



TOPICA
LEARN ONLINE, GO GLOBAL

e-LEARNING

TRENDS AND OPPORTUNITY IN 2018

PRESENTED BY JENNY DANG, PhD

CO-FOUNDER AND CEO, TOPICA EDTECH INTERNATIONAL

e - LEARNING INDUSTRY

165 BILLION

Estimated size of E-learning market

5.8 MILLION

Students enrolled in online classes in 2016



It is predicted that by 2019

50%

of all classes will be delivered online



Learning management system market estimated value...

9 BN

6



2022

...with steady growth of



for the last 3 years

Corporate eLearning has grown by a staggering

900%

in the last 16 years.

The size of the global corporate eLearning market is predicted to reach revenue of:

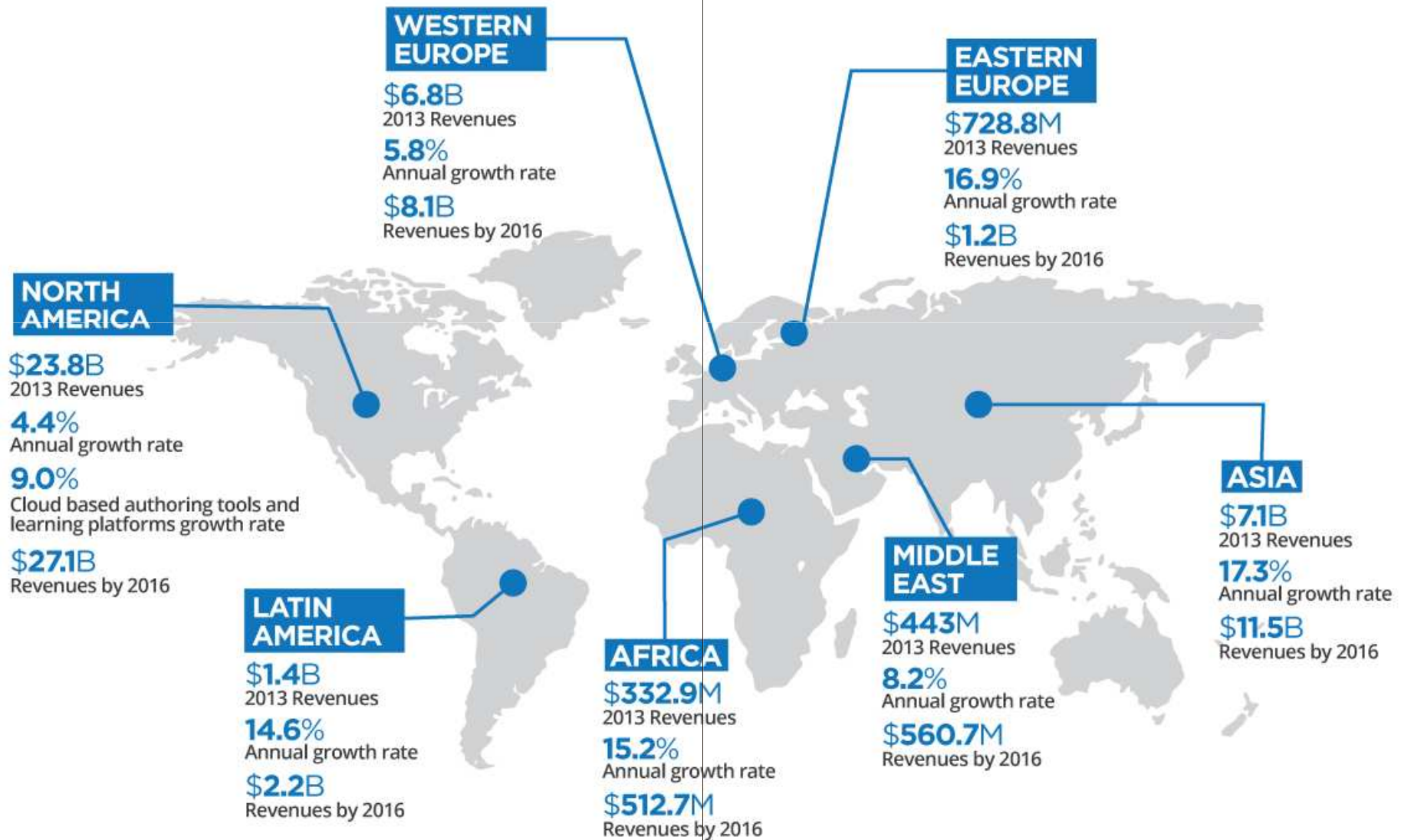
\$ 165 BILLION



90%

of students think online learning is **SAME OR BETTER** than traditional classroom experience

e - LEARNING INDUSTRY



Personalized Learning & Big Data

Personalized Learning and Big Data can be the future for corporate training. Many companies have already started leveraging it.



