

Quick Tips: Going Beyond the Big Four Education Technology Companies TIE Job Search Spring 2019

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

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