

Press Release 26th of March 2019

Kide Science, a Finnish ECE startup developing early science education, has raised €0,75M in funding to accelerate its growth in Asia.

Kide Science supports young children’s scientific thinking by licensing its concept and materials for schools or teachers. The round was led by Europe's leading seed EdTech investor Emerge Education and KSI Education which is headquartered in London, with branches in Hong Kong, Beijing, Shenzhen, Shanghai and Singapore.

Other investors were impact-focused UK-based investor MPA Education, Italian Zanichelli Venture, Finnish Reaktor Ventures and private investors. "There is a huge demand for quality science education in Asia's early years' education sector, especially for comprehensive pedagogical models. We needed not only investment but also knowledge from EdTech sector and Asian market from our investors for our growth.", says CEO of Kide Science Sari Hurme-Mehtälä.

Kide Science supports young children’s scientific thinking through play-based learning, which predicts better learning outcomes in school. It has been shown that general learning will be easier for children who learn scientific process skills before school. To this end, Kide Science help children have fun, whilst not compromising their academic outcome. Kide Science applies a research-based pedagogical model from Finland for early science education, which functions as an engaging “plug n’ play” tool for teachers to start Kide science lessons. The licencing model with the curriculum is complemented with training, lesson plans and peer support. It is based on rigorous academic research by PhD Jenni Vartiainen, who is a leading researcher in the field of early science education and the founder of Kide Science.

Kide Science was founded in November 2017 by three female founders with diverse backgrounds: research from Jenni Vartiainen, education from Aino Kuronen and business from Sari Hurme-Mehtälä. The company gained revenue €0,2M during their first year and has customers now in Finland, Malaysia, Singapore, China and Australia. After starting cooperation with Hei Schools they are seeking joint growth in new markets, starting from Korea, Argentina, Saudi Arabia and Kuwait, where Hei Schools with Kide Science lessons will be open during 2019-2020.

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