Gamification

This trend will continue to rise and drive eLearning industry. Global Gamification Market will reach \$7.3 billion by

Automation

Automation in eLearning course development could rise like never before.



Top 6 elearning trends 2018



Mobile Learning

Mobile Learning trend here to stay and grow tremendously. Expect reach \$70 billion by 20

Augmented & Virtual Reality

Augmented Reality and Virtual Reality are set to change the way people learn in 2017 bringing immersive learning experiences.



Microlearning

Microlearning is the latest trend in eLearning. It is a bite-sized learning nugget designed to meet a specific learning outcome.

Current AI wave is poised to finally break through

Investment in AI is growing at a high rate, but adoption in 2017 remains low

6, companies invested
\$6B to \$39B
 in artificial intelligence

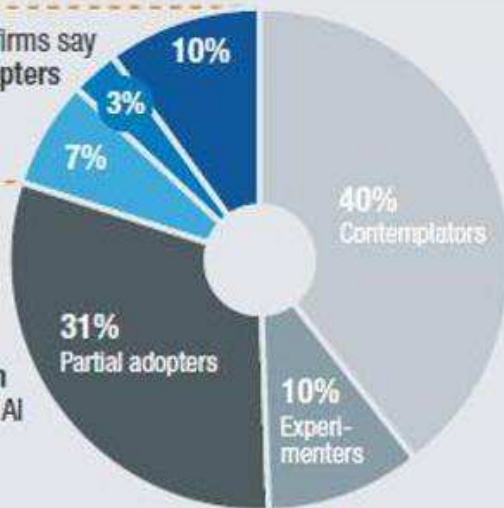
GIANTS
 \$3 to \$30B

STARTUPS
 \$6B to \$9B

External investment growth since 2013

20% of AI-aware firms say they are adopters

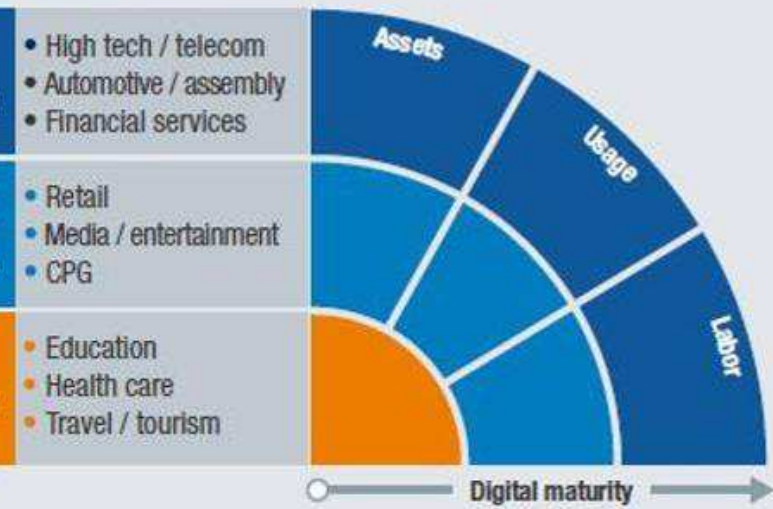
- 3+ technologies
- 2 technologies
- 1 technology



