

Unlocking the Untapped Market: The Next Big EdTech Opportunities

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Business

Drivers



'Strong Education Nation'
Action plan to build a "strong education nation" by 2035 and help coordinate its education development, improve efficiencies in innovation and build a "strong country"



Hong Kong's advantages as an education hub
Hong Kong is home to the world's leading universities and its unique bilingual education system



EDB supporting policies
Digital education policy and financial support to encourage innovation in STEAM and AI in education, such as eLAFP.

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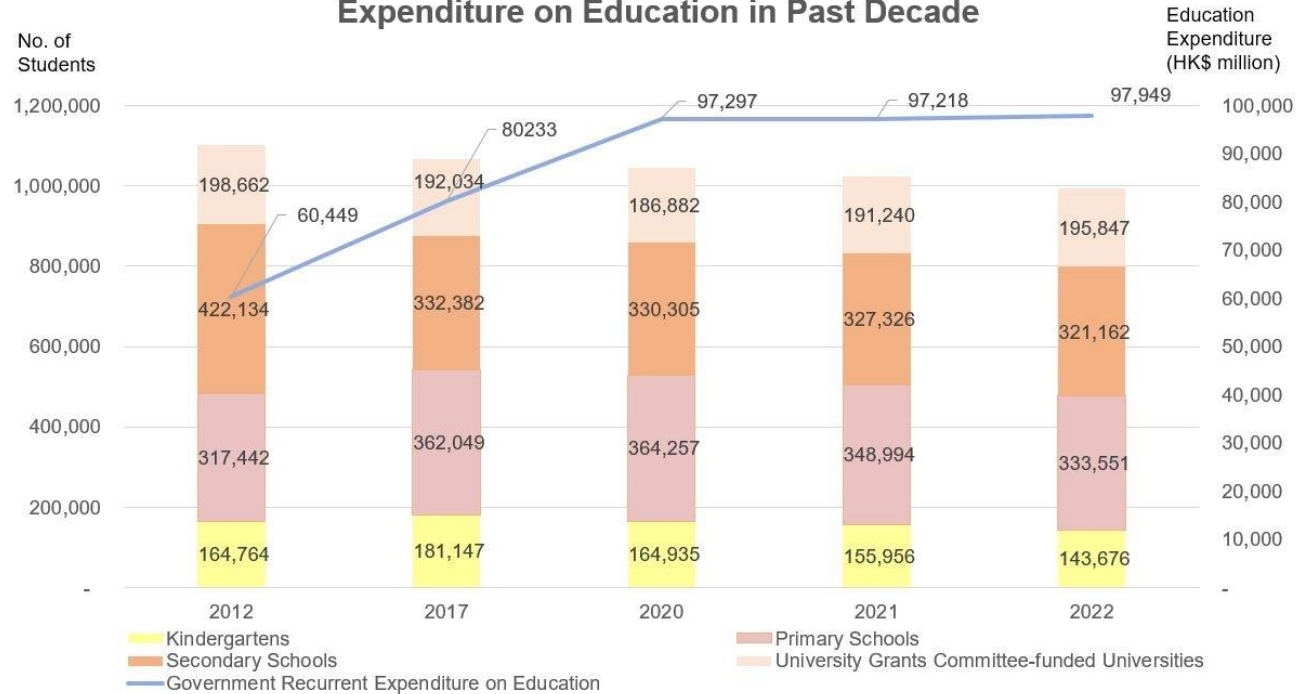
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Education

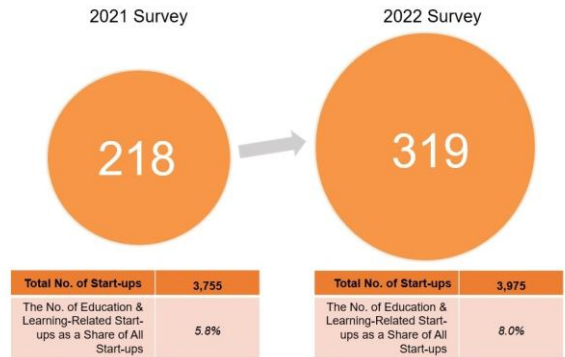
Government's Expenditure of Education in Past Decade

Changes in Number of Students and Government's Recurrent Expenditure on Education in Past Decade



