

**Link to video pitching:**

<https://drive.google.com/file/d/1AyDCbyAe8boAKjjF4TC84qjtWQSYcO-C/view?usp=sharing>

**Group 3**

# **ASSIGNMENT 5**

## **- Finlearn**



# 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 continually 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

5.12 M

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

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



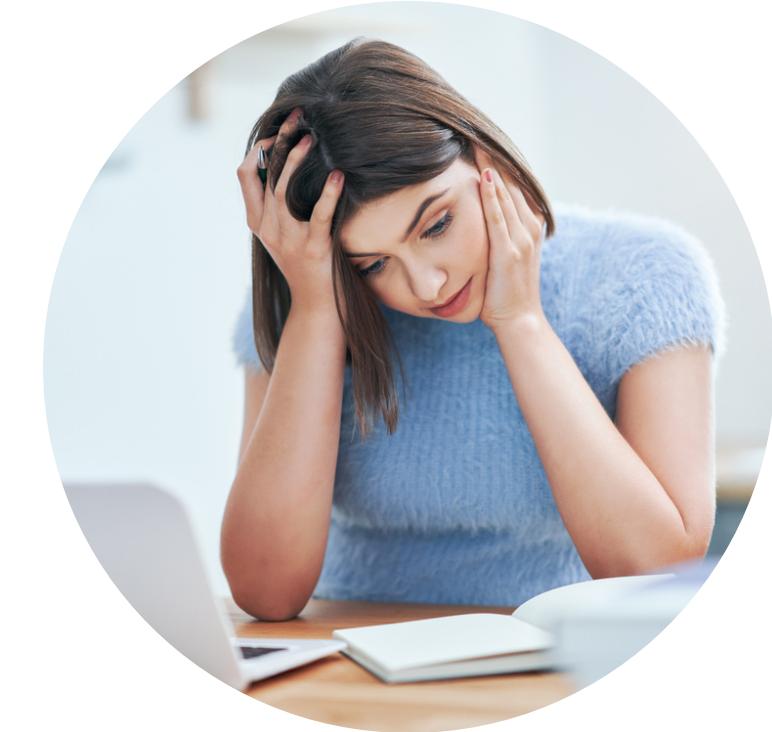
## Isolation

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

# Solution

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**Making online experience become better than ever before**

**Co-Learning Space** for making interaction | **Gamified** for a new experience

**Specific courses** for both students and instructors



# Product Demo

# Mission !

**Hello,**  
It's time to study 📚

**Mission**

- Cell Biology** + 180 ★  
Esey 7 Days  
4/5 COMPLETED
- Polymer** + 250 ★  
Medium 7 Days  
2/7 COMPLETED

**View all**

**Activity**

Find update

- Victor Kicho** English, Topic 4 July 23, 12:30 Added new assignment
- Robert Golden** Mathematic, Topic 2 July 23, 12:17 Deadline approaching
- Cindy Hurt** Biology, Topic 5 July 23, 11:42 New date of exam
- Anny Driss** History, Topic 1 July 23, 09:59 Added new assignment

**Courses**

Find update

- Introduction to Momentum** by Liam Weston Section 9A + 9B +17
- Oral Communication I** by Magan Thompson Section 7A +17
- Acid–Base Theory** by Sara Conner Section 10A + 10B +17

**View all**

**Jennifer Kim**

**Weekly Activity**

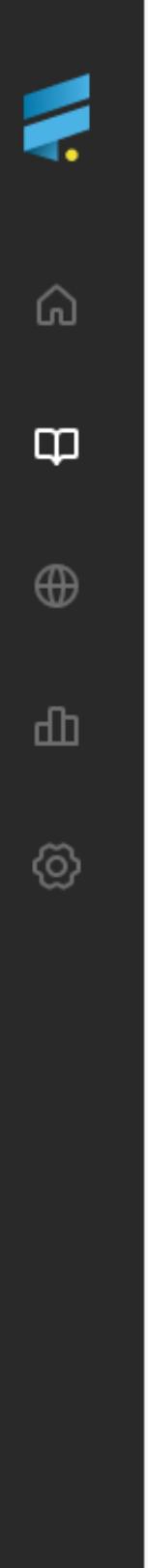
Track your study time and share with friends

M T W T F S S

**Skill Graph**

Mathematic History English

# Co-Learning Space



A vertical sidebar on the left side of the page contains several icons: a blue square icon at the top, followed by a house icon, a bookmark icon, a globe icon, a bar chart icon, and a gear icon at the bottom.

