Cooperative Education Report

Educational Technology in the International Markets

Submitted by:

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Title   : Educational Technology in the International Market

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2021.

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Project Title: Educational Technology in the International Market

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Abstract

This co-operative report entitled "Educational Technology in the International Market" carried out at Danson Solution has the goal to study and analyze the growth, trends, consumer needs and size of Ed-tech market all over the world in order to establish the business internationally. Throughout the internship tenure, I was assigned as a project manager for one of the company's project, ChimpVine International. ChimpVine is an e-learning platform which was started in Nepal and is now planning to expand internationally. The objectives of this study include (1) apply the business concepts learned in class to real world decision making (2) Develop and improve skills in Technology, communication, quantitative reasoning, project management and team work (3) Expand the network of professional contacts and relationships. In accordance with the objective of the study, I was responsible for the launch of overall project including Marketing, Sales and Outreach, Research and Development, Budgeting and many more. The main key area I focused on was work on onboarding schools, parents, etc. and Fulfilment of daily operations and connecting to market. Since I interned in a Tech start-up being a non-techie, everything was new to me starting from terminologies to the way of doing business. There were some challenges and difficulties that I faced throughout the tenure. However, good guidance from my supervisor, flexible work culture and environment, young, friendly and enthusiastic team and various effective workshops helped me learn faster and grow myself. Moreover I was able to use the theories I learned in classroom in the real world practices. I was able to discover my interest on project management and handling people at the same time. This internship helped me understand and see a bigger picture of how business actually works globally. It has given me a huge opportunity to connect with people worldwide and enhance my interpersonal and intrapersonal skills.

Keywords: Educational Technology, International, E-learning, Market Intelligence.

Acknowledgement

I would like to take this opportunity to express my deepest gratitude and thank everyone who has been involved in completion of my internship and cooperative report.

Firstly, I would like to extend my gratitude towards Danson Solutions for providing me with this internship opportunity as a project manager in their start-up. I also would like to heartily thank my job supervisor as well as the founder of the company Mr. Vijayesh Sainju and the entire team of ChimpVine as well as Danson Solutions for guiding me throughout and creating a very flexible environment to work and grow. I would want to thank the founder for granting me this humble chance to be a part of such fun, enthusiastic and young team.

Similarly, I would like to thank Kathmandu College of Management and Siam University for including this cooperative Education as part of our curriculum. During my tenure, I have gained valuable real-life skills that would positively bring the best of me in my career, wherever I may pursue in the future. I would like to express my deepest regard to Siam Internship supervisor Dr.Chanatip Suksai for providing me with all the necessary guidelines and feedback to ensure that the report is complied with all the requirements.

Lastly, I would also like to thank everyone who has been involved directly or indirectly for my learnings through this internship program and co-operative education program. I will try my best to use all of the knowledge and experience I have gained throughout the tenure in my upcoming future endeavors.

Yours Sincerely,

Samriddhi Dahal

Table of Contents

LIST OF FIGURES

LIST OF ACRONYMS

IT- Information Technology

B2B – Business to Business

B2C – Business to Consumer

ED-TECH – Educational Technology

CA – Competitor Analysis

SEO – Search engine optimization

MVP – Minimum Viable Product

API – Application Programming Interface

AI – Artificial Intelligence

ML – Machine Learning

Chapter 1: Introduction

1. Company Profile

Danson Solutions is an IT start-up founded by Mr. Vijayesh Sainju which was established in 2020 as a firm providing various IT based solutions to better your everyday experience with life. The company is based out of the New Jersey, USA with offshore branches in Nepal. The main Nepal branch office of Danson Solution in located in Hattisar, Kathmandu and runs by the tagline "We Know What Works."

Danson Solutions has a young team of developers, designers, writers, consultants and marketers based out of the US as well as other parts of countries including Nepal. The company provide exposure to the market along with creating new applications for all platform and websites according to the need of the consumer and also solve issues of existing one.

The major services provided by the company are Web development, Mobile App development, Desktop Application development, Game development, Digital Marketing and many more. On the basis of given specifications and requirements by customer, the company can also create exciting 2D and 3D games with appealing graphics. With that the company handles issue related Microsoft office and also provide help to operate different social media sites for promotion and marketing purposes. The company provides 100% bug free products with full quality assurance.

ChimpVine is a product of Danson Solutions, the parent IT Company. It is an E-learning platform helping kids, parents, and educators from various countries around the globe. ChimpVine provides educational games, quizzes, interactive contents and articles for kids from Pre-K to Grade 8. The main motive of the product is to make kids learn playfully. Likewise it provides content useful for parents and educators. It also helps teachers to teach better and parents to encourage and guide their children in a proper way.

1.1 Mission of the Company

1. Be the domestic and international market leader in IT and Marketing services.

2. Digitize education in Nepal and various emerging markets.

3. Digitize government services in Nepal and various emerging markets.

4. Create IT and Marketing jobs for young talents in Nepal and various emerging markets.

1.2 Vision of the Company

Improve the economy of Nepal and emerging markets (Africa, Latin America and some Asian countries) by providing solutions to businesses and providing jobs.

1.3 Strategies of the Company

Current Strategies

Currently, the company is helping small to mid-sized businesses in Nepal with their IT and marketing needs. Our focus will be more towards the education sector in Nepal. Digitization of educational resources and improving the eLearning sector is our primary short term strategy.

This will require reinvesting all revenue back into the business to improve on it. The current goal is to improve on the knowledge of the current team and increase the team size for the future. To sustain this, it will be important to gather as many clients as possible in the current setting.

At the moment, the focus is on web development, mobile app development and social media marketing.

Future Strategies

The long term strategy is to create one of the most vibrant and profitable IT/Marketing firm that handles mid to large size businesses internationally.

The future strategies will focus on Block chain, iOT, AI for business, cyber security and an enhanced marketing.

2. Organizational Structure

Danson solutions is an Ed-tech start-up which has one headquarter here in Nepal. However the company has about 100+ employees and interns currently working in the team. There are about six major department namely i) Product Development ii) Marketing iii) Sales and Outreach iv) Human resource v) Finance vi) Technical (Web and mobile app development). Despite the fact

