

Vertical Description: EdTech & New Work

Contact: www.kickstart-innovation.com/program/#edtech

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Our ambition

The EdTech & New Work Vertical's mission tackles the momentous shifts shaping organisational work and the new cultures of learning. We achieve this mission by establishing partnerships between late-stage technology startups and corporations, foundations, schools, public administration and universities.

Vertical Partners

- **New Work SE** (Vertical, EdTech & New Work)
- **Mercator Foundation Switzerland** (Vertical, EdTech & New Work)
- **Gebert Rűf Foundation** (Vertical, EdTech & New Work)
- **ETH Zürich** (Fellow, EdTech & New Work)
- **Ringier** (Fellow, EdTech & New Work)
- **Swisscom** (Global, FinTech & InsurTech)
- **Mobilier** (Global, FinTech & InsurTech)
- **Migros** (Global, Food & Retail Tech)
- **AXA** (Global, FinTech & InsurTech)
- **Coop** (Global, Food & Retail Tech)
- **City of Zurich** (Vertical, Smart Cities & Technology)
- **PostFinance** (Vertical, FinTech & InsurTech)

PoC/Partnership Areas:

- **Re- and Up-Skilling**
- **New Work and Interdisciplinary Skills**
- **Flexible and Bureaucratic Organization** (plural form)
- **Productivity and Employee Well-Being**
- **Learning Culture and Experience**
- **Personalized and Social Learning Methodologies**
- **Awareness-programs for the Circular Economy Transition**

Collaboration Opportunities Collaboration areas in EdTech & New Work include (all topics are defined with Kickstart's partners):

- **EdTech & Schools (primary & secondary)**

- Bring your own device (BYOD)
- Bridging the digital divide
- Female teachers & students in tech
- Media competence and didactics
- Technology and entrepreneurship skills
- Creativity and critical thinking
- School administration, esp. expenses
- Personalised literacy
- Heterogeneous learning groups
- Social learning stimulating collaboration and co-creation
- Laboratory like learning cultures
- Greater involvement of children & adolescents and parents

- **Corporate & Life-long Learning**

- Peer, collaborative, networked, community learning
- Consumerization of learning
- Edutainment
- Intelligent teaching assistants
- Blended learning journeys
- Learning Experience Design
- E-learning (for sales)
- Learning in the work process
- Learning to learn solutions
- Shaping learning cultures
- Learning for middle-age learners

- **HR & New Work**

- Skills and needs of new work contexts
- New forms of content, management, and delivery for up- and reskilling
- Strategic workforce planning and predictive analytics
- Employee awareness programs (in circular economy, cybersecurity)
- Skills assessment and tracking at work
- Employee productivity and wellbeing
- Quality and feedback management
- Plural organizational work systems - business line to network organization
- AR (mobile) informed work environments

Technology Enablers

- AI / Machine Learning (analytics, prediction)
- Learning Experience Platforms
- Voice Interfaces
- Chatbots
- E-learning Technologies
- Augmented Reality

Circular Economy Transition

- Educate and create awareness for the circular economy transition

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