INTERACTIVE EDUCATION

Virtual Examiner Test Preparation Project

Business plan and funding pitch for development
of desktop IELTS test preparation application.

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Contents

1. Executive Summary

The InsideIELTS Test Preparation Program desktop application helps IELTS Speaking Test candidates become familiar with the format, content, expectations and delivery of the IELTS speaking test interview, as well as practice, improve and develop the necessary level of English language proficiency required to gain a higher-level band score award.

The face-to-face IELTS interview is a source of nervousness for many candidates and the section of the test most commonly failed by ill-prepared test takers.

The Unique Selling Point of the InsideIELTS application, which sets it apart from the competition, is the interactive nature of the Virtual Examiner delivery concept used to hold user engagement and lead them step-wise through the level based preparation program, - from passive observation of the basic interview format to the final level unprompted recorded interview. The Native Speaker Interview Sets utilized in our program are put together using real past-test interviews conducted with native speakers of English to allow the program user to gain insight into the type of 'real-life' high-level language an IELTS speaking examiner is listening for in order to award a high score.

Additionally, the application will allow two users to connect via video call in real time and interact with each other using the structured split-screen format of the application to practice for the speaking test in a focused interview-like scenario, with language and timing prompts to lead them through the experience in an engaging, interactive manner.

Through social media platforms and our own dedicated InsideIELTS.com forum we will build a valuable, effective learning community around our educational products.

A passing score in an English language proficiency test like IELTS is a compulsory pre-requisite for academic study and governmental visa application in more than 140 countries. Due to rising levels of wealth and increasing numbers of individuals seeking to work and study overseas, the English language proficiency test market is currently growing at over 8% (CAGR). The online education sector as a whole mirrors this upward trend, increasing in value by 9% annually. As a result of these factors, online IELTS test preparation applications fulfill current parameters for product-market fit.

The InsideIELTS.com website (**https://insideielts.com**) and social media channels (created for the purpose of showcasing the Virtual Examiner concept) are already live and generating real user interest and engagement. To move forward from the prototype demo stage to development of the MVP Version 1.0 desktop application INTERACTIVE

EDUCATION seeks funding of US$15,800 (INDRp.230jt) to support the seed stage development process and project running costs up until breakeven point, which can be achieved in 12 - 18 months.

2. Business Description

INTERACTIVE EDUCATION (IE) produces educational software products for students studying academic courses that are assessed with a final standard test. IE products aim to give users a tool which makes focused revision for academic examinations engaging, enjoyable and effective. The target of IE products is examinations formulated by Cambridge International Examinations (CIE): a worldwide education authority which produces school curricula such as the O Level, A Level and GCSE study programs, as well as the International English Language Testing System (IELTS) English language proficiency test.

The InsideIELTS desktop application (our first product) is an interactive, level-based speaking test preparation application which uses real IELTS interviews conducted with native English speakers as learning material to allow users to practice the 4 specific language skills assessed in the IELTS speaking test interview. The language content used in the IE prep program is real-life language, in contrast to the seemingly random lists of out-of-context vocabulary and obscure phrases taught in many other traditional book-based IELTS preparation courses. The IE Virtual Examiner interface concept is designed to give users the feeling of a mentored test preparation experience, where users can repeat any individual question or part of the interview preparation set over and over until they gain confidence and progress to the final level of the program where they can record a practice interview and upload it to the InsideIELTS.com database for rating and feedback from a qualified examiner.

The target market for this application is non-native English speakers that must sit and pass the IELTS speaking test interview in order to qualify for overseas study, job applications and government entry visas. The IELTS certification is required and accepted by more than 11,500 organisations in over 140 countries. The IELTS test fee is currently in the region of USD$225, and is not refunded if candidates fail the test (1st time pass rate: 50%) or do not attend the speaking test interview after making payment (which, due to pre-interview nerves and other factors, occurs at a rate of roughly 1/10 interviews).

The goal of the IE Virtual Examiner concept is to give users focused exposure to the type of language examiners are listening for in order to award a higher level score, and also to reduce the nervousness experienced by many interview candidates, by thoroughly

familiarising users with the timings, structure, format and delivery style of the speaking test interview. The website name, *InsideIELTS.com*, was chosen to allude to the idea of 'inside knowledge' of the confidential, closely-guarded IELTS test content.

[While no real test content is divulged to the user, as a Cambridge qualified IELTS speaking examiner with 12 years of test assessing experience, I can ensure that the delivery style, standard format and strict requirements of the IELTS speaking test interview are reproduced very accurately for the purpose of interview experience authenticity.]

The domain name *InsideIELTS.com* and also *Interactive-ed.com* are owned by Interactive Education. While the trade name is not yet officially registered, the aim is to incorporate the company as PT. INTERACTIVE EDUCATION, and to use the domain *Interactive-ed.com* as the parent website to host the future expansion of the Virtual Examiner Test Preparation application concept to encompass the full suite of standard academic tests produced by Cambridge International Examinations (CIE), which are taken by a total of 9 million students globally each year.

Also, potentially, a learning platform for pre-school age and young learners is envisioned.

3. Market Research

(i) Global online education market

The online education market is growing due to the following main factors.

The rapid shift towards remote learning due to the COVID-19 pandemic has resulted in an increase in demand for online education services. The pandemic accelerated the adoption of online learning, with the numbers of students enrolling in online courses continuing to climb post-pandemic lock down.

Secondly, there is a growing trend towards personalised and adaptive learning with online education platforms incorporating AI and machine learning technologies to offer customized learning experiences. The effects of these trends are seen in the numbers, with global online education market value expected to reach $203 billion by 2025, growing at a compound annual growth rate of above 9%.

Going forward the online education segment is expected to continue its growth trajectory, driven by increased demand for remote and flexible learning options, as well as the advancements in technology that allow for more personalised and engaging learning experiences.

The overall outlook for the online education segment remains positive, with strong growth potential in the coming years.

statista.com/eservices/online-education/worldwide/analysis

(ii) IELTS Test market

The combined global English proficiency test market was valued at US$1.71 billion in 2021 and is expected to reach US$3.23 billion by 2029, a CAGR of 8.35% over the forecast period 2022-29.

IELTS held 47.1% of the established proficiency test market (IELTS, TOEFL and others) in 2022.

(https://www.maximizemarketresearch.com – 2023)

Official figures on IELTS market size and share are not published by CIE, British Council or IDP Australia, - the joint owners of IELTS. In 2018 the official britishcouncil.org website stated that annual test taker figures had topped 3.5 million for the first time. In 2022 the official IDP Education website stated that the number of candidates taking the test annually had increased by 15% post-pandemic compared to before the COVID19 pandemic.

Extrapolation based on these official sources gives a present-day figure of over 4 million IELTS test takers per year.

(iii) IELTS test preparation applications
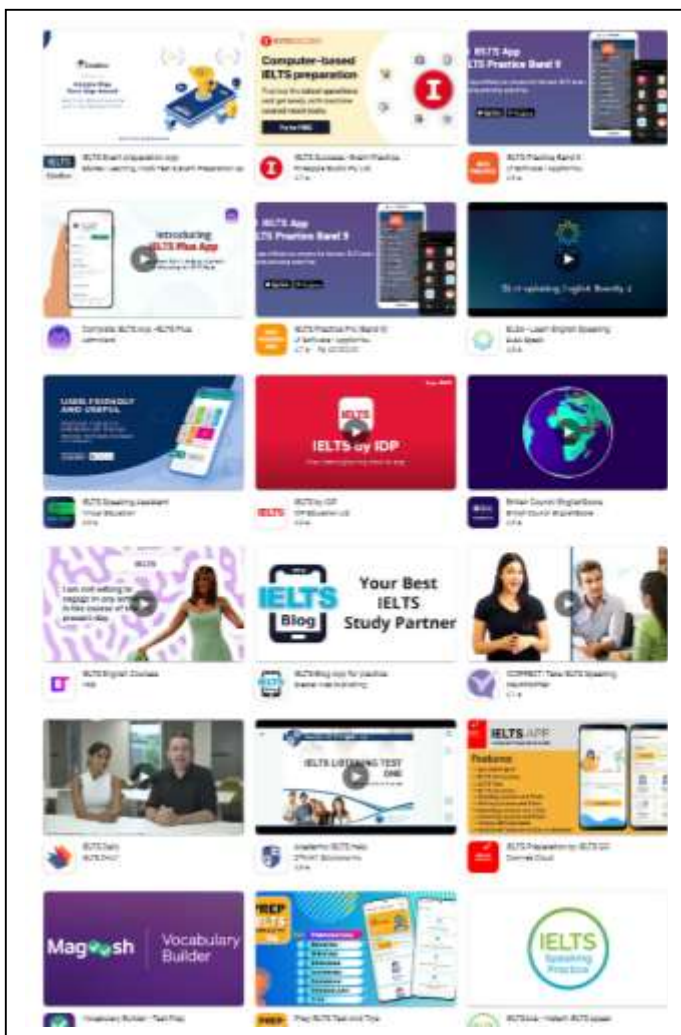
There are currently 22 specific IELTS preparation applications available on the GoogleApp store.