HKTDC
RESEARCH 經貿研究

Number of Education and Learning-Related Start-ups



Source: InvestHK's Hong Kong Startups Surveys 2021 and 2022

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DISCOVER

Education Technology Trends to Watch in 2025

- 1 **AI-Driven Personalised Learning Systems**
- 2 **Gamification and Immersive Learning with VR/AR**
- 3 **Learning Analytics for Adaptive Teaching**
- 4 **AI-Assisted Content Creation and Curation**
- 5 **Greater Emphasis on Cybersecurity in EdTech**

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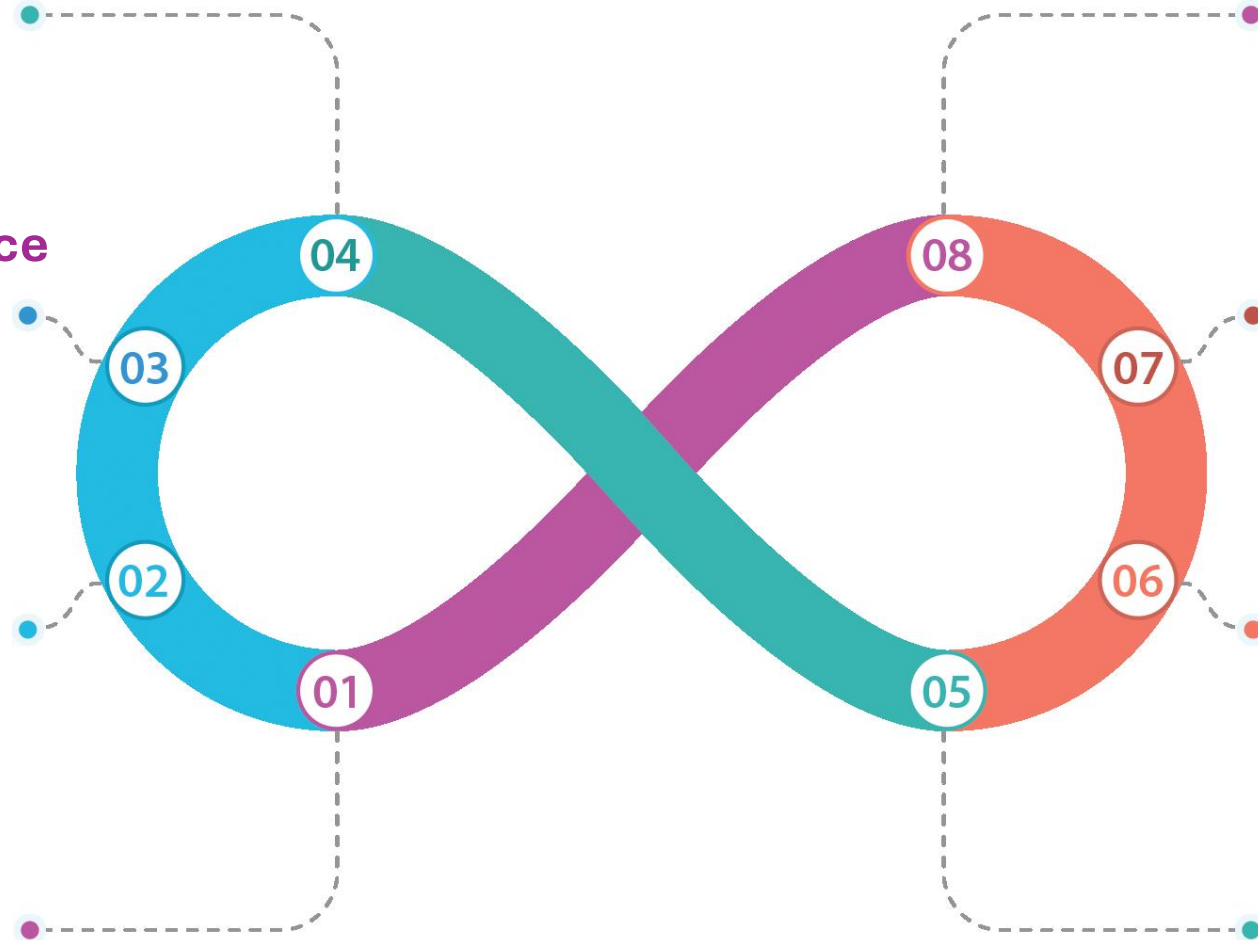
Top Challenges from EdTech Startup

Sustainable
Funding
from
Schools

Compliance
Policy
Alignment

Lack of
Policy
Guidance

Digital
Divide



Pilot Customers
Acquisition

High Cost of
Infrastructure

Difficulty in
Technology
Integration

Cybersecurity
and Data Privacy

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Focuses

The Chief Executive announced the formation of the **Steering Committee on Strategic Development of Digital Education** (數字教育策略發展督導委員會) in the 2024 Policy Address to gather collective wisdom and insights on promoting digital transformation of school education in Hong Kong.



