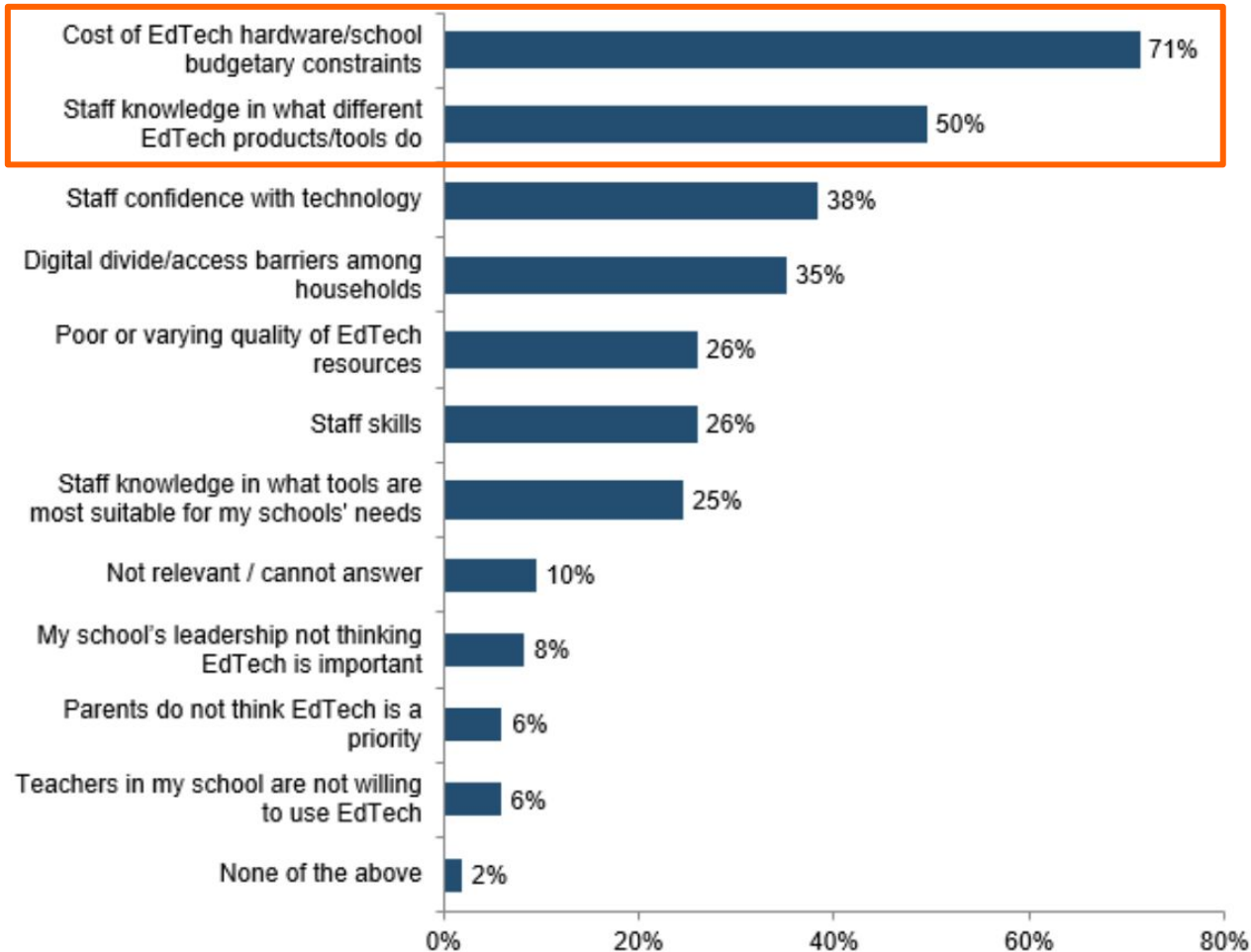




★ *edtech*  
**impact**

*Partnership with iii*

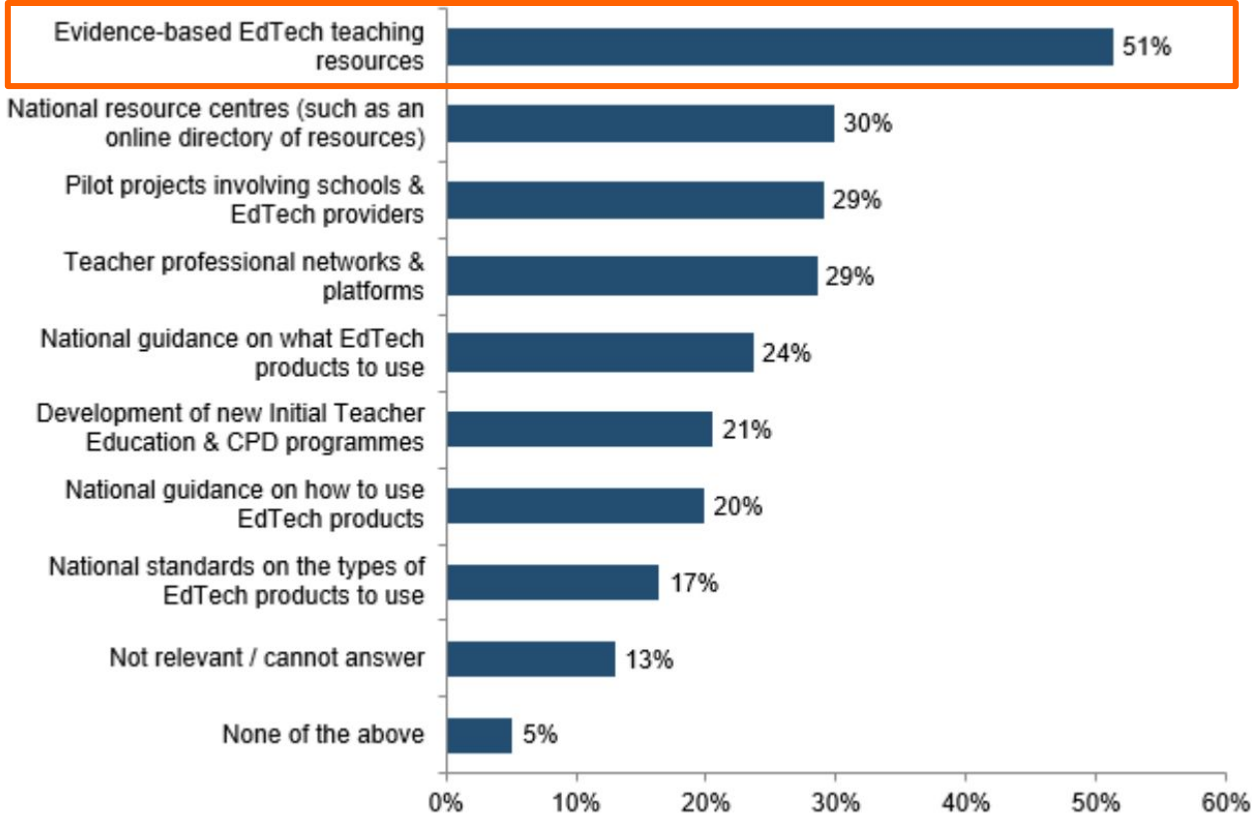


# Biggest barriers to EdTech adoption?



Department  
for Education

Report: Future opportunities  
for education technology in  
England – June 2022



# What support is needed?

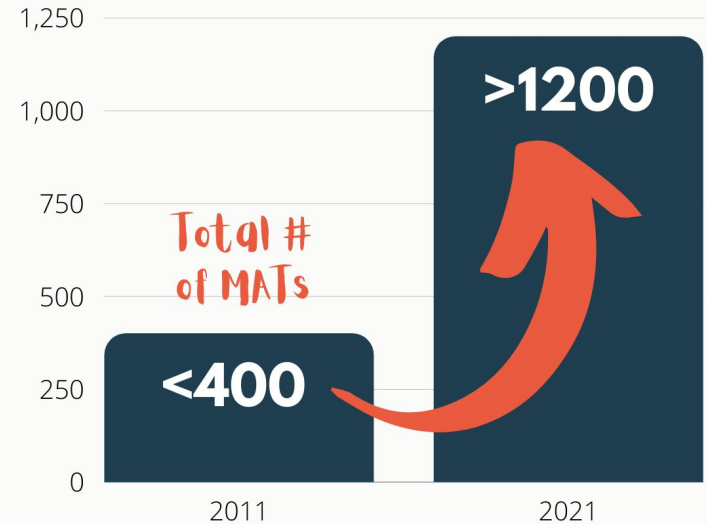


Department  
for Education

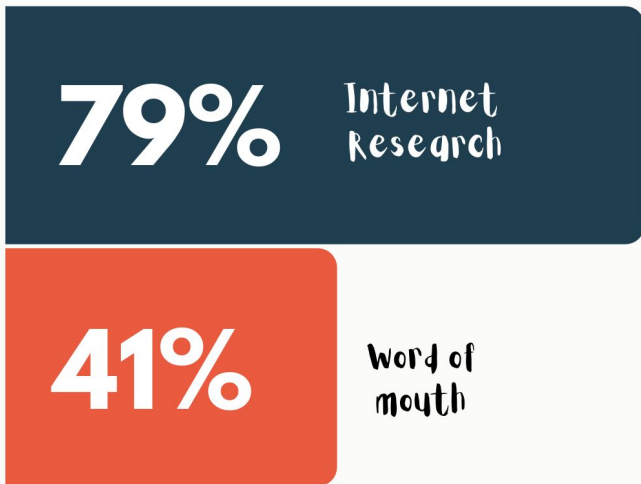
*Report: Future opportunities  
for education technology in  
England – June 2022*

# The growth and influence of MATs

Multi-Academy Trusts have **more than tripled in 10 years**, which is one reason why they're shaping how schools buy EdTech.



When searching for new EdTech, school buyers are **almost twice as likely** to rely on the Internet as they are word of mouth recommendations.



# Internet research is up, word of mouth is in decline

# School leaders are younger and digitally savvy



More than **60% of the UK school workforce is under 40 years of age**, shifting buying power to a younger, digitally native generation.

