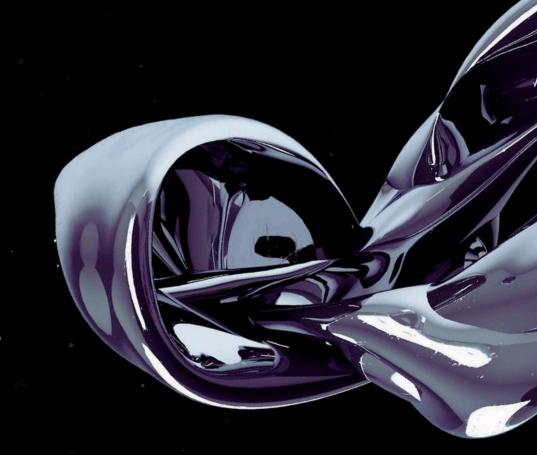
BUSAN-HOCHIMINH GLOBAL HACKATHON 2025



CINECOLLAB EDUCATION PLATFORM

HOSTED BY: CHILL GUYS



JANUARY 16TH, 2025

AGENDA



	MARKET OVERVIEW					
2	PROBLEM IDENTIFICATION					
3	CUSTOMER AUDIT					
4	SOLUTION					
5	FINANCIAL PROJECTION					



AN OVERVIEW OF ENTERTAINMENT MARKET IN VIETNAM



VIETNAMESE ENTERTAINMENT PROGRAM MARKET WWG VIGORO VIGORO ON THE PROGRAM MARKET ON THE



IN 2024 REVENUE

VIETNAM'S BROADCAST AND VIDEO MARKET \$2.78 B

(STATISTA, 2024)

CAGR

FOR EACH STAGE OF 2024-2029

4.77%

EXPECTED

MARKET REVENUE

BY 2029

\$3.51 B EXPECTED



PRODUCING ENTERTAINMENT PROGRAMS THAT ARE APPROPRIATE TO THE USER'S TASTE.



BY 2029

THE NUMBER
OF USERS

IN VIETNAM'S BROADCAST AND VIDEO MARKET

75.8 MILLION

BY 2024

SHARE OF USERS

IN THE BROADCAST AND VIDEO MARKET IS

69.1%

IN 2024

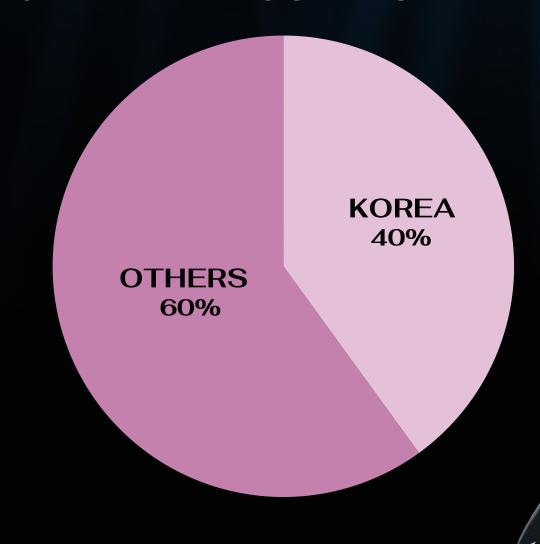
ARPU

AVERAGE REVENUE PER USER \$40.45

EXPECTED

VIETNAM ONE LARGEST IMPORTERS

OF GLOBAL ENTERTAINMENT & REALITY PROGRAMS













04	2361	Show - Đảo Thiên Đường	57.77K
05	d.	Show - 2 Ngày 1 Đêm	43.31K
06		Show - Bài Hát Của Chúng Ta	27.49K
07	a said	Show - Nhà Mình Có Nhau	7.64K
08	A Section	Show - Mái Ấm Gia Đình Việt	5.89K
09	the make P	Show - Bạn muốn hẹn hò	4.55K
10		Show - Bậc Thầy Săn Thưởng	3.7K

Nguốn: SocialTrend | Đơn vị: Thảo luận
Disclaimer 1: The results of the SocialTrend Ranking
may not incorporate all individual paid articles.

Disclaimer 2: Within the scope of the SocialTrend Ranking Shows, the measurement and ranking period for entertainment shows will end 15 days after the final episode airs.





MOST OF THESE IMPORTED SHOW
PROGRAMS ARE EXTREMELY POPULAR
IN VIETNAM WITH AT LEAST

20,000 VIEWS

ON AVERAGE

PROBLEM IDENTIFICATION

PROBLEM STATEMENT FOR BOTH VIETNAMESE AND KOREAN ENTERTAINMENT LABOR

VIETNAMESE ENTERTAINMENT CHALLENGES

Inability of Vietnamese directors to access the necessary resources to produce high-quality content

KOREAN ENTERTAINMENT

Excellent entertainment PDs and writers



Do not have opportunities to show their talents

A MISSED OPPORTUNITY

FOR BOTH THE VIETNAMESE INDUSTRY TO ENHANCE ITS CREATIVE OUTPUT AND FOR KOREAN TALENT TO FIND NEW AVENUES FOR GROWTH AND COLLABORATION.

CUSTOMER ANALYSIS OF VIETNAMESE AND KOREAN

ANALYSIS OF VIETNAMESE AND KOREAN
CUSTOMER PAIN POINTS



CUSTOMER PERSONA OF KOREAN PDS



LOCATION: SOUTH KOREA

AGE: 20 - 35

OCCUPATION: PD (MID-SIZED KOREAN PRODUCTION COMPANY)

EDUCATION: BACHELOR'S DEGREE IN FILM AND TELEVISION

FROM A REPUTABLE UNIVERSITY

EXPERIENCE: 5 YEARS OF EXPERIENCE IN THE KOREAN ENTERTAINMENT

INDUSTRY, SPECIALIZING IN VARIETY SHOWS.

SKILLS: STRONG PROJECT MANAGEMENT CREATIVE STORYTELLING PROFICIENT IN KOREAN AND ENGLISH

GOALS

- Showcase his talent and build an international reputation
- Seek out higher-paying projects and freelance opportunities

PAIN POINTS

- Limited opportunities to showcase his work internationally.
- Competition from a large pool of talented directors in Korea.
- Difficulty breaking into new markets and finding international collaborations.

CUSTOMER PERSONA OF KOREAN PDS



LOCATION: VIETNAM

AGE: 20 - 35

OCCUPATION: PD (SMALL PRODUCTION COMPANY IN HCMC)

EDUCATION: BACHELOR'S DEGREE IN FILM AND TELEVISION

FROM A LOCAL UNIVERSITY

EXPERIENCE: 3 YEARS OF EXPERIENCE IN THE VIETNAMESE ENTERTAINMENT

INDUSTRY, SPECIALIZING IN TV COMMERCIALS AND SHORT FILMS.