that the entire team is led by the same fundamental ideas, each department has a distinct function to play.
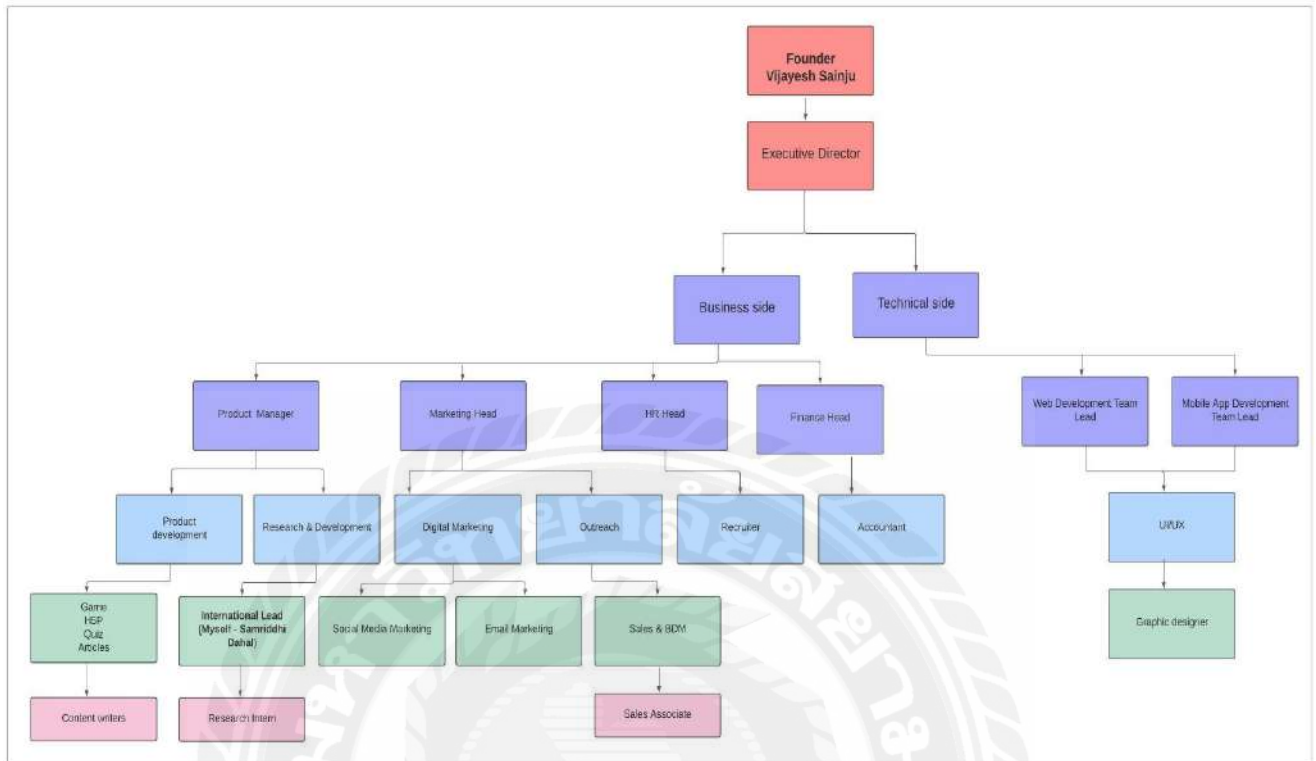
Figure 1: Organizational Structure of Danson Solutions

2.1 Job Position

Given the role of project lead for one of the projects of Danson Solution i.e. ChimpVine International, I had to manage the entire project and had to undergo different set of tasks. The product was only based in Nepal as of now and is in a verge of expanding to different International countries starting off with USA. For that, I was expected to perform bunch of tasks. For instance, researching on different markets and updating yourself with all the Ed-tech news and trends. It was my part of the job to do a proper analysis and come up with new countries for possible launch of the product. Project management was a new subject for me but over the course of 16 weeks, I learned the skill to be a good project manager. I was managing a global remote team so most of my meetings were online and my work module was sometime work from home while I sometime I was expected to be in the office. However, my work was very flexible but at the same time it demanded heavy documentation and presentations.

2.2 Job Position in the Organizational Structure

The organizational structure of Danson Solutions is such that there are different team leads under different departments. There are product manager, Finance director, Sales and outreach director, Marketing director, human resource and Development team. Under the product director, we have research and development which focuses on heavy research for the growth and expansion of the company. I interned as a project lead for International section under Research and business development team. Just like there are many team leads within the company, my position was also very separate from others. I wasn't working under any particular department as my work was a whole new project in itself. Thus I was directly working with the Founder of the company, Mr. Vijayesh Sainju who was also my job supervisor for this internship. Therefore, I can confidently say that my position in the company was a perfect fit in order to help the company enhance productivity and ensure efficiency while carrying out its day-to-day activities.

3. Intention and Motivation

In today's fast growing world, technology has become a very essential part of our lives. Everything is connected through technology, it affects how each one of us communicate, learn and think. Just like that integrating technology in Education has become a powerful Educational tool. Thus, Educational Technology in overall really interested me to join the company. Things like gamification and gamified learning was new to me and I was curious to implement such things in the Nepali Education Market as well. I was much aware of companies like Khan Academy, Byjus, and Education.com etc. but this was a company founded by a Nepali and I really wanted to try this product here in Nepal.

I was asked to lead the project in an International market which gave me more opportunity to understand Ed- Tech world. In addition to this, I was interested on Project management as well. As a project manager, I'll be constantly learning, interacting with a variety of individuals, and taking on more responsibilities. Project manager is not an easy job as it requires you to wear so many hats. It does not require an expertise in one particular area but it helps you see a bigger picture of the business and not limit yourself. Despite my major in Finance and Banking, I got to learn and apply my knowledge in Digital Marketing, Sales etc. Upon realizing the benefits of

leading a project and managing a global remote team dispersed around the world, it encouraged me to take this opportunity and also gain an international exposure through the company. Moreover, I was looking for a company which follows clan and market work culture rather than a Hierarchy culture. Luckily, I got an opportunity in the company which follows same beliefs as me and the entire internship journey was really fruitful.

4. Strategic Analysis of the Company

SWOT Analysis:

Strengths	Weaknesses
Very first Ed-tech company in Nepal	Slow response to customer inquiries
Gamified Learning approach with focused relevant and useful content	Necessity of an mobile app
Enthusiastic, skilled and young human resource	Less brand awareness
Low cost leadership	May not create heavy sales in Nepal due to lack of awareness regarding gamified approach of learning.
Easy to navigate through the website	Frequent change of courses might hamper the production of contents

Opportunities	Threats
Government support in emerging Ed-tech companies	Unique app functions by competitors
More schools shifting towards E-learning platforms than traditional way of teaching learning process.	Competitors exclusive social media engagement
Expanding the business to International market which has high demand of Ed-tech companies and products.	Changing customer needs and demands
Bring in more technologies to improve customer satisfaction	Fraudulent activities

PESTEL Analysis:

The six factors of analysis are given below:

1. Political factors:

Nepal has seen many political disturbances and instability in the past recent years. The government is weak and so is the regulatory boards. Political changes or interference affects the education sector as well as the technological sector. Changes in system affects the education system of the overall country as it brings changes in education program. Thus it creates difficulty in adapting to the new system each time and coming up with new products and services. Frequent changes of plans and policies creates difficulties for small start-ups to operate.

2. Economic factors:

Over the course of time, the country's GDP has been increasing which suggests that the living standard of people and their disposable income also has been increasing. When the pay of individuals increases, the ability to afford such E-learning platforms as well as other technological services for their kids and businesses also increases.

3. Social factors:

There is higher portion of the younger population in Nepal which is beneficial for the growth of Ed-tech as it will allow the company to have a larger customer base. Likewise, the traditional education system is also slowly being replaced especially after the break out of Corona virus. Demand of E-learning platforms have been increased.

4. Technological factors:

Despite of Nepal being a developing country, there is a high rate of technological development and advancement in the recent years. The country enjoys a high rate of internet penetration now and it's not only used for their social or personal lives but also for professional development and Education. Most of the population especially in the urban areas owns a mobile phone, computers and laptops. However, not all students have access to the electronic devices thus they are unable to use the learning materials. Likewise, the rural areas have limited internet infrastructure and poor connections.

