



## **Didask Secures €10M Investment to Enhance Corporate Online Learning**

- *By placing skill development at the heart of organizational strategy, Didask transforms every training course into a true lever for sustainable, accessible, and personalized growth and performance.*
- *Its eLearning platform is based on a unique approach combining instructional AI and cognitive science to rethink the way knowledge is transmitted and assimilated.*
- *The company is now preparing for European expansion and launching a Knowledge Assistant dedicated to informal learning.*

**Paris, May 20, 2025** – [Didask](#), a SaaS eLearning platform focused on significantly improving online training, has announced a successful €10 million fundraising round led by AVP (Atlantic Vantage Point) and Citizen Capital, with support from MAIF Impact, JuneX, and historical investor Takara Capital.

The company distinguishes itself with its scientific approach, while many competitors rely on gamification or ergonomics. The startup prioritizes educational effectiveness, offering structured and accessible training to upskill employees.

### **An expert is not necessarily a teacher**

The journey began in 2006 at ENS, where Son Ly and Arnaud Riegert observed that eLearning often fails to transmit skills effectively without a solid educational framework. Convinced of the key role that cognitive science plays in learning, they launched Didask in 2017 with Philip Moore. Their core ambition was to enable every expert to transmit their knowledge, regardless of their pedagogical skills.

Driven by this vision, they have continued to innovate. In 2019, they reimagined the LMS (Learning Management System) with a unique, scientifically validated authoring tool to structure training creation. Then, in 2022, they launched Didia, an intelligent teaching assistant that combined AI and cognitive science to provide engaging, highly accessible, and immediate applicable training.

Didask's instructional AI empowers experts to develop engaging, pedagogically sound online learning and microlearning content regardless of their technical skills. This technology streamlines the creation of high-quality training materials across diverse fields. Leveraging insights from cognitive science research, Didask incorporates evidence-based recommendations throughout the training creation process. From defining learning goals and sub-goals to selecting effective pedagogical approaches and creating content, it automatically generates the most suitable formats to enhance learner engagement and

progress (simulations, feedback, flashcards, micro-challenges, practical cases corrected by AI), tailoring a learning path for each learner's needs.

### **Growth focused on international markets and informal learning**

Already adopted by over 200 companies and training organizations (ENGIE, DEKRA, KEDGE Business School, MAGORA, BestDrive, Suez, DGAFF, PELLENC, Pierre et Vacances, French National Order of Chartered Accountants, etc.), Didask will continue to innovate thanks to this latest round of fundraising.

The company, which has doubled its revenue every year since 2022, will accelerate the technological development of its platform and instructional AI. The latter will soon include a Knowledge Assistant designed to boost informal learning and facilitate daily learning. Directly accessible from work tools, Didask will thus help employees upskill seamlessly and sustainably.

With a team of over 80 experts, Didask also aims for international expansion, particularly in Europe.

*"I thank our investors for trusting in our vision: to develop a robust technology based on cognitive science to transform corporate training. This fundraising is a key step in making our educational technology accessible to all, helping employees learn effectively on a daily basis, and expanding our impact internationally."*, says Son Ly, CEO and co-founder of Didask.

*"We are thrilled to partner with Didask, a pioneering company in the evolution of online learning. Their platform combining instructional AI and cognitive science is revolutionizing training and skill development. This investment reflects our commitment to backing AI-powered vertical applications. We applaud the work of Son and his team and look forward to supporting them in their next steps,"* says François Robinet, Managing Partner at AVP.

*"What convinced us about Didask is a strong conviction carried by a committed founding team: training is not just a channel for transmission, it is above all, a driver of transformation. A powerful lever not only for greater efficiency, but also for greater equity and impact on learners. Their approach, rooted in the principles of equal opportunity and powered by distinctive educational technology, fully aligns with our values at the crossroads of impact, tech, and the future of work."*, explains Mehdi Belkahla, Investment Director at Citizen Capital.

*"After three years alongside Didask as a seed investor, this transaction validates our initial conviction, inspired by a remarkable scientific team. Didask is exactly the kind of company that can lead the new AI supercycle by applying this new technology vertically in a unique field of expertise."*, says Thomas Le Forestier, co-founder of Takara Capital.

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#### **About Didask**

Founded in 2017, Didask is a SaaS e-learning solution that deeply transforms online training by combining cognitive science and artificial intelligence. Its platform enables organizations to create effective training programs adapted to how the brain works, for genuine skill development. Adopted by over 200 companies (ENGIE, DEKRA, KEDGE Business School, MAGORA, BestDrive, Suez, DGAFF, Pellenc, Pierre et Vacances, French National Order of Chartered Accountants, etc.), Didask aims to become a major player in digital learning in Europe. Learn more at [www.didask.com](https://www.didask.com).

**About AVP**

AVP (Atlantic Vantage Point) is an investment fund specializing in high-growth technology companies (ranging from deep-tech to tech-enabled businesses) in Europe and North America. In less than ten years, AVP has built a tech-focused investment platform with €2.5 billion in assets under management, divided between direct investment activities (Venture, Early Growth, Growth) and fund-of-funds activities. Since its creation in 2016, AVP has invested in over 60 companies and supported more than 60 funds. With teams in Europe (Paris, London) and the U.S. (New York), the firm employs over 50 people. Beyond financing, AVP also supports its portfolio companies with a dedicated portfolio expansion team whose goal is to facilitate connections with large corporations and accelerate growth and expansion into new markets. [www.avpcap.com](http://www.avpcap.com)

**About Citizen Capital**

Founded in 2008, Citizen Capital is a pioneering and leading impact investment management firm located in France. Citizen Capital finances and supports entrepreneurs who innovate to provide concrete solutions to today's social and environmental challenges. Part of its investment thesis is dedicated to the future of education and work with leading companies such as OpenClassrooms, 365Talents, Clever Connect, ZestMeUp, and Chance. An independent firm accredited by the AMF, Citizen Capital manages €276M through 3 investment strategies, from early stage to late stage, including agriculture and non-profits. A mission-driven company, it is B Corp certified. [www.citizencapital.fr](http://www.citizencapital.fr)

**About Takara Capital**

Founded in 2009 by Julien Morel and Thomas Le Forestier, Takara Capital is a venture capital fund supported by reinvesting entrepreneurs. Its investments are focused on early-stage B2B tech companies led by outstanding founders. [www.takaracapital.com](http://www.takaracapital.com)

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