E-Learning in Vietnam

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The Overview of Viet Nam

**Economic Freedom Score**

- **Score:** 55.3
- **Change:** +2.2 points
- **Regional Average (Asia-Pacific Region):** 60.6
- **World Average:** 60.8

**Relative Strengths:**
- Tax Burden and Trade Freedom

**Historical Index Score Change (Since 1995):**
- +13.6

**Concerns:**
- Investment Freedom and Government Integrity

**Freedom Trend**

- 2015: 51.7
- 2016: 54.0
- 2017: 52.4
- 2018: 53.1
- 2019: 55.3

**Quick Facts**

- **Population:** 93.6 million
- **GDP (PPP):** $647.4 billion
- 6.8% growth in 2017
- 5-year compound annual growth 6.2%
- $6,913 per capita
- **Unemployment:** 2.1%
- **Inflation (CPI):** 3.5%
- **FDI Inflow:** $14.1 billion
- **Public Debt:** 58.2% of GDP

*2017 data unless otherwise noted. Data compiled as of September 2019*
VIETNAM’S ECONOMIC OUTLOOK IS POSITIVE

2016 GDP: US$201 billion

2022 GDP: US$327 billion

Real GDP growth (2016-2022): 6.2%

Source: IMF WEO Database, cited in PwC’s “The Future of ASEAN - Time to Act,” 2018
VIETNAM IS EXPERIENCING RAPID DEMOGRAPHIC AND SOCIAL CHANGE

- 70% of the population is under 35 years of age,
- The population is rapidly aging.
- An emerging middle class, currently accounting for 13% of the population, is expected to reach 26% by 2026.
SMARTPHONE PENETRATION IN VIETNAM

% OF PEOPLE USING SMARTPHONE AMONG MOBILE PHONE USERS IN KEY CITIES

- Year 2012: 70%
- Year 2014: 52%
- Year 2015: 32%
- Year 2016: 22%
- Year 2017: 16%

KEY CITIES

- Mobile phone users: 95%
- Smartphone users: 84%
- 2016: 95% / 78%

SECONDARY CITIES

- Mobile phone users: 93%
- Smartphone users: 71%
- 2016: 94% / 62%

RURAL

- Mobile phone users: 89%
- Smartphone users: 68%

Source: Nielsen Vietnam Smartphone Insight Report, Q4 2017; Key cities: (n=1,882); Secondary cities (n=1,930); Rural (n=2,027)

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Startup Ecosystem Players

Incubators/Accelerators
- VIISA
- Expara
- Vietnam Silicon Valley

Series A and Series B
- Goldman Sachs
- Ventures Vietnam
- Patamar Capital
- VinaCapital
- IDG

Events
- TECHFEST
- Hatch! 2018
- Startup Fair
- Startup Day

Pre-seed/Seed
- FFT Ventures
- PVNi
- Desire
- Coffee Ventures
- Innovatube
- Captii Ventures

Community/Media
- WHISE
- Shark Tank
- Tech In Asia
- STVC
- Start Kapital
- e27

Governance
- FIRST
- Swiss EP
- NATEC
- IPP

Corporate
- Microsoft
- Bosch
- FPT
- Viettel
- Vung
Deal value by country
(January-July 2019, in billions of dollars)

Singapore: 5.0
Thailand: 3.5
Indonesia: 3.0
Philippines: 2.5
Malaysia: 1.5
Vietnam: 1.0
Myanmar: 0.5

Total: 15.18

Includes private equity, venture capital, corporate investments in privately held companies as well as M&A deals
Source: DealStreetAsia
## Vietnam startup fundraising in first half 2019

<table>
<thead>
<tr>
<th>Company</th>
<th>Industry</th>
<th>Main investor</th>
<th>Funds raised (in millions of dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiki</td>
<td>E-commerce</td>
<td>Northstar Group</td>
<td>75</td>
</tr>
<tr>
<td>VNPay</td>
<td>Payment</td>
<td>GIC</td>
<td>50</td>
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<tr>
<td>VNG</td>
<td>Online games</td>
<td>Temasek Holdings</td>
<td>29</td>
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<tr>
<td>VNTrip</td>
<td>Online travel agent</td>
<td>Hendale Capital</td>
<td>10</td>
</tr>
<tr>
<td>Leflair</td>
<td>E-commerce</td>
<td>GS Shop</td>
<td>7</td>
</tr>
<tr>
<td>Elsa</td>
<td>Education</td>
<td>Gradient Ventures</td>
<td>7</td>
</tr>
</tbody>
</table>

Including ongoing fundraising rounds where the amount might be revised in the future  

Source: Cento Ventures, ESP Capital
TOPICA
LEARN ONLINE, GO GLOBAL

50M

northstar
• GotIt!, recently mobilised US$12.5 million from some US funds.
• ELSA Speak, has raised over $15 millions.
• Everest Education raised $4 million in a Series B
• YOLA, has raised 10 Millions from Kaizen PE
WELCOME TO THE FUTURE
AI-Based Humanlike Trainers
Learning Experience Platforms
- The next level of LMS

LMS
- Training content
- User base

LXP
- Multiple content sources
- Engaging user experience
- Focus on personalization
- Extensive analytics
- AI assistant
Big Data Analytics
User-Generated Content (UGC)

Benefits of User-Generated Content

- Build Trust
- Create Community
- Encourage Engagement
- Gather Insight
AR, VR, and MR

**VIRTUAL REALITY (VR)**
- Fully artificial environment
- Full immersion in virtual environment

**AUGMENTED REALITY (AR)**
- Virtual objects overlaid on real-world environment
- The real world enhanced with digital objects

**MIXED REALITY (MR)**
- Virtual environment combined with real world
- Interact with both the real world and the virtual environment