5. Environmental factors:

A shift to E-learning platforms definitely decreases the paper waste as each year billions of textbooks and reading materials are discarded. Easy access to all of the digital learning materials will help in less use of papers. Homework's and tests could be done digitally in the site itself.

6. Legal factors:

The changes in the legal factor will affect the tech start-ups. Coming up with new legal rules and rights bring changes in the company's licensing and other legal terms. It might create new administrative burdens and production and operation of the company.

5. Objectives of this Co-operative Studies

The objectives of the study are enlisted as follows:

1. To apply the business concepts learned in class to real world decision making.
2. Develop and improve skills in Technology, communication, quantitative reasoning, project management and team work.
3. Expand the network of professional contacts and relationships.

Chapter 2: Co-op Study Activities

1. Job Description

I worked as an International project lead for ChimpVine under Business Development and Marketing Department of Danson solutions. I was stationed at the Hattisar headquarter where I closely worked with the entire team from Nepal. My job descriptions were as follows:

a. *To expand the business internationally:* I had to do a proper planning and research in order to launch the product to the potential market with high demand and growth of Educational technology.

b. *Responsible to connect with the target market*: I needed to reach out to all the potential customers- or contacts outside Nepal and create valuable relationships which later would help me enter the market easily.

c. *Coordination with other departments:* I was responsible to be in a constant loop with all of our other departments like marketing, Sales & Outreach, Finance, Production and Development team to make sure our product is ready to be launched in a new country.

d. *Manage Team:* I had to manage a team of around 8 people who mainly focused on research, as well as contacting to our potential clients. The team was diversified so most of the meetings and work flow would be done online. I worked remotely as well as from the office. The company used project management tools like Confluence and Jira for a better workflow and Slack as a communication channel between teams.

2. Job Responsibilities and Work Duties

The assignments and responsibilities handed over to me during my internship period at Danson Solutions are as follows:

1. To study about my market

During my tenure, I researched various different markets in order for the expansion of the business. Each market had different way of doing businesses, different needs and demands, different customer base and most importantly different languages. I researched around 11 countries including United States of America, Kenya, Saudi Arabia, Dubai, Bangladesh, India, Thailand, Turkey, United Kingdom, Guyana, and Philippines. These all were our potential countries for launch of the product. For instance, in order to start a launch a product in USA, I and the team had to be aware of the Ed-tech market in USA, the major competitors, the ease of doing businesses,

Regulation and Compliance, Customer base, market trends and patterns, forthcoming trends etc. All of these were different for each market and there was proper documentation needed for each market.

2. To perform market Intelligence

When it comes to launching a product or services in a new market, a proper market intelligence had to be done. The market intelligence includes a whole set of data regarding insights about customers, competitors, problems, prices, and etc. The market intelligence was divided into 7 categories i.e. Education system, Competitor Intelligence, Customer Intelligence, Geopolitical Intelligence, Social media Intelligence, Technological Intelligence, and Product Intelligence. After identifying all of these information, the team would decide whether to go forward with that particular country or not.

3. In-depth research on the competitors

One of the main way of identifying the competitors in the industry and their marketing strategies can be done by competitor analysis. It helps a new entrant in a market to understand the company's strengths and weaknesses relative to their competitor and come up with a better product and services. For the competitor analysis, we looked upon different dimensions like size, growth, profitability, reputation, cost structure, culture, strengths and weaknesses, business strategies, their failures, exit barriers, etc. For CA purposes mainly SEO focused, we used tool called SEMrush which gave us insights on our competitors ranking, search volume, keyword used, cost per clicks etc. The tool is really popular for Competitor analysis. I and the team performed CA on most of the giants as well as start-ups in the Ed-tech industry.

4. Understanding the customer needs for an e-learning platform in an International market

Each of the market had their own customer needs and it was difficult to understand it especially when the team is working remotely. However, I tried to understand by seeking feedback from our potential customers like teachers, principals, school administration, even students. Then we tried to create a detailed buyer's persona. For instance, a frustrated parent whose child is always on their phone playing games instead of studying could be one of our customer base or school who is looking for a platform that teaches language like English, Spanish, Arabic etc. or teachers who are tired of coming up with learning materials for their classes.

5. To conduct demo sessions for our potential customers

I did a couple of demo sessions of our e-learning product ChimpVine with different people once in a while. The main purpose of doing these demo sessions were to get as many feedback as possible regarding the site and insights on what we can add more. These demo sessions were done just to showcase what we have as of now and if the clients are interested then we could move forward with creating a similar one that focuses on their curriculum and country. For instance, our contact from Dubai was interested on introducing ChimpVine in the UAE market after the demo session, but his feedback was to also include some Arabic content in the site. Similarly, one of the principal from UK wanted the content to be completely focused on the UK curriculum and not the US curriculum.

6. Leading a group of team members and organizing meetings

As a project lead, I had many responsibilities to be taken care of and I alone wouldn't be able to complete all the tasks as well as documentation. So, I had a team of 8 people who were responsible for varieties of tasks like creating presentations on different topic needed, documenting, being on constant loop with the contacts we have in different countries, handling emails, maintaining excel sheets and updating it, creating meeting minutes etc. I would basically assign tasks to them, go through it, and come up with conclusions. Likewise, I had to organize daily meetings, update meetings with other team leads and departments, and also come up with meeting Agendas. All the online meetings would be taken from WebEx, a videoconferencing platform whereas the physical meeting would be in our Hattisar office.

7. Creating timelines and plans to start the project in USA

Out of all the countries researched, USA is our first priority to launch the product. However, USA is a very huge and tricky market, the entry of the product must have a very good timings or else we might just miss our chance. Thus creating timelines for the production team as well as the other team was also taken care by me. I did have few contacts in USA with whom I could take suggestions and help regarding the launch. Thus I was responsible to mediate all the information I get from these people to the team. Likewise, come up with plans regarding the launch. For instance, it's very necessary for us to launch the product by April as the public schools in USA submits their spending's to the government by May.

8. Approaching schools in USA

Communicating with schools and trying to set up a meeting with them was one of the major job responsibility I had. Most of the communication was done through emails and if necessary a call also was done. For email, the company used Mailchimp – an email marketing tool which helped us send bulk emails with customization. There was different emails for approaching process starting off with an introductory email then follow up emails. The follow up was done in a week or two depending upon the first email sent. After communicating via emails, if the schools were interested, we set up a demo session through WebEx.

9. Collaborating with the product manager and other departments

The product manager had all the information regarding our content in the site and the upcoming contents too. As a project lead, I needed to be fully updated on the progress of our site for the US market. Thus I was to be in a constant loop with the product manager and get update regarding the number of contents we have in the site that follows the US curriculum as well as the plan for the month. This would help me come up with the timelines for the possible launch. Similarly, I also needed to collaborate with the technical team for the main site for USA, Marketing team for social media engagement and reach in USA, Email marketing team for our email campaigns and newsletters.

10. Proper documentation and quarterly report

Each team lead were responsible for documenting all the works and to-do's done by their team members as well as by themselves in Confluence – a project management tool. Thus I organized all the documents created for all the different countries and documented it well. Similarly, I was supposed to write a quarterly report which included the team's progress, goals achieved, and difficulties faced as well as the goals of the upcoming month.

