PATERON
YOUR EDUCATION PLATFORM

Preliminary Case
Operations

**Ganesha Integration
Case Competition 2021**

Company Profile
Pateron Academy Indonesia

Pateron is an edu-tech startup that focuses on helping students pass the SBMPTN test. Established in 2018, Pateron initiated the use of a community learning model which has yet become popular in the tutoring industry.

Even with the abundance of great public universities, students from all over Indonesia still have to compete intensely for their seat in one. There are several institutes that provide tutoring programs for college entrance exams, but most of them come with a high price. The education gap in Indonesia results in students having different levels of materials access and comprehension, while the economic gap hinders students in low-income families from applying in expensive tutoring programs. Pateron aims to provide a more accessible program that has a lower and more affordable price, as well as to gather students from across Indonesia to exchange knowledge.

With a vision "Providing quality, creative and technology-based learning guidance and training in creating equity and improving the quality of education in Indonesia", Pateron has 2 missions, namely

1. Creating a learning ecosystem using the community learning model;
2. Streamlining the learning process through the optimal use of study planners.

Pateron wants to provide values such as effective and efficient methods, also interactive and scheduled learning.

The launch of Pateron started in February 2020 when they won an opportunity to develop their program with the support of The Greater Hub ITB. Pateron launched their first product, Super Ambis SBMPTN (SAS) in March and started recruiting mentors which to this day has reached more than twenty. SAS Gercep, a one-week long version of SAS, and Super Ambis Kuantitatif (SAK), a program focused on the quantitative section of the test, were launched in April and May. Some universities have their own selection process and require
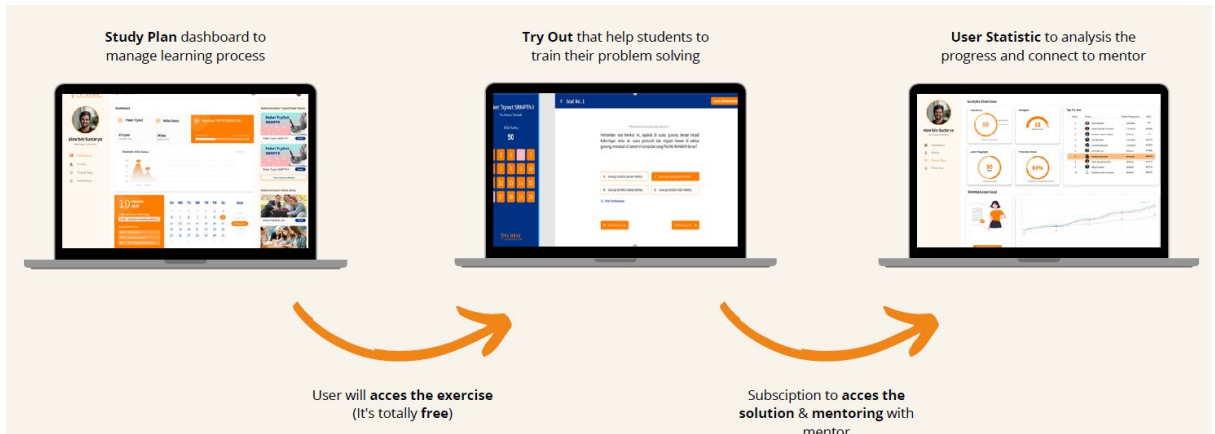
students to take the universities' own admission test. Fortunately in June, Pateron launched Super Ambis Mandiri (SAM), a program that focuses on different admission tests of universities in Indonesia. Pateron also has an E-Book of exam materials and practice problems which started selling in July. In September, Pateron organized an online mathematics olympiad for 12th graders in Indonesia called SAS 2021. In the same month, Pateron also began to be incubated at LPiK (Lembaga Pengembangan Inovasi dan Kewirausahaan) ITB through the PMW x TOP program. As of now, Pateron is developing more products and planning to add more subjects in the olympiad.

An online community learning model

In the learning platform industry, there are so many famous offline tutoring platforms to prepare for college entrance exams (especially for public universities), such as Inten and Ganesha Operation. And nowadays, there are also online tutoring platforms that began to be widely used in this new normal era, such as Ruangguru, Quipper, and Zenius. Pateron itself, which is quite new to enter this industry, has a unique model to differentiate it from the competitors, namely by becoming an online community learning model. According to CU Engage by University of Colorado Boulder, community-based learning is a strategy to integrate student learning in academic courses with community engagement. This work is based on mutually beneficial partnerships between instructors, students, and community groups. The goal is to make the learning atmosphere fun and not boring, also to make connections between the group members.

