army Knife for personalized peer-to-peer learning, where one can get help as a student and help others as a mentor simultaneously.

# Interactive Cares

Interactive Cares is Country's first ever cloud & AI based virtual platform.



## Founded

2017

## Founders

Rare AI Samir

## Company size

11-50 employees

## Segment

Skills Development

## Stage

Pre-Seed

### Company Type

Private

### Product/Services

Problem-solving, CV writing, entrepreneurship, graphic design, GRE, IELTS, interview-skills, master class, mathematics, Microsoft excel, personal branding, personal development, presentation, python, research, video editing, and web development.

### Business model

B2B

### Revenue model:

SaaS

More Information: Interactive Cares App: Interactive Cares

### Key metrics

Funding USD 370 K

One Stop Virtual Edtech Platform for Creating Employability Through Courses, Career Paths & Learning Paths

### Consumer segment

Skill Development

### Key Investors



### Vision

Maintain an unique platform which delivers both one to one learning solution & recorded course with a vision to extend the offerings regionally and globally, Interactive Cares is ready to move.

# Light of Hope (LoH)

Light of Hope (LoH) is a project that aims to provide e-learning facilities to rural schools in Bangladesh.

*Light of Hope*

## Founded

2017

## Founders

Waliullah Bhuiyan, Fakhrul Alam,  
Ahmed Ur Rahman, Dr. Nazmul  
Arefin and Md Zillul Karim

## Company size

11-50 employees

## Segment

K-12

## Stage

Pre-Seed

### Company Type

For Profit

### Product/Services

Kids Time  
Goofi  
Teachers Time

### Business model

B2C

### Revenue model:

Service-based

More Information: [Light of Hope](#)

### Key metrics

Funding amount: \$30K.

Provides educational content, learning products, online and offline after-school activity, and training for teachers and parents.

Provides its products and services to over 200,000 families

Contents are used in more than 30 countries around the world.

### Consumer segment

K-12, parents

### Vision

Improve future skills like creativity, problem solving, emotional intelligence among children.

# Classroom

Classroom is an online education platform which offers the complete academic solution to the students of Bangladesh.

Founded	Founders	Company size	Segment	Stage
2019	Sharmina Zaman	51-100 employees	K-12	Pre-Seed

## Company Type

For Profit

## Consumer segment

SSC and HSC

## Product/Services

Video lessons  
Live classes  
Online exam with paper evaluation  
Unique notes

## Vision

Provide a comprehensive e-learning platform for the students of SSC and HSC.

## Business model

B2C

## Revenue model:

Subscription

More Information: Classroom  
App: Classroom

# Repto



Repto is an online video course marketplace with certification job placement system.

Founded	Founders	Company size	Segment	Stage
2015	Istiyak Sheyam	51-100 employees	Skill development	Pre-Seed

## Company Type

For Profit

## Consumer segment

K-12, skill development

## Product/Services

Online Skill development courses  
White labeled LMS to companies

## Key Investors



## Business model

B2C

## Revenue model:

Marketplace

## Vision

Provide resources and courses for skill development.

More Information: Repto

# Ostad

Ostad is a learning platform that offers best learning experience through on-live courses.



<b>Founded</b> 2020	<b>Founders</b> Fahim Siddique and Shourov Barua	<b>Company size</b> 2-10 employees	<b>Segment</b> Skill Development	<b>Stage</b> Pre-Seed
------------------------	--	---------------------------------------	--	--------------------------

## Company Type

For Profit

## Product/Services

Professional courses

## Business model

B2C

## Revenue model:

Marketplace  
and  
aggregator

## Key metrics

Total Funding Amount: USD 127 K

## Consumer segment

K-12, job seekers

## Key investors

### Investor Name

Mohammad Maaz

## Vision

Provide a comprehensive e-learning platform for the students of SSC and HSC.

