

Education Technology **Insight**

Early Childhood | K-12 | Higher Education | Corporate | B2C

RAYMOND JAMES

INVESTMENT BANKING

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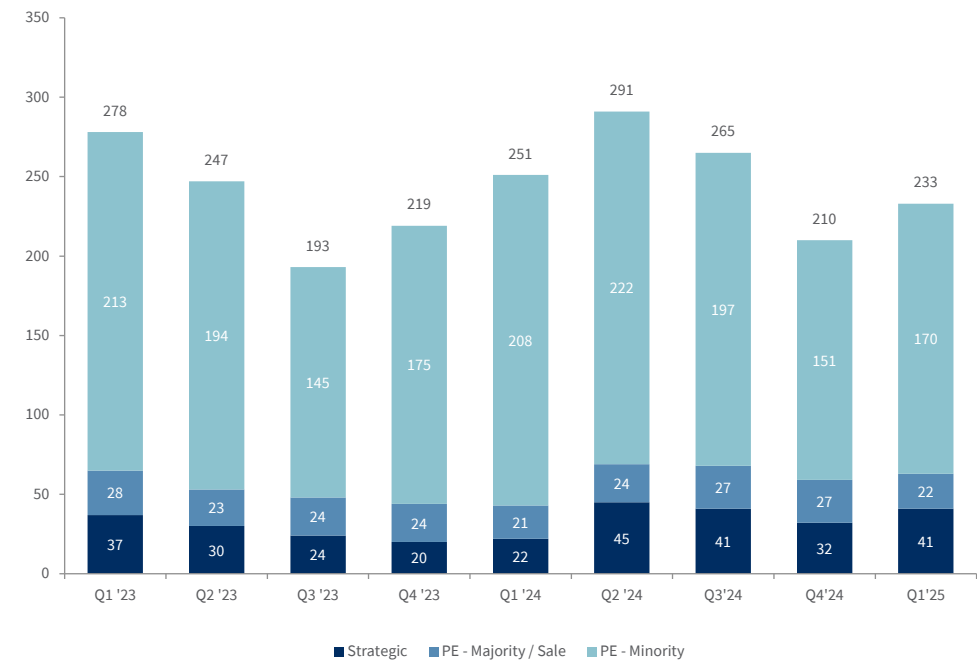
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Market Update

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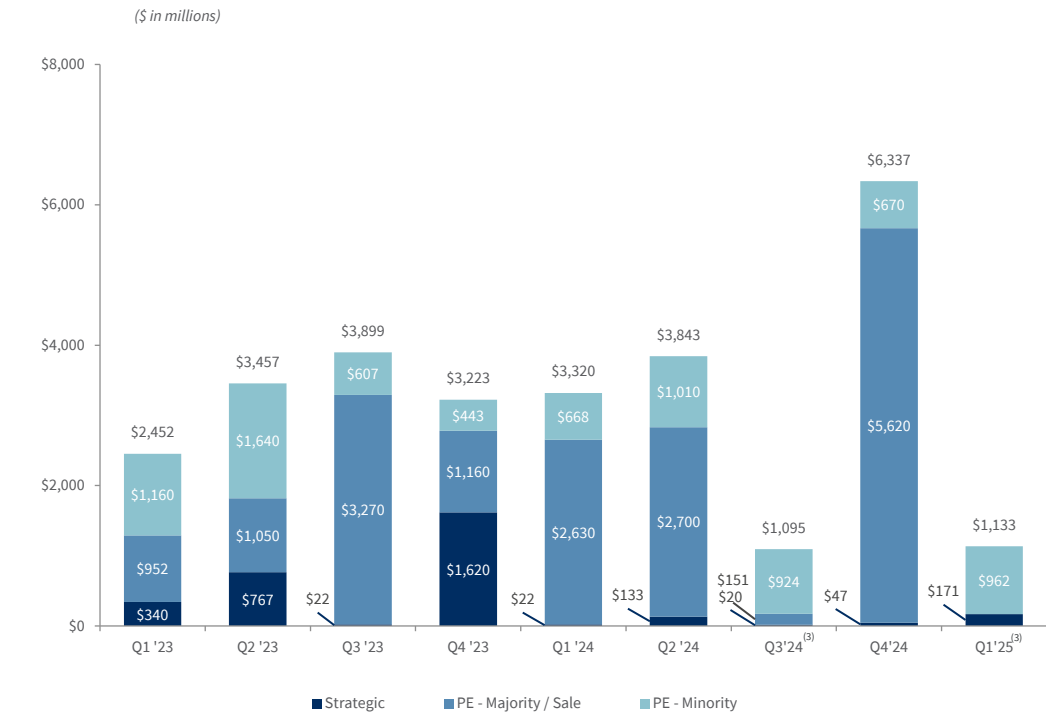
Education Technology M&A & Capital Raising Activity

