

Definitions and Boundaries for the Educational Technology Market Map

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This map is a visual representation of ventures currently operating in the K-12 education technology market. NewSchools Venture Fund collaborated with teams from Education Elements and Clayton Christensen Institute for Disruptive Innovation to update the map.

While the map features over 250 companies, we used the following criteria to determine which organizations to include:

- Sells directly into K-12 schools. This means that any consumer solutions that teachers have adopted into their classrooms are not included.
- Ventures needed to be at least at the seed stage and had released a beta product, had a few clients, and raised a small round of capital

Main Categories

Curricula	Digital content created for the purpose of educating learners
Data Systems	Systems that manage, analyze, and report student informational such as demographics and achievement data
Instructional Systems	Applications and systems used to aid teachers in instruction and classroom management
Talent Management	Applications which support professional development and teacher effectiveness as well as human resource systems

Definitions

Curricula

Courses	Un-facilitated and self-contained online content and assessments that cover core and elective subject areas
Digital Textbooks	Non-paper textbooks, in digital format
Games	Digital content using gaming principles to provide instruction and/or practice
ELA/Math Content	Products that provide supplemental core curriculum for ELA and Math to students for continued education, intervention, or remediation purposes
Online Instruction	Instructor-facilitated online content and assessments that cover core and elective subject areas
Specialized Content	Products that provide supplemental curriculum in social studies, sciences, or world languages as well as special education to students for continued education, intervention, or remediation purposes
Test Prep	Online test preparation content for tests such as the SAT, ACT or AP
Tutoring	Online content for tutoring purposes or platforms connecting students with tutors

Data Systems

Data Warehouse	System that stores multiple types of data from various sources - may or may not include analysis and reporting functionality
Reporting System	System that enables schools to analyze and visualize data typically supported by a data warehouse
SIS (Student Information System)	Data system that stores student information (name, demographics, and address) and instructional (grades, attendance, and test scores) data at the school level
Data Integration	System that integrates multiple sources of data to allow for transfer of data, visualization of data, and provisioning of accounts
Data Analytics	System that aggregates and normalizes data from multiple sources to allow for decision making in order to personalize learning

Instructional Systems

Collaboration	Online tools that enable virtual collaboration between students, teachers, and parents
Assessment Systems	System that enables teachers to create, give or analyze data from formative, summative, and benchmark assessments
Communication	Online tools that facilitate communication among students, teachers, and parents to convey ideas, notes, and announcements
LMS (Learning Management System)	Online system that provides instructional content and allows for user-generated content and discussions - also allows teachers to manage and deliver instructional content and track student progress
Social Learning	Online platform that enable students to connect and learn collaboratively
Teacher Tools	Online tools for teachers that include curriculum resource sharing, lesson plan sharing, gradebooks, and ePortfolios

Talent Management

HR Systems	Web-based system that supports recruitment, professional development, and succession planning
Performance Management	Suites of tools for conducting teacher or principal evaluations, may include PD systems and/or elements of HR systems
Data Collection and Analysis	Web-based systems for analyzing teacher evaluation and value-added data
PD Systems	Web-based system that support integrated suites for professional development including classroom observation tools