

**FINLEARN**  
LEARN TO EARN

**Group 2**  
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# INTRODUCTION

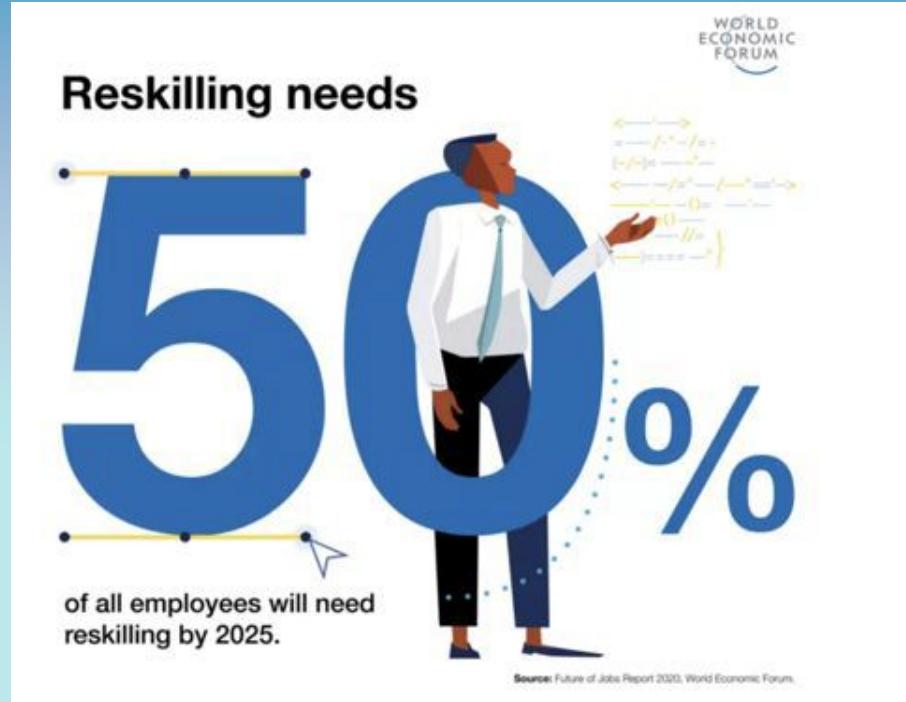
The incentive theory of motivation suggests that people are **motivated** by a drive for **incentives** and reinforcement.

# OBJECTIVE

To incentivise and change the way we learn **everyday**, anytime, anywhere.



# WHY ONLINE LEARNING?



# INTERVIEWS



	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5		Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
Do you feel like you have the skills for your dream job?	No, need to brush on a lot of skills. My dream job requires exposure and skills that I'm not exposed to.	No, there's always room to learn new things. I don't have the skills.	The landscape is constantly changing, I feel I have constantly learn to keep abreast of the developments.	Demi peng skills to learn, workmates were better so I went back to Unilever to improve.	No, I think I have to level up.	How much do you know about cryptocurrency?	Not much. Around 4 out of 10. I don't which currency can do what	Not nearly enough. I know the basics of blockchain. I try to read the white papers. Been holding crypto for 3 years. Bitcoin. Others that I trade are in binance, cardano, etherium, etc.	I have seen news of the bitcoin rising exponentially, but have no idea how it works.	I know nothing. I'd invest P10k lang.	Maybe more than average but still not
Why do you think financial literacy is important? Why? Why Not?	Yes, very important in everyone life. It guides us as to how we should spend our money. We should live within our means. Enable us to look for creative ways of making money. Financial literacy is daily grind of 9-5. Make money at the shortest period of time	Yes of course. Important that people have a hold of their finances. Important to plan so you don't struggle in your later years. Financial planning	Yes. Need the knowledge so I can make my money work for me.	Yes definitely. It's good to earn a monthly stable income. But also work from home. Savings and safe investments. Safe and secure in long term	It's very important because we are not forever young. I want to provide for my family for a long time.	How much time you can spend daily on upskilling?	Learning is more on the side, learning as I go. For myself. Before trade everyday, now, not so much. Once to thrice a week	around 15-30 minutes a day	If it is content that is interesting, up to 1hr.	less han an hour	Maximum is 45 mins I think.
What do you think about the concept of learn to earn?	Enticing. Anything that has a monetary exchange is something that will entice me. What is it about. What's the catch	Very interesting. Learning is usually an investment in itself	It would be great if I can get paid whilst learning!	Ok siya. Interesting. Why not	Wow I would like that.	Do you feel the need to generate a side income?	I want to start a business but I know I cannot do it. If with partners I think I could. Side gigs would be great	Yes. I want to earn multiple sources of income	Of course, the more I earn when younger, the earlier I can achieve financial freedom.	Yes. Maybe through investing in a small business. Or a side racket.	Yes I would like to have some sidelines.
Are you currently learning anything at the side?	Learning trading, close to a year. Trading on e-toro, learning to read the candles. Ok naman. But trading can make me emotional.	Recently no, when I was less busy I tried playing around with Python. I went crypto stuff. Mostly focused on work now, planning to develop sql skills	No. Work is too busy.	Learning my role at work. Lot to learn. Outside of work not really	Yes. Learning some basic management and people skills.	Do you invest? What do you invest in?	There are, like Sunlife. There are fund managers. Let someone else manage it. I don't have the time.	Philippine stocks. Long-term	Yes, I have some Singapore REITS Investments.	I sold a condo which I was investing in.	Just some mutual funds that earn more than my savings account.
What are the things you like to learn about?	Fitness, more time to exercise, more time for myself. The gym is my happy place.	fitness, video games. curious about axie infinity	How to assess the risk of financial products.	It's my dream to have my own business, lot more to learn to put up my business, more safe and more consistent	Anything that will give me a competitive advantage.	How do you learn on a regular basis?	Attended a few classes on trading. Then reading, watching videos, reading blogs, doing, don't believe everything I read or watch	Honestly recently, no, because so tired. But I want to.	I just google to look for content I am interest in. Not on a regular basis.	Now, sadly no.	Just when I have time.

# PERSONA

## BRIAN, 29

Key Account Exec  
in an MNC

"I'd like to learn new skills but I'm tired from work and don't have time."

"I'm very interested in crypto but I don't know nearly enough."



"I believe I should save up for that future. I've got to make the most of my healthy and strong years. I won't be working forever."

"I want to start a business someday but that's a huge what if."

### What he says & does?

- Works out 2-3 times a week
- Excels at work
- Drinks occasionally especially when stressed
- Goes out with friends for a good time (pre-pandemic)

### What he sees?

- Peers progressing in their careers and some getting married
- Friends getting into crypto and investments
- Social media posts of friends traveling all over

### What he hears?

- Got a gf?
- When are you getting married?
- Have you bought any properties or investments?
- Don't compare yourself to others.
- Enjoy life

### What he thinks & feels?

- I like my job but sometimes I am just so tired.
- Sometimes I wish I had more time for myself.
- I want to enjoy life but also save some money for my future.