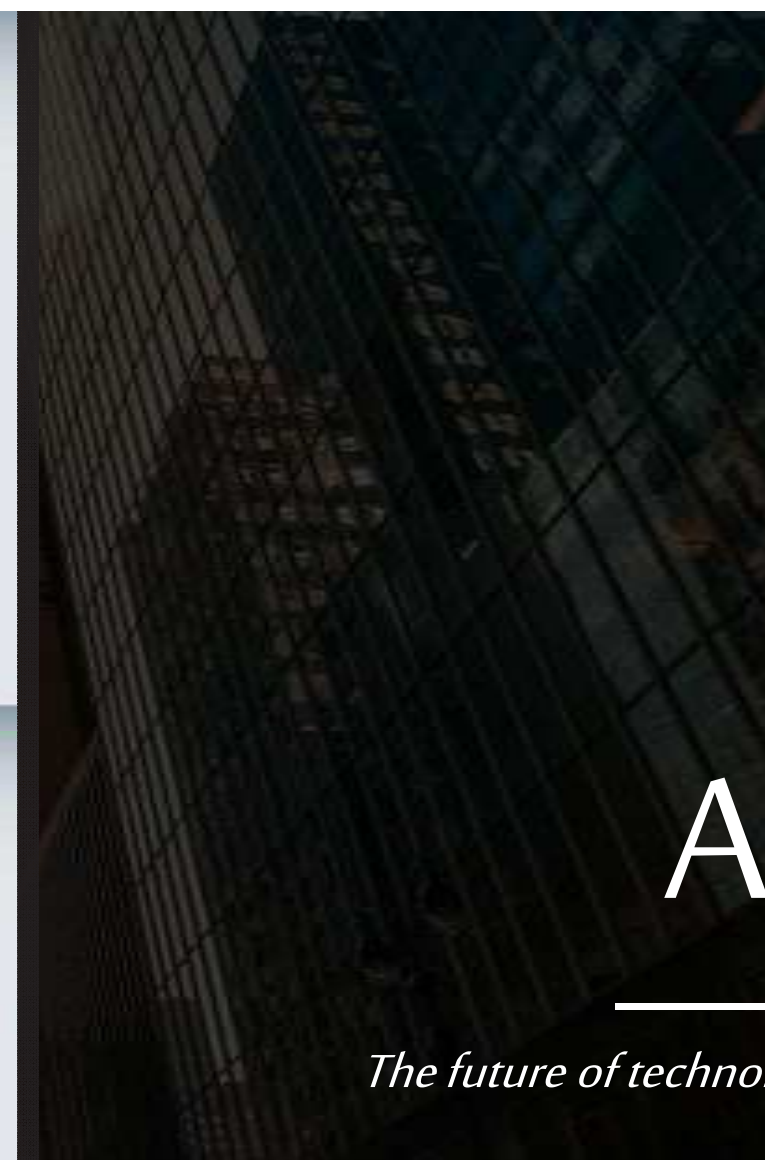
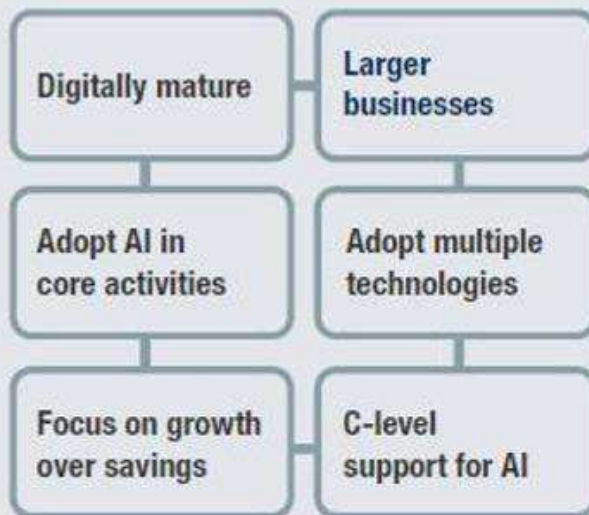
41% of firms say they are uncertain about the benefits of AI

Companies are adopting AI

Adoption is greatest in sectors that are already digital adopters



Six characteristics of early AI adopters



The future of techno

*“AI is the engines underlying mo
of our products and services.”*

Rise of

MOBILE AND DIGITAL LEARNING

>60%

of all online video is now consumed on mobile.

By 2019, video will be responsible for 80% of the internet traffic in the world.

87% OF MILLENNIALS

say that their smartphone **NEVER** leaves their side

%

now use devices to

ESS
ARNING



+43%

INCREASE IN PRODUCTIVITY

when using a mobile device (smartphone, tablet, smartwatch, etc.) in contrast to non-mobile device users.

Expected growth of mobile learning market from 2015 to 2020

\$37.60

\$7.98



2015



2020

98%

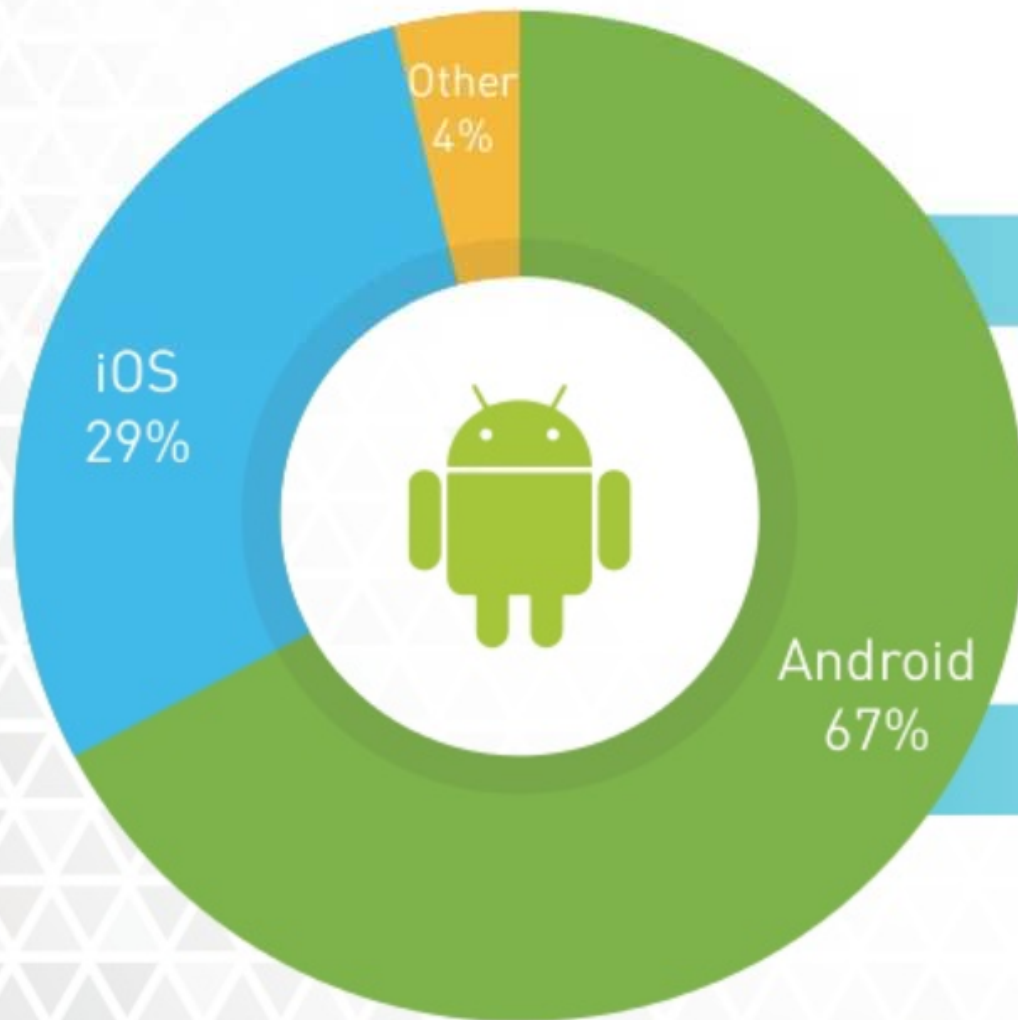
of organizations said they implement video as part of digital learning strategy.

