Link to video pitching:
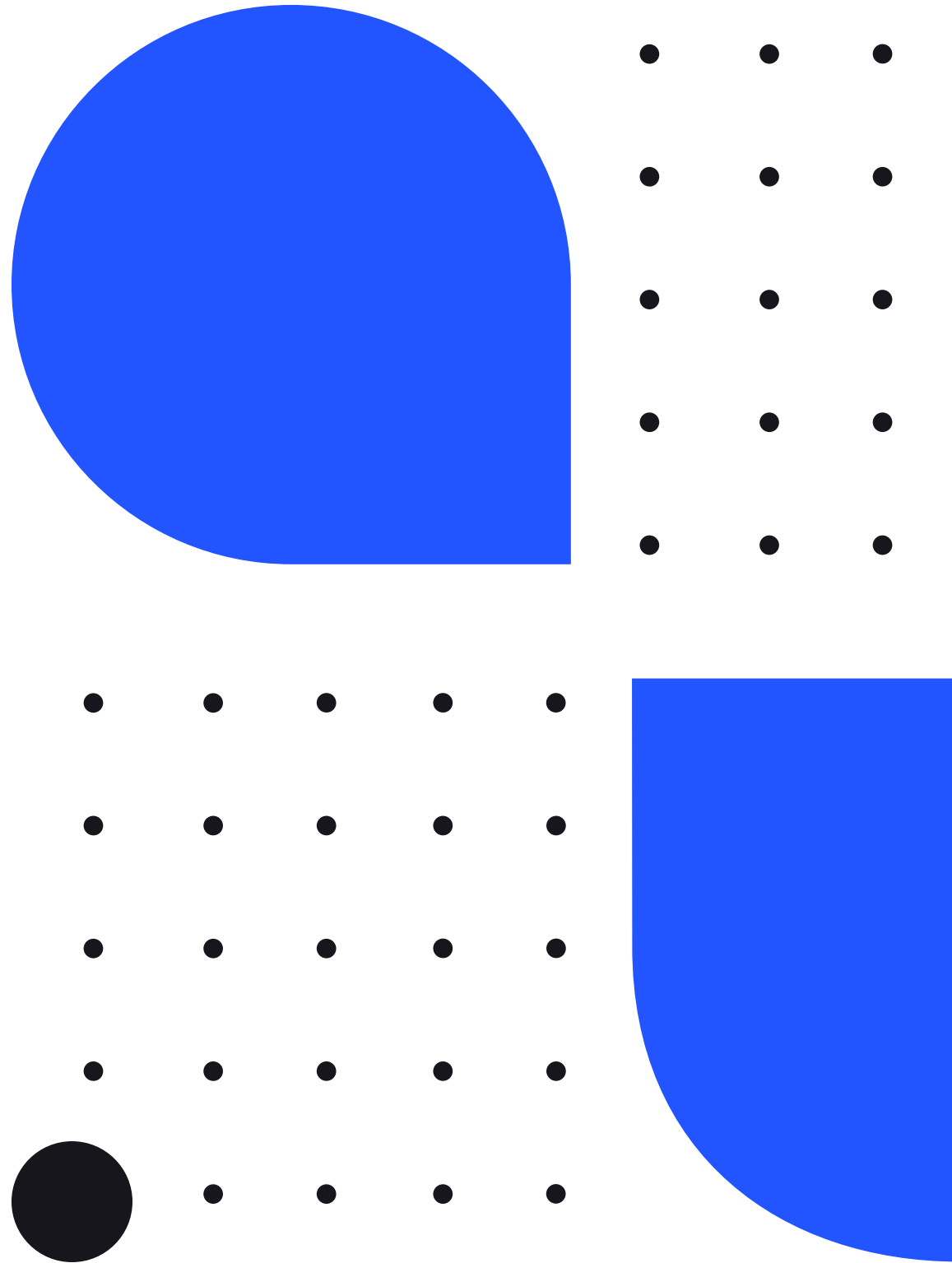
https://drive.google.com/file/d/1SdbkL2TawNtQwZORwdNL1Sp6Zr1EL5lk/view?usp=sharing

FinLearn

AIS The Bloom Digital Talent

Executive summary

Learning has been widely adopted as a result of the COVID-19 Pandemic. While adjusting to the pandemic, students all over the world have faced similar challenges. With continuingly expanding online learning platform, causing several issues, such as boredom, isolation, confusion, and other factors that devalued the learning experience have demonstrated the ineffectiveness of online learning,

Because of these problems, we have come up with a solution; FinLearn, the new online learning platform, helps all students in Thailand gain more focus and determination while having fun and interacting with others. FinLearn not only helps them solve the problem but also increases their future knowledge when they enter the university. Therefore, this platform is the first step to helping students pursue their dream future.