To enhance
students' digital
literacy and skills
(提升學生
數字素養與技能)



To strengthen
professional
training
(加強數字教育相
關的教師專業培訓)



To optimise digital
education ancillary
infrastructure
(優化數字教育
基建的配套)



To enhance synergy and
promote high-quality
development of digital
education with different
sectors
(與各界聯繫，增強協同
效應，推動數字教育高
質量發展)

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Ecosystem



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Lean Startup

Ideation

Prototype

Scale



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Source: Pradeep Patel

<https://www.linkedin.com/pulse/design-thinking-lean-startup-agile-pradeep-patel/>



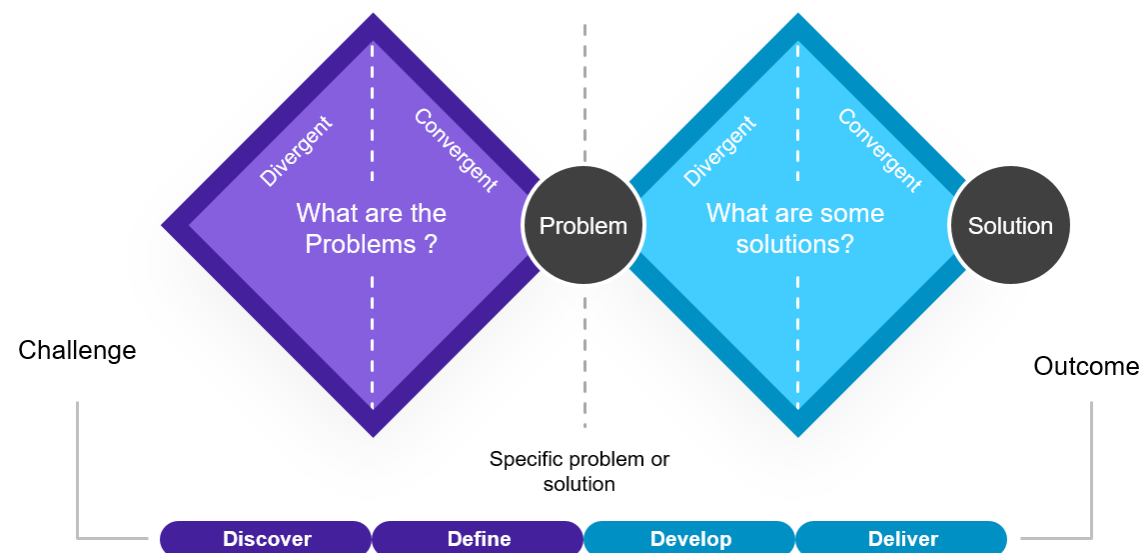
Co-Innovation

Ideation



Problem to solution

Discovery Stage/Problem-Solution Validation



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Sandbox

Prototype

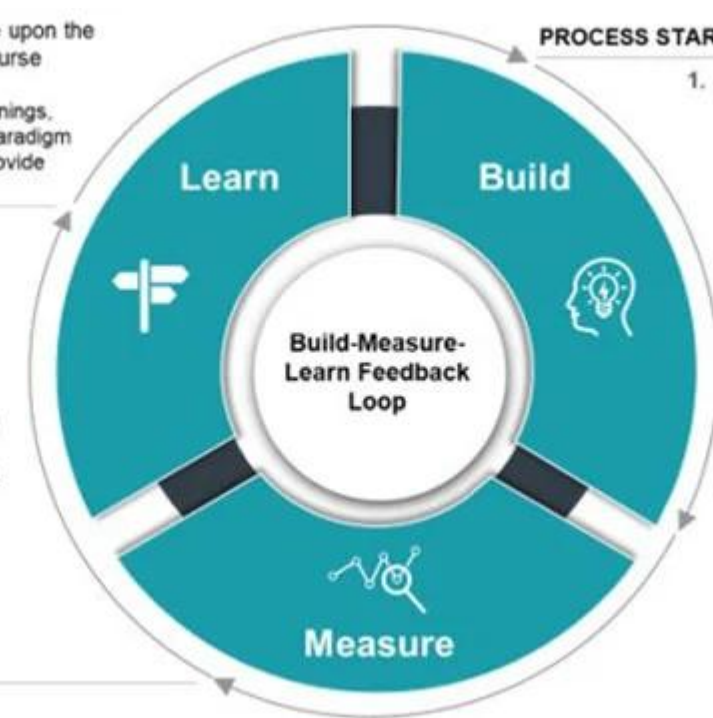
Measure – (multiple iterations) – Build – Lean