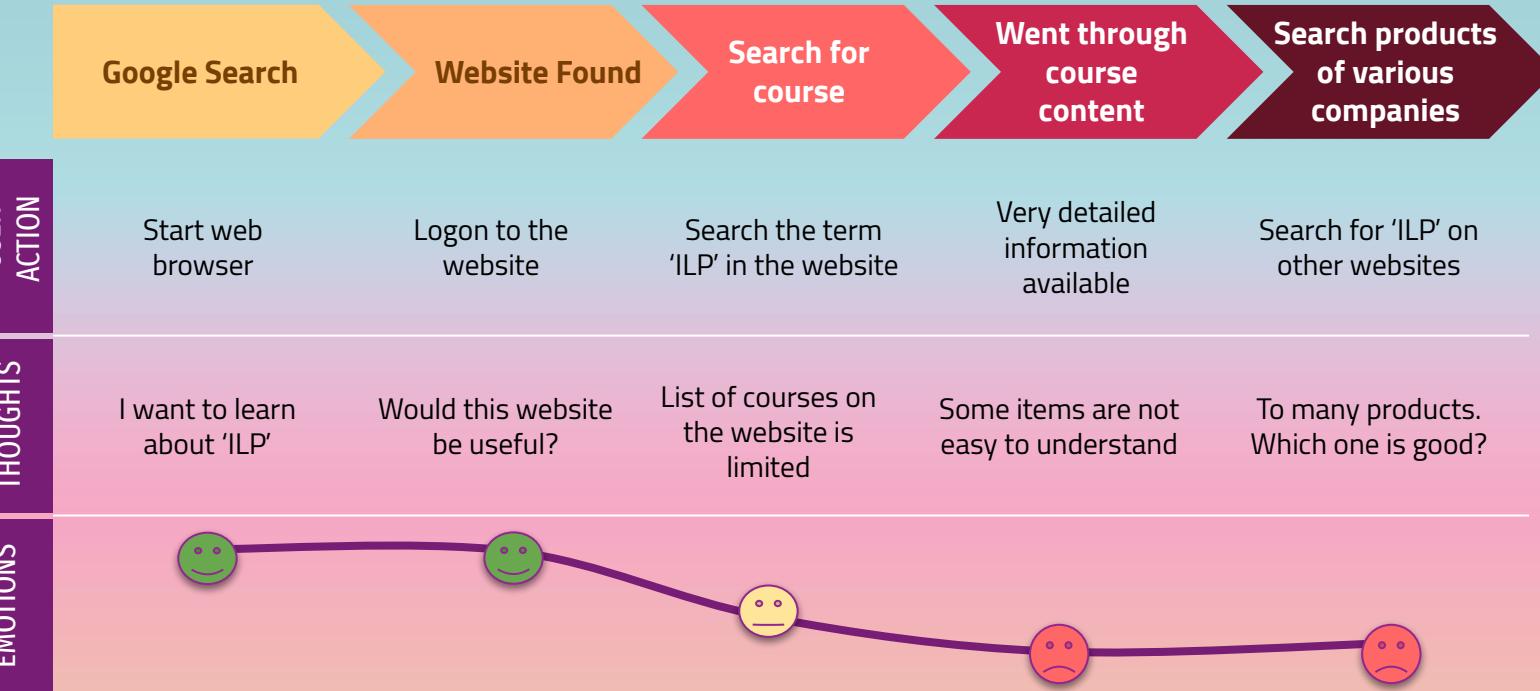
- Getting promoted
- Buying a condo/car
- Travelling
- Being fit and looking good
- Having time for myself
- Starting my own business or having a side income
- Investment gains

### GAINS

### PAINS

- Paying student & housing loans
- Not earning enough
- Workplace fatigue
- Expensive rent and cost of living
- No financial stability
- Wanting to invest in securities and crypto but not understanding it

# As-Is JOURNEY MAP



# PAIN POINTS



Too many pop-ups



Unsure about the reliability of the materials read



Free content is limited



Materials are sometimes too lengthy



Web-based sites - content not designed for mobile



Multiple sites to visit for different content - no "one stop shop"

# To-Be JOURNEY MAP

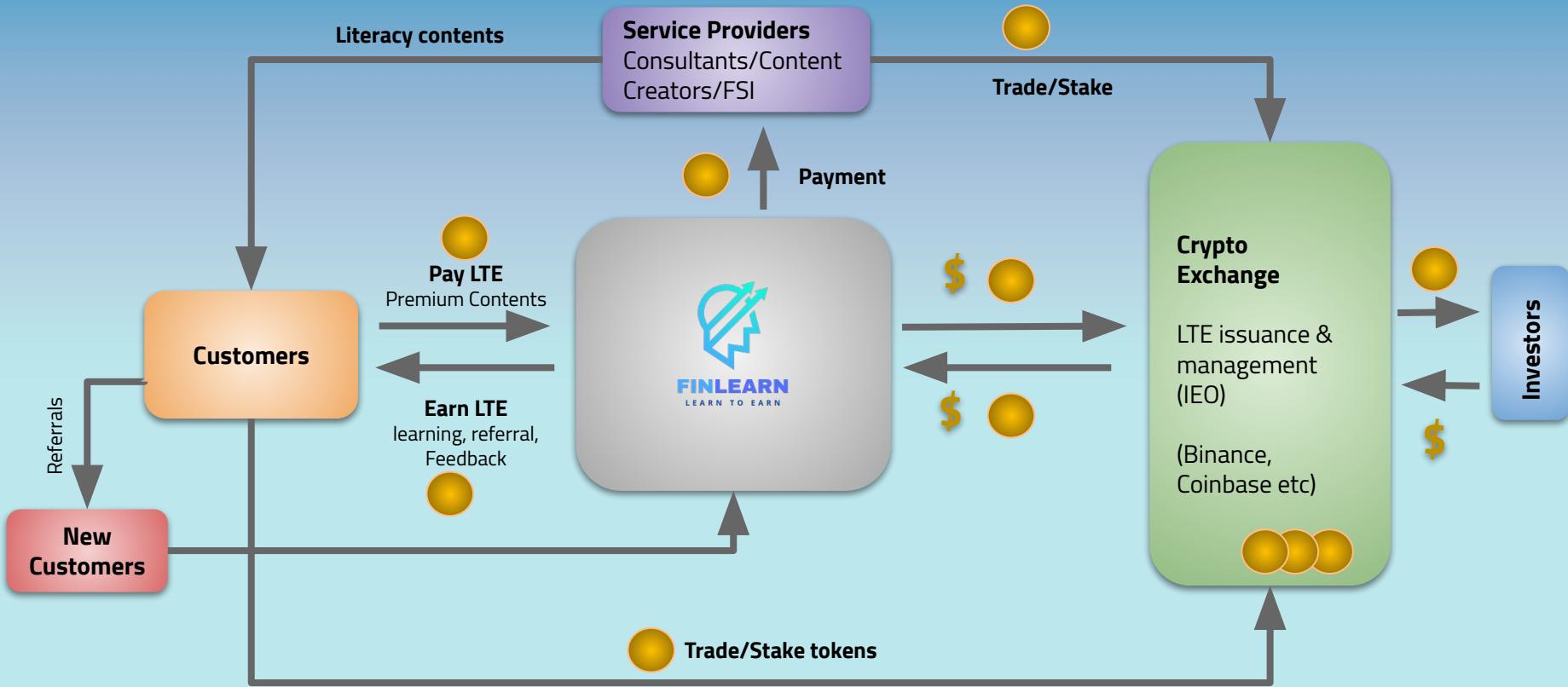
	Access FinLearn	Search for course	Went through course content	Need more advice?	Search products of various companies
USER ACTION	Logon to the app.	Search the term 'ILP' in the app.	Good information available and able to select and watch video for better understanding.	Schedule session with consultant.	Search for 'ILP' products.
THOUGHTS	I want to learn about ILP	Listed few courses on ILP.	Video helps in understanding rather than just words.	Wanted to clarify some doubts.	Now, I can better understand what am I browsing.
EMOTIONS					

