



EdTech Vietnam Brief Introduction

EDTECHAGENCY.NET

Connect & Redistribute worldwide EdTech



BRIEF COUNTRY PROFILE - A \$3B EDTECH MARKET

Population (2022)	Over 99 M	
K12 students	17.6 M	Non-public: 4,8% = 845K students
Universities & vocational students	1.7 M	65/ 237 non-public universities
Highest-paid-on-education region	The South East region	3.6X higher than other regions
GDP per capita (2021)	3.759 USD	
Government budget	20% - 22%	5% of GDP
Per student expenditure	700 – 1000 USD	Gov \$400 vs Family \$300 Cities/ Provinces budgets (NA)
Family income spent on Education	40% – 47%	(only after food & shelter)

- The government’s regulation & policies on education: stable & increasingly open for foreign investment.
- Increasing English speaking young population allows easy delivery of Foreign educational products
- Business environment: The South is more dynamic, innovative, business friendly

DURING COVID – 19

- “Nice to have” vs “Must have” online education
(Document 131_QD-TTg on 25 January 2022)
- **90%:** the penetration rate of learning devices
- **82%** of Vietnamese students study online (WW - 67.5%)
- High Internet connectivity rate (4G & 5G)
- Fairly good digital skills (Teachers vs students)

edTech landscape Việt Nam 2022

Bức tranh edTech 2022

www.nguyentrihien.com

Kids – Early Childhood Education



K12



Student & Worker



Language



For enterprise



LMS, SAAS, Tool



Mentor & Venture & Agency



POPULAR SALES MODELS IN VIET NAM

Sales Models	Challenges
1. "Free for teachers" models	Large customer base >< Revenue models
2. "Freemium" model	Large customer base >< Revenue models
3. Selling to administrators	Slow & difficult process
4. B2B2C sales models	Less challenge >< Effective distribution channels
5. B2C sales model	High acquisition cost
6. One stop shop	High marketing & acquisition expenses

TRENDS & OPPORTUNITIES

Trends

- Blended / hybrid teaching & learning
- LSM & CMS
- Digital content
- Others: Personalized learning with AI; Mobile learning; Blockchain & Gamification

Approaches

- Distributing through master distributors: pricing & localization
- Investing in domestic startups to get access to sales & marketing channels
- M&A to gain market share, skilled staff and market know-how.

Market segments

- K12: Test-prep & Private tutoring, STEAM / STEM content
- English language: Ielts & ToEIC
- Upskills: biz & high-tech

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\$3B by 2022

THANKS

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