SKILLS: CREATIVE STORYTELLING BASIC VIDEO EDITING COMMUNICATION SKILLS(VIETNAMESE & ENGLISH)

GOALS

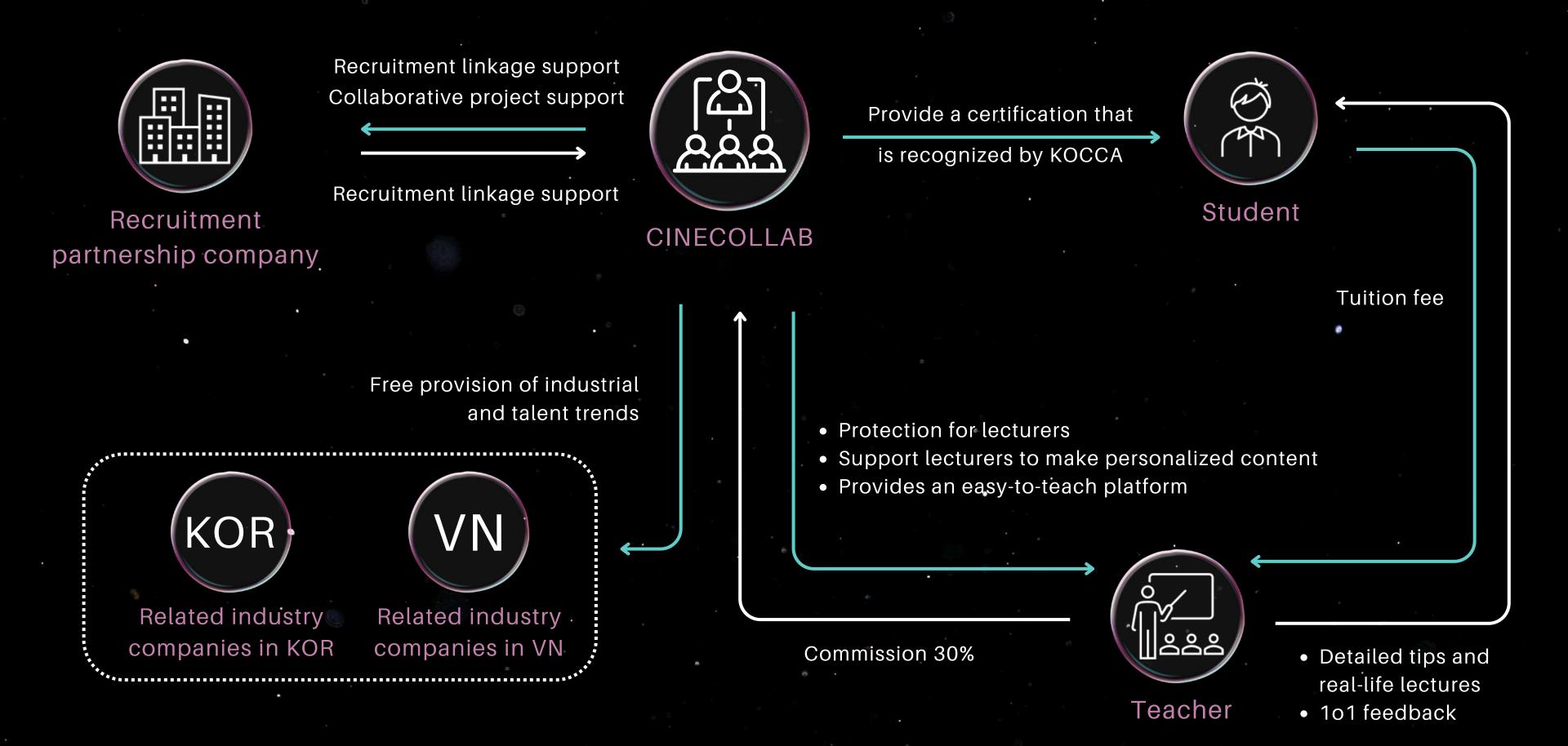
- Enhance skills and knowledge of entertainment from developed countries
- Develop new creative approaches and production styles.
- Increase chances of landing higherpaying projects and working on largerscale productions.

PAIN POINTS

- Limited access to high-quality film education and training programs in Vietnam.
- Lack of opportunities to collaborate with international filmmakers.
- Difficulty finding resources and funding for ambitious projects.



DESCRIPTION OF CINECOLLAB AND ITS
COMPETITIVE ADVANTAGES



BUSINESS OPERATION MAP



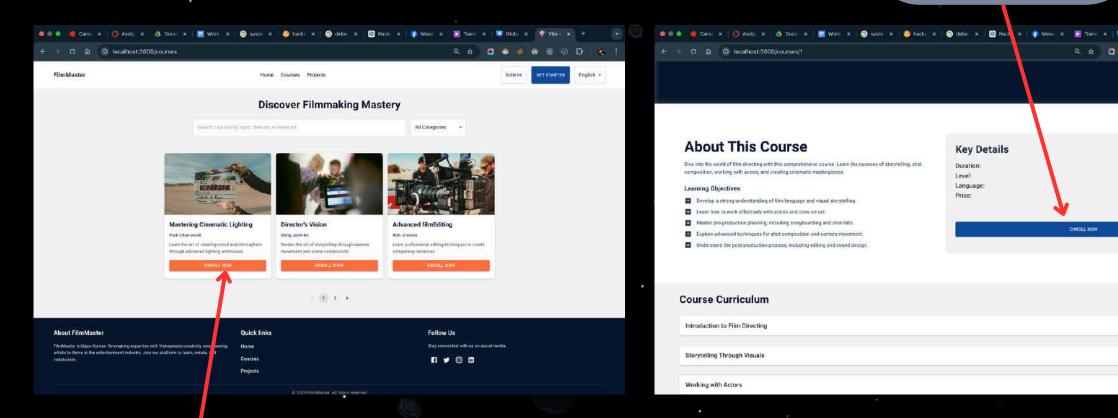
TECHNICAL DESCRIPTION

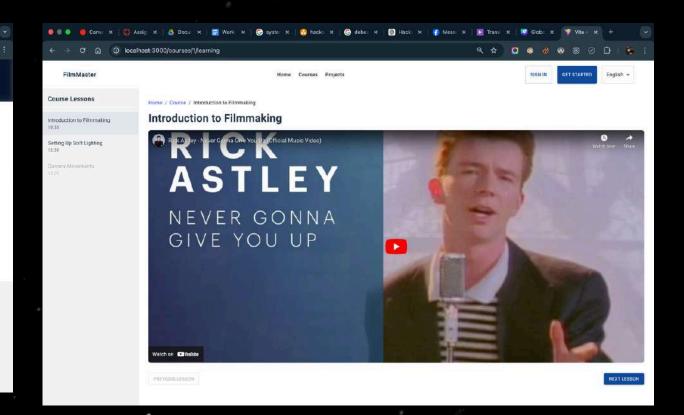
1 USER FLOW 2 SYSTEM DESIGN 3 UNIQUE FEATURES