More Information: Ostad

# Tinkers

Tinkers is an online tutoring service



<b>Founded</b> 2020	<b>Founders</b> Mehedi H. Kakon and Mohammad Ruhul Ameen	<b>Company size</b> 2-10 employees	<b>Segment</b> Education Services (Frontend)
------------------------	---	---------------------------------------	--

## Company Type

For Profit

## Product/Services

Tinkers AmarVasha  
Tinkers AmarVasha  
Bangladesh  
Tinkers Banglashikhi  
Tinkers Kotha  
Tinkers Rupkotha  
Tinkers Golpokotha

## Business model

B2C

## Revenue model:

Marketplace

## Consumer segment

K-12 Schools

## Vision

Create the culture of running companies completely online.

More Information: Tinkers  
Technologies Limited

# Porte Chai



Porte Chai is a Bangladesh's smart on-demand academic & professional skill-sharing platform for university students.

<b>Founded</b> 2020	<b>Founders</b> Tanveer Ahmed and Raihan Gafur	<b>Company size</b> 2-10 employees	<b>Segment</b> K-12 Schools
------------------------	--	---------------------------------------	--------------------------------

## Company Type

For Profit

## Product/Services

Hassle and tension free payment process  
Real-life classroom experience from home  
Remove distance and save time  
Scheduled teaching and learning experience

## Business model

B2C

## Revenue model:

Marketplaces & Aggregators

More Information: Porte Chai

## Vision

Present an efficient path to help students anywhere, instantly.

# Yoda



Yoda is the first ever Bangladeshi online education platform which connects students and teachers across the country

<b>Founded</b> 2017	<b>Founders</b> Mohammed Salman	<b>Company size</b> 11-50 employees	<b>Segment</b> K-12 Schools
------------------------	---------------------------------------	--	--------------------------------

## Company Type

Private

## Product/Services

Features For Parents  
Features For Tutors  
(Currently Under Development)

## Business model

B2C

## Revenue model:

Marketplace

More Information: Yoda  
App: Yoda for Tutors

## Vision

Solve the problems in the local market and then grow globally because our product solves the international problem of learning.

# eShikhon



eShikhon is an online Live Freelancing Training Institute in Bangladesh.

<b>Founded</b> 2017	<b>Founders</b>	<b>Company size</b> 51-200 employees	<b>Segment</b> Employment and skills development
------------------------	-----------------	---	---

## Company Type

For Profit

## Product/Services

Online Live Training on Freelancing  
Computer IT Training Courses  
Skill Development Courses  
Career Development Courses

## Business model

B2C

## Revenue model:

Marketplaces

More Information:  
eShikhon.com  
App: eShikhon.com

# Eduera



Eduera Limited is an platform for global skills development.

<b>Founded</b> 2019	<b>Founders</b> Ibrahim Hossain	<b>Company size</b> 10,001+ employees	<b>Segment</b> Skill development
------------------------	------------------------------------	--	-------------------------------------

## Company Type

For Profit

## Product/Services

Training and certifications

## Business model

B2C

## Revenue model:

Marketplace

More Information: eduera

# Shikhbe Shobai



Shikhbe Shobai is an online and offline learning platforms along with the support platforms will help one learn technology and creative skills

**Founded** 2017    **Founders** Raiyan Sofwan    **Company size** 11-50 employees    **Segment** Skill development

## Company Type

For Profit

## Product/Services

Freelancing, Web Design, Graphics Design, Wordpress, Web Development, SEO, Digital Marketing

## Business model

B2B

## Revenue model:

Marketplaces

More Information: Shikhbe Shobai

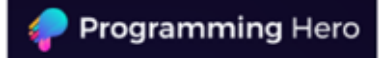
## Key metrics

"Shikhbe Shobai" has trained 7630+ trainees so far  
Over 320K+ people are connected with them

## Vision

create professionals for the national and international marketplaces by providing world-class smart IT education in Bangladesh.

