

Tech Will Save Us raises a Series A extension to drive its development of STEAM-based toys

By **Mary Loritz** - November 27, 2018



Children are our future. So is tech. Bringing the two together, London-based [Tech Will Save Us](#) aims to get kids excited about technology through its 'hackable' toys. The startup has just announced a €1.8 million Series A extension, bringing its total round size to €6 million. The funding was led by [Brighteye Ventures](#), Europe's largest edtech focused VC.

Tech Will Save Us (TWSU) was founded in 2012 by the couple Bethany Koby and Daniel Hirschmann, in response to their dissatisfaction with traditional STEAM (science, technology, engineering, arts and maths) based-toys available on the market. The company's products, such as its '[Creative Coder Kit](#)' and '[Electric Dough Plus](#)', are now available in over 4,000 stores worldwide. The startup has also secured several high-profile partnerships, including developing a superhero themed electronic building kit with Marvel, and a coding kit with the BBC.

The funding will be used to accelerate the development of the company's DIY gadgets, as the startup plans to enhance its selection of educational toys for children of all ages. Tech Will Save Us will also use the round to further its international expansion.

Bethany Koby, founder and CEO of Tech Will Save Us, said: "This new capital will help us continue to develop new STEAM-based products and expand in to new markets in Europe. We are thrilled to have BEV onboard as strategic advisors as we enter a new period of accelerated growth, and we look forward to working alongside Alex and his team."

Alex Spiro, Managing Partner of Brighteye, who will also be joining the TWSU board, added: "Brighteye is delighted to join the board of TWSU as investors and advisors, to help Bethany, Daniel and their team continue to build on their education strategy and distribution. TWSU's mission to spark the creative imagination of young people using hands-on technology is perfectly aligned with how we see the future of learning, and we look forward to participating in their exciting journey."