



Ministero degli Affari Esteri
e della Cooperazione Internazionale



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22 - 24 January 2025

Stand: NC51





ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

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Italian Trade Agency 

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ITA - Italian Trade Agency 

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Edtech Italia is the association that brings together entities working towards the sustainable progress of learning, skills, and human capital management in Italy.

With over 100 affiliated companies, it serves as the reference community for promoting the Italian education ecosystem both domestically and internationally.

It facilitates connections among key players in education and training, fosters dialogue with educational and scientific communities, and conducts ongoing market research in this ever-evolving landscape.

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Website & Social:

www.algorededucation.com

<https://www.instagram.com/algorededucation/>

<https://www.youtube.com/@algorededucation>

<https://www.tiktok.com/@algorededucation>

<https://www.facebook.com/algoritalia>

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Funding stage:

Seed

Description

Algor is an Italian startup founded in 2021 with the mission to revolutionize learning through AI and enhance the lives of students and teachers. At algorededucation.com, it transforms texts and documents into Algor Cards: structured study paths featuring concept maps, summaries, quizzes, and flashcards generated in seconds. With over 3 million users across Italy, Spain, and Latin America, Algor aims for global expansion, offering an innovative, reliable, and accessible solution for education.

What makes you better?

Algor outperforms competitors by delivering higher-quality content tools like concept maps, summaries, quizzes, and flashcards. Unlike other AI solutions, Algor creates comprehensive and accurate outputs directly from longer texts, ensuring coherence and depth. It transforms input into a complete learning journey, making studying more effective and intuitive.

Describe your target customer

Algor empowers students by saving time, reducing stress, and boosting academic performance. It aids teachers by simplifying lesson planning, personalizing materials, and preventing burnout. For parents, it streamlines studying, reduces stress, and improves exam prep. Schools and universities benefit from AI-powered tools that enhance learning, improve efficiency, and drive student success.



ARTCENTRICA

Website & Social:

www.artcentrica.com/en/artcentrica-home-page-eng/

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CEO and co-founder

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Funding stage:

Seed

Description

ArtCentrica is the EdTech innovative startup, Centrica's spinoff, with which we innovate the teaching and learning of Art and through Art in schools and universities.

Describe your target customer

We want to bring ArtCentrica EDU in more than 300 Schools in two years, start providing a B2C version to art-lovers and entering also in the corporate market.



Website & Social:

<https://connectingtalents.org/>

<https://www.instagram.com/connecting.talents/> <https://www.linkedin.com/company/connecting-talents/>

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Founder

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Funding stage:

Seed

Description

Connecting Talents' purpose is to have a positive impact in the new world of work. We are an Edtech startup based in Italy working in Europe and the UK. We specialise in empowering teams of people with a common purpose that collaborate but are not being paid to work together. The underlying psychology and team dynamics are very different in such teams and require ad hoc tools and methodologies, which we provide. Both online through connectingtalents.org and through workshops, hackathons, training.

What makes you better?

We provide a structured support, leveraging bespoke digital tools, to help people enrich their CV by matching them with peers who are developing early stage ESG projects and do not have the economic resources to buy the skills they need. With our two-sided matching platform and coaching services, we allow these two underserved market segments to meet digitally and grow together.

The process includes online talent profiling based on skills, passions and drivers and a dedicated Team Design.

Describe your target customer

Our customers are people who eager to create an impact with their talents of all ages (2/3 are <35 yrs), gender (50:50) and culture (77 countries): <https://connectingtalents.org/counter>. Most of them are either looking for or developing an ESG side-project; the main UN SDG's that are impacted by the projects of our young entrepreneurs are 3, 8 and 11 showing concern for sustainable quality of living and care for our planet. These projects thrive on skill-and-time volunteering which is what our users learn to do while enriching their CV with meaningful projects. Our users are mostly digitally skilled, but we also deliver live team design and team building sessions which do not require technology.



Website & Social:

<https://epicode.com/it/>

<https://www.instagram.com/epicode.official/>

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Funding stage:

Series A

Description

EPICODE Institute of Technology is an higher education institution specialized in online ICT training, chosen every year by 2500 students with the objective of launching a new career in tech. EPICODE delivers international bachelor's degree programs and intensive bootcamps in the areas of software engineering, data analysis, artificial intelligence, cybersecurity, digital marketing and game development.

Describe your target customer

Talents and professionals between 18 and 35 who want to start, upgrade or consolidate their career in tech.