Number of U.S. Deals by Quarter⁽¹⁾



233 transactions were announced in Q1 2025, ~73% of which were minority deals

Dollar Volume of U.S. Deals by Quarter⁽¹⁾⁽²⁾

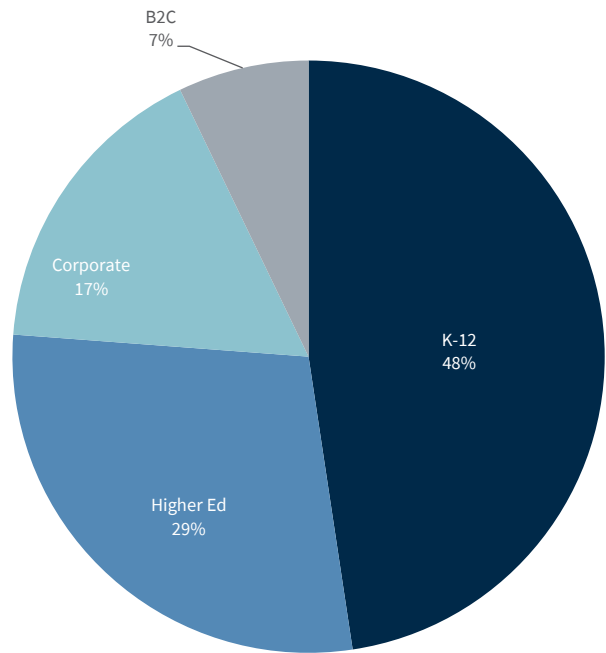


Over \$1.1 billion in Q1 2025 in announced transaction value, 85%+ of which came from minority PE deals

1. Source: PitchBook for the period Jan 1st 2023 to Mar 31st 2025
2. Comprised of deals where the \$ amount of investment was disclosed
3. Majority of the deal sizes were not captured in Pitchbook

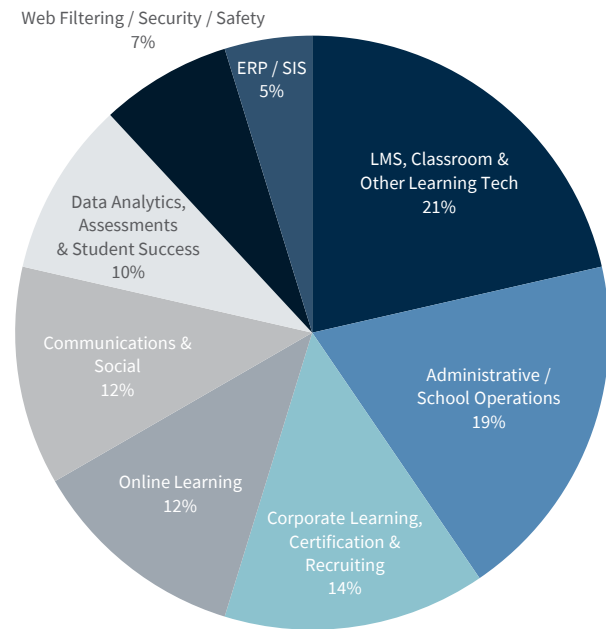
Education Technology M&A & Capital Raising Activity

Q1 2025 U.S. Deals by Sector⁽¹⁾



Companies focused on the K-12 and Higher Ed markets, which comprised ~77% of the transactions announced in Q1 2025

