FinLearn

Assignment 7

Read more ——→

GROUP - 03

5 Sentences

to describe my business

Finlearn is an online learning platform that encourages high school students to try out new online learning. We come up with a solution to lessen boredom, boost interaction and motivation in order to attain adequate knowledge to enter their ideal university. The Co-Learning Space concept enables students to learn while working in a collaborative atmosphere to construct a knowledge society without having to study continuously. Furthermore, our platform is simple to use. Students can study wherever they are, whenever they want, as long as they have a computer, tablet, or phone without the need for additional fees for pricey courses, and a fair price for the entrance exam.

FinLearn

ROMAN'S PERSONA TEMPLATE

PICTURE & NAME

What does the persona look like? What is its name? Choose a realistic and believable picture and name.

Nan

DETAILS

What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.

Role : High school Student

Gender : Female
Age : 17 years old
Income : 5,000฿/Month
Status : Single
Ethnicity:Thailand

Nan is a Grade 12 student who wants good examination scores to enter the faculty of her dreams.

GOAL

What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?

" I wasted my time traveling to tutoring schools.
Why are they not combined in one place? "

Where are you going to find these people?
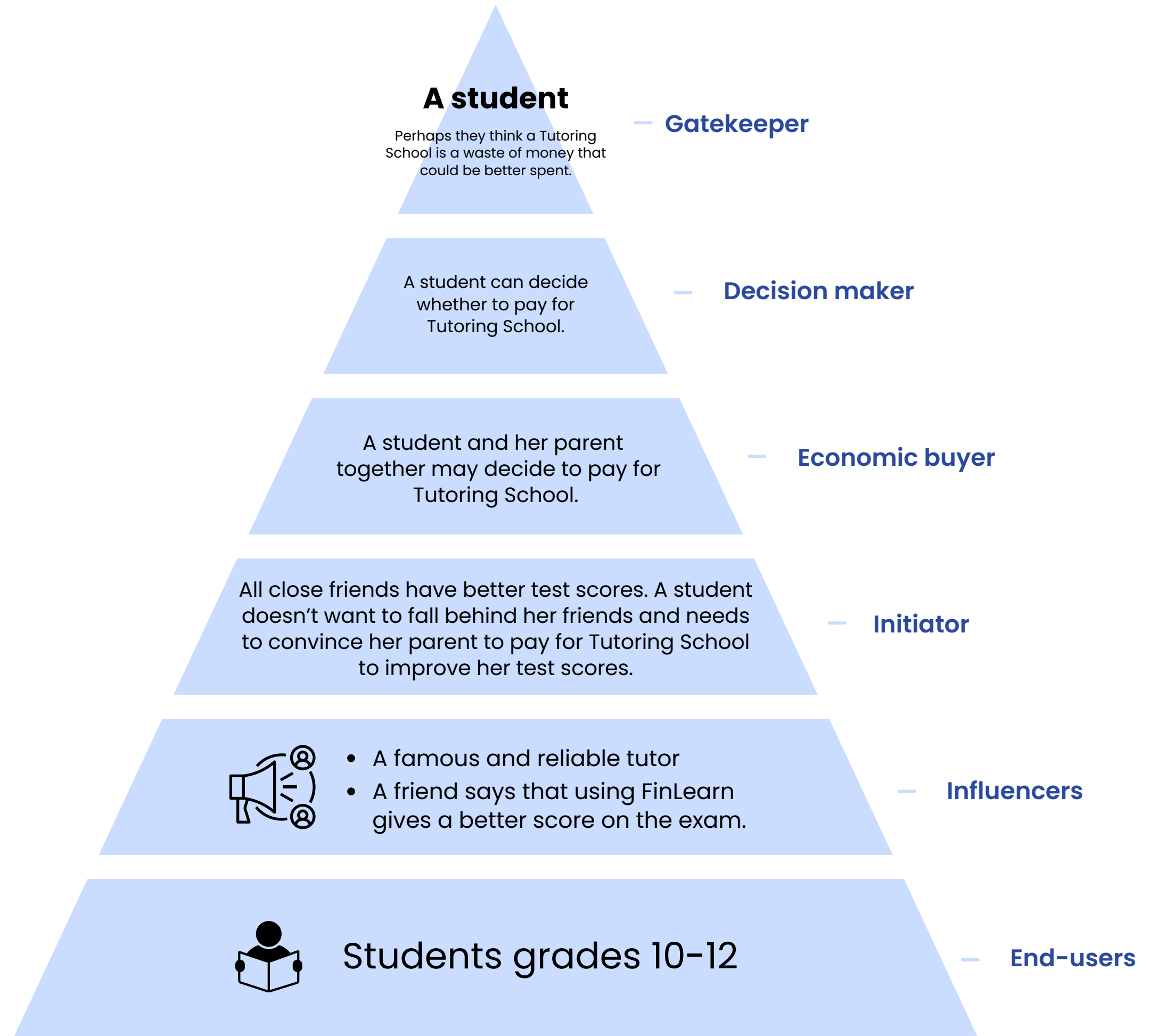
School, Social media, and Tutoring School