What makes you better?

To shape skilled specialists. To turn talents into tech careers. To transform careers into successful lives. To achieve all this, you need to be more than just a school, better than a traditional recruiting company. That's how EPICODE Institute of Technology was born—a leading ed-tech company in Europe, widely chosen and appreciated for training and recruiting tech talents.



Website & Social:

<https://fortissimo.education/it>

<https://www.facebook.com/people/Fortissimo-Education>

<https://www.instagram.com/fortissimo.education>

<https://www.linkedin.com/company/fortissimo-education/>

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Valeria Told

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Funding stage:

Received Pre-seed funding from Creative Europe

Description

Fortissimo is a groundbreaking digital education initiative transforming classical music education across Europe. Designed for primary school teachers working with children aged 6-16, it combines traditional methods with modern technology. The platform offers virtual concert halls, interactive instrument exploration, and virtual orchestra participation. With 24 partners from 14 European countries, Fortissimo provides a comprehensive learning platform in 12 languages, democratizing music education by removing geographical and socioeconomic barriers.

What makes you better?

Fortissimo uniquely empowers all teachers, regardless of musical background, to deliver high-quality music education. It offers a comprehensive digital platform with ready-made teaching materials, interactive apps, and virtual reality experiences. The project's multilingual approach, available in 12 European languages, ensures wide accessibility. By com-

binning cutting-edge technology with pedagogical expertise, Fortissimo makes classical music engaging for digital-native students while providing standardized, scalable solutions for educational systems.

Describe your target customer

Fortissimo primarily targets primary/elementary school teachers working with children aged 6-16. The platform caters to two main age groups: 6-10 and 10-16, with tailored content for each. Secondary customers include national education ministries, school administrators, and cultural institutions seeking to implement standardized, high-quality music education. The project also aims to engage parents' organizations and reach students directly through its interactive app and gamified learning approach.

Futura

Website & Social:

<https://adt.futura.study/>

[instagram.com/
accademiadeitest](https://www.instagram.com/accademiadeitest)

[tiktok.com/discover/accademia-
dei-test](https://www.tiktok.com/discover/accademia-dei-test)

[facebook.com/
AccademiadeiTest](https://www.facebook.com/AccademiadeiTest)

[www.youtube.com/@
accademiadeitest](https://www.youtube.com/@accademiadeitest)

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Funding stage:

Series A raised in April 24

Description

Futura makes high quality education accessible to everyone. Our AI-based platform optimizes your study time and test scores by learning from your past mistakes and targeting weak points with extra attention. We completely personalize learning, using a data-driven approach and modular classes that adapt to students' individual needs.

What makes you better?

Futura stands out by leveraging cutting-edge AI to deliver hyper-personalized learning experiences. Our technology accelerates the learning process by adapting to each user's unique needs, optimizing results in less time. Unlike traditional methods, we combine innovation with a sector-specific focus, offering tailored solutions for MedTest Prep, Military Test Prep, Medical Specialization Prep, and general academic tutoring, ensuring effective and engaging learning experiences.

Describe your target customer

Our target customers are students aged 16-25, spanning high school and university. These individuals are goal-driven, preparing for critical exams like medical school entry tests, military admission tests, or advanced medical specialization exams. They seek efficient, flexible, and innovative learning solutions to achieve their academic or professional goals, valuing both the quality and adaptability of our AI-driven platform.



Extends reality, you grow

Website & Social:

www.hevolus.com

YOUTUBE: <https://www.youtube.com/hevolusinnovation>

X: <https://x.com/HevolusInn>

FACEBOOK: <https://www.facebook.com/HevolusInnovation/>

LINKEDIN: <https://www.linkedin.com/company/hevolusinnovation>

INSTAGRAM: https://www.instagram.com/hevolus_innovation/

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Funding stage:

Series B: Hevolus is an innovative SMB. Since 2020, Hevolus has had CDP Venture Capital SGR by its side as an investor supporting the company's global growth. We are now approaching a new fundraising phase.

Description

Hevolus is an international leader in eXtended Reality and Generative AI technologies applied to education and all vital processes of companies across any sector. Hevolus is an international partner of Microsoft, Meta, and Lenovo, and counts among its clients Casillo, Natuzzi, Ferroli, the University of Naples Federico II, eCampus Telematic University, Enel, and many others. Winner of the SMAU Innovation Award from 2018 to today, the Retail Week Awards 2020 in the Game Changer category, and the Microsoft Italy Partner Award 2024 in the AI Transformation category.

