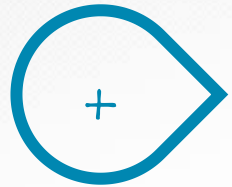


# EDTECH VIETNAM REPORT 2022



VIETNAM EDTECH & ELEARNING LANDSCAPE |  
[edtechagency.net](http://edtechagency.net) | [nguyentrihien.com](http://nguyentrihien.com)





1

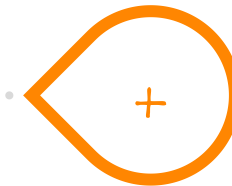
## The world EdTech market

The World Market Overview

## Vietnam EdTech Market

Information about E-Learning units

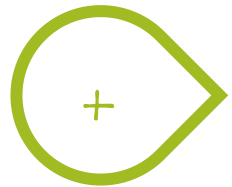
2



3

## Trend forecasting

Forecasts and information



# Global EdTech Investment in 2021

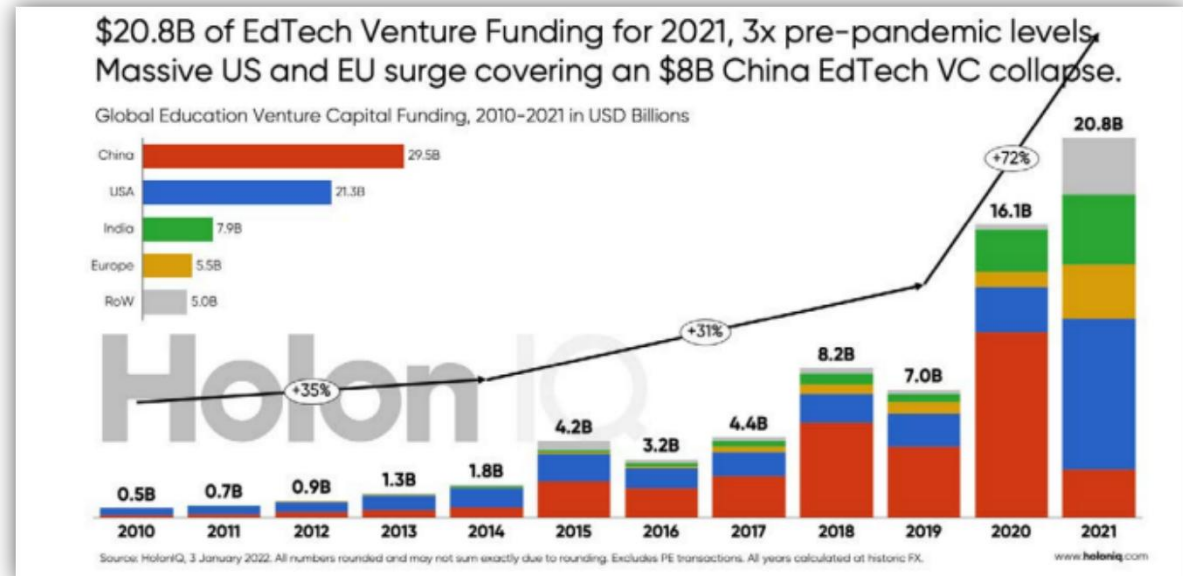
Boom

**\$6600 billion**  
global education market

**\$280 billion**  
EdTech Market

Total investment in the global EdTech market in 2021 continues to break the record with **\$53,68 billion**.

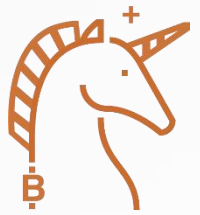
Of which, investment from **venture capital funds** into start-ups 2021 has more than **\$20.8** billion over 1500 investments (*an increase of about 30% compared to 2020*).