OF MILLENNIALS

their smartphone **NEVER** leaves their side



Mobile OS Market Share in Vietnam



Population: 93.7 M

Internet Users: 53M

Average Internet Speed: 6.2 Mbps

Smartphone Penetration: 46%

Social network users: 46M

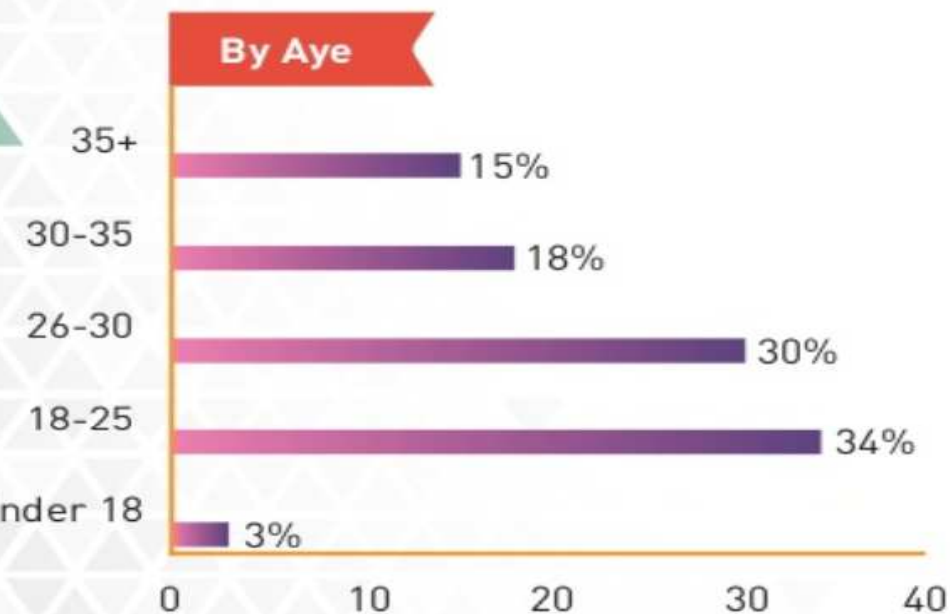
Vietnam Smartphone Growth to compare with other countries

In general, there are 57.7 million units sold in emerging Asian countries, which increased 21 percent year-on-year in 3Q17. Malaysia and Bangladesh witness the strong demand in the quarter, with growth rate of more than 20 percent YoY. Although Vietnam increased 5% YoY in Q3, but slightly decrease to previous quarters due to tháng cô hồn (Ghost Month) and rainy season in HCMC. This is normally lowest-revenue time in a year, and all the phone shop will save money to promote sale in the next quarter (holiday season).