# SOLUTIONS



Key Customers Problem	Tactical Solutions
I want to <b>upskill</b> myself, but do not have any <b>drive</b> to learn	Create an <b>application</b> to provide <b>interest</b> to the customers to come back and learn <b>everyday</b>
My <b>financial literacy</b> & <b>cryptocurrency</b> skills are not good; I am interested but don't know where to start	To empower the customers with <b>right</b> financial <b>skills</b> so that they can be a part of <b>cryptocurrency</b> world
There are so many learning platforms available, not sure <b>which one should I chose?</b>	<b>Partnership</b> with a credible online education provider to <b>meet users need</b>
There are <b>limited good free content</b> available	Provide <b>valuable content</b> ; incentivise to learn more by earning LTE; AI to offer learning suggestions.
Have to visit <b>separate sites</b> for different information	To provide a <b>comprehensive set of learning materials</b>
Many of the sites are web-based and <b>difficult to view on mobile</b>	To provide <b>concise app-based learning materials</b>

# TOKEN MODEL



# PROTOTYPE

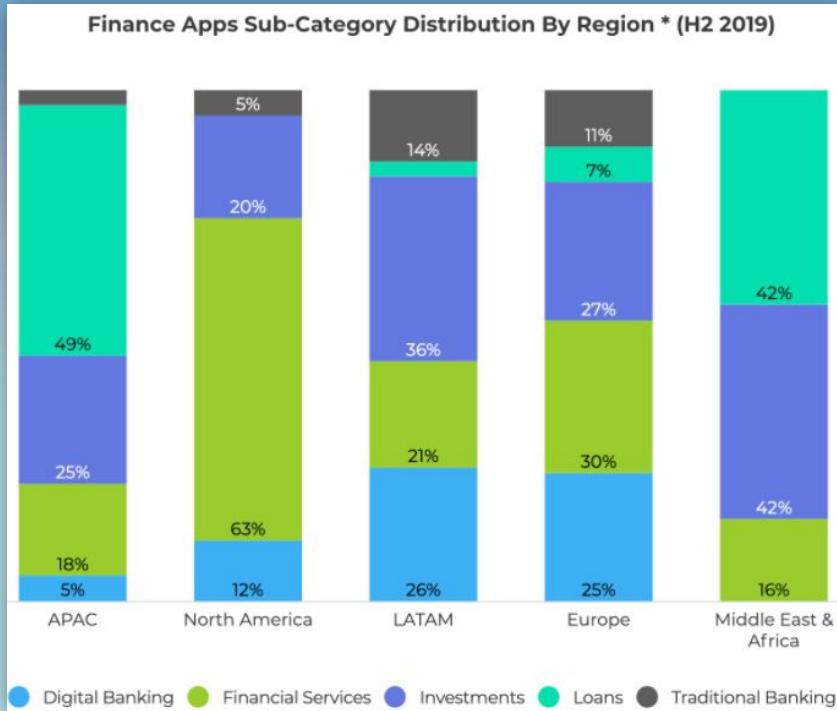
The image displays five iPhone screens showing the prototype of a financial learning application. The app's name, FINLEARN, is visible at the top of the first screen.

- Screen 1: Home**
  - FINLEARN logo: A blue icon of a stylized arrow pointing upwards inside a circle, with the word "FINLEARN" below it and "LEARN TO EARN" underneath.
  - User Authentication: Buttons for "Sign Up with Google", "Sign Up with Facebook", and "Sign Up with Email".
  - Login: "Already have an account? Log In Now."
  - Bottom navigation bar: Icons for "Explore", "Products", "Progress", "Consult", and "Profile".
- Screen 2: Profile**
  - User Information: Name "James Smith".
  - Balancing: "LTE tokens: 8.26" equivalent to \$1.65.
  - Action Buttons: "Deposit", "Withdraw", "Transfer", "Stake", "Lend", "Referral".
  - Achievements: "Financial Markets" section from FM University, completed on 19 Aug 2021 with a grade of 95%.
  - Share button: "Share".
  - Career: "Upload your CV/Resume for career opportunities." with a "Profile" icon.
  - Bottom navigation bar: Icons for "Explore", "Products", "Progress", "Consult", and "Profile".
- Screen 3: Explore**
  - Search bar: "Search", "Microphone", "Settings".
  - Category tabs: "Finance", "Business", "Computer Science".
  - Section: "Popular in Finance" with "See All" button.
  - Card 1: "Investment Management" by X University.
  - Card 2: "Finance Fundamentals" by Y University.
  - Section: "Our Top Consultants" with "See All" button.
  - Card 1: "Dr. Jessica Smith" by A University.
  - Card 2: "Dr. Vikrant Anand" by D University.
  - Section: "Most Popular Certificates" with "See All" button.
  - Card 1: "Smart Contract" by B University.
  - Card 2: "Blockchain Fundamentals" by C University.
  - Bottom navigation bar: Icons for "Explore", "Products", "Progress", "Consult", and "Profile".
- Screen 4: Blockchain Course**
  - Course Title: "Blockchain".
  - Description: "Innovate with the Next Frontier in Technology. Learn how the blockchain is leading to a paradigm shift in decentralized application programming."
  - Offered By: "D University", "The State University of ABC".
  - About this course: "This course introduces blockchain... more ..."
  - Course Details:
    - 100% Online
    - Beginner Level
    - Approx. 1 hour to complete
    - English
    - Subtitles: English, Arabic, French, Portuguese, Italian, Vietnamese, Korean, German, Russian, Spanish
  - Skills you will gain:
    - Smart Contract
    - Ethereum
    - Blockchains
    - Solidity
  - Instructors:
    - Dr. Vikrant Anand, Teaching Professor, D University
  - Start Learning button.
- Screen 5: Products**
  - Section: "Popular in Insurance" with "See All" button.
  - Image: A family (man, woman, child) in a field.
  - Text: "Heartbeat Family Plan -AZA insurance".
  - Note: "\*Get discounts with LTE tokens".
  - Bottom navigation bar: Icons for "Explore", "Products", "Progress", "Consult", and "Profile".

Link to Figma file:

<https://www.figma.com/proto/b4xx8eCqyxoYLuPiYWdnEw/Design-Thinking-Group-2?node-id=5%3A54>

# FINANCE APPS ON THE RISE IN SOUTH-EAST ASIA



Asia Pacific, and Southeast Asia in particular, is home to a large unbanked population. However, it also has one of the fastest growing digital and mobile-first populations in the world. People in the region use their mobile phones for a whole range of lifestyle activities, including for their financial needs. This is especially relevant today, as the global COVID-19 pandemic is affecting access to financial services. People across the world are staying at home, and app usage is on the rise, especially with payment, lending, investment and banking apps.

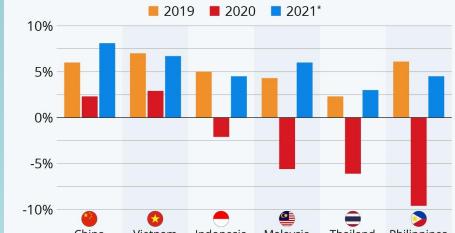
# TARGET MARKET - South East Asia

- Indonesia, Malaysia, Philippines, Thailand, Singapore, Vietnam
- Big digital population
- High internet penetration
- Growth Region
  - **5.3%** average GDP growth from 2010 - 2019
  - Projected to bounce back strong in 2021
- Government support startups
- Potential regional clients - Grab, Shopee, Lazada, SEA Group, Gojek, Tokopedia, SM Group, Air Asia, Cebu Pacific, etc.