# | 49 + EdTech Unicorn in the world

EdTech 2021 grows more with many new Unicorns (there are 800 unicorns in the world)



**2 DECACORNS**



**\$20B IN REVENUE**



**3B LEARNERS**



**49 UNICORNS**

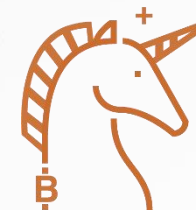


According to **GSV EDTECH 150**

[www.nguyentrihien.com](http://www.nguyentrihien.com)

# 49 + edTech Unicorn in the world

EdTech 2021 grows more than 17 new Unicorns compared to 2020. (the world has 800 unicorns)



5 successful IPO units in the last 12 months, and 1 merged with another in 2015

Company	Country	Cluster	Last Round Date	Last Round Type	Valuation
<a href="#">ByJu's</a>	India	Tutoring	Oct 2021	\$300M Series F	\$21B
<a href="#">Yuanfudao</a>	China	Tutoring	Dec 2020	\$300M Series G	\$15.5B
<a href="#">Zuoyebang</a>	China	Tutoring	Dec 2020	\$1.6B Series E+	\$10B
<a href="#">BetterUp</a>	United States	Corporate Learning	Oct 2021	\$300M Series E	\$4.7B
<a href="#">VIPKid</a>	China	Language	Sep 2019	\$150M VC/PE Round	\$4.5B
<a href="#">Articulate</a>	United States	Corporate Learning	July 2021	\$1.5B Series A	\$3.75B

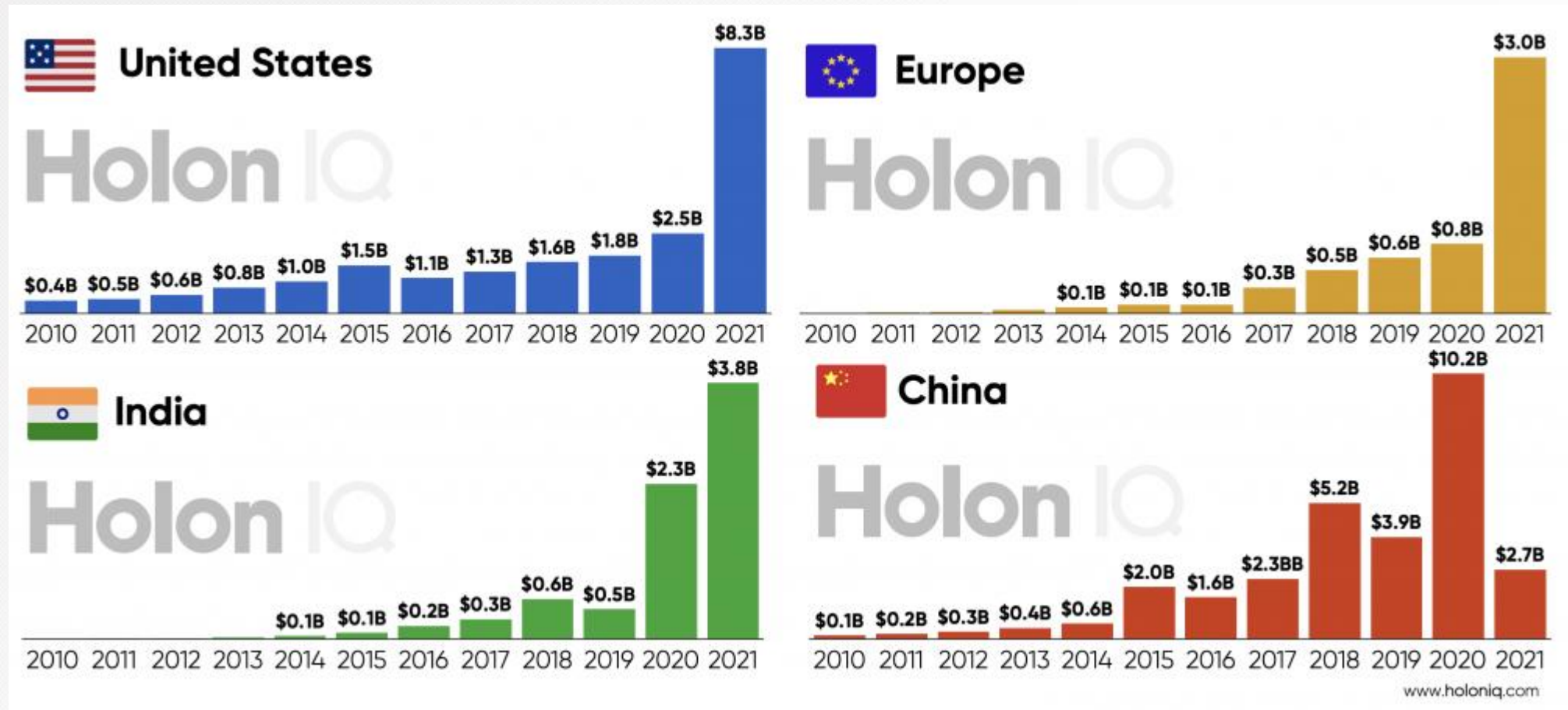
Articulate Receives \$1.5B in Series A Investment