*Student performance  
improves by 30%+*

*Our solution reduces  
teacher workload by 8  
hours a week...*

*Students accelerated their  
progress by 2.3x over their  
peers!*

These are **real claims** being marketed to schools right now, but where is the evidence?

**A crisis of trust:**  
92%\* of schools  
distrust the claims  
made by EdTech  
vendors

# EdTech Impact: A marketplace powered by trust

Home > Lessons & Resources > Britannica School

Britannica School  
★★★★★ 4.4/5 (50 reviews)  
Optimized for a quick response

FREE DEMO GET A QUOTE

About Pricing Reviews Alternatives

What is Britannica School?  
The information on Britannica School is aligned to the national curriculum for England, Scottish Standards, IB and US Common Core. The platform is updated daily by a team of 100 editors and spans a range of media, including video, images and audio content for all learning styles. As well as Britannica's rights-cleared content, we have also collaborated with trusted partners to deliver academic journals, primary source materials, and a collection of the internet's most reliable websites.

Britannica School offers three different levels to support early years and primary, secondary and sixth form. In addition, various differentiation tools are built into the platform to meet the diverse range of student needs within a mixed-ability classroom at all age and skill levels. Students can adapt the reading level of information within any text they access and are further supported with read-aloud functionality, double-click dictionaries, and article translations available in over 100 languages for EFL pupils, meaning that every student is catered for.

EdTech Impact  
Set up to increase transparency within the EdTech marketplace  
Over 1500 global solutions independently evaluated  
Helping 20,000 educators make informed choices each month  
Read more about our mission.