To get started. let's consider a few numbers

828 K — An estimated total of Thailand online learners from coursera.org report 2021

5.12 M — Total number of Thai students who have access to the internet

You can see from the numbers above that this is an opportunity for us to reach these audiences. Also, the online Gamified platform, contributes to our ability to expand the target audience in the future, namely by expanding courses.

Problem

Isolation

55% of customers are unable to interact with the instructors and others.

Confusion

The main factor for losing concentration.

Traditional online learning

Makes customers bored and lose passion

Solutions

FinLearn

Making online experience become better than ever before

Co-Learning Space for making interaction | **Gamified** for a new experience
Community for both students and instructors

Co-Learning Space

Gamification

Community

Competitive Analysis

	FinLearn	Khan academy	StartDee
Must Have			
Online Learning Course	✓	✓	✓
Quiz and Mock Exam	✓	✓	✓
Study anywhere at anytime	✓	✓	✓
Performance			
Easy to use	High	High	High
Fast processing	Medium	Medium	Medium
Engagement	High	Medium	Low
Motivation	High	High	Low
Specific Course	Low	Medium	High
Delighter			
Gamified Features	✓	✓	✓
Subscription	✓	✕	✕
Community	✓	✕	✓
Co-Learning Space	✓	✕	✕
Certification Badge	✓	✓	✓
Free-Trial	✕	✓	✕

Market Validation

prnewswire.com

coursera.org

37 %

Forecast the growth will
originate from APAC

28 M

Total of Asia Pacific
online learners

828 K

An estimated total
of Thailand online learners

Market Size

5.12 M * 399 =

2043 M

763 K * 399 =

304 M

77.56 K * 399 =

31 M

Total Available Market

The total market of Thai students
who used the internet[2] for
a particular product or service[1]

Serviceable Available Market

The segment of the high school student[1]
targeted who used
the internet[2] in Thailand

Serviceable Obtainable Market

The portion of the high school[1]
student who used the internet[2]
in Bangkok, Thailand

[1] https://isee.eef.or.th/screen/studentdata/student.html   [2] https://marketeeronline.co/archives/208372 , 2021

Beachhead market

High school students

ROMAN'S PERSONA TEMPLATE

PICTURE & NAME

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

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.

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?

Nan

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.

"