# Programing Hero



**Founded** 2018    **Founders** Jhankar Mahbub    **Company size** 11-50 employees

## Company Type

For Profit

## Product/Services

Online coding courses

## Business model

B2B

## Revenue model:

Marketplace

## Key metrics




Users 1 mn  
2000+  
Job placement worldwide  
Review 33 K+

More Information: Programing Hero  
App: Programing Hero







# Business and Revenue Models in Ed-tech

# Existing Business Models in Ed-tech

B2B	B2C	B2B2C	Marketplace/ Aggregator
<p>The ed-tech firm makes revenue by selling to educational establishments like colleges and universities.</p>	<p>The educational technology firm caters to end users who are either students or their parents.</p>	<p>The ed-tech company works with educational institutions to provide its goods or services to their students or workers.</p>	<p>The ed-tech company acts as a link between schools, teachers, and students by putting them in touch with each other through its website.</p>
			

1 Business Inspection (2021)  
EdTech Industry Overview: Bangladeshi EdTech Startups - Business Inspection BD

# Revenue Models in Ed-tech

Subscription model	Freemium model	Pay-per-course model	Advertising model
<p>The ed-tech company charges a subscription fee for access to its platform or content.</p>	<p>The ed-tech company offers basic services for free, but charges for premium features or content.</p>	<p>The ed-tech company charges a fee for individual courses or learning modules.</p>	<p>The ed-tech company generates revenue by displaying ads on its platform or content.</p>
			

# Assisted-tech Model Solutions

To tackle low digital literacy or solve access issue for BoP Population

Agent based models which adds a bridging layer between population with lower digital literacy or lack of access to digital tools, and provide services to help them have access to digital services/products.

	ED-Tech
<b>WHY?</b>	Blended learning model/Assisted learning model.
<b>HOW?</b>	Many students prefer to have real time assistance after finishing pre-recorded videos by e-learning platforms.
<b>EXAMPLES</b>	Assisted tech model or agent based ICT platforms are fueling the rise of gig-economy in Bangladesh.



## Bottom of the pyramid (BoP) population of BD.

54.7 mn workers (89.9% of the workforce). Their average income 1486 USD/year.

Most of them use feature Phones and Low end smartphones (few of them use 3 mbps at top speed).

# Bangladeshi Ed-tech Market Deep Dive

# Current Tailwinds/Opportunities

<b>Increased Internet Penetration</b>	“Bangladesh’s internet penetration rate stood at 38.9 percent of the total population at the start of 2023”. With the rise in internet connectivity, more students and teachers are gaining access to online education platforms <sup>1</sup> .
<b>COVID-19 Pandemic</b>	The pandemic has accelerated the adoption of ed-tech in Bangladesh as schools and universities were forced to shift to remote learning. This has led to increased demand for online learning platforms and tools <sup>2</sup> .
<b>Government Support</b>	The government of Bangladesh has been supportive of the ed-tech industry, offering incentives to startups and introducing policies to encourage the growth of the sector <sup>3</sup> .
<b>Growing Middle Class</b>	As Bangladesh's middle class grows, more people are interested in online education as a way to give their children access to good schools <sup>4</sup> .
<b>Young Population</b>	Bangladesh has a youth population of 28% <sup>5</sup> , and there is a high demand for education and skill development. Ed-tech sites give young people a chance to get the education and skills they need to do well in the job market.

1 Datareportal (2023).

Digital 2023: Bangladesh — DataReportal – Global Digital Insights

2 Dhaka Tribune (2022).

How the pandemic pushed EdTech into the forefront of education in Bangladesh (dhakatribune.com)

3 EdTech Hub

Education Technology in Bangladesh | EdTech Hub

4 The Financial Express (2021).

Bangladesh's rising middle class: Myths and realities | The Financial Express

5 The Daily Star (2023).

Youths account for 28pc of population | The Daily Star

# Current Headwinds/Challenges

<b>Digital Divide</b>	59% of rural households have no access to the internet and this digital divide creates a barrier for many students to access online education and limits the potential market for ed-tech startups <sup>1</sup> .
<b>Quality of Online Education</b>	Even though ed-tech is getting better in Bangladesh, many students and parents still worry about the quality of online education. If there aren't enough trained teachers and uniform lessons, it can be hard to learn <sup>2</sup> .
<b>Competition from Traditional Education</b>	Even though ed-tech is getting better, traditional education is still very important in Bangladesh. Many families prefer to spend their money on traditional education, like private tutoring.
<b>Rural students</b>	The user number of urban students are getting higher but rural student are not getting enough facility to access digital platform for education. The gap would have to be minimized.