The currently available applications range widely in quality and focus, with some covering the entire 4 IELTS skills and others focusing on Reading, Listening, Writing and Speaking skills individually.

The majority of these applications follow the freemium sales model, some also with in-app purchases ranging between $2 - $140. A number of the applications are also direct sale. The majority of these applications, judging by comments alone, seem to have come online since 2020, with only a few dating back to before 2018.

The IELTS test preparation application market sector is established and active.

(iv) Key competitors

Here are four examples of other applications available on the GoogleApp Store showing top, middle and lower level competition:

Produced by British Council (2017)
- Official IELTS test prep app -

Revenue: Free with in-app purchases

Downloads: 1million +
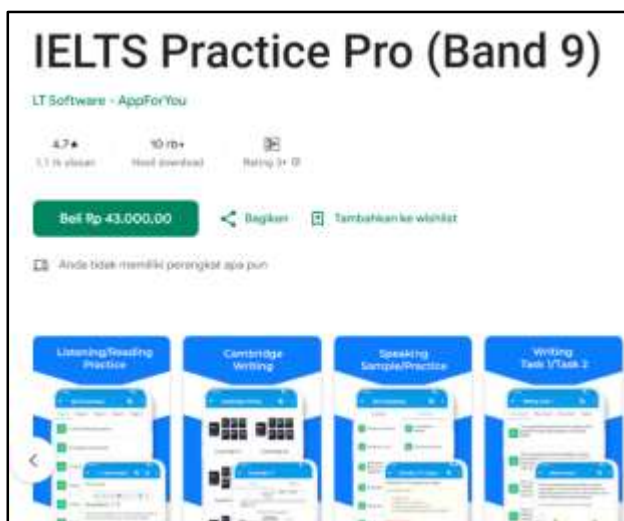
Rating: 4.4 rating

Focus: All 4 skills covered

Features: interview videos; test tips;
              vocabulary practice

Comments: clean but unexciting UI; well established as the official offering from CIE, but not great feedback from users.

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Produced by LT Software (2019)

Revenue: Direct sale Rp.43,000

Downloads: 10,000 +

Rating: 4.7

Focus: All 4 skills covered

Features: interview videos with tran-
               scripts; 300+ practice tests;

**Comments**: No website landing page or online product promotion other than app store.

Produced by Virtual Education (2017)

Revenue: Free, with In-app purchases

Downloads: 1 million +

Rating: 4.6

Focus: Speaking only

Features: step-by-step speaking practice
                  instructions; 'real questions';
                  sample answers.
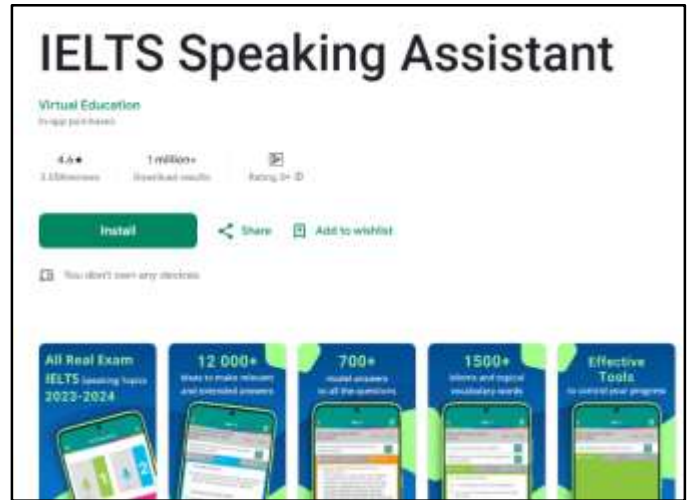
Comments: 1 page website landing page showing team, customer testimonies, app download figures, link to AppStore.

Facebook page; Instagram; no Youtube.

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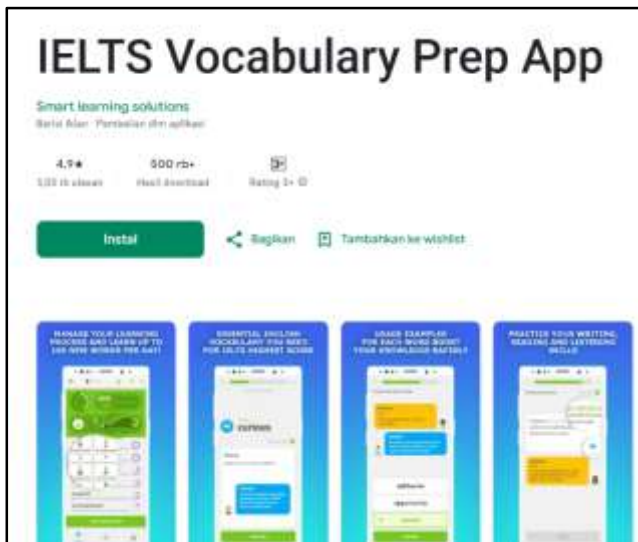
Produced by Smart Learning Solutions

Revenue: Free, with In-app purchases

Downloads: 500,000 +

Rating: 4.9

Focus: Speaking (vocabulary) only

Features: Basic UI and lower quality;
                  vocab builder (no specific test
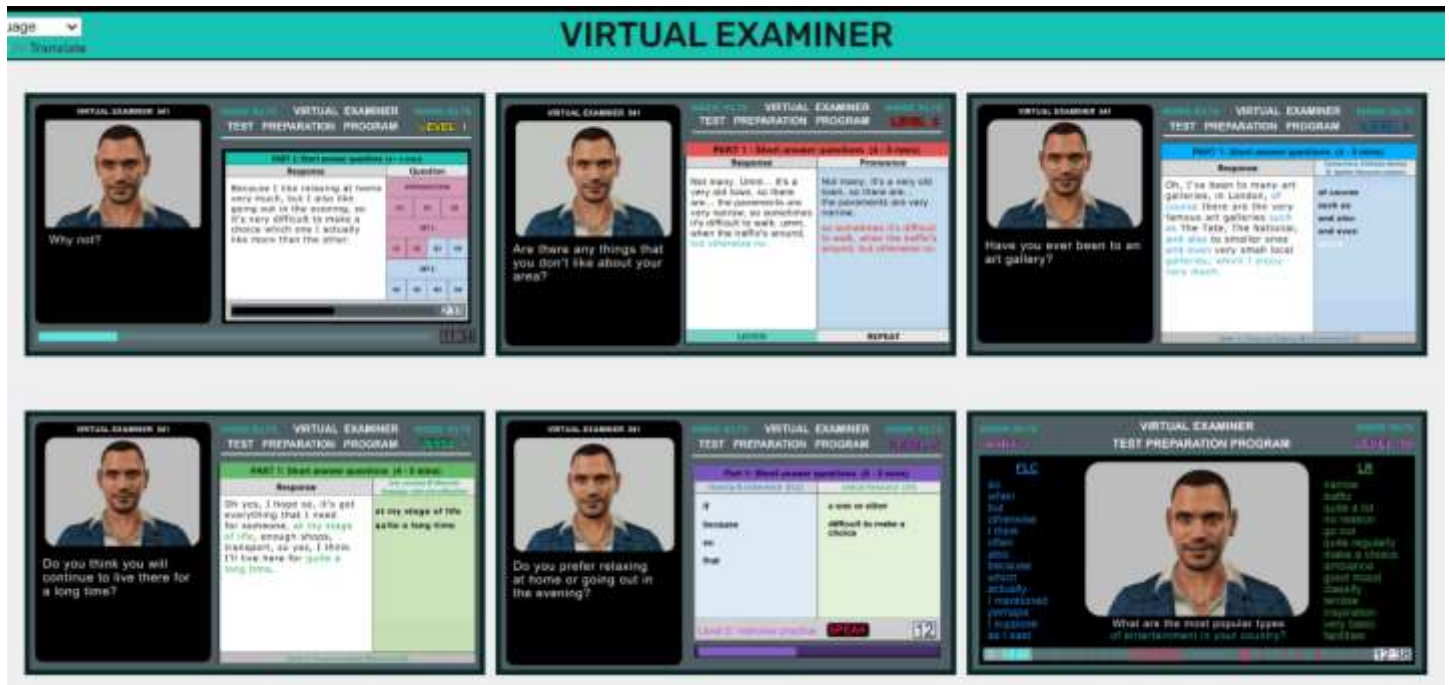   skills)

Comments: Facebook page only; no webpage.

