



Edulift Limited
8 King Edward Street
Oxford, OX14HL

We are a boutique edtech consultancy, based in Oxford, UK, operating globally since our inception in 2011, and boasting clients across five continents.



We are the trusted choice to provide a “global-first” approach to EdTech innovation, leveraging our close connections with edtech ecosystems in multiple territories. Our work ranges from high-level strategic consulting and thought leadership, to hands-on training, product development, and innovation incubation.

Our multicultural and multilingual team of strategic consultants, engineers, designers, and educators is lead by founding partners Philip Seifi and Oliver Capehorn, who in addition to their consultancy practice, have gained unrivalled insight into the needs of stakeholders across the edtech industry, with their experience as venture builders, angel investors, and educators.

Imagine what's possible

Edtech is instrumental for the mission of the UAE government to refine the educational system for the needs of the 21st century. We will provide expert assistance to Injazat to support this digital innovation strategy through industry insights and actionable learnings from analogous initiatives around the world.

RELEVANT EXPERIENCE

- Consulted, mentored, and evaluated startups around the world (UNDP Youth Co:Lab, UNDP Springboard, Asia Pacific Youth Exchange, Minerva Schools, British Antarctic Survey)
- Developed the Entrepreneurial Lifecycle framework to help governments better align their efforts with the needs of entrepreneurs and the startup ecosystem [1].
- Published in leading outlets in the Startup, Design, and Product Management space.

[1] Seifi, P. (2019). The Entrepreneurial Lifecycle and the role of government at each stage.

Test & launch what's best for the UAE

On the basis of our report on the state of edtech, we will work with Injazat to identify opportunities across the spectrum, from ecosystem development, venture incubation, and acceleration, to digitisation of front-line educational services.

RELEVANT EXPERIENCE

- Organized the first major food tech startup events in Malaysia (Techstars Startup Weekend Food, Thought For Food Academy and Summit).
- Worked with StartupMalaysia to inspire future entrepreneurs through the RAFT programme.
- Actively participated in startup ecosystem building in the UK, Malaysia, Hong Kong, and Japan.
- Bootstrapped and sold an edtech company reinventing blended learning [2].

[2] Seifi, P. (2018). Blended learning at scale: Semi-automated study coaching over asynchronous text messaging.

Case study: Techstars Startup Weekend Food

In partnership with the Malaysian Global Innovation & Creativity Centre, which identified a lacuna in support for foodtech initiatives in Malaysia, we brought the food tech edition of Techstars Startup Weekend to Malaysia for the very first time.



During the 54-hour event, groups of entrepreneurs, developers, designers and industry experts pitched their food & ag tech ideas, formed teams, and worked to develop a working prototype and presentation. They then pitched their new startups to top F&B entrepreneurs and investors.

This was the first major startup initiative in Malaysia to focus on food technology. The event attracted participants from across the country, and as far as Singapore. It generated great interest from national and regional media, and paved the way for further food technology initiatives by local educational institutions, and the Malaysian government.

Case study: Thought For Food

We helped bring Thought For Food, the leading global food tech conference, to Malaysia, in partnership with the Asian Strategy & Leadership Institute.



The Thought For Food Summit, coming to Asia for the first time, was to host 2,000 entrepreneurs, experts, and government officials in March 2020, but had to be canceled because of COVID-19.

Over the course of 2019, and early 2020, we liaised between the Thought For Food team in Switzerland and Malaysian entrepreneurs, startup ecosystem builders, investors, and government officials to align the event with the needs of the local ecosystem.

We also advised Thought For Food on Digital Labs, their online educational platform for startups unable to attend the flagship Summit, conducted market research on the South East Asian food tech startup ecosystem, and promoted the event throughout the region.



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