MONTESALTI
EDUCATIONAL FOUNDATION
SWITZERLAND

LEPOLE

# EVOLUTION OF EDTECH BUSINESS MODELS

Prospective monitoring
March 2025

# Definition of Edtech:

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital teaching as an alternative to physical attendance. These "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including courses. There are also educational robots that capture the attention of young people and support them in their learning.

EdTech provides tailor-made and on-demand services. It revolutionizes teaching, making it possible to **design a personalized learning path for students.**

Teachers and schools in general also benefit from these technologies, which facilitate the sharing of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

**DISCOVER MONITORING METHODOLOGY**

# Prospective monitoring - Definition

## Overview

Prospective monitoring consists of collecting strategic information to anticipate changes in the ecosystem and respond as quickly and appropriately as possible. This provides support for the implementation of a commercial and technological strategy.

## Methodology

An effective method involves regular service developments monitoring.
The below steps were taken:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech.
- Identification and understanding of the commercial and technological benefits of these results.
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

## Objectives

For a company or educational institution to compete sustainably it needs to be constantly aware of changes in its market, so as to either limit potential risks or benefit from these changes. This would involve the following :

- Monitor competitive products and service developments.
- Identify and distinguish innovative trends and strategies over the long term.
- Analyze and compare this information with the organization's current strategy.
- Evaluate competition and their business strategies through their innovations.
- Carry out a self-evaluation and develop a strategy.
- Find inspiration in business and technological trends.

**DISCOVER OUR EDTECH TRENDS ANALYSIS**

# Edtech trend analysis

## Main technological trends

Represent **opportunities or threats** for the various players in the sector

- Gamification
- Artificial Intelligence
- Big Data
- Virtual Reality (VR)

Publication of the report :
Artificial Intelligence In Education: Teachers' Opinions On AI In The Classroom

Forbes has published the report Artificial Intelligence In Education: Teachers' Opinions On AI In The Classroom. The report shows several indicators and, in particular, how Artificial Intelligence is used in education. Forbes Advisor surveyed 500 practising teachers in the United States about their experience of AI in the classroom. The respondents, who represented teachers at all career levels, provided insight into the impact of Artificial Intelligence on education.

## Notable highlights

*Voovo, an AI-based application aimed at transforming learning by facilitating interaction between students and teachers with educational content, has announced a fundraising round of **EUR 500,000 (CHF 478,635).***

*Perlego, a digital library subscription service offering unlimited access to academic titles, secured **USD 20 million (CHF 17.6 million)** in its latest funding round.*

*A New Zealand start-up that wants to make children love maths as much as playing Roblox has raised **NZD 1.35 (CHF 763,185)** as part of a pre-seed financing round.*

*Outsmart Education, a start-up founded by former Duolingo executives, recently raised **USD 13 million (CHF 11.65 million)** in its latest funding round.*

# Artificial Intelligence in Education

The aim of this report is to assess the impact of Artificial Intelligence in the field of education, and to examine the extent to which this technology could transform learning methods in the years to come.

# Introduction to AI in Education

## Definition

AI **enables machines to perform complex** tasks such as understanding language, recognising images and making decisions, imitating human capabilities. A current revolution in this field concerns generative conversational agents, **capable of producing natural and contextually appropriate responses.**

What makes this advance particularly significant is **the increasing accessibility of these technologies to the general public,** often free of charge. Whereas AI was once the preserve of laboratories and large companies, it is now accessible to everyone via easy-to-use platforms and applications. This democratisation allows more people to benefit from the advantages of AI in their daily lives, whether for education, work or leisure.

## Transformation

Although this technology is still in its infancy, it is already causing **major transformations in many sectors of activity.** This affects not only tasks, but also the professions themselves. It is currently difficult to grasp all the potential applications of this technology for the years to come. However, even highly specialised tasks are already being impacted.