Eruditus Receives \$650M in Series D Investment

Unacademy Receives \$440M in Series H Investment

# China slumped nearly \$8 billion in investment

In 2021, the investment in edtech companies decreased by nearly \$8 billion compared to 2020

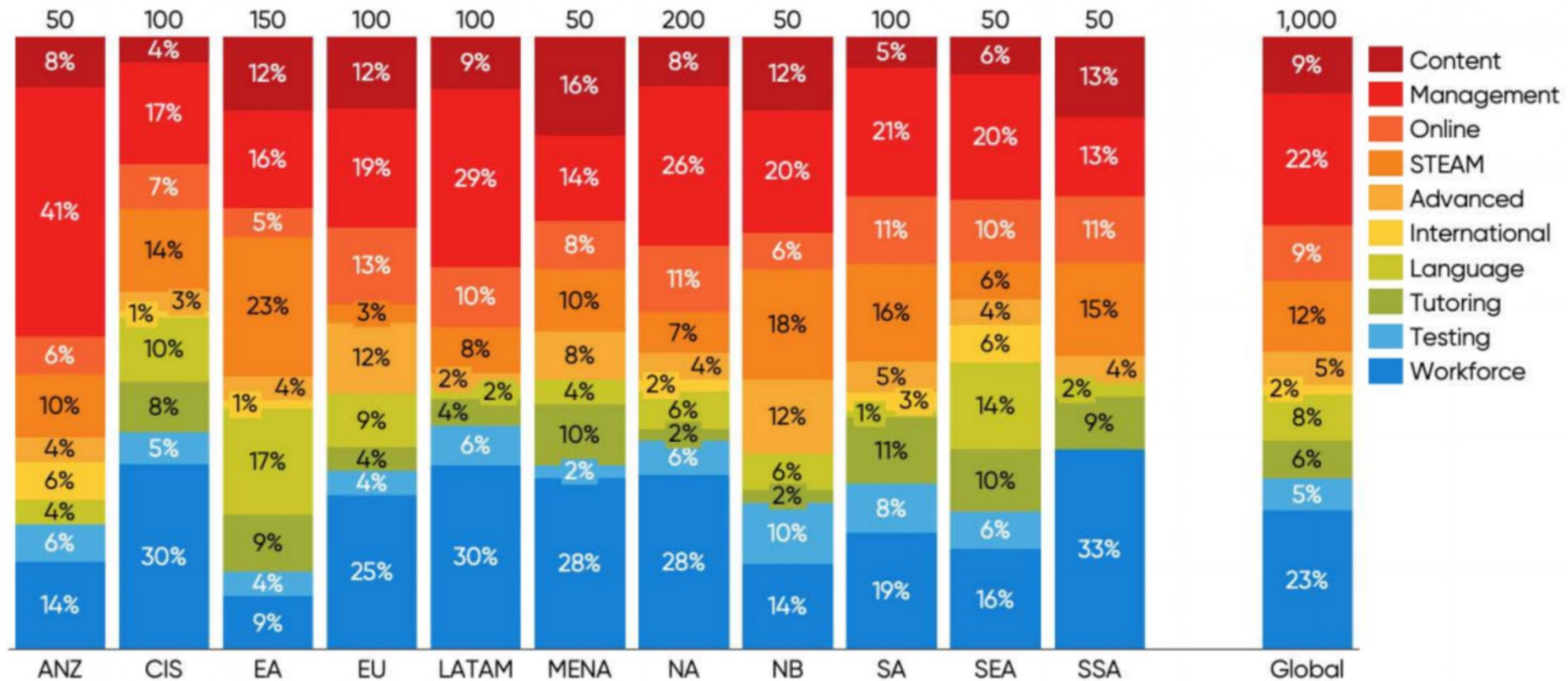


According to holoniq  
www.nguyentrihien.com

# Industry statistics top 1000 edTech in the world

Top 1000

2021 EdTech 1000. Sub Sector Level Regional Stratification.





# The eLearning Marketplace *for* Business

Corporate E-Learning



This market is fragmented and has many product niches



# | Top LMS platform 2021

The LMS in the world



## LMS PLATFORM

	Name	Website
1	 Adobe Captivate Prime	<a href="https://adobe.com/products/captivateprime.html">adobe.com/products/captivateprime.html</a>
2	 TalentLMS	<a href="https://www.talentlms.com">www.talentlms.com</a>
3	 Docebo	<a href="https://www.docebo.com">www.docebo.com</a>
4	 360Learning	<a href="https://360learning.com">360learning.com</a>
5	 SAP Litmos	<a href="https://www.litmos.com">www.litmos.com</a>

According to eLearning INDUSTRY