How are you going to contact them?

Social media, Phone number, and Observation

Decision – Making Unit

Want to pay for tutoring schools that can improve their scores test better and enter the faculty to their dream.

Went to save time traveling to tutoring schools because in Thailand every minute of an education is worth it.

A student

Perhaps they think a Tutoring School is a waste of money that could be better spent.

— Gatekeeper

A student can decide whether to pay for Tutoring School.

— Decision maker

A student and her parent together may decide to pay for Tutoring School.

— Economic buyer

All close friends have better test scores. A student doesn't want to fall behind her friends and needs to convince her parent to pay for Tutoring School to improve her test scores.

— Initiator

- A famous and reliable tutor
- A friend says that using FinLearn gives a better score on the exam.

— Influencers

Students grades 10-12

— End-users

Existing brands
& Explain their solutions

OnDemand
Turn on your future

A well-known Thai tutoring center, OnDemand offers students both in-person lessons and videos of the top tutors in Thailand.

Their main goal is to provide pupils with cutting-edge exam-solving strategies that will help them achieve top scores on their exams.

OnDemand product/features

- Grade 4-6 level courses(basic math and science, advance math and science)
- Junior high school courses(Geometry, Algebra, Statistic, Basic chemistry, advance chemistry, basic biology, basic physics, high school mock exam practice)
- University entrance exam tutoring courses(Math, Physics, Chemistry, Biology, GAT, medical aptitude, engineering aptitude, etc.)
- OnDemand mobile app; a system for students to practice doing physics problems anywhere, anytime. with detailed solutions.

Cons of Ondemand

- Learning is particularly **restricted to the physical classroom**; in order to view class recordings, students must make a reservation for the course session they have purchased using a reservation system to watch in front of a computer at the institute.
- Onsite e-learning classes practically **give students no chance to ask questions** or interact with the instructor
- In-person lessons are **almost impossible to book.**

StartDee is an educational technology development (EdTech) company that aims to use technology to help every child access quality education. From grade 4 to 12, all major subjects covers both inside and outside of Thailand's educational curriculum with technology aimed at enhancing the learning experience. and meets the diverse needs of students

StartDee's product/features

- **StartDee self** - a subscription package for students who wants to learn by themselves. With this package, students get access to all content including video lectures, exercises, exams, and summaries.
- **StartDee liveclass** - student can purchase courses individually to learn face-to-face on the time scheduled.
- **Other features** - mock exam quizzes, infographics videos, display learning time and test score history

Cons of StartDee

- **StartDee doesn't allow peer-to-peer interaction** in any way creating one-way learning which may take away some of the creativity and innovation that develops as you learn. They cannot inspire and direct you to find a solution on your own; they can only instruct. Learning the subject matter is important, but so is coming up with ideas and being able to put those ideas into practice.