STUDENT FLOW

Enroll after reading the details



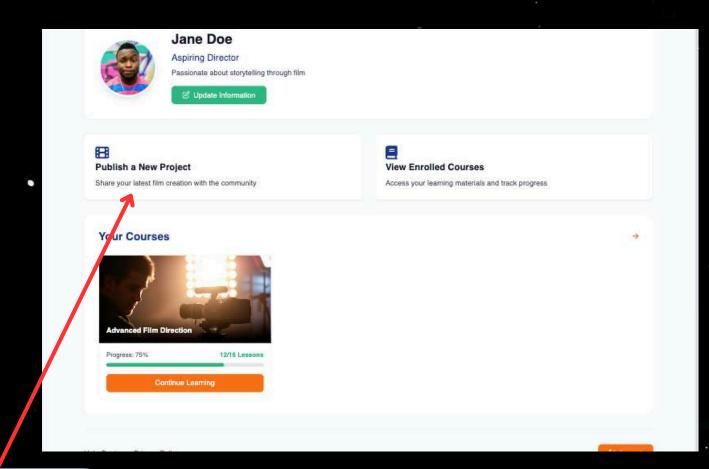


Enroll a course

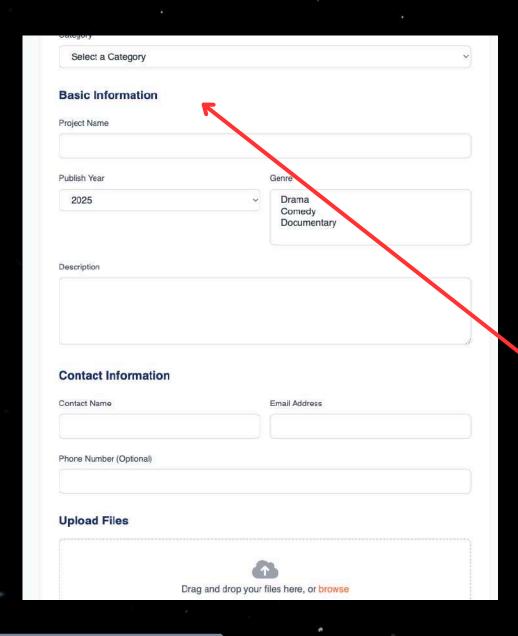
Student learning flow

Lecture viewing page

STUDENT FLOW



Click the publish project button in the Profile page

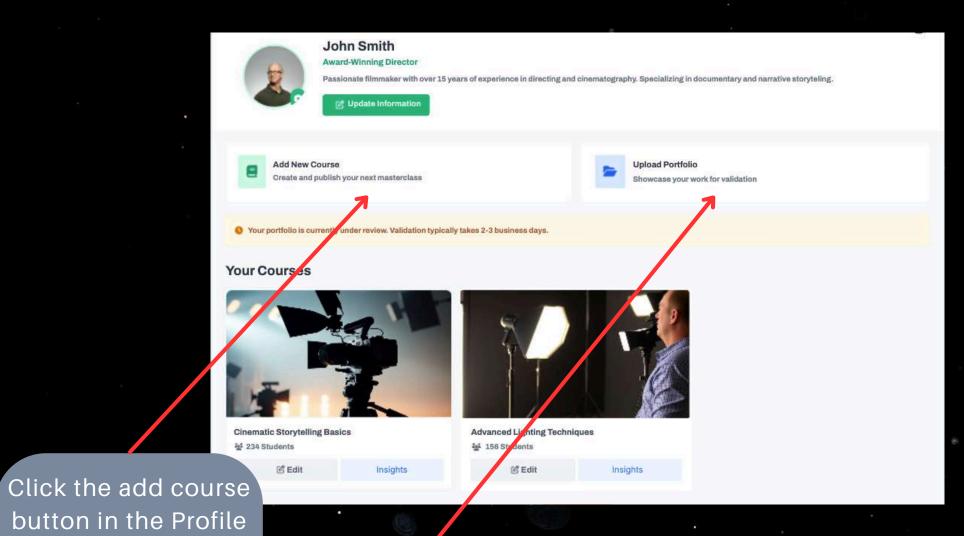


Fill all information and then confirm

Student creating project flow

Navigate to trend recommendation page

TEACHER FLOW



Course Details
Course Title

e.g., Mastering Cinematic Lighting

Course Description

Course Thumbnail

Category

Select category

Videos in Introduction to Lighting

TITLE

DURATION

STATUS

ACTIONS

Basic Lighting Setup

12:30

Uploaded

Preview

I Save as Draft

Publish Course

1. Introduction to Lighting

3 videos

Need to validate portfolio before

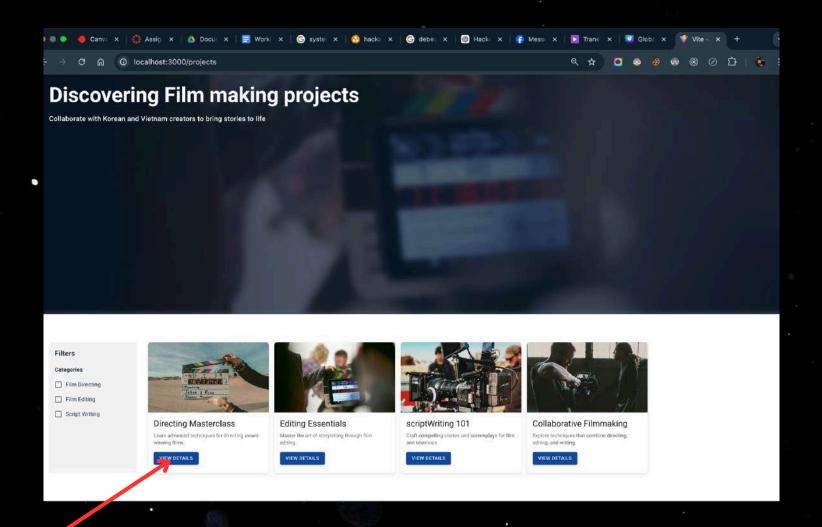
