



# GETChina Ed-tech Ecosystem Tour

---

Organized by JMDedu

[Register](#)

# GETChina Ed-Tech Ecosystem Tour

---

13-17, Nov., 2017

A week-long business trip to get INTO China Education Market

Dedicated program for international companies to get deeper understanding about the market, get connected with the community, make friends with the right partners, result in business deals, and have a lot of FUN.

---

2017  
Program  
Preview

---



Nov. 13<sup>th</sup>

## Welcome

---

- Arrival at Beijing
- Get to know with the cohort
- Great Wall Expedition
- Reception Dinner
- Networking with 100+ Edtech leaders



Nov. 14-15<sup>th</sup>

## GET Summit & Expo

---

- 4-hour Workshop on China Entry Strategy
- Largest Edtech Summit in China with 2-day exciting program
- Leader Track will have Chinese-English Simultaneous Interpretation
- One-day International Track to present your products
- Networking with other 3000+ summit attendees



Nov. 16-17<sup>th</sup>

## Deep Dive

---

- Visit major Chinese Tech Giants, like Baidu, Tencent, and Netease
- Conversation with large education corporation, like TAL and New Oriental
- Meetings with Chinese ed-tech superstars, like VIPABC, 17zuoye
- Introduction to the ecosystem, investors, incubators, etc.
- How-to sessions to help you navigate in China