## Which Growth Regions in Asia Will Bounce Back Strongest?

2019/2020 GDP growth and 2021 expected GDP growth for selected developing countries in East and Southeast Asia



\* projection

Source: ADB Asian Development Outlook (April 2021)



statista

## ASEAN-6 digital population 2019

Country	Population	Internet users	Social media users	Mobile subscriptions	Mobile social users
Indonesia	268.2 M	150.0 M	150.0 M	355.5 M	130.0 M
Thailand	69.24 M	57.00 M	51.00 M	92.33 M	49.00 M
Malaysia	32.25 M	25.28 M	25.00 M	40.24 M	24.00 M
Singapore	5.83 M	4.92 M	4.60 M	8.37 M	4.20 M
Philippines	107.3 M	76.0 M	76.0 M	124.2 M	72.0 M
Vietnam	96.96 M	64.00 M	62.00 M	143.30 M	58.00 M

Source: We Are Social, Hootsuite Jan 2019  
ASEAN Empowering business in Southeast Asia - [aseanup.com](http://aseanup.com)

# COMPETITOR ANALYSIS

Key Features	FinLearn	Coursera	Seedly
<b>Job-based courses</b> <ul style="list-style-type: none"><li>Community Learning</li><li>Access to Experts' advice</li><li>Recognised by Employers</li></ul>	✓	✓	✓
<b>Hiring Platform</b> <ul style="list-style-type: none"><li>Access to internships</li><li>Access to potential employees</li><li>Ability to track employees' performance</li></ul>	✓	✗	✗
<b>LTE coins economy</b> <ul style="list-style-type: none"><li>LTE coins can be exchanged for fiat currency or other crypto</li><li>Coins can be exchanged for services</li><li>Coins' value will appreciate overtime</li><li>Users can purchase financial products from our FSI partners directly on the platform using LTE coins</li></ul>	✓	✗	✗
<b>Consultation with experts</b> <ul style="list-style-type: none"><li>Coins can be utilized for consultations</li><li>Meet top experts around the world</li></ul>	✓	✗	✗
<b>Short Courses available</b> <ul style="list-style-type: none"><li>5 - 15 minutes courses</li><li>Can be completed while commuting to work or on the go</li><li>Articles available with more details if interested</li></ul>	✓	✗	✓
<b>Different Types of Plans</b> <ul style="list-style-type: none"><li>Free Plan (limited content)</li><li>Pro Plan (SGD 10/mth) - no ads, unlimited learning</li><li>Corporate Plan (SGD 100/yr) - no ads, unlimited learning</li></ul>	✓	✓	✗

# LEAN CANVAS



Customer Problems	Customer Solutions	Unique Value Propositions	Unfair Advantages	Customer Segments																											
<p><b>Background:</b> Many young professionals feel that they need to upskill themselves but they find it hard to find the time and the motivation.</p> <p><b>Top 3 problems we focus on:</b> 1.No motivation to learn 2.Learning costs money 3.Available courses are long and inconvenient</p> <p><b>Strategic Business Question:</b> How might we create an upskilling solution that constantly motivates young professionals?</p>	<ol style="list-style-type: none"> <li>Users are incentivised by LTE tokens earned when they achieve their learning milestones</li> <li>Basic content is free; users can unlock more content with LTE earned.</li> <li>Content is curated to be concise and suitable for app-based learning.</li> <li>Time commitment for learning is only 15 minutes a day.</li> </ol>	<ol style="list-style-type: none"> <li>Learn to Earn app - a unique platform for time-efficient learning and earning cryptocurrency</li> <li>Get access to expert consultants</li> <li>Upskill anytime, anywhere for free or for an affordable price</li> </ol>	First learn to earn platform in the market	<ol style="list-style-type: none"> <li>Young professionals</li> <li>Corporations</li> </ol> <p><b>Early Adopters</b></p> <ul style="list-style-type: none"> <li>- SEA e-commerce companies</li> <li>1. Grab</li> <li>2. Shopee</li> <li>3. Tokopedia</li> <li>4. CebuPacific</li> </ul>																											
<p><b>Cost Structures</b></p> <p>Annual Cost (in SGD): 1.Human Capital: Salary ~ 450K 2.Marketing Expense ~ 50K 3.Cost of software &amp; hosting ~ 50K Infrastructure cost eg cloud space 4.Misc ~ 20k</p> <p>Total: SGD 570K</p>	<table border="1"> <thead> <tr> <th>Skills</th><th>Salary PM \$</th><th>Annual Salary \$</th></tr> </thead> <tbody> <tr> <td>Project Manager</td><td>6,000</td><td>72,000</td></tr> <tr> <td>Developer</td><td>4,200</td><td>50,400</td></tr> <tr> <td>UX UI Designer</td><td>4,200</td><td>50,400</td></tr> <tr> <td>Cybersecurity Architect</td><td>4,250</td><td>51,000</td></tr> <tr> <td>Data Scientist</td><td>6,000</td><td>72,000</td></tr> <tr> <td>Content Curator</td><td>5,000</td><td>60,000</td></tr> <tr> <td>Crypto Trader/Expert</td><td>7,500</td><td>90,000</td></tr> <tr> <td><b>TOTAL</b></td><td><b>37,150</b></td><td><b>445,800</b></td></tr> </tbody> </table>	Skills	Salary PM \$	Annual Salary \$	Project Manager	6,000	72,000	Developer	4,200	50,400	UX UI Designer	4,200	50,400	Cybersecurity Architect	4,250	51,000	Data Scientist	6,000	72,000	Content Curator	5,000	60,000	Crypto Trader/Expert	7,500	90,000	<b>TOTAL</b>	<b>37,150</b>	<b>445,800</b>	<p><b>Skill Sets Needed</b></p> <ol style="list-style-type: none"> <li>Project Management</li> <li>Back-end Development</li> <li>UX &amp; UI Design</li> <li>Cybersecurity</li> <li>Data Science and Management</li> <li>Content Curation</li> <li>Cryptocurrency and Blockchain</li> <li>Marketing</li> <li>Sales Management</li> </ol>	<p><b>Revenue Streams</b></p> <p><b>Revenue Model:</b></p> <ol style="list-style-type: none"> <li>Ad revenue</li> <li>Sales of data analytics</li> <li>Commission fees from transactions</li> <li>Corporate subscription for employees usage</li> <li>Commission from employment referrals</li> </ol> <p>Annual Revenue: Target &gt; SGD 1 million by Year 4.</p> <p>Gross Profit Margin: Target &gt; 40% by Year 5</p>	<p>Other partners:</p> <ol style="list-style-type: none"> <li>Financial Institutions</li> <li>Education service providers</li> <li>Consultants</li> <li>Professional Regulatory Commissions</li> <li>Cryptocurrency Exchanges</li> </ol>
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# WAYS TO LAUNCH TOKENS