creating a course

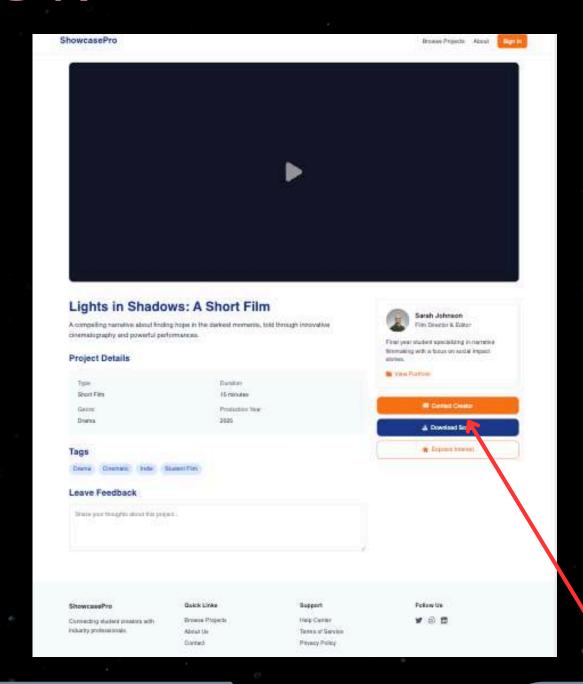
page

Teacher adding course flow

Fill all information and then confirm

COMPANY FLOW



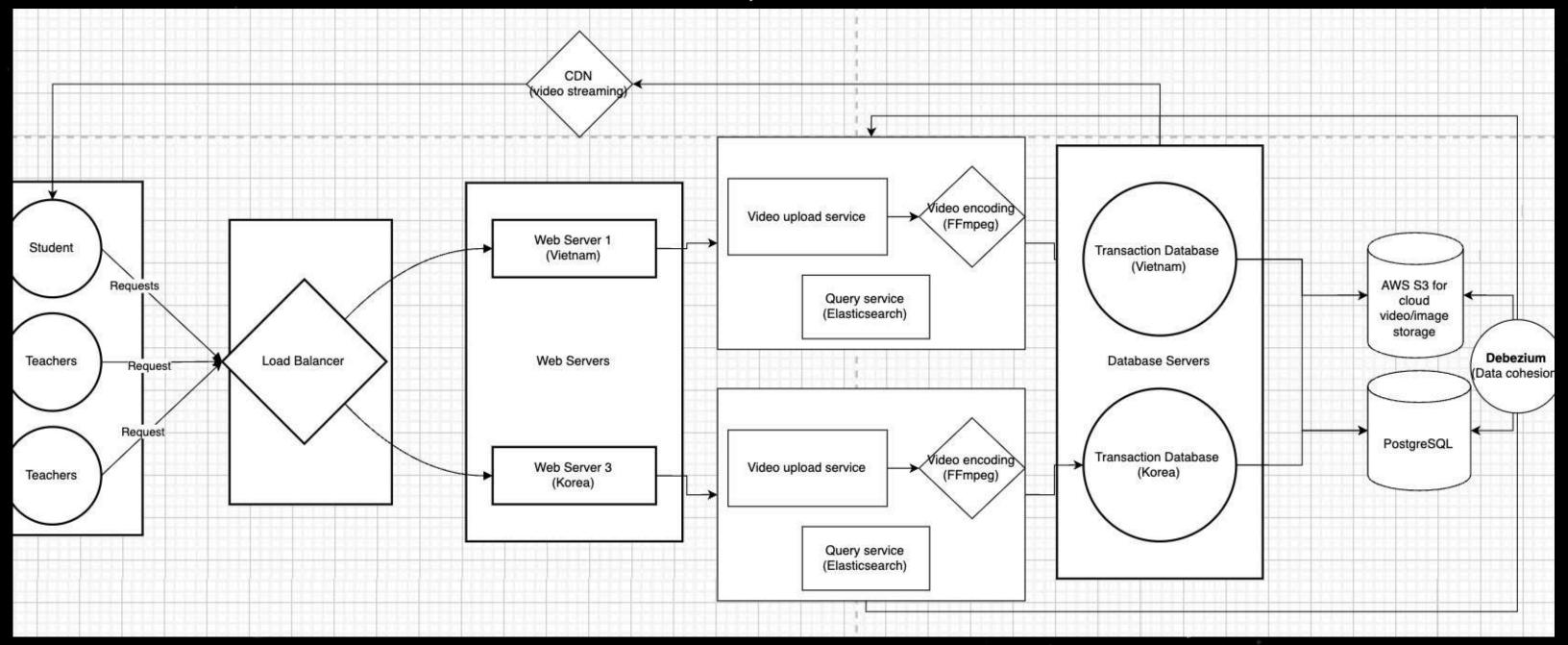


Click to view more details about a project

Company finding projects flow

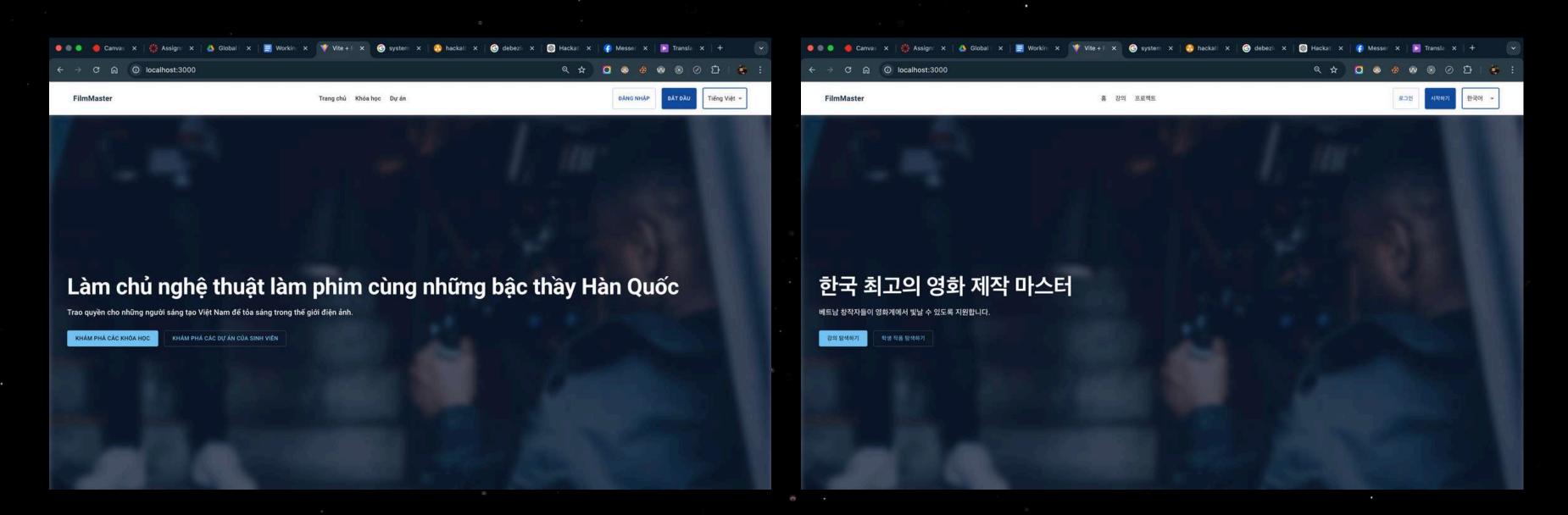
Press contact button to further collaborate

SYSTEM DESIGN



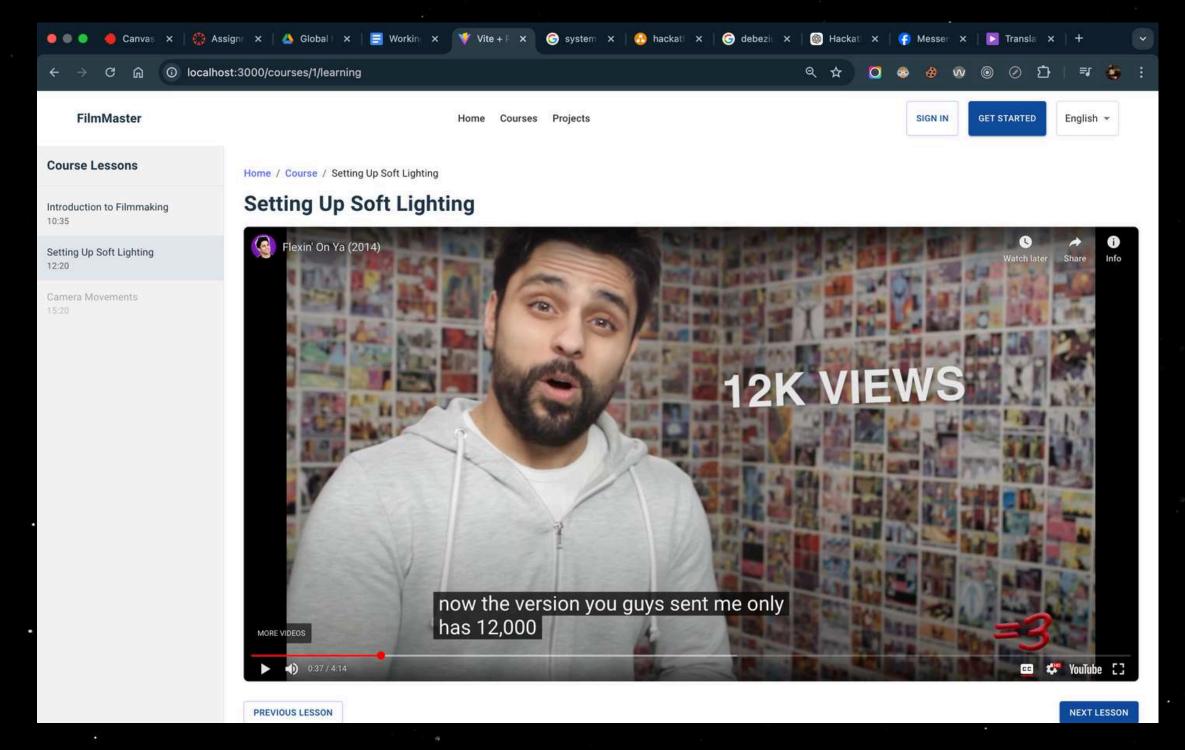
- Two server cluster for Korea and Vietnam to increase speed (facilitated by a load balancer layer)
- AWS S3 to store videos and thumbnails, and user Debezium to connect with the PostgreSQL Database
- When student watch a video lesson, use CDN to support video streaming

TRANSLATION BETWEEN KOREAN AND VIETNAMESE



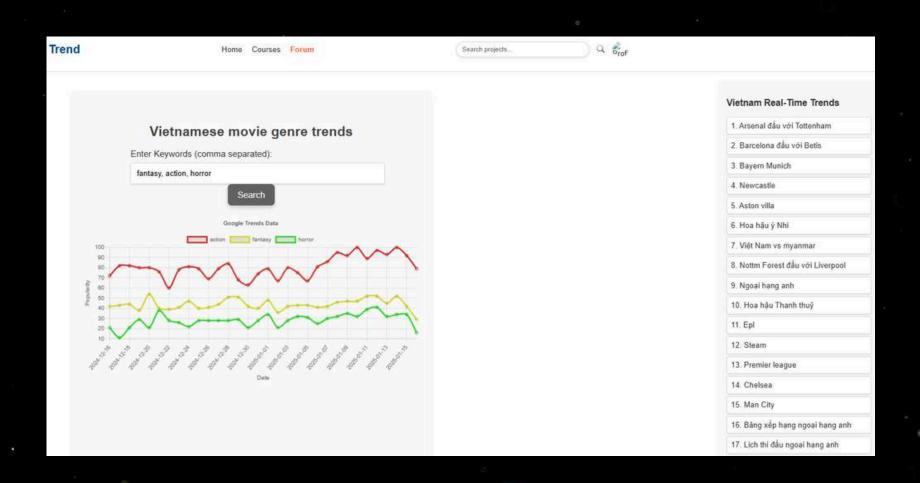
Use i18n to display the website's content