## General English

### Lesson 1 - Introduction

This course aims to strengthen basic knowledge of English and to build positive attitudes towards language learning. Covering all four skills integrated through topics related to everyday English.



Three video camera icons are arranged horizontally, each with a caption below it:

- Why is it important to learn English ?
- How will English affect your future ?
- English for Daily Life

#### Resources

Browse our collection of learning materials for additional support. These include user interviews, external references and audio files.

[View All](#)

#### Quiz

Put your study skills to the test. Take our quiz and see how much you remember from the first class. Don't worry, it's multiple choice !

[Take Quiz](#)

 1,245

#### Lessons

- 1 - Introduction >
- 2 - Lorem ipsum >
- 2 - Lorem >
- 4 - Ipsum >

# Community

The screenshot shows a mobile application interface for a community platform. The top navigation bar features a blue vertical bar on the left, followed by the word "Community" in large black letters, and a search icon with a magnifying glass and a bell icon on the right.

The main header area includes the platform's logo (a stylized blue and yellow icon), the word "Community" in bold black letters, the tagline "Every moment counts" with a small globe icon, a notification badge showing "1,245" with a star icon, and a search icon.

On the left side, there is a vertical sidebar with a dark background containing several icons: a house (Home), a book (Books), a globe (World), a bar chart (Analytics), and a gear (Settings).

The main content area has two main sections:

- Channels:** A list of available channels, starting with "#General" and including "#Homework", "#Exam", "#Thai Language", "#English", "#Mathematics", "#Chemistry", "#Physics", "#Biology", "#History", "#Art", "#Health & Hygiene", "#Physical Education", "#Computer Science", and "#Music".
- #Homework:** A detailed view of the "#Homework" channel. It shows a message from a user named Jennifer asking, "What are you thinking Jennifer". Below the message are four buttons: "Live Video", "Voice Chat", "Photo/Video", and "Activity".

Below the "#Homework" section, there is another post from a user named Nancy Kington, posted 1 hour ago. The message reads: "Hey guys! I want your help. I can't do homework math, so please help me ;-;" and includes five placeholder image boxes. At the bottom of the screen, there are "Like" and "Comments" buttons.