<sup>1</sup> The Daily Star (2020)

Digital access dismal in rural Bangladesh | The Daily Star

<sup>2</sup> Future Startup (2023).

Market-map: The state of edtech in Bangladesh - Future Startup

# Mega-trends Reshaping the Ed-tech Industry

High Capital Inflow	Changes in technology and the digitization of business have pushed companies to keep developing the skills of their employees. At the same time, internet access has become cheaper, and tools for online education have gotten better <sup>1</sup> .
Merger and Acquisition	Edtech players are merging and partnering to achieve scale and efficiency <sup>1</sup> . Shikho has acquired Bohubrihi and Mainly Coding in order improve their product portfolio and reach out to a large number of people <sup>2</sup> .
Upskilling and Personalized Learning	More technology is being used to make learning experiences that are tailored to each learner's wants and hobbies <sup>1</sup> .
E-Learning	The increasing availability and popularity of online courses and programs, including Massive Open Online Courses (MOOCs) <sup>3</sup> .
Microlearning	The delivery of small, focused, and bite-sized learning content to facilitate learning on the go <sup>3</sup> .
Mobile Learning	The use of mobile devices and apps to provide learning opportunities and access to educational resources
Cultural Shift	There is a cultural change in Bangladesh toward using technology in education. More students and teachers see how using technology can help them learn better.
No more four walled-world	Digital platform opens the door of gaining knowledge and learning through online assessment. It creates a hybrid educational method. So, there is no need of boring traditional classroom/study-room <sup>4</sup> .

<sup>1</sup> Mckinsey & Company (2022).

Education technology: Five trends to watch in the EdTech industry | McKinsey

<sup>2</sup> The Business Standard (2022).

Shikho buys coding platform 'Mainly Coding' | undefined (tbsnews.net)

<sup>3</sup> Thinkific

Top Edtech Trends for 2023 (thinkific.com)

<sup>4</sup> Dhaka Tribune

<https://www.dhakatribune.com/opinion/op-ed/314120/edtech-is-only-beginning-in-bangladesh>



# Impact of Pandemic and Rise of Ed-tech in Bangladesh

The pandemic made physical tutoring more difficult<sup>2</sup>. 43 mn students were at home. During this time, Ed-tech has prospered. Ed-tech also has the advantage of charging between 75% and 80% less than standard tuition and coaching<sup>3</sup>.

The pandemic has strengthened the industry-wide reach of online education and the technologies that support it. This helped the Ed-tech industry grow by 17 – 25% each year<sup>1</sup>.

Ed-tech startups globally raised USD 10.76 bn in funding in 2020, a significant leap from USD 4.7 bn in 2019<sup>4</sup>. This has happened largely due to the impact of global pandemic.

## Lessons from Neighboring countries: How Indian Ed-techs utilized the pandemic

India is an example of a country in South Asia where online education has prospered. The lockdowns have sped up trends that were already happening in the edtech sector, such as the adoption of the National Education Policy 2020, greater access to education and teachers, and the demand for upskilling and remote learning.

By 2025, it is expected that the K-12, test preparation, online licensing, and skill development parts of the Indian Ed-tech Market will be worth USD 10.4 bn<sup>5</sup>.

The pandemic drove the education industry to quickly adopt online learning tools and technologies. This led to a rise in the use of ed-tech<sup>6</sup>.

<sup>1</sup>Sayduzzaman (2020)

<sup>2</sup> EdTech and market perspectives in Bangladesh | LinkedIn

<sup>2</sup> The Financial Express (2023). How are the students who earn by tutoring?

How are the students who earn by tutoring? | The Financial Express

<sup>3</sup> Markedium (2022).

Renaissance Of Ed-Tech Industry In Bangladesh | Markedium

<sup>4</sup> Future Startup (2021)

Bangladesh Tech Briefing: 12 Observations About EdTech Market in Bangladesh Plus Dorik, Evaly, Shikho, and Tap - Future Startup

<sup>5</sup> Dhaka Tribune (2022)

How the pandemic pushed EdTech into the forefront of education in Bangladesh (dhakatribune.com)

<sup>6</sup> Business Insider India (2021)

From Byju's to Eruditus — India now has four edtech unicorns, thanks to a \$4 billion fund flowing in since 2020 | Business Insider India

# Leading the Ed-tech Scenario in Bangladesh: 10MS and Shikho

## 10 Minute School

10 Minute School is a ed-tech startup founded by Ayman Sadik back in 2015. Their current vision is to eliminate geographical and economic barriers between students and quality education in Bangladesh and around the world. 10MS offers online education content and courses for students from classes six to twelve. They also provide skill learning and job preparation materials to students.