Q1 2025 U.S. Deals by Domain⁽¹⁾

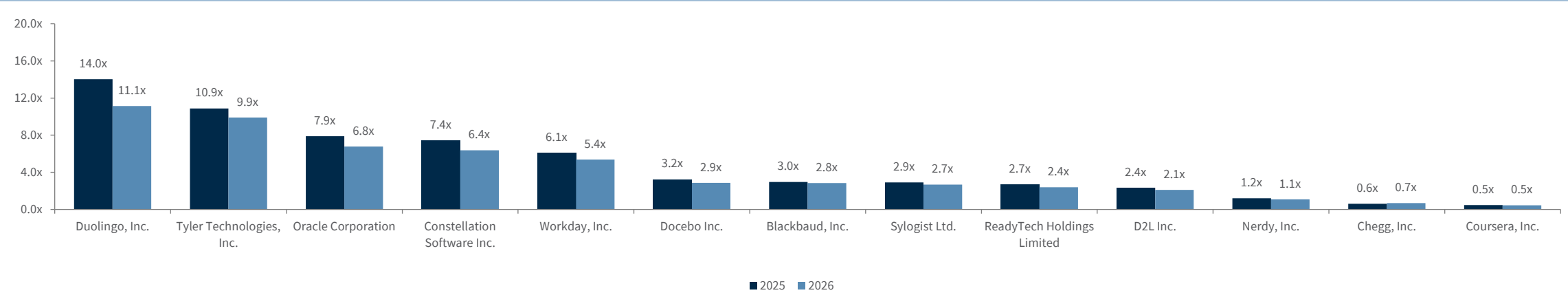


The industry witnessed a focus on LMS and Administrative / School Operations in Q1 2025, which comprised ~40% of transactions

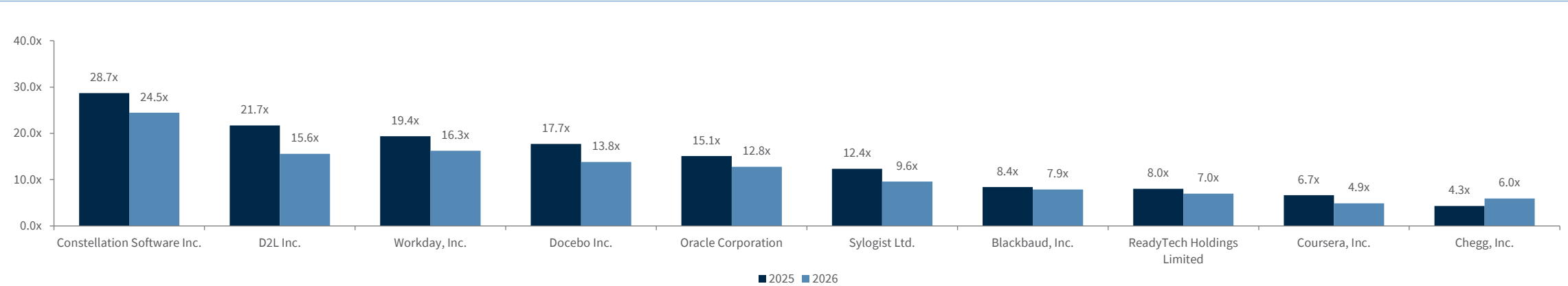
1. Source: Mergermarket; Selected Recent Strategic M&A Activity and Selected Recent Private Equity Activity from the period Jan 1st to Mar 31st 2025