# Market Validation

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coursera.org

92 M

Total number of  
registered learners

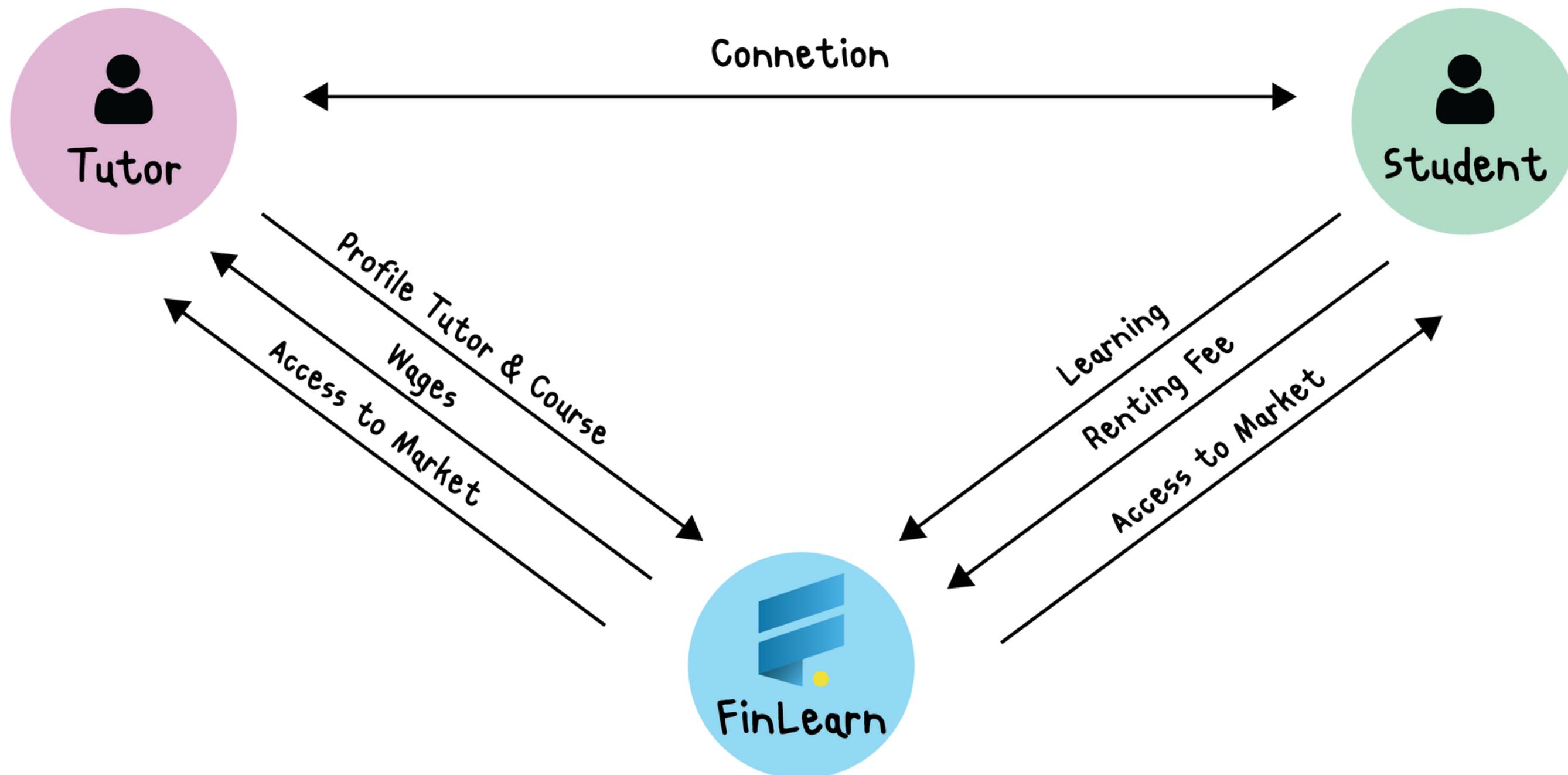
28 M

Total of Asia Pacific  
online learners

828 K

An estimated total  
of Thailand online learners

# Business Model

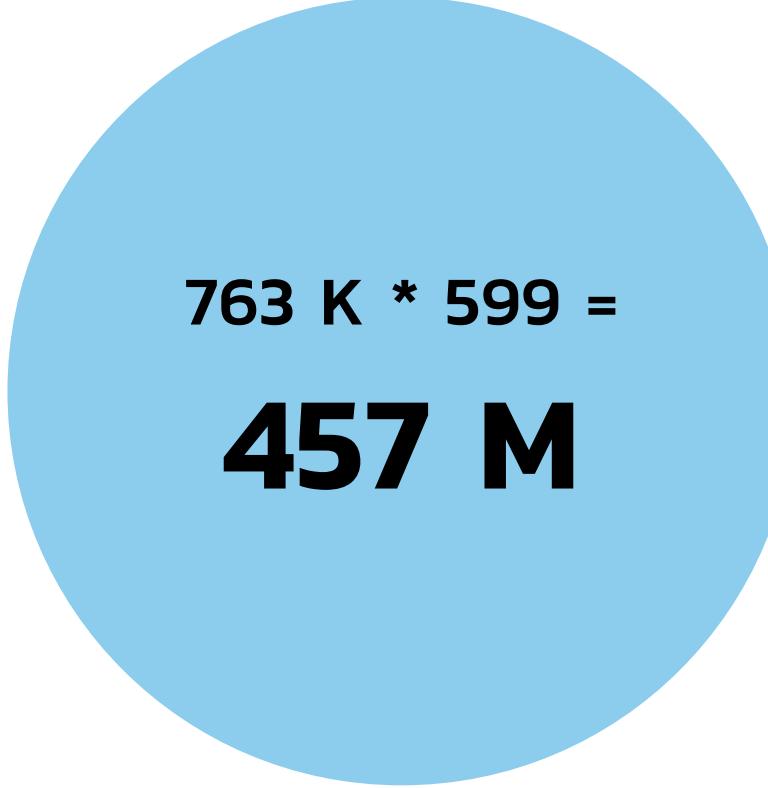


# Market Size

\*The minimum subscription fee is 599 baht.  
\*Example TAM = Number of users \* 599 baht


