



## Press information

Berlin, April 23, 2021

# ESMT Berlin partners with SuperCharger Ventures and The Future of Management Education Alliance to improve learning experiences

**SuperCharger Ventures, a cross-border EdTech Accelerator, and The Future of Management Education (FOME) Alliance, with its university members EDHEC Business School, ESMT Berlin, IE Business School, Imperial College Business School, and the EdTech platform Insendi, are pleased to announce an industry partnership to introduce new technologies into online management education.**

The central aim of the partnership is to boost the use of new technologies and university-startup partnerships to improve overall student learning experiences. SuperCharger Ventures will act as an external innovation channel and scout innovative EdTech solutions for FOME's university members.

Commenting on the partnership with SuperCharger Ventures, Nick Barniville, Associate Dean of Programs and Director of the EdTech Lab at ESMT Berlin, says "The pace of growth in online education means that we are flat out producing new content and formats to meet learner demand. Alongside this demand growth, we're seeing a rapid proliferation of EdTech solutions in the market. We receive pitches from new technology companies daily. Technology assessment and curation have become a major challenge. Through our partnership with SuperCharger, we aim to streamline our innovation process at the same time as having access to earlier stage innovations from around the globe".

SuperCharger Co-Founder Alessandro Di Lullo adds: "The needs and expectations of postgraduate students have dramatically changed as education enters a new era. We are delighted to partner with FOME Alliance and its prestigious members to reshape how business schools build and deliver their programs".

COVID-19 has signaled a fundamental shift in education, bringing digitalization and student experiences to the top of education's priority list. According to HolonIQ, EdTech expenditures will nearly double in the next 5 years, with digital spend forecasted to grow to \$404b by 2025. Yet, technology adoption remains one of the greatest challenges to student learning and historically, higher education expenditures in technology have been proportionally lower than in other sectors.

EdTech solutions will play a crucial role in this path as a means to ensure a distributive and collaborative learning model that mirrors our civilization today and the new way in which we convey information.

This partnership is part of SuperCharger Ventures' broader objective to build a stronger global EdTech ecosystem and connect the most innovative EdTech startups with forward-looking institutions. As part of the ecosystem building, SuperCharger relies on direct access to hundreds of founders, leading EdTech investors, education institutions, and national EdTech associations. To date, SuperCharger has received applications from over 450+ companies with its next cohort starting in May 2021.



### **About ESMT Berlin**

ESMT Berlin is the highest ranked business school in Germany and Top 10 in Europe. Founded by 25 leading global companies, ESMT offers master's, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA, and is committed to diversity, equity, and inclusion across all its activities and communities. [www.esmt.berlin](http://www.esmt.berlin)

### **About FOME**

Founded in 2018, FOME is an international alliance of leading management and business schools. The members share and support a common learning experience platform, allowing rapid transfer of knowledge and instructional tactics. The alliance's values include extraordinary innovation, extensive collaboration, and the belief that teachers, learners, communities, business experts, and support teams matter. [www.fome.group](http://www.fome.group)

### **About SuperCharger Ventures**

SuperCharger Ventures is a cross-border EdTech Accelerator with offices in London and Hong Kong. SuperCharger Ventures supports the growth of its portfolio startups by providing venture capital, ecosystem and business development access. It recently closed applications for its second online accelerator program, due to begin in May 2021, receiving 235 applications from 58 countries. Alongside its accelerator, SuperCharger Ventures is in the process of creating the world's first crowd-sourced EdTech Book and a reference EdTech MOOC due to be released later this year. [www.superchargerventures.com/](http://www.superchargerventures.com/)

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