



Microsoft Chairman Bill Gates
and Vietnam Deputy Prime Minister Phạm Gia Khiêm
launch a TOPICA initiative, 4/2006

Pacific Economic Cooperation Council
24th General Meeting

HR DEVELOPMENT IN THE DIGITAL AGE: EDUCATION 4.0

Tuan Pham, PhD
Founder & CEO, Topica Edtech Group





14TH CENTURY TODAY
WORKPLACE WORKPLACE



14TH CENTURY TODAY
ENTERTAINMENT ENTERTAINMENT

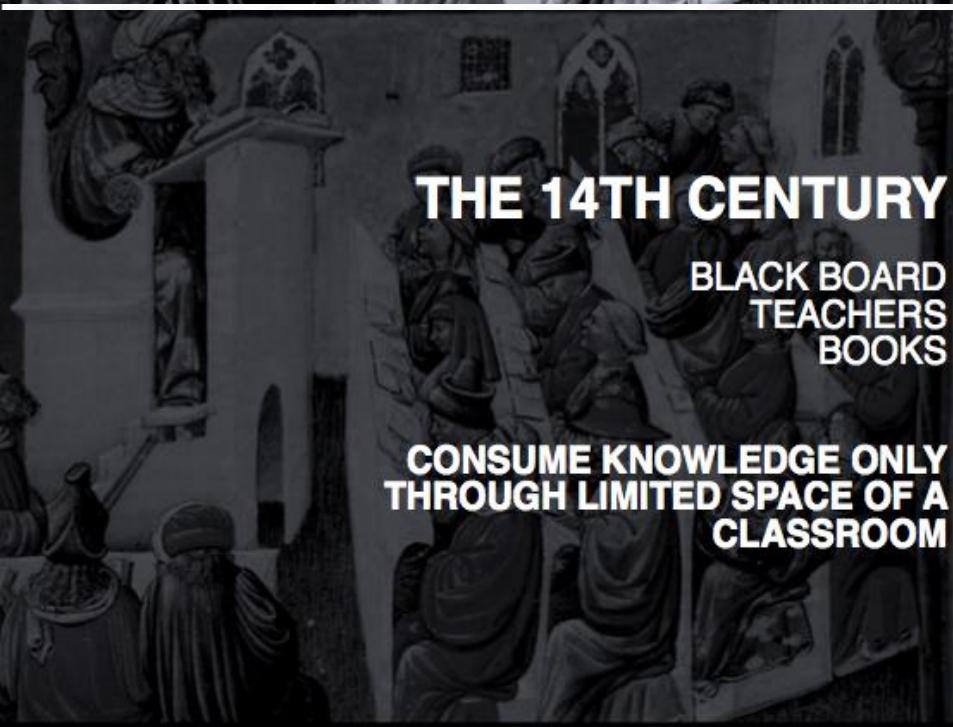




**14TH CENTURY
CLASSROOM**



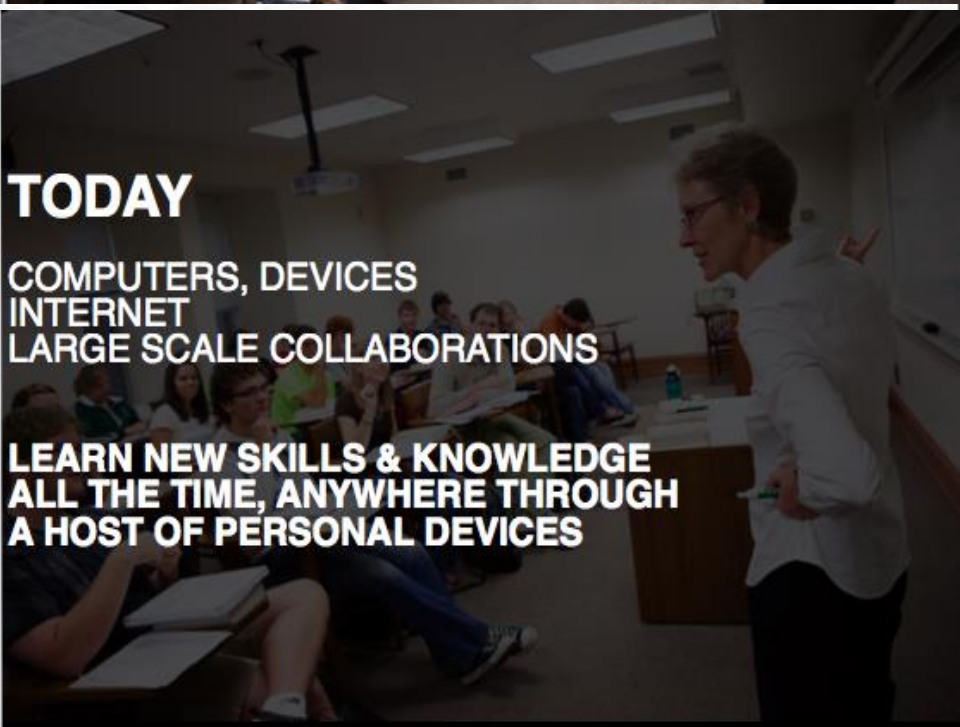
**TODAY
CLASSROOM**



THE 14TH CENTURY

**BLACK BOARD
TEACHERS
BOOKS**

**CONSUME KNOWLEDGE ONLY
THROUGH LIMITED SPACE OF A
CLASSROOM**



TODAY

**COMPUTERS, DEVICES
INTERNET
LARGE SCALE COLLABORATIONS**

**LEARN NEW SKILLS & KNOWLEDGE
ALL THE TIME, ANYWHERE THROUGH
A HOST OF PERSONAL DEVICES**

A blurred background image of a student with long dark hair, wearing a light blue shirt, pointing their right index finger at a large digital screen. The screen displays a complex diagram with various colored shapes and lines, possibly a flowchart or a data visualization. The text "EMPOWERING STUDENTS" is overlaid in the center in a white, bold, sans-serif font.

EMPOWERING STUDENTS



**OF US COLLEGE STUDENTS
STUDY SOME OF THEIR
COURSES AT A DISTANCE**



YALE, BERKELEY

HAVE FULLY ONLINE DEGREE PROGRAMS



EDTECH STARTUPS IN VIETNAM

2 MILLION

PAID STUDENTS SERVED

**Empowering
Students**

**NO LONGER IS ACCESS TO GREAT TEACHERS
THE PRIVILEGE OF A FEW**

coursera

20M

STUDENTS

140

TOP UNIVERSITIES

TOPICA NATIVE
ONLINE SPEECH TUTORING

1,500 TEACHERS