Market Valuation Metrics – Education Technology

TEV / Revenue⁽¹⁾⁽²⁾



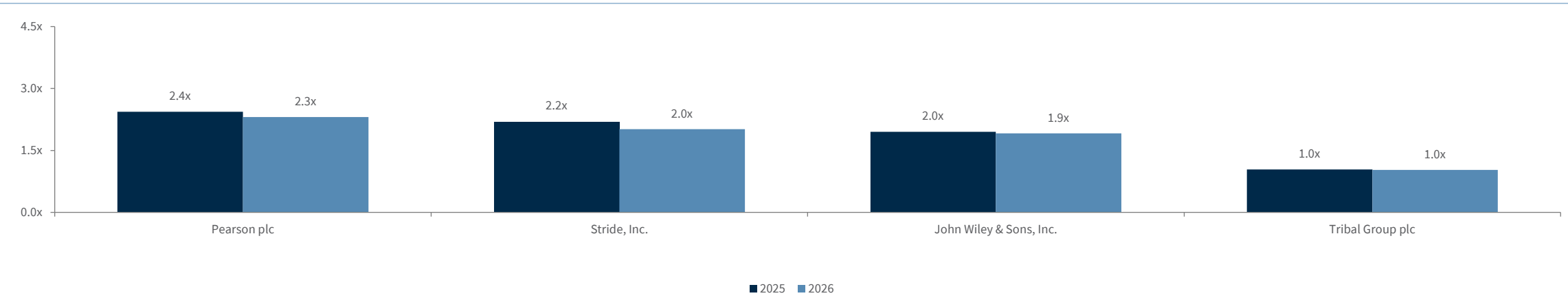
TEV / EBITDA⁽¹⁾⁽²⁾



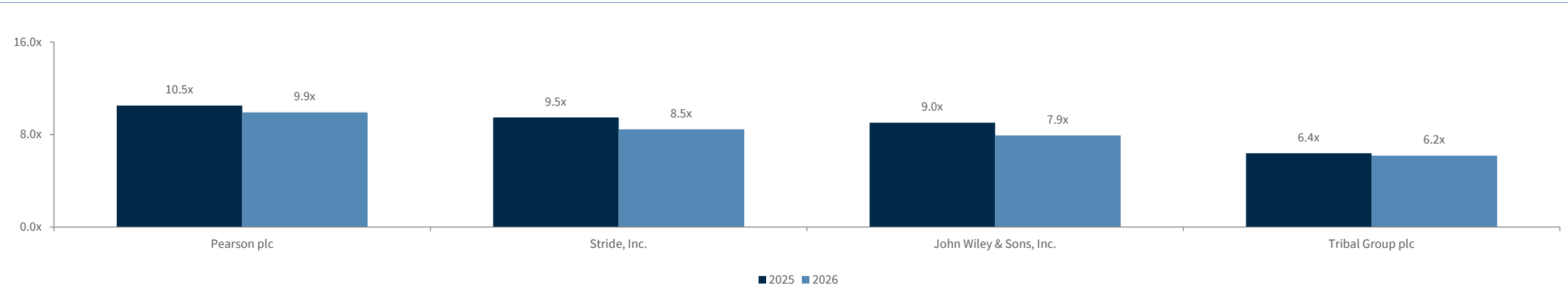
1. Source: CapIQ and Equity Research as of Mar 31st, 2025
2. Omits companies where multiples for FY2025 or FY2026 are either not available or not meaningful

Market Valuation Metrics – Education Services

TEV / Revenue⁽¹⁾⁽²⁾



TEV / EBITDA⁽¹⁾⁽²⁾



1. Source: CapIQ and Equity Research as of Mar 31st, 2025
2. Omits companies where multiples for FY2025 or FY2026 are either not available or not meaningful

Public Comparables

Education Technology				TEV				Revenue Growth ⁽³⁾				EBITDA Margin ⁽⁴⁾⁽⁵⁾	
				Revenue ⁽³⁾		EBITDA ⁽⁴⁾⁽⁵⁾							
Company	Stock Price 03/31/2025	Market Cap (\$M)	Enterprise Value (\$M) ⁽²⁾	2025E	2026E	2025E	2026E	25E / 26E	26E / 27E	2025E	2026E		
Oracle	\$139.81	\$396,587	\$488,471	7.9x	6.8x	15.1x	12.8x	17%	18%	52%	53%		
Constellation Software	3,170.68	67,191	70,223	7.4x	6.4x	28.7x	24.5x	16%	16%	26%	26%		
Workday	233.53	62,222	57,556	6.1x	5.4x	19.4x	16.3x	13%	13%	31%	33%		
Tyler Technologies	581.39	25,414	25,285	10.9x	9.9x	NM	33.4x	10%	10%	29%	30%		
Duolingo	310.54	14,494	13,672	14.0x	11.1x	NM	NM	26%	25%	28%	31%		
Blackbaud	62.05	3,005	3,309	3.0x	2.8x	8.4x	7.9x	4%	6%	35%	36%		
Docebo	28.80	876	785	3.2x	2.9x	17.7x	13.8x	13%	11%	18%	21%		
D2L	11.18	616	528	2.4x	2.1x	21.7x	15.6x	12%	4%	11%	14%		
Coursera	6.66	1,067	342	0.5x	0.5x	6.7x	4.9x	5%	8%	7%	9%		
Chegg	0.64	67	261	0.6x	0.7x	4.3x	6.0x	(12%)	(7%)	14%	12%		
Nerdy	1.42	260	232	1.2x	1.1x	NM	NM	10%	13%	(7%)	1%		
ReadyTech Holdings	1.62	198	219	2.7x	2.4x	8.0x	7.0x	13%	11%	33%	34%		
Sylogist	5.66	133	137	2.9x	2.7x	12.4x	9.6x	9%	1%	24%	28%		
Mean				4.8x	4.2x	14.2x	13.8x	10%	10%	23%	25%		
Education Technology Median				3.0x	2.8x	13.7x	12.8x	12%	11%	26%	28%		