4. Product Description

The InsideIELTS Test Preparation Program desktop application will follow the design and function of the Virtual Examiner prototype product videos showcased on the website.

(https://insideielts.com)

## App Function 1: Native Speaker Interview Sets * with Upload for Rating feature

The split screen format provides the user with relevant prompts and question related information while answering the interview questions from the Virtual Examiner.

The user can choose the nationality (accent) of the Virtual Examiner character, interview topics, and the section of the interview they wish to focus on. The UI will be 'game-like' and stylish. The CGI Virtual Examiner character will be upgraded to higher specifications to give a novel and non-academic feel to the user experience.

The content for the Native Speaker Interview Sets is provided through IELTS interviews conducted with native English speakers of different nationalities. The interviews are presented in a level-based format to demonstrate and allow users to practice the key (assessed) speaking test elements of pronunciation, fluency and vocabulary. The first 4 levels focus on these skills with the last two levels for users to practice what they have learned and record themselves answering the questions in a mock interview scenario with the Virtual Examiner. Users then have the option to upload their recorded interview to the InsideIELTS.com database for rating and feedback.
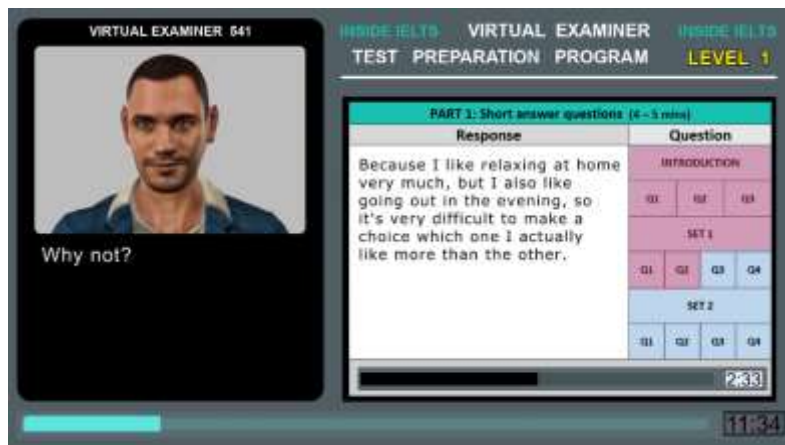
Level 1 is a listen and watch level with the speaking test sections and timings highlighted to allow the user to become familiar with the format and structure of the interview.
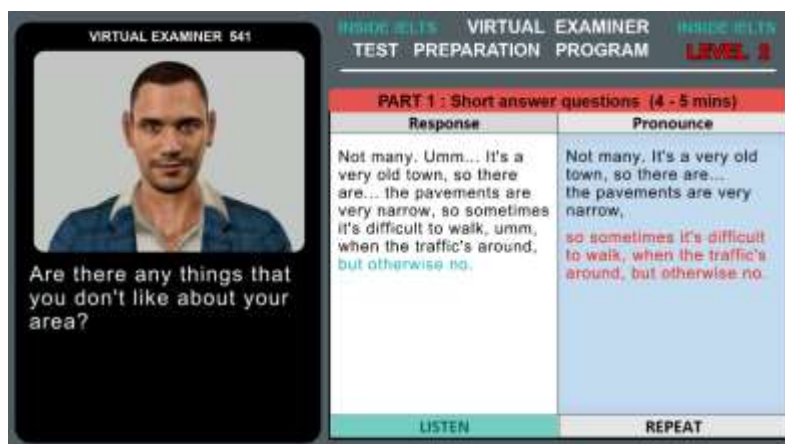
Level 2 focuses on assessment criteria 4: Pronunciation (PR). The user has subtitles for Virtual Examiner questions and native speaker responses. The native speaker responses are broken down into short clauses for the user to listen to and repeat.

Level 2+ (Pronunciator)

This enhanced level has an additional pronunciation accuracy measuring feature which gives the user a % accuracy rating on a colour-graded scale, to rate their pronunciation accuracy compared to the original native speaker audio.

Each clause can be repeated until the user has achieved a 90% accuracy rating at which time the audio can be recorded. Upon completion of the full response the clauses are 're-stitched' to produce a recording of the full native speaker question response accurately repeated by the user.
[This imitation-based language learning technique is known as shadowing.]

The user can post their short clips directly on the IE forum, or download for posting on other SM sites.   *- See demo*

Level 3 focuses on assessment criteria 1: Fluency & Coherence (FLC). The user has subtitles for Virtual Examiner questions and native speaker responses. The native speaker responses are broken down to highlight conjunctions and cohesive features of higher level language.

Level 4 focuses on assessment criteria 2: Lexical Resource (LR). The user has subtitles for Virtual Examiner questions and native speaker responses. The native speaker responses are broken down to highlight less-common, higher level vocabulary.

Level 5 is a practice level where the user is given language prompts showing the Level 3 FLC and Level 4 LR language and a countdown timer to indicate expected response duration. If the user stops talking too early the VE will ask a follow-up question.

Level 6 gives the user a full interview with no prompts. The user can record and play back their interview and has the option of uploading it to the website for rating and feedback (as extra in-app purchase).

* *The Native Speaker Interview Sets with the Upload for Rating feature are showcased in working prototype form on the InsideIELTS website.*

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App Function 2: User Video Call Interview Role Play

