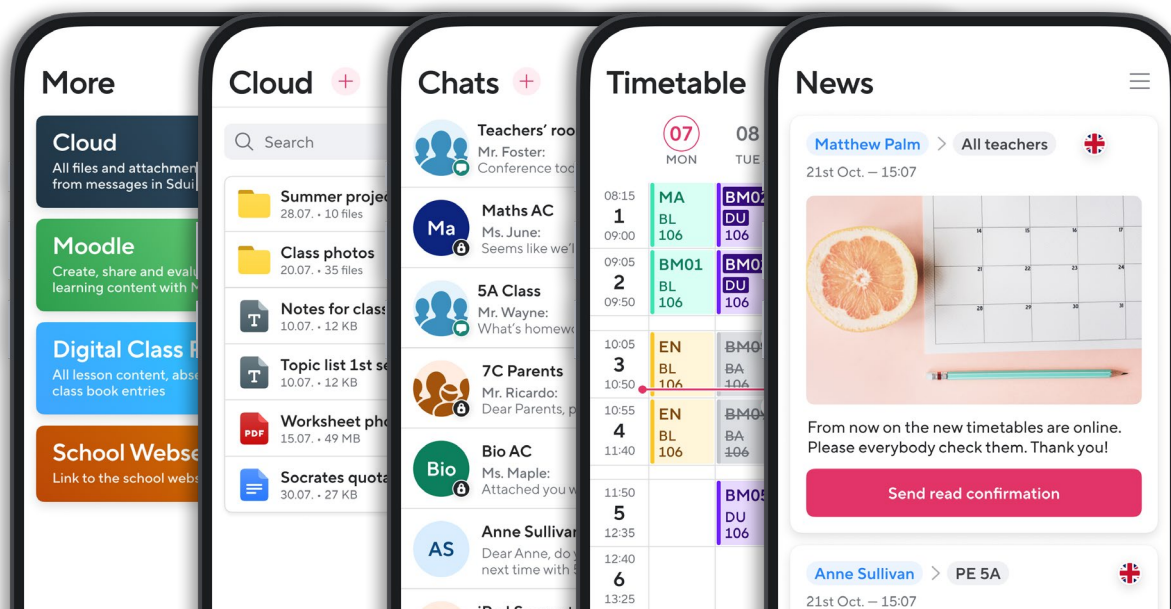


Sdvi

PRESS KIT

As of April 2023

Facts & Figures



ABOUT US



Sdui simplifies communication and organisation at schools and nurseries. The platform's purpose is to connect teachers, educators, parents and children with each other through smart functions. Using Sdui reduces the administrative workload and frees up time for the essential mission of the institutions: providing the best possible education. Sdui offers GDPR-compliant solutions, with features such as chat, video calls, cloud, timetable or translations, that are specifically tailored to the needs of schools and daycare centres.

The Sdui Group was founded in 2018 as a GmbH (limited liability company) in Koblenz (Germany) and is now one of the fastest-growing startups in the German edtech industry. As a reliable partner, it guides educational institutions as well as responsible authorities and ministries through the digitalisation process and develops the operating system for digital schools and daycare centres.

With more than 200 employees the Sdui Group is currently represented in 70+ countries worldwide. A total of around 13,000 educational institutions currently use the platform (as of April 2023).

For more info, visit sdui.de/en

COMPANY FACTS



**Founder &
CEO Sdui Group**

Daniel Zacharias



**Founder &
CEO Pupil**

Arber Wagner



**Co-Founder &
CEO Additio App**

Jordi Corominas



13.000
Schools & Nurseries



70+
Countries



> 200
Employees

Sdui Group

To actually have an impact on the digitalisation of education, we unite the best solutions from schools and daycare centres in Europe under the Sdui Group umbrella.

Sdui

Sdui GmbH

Intuitive digital school and daycare centre is a reality - the Sdui platform simplifies communication and organisation of daily life of education.



Konecto-Sdui

Many Belgian schools trust the Konecto App: it's the market leader in the French-speaking region Wallonia.



Pupil AG

The Swiss school management software PUPIL offers 45 modules as an all-in-one solution for the organisation of everyday school life.



Additio App

The Additio App is an integrated platform for school management, formative assessment and communication focused on student success.

INVESTMENT



€ 25M
Capital

Investors

- HV Capital
- Franz Haniel & Cie.
- High-Tech Gründerfonds
- Brighteye Ventures
- ISB Investitions- und Strukturbank Rheinland-Pfalz
- Pando Ventures GmbH
- Family Office JSM Hinderer GmbH (u.a. APAX, 1KOMMA5°)
- Udo Schloemer, CEO Factory Berlin
- Shortcut Ventures
Martin Ostermayer and Dirk Freise (u.a. blau.de, handy.de)
- David Nothacker, Julius Köhler und Nicolaus Schefenacker
(Founders of the logistics startup sender)

Venture Debt

- Kreos Capital

CORPORATE DEVELOPMENT

2023

Spanish edtech startup Additio App, with features such as formative assessment and skills development, becomes part of the Sdui Group.

2022

As part of the Online School Saarland (OSS), Sdui provides the OSS Messenger for all primary and special schools in Saarland.

2022

Sdui expands its management team with Daniela Bojahr (CRO), Philip Heimes (CTO) and Lukas Lehmann (CPO).

2021

Sdui expands its management team with Carsten Schäfer (CFO) and Simon Desiere (CSO) and opens a second location in Berlin.

2021

Series A funding round.

Investors

HV Capital (lead investor), Franz Haniel & Cie, Brighteye, as well as David Nothacker, Julius Köhler and Nicolaus Schefenacker.

2019

Sdui is supported by several investors, has around 30 employees and digitises schools throughout Germany.

2017

Sdui wins the "Berg Pitch" in Solingen, outperforming 27 other companies.

2023

Sdui extends its Series A funding round and has a total of €25 million in capital at the beginning of 2023.

2022

Sdui acquires the Swiss school management software PUPIL and the Belgian Konecto App.

2021

Internationalization:
The first schools in Turkey start using Sdui.

2020

Sdui supports schools with free trial access to the app during the coronavirus pandemic.
The company wins High-Tech Gründerfonds and Shortcut Ventures as further investors for seed financing of €2 million in total.

2018

Sdui becomes a "GmbH" (limited liability company): employees are hired, offices are rented and the first trade fairs are attended. The app is officially launched on the market.

2015-2017

Daniel Zacharias and Jan Micha Kroll, being pupils themselves at that time, develop the first version of Sdui for a "Jugend forscht" project.

PURPOSE, VISION, MISSION

**Empower humans
to transform education
for a better tomorrow.**

Purpose

Why does Sdai exist and why does it make sense that we do our job every day?

Our purpose gives a clear answer to these questions: We empower people to transform education – for a better tomorrow.

**A world in which technology
enables everyone to benefit
from the best possible education.**

We believe that the future of learning is highly personalized, engaging and relevant for our every day life.

Vision

What should this better tomorrow look like?

Our vision paints a picture of the educational future we would like to contribute to: A world where everyone has access to education thanks to technology.

Why? Because we believe that the future of learning is highly personalised, engaging and relevant to real life.

**We build the operating system
for modern education.**

We simplify communication and organization to connect people and to make learning more effective and accessible worldwide.

Mission

What are we doing every day to make our vision of the future come true?

Our mission is to build the operating system for modern education. We simplify communication and organisation to connect people and make learning more effective and accessible worldwide.

PRESS CONTACT

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