$$5.12 \text{ M} * 599 = \\ \mathbf{3,067 \text{ M}}$$

**Total Available Market**  
The total Market of Thai students  
who used the internet<sup>[2]</sup> for  
a particular product or service<sup>[1]</sup>

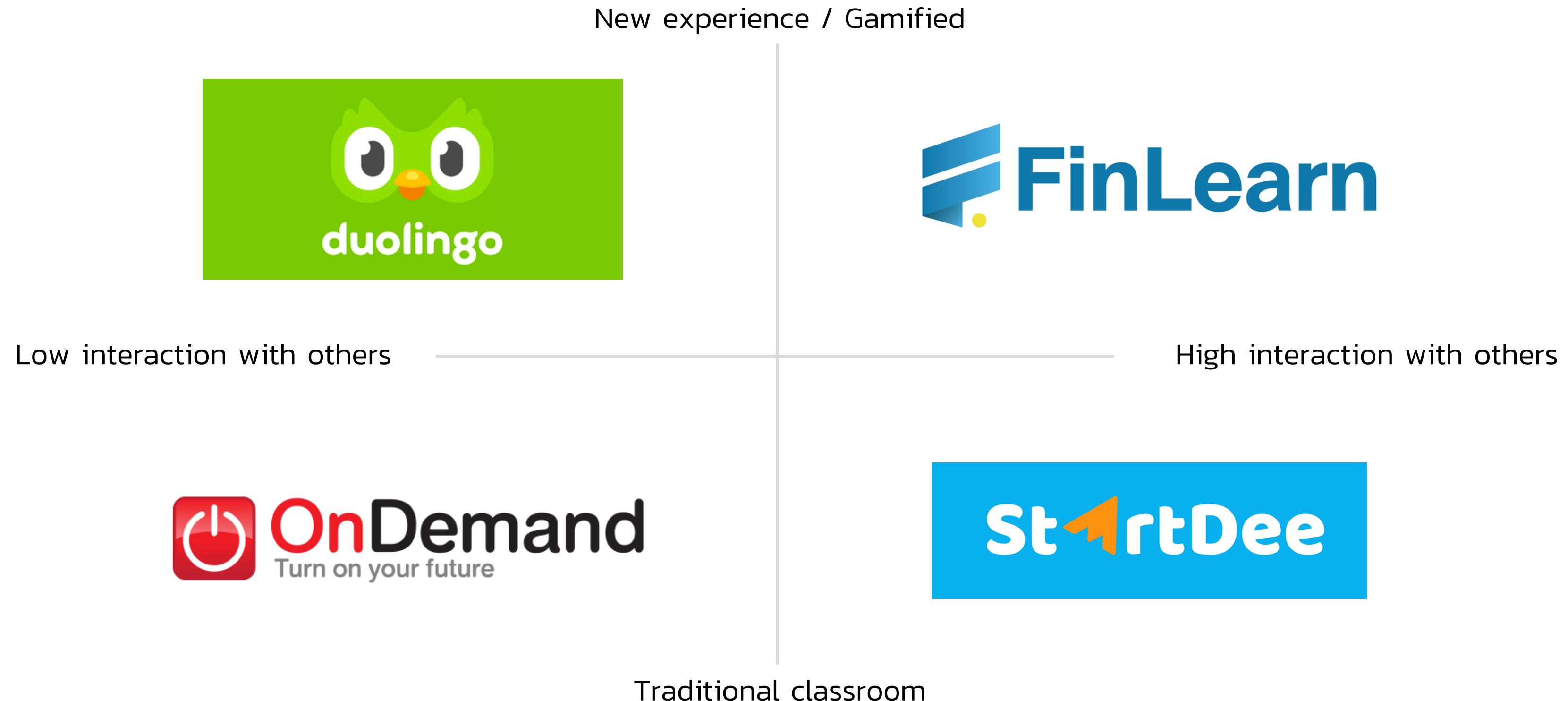

$$763 \text{ K} * 599 = \\ \mathbf{457 \text{ M}}$$

**Serviceable Available Market**  
The segment of the high school student<sup>[1]</sup>  
targeted who used  
the internet<sup>[2]</sup> in Thailand