SERVICE AGILE DEVELOPMENT

3. **Learn** to incrementally improve upon the MVP (persevere) or change course (pivot)
 - **Example:** Based on learnings, adjust new scheduling paradigm as needed in order to provide optimal value

2. **Measure** MVP success/failure using combination of qualitative data and actionable metrics
 - **Example:** Measure progress of new scheduling system with metrics such as *no show rate* and *net revenue*



1. **Build** a Minimum Viable Product (MVP) to solicit customer feedback after defining a clear hypothesis for experimentation
 - **Example:** With a limited number of physicians, experiment with an open-access scheduling system

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Sandbox

Prototype

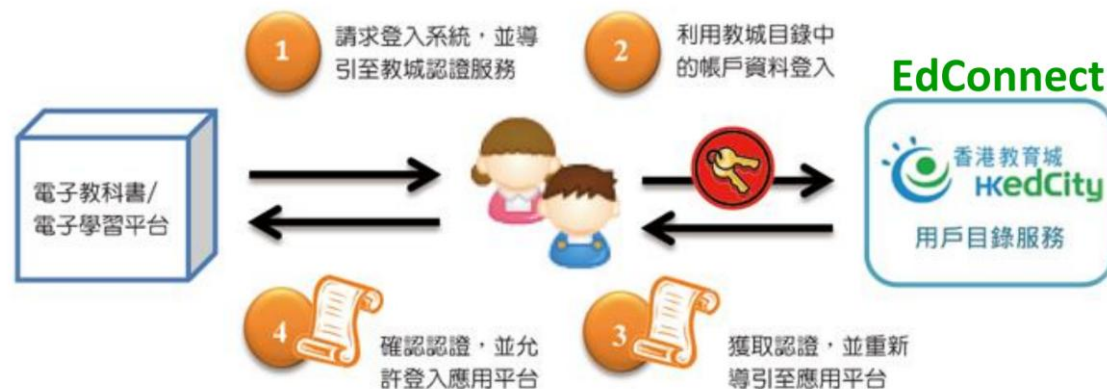
EdData



Agreement with third parties on purpose and usage of personal data - EdData Standard Agreement	✓
Contractual rights to request removing data upon request - Standard Agreement, Revoke Functions	✓
Clear authority on who can transfer data - School Admin	✓
Choose what data fields to be transferred - EdData	✓
Encryption in storage and transmission - EdData	✓
Hash Key to protect integrity and reduce liability - EdData	✓
Secure transfer system (not email, WhatsApp etc.) - EdData	✓
Clear record of who received the data - EdData Log	✓
Clear record what data has been transferred - EdData Log	✓



