

# LMS Platforms

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Software Market Review & Analysis – October 2025



**Alkali Partners**  
Technology Investment Banking

# Quarterly Spotlight: Investments In Learning Management Systems

Learning Management Systems (LMS) — a foundational EdTech sub-sector encompassing course delivery, content management, learner engagement, assessments, and analytics — are experiencing a wave of accelerated adoption. The global LMS market is projected to grow from \$27.0 billion in 2025 to \$52.6 billion by 2030, representing a strong compound annual growth rate (CAGR) of 13.9%.

## Strong Momentum toward Intelligent LMS

- LMS platforms are evolving from delivery tools to intelligent learning hubs. AI, analytics, and seamless integrations are transforming them into modular, insight-driven infrastructure powering hybrid education and workforce upskilling.
- Sustained investment in content modernization, regulatory training, and outcome measurement underpins stable demand. As LMS platforms become central learning hubs, they're viewed as strategic assets — attracting strong acquirer and investor interest.

## Select Deals Show Rise In Valuations

- Learning Pool's acquisition of WorkRamp signals sustained confidence in the LMS sector and continued consolidation ahead. The deal highlights growing demand for integrated, analytics-driven ecosystems that enhance scalability, engagement, and long-term learning outcomes.
- Absorb's acquisition of Together highlights growing demand for LMS-to-learning-experience integration. As LMS providers expand into engagement, mentoring, and talent development, buyers are valuing companies that fuse platform + community + outcomes capabilities.

## Increasing Demand For Modern Learning Management Systems

83%

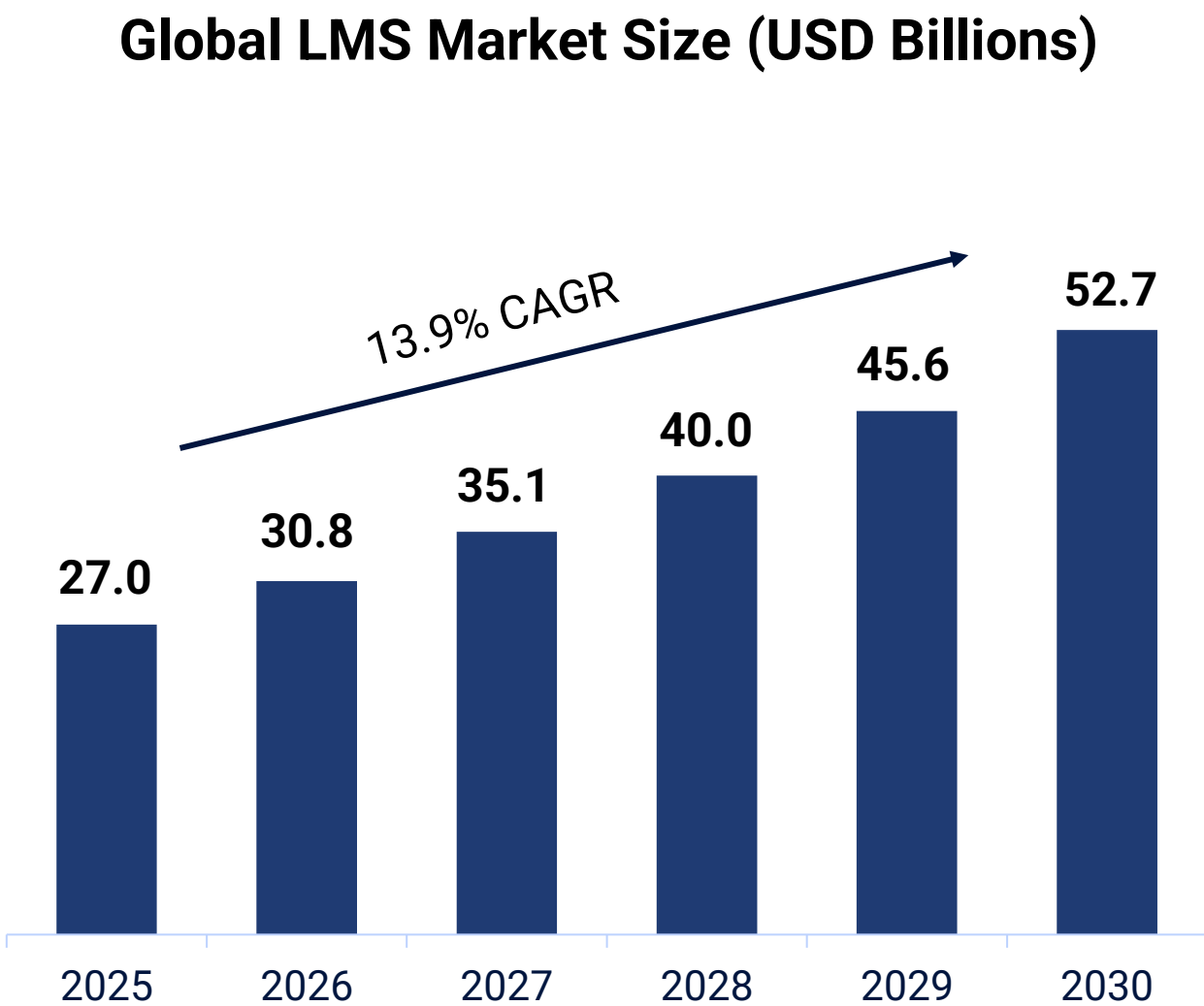
of organizations have made at least one LMS change in the past five years