What makes you better?

Hevolus' aim is enabling anyone to create unconventional phygital experiences independently, without device or platform limitations. Hevolus' platform offers a vertical product for every business process, with the goal of innovating and improving it through the use of XR and Generative AI.

Describe your target customer

Hevolus targets businesses across sectors such as retail, manufacturing, automotive, education, and tourism, aiming to enhance processes and customer engagement through phygital, immersive, and extended reality (XR) technologies. Clients include large enterprises and SMEs seeking to adopt innovative solutions like mixed reality, metaverse platforms, and Hybrid Learning Frameworks.



incomedia

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Website & Social:

WWW.WEBSITEX5.COM

<https://www.facebook.com/Incomedia>

<https://www.youtube.com/user/incomedia>

<https://it.linkedin.com/company/incomedia>

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Funding stage:

Scale up

Description

Incomedia provides powerful yet accessible tools that support educational institutions, businesses, professionals, and private users in establishing an effective online presence.

Our flagship product, WebSite X5, is a comprehensive solution for designing websites, e-commerce platforms, and blogs, perfectly suited for schools, teachers, and students looking to create educational content, informational portals, or digital projects independently.

Thanks to its intuitive interface and high level of customization, WebSite X5 enables users to develop teaching materials and digital resources quickly and easily, meeting all education needs.

What makes you better?

Incomedia stands out by offering a user-friendly, no-code website creation platform that empowers educational institutions to foster digital skills and creativity. WebSite X5 provides unmatched

versatility—schools, teachers, and students can design professional websites and create rich digital learning materials without requiring technical expertise. This accessibility saves time and costs, and enhances the quality of education through hands-on digital projects.

Describe your target customer

Our target customers are schools, educators, and students seeking to enhance their digital capabilities. WebSite X5 is ideal for primary, secondary, and higher education institutions, as well as independent teachers and students who need an easy-to-use tool to create educational content, school websites, or digital portfolios. We also cater to IT coordinators in schools who aim to simplify website and digital content creation for all users, regardless of technical skills.



Website & Social:

<https://www.itacaeducation.com/>

instagram : itaca_education

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Funding stage:

NA

Description

Itaca is a young Campanian startup specializing in creating innovative educational products using cutting-edge technologies like augmented reality, virtual reality, and artificial intelligence. Founded in November 2022, Itaca has already reached over 50 Italian high schools and earned recognition from Meta as a leading European startup in immersive tech. We blend technology and neuroscience to create engaging, balanced, and transformative learning experiences for schools, professionals, and organizations.

What makes you better?

Our differentiator lies in our ability to create products that perfectly balance technological innovation and educational principles, fully aligned with cutting-edge neuroscience insights. We don't just sell solutions – we support schools, professionals, trainers, and students with training, assistance, and guidance to make this new

dimension of learning as exciting and engaging as possible. With our products, learning becomes a journey of passion, fun, and emotional connection.

Describe your target customer

Our clients include middle and high schools, companies, and training organizations. We work closely with educational institutions to bring innovative learning experiences to students and teachers, while supporting businesses and training entities in adopting cutting - edge technologies to enhance their professional development and educational programs.



Website & Social:

<https://maieuticallabs.it>

<https://www.linkedin.com/company/maieutical-labs-s-r-l-/>

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Funding stage:

Series A

Description

Maieutical Labs was founded in 2011 to support a software project for Latin translation; it became the go-to provider of educational software for Italian scholastic publishers seeking innovation. In 2016, it created its first product sold directly to schools; it supported many students and teachers during the 2020-2021 lockdowns and survived the anti-digital backlash of 22-23. Many things have changed, our vision of innovative and affordable for public schools education has remained the same.

What makes you better?

In a fast-paced world, Maieutical Labs knows that education requires time: for technologies to be validated, then adapted, and finally integrated into teaching. On the other hand, a society caught up in the frantic chase for the latest trend forces the education sector to rethink itself.

Maieutical Labs manages the tension between resistance

to change and the need for evolution with clarity and ease: adaptive microlearning, data-driven teaching strategies, and AI (only where it's truly needed).

Describe your target customer

We have two types of school customers: we sell our software to families as if they were textbooks and to schools and classes as if they were services (approximately 35,000 active students each year, for the entire school year). However, we are now expanding into the more lucrative B2B training market with courses in finance, cybersecurity, and privacy (currently in preparation).



