

Finance-focused edtech platform closes second fundraise at £1.75M

For some edtech businesses, the pandemic has provided an opportunity to flourish. With more people at home than ever before, there has been more opportunity to learn and grow skill sets.

With this trend in mind, Finance Unlocked – an edtech platform for top banks, asset managers and law firms – has raised £1.75M and experienced user growth of 2,800% in 2020. Created specifically for the finance industry, this video-delivered and expert-led educational platform has video completion rates of 91%.

Its second round of funding from strategic angels includes the managing partner of one of Europe's largest SaaS VCs, the chairman of one of Europe's largest banks and the chairman of Europe's largest higher education edtech.

Clients include Santander, Hogan Lovells and Oxford Said Business School and partnerships include financial media company Euromoney plc, UK Finance, CISI and The Chartered Banker Institute.

Making waves

Finance Unlocked is focused on making a positive social impact. In 2020, it delivered £3M worth of education to university students affected by campus closures and contributed to the national Fintech for Schools educational

programme.

This year, the team will be launching a societal inclusion initiative with Santander, rolling out 3,000 Finance Unlocked subscriptions to BAME students.

Henry White, CEO, Finance Unlocked, said: “Employers the world over are racing to make rapid and permanent changes to the way they deliver learning and development.

“The pandemic, and the changing nature of the workplace, have provided fertile ground for new disruptors in this space, as well as driving M&A activity in the sector.

“Our unfair advantage is that we focus on one industry sector – financial services – which also happens to be one that is highly receptive to new ways to radically improve learning and development. 2021 promises to be an exciting year for us as we set our sights on owning the financial education vertical, challenging generic providers such as LinkedIn Learning to tap into a \$44B market opportunity.”

Finance Unlocked is the world’s first comprehensive, on-demand video-delivered edtech learning platform built specifically for finance professionals.