50%

Rise in corporate LMS usage across industries

\$20K+

Avg. AI Upsell in EdTech Platforms



  
Was Acquired by  


Deal Size

Undisclosed

Deal Date

10/15/2025

  
Was Acquired by  


Deal Size

\$55.0M

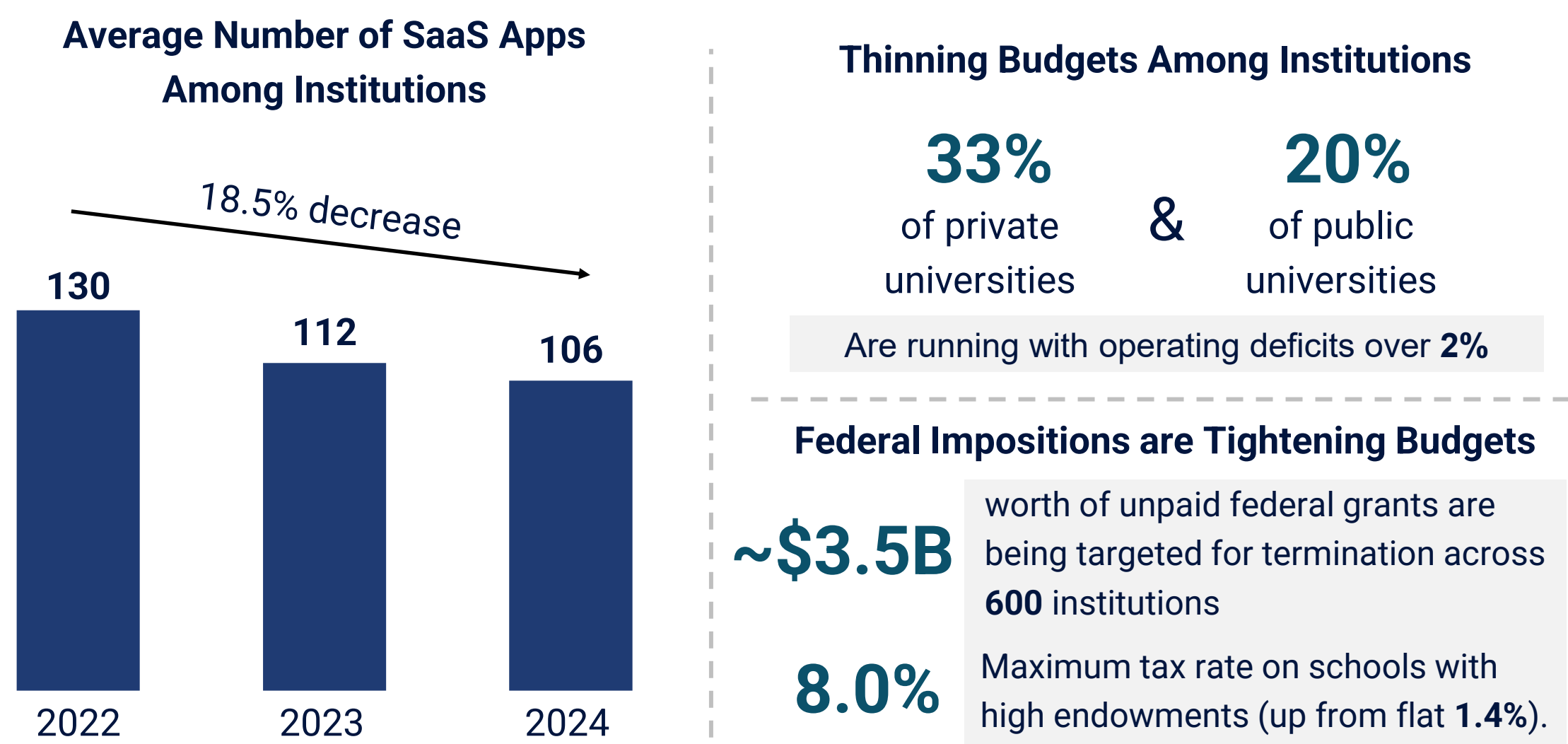
EV/Revenue

13.6x

Sources: Pitchbook, Mordor Intelligence, Market.biz, GlobalGrowthInsights

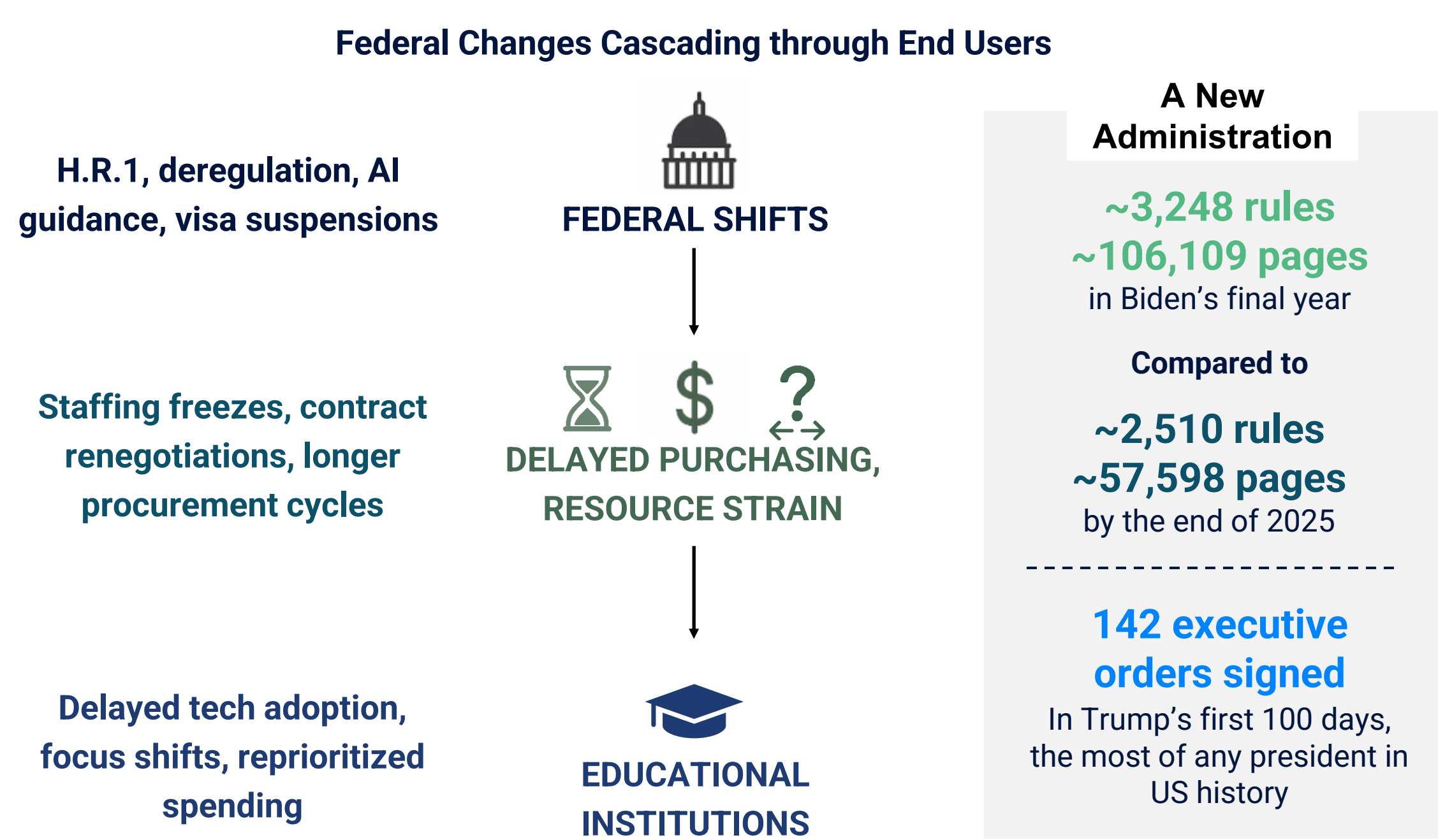
# Market Headwinds Become Growth Opportunities for LMS Providers