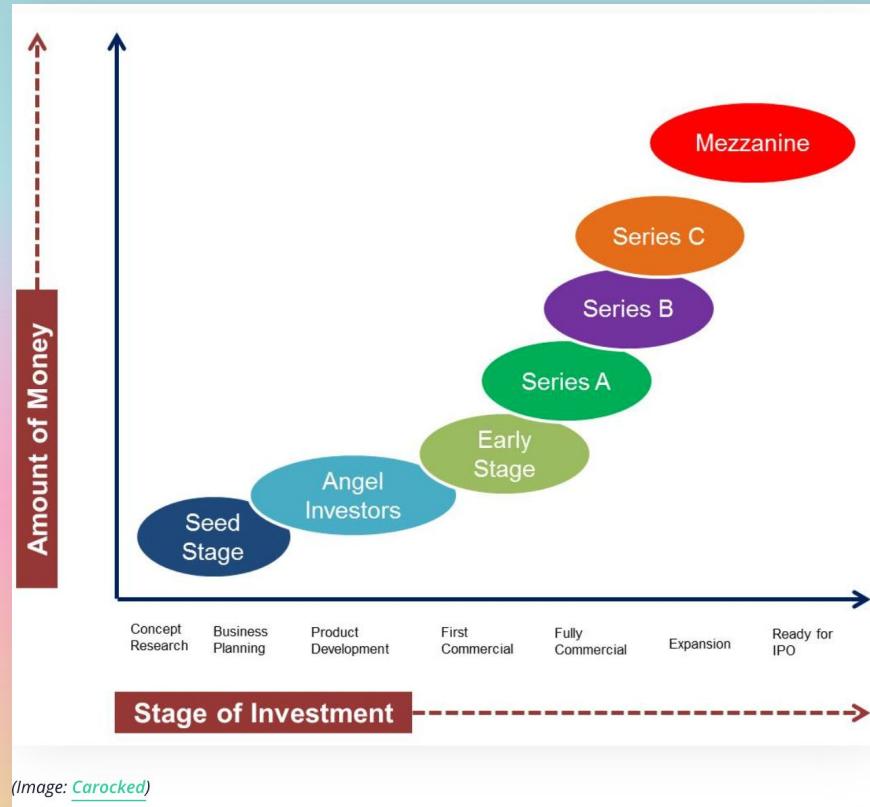


Characteristics	ICO	IEO	STO
<b>Definition</b>	Crowdfunding by issuing tokens/coins	Crowdfunding by issuing token/coin via Crypto Exchange	Crowdfunding via issued asset-backed token/coin
<b>Difficulty to set up</b>	Easy	Medium	Hard
<b>Fundraising cost</b>	Low	Medium	High
<b>Marketing/Advertising</b>	Project team	Exchange	Project team
<b>Sale location</b>	Token issuer sell tokens	Exchange sell tokens	STO website
<b>Project screening</b>	None	Exchange	None
<b>Fees</b>	No fees	Exchg charges commission	No fees
<b>Who performs KYC</b>	Token issuer	Exchange	STO
<b>Exchange listing timing</b>	Not immediate	Immediate	Immediate (if STO is exchg)
<b>Investor protection</b>	Low	Medium	High
<b>What investor gets</b>	Tokens	Tokens	Security tokens equities
<b>Investor accessibility</b>	High	Medium	Low
<b>Regulation level</b>	Low	Medium	High
<b>Governance level</b>	Loose	Medium	Tight
<b>Liquidity</b>	Medium	High	Low

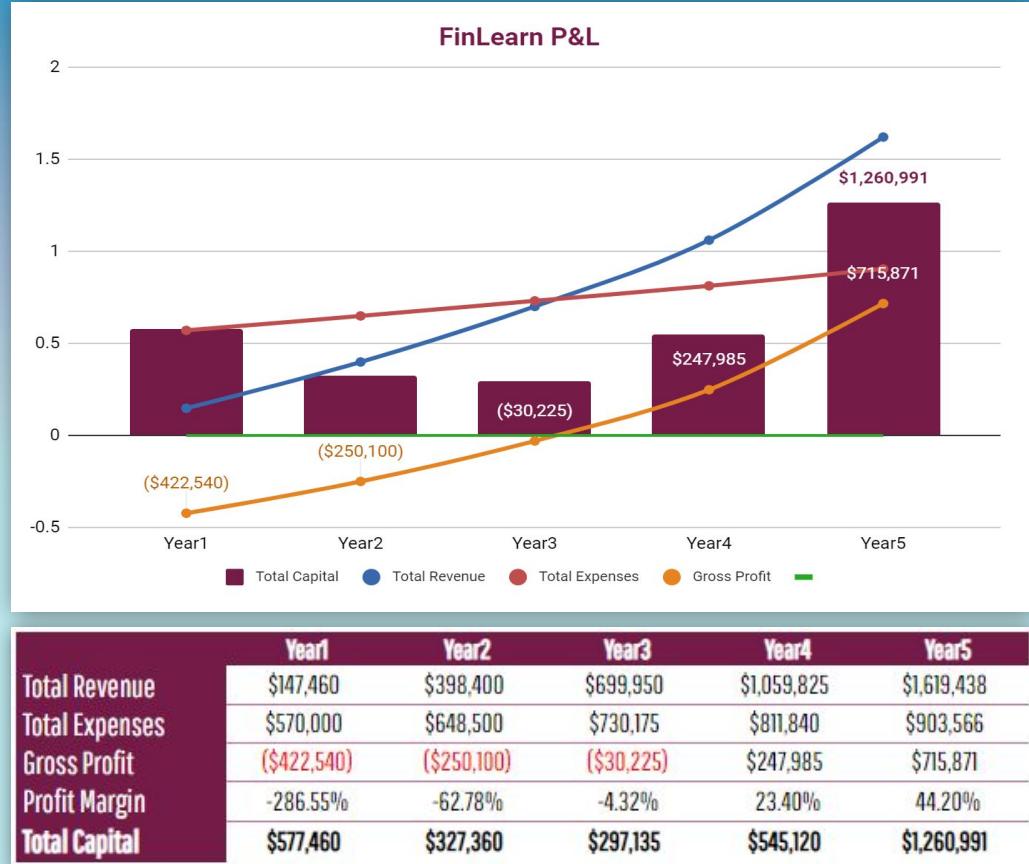
# DATA DICTIONARY

Data Description	Data Source	Potential Answers	Potential Beneficiaries	Value of Data	Financial Impact
Demographics - gender, age, occupation	Users	Male, 30, engineer		Understand how consumers behave online, identify ways to improve overall customer experience,	1 million users * \$0.10 = \$100k
Interests - subjects, topics	Users	Financial markets, insurance, programming	Banks, insurance, investment, government agencies, finance blogs, ad companies	what customers are looking for, grow customer database, marketing strategies, greater personalization	1 million users * \$0.02 = \$20k
Time spent on learning materials, favourite features	Users	30 mins daily, DeFi functions			N.A. Tailor app to retain customers
Ad metrics	Users	Affinity for investing ads			1 million users * \$0.01 * 1 ad per day * 36 days = \$360k
Consultants and number of appointments	Users	Rating and feedback on materials and consultations	Universities, consultant firms, media, associations, course providers, event companies	Identify good and popular consultants	2000 consultants * \$10 = \$20k
Performance - student grades, competency	Users	Taken many courses with excellent grades	Recruitment agencies	Identify skillful and competent students	1% of 1 million users * \$0.10 = \$1k

# STARTUP FINANCING STAGES



# PROFITABILITY PROJECTION



SEED CAPITAL

S\$ 1,000,000

See Annex 1 for list of potential investors.

**Target Yr 5**

Profit Margin



44.2%

**Target Yr 4**

(Breakeven)  
Net Profit



248 K



# FEEDBACK & IMPROVEMENTS

## Customer Feedback

"I like it! I like how the app looks, and I like this learn to earn concept. I think this is the first I've seen this concept."

"I like the Explore page but maybe there can be a way to more easily look for what I want. Same thing for the expert page. Maybe there can be a way for me to choose a expert more easily."