[www.nguyentrihien.com](https://www.nguyentrihien.com)

# Top 10 most visited educational websites

Educational Web sites around the world are of the highest interest

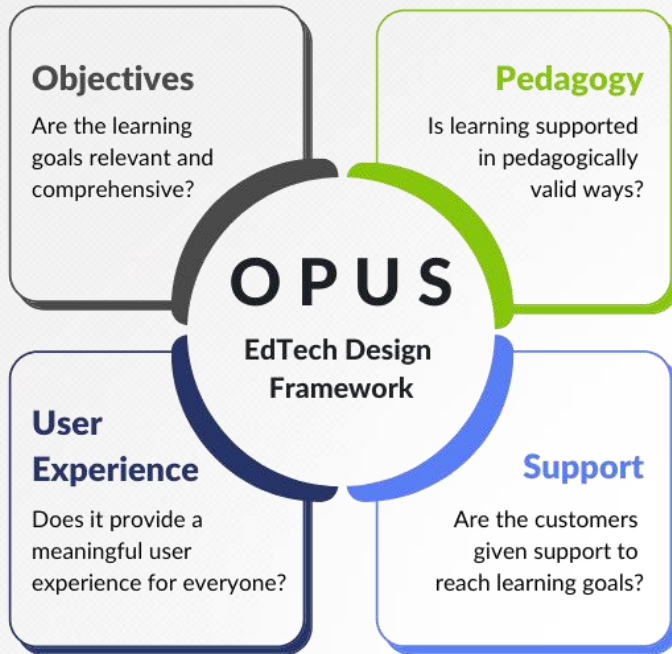
1	instructure.com
2	quizlet.com
3	udemy.com
4	brainly.co.id
5	scribd.com
6	brainly.in
7	blackboard.com
8	schoolology.com
9	quizizz.com
10	duolingo.com



*According to SimilarWeb, Feb 2022*

[www.nguyentrihien.com](http://www.nguyentrihien.com)

# The edTech Design approach is of interest



## OPUS

By EAF

OPUS is the theoretical and practical framework for designing High-Quality Digital Learning Solutions that meet the needs of the 21st Century.

The OPUS framework was designed by two Finnish Pedagogical experts, Olli Vallo and Saila Juuti, who have directly evaluated and certified hundreds of EdTech products worldwide as EAF experts.

### OBJECTIVES

Are the learning objectives specific and relevant?

### USER

Does the product give users a meaningful experience?

### PEDAGOGY

Is learning supported pedagogically?

### SUPPORT

Does the user receive support to achieve the learning goal?