**App users:** 3 mn+<sup>1</sup>  
**Employees:** 300<sup>1</sup>  
**Subscribers** (all social media): 15 mn+<sup>2</sup>  
25,000 classes and skill courses<sup>1</sup>  
**Students reached:** 10 mn+

### Journey :

**2015:** Launched<sup>2</sup>

**2016:** Collaborated with the ICT Division to teach in different schools across the country<sup>2</sup>. Robi Axiata Limited, the second-largest mobile operator in the country, became the title sponsor of 10 Minute School<sup>2</sup>.

**2017:** Won the Asia-Pacific ICT award in the e-learning category on behalf of the Asia Pacific ICT Alliance.

**2018:** Launched the 10MS app in playstore<sup>2</sup>.

**2019:** WSA Award in the Learning & Education category

**2020:** The 10 Minute School app was featured on Google Play's "Best of 2020" list in the "Personal Growth" category

**2021:** Raised USD 2 mn in investments from Sequoia Capital<sup>1</sup>

## Shikho

Shikho is an ed-tech startup founded by Shahir Chowdhury and Zeeshan Zakaria back in 2019. Shikho believes that now is the right time to revolutionize technology in the education sector of Bangladesh. Shikho uses technology and mentors to provide education to students across the country. The platform offers a range of courses and content to students focused on the K-12 section.

**App users:** 1 mn+  
**Employees:** 300+<sup>3</sup>  
**Registered users:** 300 K+<sup>3</sup>  
**Daily active users:** 350 K<sup>3</sup>  
**Students reached:** 2.5 mn<sup>4</sup>

### Journey :

**2019:** Launched. Initially made a course on mathematics.

Won Grand Prize at the Seedstars Dhaka 2019 competition.

**2020:** Launched the Shikho app and raised USD 275 K in pre seed round<sup>3</sup>

**2021:** Raised USD 1.3 mn, acquired Bahubrihi<sup>3</sup>

**2022:** Raised USD 4 mn, acquired "Mainly Coding"<sup>3</sup>.

<sup>1</sup> The Daily Star (2021).

10 Minute School raises \$2m seed funding | The Daily Star

<sup>2</sup> Business Inspection (2021)

History & Rise of 10 Minute School: Largest Online Classroom of Bangladesh - Business Inspection BD

<sup>3</sup> Business Inspection (2022).

Journey and Operation of Shikho: Largest Investment Raised by Any Bangladeshi EdTech Startup - Business Inspection BD

<sup>4</sup> Dhaka Tribune (2022).

How the pandemic pushed EdTech into the forefront of education in Bangladesh (dhakatribune.com)

Vision- 10 minute school - one of the largest and best online education platforms: [Essay Example], 1435 words

GradesFixer

Shikho - Digital Learning for Bangladesh



# How India's Ed-tech Industry Boomed

In 2020, the Ed-tech field saw its first huge growth. Venture capital put about USD 16.1 bn into the business sector. Before that, the industry got USD 500 mn in funding in 2010. The money shows that foreign inventors have seen growth opportunities in India's Ed-tech business.

The main reasons for Ed-tech's rise are lead nurturing, higher education, and getting better at what you already know. MOOCs are becoming more and more famous. If the industry grows at the same rate for the next ten years, it is projected to be worth USD 30 bn<sup>1</sup>.

- ▶ Dedicated customer support teams are utilized throughout the sales funnel to provide leads and efficient support. This is another factor in lead cultivation that has contributed to the recent success of Ed-tech.
- ▶ The majority of Ed-tech companies send timely follow-ups to leads. Thus, their rate of prospect conversion is quite impressive.
- ▶ Ed-tech companies provide student-specific content. These brands have made it possible for students residing in remote areas to receive a first-rate education by expanding access to education.
- ▶ Recent innovations including video-assisted remote learning, immersive learning, and on-demand learning have significantly contributed to the expansion of the sector.