Education Services				TEV				Revenue Growth ⁽³⁾		EBITDA Margin ⁽⁴⁾⁽⁵⁾	
				Revenue ⁽³⁾		EBITDA ⁽⁴⁾⁽⁵⁾					
Company	Stock Price 03/31/2025	Market Cap (\$M)	Enterprise Value (\$M) ⁽²⁾	2025E	2026E	2025E	2026E	25E / 26E	26E / 27E	2025E	2026E
Pearson	\$15.74	\$10,462	\$11,739	2.4x	2.3x	10.5x	9.9x	6%	3%	23%	23%
Stride	126.50	5,410	5,254	2.2x	2.0x	9.5x	8.5x	9%	10%	23%	24%
John Wiley & Sons	44.56	2,402	3,286	2.0x	1.9x	9.0x	7.9x	2%	2%	22%	24%
Tribal Group	0.53	115	120	1.0x	1.0x	6.4x	6.2x	1%	1%	16%	17%
Mean				1.9x	1.8x	8.9x	8.1x	5%	5%	21%	22%
Education Services Median				2.1x	2.0x	9.3x	8.2x	4%	3%	22%	24%

Overall Median				2.7x	2.4x	10.0x	9.6x	10%	10%	23%	24%
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1. Source: CapIQ and Equity Research as of Mar 31st, 2025
2. Sorted by Enterprise Value
3. Revenue multiples <0.0x or >20.0x are considered Not Meaningful (NM)

4. EBITDA multiples <0.0x or >35.0x are considered Not Meaningful (NM)
5. EBITDA excludes stock-based compensation


Education Technology

Selected Recent Strategic M&A Activity

ANNOUNCED DATE	BUYER	TARGET	SECTOR	DOMAIN	TRANSACTION SIZE (\$M)	COUNTRY	COMMENTS
Mar-25	 TRUEFIRE	 BLAYZE	B2C	Online Learning	ND	USA	Blayze provides an online coaching platform that offers video analysis and coaching solutions from professional athletes in sports like soccer and car racing
Mar-25	 Soutron GLOBAL	 auto-graphics	K-12	Administrative / School Operations	ND	USA	Auto-Graphics provides library automation software that offers patron-initiated resource-sharing, federated search, digital collections display and customizable integrated library solutions
Mar-25	 ascend LEARNING	 Clover Learning	Corporate	Corporate Learning, Certification & Recruiting	ND	USA	Clover Learning provides an online healthcare education platform for training and exam prep within the diagnostic imaging field
Mar-25	 PRYOR Learning	 PeopleKeys	Corporate	Corporate Learning, Certification & Recruiting	ND	USA	PeopleKeys provides a behavior assessment systems platform, designed to evaluate workplace competencies, identify strengths and limitations and support targeted training and retention strategies
Mar-25	 McGraw Hill	 essaypop	K-12	LMS, Classroom & Other Learning Tech	ND	USA	Essaypop provides an engagement platform with interactive writing tools and lesson plans for students, seamlessly integrating with any learning management system
Mar-25	 KNOWFULLY LEARNING GROUP	 EFFICIENT	Corporate	Corporate Learning, Certification & Recruiting	ND	USA	EfficientCME provides an interactive, evidence-based platform for continuing medical education in neurology, psychiatry and oncology
Mar-25	 ArcherReview INTERACT, LEARN, AND EXCEL	 OnlineMedEd	Higher Ed	LMS, Classroom & Other Learning Tech	ND	USA	OnlineMedEd provides a comprehensive platform for medical education and supplemental learning to support students and medical schools