IELTS preparation forums are full of posts by individuals requesting speaking test practice partners:
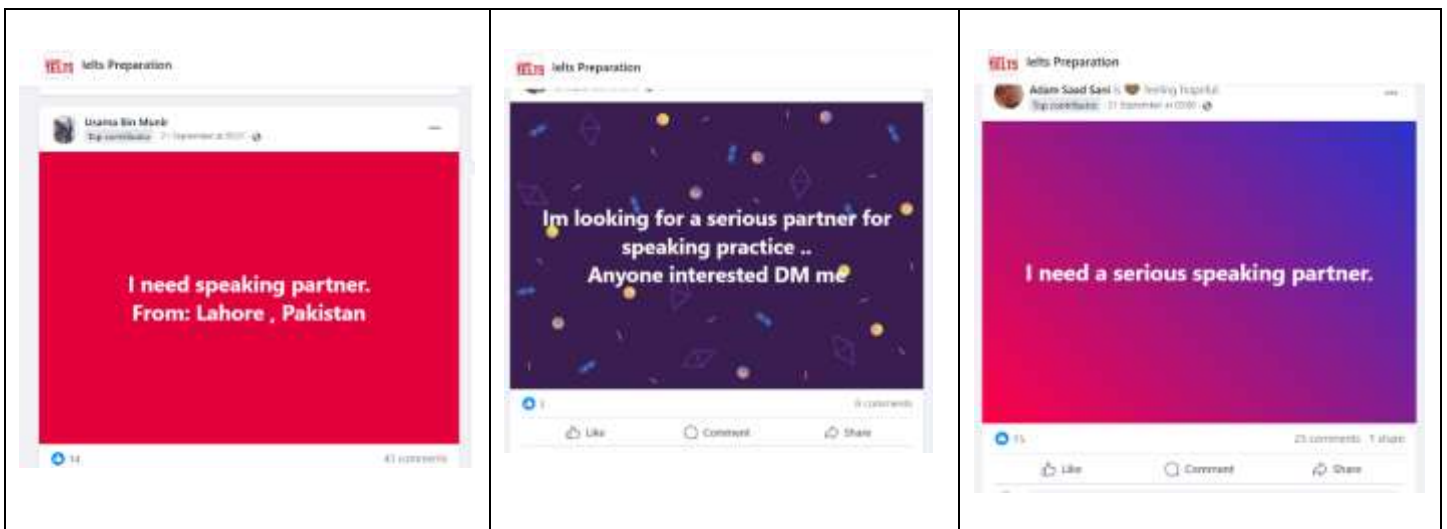
The video call interview function will facilitate role play IELTS speaking test practice by connecting two online users for a 20min live structured interview practice session.
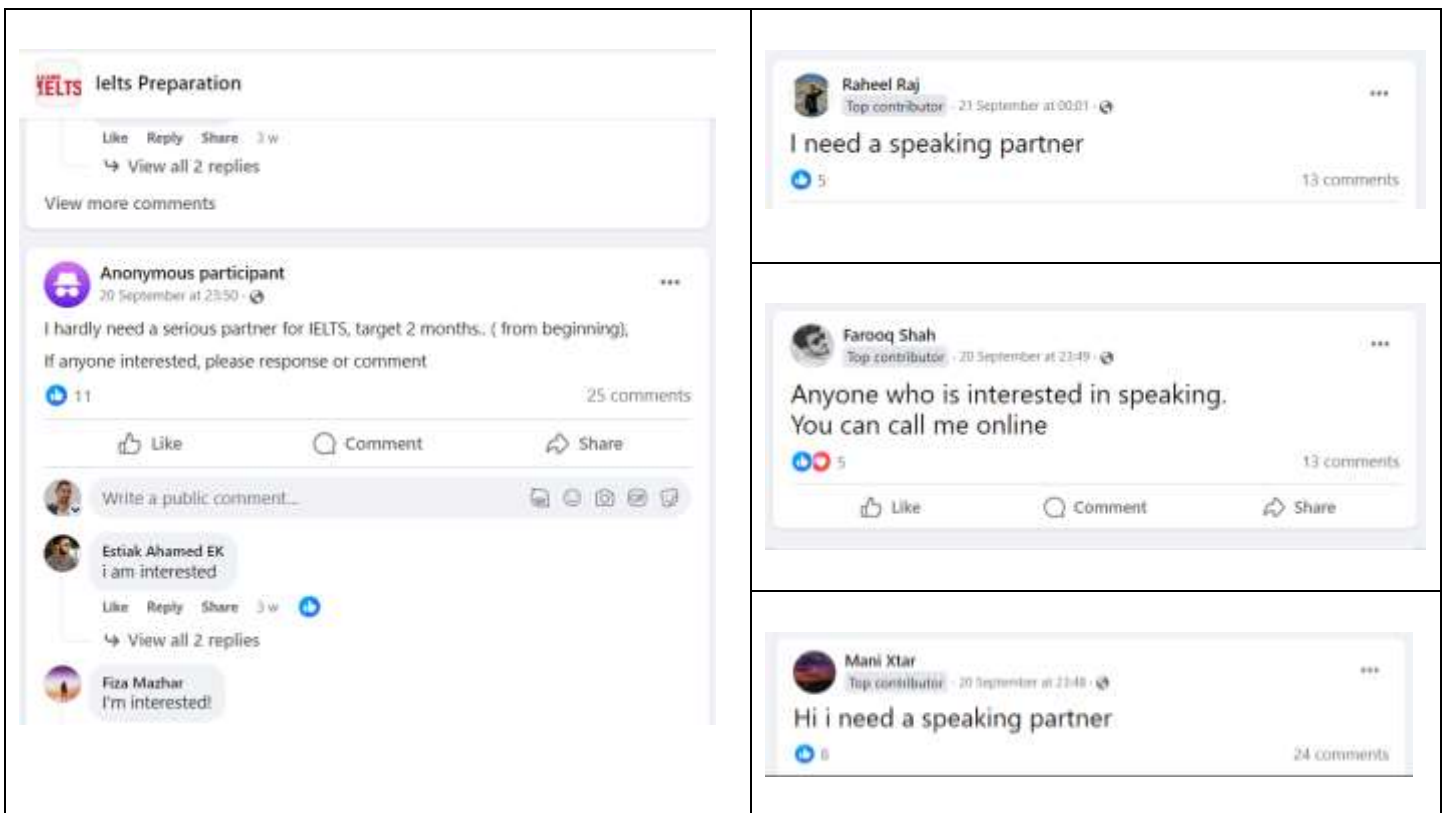
Users logged in to the IE forum can see who is online, view the user profile with IELTS related information, and chat with other online users. If two users want to do a role-play interview the app will connect the two users in split-screen format, then start a structured role play interview scenario using video link and subtitles for Candidate and Examiner roles. Timings and key vocabulary prompts will be incorporated into the UI, as in the Native Speaker Interview sets.
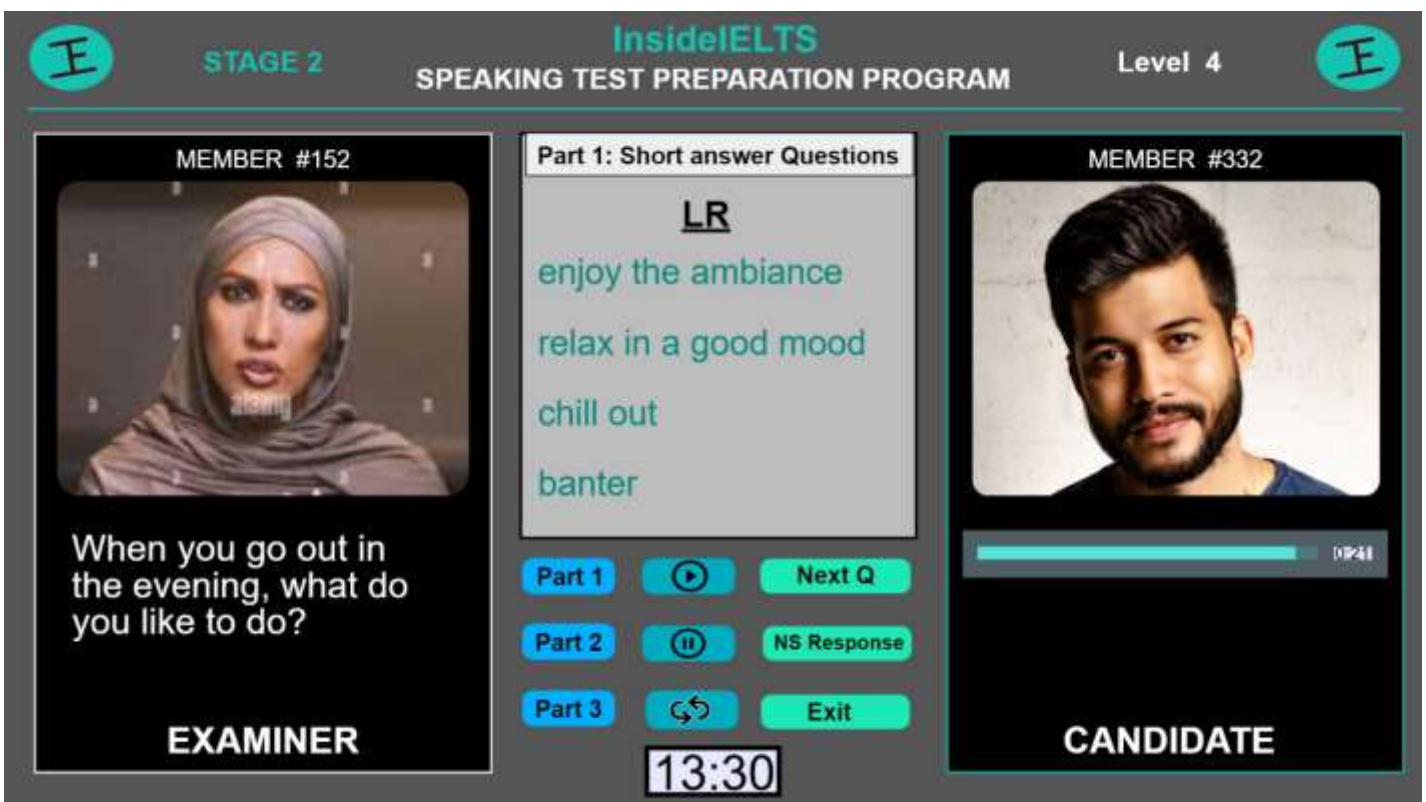
Users can choose to record extracts from their interview practice sessions to post on the IE Facebook group for other users to comment on; this will produce extra user added value and build community around the IE product and service.

(Sub-task question scenarios can be added within the interview, such as a follow-up question prompt for the examiner.)

Premium Service ($25/half-hour)

Using the same backend infrastructure:

- IELTS Examiner-Candidate hook up with on-screen guidance, interview and feedback.

- Structured session with timings and vocab, less formal than interview, 25 min cut off.

(With user permission, these short recorded extracts could be edited and posted as content on IE forum/YouTube.)

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App Function 3 (mobile app only): VE Quick Question Call

User can pre-schedule a short daily video call/s from the VE with an IELTS question (or 2 or 3) they have to respond to.

Or users can call anytime for a random quick question in simulated video call format.

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USP

The unique selling point with this and other Interactive Education products is the engaging 'game-like' design element and interactive user experience that we can achieve with the Virtual Examiner interrogative presentation concept.

Other learning applications in this market are uniform in appearance, under-stimulating and still adhere to a textbook style listed-information format in their presentation.

The VE format, IE logo, '*Beats Books!*' slogan, and distinctive design will be key features of IE brand interactive educational products.

Users will benefit from using the IE Speaking Test Preparation application by becoming familiar with the content, format and requirements of the IELTS speaking test, and more at ease with the face-to-face interrogative aspect of the IELTS speaking test interview, - a source of extreme nervousness for many candidates.

Additionally, we aim to build a friendly, productive IELTS test prep community around the product and brand where users benefit from social interactions orientated around the goal of improving their English skills with the common goal of passing the IELTS test.