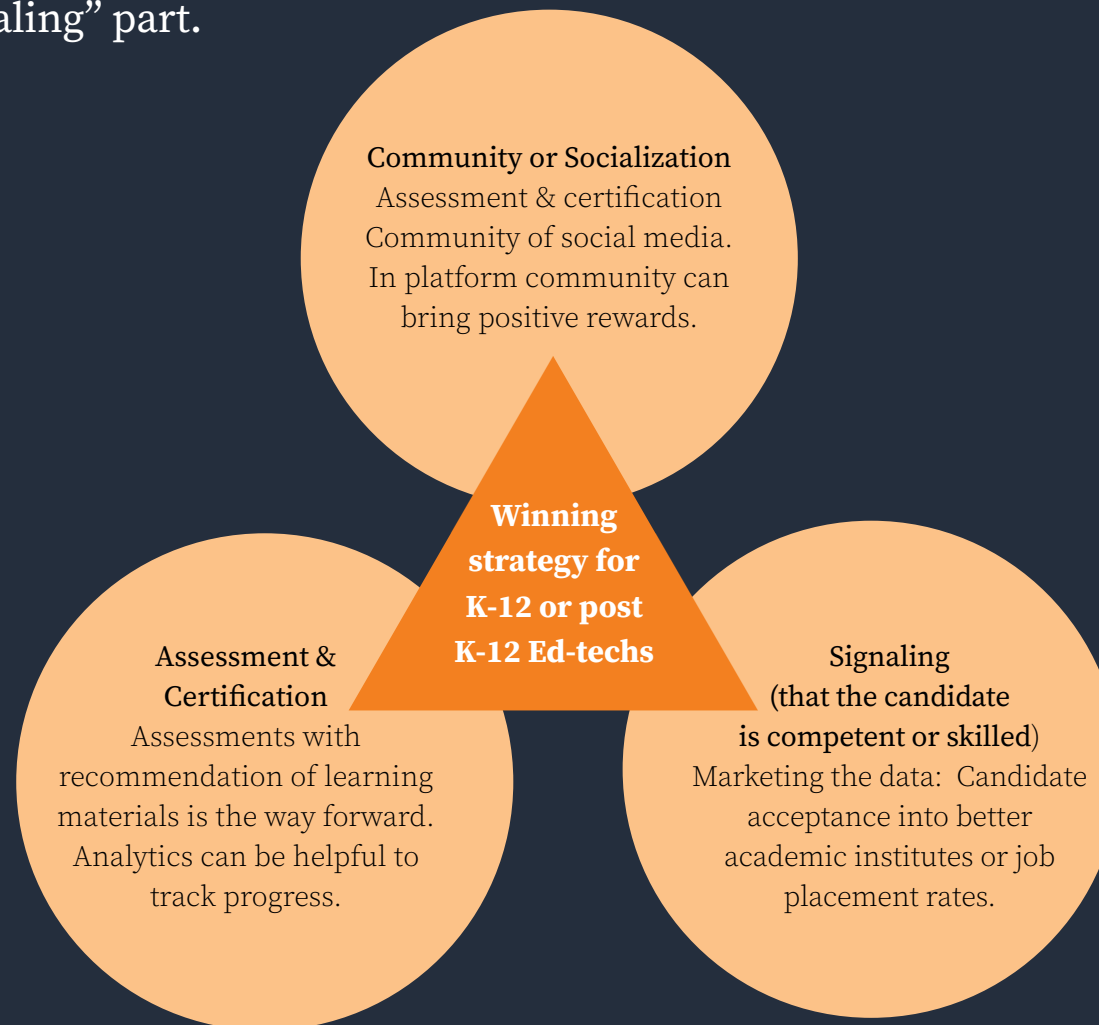
<sup>1</sup> Corefactors (2022).  
How EdTech Industry in India is Booming with Lead Nurturing (corefactors.in)

# Future Possibilities of Ed-tech in Bangladesh



# Convincing customers through solid success stories consumers

Conquering the “signaling” part.