## Rising Costs and Thinning Budgets are Driving Consolidation



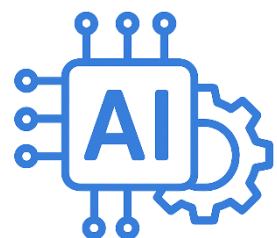
With budget pressure and SaaS costs rising, institutions are consolidating vendors to control spend. Integrated platforms deliver more value while simplifying procurement, helping organizations stretch budgets further.

## Policy Shifts Threatening Longer Procurement Timelines



## Opportunities

### Automation Reduces Cost Burden



- Embedded AI / Analytics deliver personalized learning paths, predictive insights, and efficiency gains
- Paired with transparent data governance, auditability, and metrics (time saved, retention uplift, etc.), cost savings become clear.

### Position as the Central Platform for Consolidation



- As institutions cut SaaS tool counts (average dropping from 130 to 106), all in one LMS solutions are positioned to replace point solutions.
- With downwards cost pressure, migration becomes incentivized, and guaranteed admin / cost savings lower the friction of switching.

Sources: BetterCloud, Vynamic, The Economic Standard, Forbes, CBS News, Zylo, Vena Solutions, Gartner, BizTechReports, Congress.gov

# The LMS Arms Race: Investors Bet on Learning as Infrastructure

## Depth Over Scale in the New LMS Market

Deal activity in 2025 shows the LMS market entering a new phase of maturity, where value comes from depth and differentiation rather than scale alone. Buyers are gravitating toward platforms that connect learning with compliance, customer success, and measurable business outcomes. The latest acquisitions highlight a shift toward integrated ecosystems that blend AI, credentialing, and competency management into everyday workflows. LMS platforms are becoming less about course delivery and more about driving accountability, engagement, and operational impact.



**Think Eleven**

Was Acquired by



Deal Size

undisclosed

Deal Date

10/8/2025

### Alkali's Analysis

TTC's acquisition of Think Eleven highlights how investor focus in the LMS market is shifting toward compliance-anchored platforms with clear ROI. By fusing safety, risk, and competency management, TTC is creating a tightly integrated system that drives both stickiness and margin expansion, all traits financial sponsors prize in LBO candidates. This signals a broader pivot in the LMS space toward operationally critical learning systems, where platform value is tied not just to engagement metrics but to measurable business outcomes like certification, risk mitigation, and workforce readiness.



