

REACHING THE WORLD'S LEARNERS THROUGH EDUTECH

- ***The Alliance for Action on EduTech is moving towards positioning Singapore as a global centre of excellence for edutech, by harnessing technology to enhance educational outcomes.***
- ***Agile, collaborative approach of the Alliances for Action will be the hallmark for Singapore's success in an increasingly competitive world, linking industry players together.***
- ***The Alliance for Action on EduTech explores the use of technology to help Singaporeans upskill and reskill for current challenges and future jobs, while strengthening the SG Education brand to remain attractive to top talent.***

1. COVID-19 is challenging our society, economy, and infrastructure in unprecedented ways. In the midst of these challenges, there are opportunities which Singapore can seize to emerge stronger, by acting quickly and decisively, together.

2. EduTech is one such area. COVID-19 has accelerated the global adoption of EduTech, from home-based learning to online professional education and training. There are opportunities to digitalise the education and training sector globally, and the pandemic has highlighted the potential and importance of digital solutions in the sector. The strong reputation of Singapore's public education, Singapore's position as a gateway to Southeast Asia, and Singapore's unique position combining western and eastern culture and best practices, are advantages which Singapore could hone to capture these opportunities. Leveraging on digital solutions opens the window for Singapore to move into this growth area, and take our education and human capital brand global. Continued investments in education would position Singapore as a global talent hub, and strengthen the competitiveness of our workforce.

3. As one of the Singapore Together Alliances for Action convened by the Emerging Stronger Taskforce¹, the Alliance for Action on EduTech (AfA) aims to explore ways to capture these growth opportunities in EduTech for Singapore. The AfA is led by Ms Dilys Boey, Assistant Chief Executive of Enterprise Singapore; Mr Tan Chin Hwee, CEO-Asia Pacific of Trafigura; Mr Sunny Verghese, Co-Founder & Group CEO of Olam International Limited; Mr Peter Ho, CEO of HOPE Technik; and Mr Edmund Koh, President of UBS Asia Pacific of UBS Group and UBS AG, and Member of the UBS Group Executive Board.

¹ The Emerging Stronger Taskforce (EST) was formed under the Future Economy Council (FEC) to review how Singapore can stay economically resilient and build new sources of dynamism to emerge stronger from COVID-19. The Alliances for Action formed are in the areas of Digitalising Built Environment, Robotics, Supply Chain Digitalisation, Sustainability, EduTech, Facilitating Smart Commerce, and Enabling Safe and Innovative Visitor Experiences. In addition, a new AfA on MedTech is also in the process of being formed.



4. With support from BCG Digital Ventures, the AfA leapt into action and organised a Hack-A-Future workshop in June 2020, bringing together almost 30 companies, including private education players, Institutes of Higher Learning, corporates, and government agencies, to ideate and select venture concepts that would advance EduTech in Singapore. The session brought together industry competitors to develop EduTech ventures (details of the selected EduTech ventures are in Annex A). This agile and collaborative approach will be the hallmark for Singapore's success in an increasingly competitive world, linking industry stakeholders together for quick action and mutual benefit.

5. With venture building support from the Singapore Economic Development Board, each of the venture teams embarked on 3-month sprints to validate the opportunity area and to develop a viable business model and prototype. Enterprise Singapore, through its network of Overseas Centres and partners, also facilitated the introduction of the market-ready ventures to business partners and collaborators in supporting their initial steps to overseas potentials. Two of the ventures have been launched, namely the Agility Growth Index and eduCLaaS Academy, and together, the ventures aim to support Singaporeans in their skills acquisition and career pathways, to be better prepared for current challenges and to embrace new opportunities. The four ventures (ZiLearn Skills, WorkGuide.Co, Agility Growth Index and eduCLaaS Academy) target various segments of our current and potential workforce, from existing workers, new entrants, job seekers, to students and working adults in higher education. The ventures would aid to strengthen the Singapore Education brand to remain attractive to top talent, and in exporting EduTech products to the region.

6. The AfA is galvanising the EduTech sector and rallying support from companies around a common goal of identifying EduTech solutions for export, and capturing new market opportunities. The AfA engaged PebbleRoad to engage ecosystem players in a design sprint, and surface insights on how Singapore's EduTech ecosystem can be strengthened to capture the potential of EduTech. Today, the AfA conducted an Industry Engagement Session to further gather views and perspectives, as well as to springboard more collaborations.