$$77.56 \text{ K} * 599 = \\ \mathbf{46.5 \text{ M}}$$

**Serviceable Obtainable Market**<sup>[1]</sup>  
The portion of the high school<sup>[1]</sup>  
student who used the internet<sup>[2]</sup>  
in Bangkok, Thailand

# Competition



# Competitive Advantages



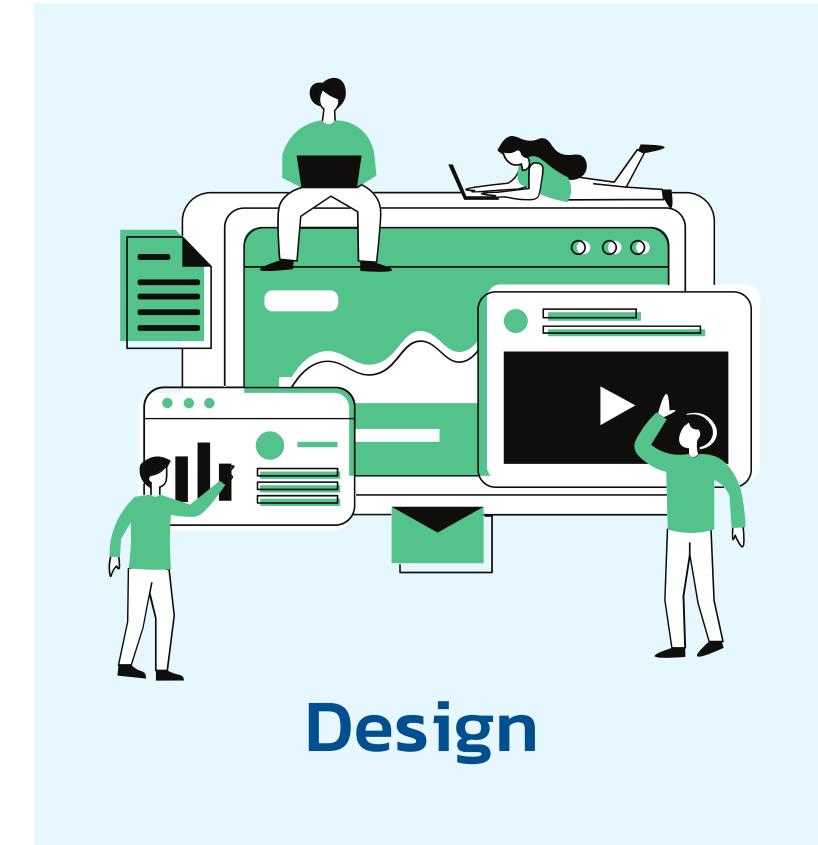
## Co-learning space

Meet new people, share thoughts and learn from one another.



