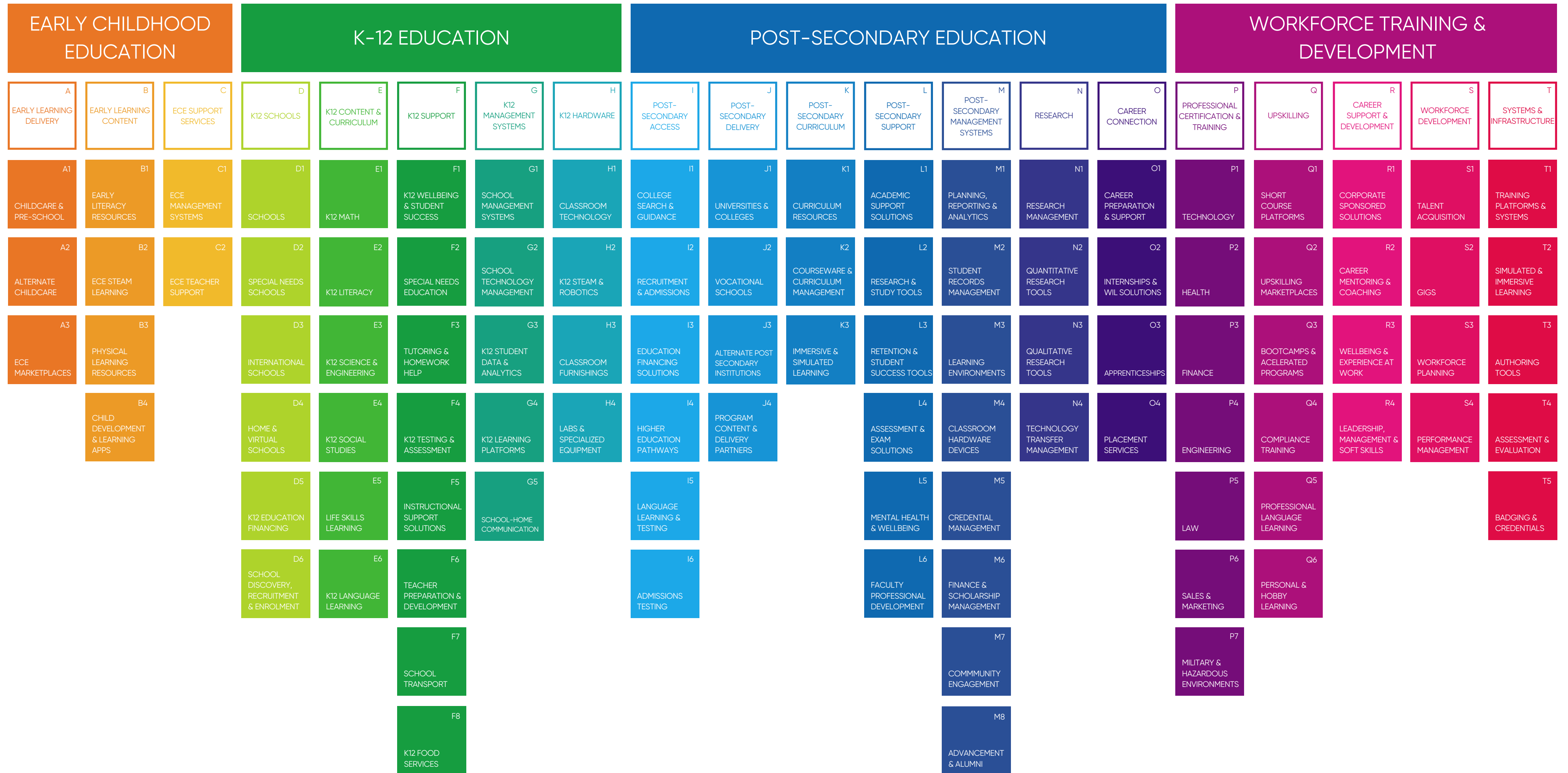# Education Market Taxonomy

HolonIQ by QS

An open-source framework providing a common structure and terminology for identifying, tracking, sizing and segmenting the global education and training market.

EARLY CHILDHOOD EDUCATION

A — EARLY LEARNING DELIVERY	B — EARLY LEARNING CONTENT	C — ECE SUPPORT SERVICES
A1 CHILDCARE & PRE-SCHOOL	B1 EARLY LITERACY RESOURCES	C1 ECE MANAGEMENT SYSTEMS
A2 ALTERNATE CHILDCARE	B2 ECE STEAM LEARNING	C2 ECE TEACHER SUPPORT
A3 ECE MARKETPLACES	B3 PHYSICAL LEARNING RESOURCES	
	B4 CHILD DEVELOPMENT & LEARNING APPS	

K-12 EDUCATION

D — K12 SCHOOLS	E — K12 CONTENT & CURRICULUM	F — K12 SUPPORT	G — K12 MANAGEMENT SYSTEMS	H — K12 HARDWARE
D1 SCHOOLS	E1 K12 MATH	F1 K12 WELLBEING & STUDENT SUCCESS	G1 SCHOOL MANAGEMENT SYSTEMS	H1 CLASSROOM TECHNOLOGY
D2 SPECIAL NEEDS SCHOOLS	E2 K12 LITERACY	F2 SPECIAL NEEDS EDUCATION	G2 SCHOOL TECHNOLOGY MANAGEMENT	H2 K12 STEAM & ROBOTICS
D3 INTERNATIONAL SCHOOLS	E3 K12 SCIENCE & ENGINEERING	F3 TUTORING & HOMEWORK HELP	G3 K12 STUDENT DATA & ANALYTICS	H3 CLASSROOM FURNISHINGS
D4 HOME & VIRTUAL SCHOOLS	E4 K12 SOCIAL STUDIES	F4 K12 TESTING & ASSESSMENT	G4 K12 LEARNING PLATFORMS	H4 LABS & SPECIALIZED EQUIPMENT
D5 K12 EDUCATION FINANCING	E5 LIFE SKILLS LEARNING	F5 INSTRUCTIONAL SUPPORT SOLUTIONS	G5 SCHOOL-HOME COMMUNICATION	
D6 SCHOOL DISCOVERY, RECRUITMENT & ENROLMENT	E6 K12 LANGUAGE LEARNING	F6 TEACHER PREPARATION & DEVELOPMENT		
		F7 SCHOOL TRANSPORT		
		F8 K12 FOOD SERVICES		