## Education

The field of education is being heavily impacted by technological advances, particularly AI. Students can now **solve problems or write essays in seconds,** which challenges traditional assessment methods and course objectives. In addition, this technology can also **help teachers create content.**

# Some figures

**65%**
of students say they feel like they are cheating when they use generative AI

**63%**
of teachers think that AI enables students to obtain better grades

**59%**
of students are now using generative artificial intelligence to complete their schoolwork in Canada in 2024.

**55%**
of students say they use a generative AI tool at least occasionally in France.

**35%**
of teachers say they use a generative AI tool at least occasionally

**88%**
of teachers think that students use learning assistants for their work

**9%**
of teachers are not familiar with artificial intelligence tools

# Ban AI in schools?

AI detection tools are not very reliable and generate many false positives. Moreover, AI technologies are evolving so rapidly that it is difficult to keep up to date. It is also possible to circumvent these detections by using tricks. In short, it is almost impossible to **determine whether a piece of work has been carried out by AI.**

Artificial intelligence is a valuable tool for teachers, allowing them to focus on more qualitative tasks. As for students, 51% of them **use content-generating tools to better understand certain subjects.**


In Switzerland, 74% of managers say they would rather hire a more novice candidate with AI skills than a more experienced candidate without such skills. **If one of the objectives of education is to prepare for the world of work, it seems logical to use AI and perhaps even to promote it.**

One of the first reactions to the emergence of a new technology is often to want to limit its use. This was initially the case with universities, which did not want students to use AI tools to complete their assignments. However, as illustrated above, it appears not only difficult to determine whether an exercise has been completed without the help of AI, **but it also seems counterproductive for students and teachers.** The latter lose a means of increasing their productivity and, paradoxically, their creativity in designing more appealing work. For students, future employers will be looking for AI-related skills, and those who are not familiar with these tools may be penalised. Thus**, an introduction to AI during studies could prove beneficial,** even if it has to be supervised.

# The advantages

## Productivity

Teachers can save a lot of time thanks to Artificial Intelligence, particularly when it comes to creating content, which allows them to **concentrate on more qualitative tasks,** such as explaining complex concepts.

## Creativity

It can sometimes be difficult for teachers to create captivating lessons. That is why the use of AI-based solutions can **help increase student attention.** There are also tools to make presentations interactive and more appealing.

## Apprenticeships

These new technologies encourage a rethink of learning objectives and methods. The use of memorisation is becoming less crucial, **giving way to comprehension and the development of critical thinking.** Oral assessments are likely to become more important in the coming years.

## Employability

Schools that integrate AI into their curriculum or offer **dedicated training courses will be pioneers.** As we have seen previously, this will enable students to meet the demands of companies. In this way, students will maximise their chances of finding a job and contribute to the reputation of their institution.

# Challenges and Concerns

## Data

One of the main concerns regarding AI is data leaks, particularly regarding sensitive subjects or personal information. It is therefore crucial to be careful about the data that is entered into the various tools. **It is recommended to anonymise the names of individuals or companies as much as possible,** and not to enter information about confidential projects. In addition, it is **preferable to opt for solutions that comply with GDPR standards, ideally hosted in Europe.**

## Transformation

Education is set to undergo major transformations. It is essential to identify the concepts that students must acquire in a world where AI is increasingly used, particularly in business. **Developing one's critical sense is fundamental,** because conversational tools tend to confirm what we say, thus limiting the possibility of questioning it. Similarly, knowing how to recognise false information and **verify sources is crucial** in a world where data is increasingly falsifiable.

## Evaluation

As mentioned earlier, **it is almost impossible to determine with certainty whether a task has been completed using an artificial intelligence** tool or not. This is why it is essential to adapt the assessment methods. It seems that oral exams will become increasingly important, which is a good thing, as they allow students to develop skills that are highly valued in the workplace. Assessment formats may also evolve and **become more creative,** for example through projects, group work, etc.

## Awareness

It is essential to **raise students' awareness of the potential abuses** of AI, particularly with regard to intellectual property, whether for content creation or citations. As the legislative framework in this area is still unclear, **it is important to adopt good practices.** This reasoning also applies to teachers: establishing a charter on the use of AI in schools may be a relevant initiative.

# Gamma: presentations, without hesitation

**Gamma** is an AI-based presentation creation platform capable of generating presentations, documents and web pages.

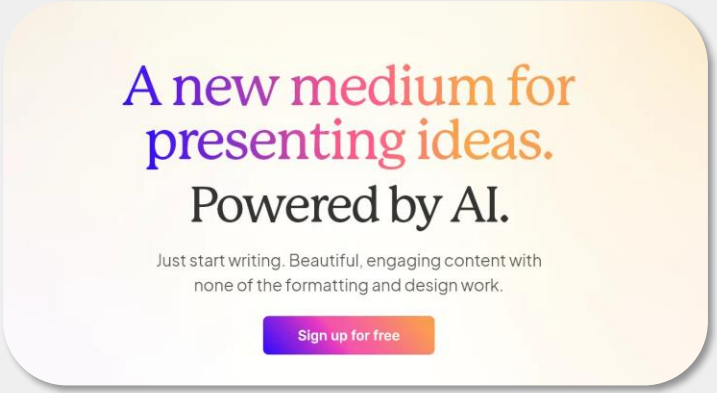
## Type
Presentation creation platform.

