

# IMPACT INVESTING OPPORTUNITIES

Philanthropic investment over the last 15 years has highlighted the potential of new school development. Private investment over the last five years has powered the education technology revolution. The combination of new schools and new tools has created a platform for innovation—an opportunity to create much more engaging, supportive, student-driven learning.

## EDUCATION IMPACT INVESTMENT CATEGORIES

10

Through interviews, research and an in-person workshop, leaders from around the country identified 25 impact opportunities within the 10 investment categories. Of the 25 opportunities, it is worth noting 5 in particular that would make a large and unique impact.

## HOW TO FUND AN IMPACT OPPORTUNITY

Answering four questions will help an investor select a category and investment vehicle.



### Desired outcome:

Pick a category based on interest, opportunity, or underinvested area.



### Push or pull:

If you know what to do, invest direct. Underdeveloped markets and uncertain solutions can benefit from prizes and demand aggregation.



### Risk profile:

R&D and advocacy can yield big gains—and strikeouts. Want less risk? Fund proven models.



### Grant or return-seeking:

Investing with an expectation of return promotes sustainability but edupreneurs may wander far from intended impact in search of that return.

There are many opportunities to make a large impact in American education. Fueled by technology, there are funding opportunities that can significantly improve student outcomes. Change is not only possible but is happening in classrooms and schools across the country.

## THE TIME TO TAKE ACTION IS NOW.



Getting Smart  
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For more information, download the full paper “25 Impact Opportunities In US K-12 Education” at <http://gettingsmart.com/publication/25-impact-opportunities/>

Student-Centered Learning



New School Development



Professional Learning & Development



Next-Gen Assessment



Entrepreneurship Education



Portable Data & Parent Engagement



Learning Resources



Social-Emotional Learning



Early Learning



STEM, Coding & Computer Science



### Micro-schools

A lightweight platform-based approach that could be rapidly and inexpensively deployed as new schools or school-within-a-school models.

### Competency-based teacher prep

Combines a map of competencies, a variety of blended learning opportunities, and a requirement of demonstrate mastery.

### K-12 badge system

A framework to organize units of study with multiple assessments that certify learning.

### Learner profiles

Comprehensive portable parent-managed profiles will solve the privacy problem and will power student-centered, extended and mobile learning.

### Maker spaces

Initially developed outside of school, maker spaces would showcase active and student-led learning.