11. To come up with event ideas for launch as well as social media engagement

I came up with few online event ideas for our launch as well as for the social media engagement. Events like Panel discussions regarding gamified learning approach, a mother's day event also a panel discussion related with International panelist to extend our reach to International countries, Webinars and Testimonial videos, etc. I also came up with a social media campaign especially

focusing on American market. It was a campaign regarding awareness of ADHD (Attention deficit hyperactivity disorder).

12. <u>Researching about Venture capitalist and Angel investors in Nepal as well as Internationally</u>

As a start-up launching a new product in a big market like USA needs a lot of budget. So, I also focused on finding probable investors for the project. I researched upon the VC's, angel investors and tech companies who we can collaborate to enter into the market. I tried connecting with as many VC's and Angel Investors through LinkedIn. I researched on International giants like Accel, Khosla Ventures, Kleiner Perkins etc and also few Nepali Private Equity & Venture Capital Firms like Team Ventures, True North Associates, Business oxygen etc. I did this research and looked upon companies to understand the requirements and procedures to obtain funding. Similarly, I also talked with few Angel investors and VC's in Nepal to gain insights.

13. <u>Researching about third-party companies and Associations in USA</u>

USA is a huge market and it's very difficult to enter into the market without any connections. So, for the ease of the company and the team, I researched and approached third party companies. These companies could be anything, a small start-up, tech companies, Educational associations like PABSON here in Nepal, or any of our competitors who we can collaborate with to enter at the beginning. I and the team came up with few associations like National Association of Independent Schools (NAIS), NAEYC, NEW YORK

CHILD LEARNING INSTITUTE (School for kids with autism) etc. These associations had tons of schools under them which was really beneficial for us.

14. <u>To come up with pricing plans and budgets for the project</u>

Each market had different pricing plans. According to our competitors and their pricings as well as the customer willingness to pay, I came up with an estimate for our product in market like Dubai and USA. For instance, people in Dubai are usually paying $5 for per subject per month. So when we enter into the market we came up a little less pricing i.e. $4 per subject per month. Also since we follow a subscription model, we came up with discounts if the customer purchase it quarterly or semi-annually. Likewise, I and my supervisor also discussed the budget of the overall project for the launch. These included the costs for new interns, social media boosts, events, software like Mailchimp and Hub spot etc.

15. Collect resources and contacts for the content creation

    I coordinated with my team and found out as many resources as possible for the production team to use in order to create contents based on the US, UK and CBSE curriculum. I searched up for free e-books and learning materials so that the curriculum team creates proper curriculum for the content creation. Likewise, I also plan to purchase few books as a reference for the team. I surfed through Ixl.com and Education.com, our main competitors in USA to check their curriculum.

16. Collect Data

    In order to approach to our potential customers through emails or call, we needed the data of the schools, teachers and principal's email ID's etc. Thus, I coordinated with my team and got the data either through internet or by taking a help from the team member residing in that country itself. We would organize the data in the excel sheets and segment them into different groups.

3. **Activities in Coordination with Co-Workers**

    As a team lead for the project, I got a holistic view of how project management works overall. I had 8 team members within my team while 7 other team leads who I consistently worked with for the overall development of the product as well as for the launch of it. The 7 team leads were – Product lead, Game lead, H5P lead, Marketing Lead, Sales and Outreach lead, Social media and Email marketing lead and the entire ChimpVine project lead. We all had to work in a team where few of us focused on creation of the content in respect to the curriculum while some of us focused on marketing strategies for USA. The major activities in coordination with the co-workers are as follows:

a. *Planning and Updating:* We would plan our post schedule and set up meetings in order to go through the updates we have from each team and plan our next steps for the week and the month. While I was overlooking the entire project – ChimpVine International, I had to consistently work with the Website and Mobile app development team to check our main site for USA. I wasn't a techie so the team would make me understand the changes in the homepage, our landing page, layout designs and other technical stuffs over a meeting.

b. *Coordinating with the Product manager*: I was in constant loop with our product manager who would update me on the content progress in the site and new contents planned for USA separately. We brainstormed and came up with more content ideas other than curriculum focused content for USA like introducing learning Spanish language and this course could be taken by anyone not only

school level kids as I planned to separate it in different levels like Beginners, Intermediate and Advanced. I also had a native Spanish team from USA who helped us create the outline for the Spanish content.

c. *Coordinating with the Marketing Team*: I had to consistently be in loop with the Marketing team. This coordination includes social media marketing plans, ad boosts for the week as well as email marketing plans for the week. The email marketing lead and I used to sit together and come up with email titles and ideas for different segments and then after the approval of it, the content writer would draft emails.

d. *Weekly updates:* Each week on Sunday, we had a weekly-hand team meeting where all the team leads would show up and update their work. In these meetings, we were supposed to fill in our team update, goals achieved and goals for the next week in a google sheet and a google slide. The slides were to be presented on each Sunday in front of all the team leads and department heads.

e. *Managing my own team:* I had my own team of 8 members who looked on various different tasks that I assigned. These 8 members worked more like a freelancer and got the job done whenever asked to. However, I used to set up meetings on alternate days to get updates on their work and assign further work if needed. For instance, one member would be working on a depth CA for a company in USA while the other would be doing the same task for Dubai. But if I needed something to be researched on as soon as possible, one who has less work burden would be assigned with it. Some of them also handled our emails so sending up follow up emails and deadlines would be discussed in our meetings.

f. *Meetings with Job supervisor:* I would sit with my job supervisor who is also the founder of the company to finalize our plans for the month, set up goals, brainstorm new and revised ideas etc. We would discuss the need of HR for the team, any purchases we have to make for the project, do few meetings with the contact he knows in USA etc. Most importantly, he would give me more insights regarding project management thus we used to have meetings which not only focused on the core work but also for learning project management skill.

4. Job process Diagram

My job process diagram consisted of five major steps – Conception and Initiation, Planning, Execution, Performance and control and Closure. These are also the major phases for any project manager in project management. Firstly, we would research on various different markets, understand the need of the product in that particular market, trends and competition in the market and ease of doing business there. There were many criteria's we would focus on while researching