The UX will be fun and stimulating to make test preparation using the IE application as easy, engaging and enjoyable as possible.

5. Marketing and Sales Strategy

(i) Customer acquisition

a) Online advertising and Social Media marketing.

Paid adds on Google Ads and Facebook; social media marketing using Facebook, Instagram and YouTube targeted towards IELTS prep communities.

| *FaceBook – 11 followers* | *Instagram (newly set up)* | *YouTube – 21 subscribers / 1,073 views* |

We will engage with members and followers through daily test tips, sample question exercises and interactive posts using the VE character for explanations, questions and comments. (Already started and building followers).

b) Content marketing

The InsideIELTS.com website is more than just a product landing page: the site has a total of 28 pages with 6 main pages and 40 Virtual Examiner videos providing in-depth explanation of the IELTS test make up, format and delivery, IELTS assessment procedure; and free sample IELTS test materials, with frequent links to the product page and links to all the InsideIELTS social media pages.

To boost SEO an InsideIELTS-blog subdomain will be created with regular test prep articles and short interviews with real IELTS examiners, a Q&A section, and tips and testimonials from test takers and IE product users.

The YouTube channel has already generated interest and can be expanded to promote the brand and product with influencer reviews and promotional demo videos.

The website sign-up email list will be used for email marketing and product promotion.

c) Free Trials and Freemium model

The Native Speaker Interview Sets (Function#1) will be available for free without the Upload for Rating feature.

User video call feature (Function#2) and Quick Question Call feature will be accessible with monthly $10 subscription payment.

The Interview Rate & Feedback service will be sold as In-app purchase, $12 payment per submission.

Premium VIP User-Examiner tuition sessions can be provided using the IE platform infrastructure for $25 per session.

d) Localised marketing

The InsideIELTS website has the Google Translate engine integrated to give users a native-language selection option for instant translation of the written content on the site. To date the website has seen the majority of hits from Philippines and Indonesia, followed by India, Pakistan and a few users in China.

Selected VE tutorial videos and social media promotional content can be re-done with native language dialogue (and native VE character) to drive custom from selected target markets.

(ii) Analytics and Feedback

Google Analytics is installed on the website to track user behavior for future targeted advertising campaigns and market differentiation sales strategies.
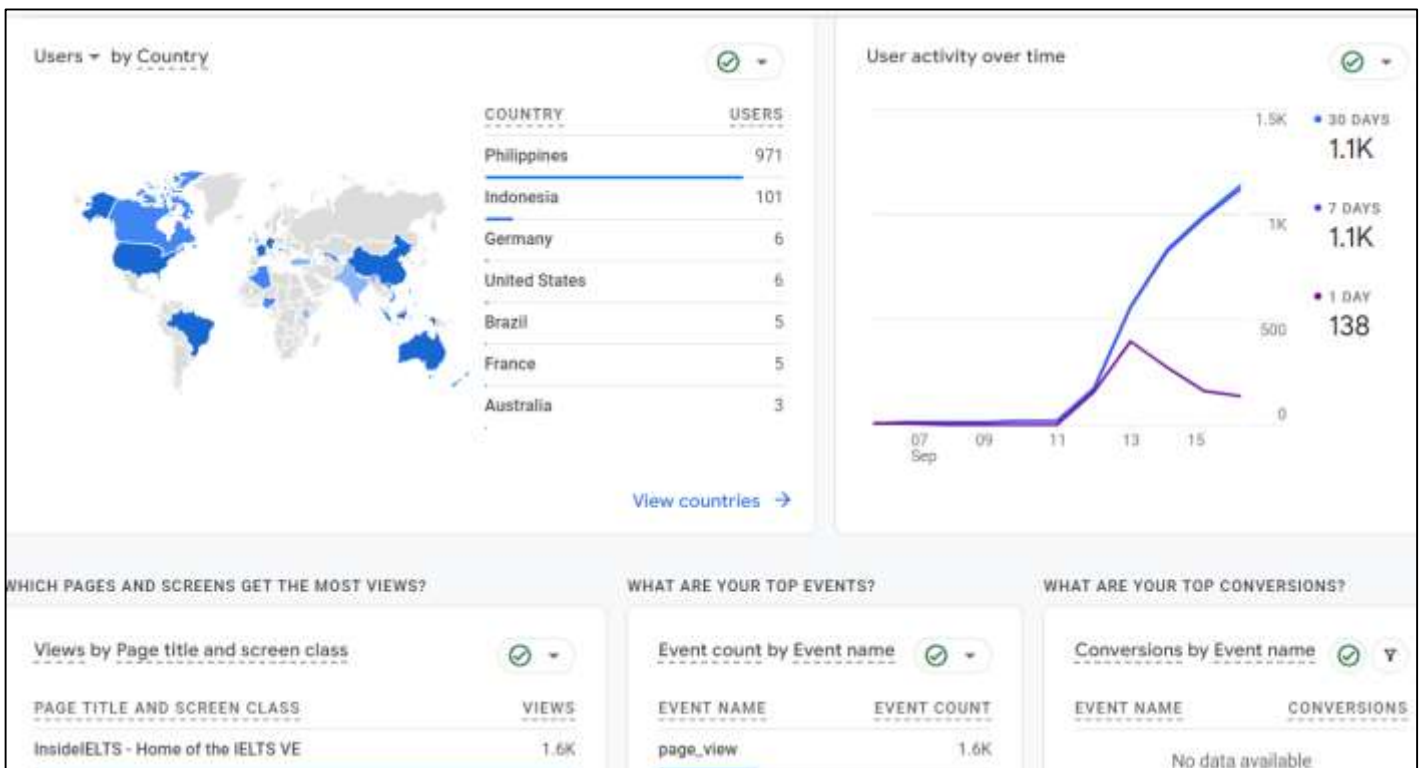
A user feedback group for the website and app will be formed by contacting users directly through the sign-up email contact address, for the purpose of testing, driving development and building an InsideIELTS Test Preparation Community around the brand. This could be done both on national and international levels.

(iii) Payment

iPay88 Payment Gateway service is already integrated to the website to accept VISA/MASTERCARD credit card and debit card payments globally, and Virtual Payment fund transfer and mobile banking payments in Indonesia and Malaysia.
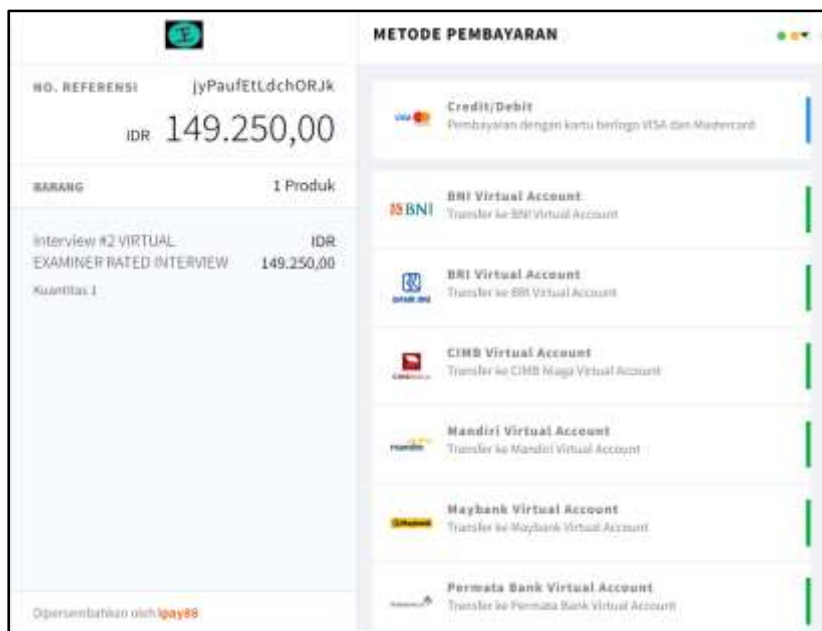
6. Operations

(i) Tec development and Infrastructure

Website and app development***** will be handled by **Digitara Development** team (https://digitara.id):

- Website re-written in react.js/laravel +vue.js for enhanced functionality and improved UX.

- Frontend UI and client-side requirements.

- Backend server-side programming, databases and API dev/management.

- Security, website and application performance monitoring and maintenance.

- Set up of deployment pipelines and implementation of DevOps for testing and infrastructure management.

- Scaling and load balancing demands.

- Ongoing maintenance, coding updates and tech support for application.

*Full breakdown of tec requirements, dev time frames and costs in Appendix (i).

InsideIELTS.com and *Interactive-ed.com* domain names are owned by Interactive Education with current SSL certificates.

