

From Idea to Impact Inspiring Innovation in Education

Dutch
Edtech



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Connecting the EdTech community nationwide
to accelerate learning and education innovation

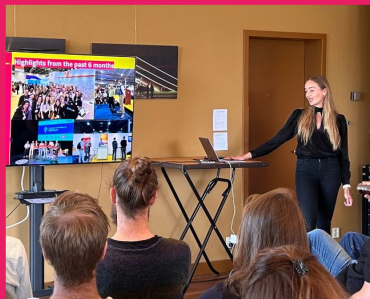


1. Introduction

2. From Idea to Scale

3. Examples

Who We Are – Dutch EdTech



Dutch EdTech is a foundation empowering **EdTech entrepreneurs** in the Netherlands to make a significant impact in education & learning.

Through a vibrant community of **140+ EdTech entrepreneurs** and **ecosystem building efforts** with relevant stakeholders, we aim to make the Netherlands a global leader in impactful EdTech innovation.



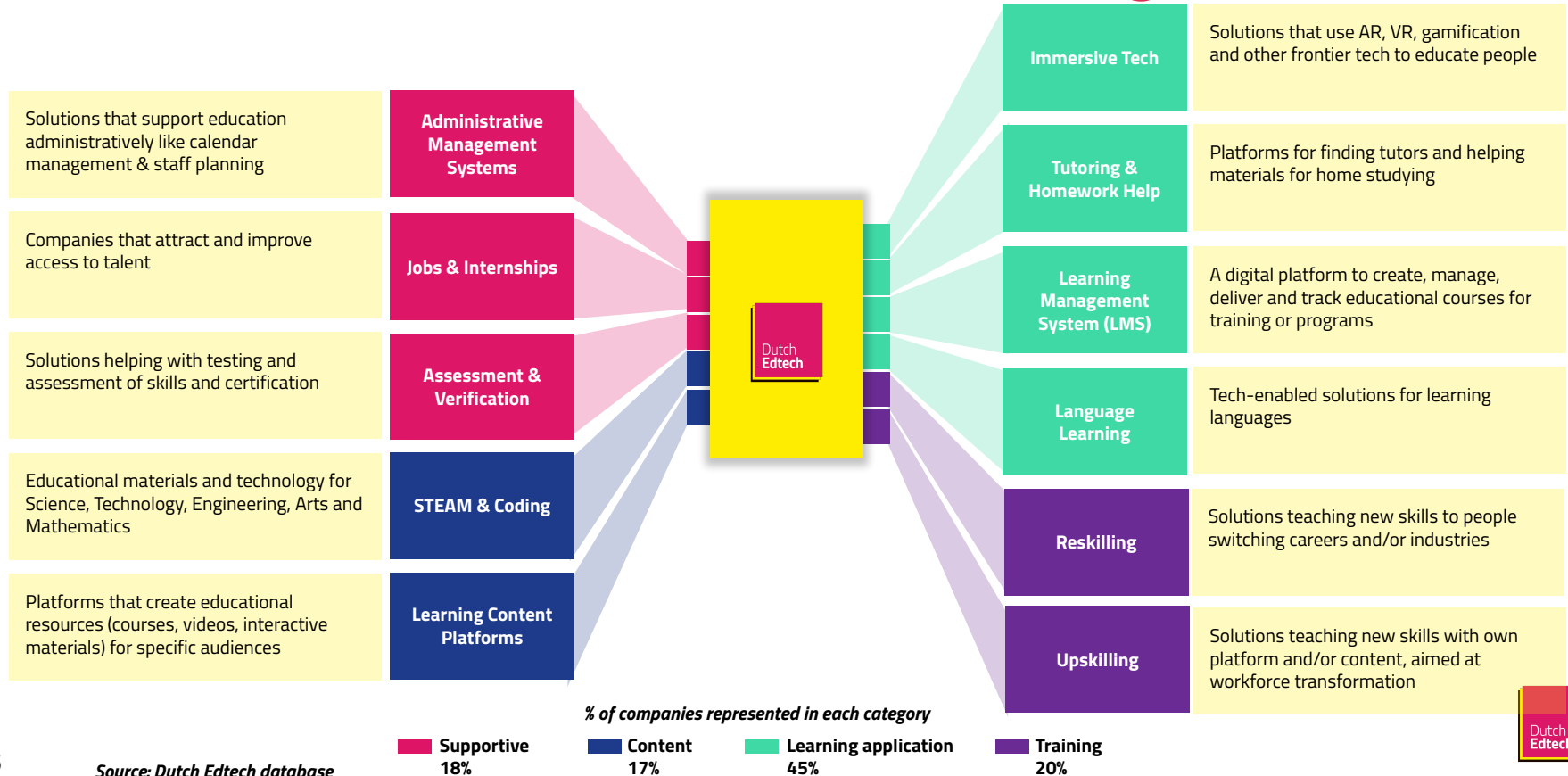
Our Mission

Empower EdTech entrepreneurs to make a significant impact in education & learning.

Our Vision statement

By 2030, the Netherlands will stand as the global leader in impactful Edtech innovation.

The Dutch Edtech sector is divided into 11 segments.



Observations in the Ecosystem



▲ Significant Growth