[www.opusedtech.com](http://www.opusedtech.com)

[www.nguyentrihien.com](http://www.nguyentrihien.com)





*EDTECH*  
*VIETNAM*

# Overview of edTech & eLearning Market 2021

Vietnam edTech & eLearning witnessed many major deals in edTech.

Vietnam edTech  
market evaluation  
**\$5 billion**  
at the end of 2022

More than **\$158 million** is an estimated total investment in **edTech Vietnam in 2021**. EdTech continues to be in **top 3 industries** of interest to investors to pour money..

## Highlights for 2021:

- + EdTech Techfest Village first launched the edTech Year Book which ranked some edTech products in the fields
- + Many edtech investment deals (11+ announced deals and dozens of unpublished deals)
- + Many educational technology alliances are established
- + Foreign entities entering Vietnam's market more strongly

# EdTech & eLearning is the top search

Increasing search for edTech & eLearning

## Popular searches in 2021



### Top Search Trends

- 1) euro schedule
- 2) Olm
- 3) VTV6
- 4) Azota
- 5) Google Meet

### Online Learning1

- 1) Olm
- 2) Azota
- 3) K12online
- 4) Vioedu
- 5) Lms.vn.edu

### How

- 1) How Azota monitored
- 2) How the ROI moved
- 3) How the PCR test is performed
- 4) How the length of the electric current is estimated
- 5) How the Ly dynasty is established



# Vietnam's *economy* 2021

Economic bright spot

## TOP economic events in VIETNAM include:

- \* Define the target of Vietnam's "**dragon carp**" in 2045
- \* "Revitalization Milestone 128": **Resolution 128**, "Zero COVID-19" to "Safe, Flexible, Effective COVID-19 Adaptation and Control"
- \* GDP grew positively despite the pandemic: **2.58%**.
- \* Booming securities: breaking many records, VN-Index first **surpassed 1,500 points** after 20 years.
- \* **Manufactured in "wartime" style**: "3 on the spot", "1 supply line 2 destinations"...
- \* "Eagle" of billion **worth still comes to Vietnam** during the pandemic: LEGO Group invests \$1 billion in the factory and many other major FDI projects..
- \* VinFast - **Vietnamese car company** launched 2 electric car models in the US..
- \* E-commerce and **cashless payments "ascend"**
- \* **International tourists return**: open to the sky.



# Notable & Related Policies *in Education* 2021

Some points to pay attention to the development of educational technology



- **September 2021**, Circular 09/2021/TT-BGDDT regulating the management and organization of online teaching

*Link:*<https://luatvietnam.vn/giao-duc/thong-tu-09-2021-tt-bgddt-quy-dinh-ve-quan-ly-va-to-chuc-day-hoc-truc-tuyen-200817-d1.html>

- **In August 2021**, THE DIRECTIVE on the implementation of the task of the school year 2021 - 2022 in response to COVID-19, continue to implement innovation and persistence of the goal of quality education and training

*Link:*[https://moet.gov.vn/content/vanban/Lists/VBDH/Attachments/2989/CT%20800\\_BGD%C4%90T.pdf](https://moet.gov.vn/content/vanban/Lists/VBDH/Attachments/2989/CT%20800_BGD%C4%90T.pdf)

- **August 2021**: Decree 81/2021/ND-CP on mechanisms, management, and policies for tuition exemption and reduction

*Link:*<https://luatvietnam.vn/tai-chinh/ngghi-dinh-81-2021-nd-cp-ve-co-che-thu-quan-ly-va-chinh-sach-mien-giam-hoc-phi-208409-d1.html>

# Education Sector Footprint 2021

The highlights of the education sector

- **Minister Nguyen Kim Son received the task of "sector commander" with impressive statements:**

*"real studies, real exams, real talent"*

- **The time of online learning for teachers and students is unprecedentedly long in history.**

*In the past two years, nearly 20 million students, and more than 1 million teachers and lecturers did not go to school.*

- **Vietnam has the top 500 universities in the world for the first time**

for the first time, Vietnam has a higher education institution that is ranked in the top 500 in the world according to THE World University RANKINGS.

