

## CEO Assignment

Team members:

1. Beau (Hacker): Beau is positioned as the developer and used to be a translator at Coursera who is known for several languages such as Japanese, English, and Chinese. So that she could help our team to be accessible insight and a good understanding of the problem of other translators. She is also professional in technical skills related to programming in order to build our application.
2. Aex (Hustler): Aex is positioned as representative because he is assertive to talk and present. Besides, he is also a designer because he has some creative skills that can be designed our interfaces.
3. Kwan (Hipster): Kwan is positioned as UX/UI designer and has directly worked on what she learned. Kwan has high creative thinking and multimedia that helped me to design the application to be admired by customers.

## Special Question

### **1. Do they have strong technological capability?**

Not everyone has a strong technological capability, but someone has it. For example, Beau has a strong technological capability in coding programs in several languages which is the most powerful capability in our team. Kwan has technological skills in Figma which is the tool for designing our application interfaces, but she doesn't have any programming skills. Aex has some capability in visualization tools, but he also doesn't have any programming skills.

### **2. Do they have rich industrial experiences and networks? Is/are your team members belonging to your potential customers?**

I would not say that they have rich industrial experience, but they have the experiences and networks from past work that they used to do. Although they don't have too many experiences and networks, they are belonging to my potential customers whether students, workers, or freelancers.

### **3. Do they have strong execution capabilities?**

I am almost sure that my team has a strong execution capability because they ever through the complicated executed project. They know that we have to utilize in the operation to get the best performance.

**4. Do they have a strong market and product research capabilities?**

They have a diversity of capabilities. Aex has strong market research because of his past project that is relevant to economics projects. Kwan has product research because of her past project that is relevant to product design. She always has to find the new design in order to adapt to her project. Beau has two skills of them, but she has more emphasis on product research capability due to her past project having to build some applications. So that she has to find the market's core problems and build a product that is different from other products.

**5. Do your team members have charming personalities and good capability of public speaking?**

There might be had problems with the charming personalities because I think my team doesn't have in this thing, but they have the good capability of public speaking that they could invite customers to use our product or service.

**6. Is every one of your team members passionate about what you are doing?**

Not everyone has passionate about this project, but they like what we are doing. Beau is one of my team members who have a passion for this project because she would like to learn online courses in order to improve her language skills.

**7. Do you trust each other?**

I have trusted everyone on my team because of the overall skill that they had.

**8. Do you think your team members will stay if you encounter challenges or difficulties in the future?**

I believe that everyone would stay with me if I have encountered some difficulties or challenges because it might improve their skills and they would like to succeed with everyone. And I think I could not finish this project without everyone in my team.



# Business Plan



FinLearn

Platform for online learning

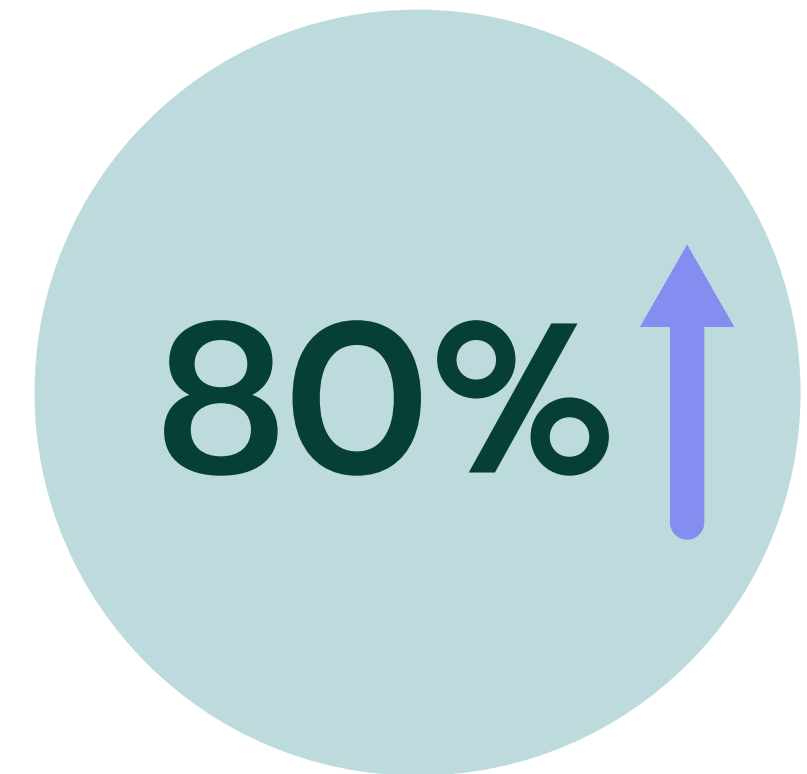
# Problem ?



Researchers have found that  $\frac{2}{3}$  of students lose interest in studying because of online learning



In an online learning environment, it's common for students to feel isolated due to a lack of social interaction



The Insight study shows that online learning was more stressful. cause issues with one's physical and mental wellbeing.

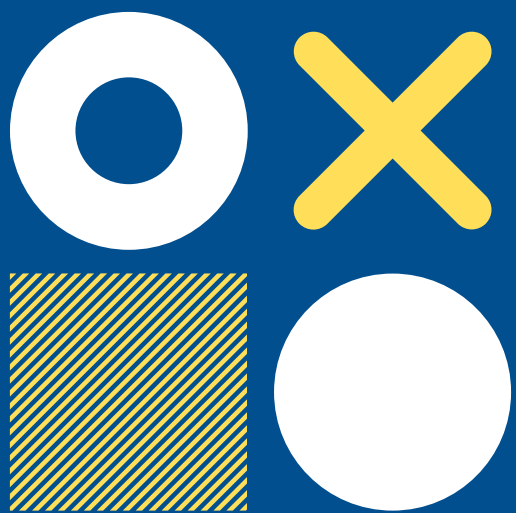
# Pain point

Due to spending long hours in front of a screen, studying has become too overwhelming.