- Number of Dutch EdTech companies grew from 407 to 475 in just three years
- Total sector valuation increased from \$1.33B to \$1.75B
- Workforce exploded: from 2,500 to over 11,000 FTEs


💡 Key Trends

- Dominance of the Lifelong Learning segment: 211 companies
- Upskilling and Immersive Tech are the top-funded verticals in 2023
- Strong focus on AI, personalized learning, and adaptive technologies

⚠️ Challenges

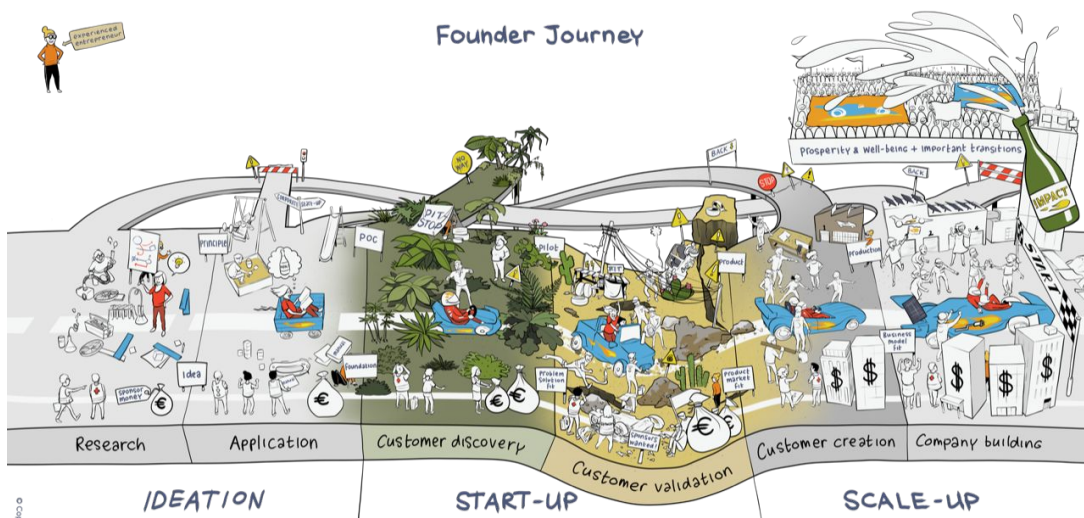
- Most investments are still concentrated in pre-seed and seed rounds
- Scaling remains difficult: lack of later-stage funding may limit international growth
- Struggles with system integration, proof of effectiveness, and adoption at scale

🇳🇱 The Netherlands has reclaimed the #5 spot in European EdTech funding —
...but long-term competitiveness depends on larger investments and scaling capacity

An isometric illustration on a yellow background featuring various icons: a stack of books, a smartphone, a magnifying glass, a folder, and a document with a pencil. The icons are rendered in shades of yellow and orange, creating a 3D effect.