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

Sales - Strategy
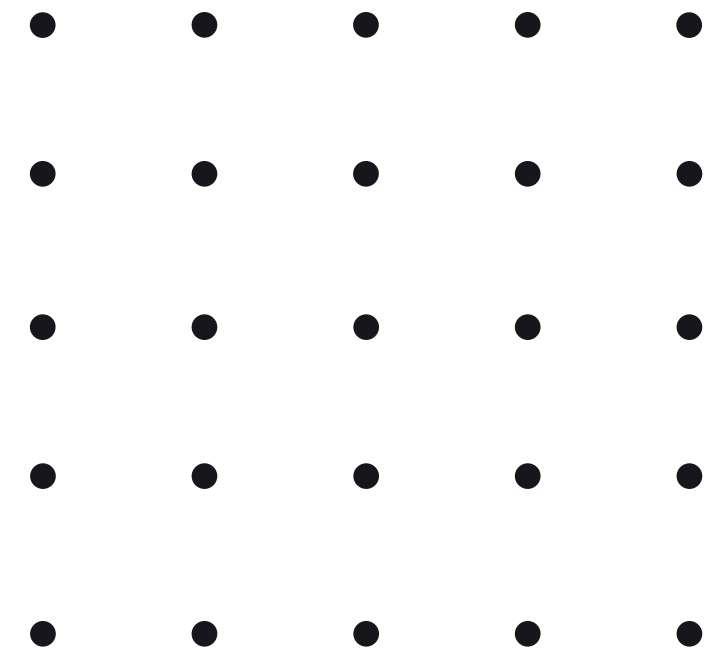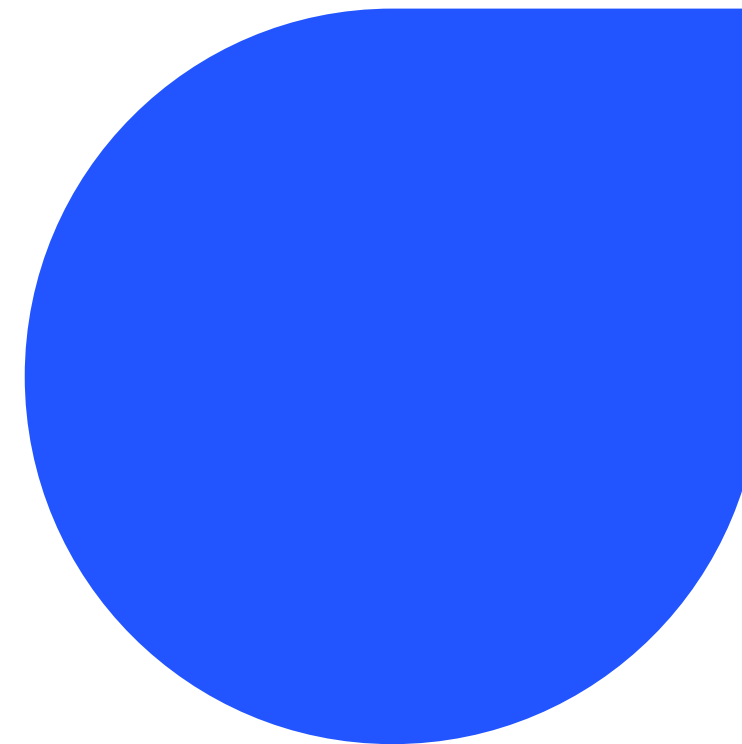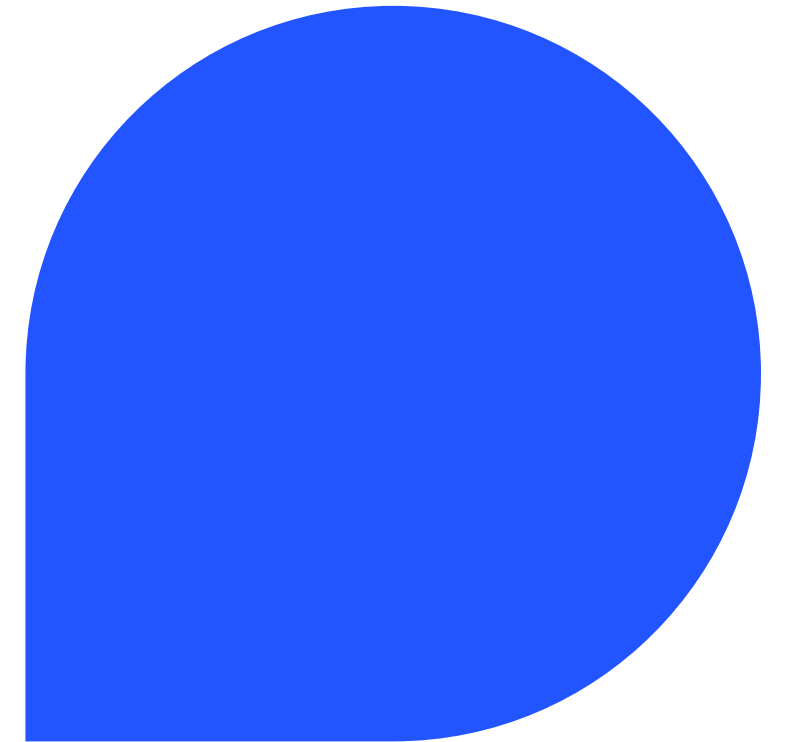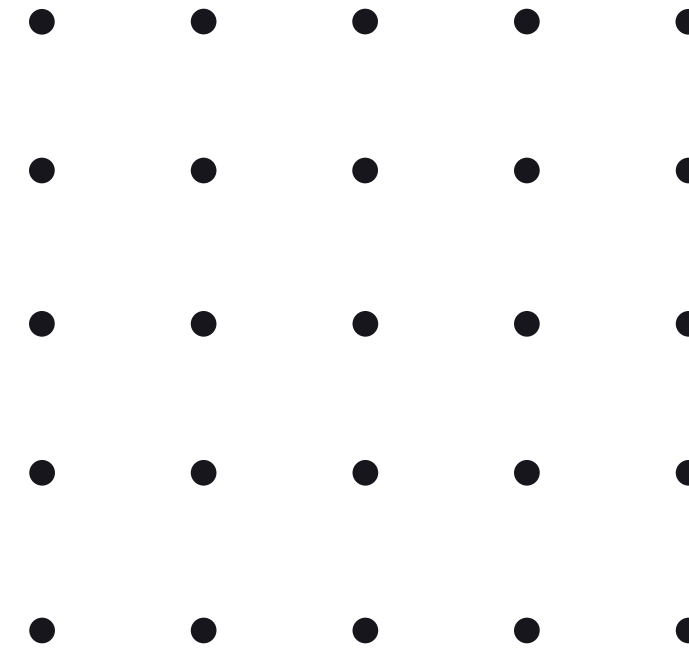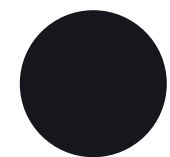
Revenue Model