Studying alone makes it impossible to interact with others during online studies.

Educators and organizations are not able to directly engage with learners.

Online education lacks passion and motivation.



our **SOLUTION** is ...



# Gamified Learning Platform

making online experience become better than ever before

offering a variety of courses /opportunities / co-learning spaces

# customer **NEED** ♥

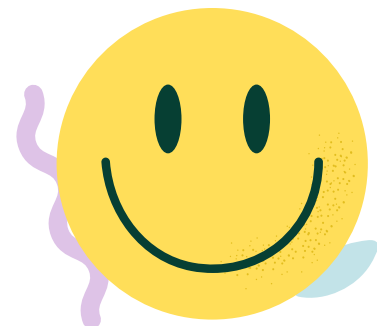
New  
experience



Co-learning  
space



Fun and  
engaging

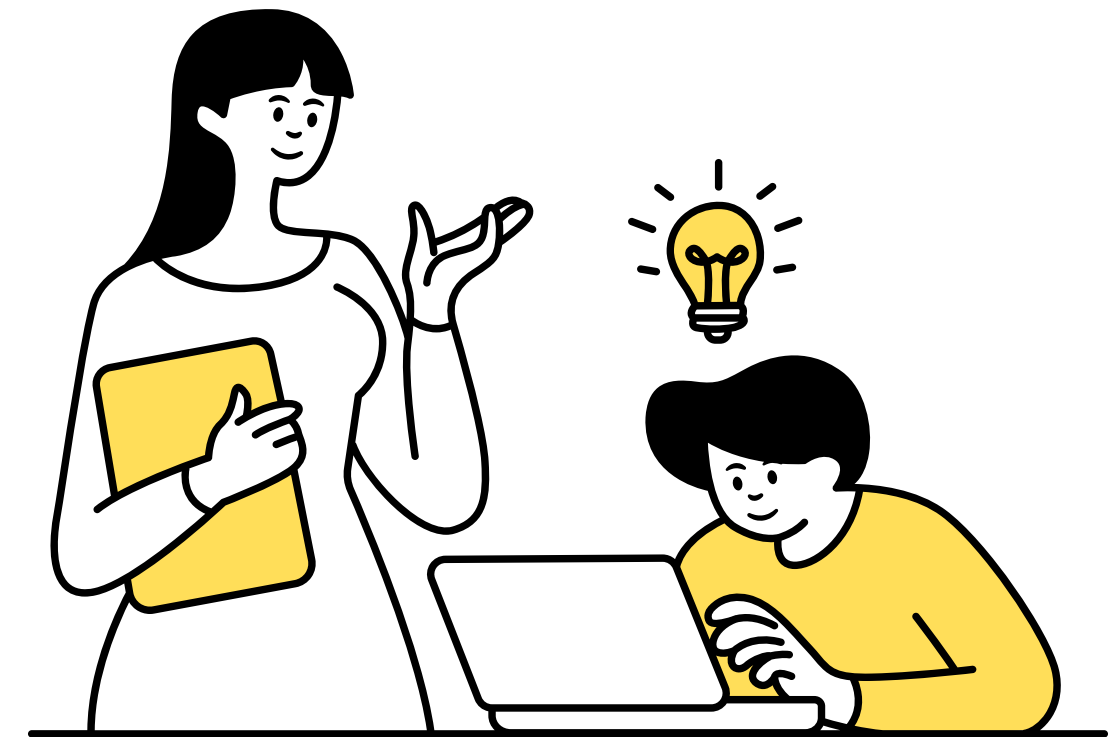


Motivation and  
interest



" keeping the same learning objective "

## Who want to find a new experience in online learning



### Students

High school - Undergraduate

The student who wants to find new  
experience by taking online classes

# Why use our platform ?



- **From our research about GAMIFICATION IN EDUCATION**  
A gamification platform that allows users to interact with each other will surely raise the quality of learning.
- **Support various languages**  
Wide population can gain access to our platform.
- **For students to connect and engage in conversation**  
There is a shared experience between them.
- **Co-operative project to work with your study buddies**  
Learners get to interact with others, unlike regular online learning.
- **In each course, learners will be able to ask questions**  
(anonymously? Or not according to their own choice)  
Both students and professionals will be available to assist in addressing those queries.
- **Can learn anywhere, at any time.**



# Team

**FinLearn**  
Platform for online learning



**Krissanapong Palakham**  
Chief Executive Officer : CEO

B.Sc in Database and Intelligent Systems, Faculty of Information and Communication Technology at Mahidol University (MUICT)



**Lanlana Santipaisarn**  
Developer

B.Sc in Database and Intelligent Systems, Faculty of Information and Communication Technology at Mahidol University (MUICT)



**Phonkrit Riyaphan**  
Business Development

Bachelor of Economics in major is Monetary and Financial Economics, Minor is Financial, Faculty of Economics at Thammasat University (TU)



**Pornpapha Chayapat**  
UX/UI Designer

B.Sc. in Applied Computer Science-Multimedia from King Mongkut's University of Technology Thonburi (KMUTT)

**Thank you**