Website & Social:

<http://www.marshmallow-games.com>

Contact Person @ Bett:

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Funding stage:

Series A

Description

Marshmallow Games is a leading Italian edtech company specializing in innovative educational apps for children aged 2-11. Our mission is to develop high-quality digital experiences that educate and engage children while providing value to both families and schools. Recognized among the top 200 European edtech companies in 2023 by HolonIQ, Marshmallow Games stands out for its ability to combine storytelling with interactive learning, focusing particularly on STEM subjects. Our apps have collectively surpassed 3 million downloads, demonstrating our significant impact in the educational technology space.

Describe your target customer

Marshmallow Games aims to become a leading international reference in children's digital education. We envision establishing ourselves as providers of high-quality educational content in the consumer market while expanding our presence in schools globally. Our goal is to guide children, schools, and families towards productive and healthy digital learning, shaping the future of education through innovative experiences. By bridging home and school environments, we strive to be at the forefront of educational technology, preparing children for the digital future with balanced and enriching learning journeys.



Website & Social:

<https://mathlegacy.it/>

<https://www.instagram.com/mathlegacy/>

<https://www.linkedin.com/company/mathlegacy/>

<https://www.facebook.com/people/Math-Legacy/61551742636394/>

<https://www.tiktok.com/@mathlegacy>

Contact Person @ Bett:

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Funding stage:

Pre-seed

Description

Imagine a world where learning math is as simple and fun, for students, as playing video games. Now, stop imagining: with Math Legacy, that world already exists!

Like a medal, our solution is composed of two faces:

- 1 For students, a video game that makes them overcome their anxiety and, finally, learn and love mathematics.
- 2 For educators, a platform with precise analytics, homework assignments, and pathway customization.

What makes you better?

Math Legacy is not a quiz-based app with gamification, but a true video game, full of storytelling elements and multiplayer battles, that transforms each single topic into a tailored level, optimized for giving precise immediate feedback and for guiding students step-by-step.

Thus, Math Legacy not only motivates students to do math, but also helps them understand each topic deeply, ultimately making them learn and love the subject.

Describe your target customer

Middle schools coming from English-speaking countries

Companies who want to help schools in their community, investing in SDGs (3, 4, 5) and in future STEM careers.



Website & Social:

www.siriusgame.it

<https://www.facebook.com/heysirius>

https://www.instagram.com/siriusgame_/

<https://www.linkedin.com/company/siriusgame>

<https://www.youtube.com/@siriusgame3791>

Contact Person @ Bett:

Laura Cesaro

Chief Executive Officer [https://](https://www.linkedin.com/in/laura-cesaro-0266421aa/)

[www.linkedin.com/in/laura-](https://www.linkedin.com/in/laura-cesaro-0266421aa/)

[cesaro-0266421aa/](https://www.linkedin.com/in/laura-cesaro-0266421aa/)

lauracesaro@siriusgame.it

Funding stage:

Seed

Description

Sirius Game is an innovative Italian start-up, dedicated to transforming digital education. Operating in EdTech, it enhances students' mental well-being through playful learning, blending education and play to spark curiosity and reduce study stress. Its digital products help students of all levels review subjects effectively. Combining academic research, technology, and design, Sirius Game fosters academic success and personal well-being, offering a forward-thinking approach to education.

What makes you better?

Sirius Game's unique selling point lies in its ability to combine mental well-being with effective learning through innovative, game-based digital tools. By integrating the principles of Playful Learning, Sirius Game transforms traditional study methods into interactive, stress-free experiences that foster curiosity, creativity, and deeper engagement. This holistic approach not only enhances

academic performance but also supports students' emotional health, making learning enjoyable and sustainable for learners of all ages.

Describe your target customer

Sirius Game's target customers are students at all educational levels, from primary to secondary school looking for engaging and effective learning tools that prioritize mental well-being. Educators and schools are another key segment, looking for innovative and motivating solutions to improve student engagement and achievement. Parents are also a key group, looking for tools for their children to foster academic success and emotional development. In addition, Sirius Game caters to organizations, companies, and educational institutions that focus on transforming education.