EdConnect



Small Campus UI



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Sandbox

Prototype



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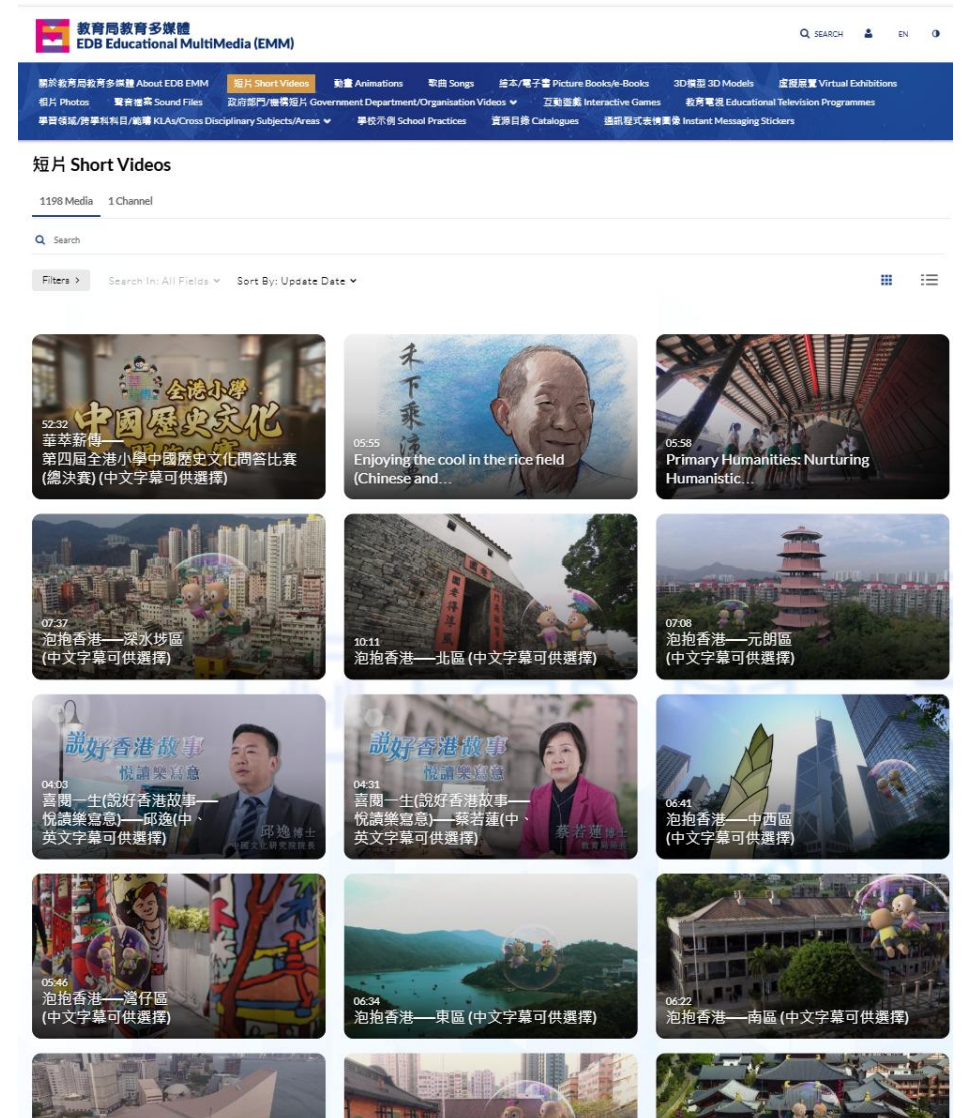


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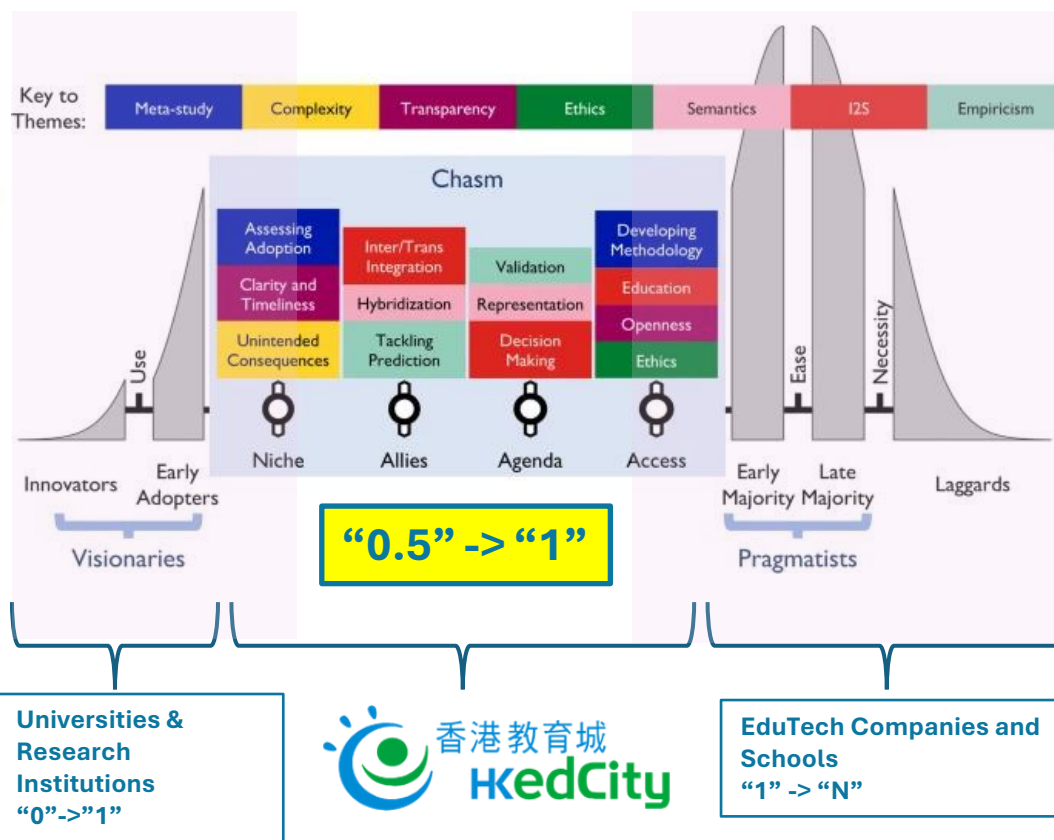