TRANSLATION BETWEEN KOREAN AND VIETNAMESE



Auto translation tool for lecture videos

TREND SUGGEST IN VIETNAM



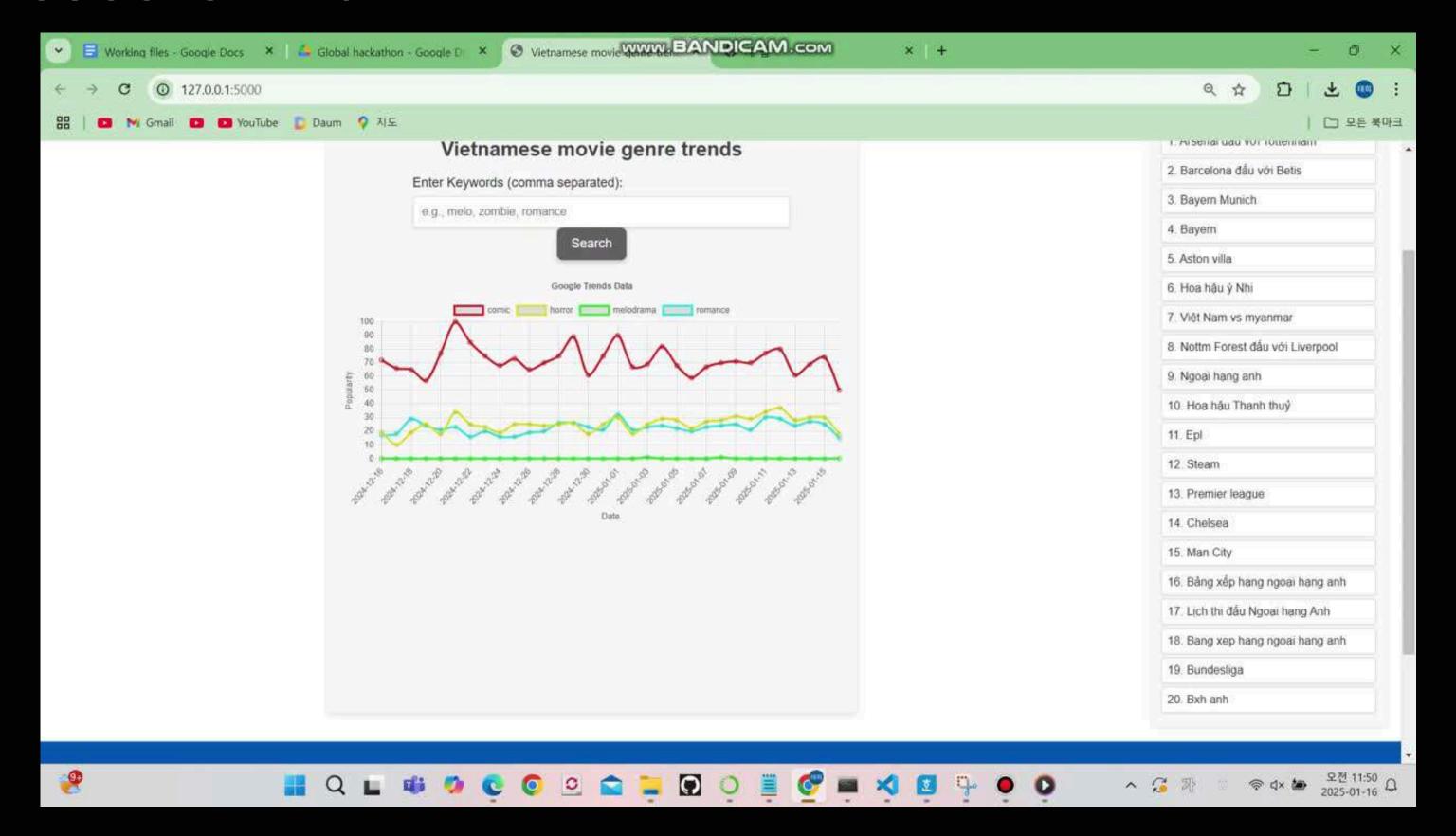
1. What does this system do?

- Movie Genre Trend Analysis:
 - Uses the Google Trends API to fetch popularity data for specific movie genres, such as melodrama, zombie, and romance.
 - Visualizes the data as graphs to help users intuitively understand trends in movie genres.
- Real-Time Search Trends:
 - Retrieves real-time trending search data from the Vietnam region and displays it as a ranked list.

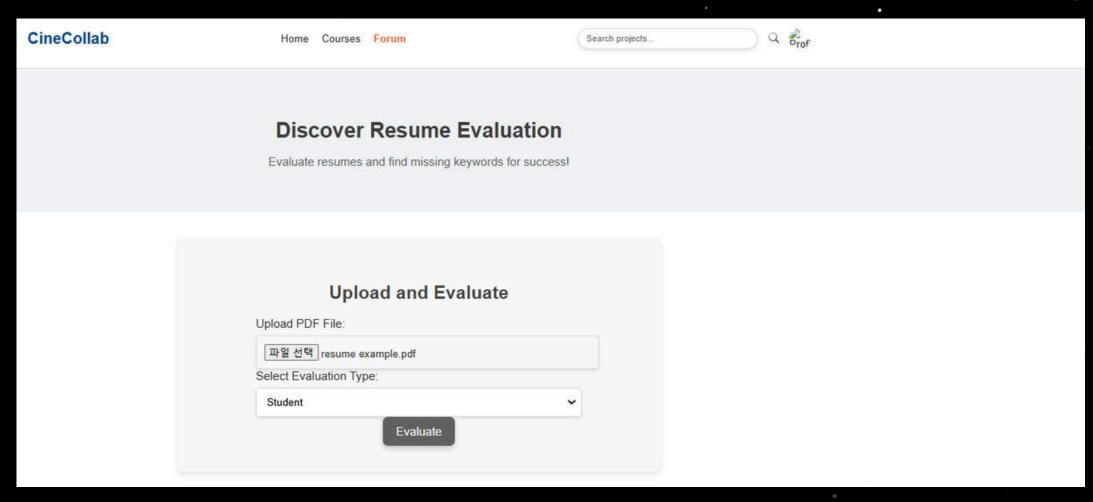
2. What technologies are used?

- Data Collection:
 - o Google Trends API: Fetches data on movie genres and real-time search trends.
- Visualization:
 - Chart.js: Visualizes the trend data as line charts.

TREND SUGGEST IN VIETNAM



PORTFOLIO VALIDATION FEATURE



1. What does this system do?

This system analyzes PDF resumes to extract important keywords and displays the analysis results as a graph. It helps students or teachers see which areas need improvement.

2. What technologies are used?

PDF Processing: Extracts text from PDF files. PyPDF2: Extracts text directly from PDF files.

AI/NLP Analysis:

Understands the text and extracts important information.

spaCy: Analyzes keywords and context from text.

nltk: Splits the text into smaller parts and checks how often keywords appear.

Visualization:

Presents results visually with graphs.

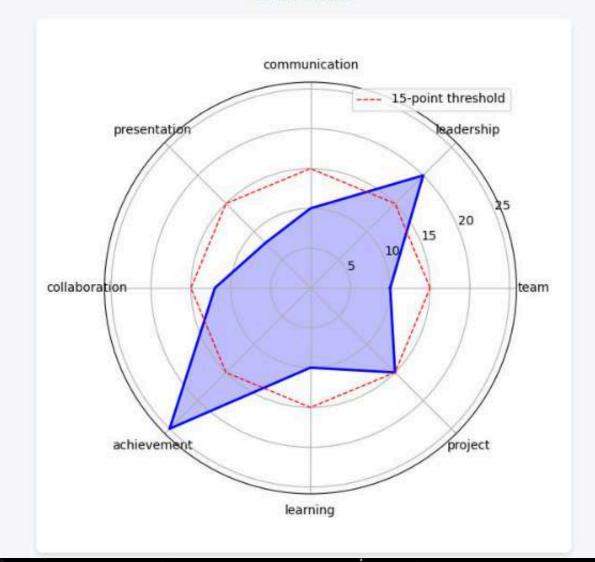
matplotlib: Visualizes keyword scores using radar charts.