## Competitive advantage
The solution allows you to create aesthetic content with a simple sentence and also to create a structure for a presentation.

## Price
Gamma operates on a freemium model: it can be used free of charge, but most features require credits, the limit of which can be quickly reached. In addition, presentations display a 'Created with Gamma' watermark. A paid version allows you to remove this logo, obtain a greater number of credits and create more slides for 8 USD per month. A more comprehensive offer is also available for 15 USD per month.

## Number of users
The tool claims more than 25 million Gamma users and 150 million presentations generated.

## Level of development
Gamma, also known as Gamma App, is a company founded in 2020 in San Francisco, USA. According to its official LinkedIn page, it has between 11 and 50 employees. A leader in artificial intelligence-assisted content creation, it features in numerous comparisons on the subject and is attracting a lot of interest. Its level of development can be considered advanced.




## How does it work?
The tool offers three modes of creation for a presentation: it can generate content from a simple sentence, use an existing note or plan, or transform an already created presentation into a new document.

**Link** https://gamma.app/fr

# Gamma: presentations, without hesitation

## Features :

- It is possible to **create a slideshow from scratch with a simple sentence** and a specific theme.
- The presentation creation tool **can also use an existing note or text,** a web page, or a previously created document such as a PDF or PPT file.
- Gamma offers an AI-based **image generator** that allows you to create a new image from a sentence.
- The solution can **generate** presentations as well as other types of formats, such as **web pages, home pages, visuals, etc.**
- Once the presentation has been created or imported, it can be **modified directly on the platform,** as in PowerPoint, but with additional features. Numerous **possibilities are offered thanks to AI,** such as improving the writing, extending the texts, or visually enhancing the slides.
- Changing the theme allows you to **transform the slides** with new images and colours in a single click.
- **Presentations can be shared** with others for easy collaboration, allowing everyone to make changes.
- It is possible **to export presentations in various formats:** PDF, PPT, Google Slides, PNG, etc.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| Kindergarten ★★★ | High School ★★★ |
| Elementary School ★★★ | University & school ★★★ |

# Gamma: presentations, without hesitation

Even if the content is essential, an attractive visual makes it easier to read and captures attention. This is true both in business and in education, where teachers and students have to create presentations. However, designing an engaging and aesthetic medium can be time-consuming and complex. Gamma responds to this need by using artificial intelligence to generate content with two objectives: optimising creation time and producing visually appealing presentations.

- One of Gamma's main strengths is its ability to design a complete **presentation from a simple prompt,** in the manner of conversational agents. Unlike conversational agents, Gamma does not just generate text: it produces structured and visually impactful material. First of all, the platform offers an organisation adapted to the number of slides selected, which provides an initial basis for work. This structure can be modified by refining the initial prompt or adjusting the content. Another strong point is the automatic integration of AI-generated images, **allowing for a neat rendering** without having to search for royalty-free visuals or go through image banks. This automation **represents a considerable time saving for teachers,** allowing them to focus on the pedagogical content rather than the graphic aspect. In addition, the ability to quickly create course materials makes it possible to update presentations in line with current events or programme developments, **without requiring a significant investment of time.** Finally, offering aesthetically crafted slides can **help to increase learners' attention and engagement.**

- Gamma also allows you to integrate existing presentations or documents, thus offering the possibility of **reusing content while improving it visually.** This feature is particularly useful for those who want to modernise old presentations without starting all over again. The platform also incorporates several practical tools, such as the ability to enlarge or reduce text, translate content and adjust the layout automatically.

- The tool also facilitates the sharing of online presentations: students can access them without needing to download them, **which simplifies their use.** In addition, Gamma offers collaborative features that allow several people to **work simultaneously on the same project** by simply entering an email address. This is a real advantage over traditional tools such as PowerPoint, where collaborative work often requires downloading, modifying and sending files back and forth with each update, unless a shared server is used.