**2/3 FROM THE US, EUROPE,
AUSTRALIA**



100K

STUDY EXPERTS WORLDWIDE

**Empowering
Students**

**NO LONGER
STUDY ONLINE = QUESTIONABLE RESULTS**



100%

**REFUND FOR NANODEGREE PLUS
IF NOT HIRED BY THE LIKES OF
GOOGLE, FACEBOOK, ORACLE**



71%

**OF CHIEF ACADEMIC OFFICERS
IN US UNIVERSITIES BELIEVE
ONLINE EDUCATION QUALITY
SAME OR SUPERIOR TO THAT OF TRADITIONAL**



TOP 200 RANKED
US, UK UNIVERSITIES

ACCEPT 3+1, 2+2 TRANSFER STUDENTS FROM TOPICA PARTNERS

**Empowering
Students**

**NO LONGER LIMITED BY
EXPENSIVE EQUIPMENT, CONNECTION**




\$6/MONTH
TUITION FOR "BLENDED"
QUALITY K12 SCHOOLS IN 12 COUNTRIES



\$39 SMARTPHONE
\$0 INTERNET CONNECTION



An aerial photograph of a large-scale sailboat regatta on a blue bay. Numerous sailboats of various sizes and colors are scattered across the water, leaving white wakes. In the background, a city with dense buildings is visible on a hillside overlooking the water. A dark rectangular box is superimposed over the center of the image, containing the text "EMPOWERING TEACHERS" in white, bold, sans-serif capital letters.

EMPOWERING TEACHERS

**Empowering
Teachers**

**NO LONGER “NOBLE, BUT LIMITED PAY”
IS THE TEACHING PROFESSION**



\$8M/YEAR

EARNED BY CHA KIL-YONG
A TOP ONLINE MATH TEACHER KOREA
(2014)

udemy

\$40K/MONTH

INCOME OF TOP INSTRUCTOR
(2014)

TOPICA
edu mall

\$11K/MONTH

AVERAGE INCOME
OF TOP 3 INSTRUCTORS IN VIETNAM, THAILAND
(2016)

**Empowering
Teachers**

NO LONGER LIMITED BY TRAVEL, SCHEDULING



10 MINUTES

PAID TEACHING SESSIONS
WHILE WAITING FOR DENTIST, BUS, DINNER...