- **The "Internet and Computers" program for children**

*as of October 25, the Education sector has mobilized 142.43 billion VND, 28,477 tablets, 28,545 smartphones, and 79,425 other online learning aids*





# Imprint & startup Vietnam 2021

Vietnam has more than 3800 startups

## Startup Vietnam records more than 1.3 billion USD investment despite Covid-19

The country already has more than 3,800 startups, with 3 "unicorns" - businesses valued at \$1 billion - including VNG, VnPay, and MoMo along with about 11 businesses valued at over \$100 million.

## TOP STARTUPS call for "immense" capital in 2021.

1. MoMo Wallet: \$300m
2. Tiki: \$258 million
3. VNLife: \$250 million
4. Sky Mavis: \$159.5 million
5. EQuest: \$100 million
6. KiotViet: 45 million USD
7. Homebase: \$30m
8. Katalon: \$27 million
9. Whydah: \$25 million
10. Telio: \$22.5 million



# Foreign countries participating in the education in Vietnam

Foreigners interested in investing in Vietnam

Foreign investment (FDI) in Vietnam in 2021 reached USD 31.15 billion (up 9.2% compared to 2020), of which, the processing and manufacturing industry attracted more than USD 18 billion.

Notably, in 2021, Singapore's investment was nearly 2.2 times that of South Korea's and more than 2.7 times that of Japan's.

Target in 2022, Vietnam attracts FDI of over \$40 billion.



**Korea, Singapore, Australia, India, Japan, Finland ...** continue to promote penetration into Vietnam's educational technology schools.

In May 2021, the education group EQuest has received an investment of \$100 million from KKR, one of the largest investment companies in the world, through the KKR Global Impact Fund.

TOTAL FDI INVESTMENT IN EDUCATION IN VIETNAM FROM 1989 TO DECEMBER 2021 WAS ABOUT \$4.6 BILLION.

# Noticeable investment deals in the edTech market

No.	Unit	Time	Deal size	
1	Equest	May, 2021	<b>\$100 million</b>	KRR (A section for edtech)
2	Elsa	February, 2021	<b>\$15 million</b>	VI (Vietnam Investments) Group
3	MindX	November, 2021	<b>\$3 million</b>	Wavemaker
4	Manabie	March, 2021	<b>\$3 million</b>	Do Ventures
5	CoderSchool	August, 2021	<b>\$2,6 million</b>	Monk's Hill Ventures
6	Clevai Vietnam	September, 2021	<b>\$2,1 million</b>	Altara Ventures
7	Educa	July, 2021	<b>\$2 million</b>	Redefine Capital Fund
8	Marathon	August, 2021	<b>\$1,5 million</b>	Forge Ventures
9	...			

Many investments have not been announced, or do not disclose deal sizes as **hocvuic; lazi, Edmicro, 123Train...**



# | Some Vietnam edTech investment funds

Interested EdTech investment funds

No.	Name	Website	Additional information
1	CyberAgent	<a href="https://www.cyberagentventures.com/en/">https://www.cyberagentventures.com/en/</a>	Invested in kynav.vn; topica
2	IDG Ventures	<a href="http://idgvv.com.vn/en/">http://idgvv.com.vn/en/</a>	Invested in hocmai; violet
3	500 Startup	<a href="https://500startups.com.vn/">https://500startups.com.vn/</a>	Invested in Elsa
4	Patamar Capital	<a href="http://patamar.com/">http://patamar.com/</a>	Invested in Topica
5	Nest Tech	<a href="https://nesttech.com/">https://nesttech.com/</a>	Invested in Edu2Review
6	ESP Capital	<a href="https://www.espcapital.net/">https://www.espcapital.net/</a>	Invested in uiza
7	Do Ventures	<a href="https://doventures.vc/">https://doventures.vc/</a>	Invested in Manabie

## SOME OTHER FUNDS

EduLab Group	EQT	Cognita	TAEL
Openspace Ventures	IFC	North Anglia	Northstar Group
Mekong Capital	TPG	Navis Capital Partners	TPG

# edTech Vietnam at the awards

Multiple awards for edTech Vietnam



## 2021 edTech startup at domestic and foreign competitions

Azota Receives Gold Award for Bridging the Digital Gap  
Awarded by the Ministry of Information and Communications