Website and database servers hosted by Digital Ocean. https://www.digitalocean.com

(ii) Content development and management

Content creation (Native Speaker Interviews and VE social media content) and online promotion managed by Alex. Additional qualified IELTS tutors are also available for content creation and consultation services, as needs dictate.

(iii) Customer support and user feedback

Customer Support/User Feedback/Social Media Admin position will be filled by one or more full/part time employee/s, as needs arise.

7. Team
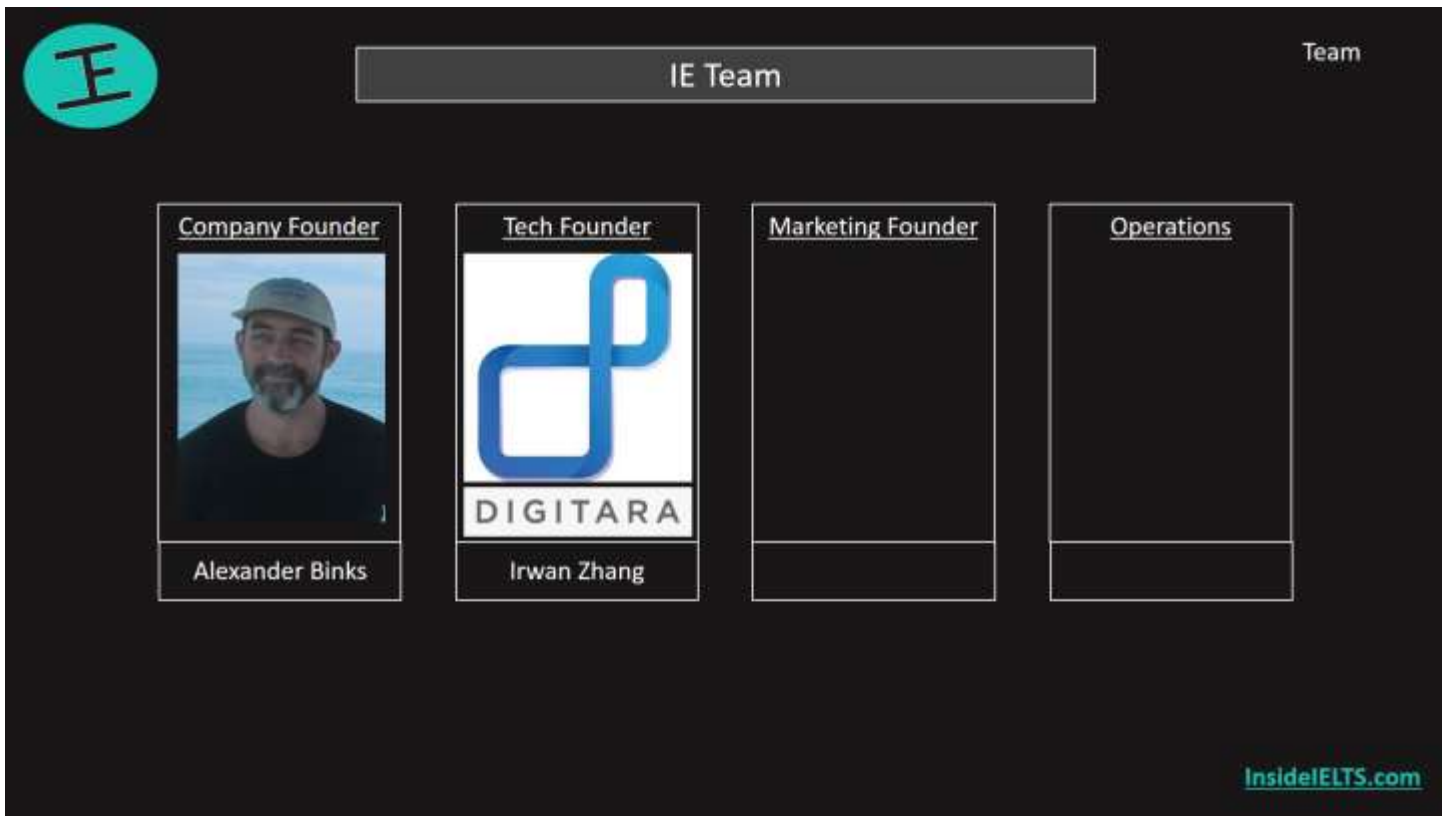
Founder/Content –   Alexander Binks

Head of Tech –   Irwan Zhang

Web Developer -

Marketing Director –

Head of Operations –

8. Financial Projections

Revenue estimate source:

This new application, <u>IELTS Speaking Tests</u>, was released in July this year.
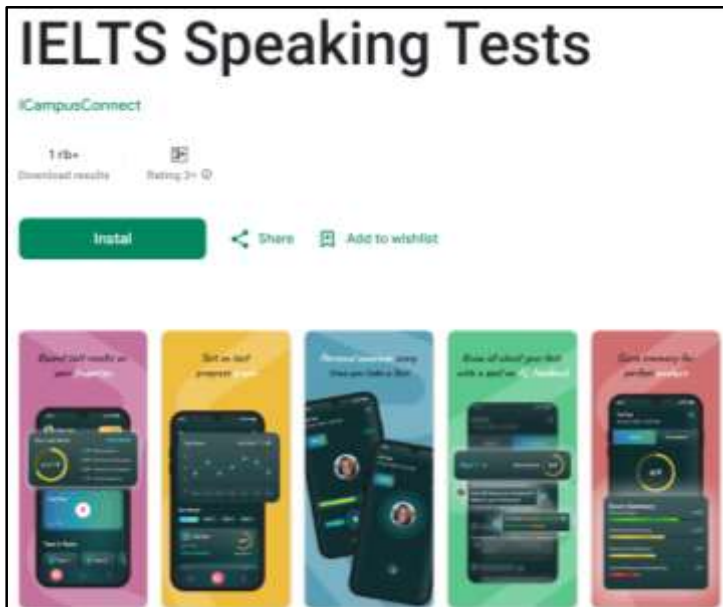
1,000+ downloads from GoogleApp store in 4 months; also available on Taiwanese *LDPLAYER* app store; LinkedIn profile for iCampusConnect but no other dedicated SM promotion; no app/product dedicated website; no user comments on GoogleApp store (or support?).

-   Using stats from this new application as a benchmark, with active social media promotion of our product, website added value and customer support services, I propose a post-launch target of <u>300 downloads per month</u> is achievable by month 3. -

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(i) Revenue

<u>Using a Freemium based sales model</u>

Free Version to attract user base

<u>Function #1:</u> Native Speaker Interviews (VE/user) with Record & Listen feature for Level 6, but no Upload for Rating & Feedback feature.

<div align="right">Revenue generated: $0</div>

Premium Version ($10/m subscription)

<u>Function #1:</u> Native Speaker Interviews with Record & Listen feature for Level 6.

Upload for Rating & Feedback feature (**$12** as extra in-app purchase*****).

Function#2: User/User Video Call Role Play Interview.

Revenue generated with 10% conversion: **$300/m**

In-App Purchases

Function#3: User/Examiner consultation-tutorial service (**$25**/30mins as extra in-app purchase).
Same backend infrastructure as the Function#2 User/User video call with extra functionality for language prompts and materials for discussion.
(A Virtual Avatar icon could be used, if necessary, to ensure examiner anonymity during live consultations.)

With 4 examiners 'on-call' for rating and feedback, paid on a per-interview basis, we could rate 200 interviews per month.

[Function#4: Option for VE Quick Question Call. (mobile app – pay **$5** per 20/30/50 calls)]

The Upload for Rating & Feedback feature will be offered for **$12** per interview.

Revenue generated: **$2,800-$5,000/m**

In-App advertising: Revenue generated from advertising of other IELTS prep services, when user numbers are high enough.

$+

Cross-promotion: Promotion of other IELTS apps and services that offer Listening/Reading/Writing preparation.

$+

YouTube revenue: There are currently 29 public videos on the IE channel which achieved 1,730 views and 21 subscribers in the first week. With active promotion on Social Media channels and additional Virtual Examiner videos added as created, interest can be built up to revenue generating viewing levels.

$+

Total monthly revenue: $300

(ii) Expenses

Advertising

Facebook ads were very effective at driving traffic to the website during the first month of launch.

A $10 Facebook add targeting Indonesia, Malaysia and Philippines running for 4 consecutive days reached an audience of 265k and generated 2.2k page views.

During this same time frame the website got 1.1k hits from Philippines and Indonesia.

1.7k total hits worldwide.

Facebook adds - $120/m

These 4 Facebook groups for IELTS test preparation have a combined membership of 2.2 million members.

Targeted advertising by promotion of InsideIELTS comments and posts can be secured by direct payment to group administrators.