1. The Journey of an EdTech Startup: From Idea to Scale

The Phases of Scaling



Key Phases

Ideation

- Understand real challenges in education
- Talk to learners, educators, institutions
- Sketch early concepts and map assumptions
- What's the actual problem? Who are we solving it for?*

Startup Phase

- Test assumptions with real users
- Build and pilot a **proof of concept**
- Look for **problem-solution fit** and early **product-market fit**
- Align with curriculum and pedagogy
- Collect early evidence and iterate quickly

Scale-Up Phase

- Develop a scalable business model
- Focus on distribution, pricing, and onboarding
- Prove **long-term effectiveness** with real data
- Build a team, secure funding, and scale operations
- Expand from a few classrooms to institutions, regions, or countries

Reminder: You can't skip stages. Scaling without validation = chaos.
Each phase builds on the last — and skipping ahead usually means going back later.

Why Problem First? Always!

Stilstaan bij het oplossen van een probleem helpt om:



Root-cause
te ontdekken



Behoeften
te begrijpen



Duurzame oplossingen
te vinden

From Problem to Prototype

Know Your MVP & USP

What's Your MVP?

Minimum Viable Product



What's Your USP?

Unique Selling Proposition



Build your MVP

– Keep it simple, but testable.
Focus on your core value.

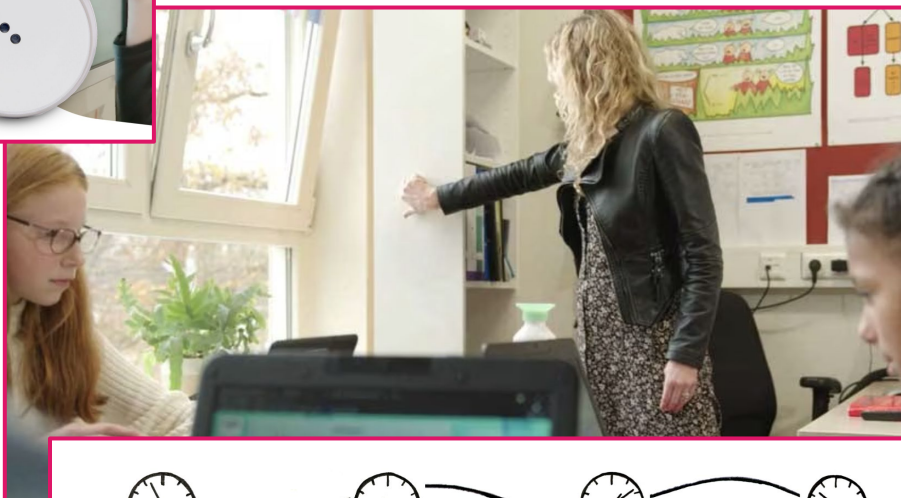
What's your USP

– what makes your idea different
and valuable?

An isometric illustration on a yellow background featuring various icons: a stack of books, a magnifying glass, a folder with a leaf, a smartphone, a document with a pencil, and a gear. The text '3. Inspiring Examples by Education Segment' is overlaid on the right side of the illustration in a bold, white font.

3. Inspiring Examples by Education Segment

Primary and Secondary Education (PO/VO) Examples & Solutions I



Tijd voor SchoolTV
Educatieve video,
beschikbaar in stand 3.



Rekenen!
De switch gaat in stand 1 en
de leerlingen kunnen alleen
bij de lesmethode.



Werken aan werkstuk
Informatie opzoeken kan
veilig in stand 3: veilige
bronnen.



Tijd voor ontspanning
In stand 4 kunnen de
leerlingen even chillen op
YouTube.