Website & Social:

www.tutornow.ch

https://www.instagram.com/tutornow_ripetizioni/

<https://www.linkedin.com/company/tutornowonline>

<https://www.facebook.com/tutornow.it>

<https://www.youtube.com/tutornowripetizioni>

Contact Person @ Bett:

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Co-founder, CFO and Head
Corporate Development

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Funding stage:

Seed

Description

Tutornow is an innovative online platform offering personalized tutoring for students, including those with learning disabilities. With a pool of 10,000 skilled educators and advanced tools like collaborative editors and code simulators, it provides an inclusive, tech-driven learning experience to support over 1,000 students.

What makes you better?

Tutornow stands out through its strong commitment to inclusivity and innovation in education. Our Virtual Classroom offers over 50 specialized tools, including high-readability fonts, conceptual mapping, and collaborative tools like code editors, all designed to support students with learning disabilities. With seamless compatibility across devices and access to a network of 10,000 experienced tutors, we deliver a comprehensive and adaptable learning experience that meets the diverse needs of students, positioning us as a trusted partner in modern education.

Describe your target customer

Tutornow's target customers are students of all ages facing academic challenges, including those with learning disabilities, as well as their parents seeking effective and personalized educational support. We also cater to educational institutions and organizations looking for innovative learning solutions. Our platform is ideal for individuals who value flexible, technology-driven tutoring services.



Website & Social:

www.whoteach.it/en

Linkedin: <https://www.linkedin.com/company/whoteach-it/>

Facebook: <https://www.facebook.com/whoteachplatform>

Instagram: <https://www.instagram.com/whoteachofficial/>

X: <https://x.com/WhoTeachST>

Contact Person @ Bett:

Francesco Epifania

CEO

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Funding stage:

Seed

Description

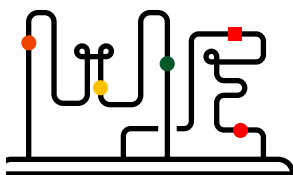
WhoTeach is the startup that develops and promotes the B2B intelligent Digital Learning platform to support Training Institutions and Companies to create and deliver high-quality online courses. WhoTeach enables an easy management of synchronous and asynchronous training activities through the modularity of its components and the adaptability to various training contexts. It is equipped with different AI features that support trainers and experts in creating and managing training paths.

What makes you better?

Our competitive edge lies in the use of vertically designed AI for creating educational and training content combined with qualified selected libraries. We ensure full customization of the solution, tailored to our specific clients' needs, making AI tools more reliable and impactful, while ensuring transparency and respect of value in AI algorithms.

Describe your target customer

Our target audience includes companies, training institutions, and public organizations. WhoTeach is designed to empower trainers, HR professionals, and subject matter experts to effortlessly create and update courses using advanced AI tools. These customers value innovative Ed-Tech solutions that boost learning efficiency while ensuring high training quality.



**WONDERFUL
EDUCATION**

Website & Social:

www.whoteach.it/en

<https://fem.digital/>

[https://www.linkedin.com/company/](https://www.linkedin.com/company/wonderfuleducation/)

[wonderfuleducation/](https://www.linkedin.com/company/wonderfuleducation/?originalSubdomain=it)

[?originalSubdomain=it](https://www.instagram.com/futureeducationmodena/)

[https://www.instagram.com/](https://www.instagram.com/futureeducationmodena/)

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[danielamuresan/](https://www.linkedin.com/in/danielamuresan/)

Funding stage:

Growth stage

Description

Wonderful Education is an Ed-Tech Italian company involved in scalable and impactful solutions for digital education and innovative learning: it is a venture builder, a testbed network, an R&D center promoting public awareness of quality learning through a think tank, a Festival and online publications.

The organisation includes professionals with a background ranging from cognitive scientists, developers, designers, AI experts, and many field experts, all involved in the development and offer of edtech solutions.

What makes you better?

Wonderful Education prototypes, tests, validates and offers Edtech solutions to formal and informal education (K12, HE, VET, corporate, individuals).

It operates an Edtech sandbox with facilities as a testbed network for Edtech quality assurance and a venture builder, from which digital services and products are incubated, accelerated, localized and scaled to market.

WE runs 9 R&D programmes divided in 3 areas: methodological (cognitive sciences, design for learning, GBL); Digital Humanities (computational linguistics, visual & media literacy) and STEM (mathematics, sustainability, AI and computational education)."

Describe your target customer

The target audience is both formal education (K12, tertiary education, professional development) and informal education (upskilling, reskilling, parenting).

Our target customer are schools (individuals, classrooms and teaching staff), professionals interested in innovating their teaching methods and practices, young people and adults interested in upskilling, profit and non profit organisations interested in staff development.