- Various templates, created by users of the platform, are available to **inspire the creation of presentations.** They can be used and personalised with your own images and text. In addition, the presentation can be quickly adapted to the chosen theme. An 'Inspiration' section, provided by Gamma, also follows the same principle.

Nevertheless, this tool can be improved:

- After several uses, certain limitations become apparent. The solution is **less effective for presentations rich in text** and is more suitable for visual aids than for lessons requiring detailed explanations. In addition, the presentations generated are not always successful, as some automatic deletions of text or images may **require correction and adjustment.**

- In addition, **the automatically generated structures remain superficial** and do not always include the concepts covered in class. The tool is therefore more suitable for exploring new concepts or for inspiration from existing models.

**Examino** is a platform that allows the digitisation of assessment papers so that they can be corrected and analysed in order to give a mark and various indicators.

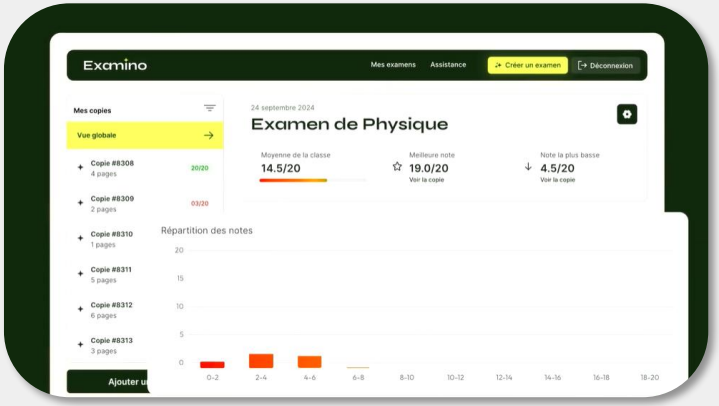
## Type
Marking platform.

## Competitive advantage
Corrections are made automatically to save time, but also to ensure greater impartiality.

## Price
Several prices are available depending on the number of scripts corrected per month. An initial introductory offer allows 10 scripts to be corrected per month free of charge. After that, for 100 scripts per month, the price is EUR 5.90 per month, and the plus offer for EUR 14.90 per month allows for the correction of 100 more. Finally, it is possible to set up a quote-based offer for a school.

## Number of users
According to the official website, more than 24,000 copies have been marked, with more than 2,500 users in more than 20 academies.

## Level of development
Examino was founded in 2024 in Paris. According to the information available on LinkedIn, the company currently employs between 2 and 10 people. In just three months, the platform has already managed to attract more than 1,000 customers, which is a promising start for this start-up. Although very young, user feedback suggests that the platform is well designed. However, it remains to be seen how it will evolve over time.




## How does it work?
First you need to import the subject, then specify the evaluation criteria and the scale. Afterwards, you can import the PDF copies or scans via your phone to start marking. The answers are marked automatically with annotations.

**Link** https://examino.fr/

## Features :

- The tool can be used to import subjects intended to assess pupils' progress. Using various documents, **it generates an assessment that the teacher can validate or modify.** In addition to the wording of the questions, it is possible **to adjust the grading scale.**
- Once the assessment is ready, all you have to do is scan the copies with a smartphone or send them in PDF format for them to **be corrected and marked automatically.**
- Beyond grading, **the tool identifies errors,** provides comments and suggests corrections. For example, for a maths exercise, it analyses numerical reasoning, calculation and problem solving, and offers a general observation.
- The solution **takes into account more than 20 subjects,** including maths with recognition of complex calculations, and science with diagrams, graphs, etc. This versatility is also transferable to the level of education **ranging from primary school to higher education.**
- Examino aggregates all the results of all the classes, which makes it possible to **visualise the marks** and thus to better **represent the evolution over time and the distribution.**
- It is possible **to export the corrections** directly into teaching tools.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| Kindergarten ★★★ | High School ★★★ |
| Elementary School ★★★ | University & school ★★★ |

Marking exam papers is not the most exciting task for teachers. It is often time-consuming and repetitive, while providing limited added value on a day-to-day basis. However, it remains essential for identifying students' difficulties and spotting poorly assimilated concepts. For learners, it is a valuable tool for measuring their progress in a subject. Thanks to Examino, a complete exam paper can be assessed in just 20 seconds, considerably reducing the time spent correcting. But this tool is not just about saving time, it has other advantages.