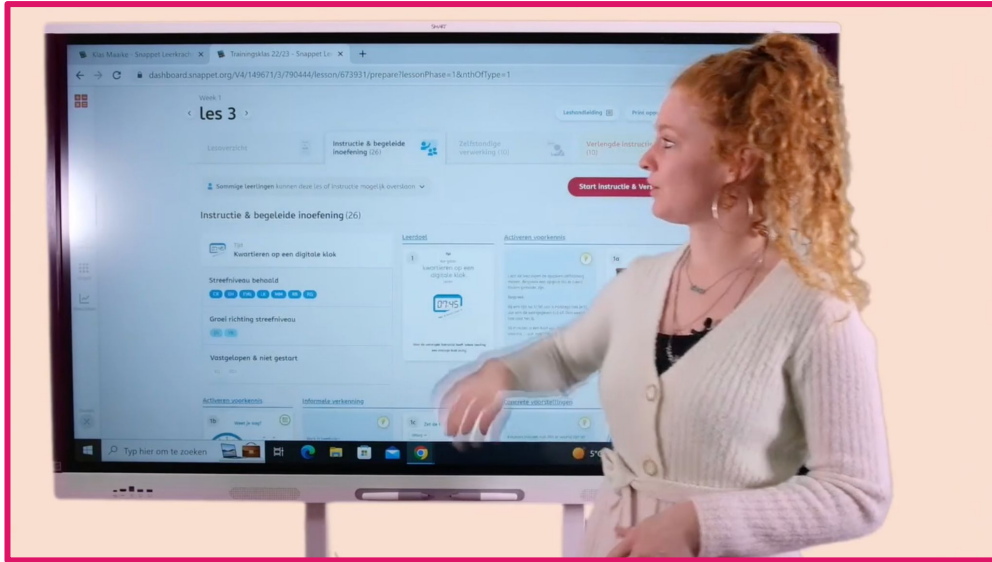
Myndr

Problem: Teachers often struggle to manage students' internet access during class, leading to distractions and exposure to inappropriate content.

Solution: Myndr provides a simple, physical switch that allows teachers to control internet access in the classroom easily. With five adjustable settings, it enables educators to regulate online availability, ensuring students stay focused and safe online

 **myndr**

Secondary Education (VO) Examples & Solutions II



Snappet

Problem: Lack of real-time insight into student performance.

Solution: An adaptive learning platform that provides immediate feedback to both students and teachers.

snappet

Secondary Education (VO) Examples & Solutions III



LessonUp

Problem: Teachers spend too much time creating interactive lessons.

Solution: A platform that enables teachers to easily create and share interactive, multimedia lessons.



Secondary Education (VO) Examples & Solutions III

Supercharge Your Homework with AI

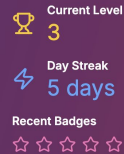
Get instant help, explanations, and guidance for any subject. Your 24/7 AI tutor is here to boost your learning.