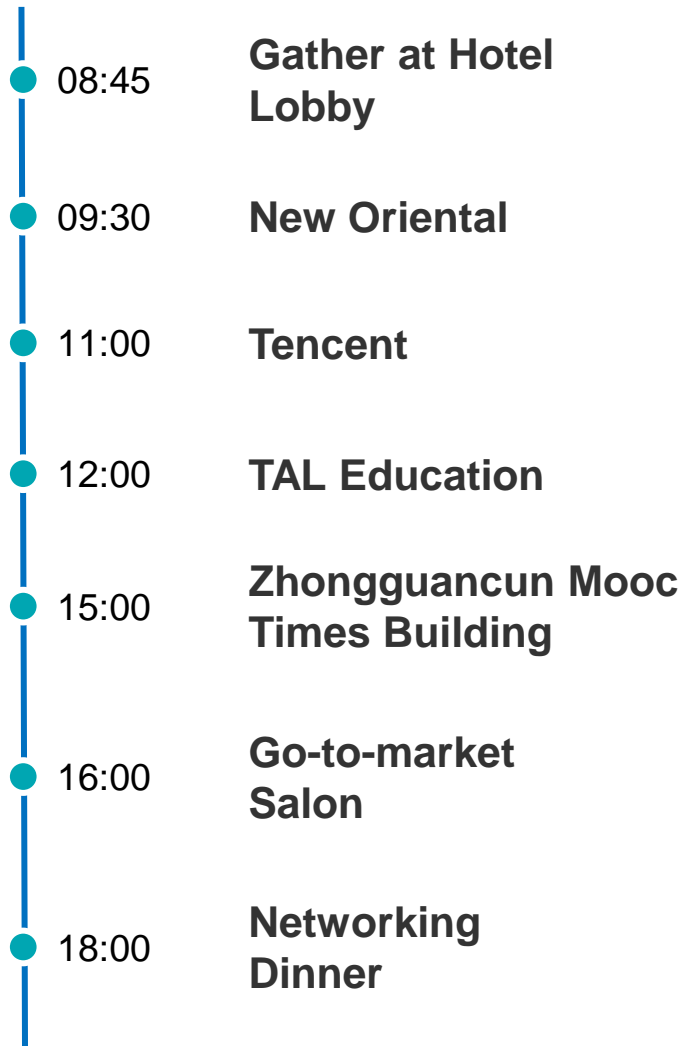


2016  
Program  
Review

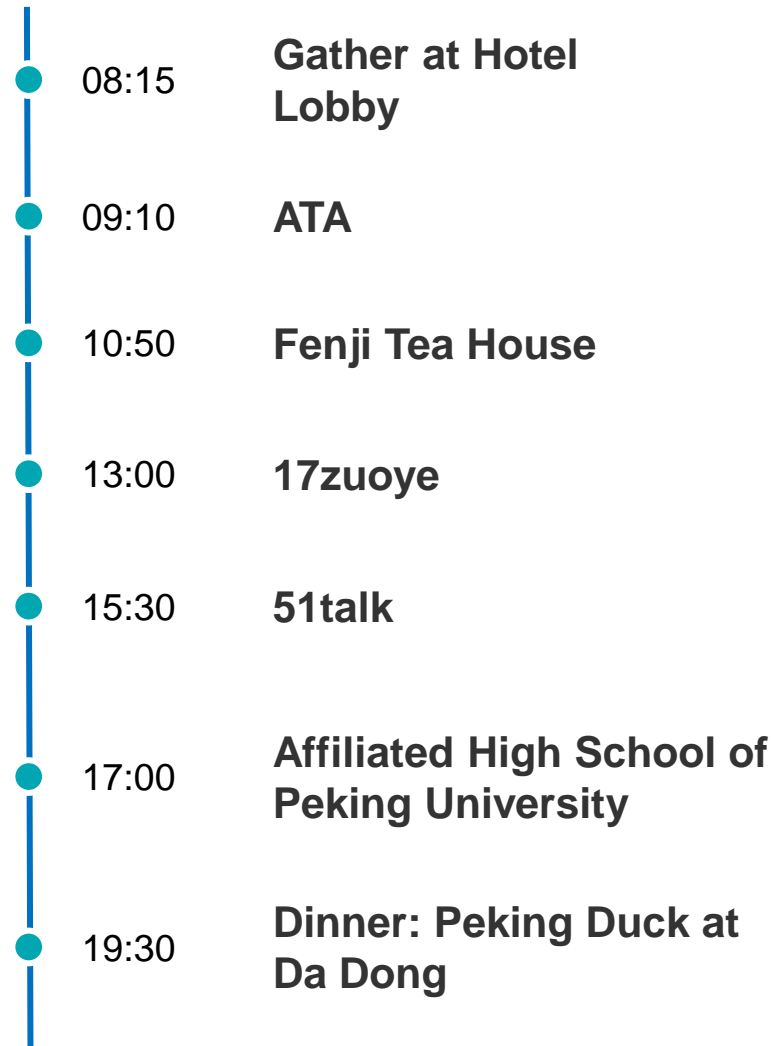


# 2016 Program Review: Schedule

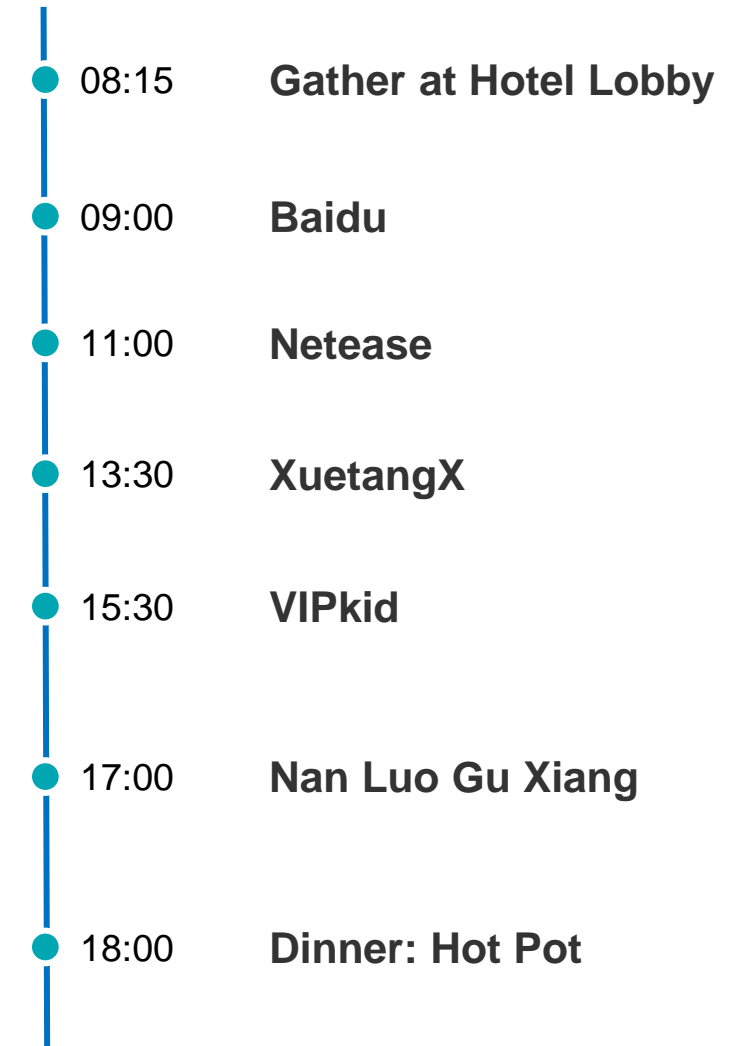
Nov. 14, 2016



Nov. 15, 2016



Nov. 16, 2016



# 2016 Program Review: Company Introduction

New Oriental Education &  
Technology Group Inc.  
(NYSE:EDU)



## Company introduction

As the largest provider of private educational services in China, New Oriental offers education for a lifetime, teaching skills that give students a crucial competitive advantage in the workplace and help improve their quality of life. Their wide range of educational programs, services and products includes English and other foreign language training, overseas and domestic test preparation courses, all-subjects after school tutoring, primary and secondary school education, educational content and software as well as online education. New Oriental is a household brand in China.