and doing a market intelligence. Secondly, we would plan on how to start the business in that market with curriculum focused content of that country. Our marketing and sales plan, launching etc. will be discussed in this phase. Thirdly, the team would have to execute the plan and launch the product in the market. Fourth step would be to check the performance of the product in the market, whether it was a success or a failure in that quarter and the growth of the product. This process would be done by receiving constructive feedbacks from our customer and checking the number of sales. And lastly if the product wasn't doing well in the market, then we would bring closure to that project and come up with a better version of it.
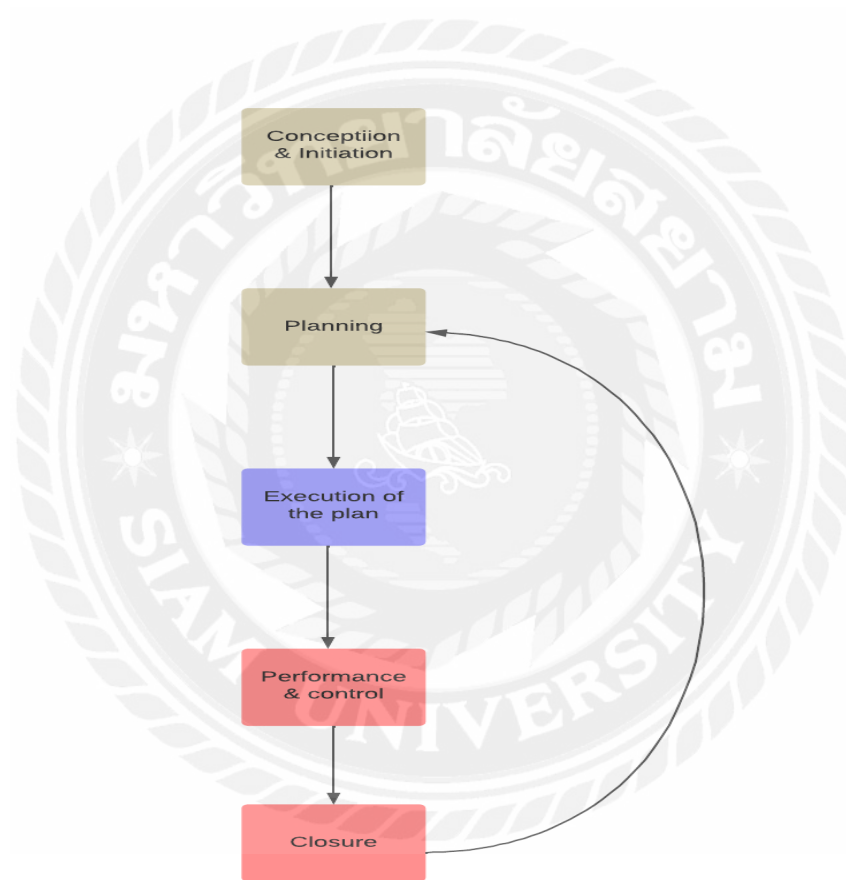

Figure 2: Job Process Diagram

5. **Contribution as a Co-Op Student in the Company**

Being new in the field of project management as well as the entire technology sector, I have been successful in making some contributions to the organization which are:

1. I successfully handled a diversified team with different cultural background who worked remotely from all parts of the world.

2. I performed market intelligence on countries like USA, Dubai, Saudi Arabia, Kenya, Philippines, Thailand and India. Proper documentation of all of these research have been kept for future references for the company.

3. I did Competitor analysis on our major competitors from USA, Kenya, Thailand, Dubai and more.

4. I cooperated with the entire team to make some strategic plans regarding the launch of the product. I also suggested some ideas for our site to the web development team as per my knowledge from the research done.

5. I worked under marketing team and gave some interesting and creative ideas for our social media posts.

6. I came up with successful event ideas and titles for the online events to boost up our social media engagement. I even moderated on two of the panel discussion hosted by the company.

7. I did online demo sessions to few principals and teachers from USA, UK and Kenya regarding our product.

8. I helped the production team to get resources for the curriculum based content creation for USA.

9. I successfully organized and hosted our daily meetings and update meetings through WebEx for the entire team.

10. I came up with outreach plans for USA B2B as well as B2C market which is in process as of now.

Chapter 3: Learning Process

1. **Problems and its solutions**

Being a student majoring in Finance and Banking, project management was totally new to me and the company I did my internship was a tech start-up which was also completely new to me as I was a non-techie, thus there were many challenges that I faced throughout my internship tenure at Danson Solutions. These problems were caused due to external as well as the internal factors. However, I constantly asked my team mates and supervisor for constructive feedback regarding my work so that I'd improve on my next tasks. Some of the problems I faced and the solutions I came up with are enlisted below:

Problems	Solutions
New working environment for a business student in a tech company which led difficulties in understanding the basic technological terminologies and understanding the work flow.	In constant loop with my supervisor for help in order to solve my confusions regarding various topic and my tech background co-workers as it was necessary for me to know the basics.
Difficulties in having immediate and effective communication due to differences in time zones and teams working remotely.	I brainstormed ideas with the team for better communication within. For instance, since the passing of information was a bit slow in the beginning, I and the team suggested that we have a meeting on each alternate days and set a reminder for each day at 5 pm to update their work on Slack.
No fixed working hours due to global remote team which caused difficulty in managing time and attending each meetings.	We came up with a schedule of all the team members' availability and started arranging meetings checking on that schedule.

More number of freelancers in the team which created difficulty for the team lead to organize meetings with everyone's availability.	Started doing daily 15 minutes prompt call rather than waiting for all the team members availability
Lack for knowledge on Marketing as I was a Finance and Banking major. Topics like SEO's were new to me. Similarly, different marketing tools like SEMrush. Mailchimp, Hub spot etc. were unknown. Difficulty in understanding terminologies like organic traffic, CPR etc.	I myself did a lot of self-study and also took a course of Digital marketing by University of Illinois from Coursera. I read as many articles and blogs regarding marketing a project in an International market. I cooperated with my co-workers who were expertise in digital marketing and also took a two day workshop on SEO which was organized by the company itself for its new comers and beginners.
New to Project management tools like Confluence, Trello and Jira.	Besides confluence and Jira, I started using Lucid Park as it had automated templates like roadmap, timelines, workflow etc. which were much easier to use. For a beginner like me in project management, it helped me a lot.
First time doing email marketing. Thus, topics like Segmentation, contact management, Behavioral emails, Inbound Methodology were completely new to me at the beginning. Making campaigns in Mailchimp and coming up with a segmentation strategy was a difficult task.	For better knowledge in email marketing, I took an online course of email marketing offered by Hub Spot and also learned from my co-workers.

Due to some technical issues in the site, and lack of resources sometimes we were not able to meet the deadlines. This made our launch for MVP delayed.	I researched and found the basic curriculum used by Ixl.com and Education.com in their site itself and as curriculum for USA were not easily available. We followed the curriculum used by these two Ed-tech giants in USA.
Some team members lacked social skills and as a project lead, I had to collaborate with other individuals which made me difficult to communicate as some would be a complete techie and I was from a non-technical background.	I helped to create a friendly environment where I listened to others for what they have to day. I made sure that my co-workers or team members easily opened with me regarding anything with no hesitation.
The entire team was full of young people who are students or just graduated, the work assigned sometimes took a lot of time than expected which would halt the lined up events for the entire company.	I would create deadlines beforehand and plan for the entire week and month ahead. This way we would know who to assign the tasks by checking their availability beforehand and make strict deadlines.
Communicating to the potential customer and boosting sales with a product focused to their market was huge and difficult tasks. Also, communicating only through emails was a time consuming approach.	I talked and interacted with as many contacts we had outside Nepal like in USA, Dubai and UK to get the gist of how the education system works, what are the criteria's for creation of such educational contents for their particular country, data of schools with emails and passed those information to my other teams so that

	they would focus on such things while making contents.

2. Recommendations to the Company

Working at a tech company with no technological background helped me build a basic foundation for different skill set which is very important and mandatorily needed in this century. However, there are few recommendations I'd like to make for the company which are enlisted below:

1. It would have been much better for the company's daily operation if all the teams used more of digital collaboration workspaces. Teams did use Trello and Confluence but not that frequently, team leads would heavily use it but the team members did not work much on such collaborative platform.
2. Since the company does not have a fixed working hours due to differences in time zone, arranging meetings with everyone's availability at once was difficult. Thus, a better approach may be incorporated like fixing certain hours in a day where it's mandatory for everyone to be present either online or offline.
3. Providing clarity to the entire team about the project is very necessary. The entire team must have a very good knowledge of our goals and plans before the project is executed correctly.
4. The team is young and learning. The energy is different as everyone is eager to learn but I'd also suggest to hire at least few expertise in the main departments like Marketing and Outreach.

