

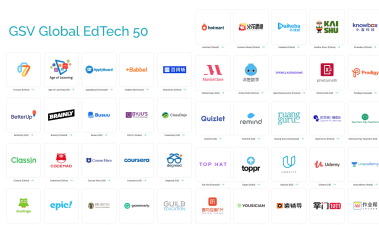


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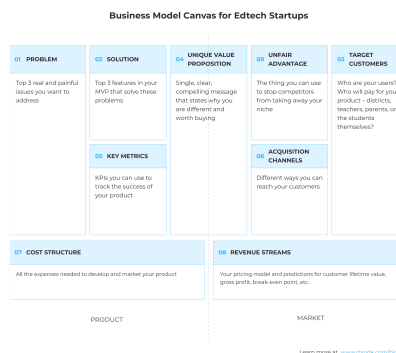


Edtech Business: Startup Models, Revenue And Market Growth

Photo Gallery

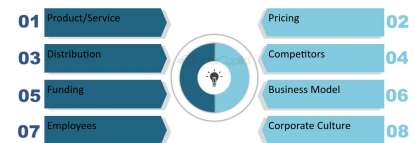


The average age of bestselling EdTech startups Education AI



Edtech Startup Business Model: Top 7 Revenue Streams

Key Components of an Edtech Startup Business Model



Edtech Startup Business Model - FasterCapital



10 New EdTech Companies StartUs Insights



How edtech companies should create and empower lifelong learner



Edtech Startup Business Model: Top 7 Revenue Streams

BUSINESS MODEL	PRODUCT TYPES	BENEFITS	DOWNSIDERS
Freemium subscription	• Test preparation • Professional/skill development • Online certification	✓ Quick user acquisition ✓ Recurring revenue	→ Most free users will never convert → Large support and user acquisition costs
Free trial subscription	• Test preparation • Professional/skill development • Online certification • Language learning	✓ Quick user acquisition ✓ Recurring revenue ✓ More paying users compared to freemium ✓ No need to cut features from the free offering	→ Possible to repeatedly create free accounts → Hard to convert people who are used to free content → Needs to demonstrate the product's full value before the trial runs out
Edtech marketplace	• Professional/skill development • Online certification	✓ No need to spend resources on content creation	→ Users aren't always ready to pay for the creators' content
Ad-based revenue	• Language-learning • Mobile apps	✓ Easy to implement ✓ Great for mobile apps	→ Annoys users if implemented poorly → Ad-blockers on the web
Institutional/B2B sales	• K12 sector • STEAM kit • Performance assessment • ERP solutions	✓ Big deals ✓ Post-sales revenue ✓ Added value from partnerships	→ Higher dependency on education institutions → Red tape and technology resistance
Grants/Sponsorships/Recruiting models	• MOOC platforms • Online certification • K12 and humanitarian apps	✓ Great as additional revenue streams ✓ Valuable partnerships	→ Hard to incentivize sponsors → Often insufficient as a sole business model

Edtech Startup Business Model: Top 7 Revenue Streams



Top 19 Emerging Edtech Startups in India

About This Collection

Polished models pose in a sleek office setting as the Edtech business world comes into focus, with startup launches, AI education, revenue streams, marketing strategies, and lifelong learning shaping the mood. The scene hints at the people behind emerging companies in India and worldwide, from questions about launching in 2023 and 2025 to market demand, growth, and quality standards for learning solutions. Follow the link above to view the full gallery.

See the full gallery: [View Full Gallery Online](#)

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