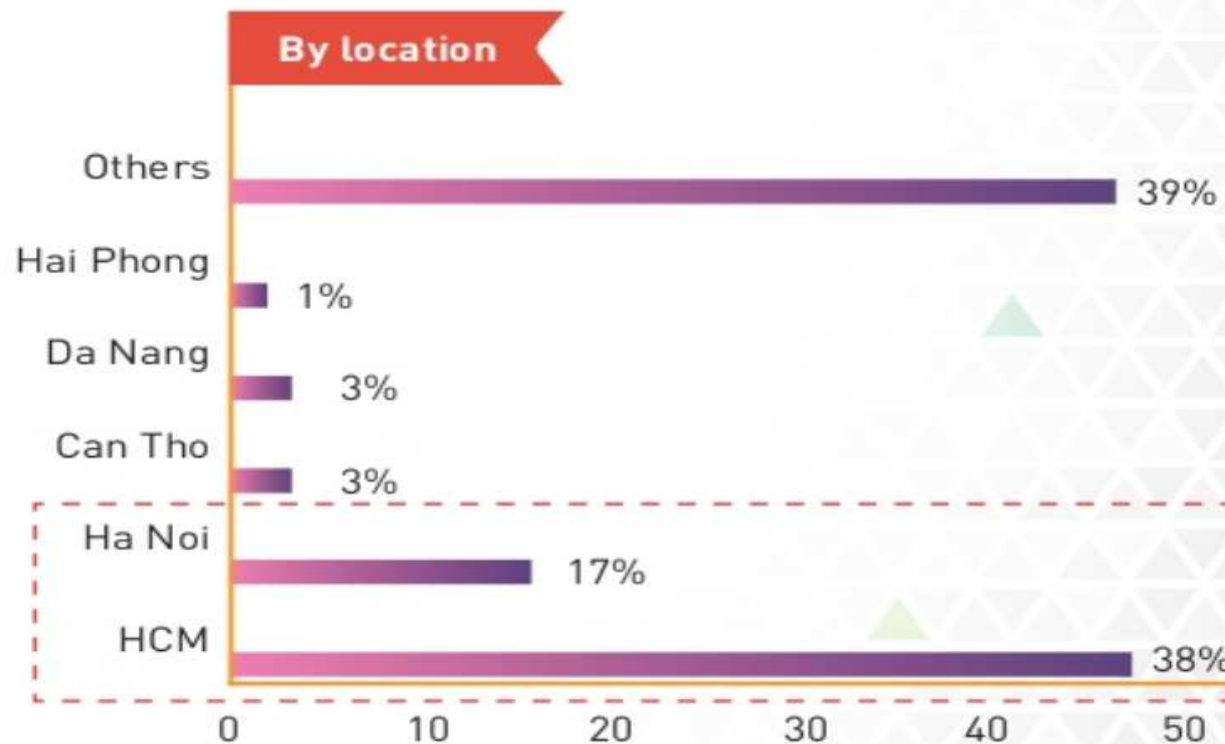
Smartphone sales 3Q 2017 vs. 3Q 2016	Units sold (in million)			Sales value (in billion USD)		
	3Q17	3Q16	Y/Y % change	3Q17	3Q16	Y/Y % change
Western Europe	30.9	33.2	-7%	13.7	13.2	4%
C & E Europe	22.3	20.5	9%	5.4	4.3	26%
North America	49.3	50.0	-1%	19.1	18.9	1%
Latin America	27.8	25.1	11%	8.8	7.8	13%
Middle East & Africa	45.2	41.9	8%	10.7	10.2	5%
China	117.0	111.9	5%	38.3	31.9	20%
Developed Asia	16.4	17.6	-7%	10.3	11.3	-9%
Emerging Asia	57.7	55.2	5%	10.5	8.7	21%
Global	366.6	355.4	3%	116.8	106.3	10%

Mobile Ecommerce

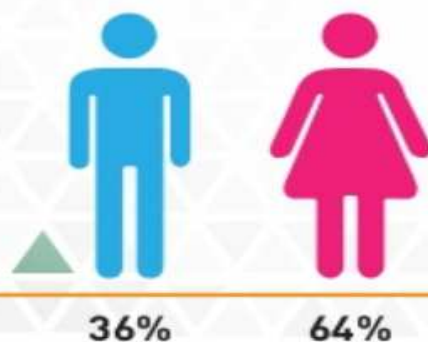
By Age



By location



By gender



Mobile Ecommerce users mostly come from big cities: Hanoi and HCMC. The biggest group for mobile shopping is 18 – 25.

MOST POPULAR e-LEARNING PLATFORM TODAY



Udemy has the largest catalogue of recorded online courses.



Zeqr offers a unique e-learning experience with live 1-on-1 classes.



Topica Edtech Group is a multinational educational technology company, provides online education solutions

