



Twinkl secures investment from Vitruvian Partners to further its mission to 'help those who teach'

With a founding mission of helping those who teach, [Twinkl](#) has grown from a back bedroom industry into a leading global educational provider in little over a decade. Now supporting educators in over 200 countries, Twinkl has a vast library of one million educational resources and it continues to grow. As Twinkl looks to deepen its global presence, it has successfully secured a sizeable minority investment from [Vitruvian Partners](#).

Jonathan and Susie Seaton founded Twinkl from the back bedroom of their Sheffield home with the simple dream of being able to help those who teach. As a teacher herself, Susie understood the importance of having access to reliable and high-quality teaching resources. Having the right access to the right materials is fundamental for the teaching community, and Twinkl has been able to support educators and parents with over one million teacher-created digital resources.

Twinkl has come a long way since starting in 2010. Now a global leader in educational resources, Twinkl offers an extensive range of educational content including a [DfE-validated Phonics programme](#) and accompanying [Rhino Readers reading scheme](#). Already a household name in UK classrooms, Twinkl looks to deepen its presence in key international markets, providing its teacher-created content in more schools across the world.

Susie Seaton, Founder

"Everything we do at Twinkl is to help those who teach and this is as true today as it was on day one. From humble beginnings, we're now a global leader in educational resources. I couldn't be prouder of our team, their work and our shared commitment to serving our customers every single day. This investment, and our partnership with Vitruvian, will help us to find new ways to continue to help the teaching community worldwide as we move into this next phase of our journey."

Jon Seaton, Founder and CEO



"We are really excited about the future of Twinkl and felt that Vitruvian Partners were the best fit for our company to support us in our mission to help those who teach. Vitruvian brings with them a wealth of experience and expertise in helping fast-growing companies like Twinkl to achieve future success. We're really excited about the support an external partner like this can bring as we focus on how we continue to help those who teach around the world."

Vitruvian Partners is a global growth-focused international investment firm that supports entrepreneurs and high-growth companies in achieving their goals, creating sustainable growth and strategic value. With a track record of over 50 investments in market-defining companies like Skyscanner, Just-Eat, Farfetch and Trustpilot, Vitruvian Partners has considerable experience in scaling, internationalisation and operational effectiveness.

Thomas Studd, Partner at Vitruvian Partners

"Twinkl has created a product that educator customers absolutely love. While most businesses that sell to individuals use paid marketing to reach them, Twinkl has grown almost exclusively by word of mouth - a testament to just how helpful educators find it. We are thrilled to be backing a UK success story with customers all around the world, and with so much international potential still to come. Jon, Susie and the whole team at Twinkl should be exceptionally proud of what they've accomplished so far, Vitruvian Partners is excited to support them as the journey continues."

Twinkl and the Seatons were advised by Houlihan Lokey (Corporate Finance), EY-Parthenon (Commercial), KPMG (Financial), Squire Patton Boggs (Legal) and Endava (Technical) and Vitruvian Partners was advised by Bain (Commercial), FTI Consulting (Financial), Orrick, Herrington & Sutcliffe (Legal), Crosslake (Technical) and PwC (Structuring).

Following Vitruvian's investment, Jonathan and Susie Seaton will remain majority shareholders in the business and will continue to lead Twinkl in its next phase of growth.

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