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

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

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

FOR WHAT IS PAID?
- Users could learn every course, every time, and unlimited round. Besides, they would receive points and a special offer.
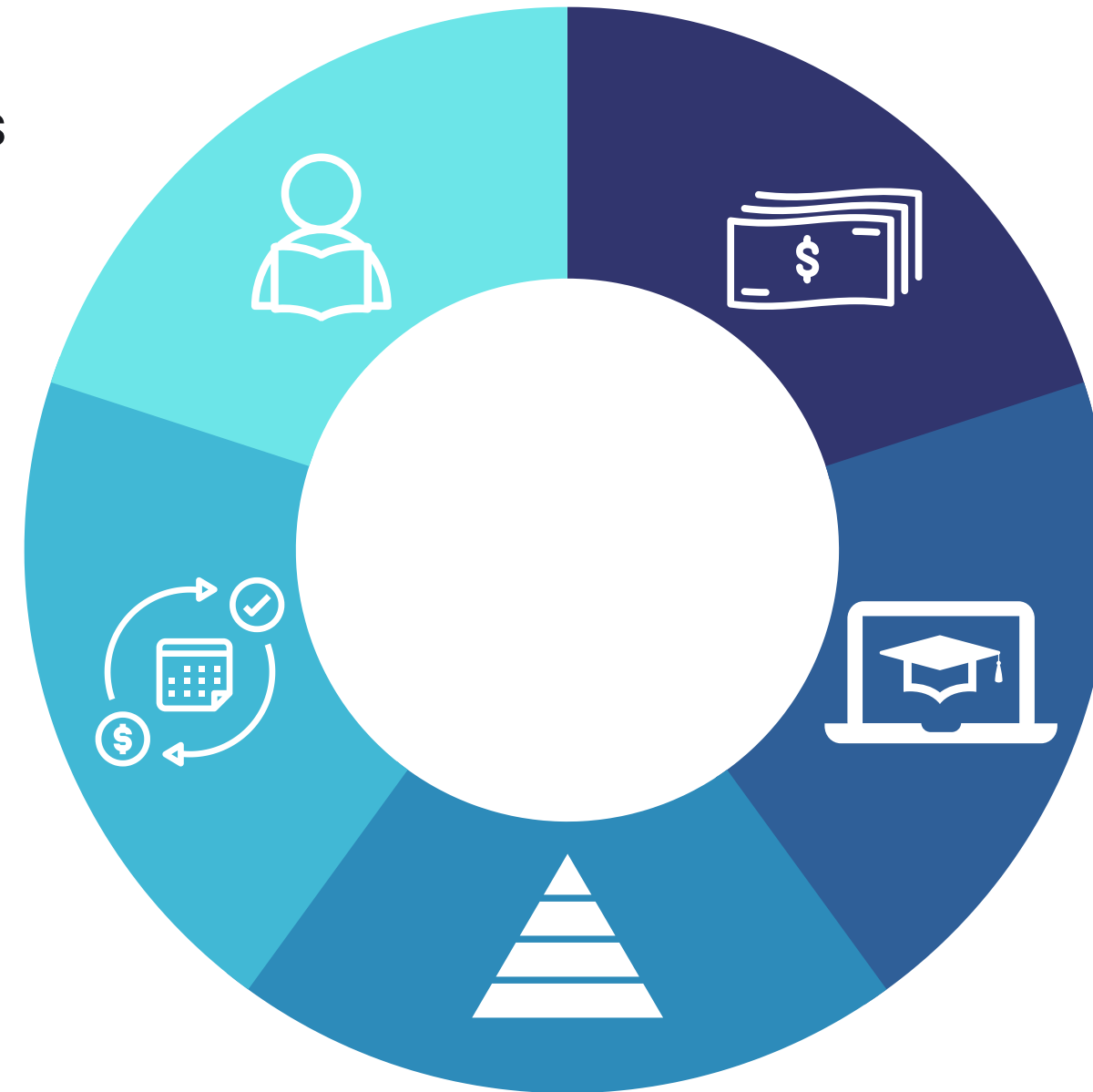
HOW IS PAID?
- Users will pay the type of monthly subscription fee including 3 types