"What if I have questions about how to use the app or I have any technical difficulties?"

"Are there any forums or groups?"

"Yes I'd go on the app everyday, but it would help if there were some sort of reminder."

## Improvements to be made

Emphasize learn to earn functionality in App Store.

Add filter function in Explore page and Meet the Experts Page.

Add a Help option and About Us option that can be accessed by pressing on the settings icon on top right.

Add a community tab which leads to group forums and discussions.

Prompt user to accept notifications through a pop up approval when they first log into the app. The notifications function can also be accessed through the settings icon.

# Annexes



## Annex 1a: Potential Investors

	Seed Funding	Funding Amount	Probability	Funding Amount Estimate	Comments	Website
	Total	\$3,135,000	-	\$1,429,600	Target > \$1m in	
Enterprise Singapore "Startup SG Infrastructure"	n.a.	n.a.	n.a.		LaunchPad @ one-north provides startups with the spaces that they need to grow, experiment and flourish. The strong networks and partnerships of diverse startups, incubators, venture capitalists and professional services in LaunchPad forms a community that generates ample opportunities for knowledge sharing and collaboration.	<a href="https://www.itc.gov.sg/launchpad">https://www.itc.gov.sg/launchpad</a>
<b>Founders' capital</b>	\$300,000	100%		\$300,000	\$50k equity contributed by each of the 6 founders. Skin-in-the-game!	
Enterprise Singapore 1 "Startup SG Founder"	\$50,000	100%		\$50,000	Enterprise Singapore is a government agency that supports enterprise development.  To enable businesses navigate today's enterprise landscape, Enterprise Singapore adopts a company-centric approach. Enterprise Singapore do so, by providing programmes and support catered to your company's stage of growth, the industry you are in, and the overseas markets of your interest.	<a href="https://www.enterprisessg.gov.sg/financial-assistance/grants#for-startups">https://www.enterprisessg.gov.sg/financial-assistance/grants#for-startups</a>
Partech Partners (Early Stage Venture, Late Stage Venture, Private Equity, Seed ) 2 -> Potential to tap for Series A Funding	\$200,000	70%		\$140,000	Partech is a global investment firm with offices in San Francisco, Paris, Berlin and Dakar. They bring together capital, operational experience and strategic support for entrepreneurs at seed, venture and growth stages across multiple continents, with over \$1.5B investment capacity. Investments range from \$200K to \$50M in a wide range of technologies and businesses for enterprises and consumers, from software, digital brands and services, to hardware and deep tech across all major industries. Companies backed by Partech have completed more than 20 initial public offerings and more than 50 strategic exits above \$100M.  <b>Edtech Experience: Funded Kartable:</b> Kartable is a free learning platform for students from 12 to 18, with its own learning materials and technology	<a href="https://partechpartners.com/">https://partechpartners.com/</a>
Asia Venture Group (Invests in digitally scalable business models globally) 3 -> Potential to tap for Series A Funding	\$200,000	70%		\$140,000	Our global portfolio companies have collectively raised several hundred million USD in follow-on capital and employ several thousand employees on five continents. We put our money where our mouth is: We only invest our own money. We are hands-on: we have started several successful companies ourselves and continue to do so. We love to support other entrepreneurs and invest in their promising ideas from early on. We like to be the first money in. We invest globally. We are extremely selective. Existing portfolio is mostly in SEA.	<a href="https://asiaventuregroup.com/">https://asiaventuregroup.com/</a>
Kejora Capital (Investing in Asia's brightest founders to build a better tomorrow) 4 -> Potential to tap for Series A Funding	\$300,000	70%		\$210,000	We are the catalyst for Asia's brightest founders to build successful, high-growth leading companies across the region. Founded in 2014, Kejora is the leading venture capital firm that operates in the largest tech ecosystem in Southeast Asia. Since operating, Kejora has invested in over 35 startups in Asia and created more than 91,000 jobs globally. We are continuously focused on investing, building, and growing highly scalable businesses.  We are supported by a network of prominent investors including institutional investors, sovereign wealth funds, pension funds, and family offices. We are industry-agnostic investors, covering funding rounds from seed to Series C with typical investment size is USD 200K up to USD 20 million.	<a href="https://kejorahq.com/">https://kejorahq.com/</a>
500 Startups (Most active early stage investor in the world.) 5 -> Potential to tap for Series A Funding	\$100,000	70%		\$70,000	500 Startups is a global venture capital firm on a mission to discover and back the world's most talented entrepreneurs, help them create successful companies at scale and build thriving global ecosystems. 500 Startups is ranked as the most active global venture capital firm of 2019 in exits and by deal VC count.* To date, 500 Startups has invested in over 2,500+ companies across 78+ countries.  Across Southeast Asia, the 500 Southeast Asia family of funds have backed over 240 companies across multiple sectors from internet to consumer to deep technology. We look to connect startup founders with capital, expertise and regional and global networks to help them succeed.  We typically invest US\$50,000 to US\$500,000 in founders based in or targeting Southeast Asia  <b>NB: No edtech companies in existing SG portfolio.</b>	<a href="https://500.co/">https://500.co/</a>
Jungle VC (We invest in founders with the imagination, tenacity & collaborative spirit needed to turn to big ideas into even bigger businesses.) 6 -> Potential to tap for Series A Funding	\$100,000	70%		\$70,000	Every year we invest our capital and energy to a select few rapidly growing, capital-efficient technology businesses. Businesses led by Next Generation Founders whose ideas uniquely address the needs of consumers, SMEs or Asia-born companies seeking to thrive on the world stage.  <b>Edtech Experience: Funded LeapFinance</b> Leap is India's leading digital platform offering tailored products to the international student community. Its one-stop B2C solution offers test prep, admission counseling, and assistance to India outbound students going overseas for Masters and similar programs. Once admitted, the platform provides collateral-free education loans in the destination market currency and interest rates, utility financial products like bank a/c and credit cards, and visa application services.	<a href="https://www.jungle.vc/">https://www.jungle.vc/</a>