- One of the main advantages of this solution is its ability to mark an exam paper in just 20 seconds, thus **saving an average of 6 hours per week,** according to the official website. This time saving can be reinvested in higher value-added tasks, such as preparing more engaging lessons, **thus promoting student involvement.** In addition, teachers often perceive marking as a tedious task. Reducing the time spent on it could therefore **improve their motivation.** However, although the aim is to automate the process, it is still possible to supervise the assessments in order to detect and correct any problems related to the tool.

- Another, more subtle advantage is the impartiality of the correction. Despite teachers' efforts to remain objective, variations can occur, particularly due to the fatigue accumulated after several scripts have been corrected. A script corrected at the beginning of the session could be marked differently from one corrected after several hours. Artificial intelligence reduces these fluctuations by applying the same evaluation criteria to all exam papers, **thus guaranteeing greater fairness.** Although the risk of discrimination is not zero, automation makes grading more consistent and fair.

- The solution can be used to correct a wide range of subjects, including those that seem more complex such as mathematics and science, thanks to advanced recognition of equations and graphics. It is also very flexible, supporting classes ranging from primary school to higher education. This adaptability **makes it easy for all teachers to adopt,** with those who are more comfortable with technology being able to support those who are less so. Furthermore, it avoids having to use multiple software programmes for each assessment or exercise. Finally, for schools, **sharing the tool reduces costs.**

- Individual comments allow for personalised evaluations, **thus helping to better identify the strengths and areas for improvement** of each student. In traditional corrections, comments are often absent or limited to a few general words. With this solution, students benefit from a detailed analysis and structured suggestions for improvement, **providing a better understanding of their grade.**

- The grade grouping feature generates various statistics, such as the average and the median, thus facilitating the **analysis of class performance.** It not only makes it possible to identify the needs of pupils more precisely, but also to visualise their progress more clearly.

Despite the advantages listed, there are two points to watch out for:

- Although the answers are evaluated more objectively, **this raises the question of the correction criteria:** to what extent is an answer considered correct or not? A teacher might, for example, award half a mark for a partially correct answer, while the AI might not. Moreover, there is a risk that pupils will adapt their answers according to the algorithm's expectations to maximise their points, **to the detriment of the development of their critical thinking or creativity.**

- The tool is suitable for exercises with clear answers, such as single-answer questions or equations, but less so for subjects such as philosophy, **where assessment is based on argumentation and interpretation, which are difficult for an algorithm to evaluate.**

# Atypical AI: The GPT Chat of education

**Atypical AI** is an AI platform in the form of a chatbot, which focuses on the content of teachers to offer personalised answers and improve learning.

## Type
Conversational agent using AI.

## Competitive advantage
Allows for the provision of responses tailored to learning with a corpus provided by teachers and the school.

## Price
No information has been found regarding the price. You must submit a request via the website to obtain more information.

## Number of users
No information has been found on this subject.

## Level of development
Atypical AI was founded in 2023. The company specialises in the use of artificial intelligence to improve education by offering personalised tutoring and adaptive learning solutions. The company is based in San Francisco, California. In November 2023, Atypical AI raised USD 4 million in a preliminary round of financing, demonstrating the interest in this type of solution. In addition, there are many positions available on the site, such as AI engineer and data science manager, demonstrating a desire to expand.


## How does it work?
Initially, the platform is fed with documents provided by teachers or the academic body. It then uses these documents to interact in a similar way to a conventional chatbot, such as ChatGPT, Gemini, etc.

**Link** https://www.atypicalai.com/

# Atypical AI: The GPT Chat of education

## Features :

- The tool takes the referenced documents into account and highlights them so that the sources are as reliable as possible. The tool can therefore **be customised to focus on academic sources.**
- Atypical AI is designed to **be accessible to all types of institutions,** whether primary or secondary schools, universities or even vocational training centres. But it can also be used for **different school subjects.**
- The chatbot can be used to **create numerous documents for teachers,** but it also seems possible to set it up for the administration so that the AI can be used to assist the secretariat.
- The AI is configured in such a way as to be the most educational for learners in order to **facilitate understanding and learning.**
- Teachers can monitor students' progress in real time, adjust tasks, and **receive recommendations** based on the collected performance data.
- The solution offers **personalised tutoring** using algorithms that **adapt to the needs of each student.** In the same way, it can **prepare teachers for questions from students.**
- Thanks to AI, the solution should not encounter any difficulties with different languages. Indeed, the tool is designed to **easily and efficiently manage a wide range of languages.**

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| Kindergarten ★★★ | High School ★★★ |
| Elementary School ★★★ | University & school ★★★ |

As mentioned earlier in this report, it is difficult to oppose new technologies. This is why AI should not be banned, but rather adapted to the educational domain by following certain rules. One of the disadvantages of generative AI is the lack of sources on certain subjects, as well as the risk of hallucination, i.e. the production of erroneous or misleading answers. Atypical is based on AI that learns from the documents provided, thus offering many advantages.

