

Betao Group

Press Release ♦ February, 2022

Betao Group, a fast-growing Franco-Swedish start-up located at the heart of Södermalm, acquires e-learning platform, Matha

Stockholm, Tuesday, February 15th, 2022



In France, the online learning industry is booming, but the sector suffers from the amateurism and dishonesty of certain players. In order to contribute to the professionalization of this sector, the go-to e-learning organization for french entrepreneurs, EDUCADEMY owned by the Franco-Swedish BETAO group, today announces its acquisition of the French e-learning platform MATHA. Matha, a gem within EdTech, specializes in digital training for companies and their employees in fields such as

entrepreneurship, digital marketing, and programming for beginners. Both platforms are certified and recognized by the French state, allowing their users to further develop their professional careers with the help of government funds. Entrepreneur-approved courses on how to start your own business, attract the right customers, or launch your company website using the latest technology are only some of the online classes offered by Educademy and Matha. With this, the merger aims to create a major and consolidated player in online training around entrepreneurship. The heart of the project is a gamified pedagogy based on innovation, combined with a strong community of fellow entrepreneurs to provide support as users navigate their way to running a successful business. The marriage between these two companies thus concretizes the alliance of the best French experts within business creation and digital technology with the project of changing the learning habits of users. With this acquisition, "EDUCADEMY intends to become a major player in the online learning sector for entrepreneurs in France", Arnaud EDUS, CEO of Betao, Educademy's parent company, explains. "We want to combine our expertise in entrepreneurship and the knowledge of the 250,000 entrepreneurs we have supported since our creation, with MATHA's know-how of digital education. Finally, and this is something we really believe in, we want to show that public funds can be used in the best interest of society and its citizens". "For MATHA, it is also an opportunity to use our innovations and know-how to help the greatest number of people", Alexandre Zana, founder of MATHA, rejoices. "Finding great inspiration in the Montessori methods, our pedagogy is based on four pillars: the project of each participant, game design, personalized support, and a community focused on mutual support.

About Educademy

EDUCADEMY is a digital e-learning platform for French entrepreneurs created in 2020 located in the heart of Södermalm in Stockholm, Sweden. The company is the property of the Franco-Swedish BETAO group.

About Betao Group

Betao is a French-Swedish company, which focuses all its energy on making life easier for French entrepreneurs. Betao found its inspiration from the intuitive process of starting a company in Sweden. Betao simplifies the process for French entrepreneurs by helping them fill out all the correct forms to get started with their companies. They also provide customer support, online training, as well as expense tracking and invoicing tools. Since the company was founded they have managed to help more than 500,000 entrepreneurs launch and manage their businesses.

The company is based in Stockholm but has its customers in France. Yet Betao is neither French nor Swedish: the company has more than a dozen different nationalities represented within its staff.

About Matha

MATHA is a digital e-learning platform, with a name inspired by the Greek “Mathaíno” meaning “I learn”. The company was created in 2020 by Alexandre Zana, who also founded the company Coding Days in 2017, which most notably offered training in coding and the world of IT for businesses.

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