**skilljar**

Was Acquired by



Deal Size

undisclosed

Deal Date

4/2/2025

### Alkali's Analysis

Gainsight's move to acquire Skilljar shows the full weight investors are putting on weaving learning directly into the customer journey. Rather than treating education as a sidecar, Gainsight is folding a mature external LMS into its Customer OS — making learning a front-line tool for driving retention and growth. With this integration, the company can deliver smarter, context-aware instruction inside workflows, connect adoption metrics back to customer health, and offer deeper educational paths to its CS base. Going forward, expect tighter CS + education tool bundles, more predictive learning interventions, and continued merger activity at the intersection of learning and customer success.



**i am neo.ai**

Was Acquired by



Deal Size

\$7.1M

Deal Date

4/17/2025

### Alkali's Analysis

By acquiring 70% of iamneo, NIIT is betting that AI-native assessment and labs will become core to LMS-driven skilling. The deal folds AI-powered, deep-skilling SaaS into a larger learning stack, pushing LMS from course delivery toward validated outcomes. The acquisition also gives NIIT immediate presence in universities and early career programs, and positions it to capitalize on rising demand for integrated upskilling platforms. Expect further M&A activity for hands-on labs, adaptive assessments, and proctoring that plug directly into LMS workflows.

# About Alkali

Storytellers.

SaaS specialists.

Sell-side experts.

## Technology Investment Banking

Alkali Partners was founded as a change agent for the middle-market tech space. We advise and serve founders of high-growth tech companies through M&A and capital-raising transactions. Our team believes in our clients' stories and craft compelling narratives centered on their technology and growth opportunities.

### Services

#### Mergers & Acquisitions

Advise sellers of privately held tech companies through M&A transactions

#### Capital Raises

Advise founders seeking capital for growth or risk diversification

#### Divestitures

Valuation services and corporate finance analysis with practical experience

#### Strategic Advisory

Advise boards seeking to restructure, reorganize, or prepare for liquidity events

### Expertise



#### A Buyers' Lens

Our extensive buy-side experience helps us position our clients' stories, create a competitive market, and drive valuations.



#### Client Stories

We use compelling and cohesive growth anecdotes, powered by underlying financials, to sell our clients' narratives.



#### Relationships

We have deep, established relationships with both strategic buyers and premier technology investors.

# Relevant Case Study: Sale of LineLeader

*Alkali’s software sector knowledge and timing of launch drove a competitive process, leading to a premium valuation*

## LineLeader Overview

- LineLeader (formally Childcare CRM) was founded in 2009 as a childcare center CRM and grew through acquisition into a full childcare center management system (CMS).
- LineLeader simplifies center management, its software combines lead management, marketing automation, family communication, and payment processing.

