Profile number

110931

Promising education startup seeks partners/investors

Located in
North Holland

Personal data

Sector
IT service

Type of company
Website

Legal entity:
Limited Company

Type of transaction
Shares

Life phase enterprise
Starting

Employees in FTE
< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year
€ 0 - € 100.000

Asking price
€ 0 - € 100.000

Earnings before taxes
€ 0 - € 100.000

Company history/background

The company has generated revenue in the education sector for ten years, primarily on a commission basis. Significant investments have now been made in unique propositions with pure subscription models. Upon the entry of investors/partners, a new BV will be established.

Through innovation, smart technical solutions, and new product/market combinations, the company aims to solve major challenges in education, such as reducing workload, the teacher shortage, and affordable tutoring and exam training.

Unique selling points

During a meeting of the Municipality of Amsterdam, the VU (teacher educators), former rectors, school leaders, and teachers, the wishes and challenges of the stakeholders were compared. A very clear product emerged that can have a significant impact on the market. It is clear that the solution does not fall within the core tasks of any of the stakeholders. However, this is possible through public-private partnerships. The startup is stepping into this gap. With a proposition tailored to demand, a product has been developed for which many warm leads are available. Ready to roll out in the 2026/2027 school year. For schools, the costs of the product are 100% covered by two major subsidy schemes!

Other

There is room for investors of 5% to 25%, but also for MBI candidates of 25-50%. Everything is 'new business', almost ready to launch. The company will acquire the IP of no less than 7 sites (products), which represent over a year of development time. For the first 6 months, the focus will be on the most distinctive product. Revenue will not be generated through clever online marketing. Revenue will be 'old school': emailing, calling, and closing deals online/offline. This involves visiting partners and talking with school boards. There is no competition, and the school is eagerly awaiting this. The market is CRM with 8,700 addresses enriched with decision-makers. There is 6 million in throughput waiting in the market. A partner must therefore be eager and active, primarily contributing to the development and work, and building the sales/service organization together. A management fee is feasible from day 1, but based on revenue.