

eduvation

leading german edtech

START



BUSINESS SERVICES

The service provider
to enter the German
educational market



Entering the German market with a local presence pays off!

- ✓ Germany is the largest Education Market in Europe.
- ✓ By 2030, an additional €5 billion will be invested only in schools.
- ✓ Access to tenders is only truly successful with local presence.
- ✓ Teachers and schools trust German based companies.
- ✓ A German entity ensures 100% data protection compliance.
- ✓ Product localization is far more efficient with a local office.



We are the specialists in German EdTech outsourcing: scale efficiently with revenue-based fees — no fixed or personnel costs.



Market Entry & Company Formation.

Founding process: Design and Implementation.



Accounting

Preparation, bookkeeping, VAT advance returns, cash flow & receivables management.



Backoffice

Authority liaison, document management, telephone & mail services, translations.



Market Research

Panel surveys, competitor analysis, market insights.



Marketing Support

Localization, UX review, channel consulting.



Go2Market

Product check, strategy, distribution & certification support.



Consulting

Strategic consulting for business modeling, market entry, legal & tax, marketing

Our Service Modules

- ▶ **Market Entry & Company Formation**
We handle the complete setup in Germany for you — from legal and tax requirements to processes and reporting.
- ▶ **Accounting**
Transparent financial processes: we manage bookkeeping, payments, document management, tax filings, and actionable reports —quickly and reliably.
- ▶ **Backoffice**
We take the burden off your daily operations: organization, communication, and documentation run smoothly, so you can fully focus on growth and strategy.
- ▶ **Market Research**
We help you understand the complex education market and gather valuable feedback from your (potential) customers.
- ▶ **Marketing**
Localization of materials, campaigns, and channels, plus UX review—ensuring your vision resonates with the German audience.
- ▶ **Go2Market**
Structured market entry: we assess your product, activate partners, and guide you through the entire launch process—including certification and distribution strategy.
- ▶ **Consulting**
Hands-on sparring with industry expertise: we support business modeling, pricing, and commercial questions so you can execute your ideas safely and efficiently.

About us

EDUvation supports education companies and EdTech startups to efficiently, strategically, and successfully enter the German education market. Since 2016, we have been Germany's only dedicated service agency for the education sector with a team that combines deep industry expertise, a powerful network, and unmatched market insight.

References

Clients and partners we have collaborated with on projects and events:

Microsoft

DSLK
Deutscher
Schulungskongress

CAMPUS FOUNDERS

Google Cloud

london
edtechweek

Klett MINT

FOUNDERS
FOUNDATION

HUAWEI

GESAwards
Global EdTech Startup Awards

Funded by
the European Union

BainCapital

CHE
Centrum für
Hochschulentwicklung

FHM

FLEET Events

Frankfurt EDU

didacta
die Bildungsmesse

X
edtechx
europe

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EDTECH SCHOLAR
FOR BETTER LEARNING

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Liest uns Zukunft
in die Schule bringen.

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DEUTSCHLAND

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Wissenschaft und Jugend
des Landes Nordrhein-Westfalen

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quick needs assessment



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