RECOMMENDED

Video & Screenshots

PRODUCT OVERVIEW

Britannica School Categories  
#1 in Lessons & Resources

St John XXIII Catholic Primary School	🇬🇧	26 Apr 2022	1
John Taylor Free School	🇬🇧	26 Apr 2022	1
St Chad's C Of E Junior & Infant School	🇬🇧	26 Apr 2022	2
Liceo Classico Statale Da Vigo	🇮🇹	26 Apr 2022	2
Dr Challoner's High School	🇬🇧	26 Apr 2022	1
Carlisle College	🇬🇧	26 Apr 2022	2
Oasis Academy Byron	🇬🇧	26 Apr 2022	21
Taylor's Lakeside Campus	🇺🇸	26 Apr 2022	3
Tahquamenon Area School District	🇺🇸	26 Apr 2022	2
Codecraft Works	🇺🇸	25 Apr 2022	2
Brownstone Tutors	🇺🇸	25 Apr 2022	5

edtech impact

You've received a new quote request

edval

Michael St Mart  
Head of Senior School  
Wairoanga Adventist School

View and Reply

Build Evidence

- Collect impact reviews
- Earn awards & recognition
- **Build your trust**

Gain Visibility

- Rank top in search results
- Outperform market leaders
- **Attract visitors**

Capture Demand

- Access lists of buyers
- Offer trials and demos
- **Generate leads**



# Buyer quality: 73% decision makers



*“We now have a solution which helps schools identify effective and appropriate technology for their context, reliability and with ease”*

– **Dominic Norrish** | COO, United Learning Trust | **91 schools**



*“We’re using EdTech Impact to find new products and solutions across our 58 schools”*











– **James Browning** | Chief Digital Officer, AET | **58 schools**

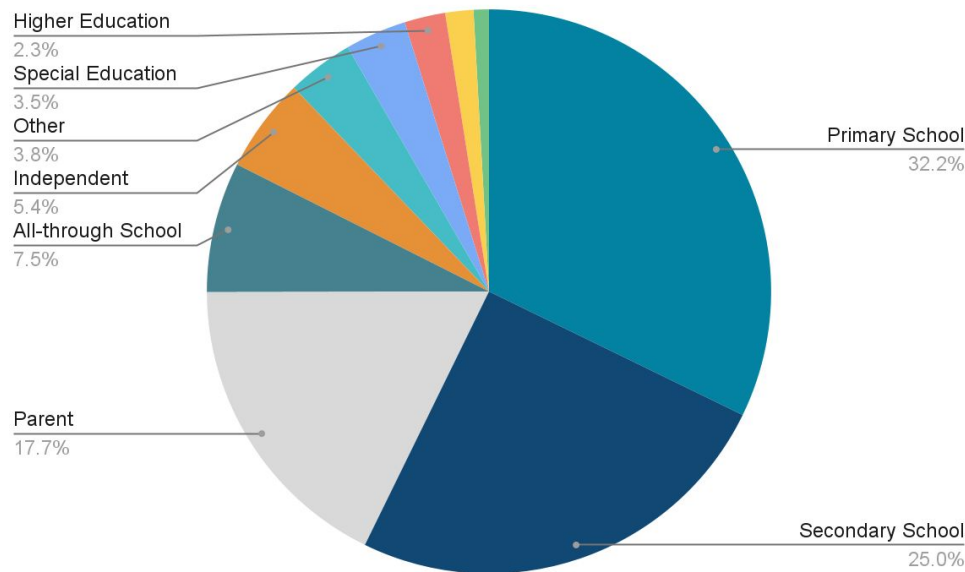


*“EdTech Impact helps us to differentiate between products”*

– **Lauren Thorpe** | Director of Strategy, Ark Schools | **39 schools**

# 300k in-market school buyers

1.	 United Kingdom	<b>96,305</b> (45.55%)
2.	 United States	<b>27,206</b> (12.87%)
3.	 Indonesia	<b>12,138</b> (5.74%)
4.	 India	<b>7,587</b> (3.59%)
5.	 Netherlands	<b>6,446</b> (3.05%)
6.	 Finland	<b>6,045</b> (2.86%)
7.	 Australia	<b>5,710</b> (2.70%)
8.	 Canada	<b>3,555</b> (1.68%)
9.	 France	<b>3,137</b> (1.48%)
10.	 Austria	<b>2,877</b> (1.36%)
11.	 Philippines	<b>2,399</b> (1.13%)
12.	 United Arab Emirates	<b>2,285</b> (1.08%)



**80%** of users report they're looking to buy in the next 6 months\*

# 80% of the UK market uses EdTech Impact to prove their quality