**MVV (MVV Academy) has been honored with the Top 10 Vietnam Information Technology Enterprises Award 2021, Edtech category**

Master Le Quang Tuan is Vietnam's first teacher to receive the Edutech Asia Award in the category of Edtech Leadership

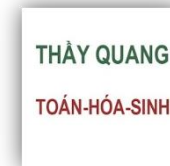
# Top 9 educational YouTube channels in Vietnam 2022

Educational YouTube channels in Vietnam

No.	Channel	Subscribers
1	Elight Learning English	1,42tr
2	Mr. Quang (Thầy Quang)	1,24tr
3	Tuyensinh247.com	1,07tr
4	Successful lesson (Bài học thành công)	738N
5	Teach your baby to learn (Dạy bé học)	570N
6	The secret to success (Bí quyết thành công)	511N
7	BingGo Leaders	499N
8	Ngọc Automation	457N
9	Step Up English	389N

TOP  
EDUCATIONAL  
**YOUTUBE**  
**CHANNELS IN**  
VIETNAM

UPDATED 01/2022



# Top Vietnam edTech websites 2022

EdTech websites with high user traffic

## Top 05 edTech & eLearning websites in Vietnam by Traffic (Jan 2022)

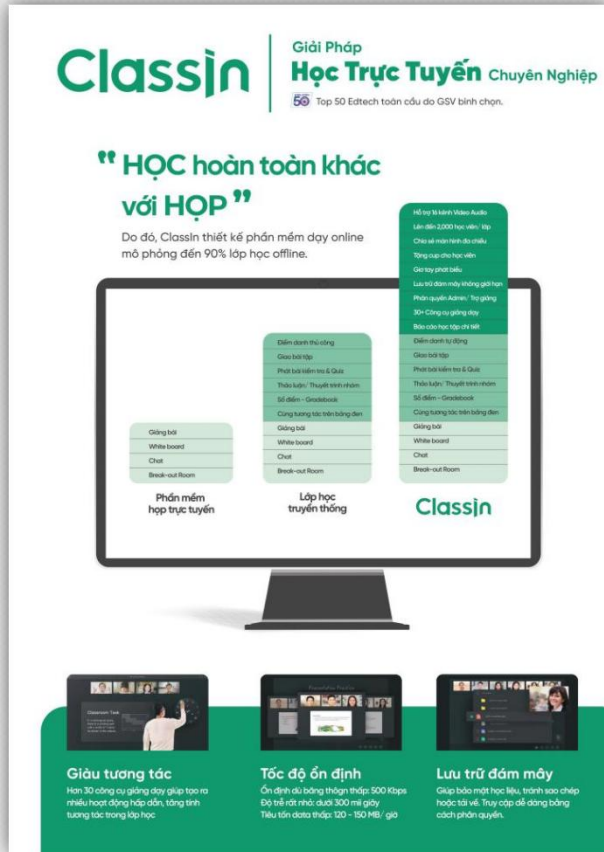
1	<a href="http://azota.vn">azota.vn</a>	↑
2	<a href="http://vietjack.com">vietjack.com</a>	↓
3	<a href="http://loigiaihay.com">loigiaihay.com</a>	≡
4	<a href="http://hoc247.net">hoc247.net</a>	≡
5	<a href="http://vnedu.vn">vnedu.vn</a>	↑





# International products of interest

When entering the Vietnam market



**ClassIn** | Giải Pháp Học Trực Tuyến Chuyên Nghiệp  
50 Top 50 Edtech toàn cầu do GSV bình chọn.

**"HỌC hoàn toàn khác với HỌP"**  
Do đó, ClassIn thiết kế phần mềm dạy online mô phỏng đến 90% lớp học offline.

**Phản ứng tích cực**  
Giảng bài tập  
Phản ứng tích cực  
Thảo luận - Thuật toán chọn  
Số điểm - Gradebook  
Công bằng tác nhân bằng đèn