Your Learning Journey

Subject Progress



Achievements



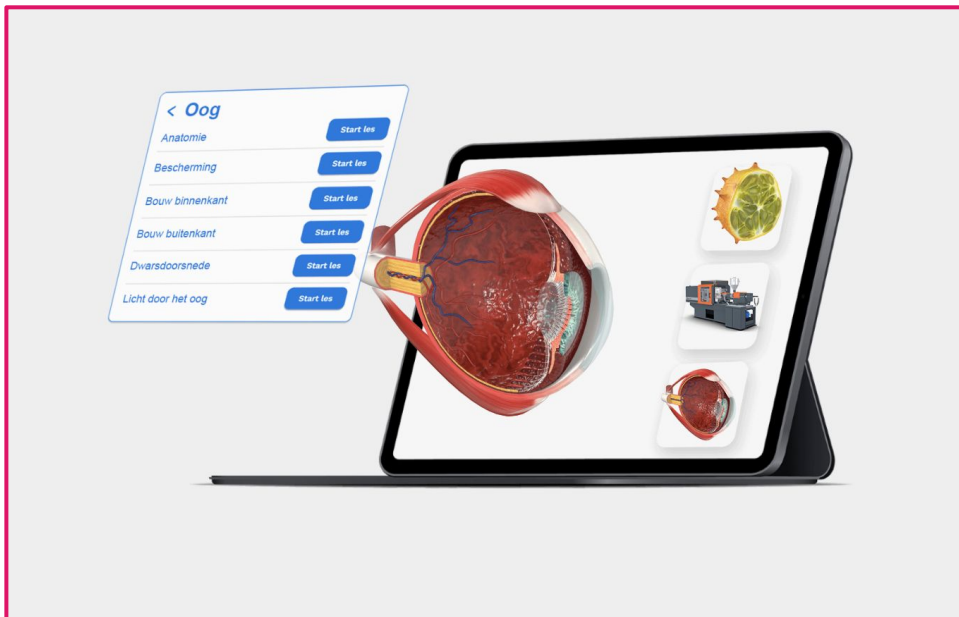
Brainboost AI

Problem: Students often get stuck with homework when no one is available to help, delaying learning and creating frustration.

Solution: BrainBoost AI offers an always-available, AI-powered homework assistant that gives clear explanations and instant support — like having a virtual tutor in your pocket.

BrainBoost AI

Vocational Education (MBO) Examples & Solutions I



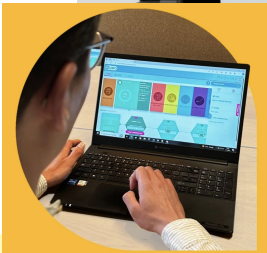
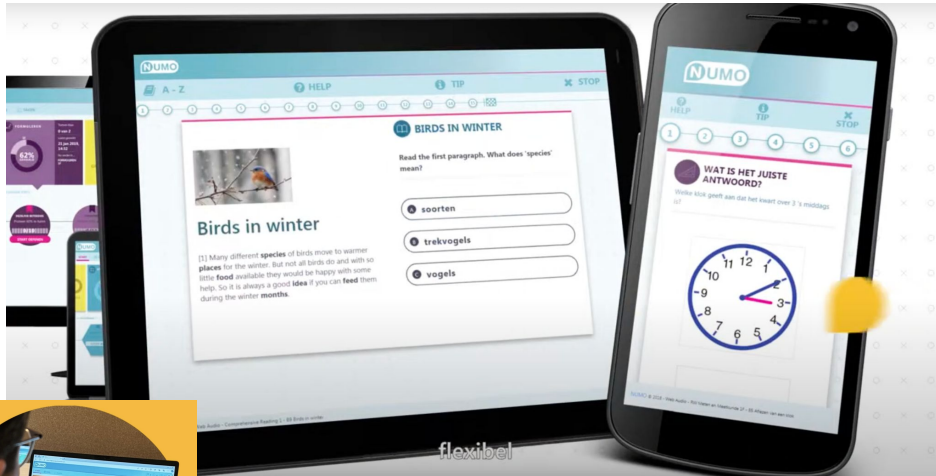
MetaChef

Problem: It's hard for students to connect theory with real-world practice.

Solution: MetaChef creates interactive 3D and VR learning tools that help students better understand and apply what they learn.



