

Demand Insights

We used our private LLM to decipher key demands from school districts and universities across the US. Below are the key findings, assessed from 159 RFPs released between September 2024 and July 2025.

What solution keywords show up most in RFPs?

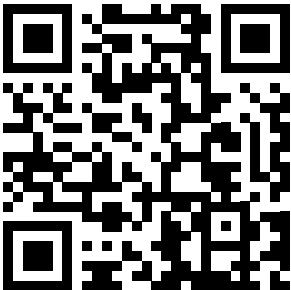
(Insights sourced directly from our RFP Keyword Research)

Keyword Category (Rate% wise order)	Number of Keywords per RFP		
	2023 RFP: 404	2024 RFP: 158	2025 RFP: 159
Move Toward Cloud	1.77	5.94	8.22
Experiential Learning	0.42	1.33	1.53
Implementation and Support	13.91	41.31	34.10
Data Solutions	15.09	38.23	32.90
Integrations	1.75	3.72	4.62
Accessibility	1.44	2.62	7.20
Artificial Intelligence	-	0.96	2.40



AI

Over 80% of students now use AI, cutting study time by 27%. Demand for AI courses rose 45% since last year, while job postings requiring AI skills surged by 240%.



Reach Us

✉ marketing@magicedtech.com

🌐 www.magicedtech.com

☎ +1(917) 907-1180

What are School Districts and Universities Looking for?

(Inferences from our own research, validated by trending industry news)



Move Toward Cloud

Cloud adoption rises as 53% of schools use it for data management, 74% of teachers see improved collaboration, and 59% of schools face on-prem storage limits.



Experiential Learning

Experiential learning is surging in 2025 as 81% of students seek real-world projects, leading to 70% higher retention, 68% more job offers, and 85% stronger soft skills.



Implementation and Support

A solution alone is not enough. Buyers value EdTech partners who offer implementation and support throughout the lifecycle.



Data Solutions

AI-ready data starts with strong governance, yet 653 data leaders scored just 1.2 out of 4; highlighting the opportunity to mature in this area.



Integrations

Even the best standalone product has its limits. True value comes when it integrates seamlessly into the existing ecosystem.



Accessibility

Demand increased due to ADA Title II. 1 in 5 students need support, but only 37% register. 84% of teachers consider accessibility key, with special ed needs up 32%.