**Lớp học truyền thống**  
Giảng bài  
White board  
Chat  
Break-out Room

**ClassIn**  
Giảng bài  
White board  
Chat  
Break-out Room

**Giàu tương tác**  
Hơn 30 công cụ giảng dạy giúp tạo ra nhiều hoạt động hấp dẫn, tăng tính tương tác trong lớp học.

**Tốc độ ổn định**  
Ổn định dù băng thông thấp: 500 Kbps  
Đáp ứng rất nhanh: dưới 300 ms/giây  
Tiêu tốn data thấp: 120 - 150 MB/giờ

**Lưu trữ đám mây**  
Giúp bảo mật học liệu, trình bày chi tiết hoặc tải về. Truy cập dễ dàng bằng cách phân quyền.

Founded in 2014, ClassIn is a virtual classroom platform voted Top 50 Edtech globally by GSV. With the belief that a class is not a meeting, ClassIn develops simulation teaching solutions for up to 90% of traditional classrooms.

Kien Guru is a pioneering learning application in Vietnam that builds a huge inventory of nearly 200,000 learning materials for all subjects and becomes a comprehensive learning solution for more than 1.5 million Vietnamese students in grades 1 – 12.



# Educational technology events in 2021

Events related to educational technology



On December 3, 2021, the theme "Digital transformation in Education: challenges and expectations" gathered 200-300 experts and organizations in the Edtech ecosystem: Government, schools, startups, businesses, investors...

The "Search for start-up stars" competition is part of Vietnam Edtech day 2021, the pre-Vietnam Techfest 2021 event, part of the Edtech Education Village chain of activities.



Education Fair 2021 on the online platform is the first educational virtual exhibition organized by VnExpress to create space for participants to search, interact, trade, or receive advice as an offline event.

# Featured edTech Events 2022

Some highlighted edTech events

	NAME	TIME	PLACE	WEBSITE
VIETNAM				
1	Techfest 2022	11/2022	Vietnam	techfest.vn
2	VIETNAM TECH CONFERENCE	02/2022	Vietnam	vietnamtechconference.org
3	Education summit	09/2022	Vietnam	educationsummit.vn
INTERNATIONAL				
1	EdTechXEurope 2022	06/2022	London, UK	edtechxeurope.com
2	EduTECH Asia 2022	08/2022	Singapore	terrapinn.com/exhibition/edutech-asia
More info about events in 2022: <a href="https://blog.bizzabo.com/education-events">https://blog.bizzabo.com/education-events</a> <a href="http://www.edtech.events/events/category/main_conferences/">http://www.edtech.events/events/category/main_conferences/</a> <a href="https://www.terrapinn.com/events/all/education">https://www.terrapinn.com/events/all/education</a>				

# Trends of concern

EdTech trends in the new period



## TOP Trends for edTech units.

- Personalization of learning, AI applications
- Mobile learning
- Blended Learning
- Blockchain in education
- Augmented reality app, AR to content
- Gamification
- STEM/STEAM



# Vietnam edTech landscape 2021

The edTech scene 2022

www.nguyentrihien.com

## Kids – Early Childhood Education



## K12



## Student & Worker



## Language



## For enterprise



## LMS, SAAS, Tool



## Mentor & Venture & Agency



# | EdTech Market prediction 2022-2023

Forecasting the future market

- Investment in Edtech continues to grow significantly
- Forms of M&A and integration with EdTech increase
- Foreign countries continue to expand to bring products and services into the Vietnam EdTech market

## **SUGGESTIONS:**

- ✓ Focus on product differentiation
- ✓ Promote the user experience and keep users in the product itself





**Experienced professionals with 18 years of research, in-depth consulting EdTech & eLearning.**

- + Media on the largest edtech communities in Vietnam
- + Consulting to connect and EdTech market services
- + Consulting on product strategy, content, implementation of EdTech system
- + Support for Vietnam EdTech products to the world
- + Support Edtech products in the world in Vietnam

**EDTECH CONSULTING, NETWORKING, AND INVESTMENT SERVICES**

**Link:** <https://forms.gle/LDsCrMaVxBL8Uptq5>

*website: edtechagency.net | nguyentrihien.com*