



The Finnish Netflix of Learning Services is Expanding into the Municipal Sector – Eduhouse Acquires Hallintoakatemia

Eduhouse, the Finnish market leader in Learning-as-a-Service (LaaS), is acquiring Hallintoakatemia, which specializes in training services and skills development in the public administration sector. Through the LaaS solution offered by Eduhouse, client organizations can provide their employees with access to an extensive online training library and an advanced e-learning platform with a monthly subscription. The training materials focus on, for example, financial, payroll and personnel management, business law, and IT skills. With the acquisition, the range of services offered by Eduhouse expands from the private sector to support the life-long learning of public administration professionals

Eduhouse offers subscription-based learning services designed for knowledge workers, where organizations can purchase services for their employees as streaming services subject to a monthly fee. Users can develop their skills further through an extensive video library, podcasts, and other self-study materials as well as remote training and online coaching sessions run by instructors. Eduhouse aims to offer the most topical and relevant in-work training for professionals within a single platform.

“We believe that the LaaS model is well-suited for public administration, where skills development is continuously required throughout various sectors. Public administration training needs range from confidentiality, document management, decision-making and evolving legislation to taking of minutes and land use planning. Together, Eduhouse and Hallintoakatemia can support the life-long learning of public administration professionals on a single platform,” says **Jukka Vento**, CEO of Eduhouse.

Hallintoakatemia is a well-known training provider in the public administration sector. It has supported almost all Finnish municipalities in development of skills, management practices and operations.

“The services offered by Hallintoakatemia focus on training related to the everyday tools and methods used by public administration professionals. The training sessions are run by the most experienced specialists in the field, who themselves work with the same topics and are thus familiar with the working environments and needs of the trainees. Cooperation with familiar services and professionals will continue as usual, but the life-long learning concept and service platform of Eduhouse will allow us to develop the competence and skills of public administration employees even faster,” says **Tuuli Tarukannel**, CEO of Hallintoakatemia.

The subscription-based learning service market is growing rapidly

Hallintoakatemia is the third acquisition for Eduhouse in less than a year. Eduhouse acquired the information and communication technology sector learning services providers Wistec Training and Sovolto in June 2021 and April 2022, respectively. In Finland, the life-long learning market is already quite well developed, but in Sweden and Norway, for example, Eduhouse's rate of growth reaches three digits. Eduhouse's streaming learning services are used by approximately 100,000 professionals each year. Eduhouse intends to offer its services to one million users by 2030.

Similar subscription-based learning services include LinkedIn Learning, Codecademy, and Udemy. Eduhouse is predicted to emerge as a challenger to the international operators and a promoter of Finnish



education expert. Verdane, a private equity investor specializing in European growth companies, acquired a holding in Eduhouse last year and will continue to support the development and growth of Eduhouse in the future.

“We see that the municipal sector is undergoing a similar shift towards lifelong learning as the private sector. Hallintoakatemia will complement Eduhouse's offering well, especially regarding the demanding competence needs of the public sector”, says **likka Moilanen**, investment professional at Verdane.

With Hallintoakatemia, Sovelto and Wistec, Eduhouse pro-forma turnover amounted to approximately 13 million euros in 2021. This year, turnover is expected to grow to approximately 16.5 million euros. The companies operate in Finland, Sweden, and Norway and they employ approximately 100 people in total. With offices in Helsinki and Tampere, the companies have more than 60 employees in Finland.

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