3. What I have learned during the Co-op Studies

During my internship tenure at Danson Solutions, I got to see how the theories learned are kept into practice for better decision making in the company's daily operation. With this opportunity, I have gained many new skills sets and got an international exposure. My learnings are as follow:

1. Communication and Team work

    Working with a diversified group of people from different cultural background was a new experience to me. I worked in different team and each team had their own personality. It's very important to have an effective communication between the team especially if the team is working remotely. This helps the entire team to build trust as well as get the work done faster. Due to clear and easy communication within the team, we helped each other grow, build a stronger foundation and increase the efficiency of the work. The team was very open to hearing ideas as well as sharing

their thoughts or feedback which made it even easier for us to work together. Likewise, many of the tasks were to be done by collaborating with another team or members. This helped me be a better team player than before as I was the one coordinating with almost all the different teams within the company.

2. Restructuring your day

As a project lead working mostly remotely, it's very important to have control over your day. Following a daily routine can helped me a lot as knowing what you're doing throughout the day provided steadiness and accountability for the tasks I needed to do. For instance, I didn't have a fixed working hours so I myself scheduled a working hour which made my work a lot easier. This routine is something I've lately embraced, and it's worked out nicely so far. It has aided me in better managing my time, determining how much time I should spend on each aspect of my day, and making modifications where extra time is required.

3. Adaptability

Looking into different markets with different demands and needs and communicating accordingly is a vital aspect that I learnt. Since, there were meetings and demo sessions happening from various parts of the world, I had to deal with people from different cultural backgrounds. I needed to adapt and present myself according to their understandability. I had to make sure that I do not disappoint any one in any way possible and make the conversation very fruitful. All of my meetings were fully done in English as we had International members.

4. The benefits of networking

During my tenure, I made some of the most valuable relationships who are not only based in Nepal but around the globe. Because I was truly interested in getting to know everyone at work, I made new friends and mentors who I still consult today. Moreover, I was in constant touch with people who were from educational background, technical background, some businessman, investors, university students outside Nepal and etc. By working as a project lead, I got an opportunity to network with all of these people. Overall, this procedure aided in the development of my professional network and reinforced the need of making these relationships. I also linked with the majority of them on LinkedIn, which is an excellent professional networking platform.

5. Research

In order to understand the needs and trends of the Ed-tech market worldwide, I had to do a very heavy research and get updated about the current market and happenings around the world. Doing research increase my knowledgeable not only in the ED-tech industry but in overall international market. I was updated about the growth of the countries, trends, demands, customer base, work culture etc. This not only helped me make my work easier but also enhanced my knowledge on global business.

6. The benefits of taking on feedback

It is critical to seek and receive professional feedback. It's critical to keep track of both the positive and negative aspects of your experience in order to advance and excel in your job. I realized that while asking for or accepting feedback can be tough at times however it has a big impact on your future career and success.

4. How I applied the knowledge from coursework to the real working situation

Because I am a Finance major, I had no prior expertise or experience with project management, digital marketing or technology in general. My presentation abilities and cooperative personality were definitely a plus point for me to learn new things because I wanted to discover a side of what is sweeping the industry right now. It allowed me to readily express my opinions and be open during talks which made my learning process more fruitful.

However, other classes, such as International business, Strategic management, Principles of Marketing, Business Finance, Financial technology and Organization and Management, were quite relevant to the job. As a finance major, my understanding of subjects like marketing was very limited. However, I never had the opportunity to put my academic understanding into practice. Thus, this internship provided me with the opportunity to analyze market demands, understand the consumer base, and then help the team to create a product to sell at the appropriate moment with relevant contents. Project management requires a whole lot of work to be done in varieties of departments. It includes planning, arranging, and supervising the completion of certain projects for a company while ensuring that they are completed on schedule, on budget, and within scope. This also required a lot of documentation, number crunching and presentation. Thus I had prior knowledge regarding budgeting and planning, presentations skills, and basic graphic designing

through the use of Canva etc. Moreover I was aware of formats and writing styles of business emails and reports which was a plus in terms of composing an accurate and well-written document. My knowledge on basics of excel made my work a lot easier as all of the timelines and budgeting would be done in excel. I also had basic ideas on few technological subject matter like API, AI and ML from my Financial Technology class. Overall my understanding of organizational culture, behavior, and ethics was also aided by my coursework expertise.

5. **Special Skills and Knowledge learnt from the Co-op Studies**

   I had the opportunity to learn new technical skills and knowledge in addition to applying theoretical knowledge and developing some soft skills. Some of them are listed below:

1. Email Marketing
2. Search Engine Optimization
3. Use of Project management tools like Confluence, Jira, Trello and Lucid Park
4. Use of Marketing tools like Mailchimp and Hub spot
5. Knowledge of Project management Methodologies like Waterfall, Agile, Scrum, and Lean etc.
6. Niche Market Research
7. Basic Technical expertise
8. Scheduling and Time management
9. Critical Thinking and Problem Solving
10. Negotiation skills
11. Interpersonal skills

Chapter 4: Conclusion

1. **Summary of Highlights of my Co-op Studies in this Company**

   This Co-op report's major goal is to familiarize students with the corporate world, and it has been quite effective in doing so. This curriculum provides students with the necessary exposure as well as insight into how operations are carried out in day-to-day work and how they differ from or are similar to what we study in the classroom.

   For me, the internship program of sixteen weeks turned out to be a great learning experience, which enhanced my skills, knowledge, professionalism, and behavior. I interned in a tech company as a project lead under Marketing and Business development department. I performed varieties of activities related with Marketing, Outreach, Finance and many more. The major job responsibility for me was to understand the International market, analyze the market trends and customer behavior, and come up with a decision to launch the product. Between these bigger steps, there were many tiny steps that had to be taken for the project to be execute properly. This was an experience of professional as well as personal development. Despite the fact that I am from a non-technological background and a finance major, this internship helped understand the marketing concepts and practical application by exposing me to the real market. During this time, I was able to learn a lot about the global Ed-tech industry and improve my project management skills. I gained knowledge in various different marketing tools like SEMrush, Hub spot, Jira, Confluence and many more. I gained firsthand knowledge from my co-workers, my supervisor and developed a positive working relationship with them.

2. **My Evaluation of the Work Experience**

   The Co-op studies provided me with the opportunities I needed to put my academic knowledge into practice and to go beyond that by seeing things firsthand. Working as a project manager had made me enhance my project management skills and not limit myself into one department only. I got to work with the Sales team, the marketing team, the web development team, mobile app team, and Finance team. This hands-on experience has improved my competencies and real-world skills. My critical thinking, problem-solving, and creative ability have all improved. While working at Danson Solution, I have learnt to use various different marketing tools and techniques like Jira, Mailchimp, Hub spot, SEMrush and many more. Likewise I have also been able to understand different project management methodologies like Agile, Waterfall, scrum etc. I have also created few graphics for some of the social media posts using basic graphic design tool called Canva. I

also had the opportunity to understand practically how the International market works especially the Ed-tech market in USA and Middle Eastern. Furthermore, I have polished my leadership and communication skills while working within my team and collaborating with other teams inside the organization. Working as an International lead has given me an opportunity to connect with as many professionals internationally and enhance my networking skills which is going to be helpful for me in my upcoming future.