Pateron creates an online learning platform with an efficient method, namely with the study plan that guides the teaching and learning activities. Although it is online, there is also live interaction with the qualified tutor. And for better student performance, Pateron also provides user analytic on its website.

https://www.colorado.edu/cuengage/about-us/what-community-based-learning

Products

Study Plan dashboard to manage learning process

Try Out that help students to train their problem solving

User Statistic to analysis the progress and connect to mentor

User will **acces the exercise** (It's totally **free**)

Subscription to **acces the solution** & **mentoring** with mentor

1. Students' Benefits

A. Buddy Group

Buddy Group is the class arrangement in Pateron that each consists of 25 students with the same class package of choice. Every Buddy Group is provided with one mentor to teach and keep track of the students' progress. The goal is to promote interactive learning with an effective and efficient method.

B. Study Plan

Pateron's study plan is a schedule of intensive study that connects mentors and students through community learning, with an example in the image below.

https://www.colorado.edu/cuengage/about-us/what-community-based-learning

C. Consulting

Students are welcomed to consult with mentors regarding their choice of universities and majors, materials, and study tips.

D. Module

The module consists of practice problems in three different levels of questions.

E. Tryout

Students are provided with a mock test to train their problem-solving ability and practice applying the materials studied in the very limited time given.

F. Flash Card

Flash card is a short quiz students take after studying each material to help them review and understand the subject matter better.

G. Webinar

Students are given motivational seminars in online platforms such as Zoom Meeting and Live Instagram.

2. Class Package

A. Super Ambis SBMPTN (SAS)

SAS is the main class package in Pateron that focuses on the materials tested in SBMPTN in which students are given a study plan and a tryout at the end of every week. The price for this month-long program is Rp100.000,00 and so far has over 1000 students.

B. Super Ambis Kuantitatif (SAK)

SAK is a three-day program that focuses on the quantitative section of the exam for SBMPTN. The price of SAK is Rp10.000,00 for each person and until now has over 113 students.

C. Super Ambis Mandiri (SAM)

SAM focuses on the preparation for Ujian Mandiri, an independent test arranged by universities in Indonesia. The price of SAM is Rp100.000,00 for each person and so far has over 348 students.

D. SAS Gercep

SAS Gercep is a one-week program that focuses on one sub-test of the exam for SBMPTN. The price of SAS Gercep is Rp35.000,00 for each person and until now has over 421 students.

3. Pateron Store

A. E-Book Pateron: Pengetahuan Kuantitatif

- Quantitative knowledge materials
- 24 modules
- Practice problems and solutions
- Price: Rp40.000,00

B. E-Book Pateron: Soshum

- Social science knowledge materials
- 8 modules
- Quiz
- Price: Rp35.000,00

C. E-Book Level 1

- 8 modules
- 2 tryouts
- Price: Rp35.000,00

D. E-Book Level 2

- 8 modules
- 2 tryouts
- Price: Rp35.000,00

https://www.colorado.edu/cuengage/about-us/what-community-based-learning

Current Condition

During the first 2 months after launching, Pateron has reached 50++ classes, each consisting of a minimum of 25 students. Right now, Pateron has several social media, such as Line, YouTube, TikTok, Instagram, Telegram, Twitter, and blog. On Telegram and Line, it is used as an open educational discussion room for PTN fighters by using the Line Square feature and also the Telegram Group. While blogs are often used as a platform for sharing stories and tips & tricks about university life and learning made by the Pateron team and by people in their fields.

Until now, Pateron has several channels with the following achievements.

Blog	pateron.blogspot.com	1,000,000++ visitors
Instagram	@pateron_indonesia	120,000++ followers
Line	@XNY8252J	9,000++ adders
Telegram Group	Pateron Academy	30,000++ members
YouTube	Pateron Academy (https://www.youtube.com/channel/UCNk2d8nRpgVwF-HBk406x6g)	800++ subscribers
Line Square	Pejuang PTN Pateron	15,000++ members
Twitter	@pateron_id	300++ followers
TikTok	@pateron_id	400++ followers
Website	https://pateron.id/	

Pateron has changed its website, from initially www.pateronacademy.com with statistical data as in the image below on the upside to pateron.id with statistical data as in the image below on the bottom side.
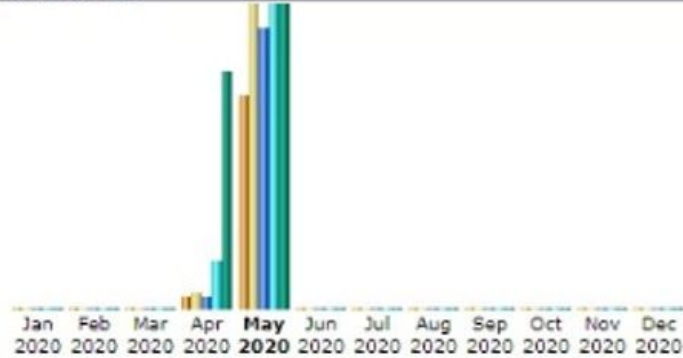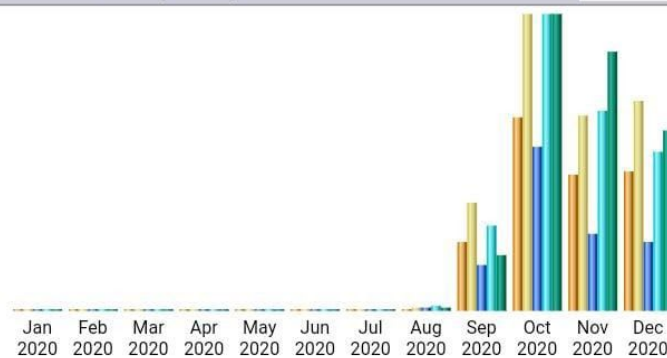
https://www.colorado.edu/cuengage/about-us/what-community-based-learning