## Company details

Location : Beijing, China

Founded : 1993

Full-time employees: 17,000

Enrollments: 2.9 million in 2015, 23.4 million since 1993

Online registered users: 13 million

Website : <http://www.neworiental.org/english/index.html>

Tencent Holdings  
(SEHK: 700)



## Company introduction

Tencent (market cap 250+ billion USD) is the most valuable company in Asia. Tencent's leading Internet platforms in China – QQ (QQ Instant Messenger), WeChat, and Tenpay – have brought together China's largest Internet community, to meet the various needs of Internet users including communication, information, entertainment, e-commerce and others.

The active QQ users accounts for QQ IM amounted to 853 million while its peak concurrent users reached 241 million. Combined MAU of WeChat was 697 million.

## Company details

Location : Shenzhen,China

Founded : 1998

Website : <http://www.tencent.com>



# 2016 Program Review: Company Introduction

TAL Education Group  
(NYSE:XRS)



## Company introduction

TAL Education Group is a leading K-12 after-school tutoring services provider in China. The acronym “TAL” stands for “Tomorrow Advancing Life,” which reflects its mission to help students achieve better outcomes through a more efficient learning process. TAL Education Group offers comprehensive tutoring services to students from pre-school to the twelfth grade. With strong students and parents base in China, TAL intends to provide the high quality educational content and technology within the Chinese market while also constantly looking for collaboration and investment opportunities globally.

## Company details

Location : Beijing, China

Founded : 2008

Full-time employees: 10,000

Enrollments: 1.58 million in 2015

Online registered users: 9 million

Website : <http://en.100tal.com>

Zhongguancun Mooc  
Times Building



## Company introduction

Zhongguancun MOOC Times Building is the first domestic professional “Internet+Education” industry base that has an area of 70000+ square meters. With the support from the government of Haidian district, Beijing, Zhongguancun MOOC Times Building has a valuable network of resources across sectors and it devotes all dedication to be the “aggregator of Internet education industry”, the “service provider of Internet education industry” and the “leader of Internet education industry”.

## Company details

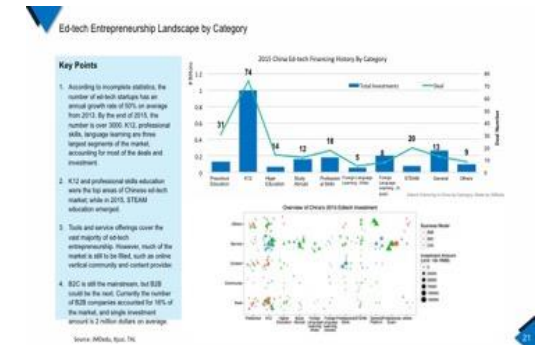
Location : No. 18 Zhongguancun Street, Beijing.

Founded : 2016

## Go-to-market Salon

Join our networking party at EDU+ Café, founded by 60 ed-tech founders, and a home place for educators and entrepreneurs.

- 16:00-16:10 **Welcome Speech**  
Xuening Liu, CEO at JMDedu
- 16:10:-16:30 **5 things you need to know about China Education Market**  
Sophie Chen, Partner at JMDedu
- 16:30-16:50 **How to raise money in China**  
Bill Ning, Partner at Future Works
- 16:50-18:00 **Company presentations**
- 18:00-19:30 **Networking Dinner**



ATA (NASDAQ: ATAI)



## Company introduction

ATA is the leader in providing learning oriented assessment solutions and services in China, and a leading provider of innovative performance-based testing technologies globally.

ATA Inc together with its subsidiaries, provides testing technologies in China that are used for professional licensure/certification tests in industries such as IT services, banking, asset management, insurance and accounting.

## Company details

Location : Beijing,China

Founded : 1999

Website : <http://www.atai.net.cn>

The Affiliated High School  
of Peking University



## Company introduction

The Affiliated High School of Peking University is the affiliated high school to Peking University that offers 7th-12th grade education. It is regarded as one of the most prestigious high schools in China. In a 2016 ranking of Chinese high schools that send students to study in American universities, BDFZ ranked number 12 in mainland China in terms of the number of students entering top American universities.

