

Business Idea Summary

Ezdu, Easy Education for Everyone

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Ezdu is an integrated e-learning application for students, specifically for junior and senior high school students in remote area. This application and website can be run on smartphones, PC, tablets, or laptops. This application gives us hopes to overcome the big issues about access of education in Indonesia which cause the students in rural or remote area can not get equal education and knowledge as much as the students in big city get everyday. Technically, this application also allows us, as the tutor/teacher to accompany the students to get enrichment besides the formal education they get from school, so they can ask for the tutor to help them whenever they feel hard to understand the subject at school.

The idea of developing this application came from the issue of education that happened in Indonesia since a long time ago, and that issue was about the distribution and equality of education between the student in the city which is dominated with rich students and the students in rural or remote area which is dominated with poor students. So, our main goal of developing this application is to help and get connected to students in rural area so that we can help them to get better education and pass through the next level of education with great achievements.

Our cost structures consist of technology, teachers' salary, human resources, scholarship which will give cost of our application in the amount of IDR 400.000. This amount of money should be paid by the rich students who can afford the full cost of application and the amount of this money will be subsidized to afford the cost of application which is used by the poor students, so both rich and poor student can get the equal knowledge from our application. By joining in our circle application, students can receive several benefits, there are: full access of application and meeting up with qualified tutor/teacher for 1,5 hours of each meeting and the meeting will be held twice a week and the time is based on the agreement of both student and teacher. Also, students may ask some questions to the teacher freely, anytime they feel hard to understand the subject given by teacher at school. The meeting may be held directly on some place or the students may be connected with the teacher through Skype.

Our key partners are all students who join this circle, both rich and poor students. With supervising of the students' parent, we can achieve our goal which is to help students get better education so they can pass to the next level of education easily with great achievements. The objectives of Ezdu project to make sure all of our clients get well enrichment knowledge so they can understand the subject at school better. The rich one should pay to get access within the application and subsidize the poor one who can't afford the cost of this application. The purpose of this policy is to support the equality of education

based on our constitution. This policy also allows Ezdu become a media to give charity to the poor one. This thing has the same goal with socio-preneurship goal and that is to make our existance bring a lot of advantages to people around us.

So we are hoping that this non-profit project can give impact to a lot of people, and furthermore, many parties will be interesting to make collaboration with us to make this project run successfull. Those organizations are Skype, investor, dan government of Indonesia. Firstly, we are hoping that Skype wants to work along with us to help students get connected to the tutor, especially if the students live in the rural/remote area. As we all know that distance means so much to them who live in the rural area because they are so far away from sophisticated facilities that will help them to get better living, even education. Next, we hope that many investors will be interesting to join with our circle eventhough this project is considered as a non profit project, but this project can be a media for giving charity to those who are unfortunate. Lastly, we are really hoping that government of Indonesia will support this project as this project also support the constitution of Indonesia which says education also be a part of human rights and everyone should get the equality of education. If all parties support each other to develop this project, we can convince you that this project will be impacting tons of people out there to be a better person who help each other and to build the world as a better place for living and sharing.