This strategy will also help to build membership of the InsideIELTS Test Preparation Program Group (already active).
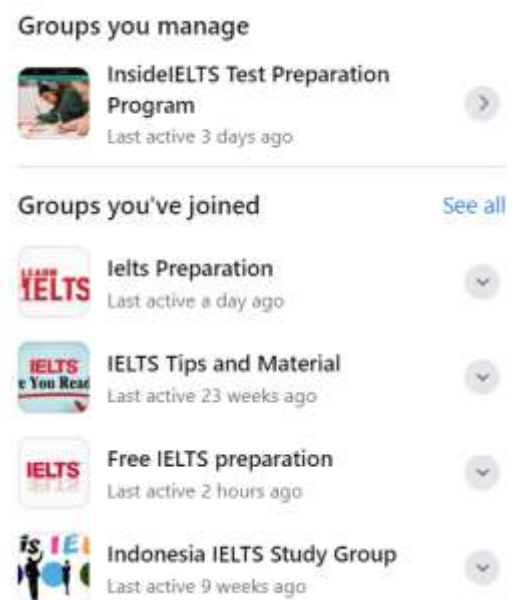
Facebook group promotion - $100/m

Salaries (IND Rp.)

1 Full time employee for operations and SM marketing:	8jt monthly
Website, tech support and desktop app maintenance by Digitara team:	5jt monthly
Content creation for SM sites, by up to 2 qualified IELTS examiners:	4jt monthly

$1,200/m

Tech infrastructure fees (currently)

Digital Ocean website hosting:	$6/m
Kapwing video editing app for VE content videos:	$20/m
GoogleWorkplace suite email service:	$5/m
iPay88 payment gateway maintenance fee (+3.5% transaction fee)	$14/m

Total monthly expenses: $1,500

(iii) Profitability

The _IELTS Speaking Tests_ application accrued 1000+ downloads in its first 4 month period. [With no apparent promotion (through western social media channels).]

The challenge for the VE project is to convert the first cohort of users into signed up, paying subscribers. If we provide an effectual Concierge-MVP service (live testing already in progress*) to the first cohort of subscribers/testers this will create positive (publiciseable) feedback to generate further interest and attract new users through SM channels. If we can succeed in providing an engaging user experience and real user-added value coupled with active social media promotion, we can expect 20% growth month-on-month in the first 6 month period. *** Appendix (iv)**

The minimum realistic IELTS test preparation period recommended online is 2 – 3 months. Around 50% of candidates fail to achieve their desired band score on first attempt, - which will positively affect retention rates for paying subscribers.

An average subscription time of three months will generate user lifetime value of $30 (not including in-app sales revenue).

The Virtual Examiner Rated Interview service and VIP Examiner Consultation service will be marketed as a USP to raise interest and build the IE candidate-examiner community. Revenue generated from this sector will be used to cover the running costs of the service and pay contributing examiners directly on an interview-by-interview basis. As such, this feature of the desktop application will generate only a small financial profit margin, but can be promoted to raise the profile of the IE brand and to provide a source of income for qualified (and under-employed[ii]) IELTS examiners on a freelance basis. Examiners will keep 85% of the revenue they personally generate through the IE platform.

200 Rated Interviews/VIP Examiner Consultations at an average of $17 will generate In-app sales of $3,400/m, of which IE will keep 15% ($510).

(iv) Breakeven point

The target figure of 300 downloads per month with a conversion rate of 10% paying the premium service subscription fee of $10/month (for an average of three months) and a monthly growth rate of 20% for a 5 month period will achieve break-even sustainability.

(v) Production Timeline

---------------------------- **18 months** -----------------------------		
• **Promote brand and website, continue building IE community and SM following.** • **Add IE blog and forum sub-domain, create regular content.** • **Rewrite/code website.** • **1st hire operations (full-time).** • **Test Concierge MVP.** • **Build MVP application v1.0.**	• **Launch application.** • **2nd hire operations (part-time)** • **Promote application, build subscribers, engage community.** • **User feedback - Testing v1.0** • **Iterations v1. 2,3,4..** • **Achieve breakeven point for operation costs.**	• **Add premium VIP service v2.0** • **Add & test Pronunciator feature.** • **Build user-examiner community.** • **Increase paid subscriber numbers to 500+/month.** • **Begin iOS/Android app dev.**
0 - 6 months	**6 - 12 months**	**12 - 18 months**

9. Funding Needs (12 months to breakeven)

(i) Development $5,700 (Rp.81jt)

*Full breakdown of tec requirements, dev time frames and costs in Appendix (i).

MS#1 Website development   *$2,000 (Rp.28jt)*

1.1   Redesigned for improved UI/X

1.2-4   Sign up function

1.5-7   Payment and access after payment

MS#2 Application Functionality   *$3,300 (Rp.48jt)*

2.1.   Subscription functions

2.2   App Function 1 (VE/user interview)

2.3   App Function 2 (user/user RP)

2.4   App Function 3 (user/examiner tutorial)

MS#3 Version Auto-Updater (optional) $350 (Rp.5jt)

(ii) Expenses (12 months) $10,000 (Rp.151jt)

Operations:	(1 full-time) 9 months x 8jt	– Rp.72jt
	~~(1 part-time) 6 months x 4jt~~	~~– Rp.24jt~~
Tech support:	Digitara team (post launch) 6 months x 5jt	– Rp.30jt
Advertising:	12 months x 3.3jt	– Rp.40jt
Tech infra-structure fees:	12 months x Rp.750,000	– Rp.9jt

Total funding sought: ***$15,800 (Rp.230jt)***

(iii) Equity Investment return.

20% equity for seed stage investment ($16,000) – 12months desktop app dev stage.

20% for stage A funding ($25,000) – 12 - 24 months iOS/Android mobile app dev stage.

[30% ownership equity retained for future IE team employees]

[30% held by owner founders]

<u>Annual profit dividend returns, from year 3 onwards.</u>

10. Appendix

(i)

Desktop Application Development Milestones

1. Developing Current Functions to Desktop App **(Total: IDR 28 million, around 8 weeks)**
   1.1. Developing All Pages
      1.1.1. Home Page
      1.1.2. Test Page
      1.1.3. Assessment Page
      1.1.4. Materials Page
      1.1.5. VE Page
      1.1.6. Interviews Page
      1.1.7. Login Page
      1.1.8. Sign Up Page
      1.1.9. Payment Page
      1.1.10. Thank You Page
      1.1.11. Add Support for Auto Translation using Google Translate
   1.2. Creating Login Function
   1.3. Creating Signup function
   1.4. Creating Forgot Password Function
   1.5. Process Payment using iPay88
   1.6. Allow Learning after Payment
   1.7. Allow Uploading Rated Interviews after Payment

2. Additional Functionality
   2.1. Subscription **(IDR 12.5 million, around 4 weeks)**
      2.1.1. Adding Subscription Page
      2.1.2. Process Subscription Payment
      2.1.3. Allow Users to access Subscribers' only function
      2.1.4. Adding Page to Update Member Profile
      2.1.5. Adding Page to view logged in users
      2.1.6. Implement Socket to allow viewing logged in users
   2.2. User with VE **(IDR 7 million, around 4 weeks)**
      2.2.1. Adding a Page to watch video from VE
      2.2.2. Adding a functionality to access users' camera and show it on screen
      2.2.3. Adding a functionality to record audio and upload it
      2.2.4. Adding a Page to process payment
   2.3. Video Role Play Interview (RPI) **(IDR 18.5 million, around 6 weeks)**
      2.3.1. Adding a Page to start Video Role Play
      2.3.2. Implement Video Call Technology
      2.3.3. Adding a Split Screen Page for Interview between Users
      2.3.4. Adding a Functionality to automatically cut off session after 20 mins
      2.3.5. Adding a Page to setup the cut off timer
   2.4. User Role Play with Examiner **(IDR 15 million, around 5 weeks)**
      2.4.1. Adding a Page to buy a private session with examiner
      2.4.2. Adding a Page for Examiner to login
      2.4.3. Adding a Page for Examiner to do private session
      2.4.4. Create a Split Screen Page for Interview with Examiner

3. Version Auto Updater [Optional] **(IDR 5 million, around 2 weeks)**

(ii) IE Examiner-candidate forum

IELTS examiners are under-worked in their capacity as qualified Cambridge assessors. The maximum number of interviews permitted by Cambridge regulations for one examiner is 21 per day. However, the introduction in 2021 of computer based testing and the recent roll-out of the drop-in-interview system, where candidates can take the test at short notice any day of the week, means that the real number of daily interview candidates available per examiner on weekdays is usually around 5 or fewer.

Cambridge regulations also stipulate that examiners may not publicly advertise their Cambridge qualified status explicitly for the purpose of self-promotion/monetary gain.