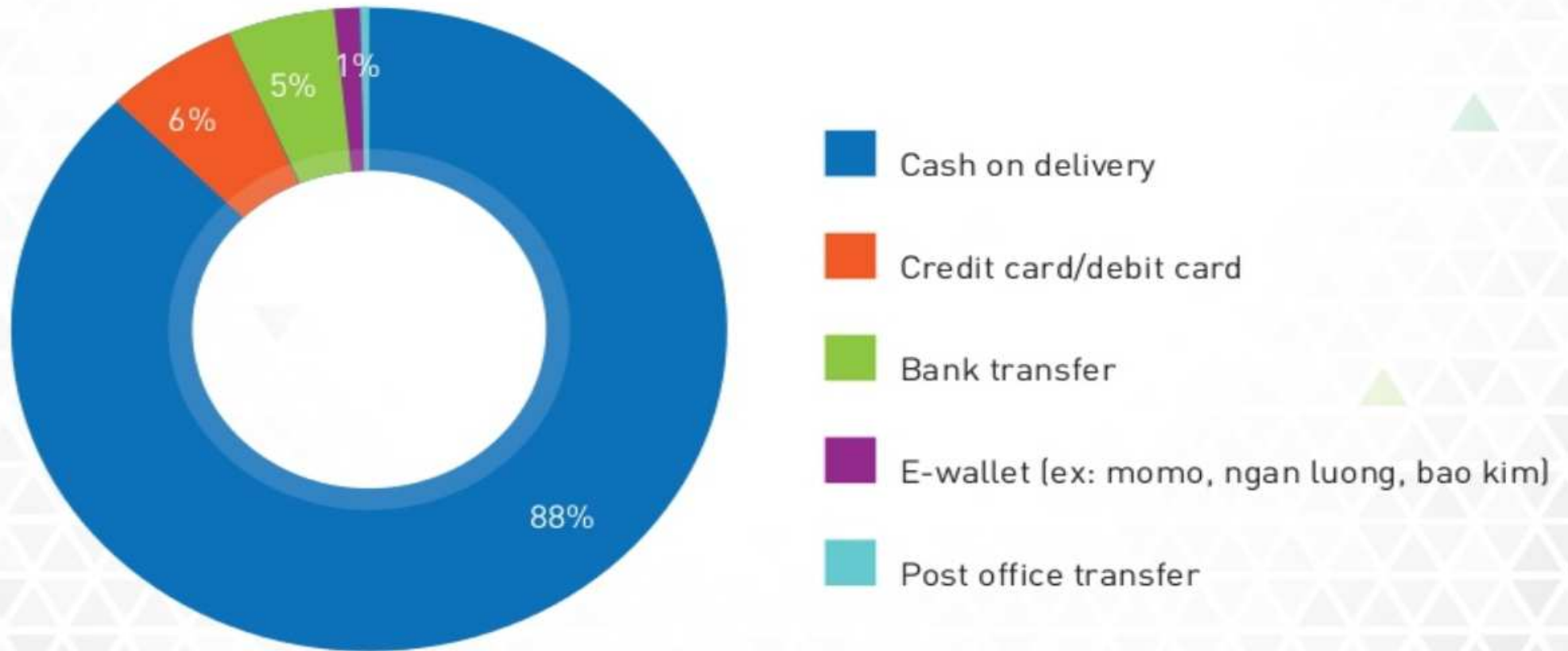


Lynda.com focuses on software, creative and business pre-recorded courses.



edX was founded by MIT and Harvard and continues to be governed by colleges and universities.

Payment methods



Cash on delivery as dominant payment method

Source: Q&A

A woman in the foreground is wearing a VR headset and looking towards a virtual cityscape. In the background, a whiteboard is overlaid on the scene, displaying a man in a suit holding a smartphone. The overall scene is dimly lit, emphasizing the virtual environment.

TOPICA

LEARN ONLINE, GO GLOBAL

"THE EVERYTHING SCHOOL"

MARKET OPPORTUNITIES

Topica's target markets in SEA represents a large population of over 500m people

Each of the 3 products addresses a multi-billion dollar opportunity across SEA

TOPICA NATIVE

English education is a \$4.5b market opportunity (estimated) in VN, TH and ID combined (\$23.7b in China)

Live interactive online lessons still nascent in SEA

Unicorn / Multi-million dollar international peers



- Lowest price point leads to highest accessibility, suits everyone in lower middle income class and above aged 20-45, i.e. ~15% of population