Evaluation Results

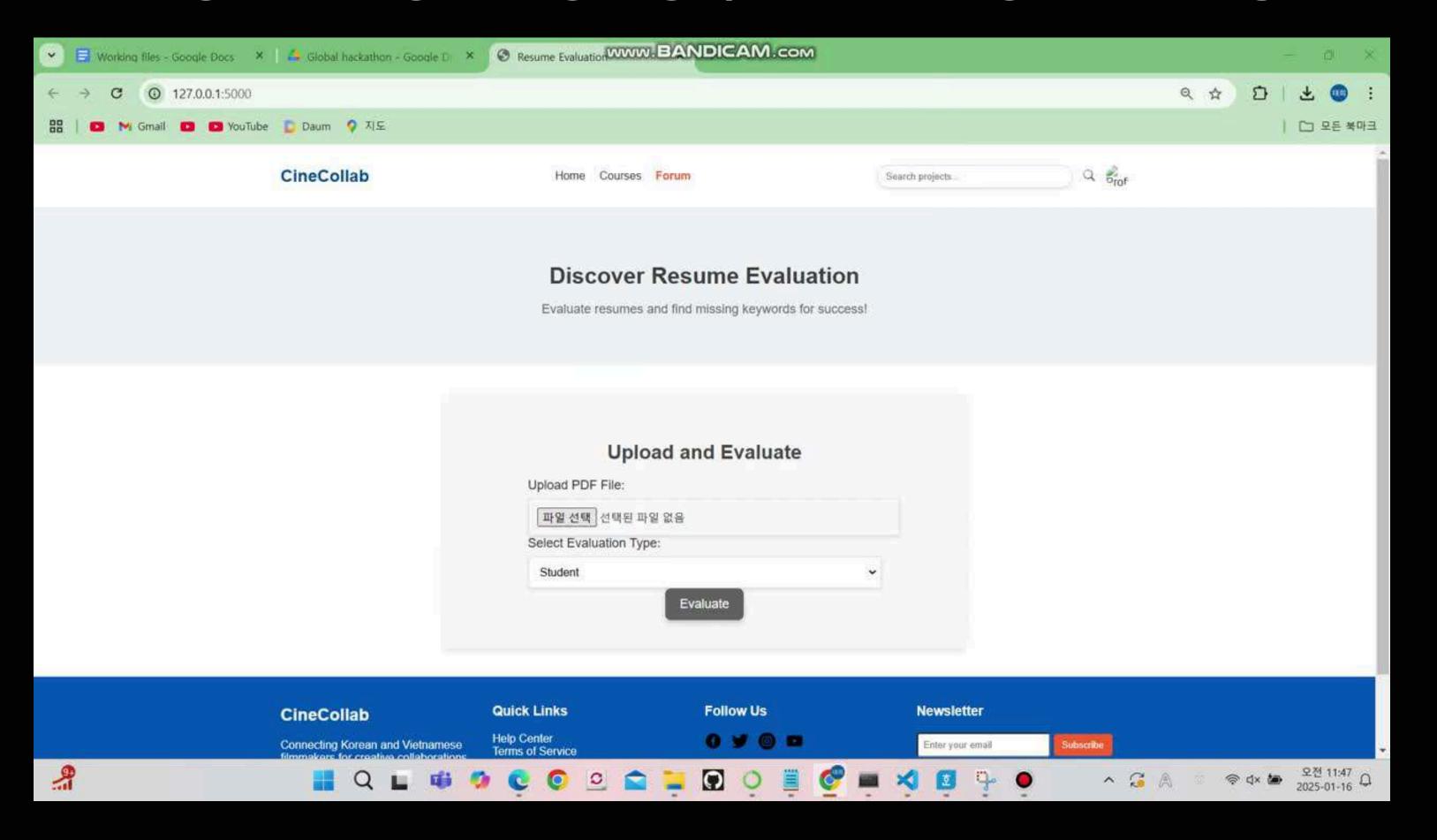
Fail

Keywords score

achievement: 25 points
collaboration: 12 points
communication: 10 points
leadership: 20 points
learning: 10 points
presentation: 8 points
project: 15 points
team: 10 points



TEACHER PORTFOLIO VALIDATION FEATURE



COMPETITORS ANALYSIS



Assessment criterias	CineCollab	Skillshares	MasterClass	KOCCA	Korean broadcasting academies	VTV education program
Online classes						
1:1 feedback & mentorship						
Practical application opportunities						
Localized content for Vietnamese						
Job placement support						

COMPETITVE ADVANTAGES



Vietnamese localization lectures content

made by skillful Korean PDs

1-on-1 feedback for students' projects

Opportunities to conduct real-life practical projects and gain global certification from KOCCA

Opportunities to get employment/internship and form global network in international entertainment industry