OUR PRICE

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

Decision - Making Unit

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**

Channel to Customer

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.

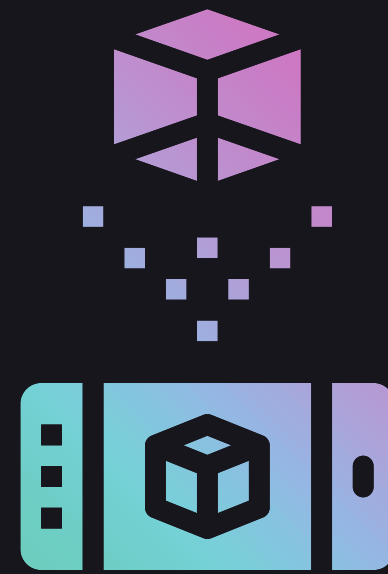However, we have not yet provided other platforms such as Instagram, TikTok, etc. that might be created a channel for communicating with users by trying to pay the lowest cost in special advertising costs.

How FinLearn will grow in the next 3 years ?

AR / VR

Growth Rate or CAGR
38.5 %

According to the article, Thailand has the highest number of people who have ever used VR and AR reality devices. Besides, VR and AR continue increasing the growth rate or CAGR of about 38.5 percent in China.

Therefore, we will use VR and AR technology to make a real classroom for students. Mimics to the real classroom, build interaction and learning everywhere at any time.

Also, we recognize the importance of students after entering college. Everyone must have the knowledge to prepare before going to study for real. We will bring the actual teaching course to the university to support more students.

Team

Krissanapong Palakham

Chief Executive Officer (CEO)

Data Expert and Specialize in Programming,
Data Engineer and Data Analyst at AIS,
2nd Runner-Up Start-Up Competition
at Mahidol University,
Top 10 in the FWD Hackathon
Start-Up Competition

Lanlana Santipaisarn

Chief Technology Officer (CTO)

Full stack developer at AIS.
2 years of experience working as
translator at Coursera, translating IT
related content for Thai learners.

Phonkrit Riyaphan

Chief Financial Officer (CFO)

Specialize in Economics minor Finance
ICBC Bank Scholarship
First Runner-up Economics Quiz
Competition at Thammasat University,
Top 10 in the FWD Hackathon
Start-Up Competition (3rd Runner-up)

Pornpapha Chayapat

Chief Design Officer (CDO)

Honorable Mention Award in
National Software Contest 2018.
TorKla'6, The SIAM Commercial Foundation.
Project for developing computer software
programs into real use.