Khan Academy

Khan Academy is an American non-profit educational organization with content available over 50 languages including Thai. Its goal is creating a set of online tools that help educate students via YouTube videos display a recording of drawings on an electronic blackboard, which are similar to the style of a teacher giving a lecture.
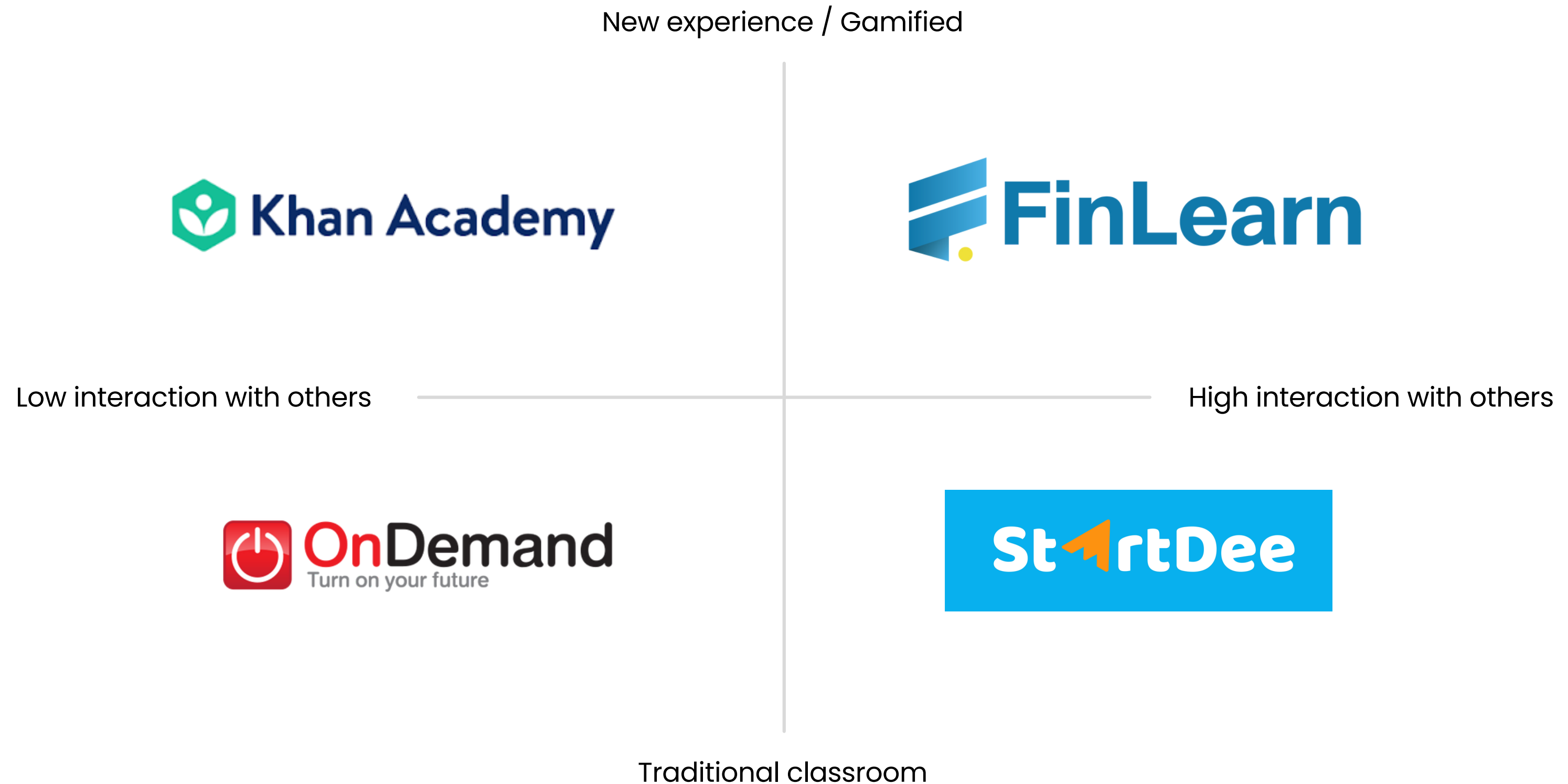
Khan Academy's product/features

- Videos range from all subjects covered from kindergarten up through high school.
- Online courses for preparing for standardized tests, including the SAT, AP Chemistry, Praxis Core and MCAT
- Earn badge from courses to display on user profile.
- Teachers can set up a classroom within Khan Academy, allowing them to assign courses within Khan Academy's database to their students.