An un-official platform to promote and connect IELTS examiners directly with test candidates for short consultation/tutorial sessions could be developed through a subscriber's forum on the IE website, so solving both of the sticking points outlined above.

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(iii) <u>User Added Value</u>

User added value could be created by addition of a recording and posting function for single VE-user questions to allow other users to view, comment on and discuss their interview performance on the IE forum and other SM IELTS prep sites.

The '*Pronunciator*' function could be promoted/marketed as a 'pronunciation challenge' to encourage users to post their clips imitating native speaker accents for comparison, comment and/or competition.   *- see demo*

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[Sidenote: The 'Pronunciator' application concept needs to be researched in view of being developed as a fun, broadly marketable (potentially trending) application in its own right. The basic idea, akin to karaoke for film scenes for the purpose of speech imitation, would allow the user to accurately copy language without the need to actually comprehend the words spoken, meaning it could be applied to popular scenes taken from, for example, Korean drama shows, Chinese Kung-Fu films, French cinema, etc. Users could practice, act out (and record) chosen monologues or dialogues just for fun (and for social media content creation/exposure).

An additional avenue for exploration would be the market fit for this kind of focused (fun) pronunciation practice application directly aimed at the Chinese market: the IELTS speaking test as a whole and the assessed pronunciation criterion specifically is a major pain point for native Chinese speaking IELTS test takers, who very often score well-enough for the technical vocabulary and grammar assessment criteria but terribly for fluency and pronunciation. I regularly encounter this personally with Chinese natives that are here in Indonesia for the sole purpose of doing the IELTS test. There's a whole (lucrative) sub-industry in China pushing fake IELTS speaking certificates and proposed ways to cheat the speaking test assessment.]

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(iv) Concierge MVP

A basic Concierge user experience has been tested in real time using Facebook video chat with a shared screen and simple presentation software, with interview feedback provided in the form of a tick-box rubric document delivered through file-share chat feature.
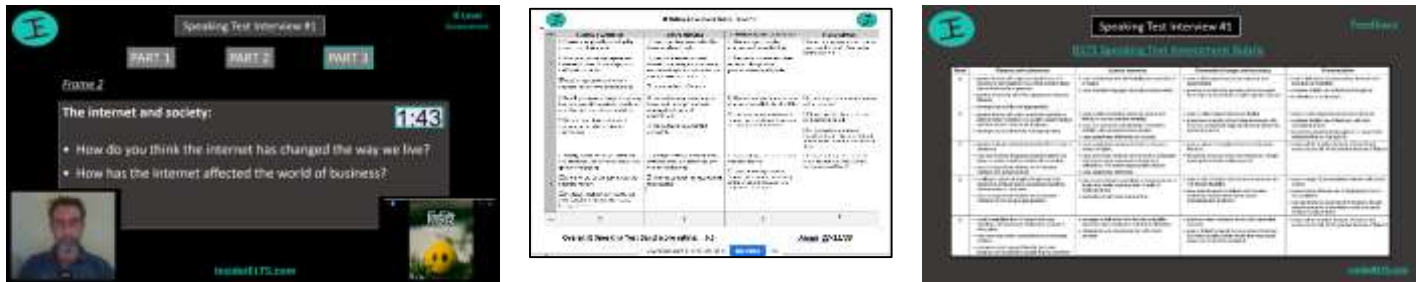
User feedback to date is 100% positive.

(v) Low production and zero margin costs

Native Speaker Interview Sets can be produced and uploaded to the IE website on an ongoing basis. The native English speakers can be sourced and interviewed remotely using freely available IELTS interview questions. Each native speaker interview yields a huge amount of usable, original learning material. Over time this will create a valuable and continually expanding educational resource which will increase the worth and marketability of the IE product.

This factor also applies to the material needs for the development of the CIE academic examination preparation application: all CIE past examination papers are freely available online.

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(vi) Incorporation of AI

Future iterations of IE apps could incorporate ChatGPT/AI response analysis transposed directly to speech for instant VE feedback on aspects of grammar, vocabulary and pronunciation.

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(vii) Diversification outside the CIE academic market

The potential for diversification of the concept and additional IE brand products within the digital education field is effectively limitless.

As well as standard examination preparation for academic subjects, IE applications could be developed for young learners, non-academic language learning courses and many other niche learning markets.

[The registered domain, Interactive-ed.com, was chosen for the '*Interactive head'* parallel.]
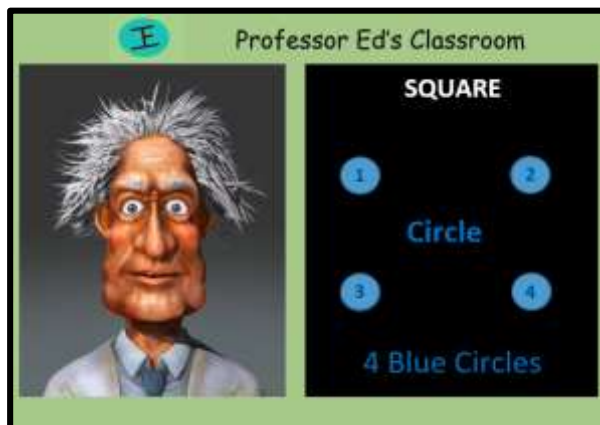
Growth Potential

With an initial capital investment to build a dedicated, hardworking team, INTERACTIVE EDUCATION will capitalise on the strong growth of the online education market by producing unique, engaging interactive educational products to serve the needs of learners worldwide.

By harnessing the combined forces of CGI technology, online gaming popularity, social media and online social interaction trends (with the exciting potential for incorporation of AI teaching tools), we will create desirable, effective educational products and grow INTERACTIVE EDUCATION into a profitable, sustainable corporate entity in the online education arena.

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InsideIELTS Virtual Examiner Speaking Test Preparation Program
Desktop Application Development   - 1 page plan

Business Idea: Create a stylish, engaging IELTS speaking test preparation application to help English language learners worldwide attain their desired speaking test band score and improve their spoken English proficiency.

Target Audience

- English learners preparing for the IELTS speaking interview.
- Students aiming to study abroad.
- Professionals seeking career opportunities in English-speaking countries.

Unique Selling Proposition (USP)

- Personalised, engaging interview practice experience.
- Solo or dual learning platform.
- Realistic interview practice based on real test delivery protocol.
- IE learning community to provide opportunity for real interaction.
- Attractive 'game-like' UI.
- Quick-question call function.
- Virtual Examiner novelty factor.

Market Research

- Over 4 million IELTS test takers annually.
- Growing demand for digital language learning tools: established product-market fit.
- Online education market growing at 9% CAGR.
- English language proficiency test market growing at 8% CAGR.

Monetisation Strategy

1. Freemium Model:
   - Free *Function#1* Virtual Examiner Native Speaker Interviews, with ads.
   - Premium subscription **($10/m)** for access to IE forum and User Video Call *Function#2*.

2. In-App Purchases:
   - Record and Upload feature for interview Rating & Feedback. **($12)**
   - User/Examiner video call tutorial *Function#3*. **($25)**
   - Quick Q-call *Function#4*. **($5/20 calls)**

Marketing and Distribution

- App Store Optimization (ASO).
- Social media advertising and targeted marketing campaigns by country.
- IE Social Media Community and forum.
- Partnerships with established IELTS prep websites and online study groups.
- Direct sale through website - ipay88

Development Timeline

- InsideIELTS.com website and social media channels already live with followers.
- Concierge MVP in testing phase.
- Test, gather feedback and refine MVP with a small user base in next 4 months.
- Website rewrite to NodeJS backend and Javascript frontend in next 6 months.
- Simultaneous building of web-based application in next 6 months.
- Development and launch of Android and iOS mobile app after web-based desktop app performance analysis.

Funding and Revenue projection (0 – 12months)

- Dev costs: $5,700 (Rp.81jt)
- Operating costs: $10,000. (Rp.151jt)
- Breakeven running expenses 6 – 12 months.
- Revenue from month 9: $300/m subscription fees; $2,800/m in-app sales.

Team

- Founder and Content Manager: Alexander Binks
- CTO: Irwan Zhang (Digitara Development)
- Head of Operations: _____
- Marketing specialist: _____
- Public Relations: IE Virtual Examiner #541.

Legal Considerations

- Registration of IE Trademark and Virtual Examiner concept.
- PT Company formation.
- User data protection.

Risks

- Competition from established players.
- Technological challenges.
- Redundancy of concept by AI.

Growth Potential

- Expand into full Cambridge CIE academic examination preparation market (using the same Virtual Examiner brand/concept): IGCSE / O-Level / A-Level / AS-Level.
- Development of *Pronunciator* function using same tech infrastructure.
- Explore partnership or acquisition opportunities.

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