Vocational Education (MBO) Examples & Solutions II



Kurve - Numo

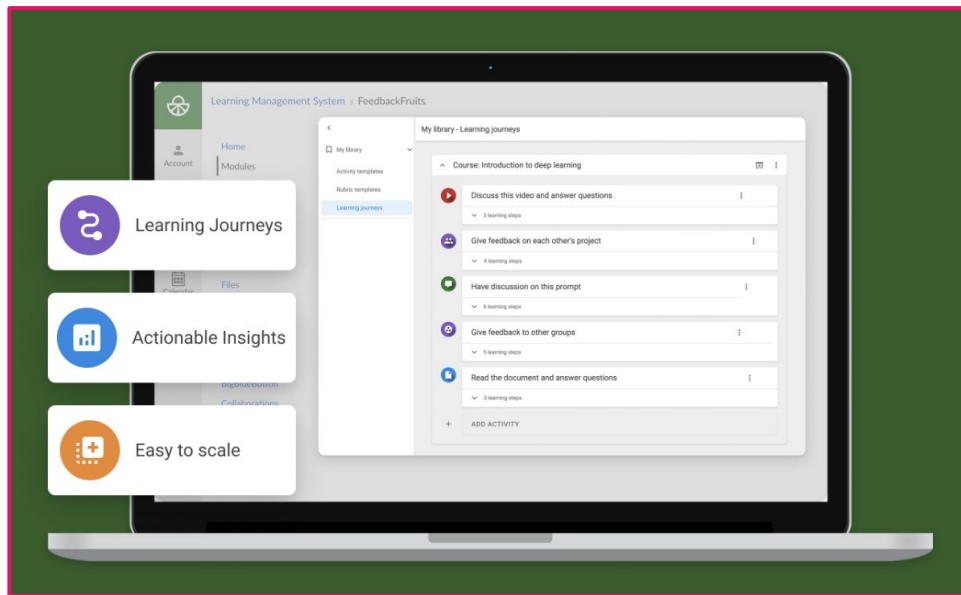
Problem: Many students struggle to keep up with basic skills like math and language, especially in diverse classrooms with different levels.

Solution: Numo is an adaptive learning platform that helps students practice core skills at their own level and pace. It provides direct feedback and progress insights for both students and teachers.

kurve

NUMO

Higher Education (HBO & WO) Examples & Solutions I



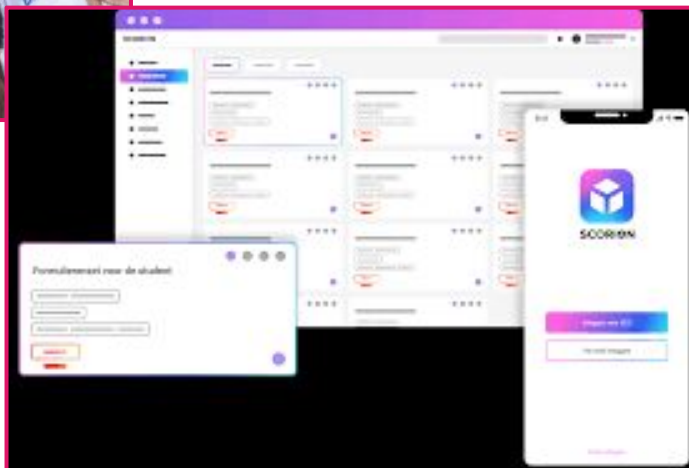
FeedbackFruits

Problem: Students don't get enough feedback or opportunities to learn from each other.

Solution: A platform that makes it easy to give and receive feedback, work together, and improve learning outcomes.



Higher Education (HBO & WO) Examples & Solutions II



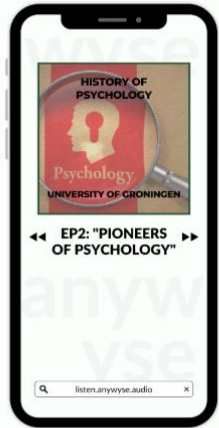
Scorion

Problem: In medical education, it's hard to track student progress during internships and practical training, and to align assessments with real-life skills.

Solution: Scorion offers a flexible digital portfolio that helps students and supervisors log, assess, and reflect on clinical learning moments — making personalized, workplace-based learning easier to manage.

SCORION

Higher Education (HBO & WO) Examples & Solutions III



Anywise

Problem: Many students with ADHD or dyslexia struggle to focus and retain information using traditional study methods.

Solution: Anywise turns study material into short, podcast-style audio summaries that help students stay focused and **remember more.**





Your Turn – Let's Build the Future of Learning

Think big — but stay close to the problem.

Be bold — but test it in the real world.

Go creative — but always design for impact.

What would make a difference in your school, your class, your students' lives?

Now's the time to build it.

Let's hack!



Follow what's happening in Dutch EdTech

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**State of the Dutch EdTech
Ecosystem Report**



Dutch EdTech Newsletter



Dutch EdTech LinkedIn



Any Questions?