Education Technology

Selected Recent Strategic M&A Activity

ANNOUNCED DATE	BUYER	TARGET	SECTOR	DOMAIN	TRANSACTION SIZE (\$M)	COUNTRY	COMMENTS
Mar-25	 zSpace	 BlocksCAD	K-12	LMS, Classroom & Other Learning Tech	ND	USA	BlocksCAD provides an educational platform that simplifies 3D modeling and design, making STEM learning accessible to students of all ages
Mar-25	 gravityty	 Ivy.ai	Higher Ed	Communications & Social	ND	USA	Ivy.ai provides a platform for creating and deploying conversational chatbots, equipped with pre-training data on millions of student queries
Mar-25	 gravityty	 ocelot	Higher Ed	Communications & Social	ND	USA	Ocelot provides an AI-driven student lifecycle engagement platform designed to enhance student service and streamline communication for educational institutions
Mar-25	 studyportals	 uni LIFE	Higher Ed	Communications & Social	ND	Netherlands	Uni-Life provides a community engagement platform designed to enhance student life and university experiences
Mar-25	 sibme	 My Learning HUB	Corporate	LMS, Classroom & Other Learning Tech	ND	USA	My Learning Hub provides a cloud-based learning management platform designed to offer customizable, scalable online training solutions for various industries and professional development needs
Mar-25	 TRANSIT TECHNOLOGIES	 busHive	K-12	Administrative / School Operations	ND	USA	busHIVE provides transportation management software that specializes in trip and charter management, personnel compliance and vehicle preventative maintenance
Mar-25	 jamf	 Identity Automation	K-12	Web Filtering / Security / Safety	ND	USA	Identity Automation provides identity and access management software that simplifies user identity management with role-based and attribute-based authentication, authorization and access control


Education Technology

Selected Recent Strategic M&A Activity

ANNOUNCED DATE	BUYER	TARGET	SECTOR	DOMAIN	TRANSACTION SIZE (\$M)	COUNTRY	COMMENTS
Feb-25	 Lightspeed Systems	 STOPit SOLUTIONS	K-12	Web Filtering / Security / Safety	ND	USA	STOPit Solutions provides software solutions for anonymous incident reporting and safety
Feb-25	 FullBloom	 CharacterStrong	K-12	Data Analytics, Assessments & Student Success	ND	USA	CharacterStrong provides a platform for multi-tiered mental health services, delivering curricula and training solutions for social-emotional learning and character development
Feb-25	 Momentive	 Blue Sky eLEARN	Corporate	LMS, Classroom & Other Learning Tech	ND	USA	Blue Sky eLearn provides learning management software and services that empower organizations to advance their missions and create meaningful learning opportunities for professionals
Feb-25	 barbri	 Quimbee®	Higher Ed	Corporate Learning	ND	USA	Quimbee provides an online legal education platform designed to help law students and professionals succeed in their studies and careers
Feb-25	 newsela	 GENERATION GENIUS	K-12	Online Learning	\$100	USA	Generation Genius provides a streaming video platform designed to provide educational content to schools
Feb-25	 Sparkrock 365	 School-day	K-12	Administrative / School Operations	ND	Canada	School-Day provides a parent engagement and school payments platform designed for schools and educational institutions
Jan-25	 BL BetterLesson	 abl.	K-12	Data Analytics, Assessments & Student Success	ND	USA	Abl provides software solutions for academic scheduling, staffing and student support to ensure equitable access to rigorous coursework for all students