Cons of Khan Academy

- **Khan Academy videos are not as interactive as a face-to-face lesson:** You don't get such interactivity with the Khan Academy videos. You cannot ask someone else to explain something if you have a query regarding a certain idea or issue.
- **You are only exposed to one teaching style:** While some students learn best by watching examples, others learn best by really doing. With Khan Academy, you are only able to learn in the method that the video instructs you, which may or may not be the most effective method for you personally.
- **You lose the collaborative aspect of education:** Being in a group setting gives you the opportunity to collaborate and share ideas.When learning from videos, that process cannot be replicated in the same way.

Competitive Landscape

New experience / Gamified

Khan Academy

FinLearn

Low interaction with others

High interaction with others

OnDemand
Turn on your future

StartDee

Traditional classroom

What make us unique ?

We believed that gamified learning integrated with an interactive classroom is the key to FinLearn success. Unlike any other educational technology startup, our solution not only allows students to directly interact with instructors via live classes. With our community, peers can also communicate and collaborate with each other, sharing new thoughts and helping each other strengthen knowledge and eliminate limitations. Together with our gamified features, individuals can gain a new experience and motivation by earning EXP(experience point) and earn badges to compete with friends. Furthermore those points can also be traded for our exclusive prize including intensive courses and goods.

Business Model

Key Partner

Expert instructors to teach

Educational Organization / Institute

Food / Merchandise shop in the store

Key Activities

Content Creation

Platform Development and Maintenance

Marketing & Customer Support

Key Resources

Courses & Platform

Users engagement

Value Proposition

Co-Learning Space (Making users feel like they are learning together in the working space without learning the same lesson but the same course.)

High quality courses

Customer Relationship

Self-Service

Customer Support

Community

Channels

Website

Mobile Application

Social Media

Customer Segments

High School Students

Cost Structure

Platform development and Maintenance

Instructor / Expert

Human Resources

Customer Support

Revenue Streams

Monthly Subscription Fee

Revenue Model

WHO PAYS?
- Students who are in grades 10-12 and preparing for the university entrance exam

WHAT'S PAID?
- Users will be paid by money and send only needed information for analytics

HOW MUCH IS PAID?
- Depending on the subscription type starting from 399/599/799 THB

FOR WHAT IS PAID?
- Users could learn every course, every time, and unlimited round. Besides, they would receive points and a special offer.

HOW IS PAID?
- Users will pay the type of monthly subscription fee including 3 types

Monthly Subscription

REGULAR

฿399

- ✓ **Allow 1 user** for learning at the same time
- ✓ All online courses
- ✓ Join Co-Learning Space
- ✓ Create own Co-Learning Room
- ✓ Live Instructor Consulting
- ✓ Unlimited Expression in Community*

GOLD

฿599

- ✓ **Allow 2 users** for learning at the same time
- ✓ All online courses
- ✓ Join Co-Learning Space
- ✓ Create own Co-Learning Room
- ✓ Live Instructor Consulting
- ✓ Unlimited Expression in Community*

PLATINUM

฿799

- ✓ **Allow 4 users** for learning at the same time
- ✓ All online courses
- ✓ Join Co-Learning Space
- ✓ Create own Co-Learning Room
- ✓ Live Instructor Consulting
- ✓ Unlimited Expression in Community*

*Regular and Gold only crea post, picture, video, and voice chat.
*Platinum can do all things including posts, pictures, videos, voice chat, live videos, and activities

Early Adopter

Grade 10-12 Students with Social Media Usage

From our research, we found about 3.35 million Social Media Users aged 13-17 years. Moreover, the growth rate of social media usage is about 3.4%.

Therefore, we chose the high school students who played social media because they could share our platform via social media for an increasing number of interested users.