POST-SECONDARY EDUCATION

I — POST-SECONDARY ACCESS	J — POST-SECONDARY DELIVERY	K — POST-SECONDARY CURRICULUM	L — POST-SECONDARY SUPPORT	M — POST-SECONDARY MANAGEMENT SYSTEMS	N — RESEARCH	O — CAREER CONNECTION
I1 COLLEGE SEARCH & GUIDANCE	J1 UNIVERSITIES & COLLEGES	K1 CURRICULUM RESOURCES	L1 ACADEMIC SUPPORT SOLUTIONS	M1 PLANNING, REPORTING & ANALYTICS	N1 RESEARCH MANAGEMENT	O1 CAREER PREPARATION & SUPPORT
I2 RECRUITMENT & ADMISSIONS	J2 VOCATIONAL SCHOOLS	K2 COURSEWARE & CURRICULUM MANAGEMENT	L2 RESEARCH & STUDY TOOLS	M2 STUDENT RECORDS MANAGEMENT	N2 QUANTITATIVE RESEARCH TOOLS	O2 INTERNSHIPS & WIL SOLUTIONS
I3 EDUCATION FINANCING SOLUTIONS	J3 ALTERNATE POST SECONDARY INSTITUTIONS	K3 IMMERSIVE & SIMULATED LEARNING	L3 RETENTION & STUDENT SUCCESS TOOLS	M3 LEARNING ENVIRONMENTS	N3 QUALITATIVE RESEARCH TOOLS	O3 APPRENTICESHIPS
I4 HIGHER EDUCATION PATHWAYS	J4 PROGRAM CONTENT & DELIVERY PARTNERS		L4 ASSESSMENT & EXAM SOLUTIONS	M4 CLASSROOM HARDWARE DEVICES	N4 TECHNOLOGY TRANSFER MANAGEMENT	O4 PLACEMENT SERVICES
I5 LANGUAGE LEARNING & TESTING			L5 MENTAL HEALTH & WELLBEING	M5 CREDENTIAL MANAGEMENT		
I6 ADMISSIONS TESTING			L6 FACULTY PROFESSIONAL DEVELOPMENT	M6 FINANCE & SCHOLARSHIP MANAGEMENT		
				M7 COMMMUNITY ENGAGEMENT		
				M8 ADVANCEMENT & ALUMNI		

WORKFORCE TRAINING & DEVELOPMENT

P — PROFESSIONAL CERTIFICATION & TRAINING	Q — UPSKILLING	R — CAREER SUPPORT & DEVELOPMENT	S — WORKFORCE DEVELOPMENT	T — SYSTEMS & INFRASTRUCTURE
P1 TECHNOLOGY	Q1 SHORT COURSE PLATFORMS	R1 CORPORATE SPONSORED SOLUTIONS	S1 TALENT ACQUISITION	T1 TRAINING PLATFORMS & SYSTEMS
P2 HEALTH	Q2 UPSKILLING MARKETPLACES	R2 CAREER MENTORING & COACHING	S2 GIGS	T2 SIMULATED & IMMERSIVE LEARNING
P3 FINANCE	Q3 BOOTCAMPS & ACELERATED PROGRAMS	R3 WELLBEING & EXPERIENCE AT WORK	S3 WORKFORCE PLANNING	T3 AUTHORING TOOLS
P4 ENGINEERING	Q4 COMPLIANCE TRAINING	R4 LEADERSHIP, MANAGEMENT & SOFT SKILLS	S4 PERFORMANCE MANAGEMENT	T4 ASSESSMENT & EVALUATION
P5 LAW	Q5 PROFESSIONAL LANGUAGE LEARNING			T5 BADGING & CREDENTIALS
P6 SALES & MARKETING	Q6 PERSONAL & HOBBY LEARNING			
P7 MILITARY & HAZARDOUS ENVIRONMENTS				

About the Taxonomy

The HolonIQ Education Market Taxonomy is an open-source framework for education innovation, providing a common structure and language for identifying, tracking and making sense of the volume and complexity of innovation occurring globally. The taxonomy provides a well-defined, robust, accessible segmentation of the market. Licensed under Creative Commons, the taxonomy is available for anyone to support their own work in education innovation, to identify an area of focus, or to locate their organization and their peers on the landscape.

Taxonomy Structure

The taxonomy is structured as a three-tiered hierarchical framework. The uppermost tier consists of the four accepted Sector categories of Early Childhood Education, K-12 Education, Post-Secondary Education, and Workforce Training & Development. The 20 Sub-Sectors across these categories capture the core functions of the market such as delivery, content and services. Each Sub-Sector is further segmented into 'Market Clusters' which identify the specific functions, technologies, activities within the sub-sector.

Data & Definitions

Data on the HolonIQ Market Intelligence Platform is segmented using this Market Taxonomy, including all organizations, market activities, and capital flows, enabling ease of sizing and comparison across categories or over time. By segmenting the education market using this robust framework, HolonIQ is able to support customers' needs in areas such as market analysis, competitive intelligence, product development, and sales strategies.

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