Education Technology

Selected Recent Strategic M&A Activity

ANNOUNCED DATE	BUYER	TARGET	SECTOR	DOMAIN	TRANSACTION SIZE (\$M)	COUNTRY	COMMENTS
Jan-25	 HEX	 EntryLevel	B2C	Online Learning	ND	Australia	EntryLevel provides an education platform intended to train future startup founders, entrepreneurs, social activists and corporate innovators
Jan-25	 CENGAGE GROUP	 VISIBLE BODY	Higher Ed	Online Learning	ND	USA	Visible Body provides detailed, anatomically accurate 3D models of the body for anatomy, physiology and biology learning
Jan-25	 StarRez	 CollegePads	Higher Ed	Administrative / School Operations	ND	USA	College Pads provides an online rental platform intended to simplify the college housing rental process in the US
Jan-25	 Pikmykid	 visitu	K-12	Web Filtering / Security / Safety	ND	USA	Visitu provides a safety platform designed to help schools improve safety and meet compliance requirements
Jan-25	 ARBITER THE POWER BEHIND YOUR PLAY	 rSchoolToday	K-12	Administrative / School Operations	ND	USA	rSchoolToday provides software solutions for managing high school athletics and activities
Jan-25	 Colibri	 BOSTON INSTITUTE OF FINANCE	B2C	Corporate Learning, Certification & Recruiting	ND	USA	The Boston Institute of Finance provides a professional education platform specializing in comprehensive financial planning education that assists candidates seeking certification through flexible online learning

Education Technology

Selected Recent Private Equity Activity

ANNOUNCED DATE	BUYER	TARGET	SECTOR	DOMAIN	TRANSACTION SIZE (\$M)	COUNTRY	COMMENTS
Mar-25	 Bessemer Venture Partners	 BRISK TEACHING	K-12	LMS, Classroom & Other Learning Tech	\$15	USA	Brisk Teaching provides an AI-powered teaching assistant platform designed to save teachers time, customize instruction, evaluate student learning and detect AI-generated writing in spreadsheets
Mar-25	KNOX-LANE	 HCEquared	Corporate	Online Learning	ND	USA	HCEquared provides an education, information and services platform designed to help healthcare professionals elevate patient care
Mar-25	 QUEEN'S PARK EQUITY	 Wordwall	K-12	LMS, Classroom & Other Learning Tech	ND	UK	Wordwall provides an eLearning platform designed to make custom activities for classroom learning
Mar-25	 LEWIS & CLARK VENTURES	 occuspace	Higher Ed	Administrative / School Operations	\$6	USA	Occuspace provides a privacy-first solution for measuring and analyzing occupancy in buildings and spaces
Mar-25	 RUBICON technology partners	 CollegeNET	Higher Ed	Administrative / School Operations	ND	USA	CollegeNet provides solutions for classroom scheduling, space management optimization, admissions and virtual classrooms
Feb-25	 Five Arrows	 KEV SCHOOL SOLUTIONS MANAGE EVERY DOLLAR	K-12	Administrative / School Operations	ND	Canada	KEV Group provides cash management software for schools, specializing in collecting and tracking school fees through eCommerce, point-of-sale payments and accounting solutions
Feb-25	 Five Elms Capital	 Pathify	Higher Ed	Communications & Social	\$25	USA	Pathify provides a digital engagement hub for higher education designed to drive engagement across the entire student lifecycle

Education Technology

Selected Recent Private Equity Activity

ANNOUNCED DATE	BUYER	TARGET	SECTOR	DOMAIN	TRANSACTION SIZE (\$M)	COUNTRY	COMMENTS
Feb-25			K-12	LMS, Classroom & Other Learning Tech	\$45	USA	MagicSchool provides AI-based productivity software designed to streamline various aspects of the teaching process
Feb-25			Corporate	Corporate Learning, Certification & Recruiting	ND	USA	Wall Street Prep provides an education platform for students and finance professionals through self-paced online courses, certification programs and live corporate and university training
Jan-25			K-12	ERP / SIS	ND	USA	Aeries Software provides a student information system for the K-12 education market
Jan-25			Higher Ed	ERP / SIS	ND	USA	Strata Information Group provides managed IT services for higher education, including ERP/SIS, CRM, cybersecurity and other enterprise-level applications
Jan-25			K-12	Data Analytics, Assessments & Student Success	ND	Ireland	Learnosity provides an online assessment platform designed for authoring, delivering and analyzing digital assessments
Jan-25		 ⁽¹⁾	K-12	LMS, Classroom & Other Learning Tech	ND	UK	Wise Music Group's Digital Education division provides music education solutions that enable music learning creation, assessment, sharing and exploration for students and teachers
Jan-25			Higher Ed	Data Analytics, Assessments & Student Success	ND	USA	CourseKey provides a student retention platform for vocational education including attendance tracking, student engagement, analytics and intervention solutions