## School details

Location : Beijing,China

Founded : 1960

Website : <http://www.pkuschool.edu.cn/>

# 2016 Program Review: Company Introduction

## 17zuoye



### Company introduction

17zuoye serves as a nexus for students, teachers and parents to facilitate K12 education experience based on the Internet. The startup focused on English and math classes in the initial, and then extended to more subjects. Now, 17zuoye has become an adaptive learning platform for K12

Website : <http://www.17zuoye.com/>

### Funding rounds

Date	Amount	Rounds	Investors
2015	\$100M	Series D	<a href="#">H Capital</a> , <a href="#">Temasek Holdings</a> , <a href="#">DST Global</a> , <a href="#">Shunwei Capital</a>
2014	\$20M	Series C	<a href="#">Tiger Global Management</a> , <a href="#">H Capital</a> , <a href="#">Shunwei Capital</a>
2013	\$10M	Series B	<a href="#">Shunwei Capital</a> , <a href="#">Wang Qiang</a> , <a href="#">Xuxiaoping</a>
2012	undisclosed	Angle	<a href="#">ZhenFund</a>

## 51talk (NYSE:COE)



### Company introduction

51Talk is an online English school providing one-to-one foreign language teaching services at a price of 15 yuan per lesson. The teachers mainly come from South East Asian countries who speak English as their native language.

Website : <http://www.51talk.com>

### Funding rounds

Date	Amount	Round	Lead Investor
2014	\$50M	Series C	<a href="#">Sequoia Capital</a> , <a href="#">Shunwei Capital</a> , <a href="#">DCM</a>
2013	\$12M	Series B	<a href="#">Shunwei Capital</a> , <a href="#">DCM</a>
2011	Undisclosed	Angel	<a href="#">Zhen Fund</a>
2011	\$100k	Series A	<a href="#">DCM</a>

# 2016 Program Review: Company Introduction

XuetangX



## Company introduction

XuetangX offers interactive MOOCs (Massive Open Online Courses) from the world's best universities, colleges and organizations. Courses from Tsinghua, Fudan, MITx, HarvardX and many other universities can be taken here for free. We aim to provide the advance systematic educations to the public and offering the opportunity for every single Chinese to enjoy the best educations that are available around world. Through our institutional partner, Tsinghua MOE Research Center for Online Education, along with other leading global universities, we present the best of higher education online and committed to improve the topic diversity.

## Company details

Location : Tsinghua University, Beijing, China

Founded : 2013

Website : <https://www.xuetangx.com/>

VIPkid



## Company introduction

VIPKID provides 1-on-1 online full immersion language content classes for 6-12 kid. All the courses in VIPKID is American elementary school curriculum that is based on the Common Core State Standards for grades K through 5. VIPKID students meet with American teachers three times a week in a one-on-one online classroom.

Website : <http://www.vipkid.com.cn>

## Funding rounds

Date	Amount	Round	Lead Investor
2016	\$100M	Series C	—
2015	\$20M	Series B	Northern Light Venture Capital
2014	\$5M	Series A	Srquoia Capital, Matix Partners, Innovation Works, Xu Xiaoping
2013	Undisclosed	Seed	—
2013	Undisclosed	Angel	Innovation Works

Baidu (NYSE: BIDU)



## Company introduction

Baidu is the search engine in China. Baidu offers functional online search, Tieba community search, industry-based vertical search, mp3 search, portal channels, and instant messaging services. Its products include Baidu Webpage, Baidu Video, Baidu Map, hao123.com, BaiduPedia, Baidu Input, Baidu Toolbar, TTPlayer, Iqiyi, and Sky Software.

## Company details

Location : Beijing,China

Founded : 1999

Website : <https://www.baidu.com>

Netease Youdao



## Company introduction

Youdao is the subsidiary of NetEase, developing mobile applications by using big data technology. Youdao has launched Youdao dictionary, Youdao Cloud Notes, Hui Hui Assistant, and Youdao Tuiguang. Youdao uses searching engine product as a starting point, goes further in the areas of large-scale data storage. Its technological accumulation is derived from language translation application services for years developing online dictionary products, individual cloud applications, and services such as e-commerce.

## Company details

Location : Beijing, China

Founded : 2007

Website : <http://www.youdao.com/>



中国 北京 東来顺



---

Experience  
China  
Culture and  
Chinese Food

---

# Contact Us

For more information, please contact [global@jmdedu.com](mailto:global@jmdedu.com)

For registration, please fill in the form: <https://goo.gl/XP2nsg>

Register



# JMDedu

No. 1 B2B EdTech  
Media in China

We **informs** and  
**connects** business  
professionals through our reports,  
events, and information services.

Our mission is to **drive** the  
advancement of education.

# GETChina

Your Best Entry into China  
Education Market

GET China, operated by JMDedu, aims to connect  
China and the rest of the world. We share news,  
insights, know-hows and analysis to **decode** China  
Education/EdTech Market, and help international players  
to **start and succeed** in china.



# GET China Ed-tech Ecosystem Tour

---

Organized by JMDedu

[Register](#)