# EVEREST EDUCATION

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## Project Description

Everest Education (E2) currently provides personalized K-12 after-school learning to hundreds of international-school students in five learning centers in Ho Chi Minh City. E2 is looking to expand its reach beyond the student population it currently serves to students in Vietnam's second tier cities and more rural markets. To achieve this goal, E2 will require a robust online learning technology product and an education model that is scalable, flexible, and considers the infrastructure requirements necessary for success. Our team researched AI-edtech companies and identified the top three most attractive partners. We evaluated these three platforms based on platform, content, and business synergies with E2 to provide a recommendation on which platform could best serve the Vietnamese public-school student population.

## Project Phases

- Evaluated applications of artificial intelligence (AI) in education through various MIT research labs and departments
- Reviewed different types of blended learning models based on practical implementation of technology-enabled personalized learning options and costs
- Identified potential partnership opportunities for E2 with companies in the AI-edtech space and facilitated discussions between E2 and the top rated AI-edtech companies to finalize top three platforms for further consideration
- Evaluated the three platforms based on partner, platform, content, and business synergies with E2 to determine which platform could best serve the Vietnamese public-school student population
- Conducted customer interviews (prospective students) and positioned Everest to hold demos of the two top products with students

## Platform Evaluation

| Category | Criteria | Option #1 | Option #2 | Option #3 |
|---|---|---|---|---|
| **Partner** | Experience rolling out solution in similar markets | ◑ | ◔ | ◔ |
| | Level of support provided to E2 from partner<br>• Marketing<br>• Training<br>• Sales processes | ◑ | ◔ | ◔ |
| | Organizational focus on expanding to new geographies | ○ | ◑ | ◕ |
| **Platform** | Educational effectiveness (reported results) | ◔ | N/A | ◔ |
| | User experience<br>• Student<br>• Teacher (e.g. LMS solution)<br>• Administrator (e.g. CRM solution) | ◕<br>◕<br>◕ | Testing<br>●<br>● | TBD |
| | Ease of adding necessary subjects | ◔ | ◑ | TBD |
| **Content** | Applicability to Vietnamese curriculum (question type) | Testing | N/A | TBD |
| | Coverage of Vietnamese curriculum (subject, topics) | ◔ | N/A | TBD |
| | Maturity of each subject (breadth) | ● | N/A | TBD |
| **Business** | Deal structure and cost (high is cost effective) | ◔ | ● | ◕ |
| | Ease of E2 content development required (high is easy) | TBD | Testing | TBD |
| | Similarity of existing implementations to E2 vision (i.e. franchise model, etc) | ◔ | ◔ | ◔ |

## Sources

PitchBook

FULBRIGHT VIETNAM — General Statistics Office of Vietnam

J-PAL — ABDUL LATIF JAMEEL POVERTY ACTION LAB

SRI International

CSAIL

CHXHCN VIỆT NAM — 6-5-1946 — TỔNG CỤC THỐNG KÊ

## Next Steps

- Test Option #1's CMS interface and integration in February
- Continue discussions with Option #1 on difficulty of translating lessons and questions
- Continue demos with Vietnamese public-school students to understand similarities in question types and content
- Understand level of effort associated with adding E2's Math and English course content into Option #2's platform
- Begin a pilot with Option #2's platform with students in blended learning model
- Evaluate pricing model as it fits with Everest Education students and teachers