## Annex 1b: Potential Investors

	<b>Seed Funding</b>	<b>Funding Amount</b>	<b>Probability</b>	<b>Funding Amount Estimate</b>	<b>Comments</b>	<b>Website</b>
7	Y Combinator	\$170,000.00	3%	\$5,100	<p>At Y Combinator, our goal is to get you through the first phase. This usually means: get you to the point where you've built something impressive enough to raise money on a larger scale. Then we can introduce you to later stage investors—or occasionally even acquirers.</p> <p>Seed Funding \$125k on a post-money safe in return for 7% of the company when the safe converts. In addition, we will continue to support the company in the priced equity round in which the safe converts, and subsequent financing rounds (priced equity or bridges) by investing more money in those rounds to approximately maintain our 7% ownership.</p>	<a href="https://www.ycombinator.com/about/">https://www.ycombinator.com/about/</a>
8	MassChallenge	\$100,000.00	5%	\$5,000	<p>MassChallenge is a zero-equity accelerator using a competition-based model to provide cash awards and other prizes to the top startups at the end of the accelerator. We do not offer any investment or funding up front.</p>	<a href="https://masschallenge.org/">https://masschallenge.org/</a>
9	COENT	\$160,000.00	70%	\$112,000	<p>COENT offers seed and venture-stage funding to start-ups in all sectors across Asia with support in mentorship, business development and more.</p>	<a href="https://coent.aenism.com/">https://coent.aenism.com/</a>
10	Crystal Horse	\$150,000.00	70%	\$105,000	<p>Crystal Horse looks for technology companies that can scale in one country and subsequently be able to scale regionally. Our investments are in companies in angel or seed stage. We do also participate in Series A investments.</p>	
11	TechStars	\$160,000.00	5%	\$8,000	<p>Each year, we choose over 500 early-stage companies to join one of our 3-month, mentorship-driven accelerators, investing \$120K and providing hands-on mentorship and access to the Techstars network for life.</p>	<a href="https://www.techstars.com/startups">https://www.techstars.com/startups</a>
12	NextView Ventures	\$945,000.00	10%	\$94,500	<p>Our initial investments range from \$100K to \$1.5M in seed rounds of a few hundred thousand to a few million</p>	<a href="https://nextviewventures.com/approach/">https://nextviewventures.com/approach/</a>
13	Philippine Startup Grant Fund	\$25,000.00	60%	\$15,000	<p>Under the Act, a Startup Grant Fund (SGF) shall be created under DOST, DICT, and DTI. Each agency, on the other hand, shall use its respective SGF to provide initial and supplemental Grants-in-Aid (GIA) for startups and startup enablers that have passed the selection and application process.</p>	<a href="http://www.dost.gov.ph - Innovative Startup Act_a windfall of gains for Filipino entrepreneurs">www.dost.gov.ph - Innovative Startup Act_a windfall of gains for Filipino entrepreneurs</a>
14	Kredit Usaha Rakyat (Credit for Businesses)	\$25,000.00	60%	\$15,000	<p>The Indonesian government also works with certain non-profit organizations so that it can issue appropriate grants to SMEs across Indonesia. One of these is the Credit for Businesses (Kredit Usaha Rakyat). This grant provides credit, working capital, and investment financing plans which are specifically tailored to serve the financial needs of SMEs across Indonesia. The Ministry of Cooperatives and SME has also created the Startup Incubator Program. This program is intended to promoting local entrepreneurship throughout the country and is connected to several other SME-related grants provided by Indonesia's government.</p>	<a href="https://kur.ekon.go.id/">https://kur.ekon.go.id/</a> <a href="https://www.paulhypewpage.co.id/indonesian-government-grants/">https://www.paulhypewpage.co.id/indonesian-government-grants/</a>
15	Cradle Fund	\$25,000.00	60%	\$15,000	<p>Cradle Fund Sdn Bhd (Cradle) is Malaysia's early stage start-up influencer, and has helped fund over 900 Malaysian tech start-ups and holds the highest commercialisation rate amongst government grants in the country.</p>	<a href="https://www.cradle.com.my/about-us/">https://www.cradle.com.my/about-us/</a>
16	Malaysia Digital Economy Corporation	\$25,000.00	60%	\$15,000	<p>Malaysia Digital Economy Corporation Sdn. Bhd. (MDEC) is the holistic, government-owned agency launched in 1996 to pioneer the transformation of Malaysia's digital economy.</p>	<a href="http://mdec.my/">http://mdec.my/</a>
17	Malaysia Technology Development Corporation	\$25,000.00	60%	\$15,000	<p>For 25 years, Malaysian Technology Development Corporation (MTDC) has been the key player in technology commercialization in Malaysia and promoting the adoption of technologies by local companies.</p>	<a href="https://www.mtdc.com.my/">https://www.mtdc.com.my/</a>
18	Malaysia Venture Capital Management Berhad	\$25,000.00	60%	\$15,000	<p>Malaysia Venture Capital Management Berhad (MAVCAP) raison d'être is to support seed, start-up early stage to late stage companies in the ICT industry as well as other high-growth industries. (including but not limited to content and digital media, IoT, e-commerce, financial tech, etc)</p>	<a href="https://www.mavcap.com/">https://www.mavcap.com/</a>
19	Vietnam National Technology Innovation Fund	\$25,000.00	60%	\$15,000	<p>The National Technology Innovation Fund (NATIF) was setup in 2015 by Ministry of Science and Technology with US\$47 million capital. 50% of the fund is used for S&amp;T research carried out by enterprises, import technologies and foreign expertise for technological innovation. The other half of the fund is used to provide preferential loans, guarantee commercial loans or lent as soft loans.</p>	<a href="https://fundit.fr/en/institutions/national-technology-innovation-foundation-vietnam-natif">https://fundit.fr/en/institutions/national-technology-innovation-foundation-vietnam-natif</a>
20	Vietnam Silicon Valley	\$25,000.00	60%	\$15,000	<p>Silicon Valley Ecosystem in Vietnam was launched in June 2013. It is an initiative of Vietnamese government and its Ministry of Science and Technology to foster knowledge based economy and technology commercialization in Vietnam. The Vietnam Silicon Valley offers incubation, mentoring, and granting funds to innovators and entrepreneurs. The Vietnam Silicon Valley Accelerator collaborates with experts from all over the world for rich experience in building the ecosystem. It also invests US\$10,000-20,000 in startups for 5-10 per cent equity stake.</p> <p>The VSV organizes events which provides convenient channel for investors and startup can communicate with each other. It also gives the mentorship and helps startup to connect with global digital network.</p>	<a href="http://www.siliconvalley.com.vn/">http://www.siliconvalley.com.vn/</a>

# STARTUP FINANCING & SCHEMES

Potential Fund Sources/Schemes	Purpose
<b>Startup SG Infrastructure by Enterprise SG</b>	<p>1. LaunchPad @ one-north provides startups with the spaces that they need to grow, experiment and flourish.</p> <p>2. The strong networks and partnerships of diverse startups, incubators, venture capitalists and professional services in LaunchPad forms a community that generates ample opportunities for knowledge sharing and collaboration.</p>
<b>Startup SG Founder by Enterprise SG</b>	<p>1. For the "Train" track, Enterprise Singapore has appointed Venture Builder and Accredited Mentor Partners ('VB-AMPs') with strong track records of venture building to provide 3-month Venture Building (VB) programmes to Singaporeans. The programme will provide support for sourcing innovation, commercialising these ideas into scalable businesses, getting product/solution validation from customers and finding capital.</p> <p>2. For the "Start" track, teams of entrepreneurs with innovative business ideas can approach any Enterprise Singapore-appointed Accredited Mentor Partners (AMP) with their innovative business ideas. The AMPs will identify and recommend qualifying applicants for funding support based on the uniqueness of business concept, feasibility of business model, strength of management team, and potential market value. Upon successful application, the AMP will assist the startups with advice, learning programs and networking contacts. Enterprise Singapore will also provide the startups with a startup capital grant of \$50,000. Startups are required to raise and commit S\$10,000 as co-matching fund to the grant.</p> <p>Through co-investments, SG government support the growth of innovative startups with strong intellectual content and global market potential.</p> <p>Startups seeking funding must fulfil the following criteria:</p> <ul style="list-style-type: none"> <li>• A Singapore-based company with core activities carried out here</li> <li>• Startup should not be a subsidiary or joint-venture</li> <li>• Incorporated as a private limited company for less than five years</li> <li>• Paid-up capital of at least S\$50,000</li> <li>• Prove substantial innovative and intellectual content for its products and/or services and applications</li> <li>• High-growth potential with clear scalability for the international market</li> </ul>
<b>Startup SG Equity by Enterprise SG</b>	