Overall, I am glad for the opportunity to broaden my knowledge and understanding through this internship. I'm also grateful to my internship company for providing me with numerous opportunity to learn and develop. As I progress in my life, I will make sure to apply all of these lessons and experiences.

3. Limitation of my Co-op Studies

Some of the limitations of this co-op study is listed as follows:

1. The majority of the information in the report is based on the intern's own experience as well as secondary sources obtained from interactions with coworkers in the respective department. As a result, opinions are subjective and may differ from person to person.
2. Since I am new to the industry of Educational Technology and Digital Marketing, I have no prior experience or education in this area.
3. Due to a time constraint in the internship program's execution (i.e. 16 weeks), it may have been unable to acquire a clearer image of the firm. Also, the recommendations are purely based upon 16 weeks of experience as a project lead.
4. This research was created utilizing both primary and secondary data sources. As a result, the report may not contain all of the elements required for a researcher to use it as a reference.

4. Recommendations for the company

My sixteen weeks tenure in Danson Solutions was very fruitful experience as I got to learn so many new skills in such short span of time. However, I would like to make few recommendations to Danson Solutions which are enlisted as follows:

1. The company must hire expertise on few of the major departments so that they can teach and guide new beginners in the team as most of the team members are young. This way the company can grow even faster and the operations will be in an organized manner.

2. The company should come up with a fixed working hours at least 3-4 days a week so that it's easier for all the department heads to organize meeting with everyone's availability. This way the flow of information is also done quickly and communicating between the team is easer that way.

3. The company should also focus more on starting business on Asian countries like Thailand, Indonesia, and Philippines etc. Since, one of the major barrier in most of the Asian countries is language. Thus the company can come up with a product which can help teach English languages in much easier manner.

4. The company should look out for more Venture capitalist and Angel Investors outside Nepal to expand the business internationally in a rapid manner. This way, they do not have to only rely to single shareholder of the company.

5. The company should bring more variations in the product. For instance not only focus on curriculum based contents but also besides that. The product can also incorporate topics like mental health of kids etc.
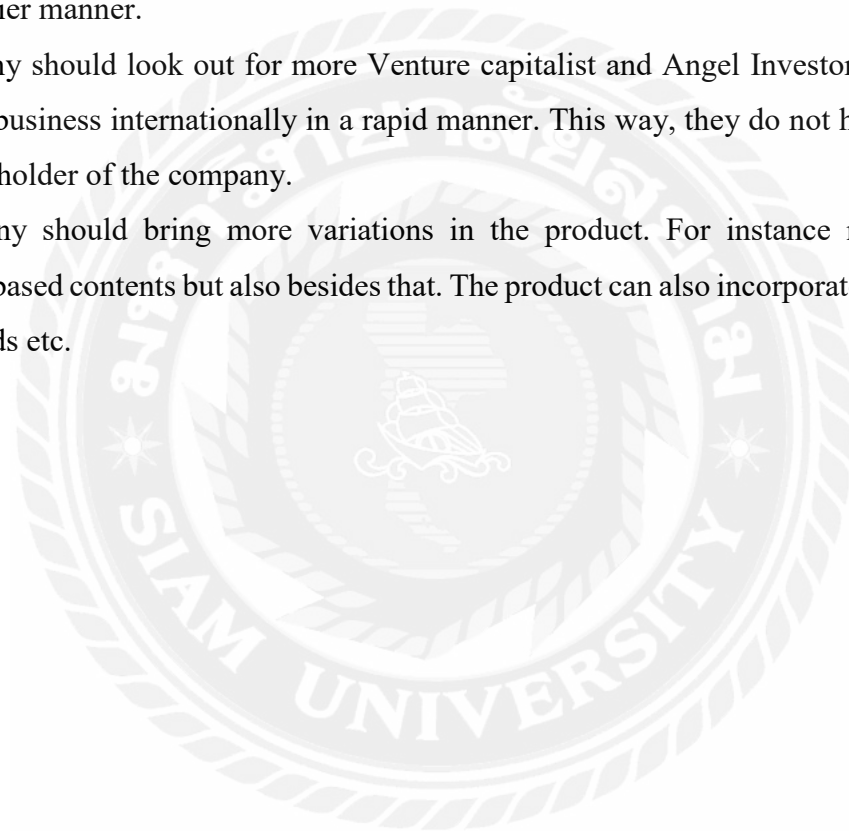
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Figure 3: *Me with my job supervisor Mr. Vijayesh Sainju at my left and Mr. Pragyan Subedi (Angel Investor)*

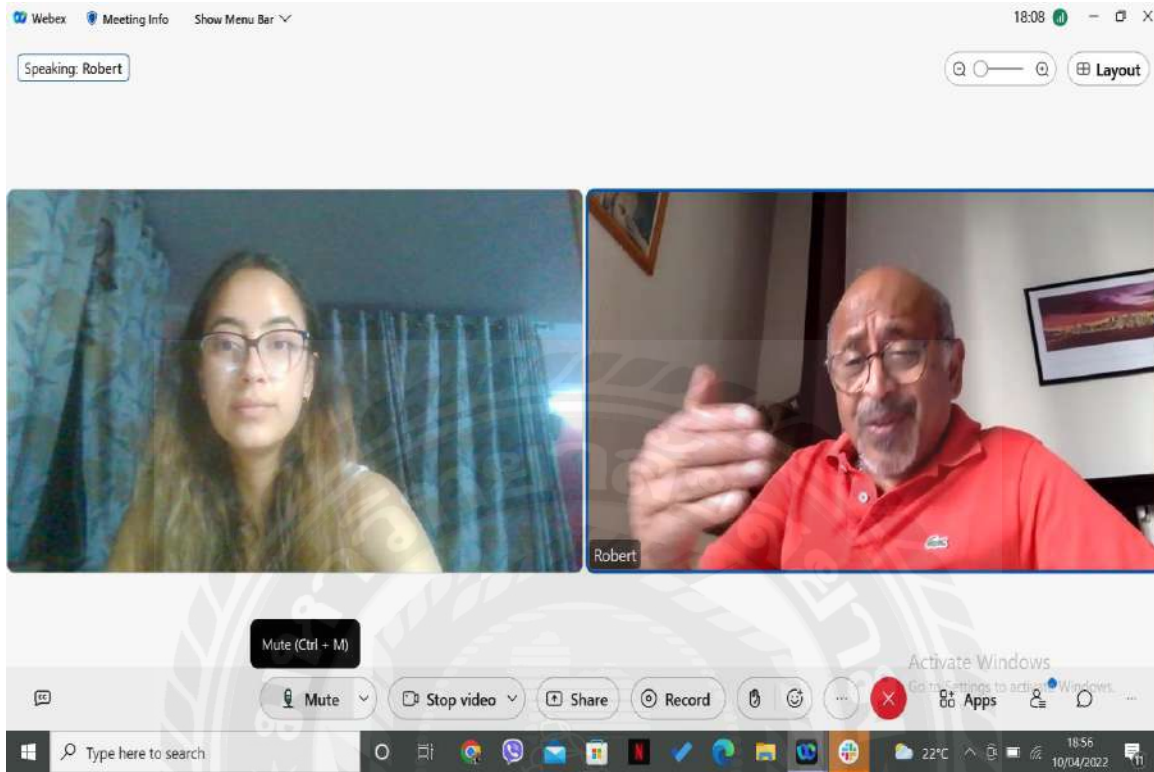**Figure 4**: *Me and the team planning for our launch at Hattisar office*