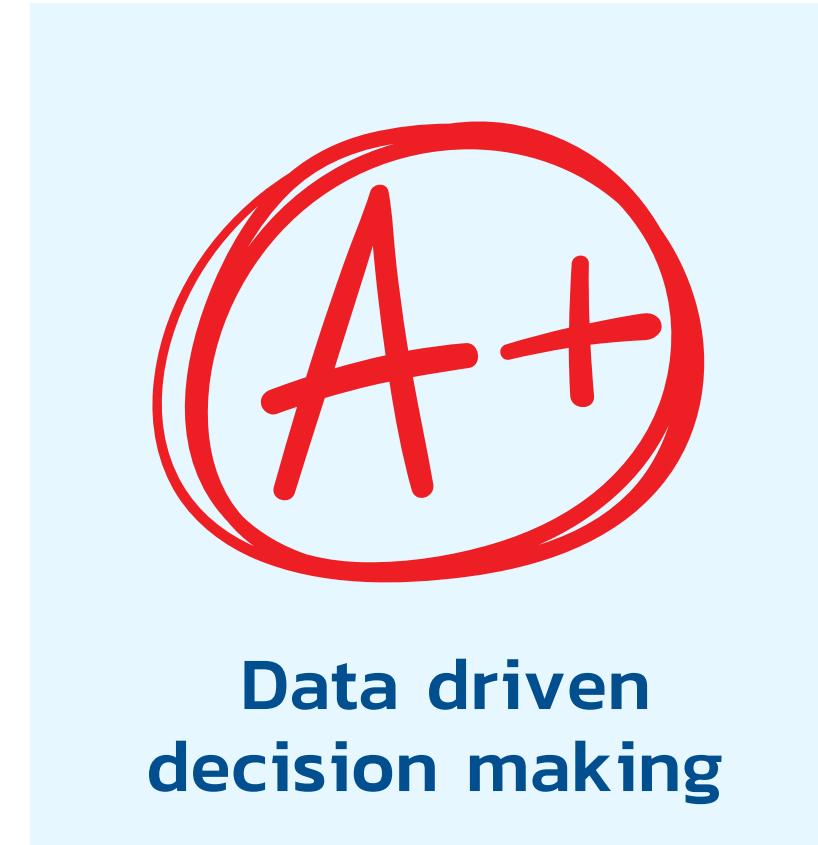
## Fun learning experience

Gamified apply to learning



## Design

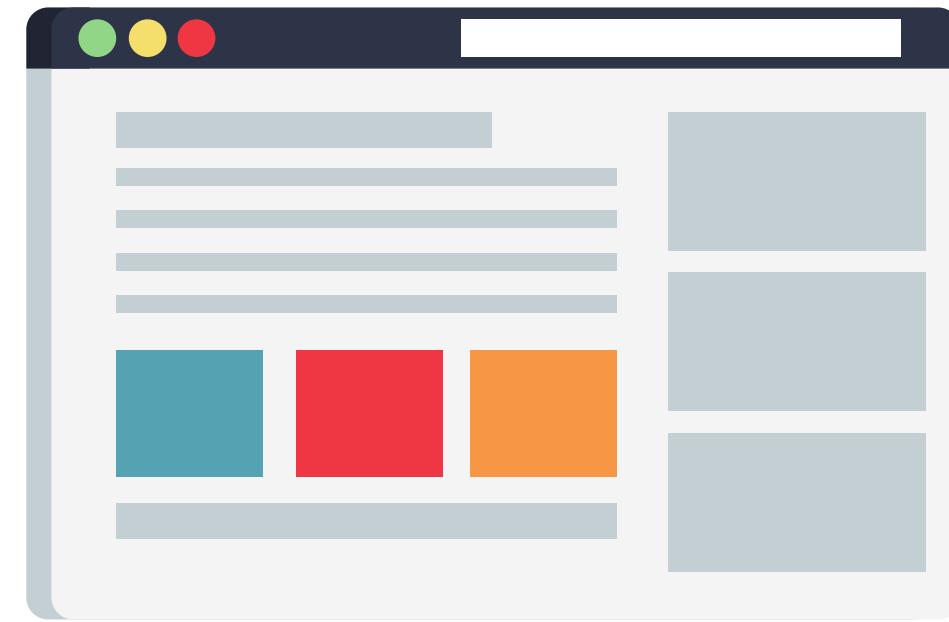
Exceptional UI design from an experience UX/UI designer



