

# Headway Inc Emerges as One of the World's Fastest-Growing EdTech Companies

*Previously known as Headway for its flagship app, the company enters Web Summit 2025 for the first time under its new name, Headway Inc, reflecting its evolution into a full-scale consumer tech platform that now empowers 165 million learners worldwide.*

In just three years, Headway Inc has scaled 8x in downloads, 4x in team size, and 3x in revenue, building one of the largest global consumer tech platforms for lifelong learning with six products and active R&D. Recognized by TIME magazine among the world's top EdTech companies, the Ukrainian-born Headway Inc is redefining how people learn in the digital age.

## **Reinventing Learning for a New Reality**

Even though information is easy to find, 96% of people who start a long-form online course don't finish. Also, one in three Gen Z students says they are "always bored." Adults spend an average of seven hours a day on screens, half of that time lost to doomscrolling.

Headway Inc's products turn "wasted time" into growth with personalized, gamified, and short-form learning. In 15 minutes a day, users can grasp key ideas from top nonfiction books, challenge their minds through logic games, or build new soft skills.

*"Learning today is broken for the skill fitness era," says Anton Pavlovsky, founder and CEO of Headway Inc. "We're not competing for attention — we're reshaping how it's used. At Headway Inc, we offer learning that easily fits our daily routines, making it as engaging and habitual as scrolling through social media."*

Headway Inc's use of AI stands out from traditional learning apps. Every month, the team conducts over 100 product experiments. They use behavioral insights, neuroscience, and AI to create a more engaging and adaptive learning experience.

- Skillsta, a social skills training app, provides real-time AI voice training. Users get instant feedback on their tone, clarity, and confidence. Adaptive on-the-go scenarios teach communication, humor, and empathy through live, evolving interactions.
- Nibble, an all-around knowledge app, offers role-play and chat with historical personas that adjust their style based on how users think and learn.

Headway Inc has created one of the world's most popular learning ecosystems by blending AI, personalization, and human-curated content. It has attracted over 165 million users in 170 countries. The company's apps constantly rank in the top 10 globally. These include Headway, the leading book summary app, and Impulse, the most downloaded brain-training app.

## Building a Stronger Presence in the US

The United States has been Headway Inc's largest and most engaged market from day one, generating over half of the company's global revenue. To build on that momentum, Headway plans to open a US branch in 2026, a strategic move toward its vision of becoming the world's leading consumer tech platform for lifelong learning.

*"We want to be closer to our customers and our market," says Pavlovsky. "Our journey started in Ukraine, but our ambition has always been global."*

By 2029, Pavlovsky expects Headway Inc to cross the \$1 billion annual revenue mark and take the company public.

## Headway Inc at WebSummit

Meet the Headway Inc team at Web Summit 2025 (Pavilion 1, Stand E118) from November 11–13 to discover how we're making lifelong learning accessible and impactful for all. Our team will be available throughout the event to chat with media, partners, and fellow innovators.

About Headway Inc

[Logo](#) | [Website](#) | [LinkedIn](#) | [Crunchbase](#)

**Headway Inc** is a global tech company that revolutionizes lifelong learning. Headway Inc creates digital products that make lifelong learning accessible, personalized, and impactful for over 165 million users worldwide.

By applying scientific knowledge, the company develops cutting-edge marketing, data mining, and distribution technologies to meet the needs of a fast-evolving world. Headway Inc is the developer behind Headway, the world's most downloaded book summary app, Impulse, the world's most downloaded brain training app, Nibble, the all-around knowledge app, and other game-changing solutions for lifelong learning.

In 2025, Headway Inc ranked 4th in TIME magazine's list of the World's Top EdTech companies. Global Silicon Valley and Holon IQ have also repeatedly recognized Headway Inc as one of the world's most transformative digital learning companies. The company's digital products have also gained Apple's App of the Day status hundreds of times.

**Please note:** In written references, "Headway Inc" should be used without a period, and the full company name should always be included.

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