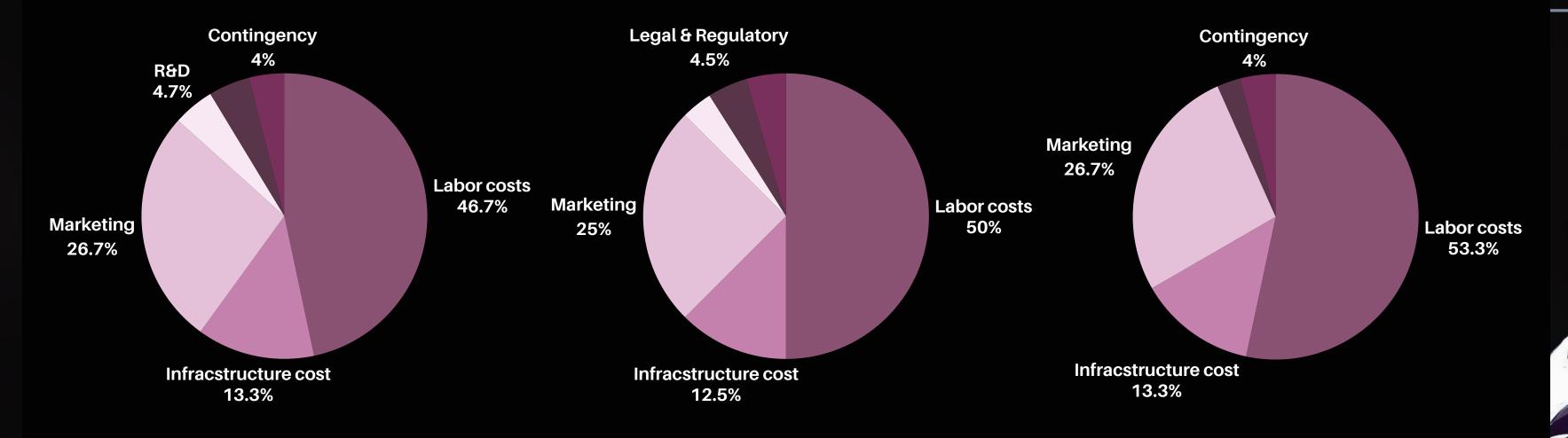


FINANCIAL PROJECTION

ILLUSTRATION OF OUR COST STRUCTURE AND REVENUE STREAMS



COST STRUCTURE



YEAR 1

Total cost: \$30,000 %Total Fixed costs: 60% %Total Variable costs: 40%

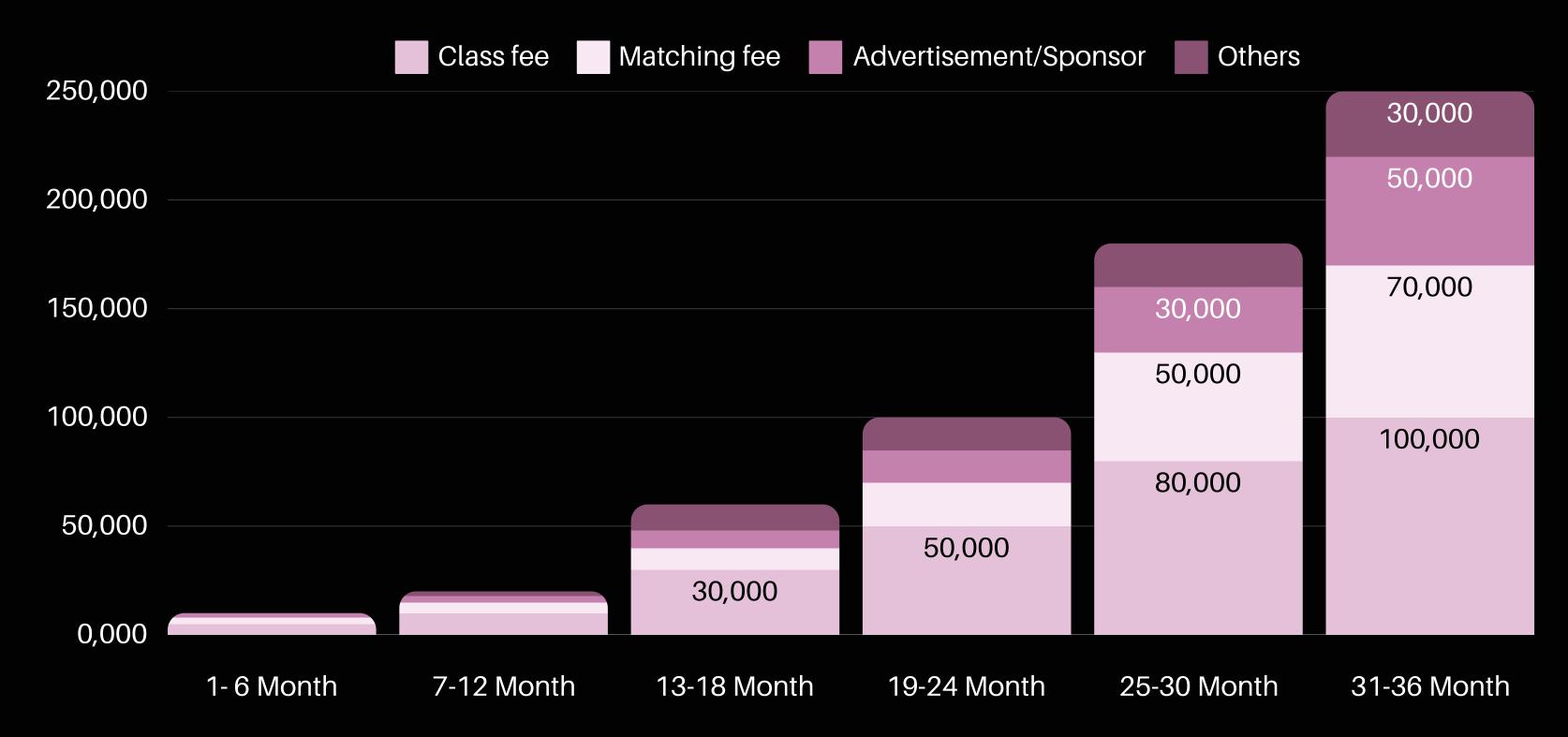
YEAR 2

Total cost: \$80,000 %Total Fixed costs: 62.5% %Total Variable costs: 37.5%

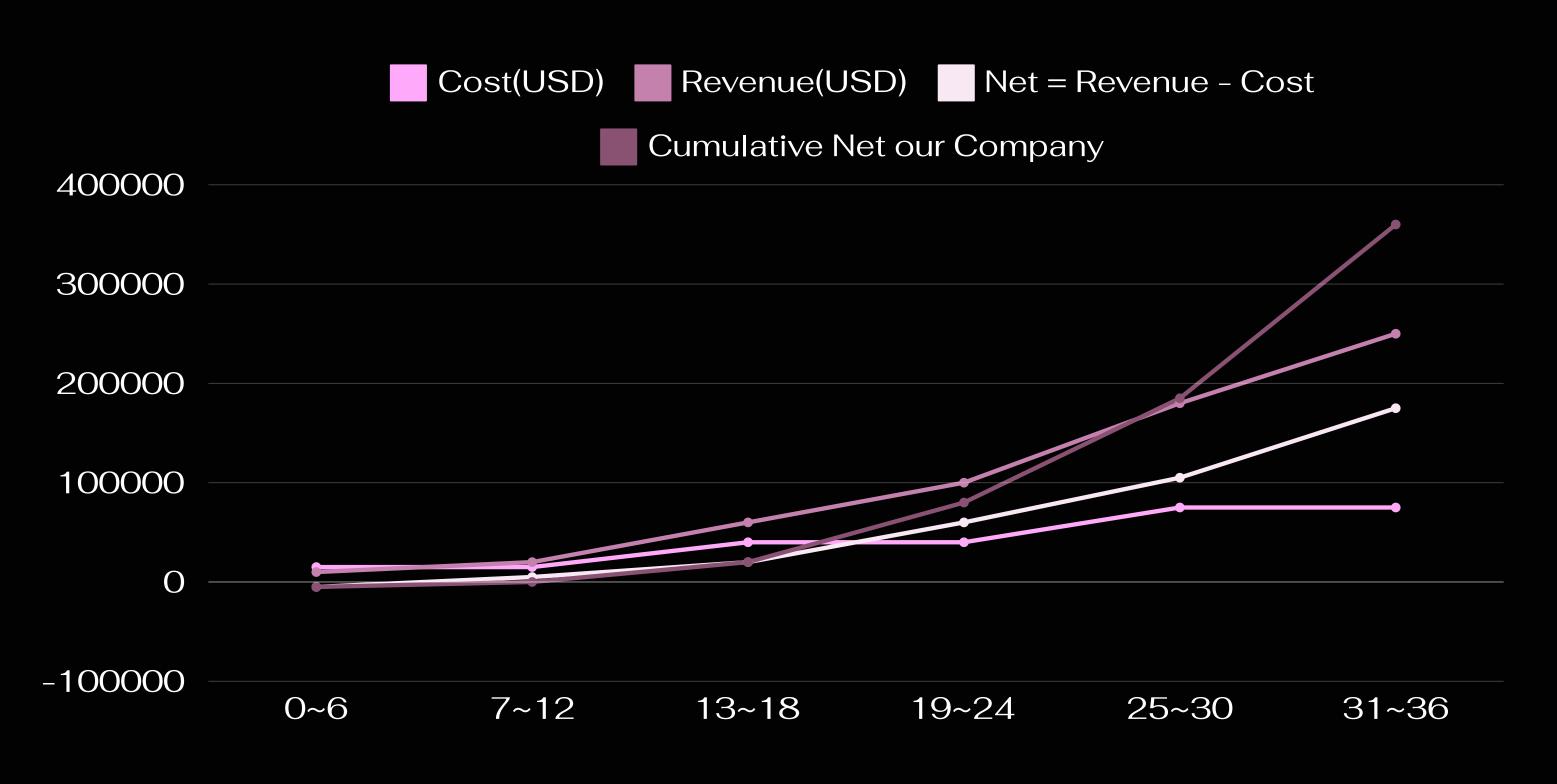
YEAR 3

Total cost: \$150,000 %Total Fixed costs: 66.67% %Total Variable costs: 33.33%

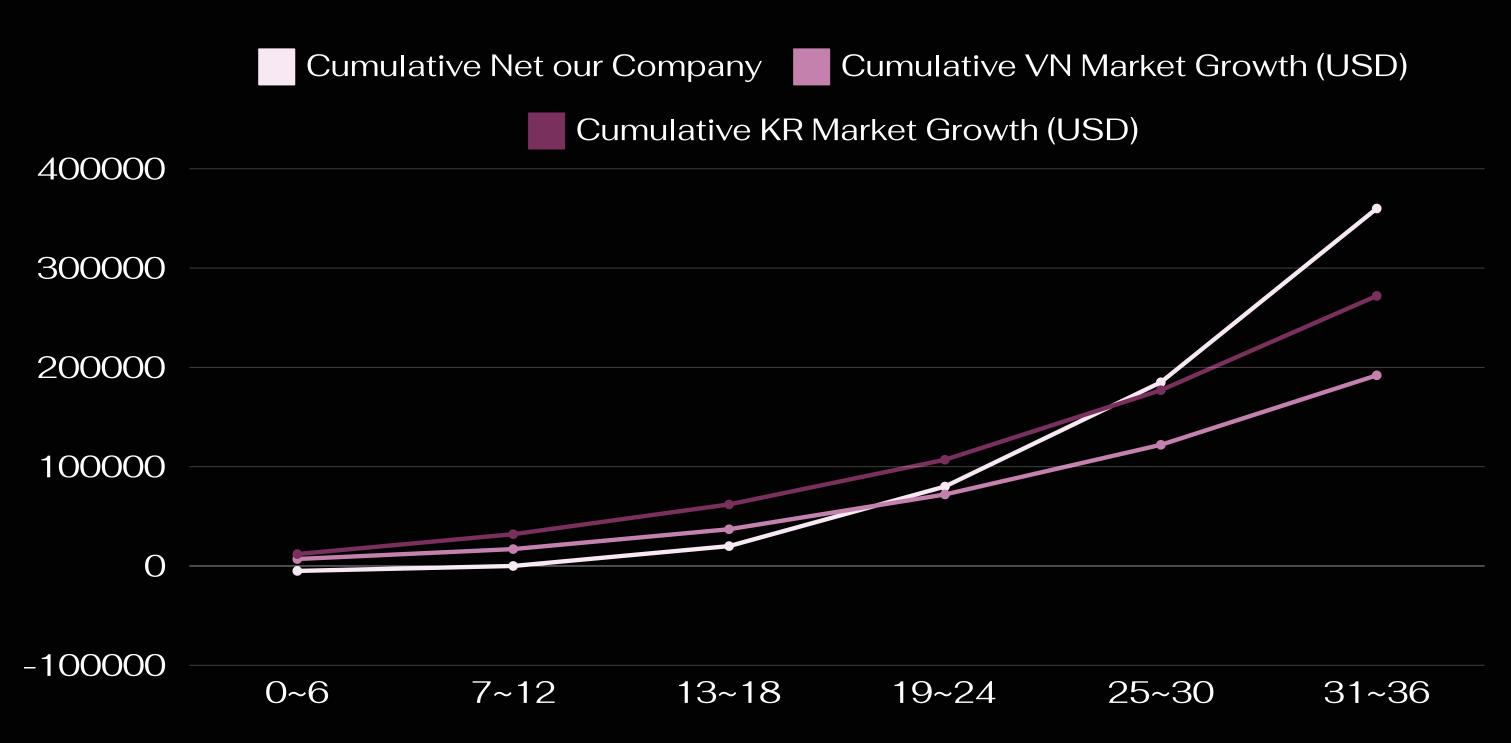
REVENUE STREAM



BREAK EVEN POINT



GROWTH COMPARISION





OURTEAM



NGUYEN PHAN NHU KHUE¹ MARKETING

WESTERN SYDNEY UNIVERSITY



NGUYEN PHAN NHU KHUE

MARKETING

WESTERN SYDNEY UNIVERSITY



NGUYEN PHAN NHU KHUE

MARKETING

WESTERN SYDNEY UNIVERSITY



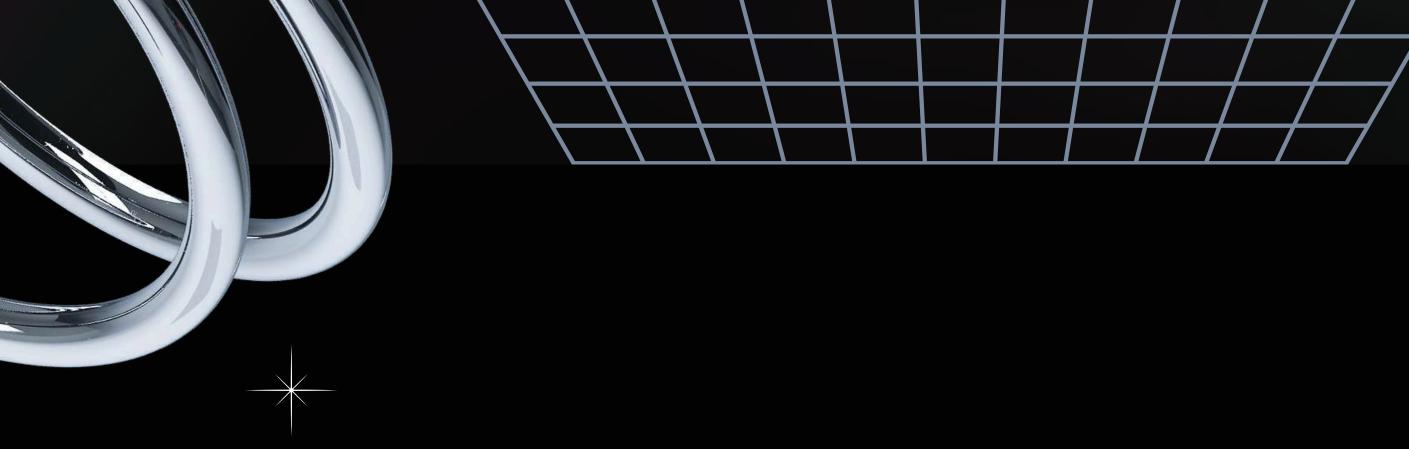
NGUYEN PHAN NHU KHUE

MARKETING

WESTERN SYDNEY UNIVERSITY



IF YOU HAVE ANY QUESTIONS,
PLEASE FEEL FREE TO ASK!



APPENDICES

COST STRUCTURE PROJECTION

Division	Group	Country	0~6	7~12	13~18	19~24	25~30	31~36	Detail
Fixed		Vietnam	3,000	3,000	10,000	10,000	20,000	20,000	Vietnamese developer/operations personnel salary (full-stack dev, CS, interpretation, etc.)