Grades 10-12 Students

+
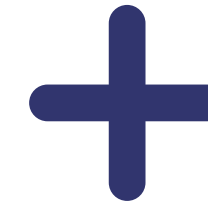
Social Media

How do we make it happen?

Facebook
2.52 M

Twitter
524 K

Youtube
330 K

Famous Social Media Advertisement

From our research, we found users aged 13-17 years about
- 2.52 million used Facebook
- 524 thousand used Twitter
- 330 thousand used Youtube.

These are representing that we could advertise and promote our platform via social media.

However, we have not yet provided other platforms such as Instagram, TikTok, etc. that might be created a channel for communicating with users by trying to pay the lowest cost in special advertising costs.

MVP : V.1

Supreme Importance

← (Supreme Importance arrow)

Benefits	Sub-Feature		
Online Learning Course	High-School Course	Exam course	University Course
Quiz and Mock Exam	Entrance Exam	Additional Exam	
Study anywhere at anytime	Website	Mobile/Tablet	
Easy to use	Good Design	Tutorial	Recommendation
Fast processing	Low Runtime Coding		
Engagement	Co-Learning Space	Community	
Motivation	Gamification		
Specific Course	Major Subject Course	Foreign Entrance	University Course
Gamified Features	Quiz Game	Redeem Point	
Subscription	Monthly	Yearly	
Community	Live Video	Post	Activity
Co-Learning Space	Live Talking	Instructor Consult	
Certification Badge	University Course Badge		

Time in the Future

→ (Time in the Future arrow)

Benefits	V1	V1.1	V1.2
Online Learning Course	High-School Course		
Quiz and Mock Exam	Entrance Exam		
Study anywhere at anytime	Website		Mobile/Tablet
Easy to use	Good Design	Tutorial	Recommendation
Fast processing	Low Runtime Coding		
Engagement	Co-Learning Space	Community	
Motivation	Gamification		
Specific Course	Major Subject Course		
Gamified Features	Quiz Game	Redeem Point	
Subscription	Monthly		
Community	Post	Live Video	Activity
Co-Learning Space	Live Talking	Instructor Consult	
Certification Badge			

FinLearn
Developing MVP

Modified the old MVP in terms of specifics, according to the comments, in the part of MVP v.1, focusing on the target group of High-school students who want to take the university entrance exam. The Features section of FinLearn continues to focus on providing a new learning experience, a Gamified model, and creating co-learning for interaction between students.

As for the development of MVP V.2 in the future, Extra courses ex. IELTS SAT BMAT will be added for foreign university entrance examinations. And increase yearly the form of subscription for users who are willing to pay, and in the part of MVP V.3 that will be developed in the future is to add courses to prepare for studying at a university in the country and add a University Course Badge for those who have completed university courses. as well as adding a learning model that provides a unique experience, namely VR Learning in the future.

MVP : Next Step V.2, V.3

Supreme Importance

Benefits

Online Learning Course

Quiz and Mock Exam

Study anywhere at anytime

Easy to use

Fast processing

Engagement

Motivation

Specific Course

Gamified Features

Subscription

Community

Co-Learning Space

Certification Badge

Sub-Feature

High-School Course	Exam course	University Course
Entrance Exam	Additional Exam	
Website	Mobile/Tablet	
Good Design	Tutorial	Recommendation
Low Runtime Coding		
Co-Learning Space	Community	
Gamification		
Major Subject Course	Foreign Entrance	University Course
Quiz Game	Redeem Point	VR learning
Monthly	Yearly	
Live Video	Post	Activity
Live Talking	Instructor Consult	
University Course Badge		

Time in the Future

Benefits

Online Learning Course

Quiz and Mock Exam

Study anywhere at anytime

Easy to use

Fast processing

Engagement

Motivation

Specific Course

Gamified Features

Subscription

Community

Co-Learning Space

Certification Badge

V2	V3
Extra course ex. IELTS SAT	University Course
Additional Exam	
Foreign Entrance	University Course
	VR learning
Yearly	
	University Course Badge