## Annex 2: Breakdown of P&L

	Year1	Year2	Year3	Year4	Year5	-1min users
No. of Users (Total)	10,100	252,900	441,875	662,812.5	994,218.75	
Corporate Users	500	1,250	2,187.5	3,281.25	4,821,875	
Individual Users (Pro)	500	1,250	2,187.5	3,281.25	4,821,875	
Individual Users (Basic)	100,000	250,000	437,500	656,250	984,375	
Revenue Growth Rate	Year1	Year2	Year3	Year4	Year5	
Corporate Subscription (User growth)	0%	150%	75%	50%	50%	
Ad Revenue	0%	n.a.	n.a.	n.a.	n.a.	
Sale of LTEs	0%	100%	200%	200%	200%	
Commission fees from transactions	0%	100%	200%	200%	200%	
Sales of Data Analytics	0%	n.a.	n.a.	n.a.	n.a.	
Others	0%	50%	50%	50%	50%	
Revenue	Year1	Year2	Year3	Year4	Year5	Total Revenue
Corporate Subscription	\$110,000	\$275,000	\$481,250	\$721,875	\$1,082,813	<b>\$2,870,833</b>
Ad Revenue	\$36,360	\$90,900	\$159,075	\$238,613	\$357,919	<b>\$882,888</b>
Sale of LTEs	\$1,000	\$2,000	\$6,000	\$18,000	\$54,000	<b>\$81,000</b>
Commission fees from transactions	\$100	\$200	\$600	\$1,800	\$5,400	<b>\$8,100</b>
Sales of Data Analytics	\$0	\$30,300	\$53,025	\$79,538	\$119,305	<b>\$232,188</b>
Others	\$1,000	\$1,500	\$2,250	\$3,375	\$6,063	<b>\$15,188</b>
<b>Total Revenue</b>	<b>\$147,480</b>	<b>\$388,400</b>	<b>\$888,860</b>	<b>\$1,068,825</b>	<b>\$1,818,438</b>	<b>\$3,825,073</b>
Expenses Growth Rate	Year1	Year2	Year3	Year4	Year5	
Personnel Costs	0%	10%	10%	10%	10%	
Marketing Expenses	0%	50%	30%	20%	20%	
Infrastructure costs - Software/hosting	0%	15%	15%	10%	10%	
Misc Costs	0%	5%	5%	5%	5%	
Others	0%	0%	0%	0%	0%	
Expenses	Year1	Year2	Year3	Year4	Year5	
Personnel Costs	\$450,000	\$495,000	\$544,500	\$598,050	\$658,845	\$649,459.00
Marketing Expenses	\$50,000	\$75,000	\$97,500	\$117,000	\$140,400	\$95,980.00
Infrastructure costs - Software/hosting	\$50,000	\$57,500	\$66,125	\$72,738	\$80,011	\$65,274.75
Misc Costs	\$20,000	\$21,000	\$22,050	\$23,153	\$24,310	\$22,102.53
Others	\$0	\$0	\$0	\$0	\$0	\$0.00
<b>Total Expenses</b>	<b>\$670,000</b>	<b>\$843,600</b>	<b>\$730,175</b>	<b>\$811,840</b>	<b>\$903,666</b>	<b>\$732,318</b>
<b>Gross Profit</b>	<b>(-\$422,540)</b>	<b>(-\$260,100)</b>	<b>(-\$30,225)</b>	<b>\$247,886</b>	<b>\$715,871</b>	<b>\$280,981</b>
Profit Margin	-286.55%	-62.78%	-4.32%	23.40%	44.20%	
	Year1	Year2	Year3	Year4	Year5	
Total Revenue	\$147,480	\$388,400	\$888,860	\$1,068,825	\$1,818,438	
Total Expenses	\$570,000	\$648,500	\$730,175	\$811,840	\$903,666	
Gross Profit	<b>(-\$422,540)</b>	<b>(-\$250,100)</b>	<b>(-\$30,225)</b>	<b>\$247,886</b>	<b>\$715,871</b>	
Profit Margin	-286.55%	-62.78%	-4.32%	23.40%	44.20%	
<b>Total Capital</b>	<b>\$677,480</b>	<b>\$127,980</b>	<b>\$287,195</b>	<b>\$646,120</b>	<b>\$1,280,881</b>	

# THANKS!

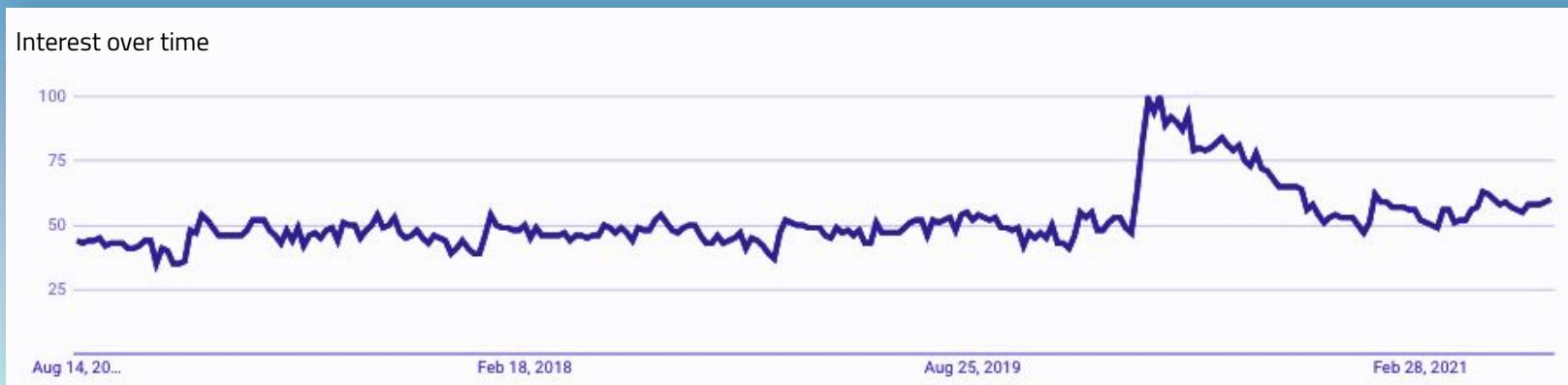
Do you have any questions?



# Backup slides



# WHY ONLINE LEARNING?



**60%**

'Online Course' keyword  
interest over time

**66%**

population with flexible  
work arrangement in  
future. Less commuting,  
more spare time

**80% more**

long term retention  
increases with micro  
learning

# WHAT'S IN IT FOR ME?



Individuals

## Hygiene

- FinLearn provides **job-based courses** recognised by employers. Helps me to get higher chance of promotion, a possible career switch.
- Learn to earn concept to **offset fees for consultations and courses**, so learning is not costly.

## Delight

- A platform for me to be considered for **internship or job opportunities** at companies who are FinLearn's partners.

Corporates

- Courses are relevant for the **upskilling** of my employees
- **Ability to track employees' performance** on the courses they took

- Save time from approaching experts to conduct individual workshop for my employees. They can all go to FinLearn to learn whatever about Fintech that they are interested in, at their own time, pace, and space.
- Get **access to a pool of potential employees (basic users) who I can headhunt** based on their skill set and submitted CV.
- Due to my ability to track performance, my employees would be motivated to learn well, even though they are busy.
- Get free interns to work at my company.

Employees

- Courses are relevant for my upskilling
- **Concise, app-based learning** fits my busy schedule. Learn on the go.

- Possible networking platform as I get to join **community discussion** and **consult experts**
- Get to show my hunger for learning to my employer who is tracking.
- Get to **earn LTE coins which could appreciate in value in future or be exchanged for digital assets**
- Privilege to be able to have the equivalent of a Pro plan, shouldered by the company