Unicorn / Multi-million dollar international peers

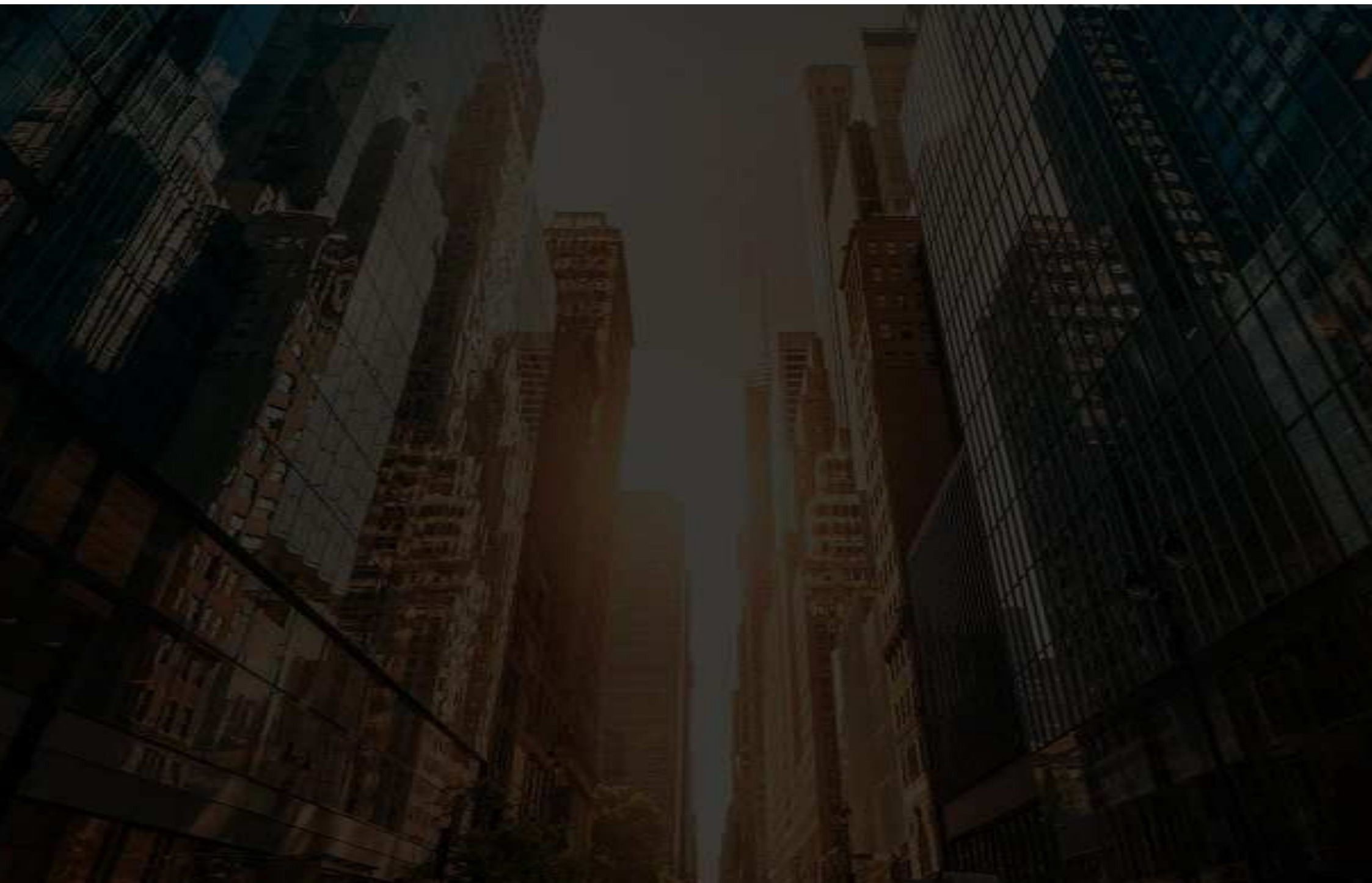


TOPICA UNI

- \$9b tertiary education opportunity in VN, PH and ID combined (\$500b in US)

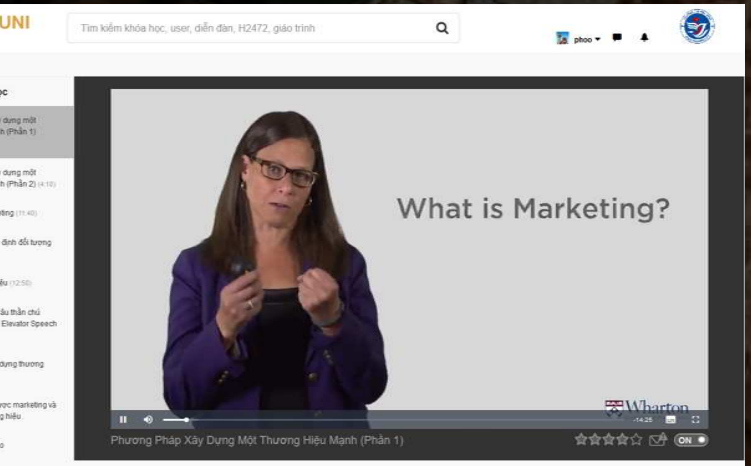
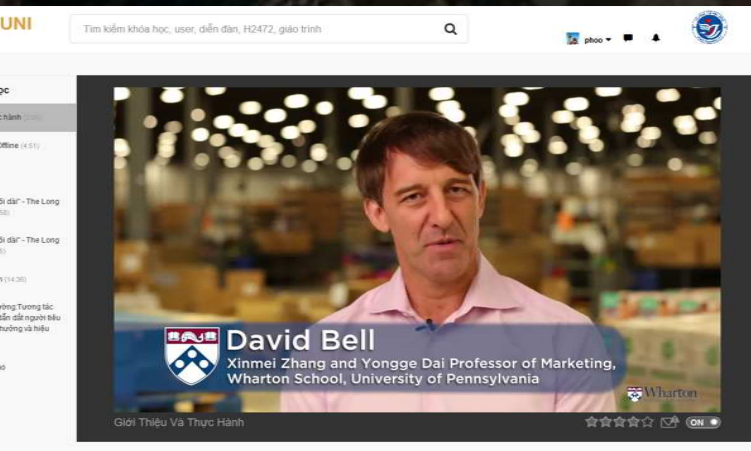
Unicorn / Multi-million dollar international peers