## Defeating Challenges Throughout the Process

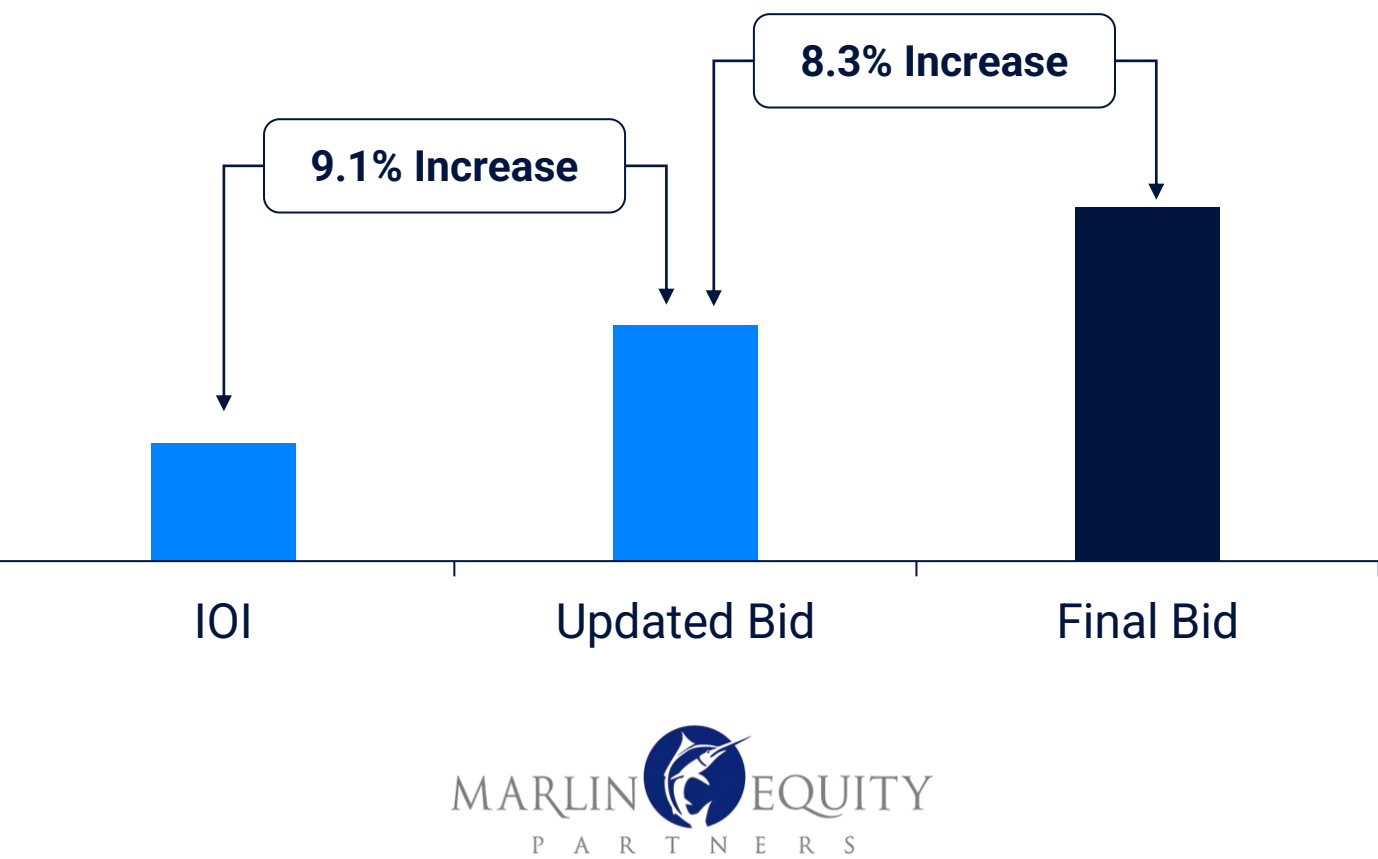
- Knowing that valuation was dependent on uncaptialized opportunities, Alkali crafted messaging that identified known corporate headwinds while illustrating LineLeader’s past success and current traction on its full-suite offerings.



