We are building the digital place-to-be for public administration.
Luis Hesemann
Co-Founder
academa

Patrick Neubert
Co-Founder
academa
“Every week we're a little bit further off the edge than the week before.”

Health Department Germany

Tagesschau.de

“Imagining the rebirth of public service is easier than realizing it.”

Why America’s Institutions Are Failing

Theatlantic.com
Publicly funded institutions such as government authorities, universities, hospitals, police, schools, and many more

Beyond 450 million learners

Germany 6.5 mil., USA 19.6 mil., China 247 mil.

- Low level of digital innovation
- Stability towards economic downturns
- High entry barriers for providers who do not specialize in GovTech
- External political will to accelerate digital transformation
The role of academa - We provide:

- Topic & expert scouting
- Execution in course development
- Guidance in content design
- Platform & access to user base
- User support
Status Quo

Launched an MVP with the services of edunext

since January 2021

- 14 courses (launched & in development process)
- 54 institutions

Q4 2021

- Launching multilanguage courses
Why we chose Open edX

- Fast start in go-to-market
- Multi-language support
- Combination of a studio and course environment
- Suitable for all age groups
- WordPress Integration

Next Steps: Mobile apps, LTI Services
Trends

- Unbundling of business models
- Engaging communities in cohort learning
- Personalized learning formats
Behind the Scenes

Scouting topics
Finding trends early to build courses that sell.

Storyboarding & Texting
This is where the academa magic happens.

Content Production
We said goodbye to cameras and scheduling with our domain experts.

Course Development
The best courses are built on user insights.
Contact us to learn more about partnering up!

www.academa.de

Luis Hesemann
- Email: l.hesemann@academa.de
- Phone: +49 (0) 241 89436711

Patrick Neubert
- Email: p.neubert@academa.de
- Phone: +49 (0) 241 89436710