- Firstly, the fact that the AI learns mainly from documents provided by teachers or schools means that it can provide verified information, thus considerably **reducing the risk of incorrect answers.** In addition, this facilitates access to the platform for younger students, as **the AI is more secure** and remains focused on subjects related to their studies.

- Atypical is a highly adaptable solution, suitable for both secondary schools and universities, while providing support to teachers and students in various subjects. **This pooling of costs is a major advantage for schools,** which can thus use a single tool for several tasks. The benefit is all the greater as it can be configured for administrative services, allowing them to integrate different documents in order to create a chatbot capable of **taking over part of the secretarial work.** This has a dual advantage: on the one hand, students benefit from a chatbot that is more advanced than conventional solutions, **promoting a feeling of being listened to and reducing stress.** On the other hand, when the request requires human intervention rather than a simple automated response, the student is directed straight to the relevant department. Finally, the administration **saves valuable time by focusing on urgent cases and high value-added tasks.**

- Teachers will also be able to focus on the students' most essential questions, as the students will have the opportunity to submit their questions to the tool beforehand. This will allow them to devote more time to tasks requiring special attention, without having to systematically provide all the documents, which could be made available directly on the platform. This will enable teachers to **focus more on understanding concepts, developing critical thinking and ethics, etc.** The tool can also generate teaching materials, structure lessons, anticipate students' most frequently asked questions and assess whether certain explanations are clear enough to optimise learners' understanding and success.

- For students, in addition to the positive effects mentioned above, this tool promotes a better understanding of the lessons thanks to new strategies implemented by the AI, which seeks to adapt to the needs of each student, something that a teacher cannot do due to lack of time. It thus becomes possible to prepare effectively with questions, quizzes and reminders programmed to help memorise concepts better in the long term. In addition, Atypical is based on software specially designed to facilitate student learning, **which should lead to better results and a higher success rate.**

- The integration of conversational artificial intelligence within a school demonstrates a desire to position the school as a forerunner in this field. This initiative cansnot only arouse the interest of future students, encouraging them to enrol in a school in tune with the times, **but also enhance the reputation and attractiveness of the institution on a broader level.** By promoting the use of intelligent digital tools, the school stands out from the competition and asserts its role as a benchmark in the evolution of teaching practices.

Nevertheless, this solution may raise questions:

- Although Atypical facilitates ethical and regulated collaboration between AI and humans, the risk of data leakage remains a threat. Despite the security measures announced, **no solution is completely immune to a cyberattack. Moreover, heavy dependence on this technology could cause problems** in the event of a flaw, service interruption or policy change, impacting the operation of establishments.

# AI, a partner in the education of tomorrow


This report highlights the difficulty of accurately predicting the evolution of artificial intelligence in the coming years. However, it is certain that this technology will continue to grow and affect an increasing number of sectors, thus profoundly changing the nature of many professions. Faced with this reality, the academic community should not seek to slow down its development, **but on the contrary, to accommodate and integrate it into existing practices.** Indeed, both teachers and students who are unable to adapt risk falling behind their peers.

Beyond this aspect, as this report highlights, artificial intelligence **can be a real asset for both students and teachers.** It can facilitate revision, offer more attractive presentations, help with administrative tasks, etc. However, this represents only a small part of the possibilities offered. We can also mention the transcription of oral exchanges, the practice of writing and speaking, as well as many other applications.

Schools will therefore have to adapt and introduce new developments, which will undoubtedly be better addressed **by strong interpersonal skills, written expression, the development of critical thinking and other soft skills.** In addition, the issues of data protection and ethics, already widely debated, are likely to become even more important in the years to come.

In short, although this technological revolution may seem intimidating in some respects, it also represents a tremendous opportunity to reinvent education. **The coming years promise to be exciting,** marked by profound transformations that will stimulate both innovation and reflection on the human implications of technology.