latentview
Actionable Insights • Accurate Decisions

THE FUTURE OF EDUCATION IN THE DIGITAL AGE

"Technology will not replace great teachers but technology in the hands of great teachers can be transformational"

The Education Sector is Booming

- Education is one of the **World's Largest Industries**, making up more than **6%** of GDP
- Education will be a **$7T+ Industry by 2025**
- **2 billion more Learners** between 2020 and 2050
- **Venture Capital (VC) Investment in EdTech doubled to $16B** in 2020 from 2018
- China is a key driver of growth in VC Investment, contributing **60% of all Global VC in 2020**
- **100+** Education Companies with **Market Caps > $1B** by 2025

But Education is grossly under digitized, with less than 4% of global expenditure on technology. Here's why:

Ineffectiveness in deploying technology at scale

Resistance to adopting the new normal

Increasing competition

Less funding & Increasing financial instability

Digitalization opened New Learning doors during the Pandemic

01 An enrollment rollercoaster

The COVID-19 outbreak is compounding previously-faced enrolment challenges as current and prospective students rethink whether, when, and where they should attend universities.

02 A surge in demand for online adoption

Leading up to COVID-19, only **4%** of institutions were serving **55%** of online students through scaled online programs. In addition, nearly half of the institutions had no online programs at all. The switch to remote learning has brought about a need for education (for faculty and students) in the technology and design needed for successful online learning.

03 A smooth and engaging student experience

With campuses deserted, IT has solidified its place as a core collaborator in delivering the mission. It is IT that has enabled staff to work remotely and classes to continue.

04 Migration to an elastic workforce

After students and faculty rushed off campus, staff weren't far behind. Now institutions are learning that successful remote work takes more than technology.

05 IT as a core collaborating partner

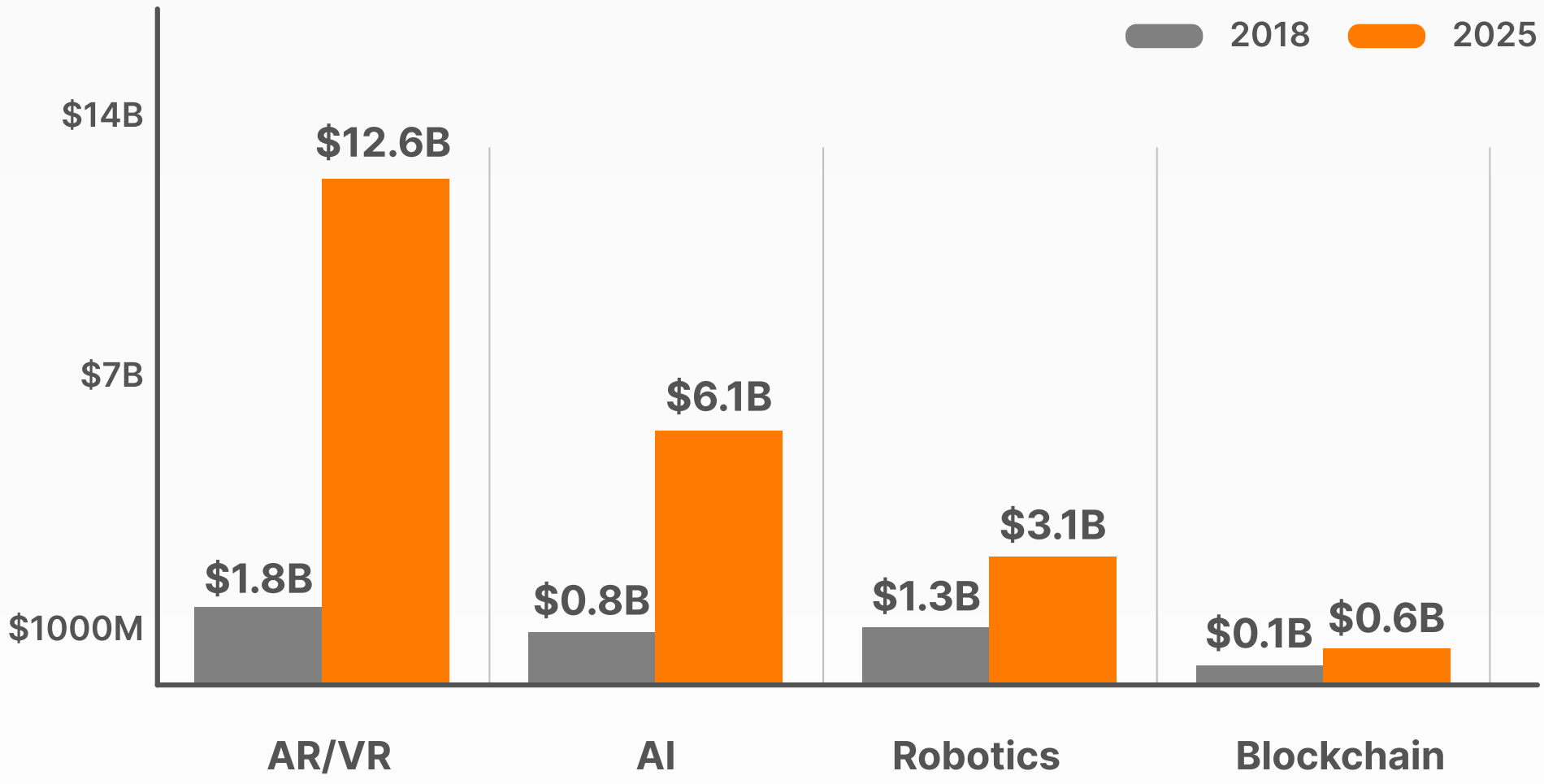
With the demise of traditional enrollment assumptions, IT has an opportunity to step up to support digital marketing, customer relationship management (CRM), and analytics.

Digitalization in the Education Sector is the way forward.

Six ways in which Tech is changing the way we Teach and Learn

Growth in Advanced Technology Expenditure in

Global Education in USD (2018-2025)



- **Online Learning** increases access to education and invites a wide array of learners
- **Virtual and Augmented Reality** increases engagement by bringing learning to life
- **Biometrics and Facial Recognition** could help students stay focused and improve safety
- **Gamification** uses game elements to make learning interactive
- **Artificial Intelligence** enables data-driven decisions to increase efficiency and save costs
- **Smart Campus Technology** leverages devices and data for a connected experience

"The biggest driver to digital transformation is changing the way we think."

To know more, mail us at **marketing@latentview.com**

or

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