	Labor costs	Korea	4,000	4,000	10,000	10,000	20,000	20,000	Labor costs for Korean PD/writer recruitment/management, domestic operations & marketing
	Infracstructure cost	Vietnam	1,000	1,000	3,000	3,000	5,000	5,000	Vietnam shared office/small office rental
		Korea	1,000	1,000	2,000	2,000	5,000	5,000	Small office/shared office rental in Korea
Variable	Marketing	Vietnam	2,000	2,000	5,000	5,000	10,000	10,000	Vietnamese local SNS (Facebook, TikTok) advertising and influencer collaboration, local events
		Korea	2,000	2,000	5,000	5,000	10,000	10,000	Online promotions targeting Korea, company matching, offline events
	R&D	Vietnam	400	400	800	800	0	0	R&D expenses for VN-specific product improvements
		Korea	400	400	1200	1200	2000	2000	R&D for KR side (new features, platform enhancement)
	Legal & Regulatory	Vietnam	300	300	600	600	0	0	Legal filings, tax/regulatory compliance in Vietnam
		Korea	300	300	900	900	1500	1500	Accounting, legal, tax compliance in Korea
	Contingonay	Vietnam	300	300	600	600	0	0	Emergency funds/reserves for Vietnam operations
	Contingency	Korea	300	300	900	900	1500	1500	Emergency funds/reserves for Korea operations
Total		15,000	15,000	40,000	40,000	75,000	75,000	Total of the costs (KR + VN = 100%)	