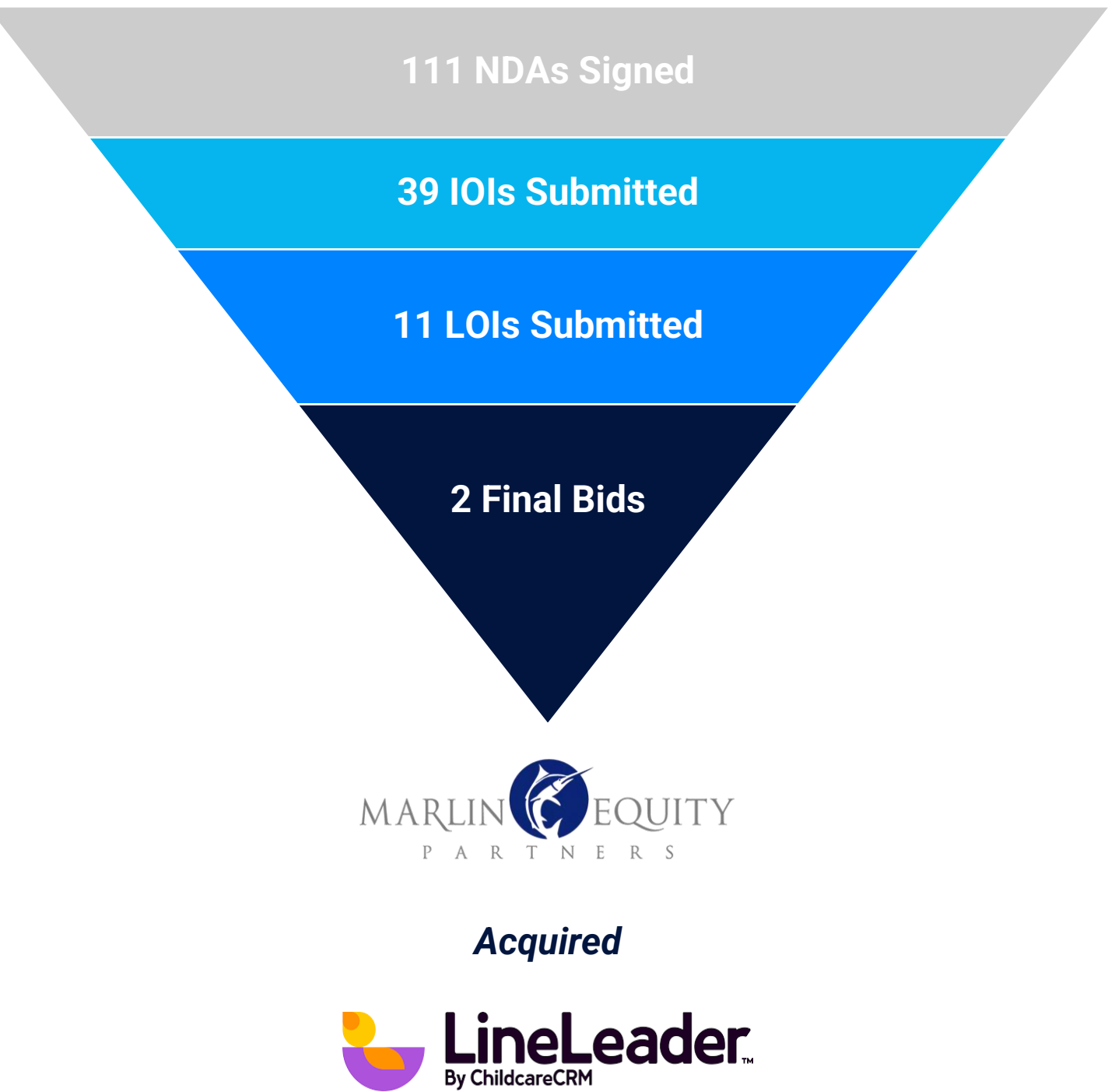
## Challenges Faced During Transaction

- LineLeader’s CRM platform was successful with enterprise customers; however, the market was primarily smaller, long-tail centers that saw CRMs as nonessential software.
- The MomentPath acquisition was only six months prior to LineLeader’s process, and the tech was not fully integrated.
- Future success hinged on payment monetization and cross-selling centers on LineLeader’s full-suite platform.

## Process Delivered Impressive Results



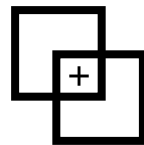
## Effective Outreach Campaign



# LMS Platforms

## Coverage Team

### Overview



#### Mergers & Acquisitions

Advise sellers of privately held tech companies through M&A transactions



#### Growth Equity Investments

Advise founders seeking capital for growth or risk diversification



#### Recapitalizations & Buyouts

Advise sellers of privately held tech companies to financial sponsors



#### Operational & Strategic Advisory

Advise boards seeking to restructure, reorganize, or prepare for liquidity events

**Domain expertise:** Over 100 deals closed in enterprise software and technology in the last decade.

**Sector specific coverage:** Weekly tracking of Education Tech M&A, buyers, and market trends.

**Experience:** Multiple closed deals across EdTech, Childcare Management, and adjacent verticals.



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- \$5B+ sell-side engagements over 15+ years
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**Long Cap**  
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- 4+ years of experience in banking and commercial due diligence

### Select Software Transactions



—Acquired By—





—Acquired By—





—Acquired By—





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