60 YEARS

AGE DIFFERENCE
TEACHERS: AMERICAN ELDERLY
STUDENTS: BRAZILIAN KIDS



Empowering Teachers

NO LONGER DO ALL THE CHORES AROUND TEACHING

	Curriculum	FAQs	Support	Connect	Simulation	Gamification	Exam	Quiz DB	Credentialing	Motivation	Teaching
	✓	✓		✓		✓	✓	✓	✓		
	✓	✓ ?									
	✓										
	✓					✓		✓			
	✓					✓	✓	✓	✓		
	✓				✓						

A blurred background image showing a group of people, possibly a sports team, in a field. A large yellow umbrella is visible in the center. In the foreground, there is a body of water reflecting the scene. A dark rectangular box is overlaid in the center, containing the text "THE FUTURE".

THE FUTURE

DYNAMICALLY
ADJUST
INSTRUCTIONAL
CONTENT
PRESENTED TO
STUDENTS

ADAPTIVE
LEARNING

ANALYTICAL MODELS
TO PREDICT
FUTURE
BEHAVIOUR
OR OUTCOMES

PREDICTIVE
ANALYTICS

RETAIN
REUSE
REVISE
REMIX
&
REDISTRIBUTE
CONTENT
FREELY

OPEN
EDUCATION
RESOURCE

BRINGS
ADAPTIVE LEARNING
& ANALYTICS
TO
ALGORITHMIC
EDUCATION

SMART
MACHINES

PLAY
A SIGNIFICANT ROLL IN
IMPROVING
THE ENTIRE
STUDENT
JOURNEY

SOCIAL
LISTENING

ENHANCE
COLLABORATION
ON A
GLOBAL
SCALE

COLLABORATION
TECHNOLOGY

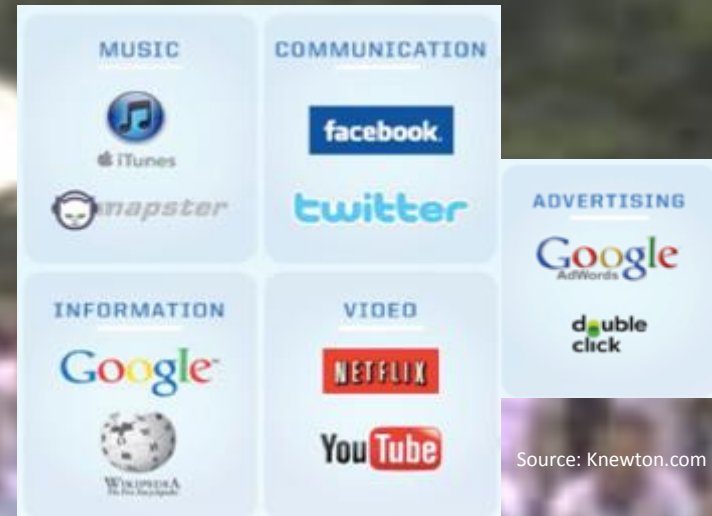


Future

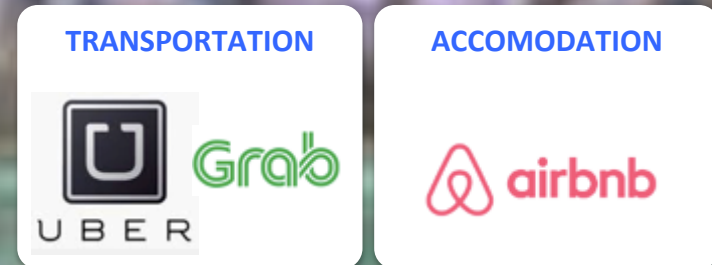
IS EDUCATION'S INTERNET MOMENT COMING NOW?

EDUCATION IS THE LAST INFORMATION-ONLY INDUSTRY
NOT YET DISRUPTED

**PURE ONLINE
INDUSTRIES**
(INFORMATION-ONLY)



**ONLINE-TO-OFFLINE
INDUSTRIES**
(PHYSICAL GOODS, SERVICES)



EDUCATION
MOSTLY PURE ONLINE
EXCEPT HANDS-ON SUBJECTS





THE 4TH INDUSTRIAL REVOLUTION & EDUCATION: EMPOWERING STUDENTS AND TEACHERS

**Tuan Pham, PhD
Founder & CEO, Topica Edtech Group**