1. Achieve Partners acquired the Digital Education Division of Wise Music Group.

About Us

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Representative Raymond James Education Technology Transactions

[View our full transaction history here](#)



Sale / Recapitalizations / Private Capital Raises

 January 2024	 November 2024	 July 2024	 March 2024
 January 2024	 November 2022	 October 2022	 September 2021
 August 2021	 June 2021	 March 2021	 January 2021
 December 2020	 December 2020	 October 2020	 May 2020

Public Capital Raises

\$150 Million Initial Public Offering November 2021
\$599 Million Initial Public Offering July 2021
\$711 Million Initial Public Offering July 2021
\$250 Million Initial Public Offering July 2021

Technology & Services Investment Banking

As the leading⁽¹⁾ Technology & Services Investment Banking practice in the market with over 330 transactions since 2010, our team is committed to delivering innovative solutions and optimal results for our clients across

Vertical software				Horizontal software			
Auto	Non-profit / associations	Banktech		CFO	Infrastructure	Cybersecurity	
Capital markets / financial services	Real estate / construction	Professional services		IOT / mobility / telematics	CX / sales / martech / ecommerce	Knowledge & training	
Media & communications	Retail / hospitality / events	Transportation & logistics		Data & info services	Marketing services & analytics	Enterprise networking	
Sports	Insurtech	Field services	Education	Payments	GRC	Supply chain	HR / HCM

By the Numbers

75+

Investment Banking Professionals (U.S.)

10

Global Offices (North America, Europe, Asia)

200+

Public Equity and Debt Offerings Raising over **\$100 BILLION** in Proceeds Since September 2010

30+

Senior Bankers (U.S.)

20+

Year Track Record

~280

M&A Advisory and Private Placement Services Transactions Representing a Total Value of Over **\$170 BILLION** Since January 2020

Investment Banking Capabilities



ADVISORY

- Sales / Recaps
- Acquisitions
- Divestitures
- Strategic Advisory
- Fairness Opinions



CAPITAL RAISING

- Private Placements
- Initial Public Offerings
- Follow-On Offerings
- Debt Capital
- Restructuring

With any questions about the data in this newsletter, please contact

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1. According to MergerMarket based on number and value of transactions

Raymond James Overview



Raymond James

- **Full-service financial services firm** with investment banking, equity research, institutional sales and trading and asset management operations

Founded in 1962

public since
1983 (NYSE: RJF)

\$12.8 billion

in FY 2024 net revenue;
equity market capitalization
of \$28.8 billion⁽¹⁾

Stable

and well-
capitalized
platform

- **Industry-focused, knowledge-driven approach**, backed by highly-ranked equity research team
- **33 domestic and international** investment banking and institutional sales offices
- **International operations** in Brussels, Chiasso, Frankfurt, Geneva, Lausanne, London, Munich, Paris, Toronto, Vancouver and Warsaw



Equity Capital Markets

- Over **660 Investment Bankers**; over 500 in the U.S.
- **Global sales force** with over 100 professionals
- **Bulge-bracket** distribution capability
- Over **8,800 financial advisors**; offices in all 50 states

1. As of 5/6/2025.

Notes & Disclosures

Sources of data include Capital IQ, FactSet and other news organizations. Information obtained from third-party sources is considered reliable, but we do not guarantee that the information herein is accurate or complete. This report was prepared within Raymond James & Associates' Investment Banking Department and is for information purposes only. This report is not a product of Raymond James & Associates' Research Department; recipients of this report should not interpret the information herein as sufficient grounds for an investment decision or any other decision. The report shall not constitute an offer to sell or the solicitation of an offer to buy any of the securities mentioned herein; past performance does not guarantee future results. Any performance mentioned does not include transaction fees and costs which would reduce an investor's return. An investment cannot be made directly in a market index.

EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortization
EPS: Earnings per Share
LTM: Last Twelve Months
NA: Not Applicable
NM: Not Meaningful
PE: Price Earnings Ratio
TEV: Total Enterprise Value

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