Figure 5: *Meeting with Mr. Robert Wilson, our contact from Dubai*

Figure 6: *Meeting with Ms. Veronica, our team member from Kenya*

Figure 7: *Me and the team working for our Testimonial video shoot at the office*

Figure 8: *Me moderating an online panel discussion on Mother's day event*

Figure 9: *Me and the team on a student teacher workshop to promote our product in schools*
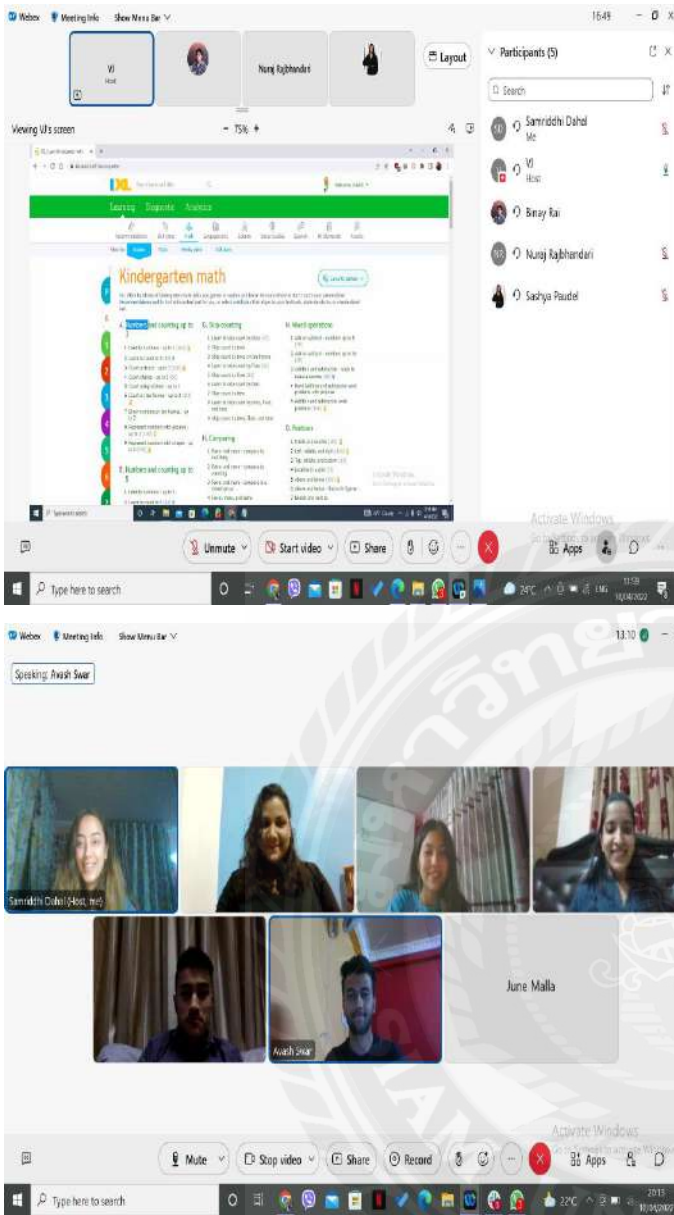
Figure 10: *Our weekly meetings on WebEx*
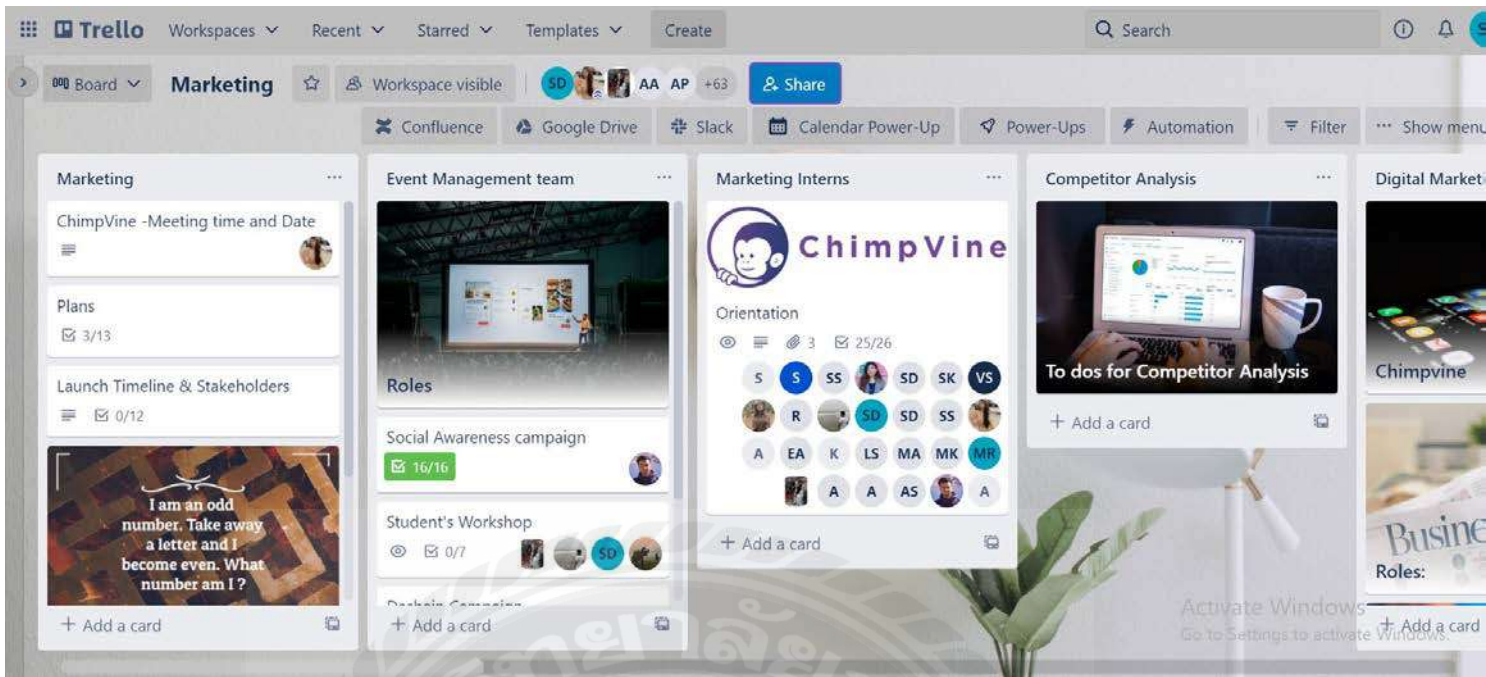
Figure 11: *Our Trello (Project management tool) board*

Figure 12: *Our Confluence board*

Figure 13*: Internship Certificate from Danson Solutions*