Monthly history

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	0	0	0	0	0
Feb 2020	0	0	0	0	0
Mar 2020	0	0	0	0	0
Apr 2020	1,583	1,975	9,814	35,165	2.23 GB
May 2020	27,107	38,434	205,680	222,687	2.85 GB
Jun 2020	0	0	0	0	0
Jul 2020	0	0	0	0	0
Aug 2020	0	0	0	0	0
Sep 2020	0	0	0	0	0
Oct 2020	0	0	0	0	0
Nov 2020	0	0	0	0	0
Dec 2020	0	0	0	0	0
Total	28,690	40,409	215,494	257,852	5.08 GB

Monthly history

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	0	0	0	0	0
Feb 2020	0	0	0	0	0
Mar 2020	0	0	0	0	0
Apr 2020	0	0	0	0	0
May 2020	0	0	0	0	0
Jun 2020	0	0	0	0	0
Jul 2020	6	6	7	7	260.62 KB
Aug 2020	12	19	768	1,005	37.09 MB
Sep 2020	545	853	13,795	25,666	666.12 MB
Oct 2020	1,534	2,346	49,958	90,428	3.46 GB
Nov 2020	1,069	1,538	23,146	61,015	3.02 GB
Dec 2020	1,106	1,663	20,838	48,695	2.10 GB
Total	4,272	6,425	108,512	226,816	9.27 GB

https://www.colorado.edu/cuengage/about-us/what-community-based-learning

Preparation for the Next Step

Now, Pateron is focusing on product and website development. In August 2020, Pateron started making new products, namely 'Pateron TPB (Tahap Persiapan Bersama)' to help students in their first year of adaptation and studies at university. However, this product has not been run, it is still in the preparation stage. One of the plans is to cooperate with Pateron Store to make TPB books, make the study plan more structured on the website, and make the analysis of student-development that its result can be accessed by students and their parents on the website.

Besides that, 'Pateron Chapter Blitar' is also being prepared, which is working with regional associations in providing access to education. With the background that currently preparation courses for PTN (Perguruan Tinggi Negeri) are quite expensive and there is a gap between the educations in the urban and rural areas, Pateron wants to provide a learning platform that can be accessed by many people at an economical price. Until now, Pateron has collaborated with associations in Kuningan District, Central Java, and DKI Jakarta in providing a platform for TryOut preparation in schools. However, Pateron also wants to do this more intensely in various other areas. Therefore, these chapters will be created. The first chapter will be made in Blitar because the founder of Pateron himself comes from Blitar and is planned to be carried out also in other areas. Hiring is currently being carried out for mentors or teachers and the target of this plan is to have its building to carry out the community learning process offline.

Pateron is currently targeting 12th-grade high school students from its diverse products. However, Pateron also wants to expand its market to other high school students (grade 10 and 11) as well as first-year university students. Besides that, seeing that competitors who provide online tutoring for junior high school and elementary school are still rare, Pateron also wants to get opportunities there too with a system that can connect teachers with their students.

Problems

1. So far, Pateron's products mostly focus on preparation for state university entrance examinations (UTBK/SBMPTN) so that the income earned is seasonal. However, the operation cost is approximately 500 million Rupiah per year. **How to develop Pateron's products in order to have a sustainable income?**

2. Currently, Pateron's website is still limited, both from its capacity that can only be accessed safely by a maximum of 200 users and also from its appearance and usage (UI/UX). In addition, with Pateron's plan to expand its market to junior high school and elementary school, **what should Pateron do to develop its platform to make it more effective and efficient?**

3. The teachers at Pateron are mostly students in the final year or third year of university who mostly have activities in other places, such as theses, organizations, internships, and so on, which make Pateron's teachers or mentors become disloyal. So far, Pateron has provided training for prospective teachers to see how serious they are. The training program that has been given by Pateron to teachers has been in the form of socialization about what should and should not be done as a teacher/mentor. Meanwhile, the material to be taught is made from discussions between teachers. Even though there has been training, Pateron still has not been able to produce loyal teachers. **What should Pateron do to increase the loyalty and quality of the teachers?**

choose 2 out of 3 problems to be solved

https://www.colorado.edu/cuengage/about-us/what-community-based-learning

GANESHA INTEGRATION
CASE COMPETITION
2021