## Data driven decision making

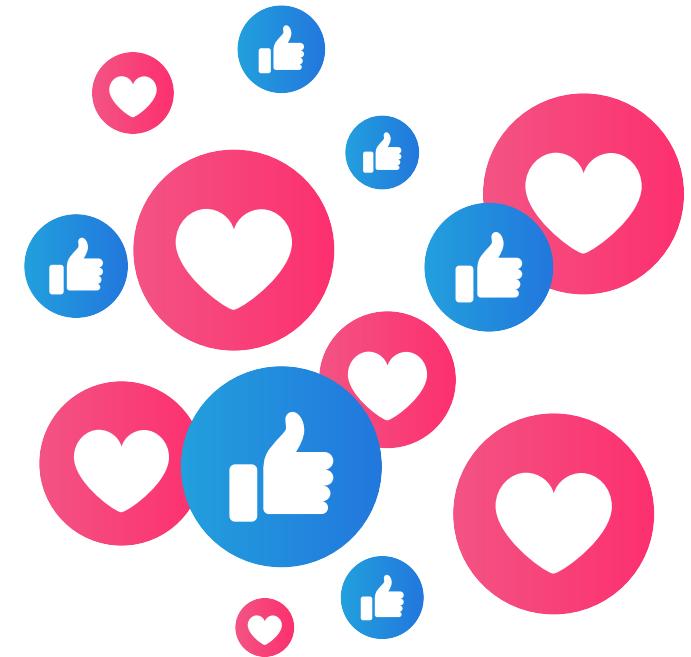
Get your reporting result of strength and weaknesses

# Press (Go-to-market)



## Platform on Website

Data from 2022 shows that the majority of Thailand's web traffic is primarily via mobile phones and laptops, which, by comparison, has seen an increase in laptop usage compared to the previous year.



## Advertising

The solution for marketing to GENZ kids in the untapped market for our products is through TikTok short videos and Twitter text and short clips.



## Campaign

Allow renowned tutors to go directly to tutoring in various schools to provide free educational activities and tutoring for high school students.

# User Testing



## Concept Test

Using card sorting.



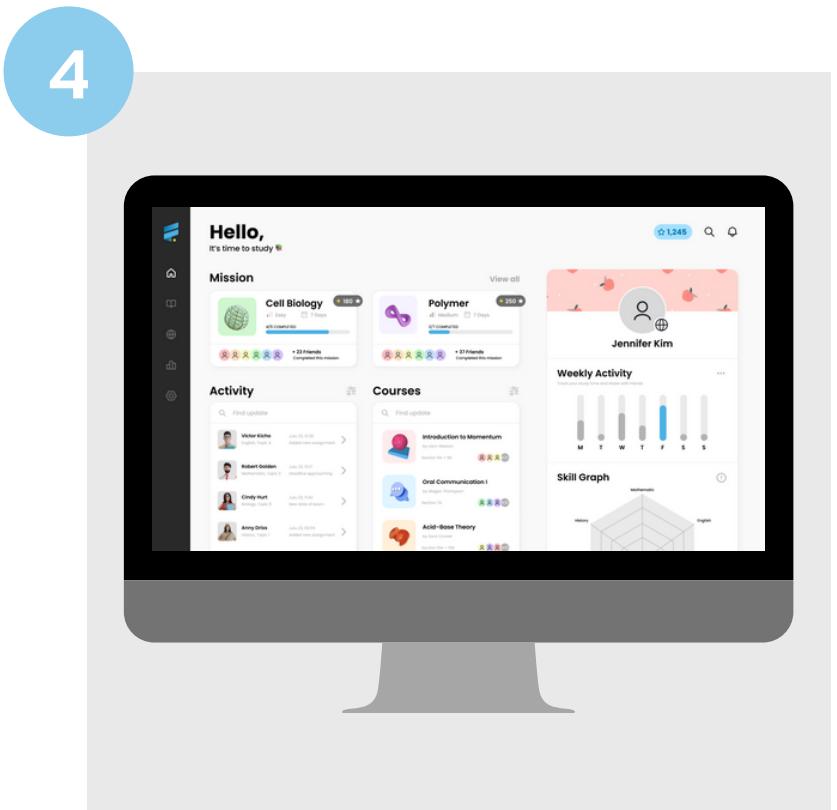
## Usability Test

Create a UI Screen or Wireframe.



## Functional Test

Start a journey of screens, features, functions, and user flows.



## Visual Design Test

Test UI mainly to see if our product is ultimately beautiful.

# Team

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**Krissanapong Palakham**

Chief Executive Officer (CEO)  
Data Expert and Specialize in Programming,  
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)  
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.