

Quick Tips: Going Beyond the Big Four Education Technology Companies TIE Job Search Spring 2018

Four big education technology companies (Facebook, Google, Microsoft, Apple) dominate the field right now, and thus are often considered the go-to places to do exciting, cutting-edge edtech work; however, positions are few and far between and the application process is very competitive. You could have a competitive advantage by looking at some of the up-and-coming organizations that do similar kinds of work.

Here are some tips for being successful in your edtech job search.

First, be aware of hiring timelines

- Edtech firms have a **30-45-day time-to-hire**.

Then, consider the following:

1. What are the company's revenues/assets?

To find information about a company's resources, use the following:

- GuideStar (for nonprofits)
 - Library databases (for others—[Standard & Poor's](#) is a good place to start)
 - Venture sites, the organization's website, and news releases are also good places to find this information
- Pro Tip: Look for organizations with some combination of a minimum of \$1m in revenue, \$500k in assets.* Orgs with these resources are more likely to be able to hire you.

2. Is the company hiring?

- Check the company's website, Indeed.com, EdSurge Jobs Board (<https://www.edsurge.com/jobs>) and LinkedIn (in that order) to find opportunities

3. Are there alums at the organization?

- Check LinkedIn and alumni databases

4. How to find more organizations similar to those you already know about and like? Check the following:

- LinkedIn for lists of *People who searched for xx also searched for yy*
- Venture capital websites (who else has the company funded?)

See below for some examples of up-and-coming edtech companies.

- Pro Tip: Consider creating your own list. The below was compiled in a total of approximately 4 hours.

| Going Beyond the "Big Four" Technology Companies -- Spring 2018 | | | Updated as of 2-1-18 | | | |
|---|---|--|----------------------|-------------------|----------|--------|
| Company | Website | Description | \$5m+ in rev/assets? | \$5m+ in funding? | Hiring ? | Alum ? |
| AltSchool | https://www.altschool.com/ | Private school; learning management system | Y | Y | Y | Y |
| Class Dojo | https://www.classdojo.com/ | Classroom communication app | Y | Y | Y | Y |
| Coursera | https://www.coursera.org/ | Online education service provider | Y | Y | Y | Y |
| EverFi | http://everfi.com/ | Critical skills training | Y | Y | Y | Y |
| HotChalk | http://www.hotchalk.com/ | Online education service provider | Y | Y | Y | Y |
| HubSpot | https://www.hubspot.com/ | Inbound marketing and sales platform | Y | Y | Y | Y |
| Newsela | https://newsela.com/ | News access for students | Y | Y | Y | Y |
| Schoology | https://www.schoology.com/ | Learning management system | Y | Y | Y | Y |

| | | | | | | |
|----------------------------|---|--|---|---|---|---|
| Slalom Consulting | https://www.slalom.com/ | Business and technology consulting | Y | Y | Y | Y |
| Udacity | https://www.udacity.com/ | Skills training | Y | Y | Y | Y |
| Udemy | https://www.udemy.com/ | Skills training marketplace | Y | Y | Y | Y |
| Affirm | https://www.affirm.com/ | Private student loans | Y | Y | Y | N |
| Alma | http://www.getalma.com/ | Student information system | Y | Y | Y | N |
| BenchPrep | https://benchprep.com/ | Online test prep | Y | Y | Y | N |
| Boundless Learning | https://courses.lumenlearning.com/catalog/boundlesscourses | Online textbooks | Y | Y | N | N |
| BYJU's | https://byjus.com/ | Test Prep | Y | Y | Y | N |
| Chegg | http://www.chegg.com/ | Textbook rentals | Y | Y | Y | N |
| CK12 | https://www.ck12.org/student/ | Online textbook database | Y | Y | Y | N |
| Codecademy | https://www.codecademy.com/ | Coding courses | Y | Y | Y | N |
| D2L | https://www.d2l.com/ | Learning management system | Y | Y | Y | N |
| Data Society | https://datasociety.co/ | Data science training | Y | Y | Y | N |
| Donors Choose | https://www.donorschoose.org/ | Crowd funding for classroom | Y | Y | Y | N |
| Duolingo | https://www.duolingo.com/ | Language learning platform | Y | Y | Y | N |
| EverTrue | http://www.evertrue.com/ | Donor database | Y | Y | Y | N |
| HeroK12 | https://herok12.com/ | Cloud based student behavior and management system | Y | Y | Y | N |
| Kaltura | https://corp.kaltura.com/ | Video platform | Y | Y | Y | N |
| Knewton | https://www.knewton.com/ | Algorithmic textbooks | Y | Y | Y | N |
| Lightsail Education | https://lightsailed.com/ | Online library | Y | Y | N | N |
| Lightspeed | https://www.lightspeed-tek.com/ | Classroom technology | Y | Y | Y | N |
| MyOn | https://www.myon.com/ | Reading personalization and tracker | Y | Y | N | N |
| Neverware | https://www.neverware.com/#getcloudready | Cloud system for schools | Y | Y | Y | N |
| Noodle | https://www.noodle-partners.com/ | Online learning platform for higher ed | Y | Y | N | N |
| Pluralsight | https://www.pluralsight.com/ | Skills training | Y | Y | Y | N |
| Riot Games | https://www.riotgames.com/en | Video game developer | Y | Y | Y | N |
| Socratic | https://socratic.org/ | Crowd-sourced learning resources | Y | Y | N | N |
| SoFi | https://www.sofi.com/ | Private student loans | Y | Y | Y | N |
| Teachable | https://teachable.com/ | Online courses | Y | Y | Y | N |
| TopHat | https://tophat.com/ | Higher Ed learning tech app | Y | Y | Y | N |
| Voxy | https://voxy.com/ | Elearning | Y | Y | Y | N |

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|----------------|---|--|---|---|---|---|
| Yuanfudao | https://www.yuanfudao.com/ | Tutoring | Y | Y | Y | N |
| Girls Who Code | https://girlswhocode.com/ | Coding for girls | N | N | Y | Y |
| TNTP | https://tntp.org/ | Quality teacher access | N | Y | Y | Y |
| AdmitSee | https://www.admitsee.com/ | Database of successful college applications | N | N | Y | N |
| Brainscape | https://www.brainscape.com/ | Online flaschcards | N | N | N | N |
| Caribu | https://caribu.co/ | Video calling and reading for families | N | N | N | N |
| Class Tag | https://www.classtag.com/ | Classroom communication app | N | N | N | N |
| Code Monkey | https://www.playcodemonkey.com/ | Coding video game | N | N | N | N |
| Flocabulary | https://www.flocabulary.com/ | Educational music | N | N | Y | N |
| MindSumo | https://www.mindsumo.com/challenges | Marketplace connecting businesses and college students | N | N | N | N |
| SchoolApply | https://www.schoolapply.com/ | Higher Ed Matching | N | N | Y | N |
| Story2 | https://www.story2.com | Storytelling and writing assistance | N | N | Y | N |

Notes:

The following resources were used to gather this information:

- About alums: LinkedIn
- About funding: Crunchbase, Angel.co
- About assets: Guidestar, Charity Navigator
- About hiring: Indeed, LinkedIn, Company websites

** This information will vary depending on the organization. The idea is to look for organizations that have resources that indicate they are successful and thriving so they can hire you.*

Information for these Quick Tips was gathered by Julia Cunningham, EdM '18 candidate, and Rachel Gakenheimer