# Consolidating different market segments

## Targeting a niche segment

Ed-tech companies often specialize in niche segments, such as K-12/test preparation/employment/skills courses or backend (LMS/ERP) solutions.

## Providing comprehensive solutions

Ed-tech companies are already leading the way in terms of providing comprehensive services.

These companies target a variety of segments such as K-12 courses, test-preparation and professional courses.

Examples of this can be 10-minute school and Upskill.

# Incorporating of Augmented Reality/Virtual Reality

The global value of AR/VR in Ed-tech is expected to exceed USD 99 bn by 2027<sup>1</sup>.

Benefits of AR/VR	Challenges
<ul style="list-style-type: none"><li>Improved learner engagement</li><li>Boosts retention</li><li>Allows experiential learning</li><li>Allows for more personalized learning</li></ul>	<ul style="list-style-type: none"><li>Higher costs</li><li>Lack of technical know-how</li><li>Inadequate content</li></ul>

# Catering to different classes of consumers, particularly BD3 or BoP

## Where the focus should be

Consumer Class*	Bangladesh 1/BD1	Bangladesh 2/BD2	Bangladesh 3/BD3 (BoP)
Definition	Internet Consumers (3G/4G Mobile +Broadband) Consuming Class Formal Employment White Collar	Internet Users (3G/4G Mobile) Serving Class Formal or Informal Employment Beige to Grey Collar	Internet Users (2G/3G Mobile) Producing class Informal Employment Grey to Blue collar, and no collar (elementary occupations)
Working Members (total 60.8 million)	1 mn (1.6%)	5.1 mn (8.4%)	54.7 mn (89.9%)
Per Capita Income	More than 5000 USD/year	Average 3196 USD/year (between 4999-2000 USD)	Avg 1486 USD/year (between 2000 to 1200 USD)
Education	Tertiary Educated (University)	Tertiary Educated (University + Degree college + TVET Diploma)	SSC/HSC/TVET Educated or below
Digital Devices Owned	High-end smartphones, laptop/PC, Tablets, Smart TVs, High speed broadband internet. (15 to 35 MBPS at top speed)	Medium range smartphones, Either laptop or PC, Mobile internet. (5 to 10 MBPS at top speed)	Feature Phones and Low end smartphones (3 mbps at top Speed)
Digital Goods Consumed	Youtube, Facebook, WhatsApp, LinkedIn, Bkash (app), Instagram, Foodpanda, Pathao/Uber.	Facebook, Youtube, WhatsApp, Tiktok, Imo, Bkash (service), Pathao	Facebook, Whatsapp, Viber, Imo, BKash (service)

\*There are few startups serving the bottom of the pyramid market at this moment.



# Opportunities for Ed-tech Players in Bangladesh

<b>Bridging the Student-Teacher Ratio Gap</b>	Student teacher ratio currently is 30.05:1, this ratio can be balanced through inclusion of ed-tech platforms <sup>1</sup> .
<b>Focusing on Gamification of Ed-tech</b>	According to the TalentLMS survey, 84% of respondents believe that gamification makes them more engaged, and 85% claim they would spend more time using software if it's gamified <sup>2</sup> .
<b>Partnering with Universities</b>	Can be hugely beneficial in this regard as they have established brands and physical space <sup>3</sup> .
<b>Focus on Hyper-Personalized Learning</b>	In 2023, hyper-personalized learning will make it easier for teachers to help their students in the best way possible. Artificial intelligence (AI) and machine learning (ML) will make it possible to make and give each person a unique learning experience that focuses on their weaknesses and strengths <sup>4</sup> .

<sup>1</sup> The Global Economy (2018)

Bangladesh Student teacher ratio, primary school - data, chart | TheGlobalEconomy.com

<sup>2</sup> Forbes (2022). The Future Of EdTech

The Future Of EdTech (forbes.com)

<sup>3</sup> Financial Express (2020).

EdTech: Personalising learning is key to success | The Financial Express

<sup>4</sup> Entrepreneur (2023)

Future Of Edtech Start-ups Will Be Powered By a New Wave Of Innovations | Entrepreneur

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