ENHANCED QUALITY & USER EXPERIENCE

10% Courses from Top US Universities (Coursera)



Example: Marketing course from Wharton School, University of Pennsylvania

Mobile LMS Upgrade



Automated Teacher Support

GỬI BẢO CÁO TUẦN ĐẾN GIẢNG VIÊN CHUYÊN MÔN

Download file mẫu | Hướng dẫn

Bước 1: Chọn file no file selected.
 Bước 2: Upload dữ liệu
 Bước 3: Kiểm tra dữ liệu đã upload
 Bước 4: Tuần báo cáo Đến
 Bước 5: Gửi

STT	Giảng viên chuyên môn	User Name	Lớp môn	Ngày bắt đầu	Ngày kết thúc	Kiểm tra email ca nhân	Kiểm tra email ca
1	ThS Lê Quốc Anh	anhq.gv	TXNHIC03 TNE21A-TNE21B-TNE21A-TNE21B-TNE25A	20/08/2017	15/10/2017	Y	Y
2	TS. Nguyễn Thị Ngọc Anh	anhnm.gv	TXQTVH04 ONE113-ONE115	06/08/2017	01/10/2017	Y	Y
3	TS. Nguyễn Thị Ngọc Anh	anhnm.gv	PSD101 FNE47B-ONE139	20/08/2017	15/10/2017	Y	Y
4	ThS Nguyễn Thị An	anng.gv	TXTOCB02 FNE43A-FNE43B	13/08/2017	08/10/2017	Y	Y
5	ThS. L	chhang.gv	TXNHTM08 TNE17A-TNE17B-TNE19A-TNE19B	20/08/2017	15/10/2017	Y	Y
6	ThS Dương Thị Chi	chiec.gv	TXKTKR01 FNE39A-FNE39B-ONE119	20/08/2017	15/10/2017	Y	Y
7	ThS. L	chhang.gv	TXNHLT01 FNE43A-ONE131	13/08/2017	08/10/2017	Y	Y
8	ThS Nguyễn Thị Mai Chi	chiam.gv	TXKTC07 FNE17A-FNE17B-FNE19A-FNE19B	20/08/2017	15/10/2017	Y	Y
9	ThS Nguyễn Ngọc Diệp	diepnm.gv	TXQTKD16 ONE75-ONE77	20/08/2017	15/10/2017	Y	Y
10	TS. Đinh Thiên Đức	duoch.gv	TXKHM01 ONE117-ONE121	20/08/2017	15/10/2017	Y	Y
11	TS. Đinh Thiên Đức	duoch.gv	TXKHM01 FNE37A-FNE37B-ONE123	20/08/2017	15/10/2017	Y	Y
12	TS. Đoàn Việt Dũng	duongvt.gv	TXKHM01 FNE39A-FNE39B-ONE119	20/08/2017	15/10/2017	Y	Y
13	TS Hà Thị Phương Dung	duonghp.gv	TXKTK05 FNE17A-FNE17B-FNE19A-FNE19B	20/08/2017	15/10/2017	Y	Y
14	ThS. Trần Đức Dũng	duongtd.gv	TXQTVH01 ONE129	13/08/2017	08/10/2017	Y	Y

[NEU-EDUTOP][GVCM] Báo cáo tuần từ ngày 18-09-2017 đến ngày 24-09-2017

Hộp thư đến x

[NEU-EDUTOP] <report@neu-edutop.edu.vn> 25 thg 9 (7 ngày trước) ☆ ↶ ↷

Kính gửi thầy/cô: ThS Lê Quốc Anh
 Hệ thống lớp học Elearning NEU-EDUTOP gửi thầy/cô báo cáo tình hình giảng dạy của thầy/cô tuần từ 18-09-2017 đến ngày 24-09-2017

STT	Giảng viên chuyên môn	Lớp môn	Ngày bắt đầu	Ngày kết thúc	Tuần	Số lần thực hiện (vấn đề / câu 3 lần / tuần)	Tổng số đến thời điểm báo cáo	Số câu được assign	Số câu trả lời	Số nhận xét (1 nhận xét / tuần)	Số bài post nhận xét	Tổng số bài post
1	ThS Lê Quốc Anh	TXNHIC03 TNE21A-TNE21B-TNE23A-TNE23B-TNE25A	20/08/2017	15/10/2017	5	8	33	0	0	1	1	1

Đây là email tự động từ hệ thống để nghi thầy/cô không reply lại email này.
 Cảm ơn thầy / cô !
 Trần Trọng T

Automatic Teacher's Weekly Report

JAN 2018

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