Go-To-Market

Scale



“Crossing the Chasm” book Geoffrey A. Moore on the adoption of disruptive technology adoption lifecycle



Polhill, J.G., Ge, J., Hare, M.P. et al. Crossing the chasm: a ‘tube-map’ for agent-based social simulation of policy scenarios in spatially-distributed systems. *Geoinformatica* 23, 169–199 (2019). <https://doi.org/10.1007/s10707-018-00340-z>

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Go-To-Market

Scale

EdMarket

Introduction

EdMarket

EdMarket Resources

EdMarket assists schools in searching for options based on their needs and purposes, and assists schools in choosing by sharing innovative solutions. With a variety of filtering capabilities, schools are able to select solutions based on their needs and purposes. This will help make better decisions and provide solutions that best fit the school's needs and expectations.

Partners


The objective of this platform is to introduce quality e-learning resources to schools in Hong Kong by listing and sharing high-quality and reliable solutions.

Event Calendar


Level of study Product type User type(s) Subject(s)

OK Reset


Sort




Yeti Confetti Kids
Yeti Confetti Kids, we are driven by one mission: to ignite a passion for learning in every child, with AI technology structured around evidence-based education research, and best-in-class...




Turtle Teach
Turtle Teach platform combines AI-powered interactive lessons, gamification, and adaptive learning to make language acquisition engaging and effective for children.




STAR
STAR is an online learning, teaching and assessment (L-T-A) platform with nearly 70 000 assessment items covering the subjects of Chinese Language, English Language and...




SnailDiverse - Special and Gifted...
SNAILDY is an one-stop support management system for students, parents, and teachers that enhances school management of students with diverse learning needs through four core...




Quizizz
Quizizz makes it easy to create learning routines with assessments, guidance and practice activities that progress and inspire each student's learning interests and special...



Pebble Go by capstone
For Kids
PebbleGo provides a whole world of information specifically designed to be relevant and engaging for kids, making it the perfect place...



Padlet
Padlet is a digital education communication platform that makes interacting fun and engaging for classes.



Online Question Bank
Online Question Bank (OQB) is an online learning platform designed to facilitate 'Assessment for Learning'. The questions are mainly from past papers provided by the Hong...

Startups Circle
創科交流圈

Principals as
the Mentors

AI EdTech
Sandbox

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Go-To-Market

Scale



電子學習配套計劃

QEF e-Learning Ancillary Facilities Programme (eLAFP)

Protected: Use innovative technology to make assessment paper interactive, collect learning data and generate analysis automatically



Service Operator
Xianggang Putonghua Yanxishe

Project Number
2021/1069

Objectives

- ✓ Automatically detect question types and digitize assessments
- ✓ Automatically grade objective questions
- ✓ Provide AI or assistive tools for grading open-ended questions
- ✓ Automatically generate analytical charts
- ✓ Integrate with different learning platforms

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Protected: LingoTask: An AI-Powered English Teaching and Learning System

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Service Operator
Stanley Ho Big Data Decision Analytics Research Centre, The Chinese University of Hong Kong / SpeechX Limited

Project Number
2021/1097

Objectives

- ✓ Tailored Marking and Feedback for DSE/TSA
- ✓ Enhance English writing: content, language and organization
- ✓ Practice English speaking via AI-driven conversation
- ✓ Transform multimedia into interactive e-learning tasks
- ✓ Recommend personalized tasks to address student weaknesses

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Protected: Intelligent Design-Aware Learning analytics empowered 21C L&T System (IDEALS)



Service Operator
Centre for Information Technology in Education, Faculty of Education, The University of Hong Kong

Project Number
2021/0212

Objectives

- ✓ Empowering teachers to design meaningful learning with the IDEALS system
- ✓ Establishing professional communities for exploration and innovating teaching and learning
- ✓ Supporting teacher professional development for the learning design thinking process
- ✓ Advancing the use of learning analytics in curriculum design
- ✓ Supporting students in using technology for life-long learning

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CONTACT US

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