7. The EST welcomes all partners to journey together. More information is available on the EST website: www.emergingstronger.sg.

<Quote from Ms Dilys Boey, Lead, EduTech AfA>

"Through the EduTech AfA, many stakeholders across the education ecosystem have leaned-in on the opportunities present in the sector. I am encouraged by the commitment and passion shown by the industry stakeholders who have set aside individual interests and worked together to catalyse growth opportunities particularly in skills development and continuing education. It is through the collective insights and experience across multiple stakeholders that allow the ventures to ideate, prototype and market test solutions quickly. Some of the ventures have seen early success, such as the Agility Growth Index (AGI), which had over 500 companies sign up for their beta launch. We hope to see more ideas and collaborations arise from the Industry Engagement session."





<Quote from Mr Tan Chin Hwee, Co-Lead, EduTech AfA, and NTU/NIE board member>

“EduTech has always been an exciting space, and with COVID-19, the opportunities are boundless for individuals and businesses alike. Singapore’s position as a gateway to Southeast Asia puts us in good stead to grow and to support the growth of EduTech in Singapore and the region. With the collaborative spirit forged by the Alliances for Action, we can leverage on each other’s strengths, and go further, together.”

<Quote from Mr Ong Tze-Ch’in, CE/SSG>

“The Training and Adult Education sector is a critical enabler for the SkillsFuture movement. We welcome the work of the EduTech AfA to engender new public-private partnerships and to strengthen and transform the sector. This is very timely as SSG embarks on our work for the Next Bound of SkillsFuture. I look forward to the exciting new initiatives and projects that will arise from the AfA’s work with the TAE industry.”

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Annex A: Details of selected ventures from Hack-A-Future workshop

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Annex A: Details of selected ventures from Hack-A-Future workshop

Venture	ZiLearn Skills
Partners	Kydon Group, JobTech, TaFtc, SMU, SSG
What it is	<p>First fully integrated career advancement platform that provides personalised career and learning recommendations for Singaporeans through skill sets evaluation, leveraging data-driven job market insights and identifying upskilling and reskilling needs to future proof careers and transform lifelong learning.</p> <p>Platform experience</p> <ul style="list-style-type: none"> • Evaluating existing skill sets from current resumes • Skills map visualisation to identify skills gaps and set learning goals to reach career aspirations • Identification of suitable job roles in demand and in trending industries • Learn anytime and anywhere with courses from local and international providers - Dashboard to track learning pathways and credentials
Target launch date	March/ April 2021

Venture	Agility Growth Index (www.newcampus.co/agi/home)
Partners	NewCampus
What it is	<p>To succeed in an increasingly volatile and complex business environment, organisations need to adapt and learn faster. However, it is hard to measure how adaptable or how fast someone learns.</p> <p>The Agility Growth Index (AGI) is an analytics tool that helps companies of all sizes understand the learning behaviours and motivators of their workforce, allowing them to effectively engage and retain high performers.</p> <p>Since the launch in August, more than 500 startups, SMBs and corporates have signed up, including teams at Gojek, PayPal and DBS. This has allowed the AGI to collect over 9,000 data points to better understand how high performers learn inside and outside of work, and what companies can do to develop highly engaging and effective upskilling programs.</p>



Venture	WorkGuide.co
Partners	ROHEI Learning & Consulting
What it is	<p>WorkGuide.co aims to become the go-to local guide for the emerging workforce with the largest resource of questions and insight on work matters.</p> <p>We build a community through a purpose-built platform that supports emerging and new joiners (aged 19 to 25) to the workforce transition into work-life by providing credible answers to real questions about work.</p> <p>WorkGuide.co provides a safe place for individuals to ask work questions and get engaging short video answers from credible volunteer guides. It leverages technology to scale the benefits of traditional mentoring and making it accessible to many.</p>
Target launch date	End Jan 2021 (soft launch)

Venture	eduCLaaS Academy
Partners	Lithan, SIM, Epitome, IPOSi
What it is	<p>Mitigating digital talents crunch in Asia's Post-COVID Digital Economy. eduCLaaS Academy is a venture concept seeking to bridge digital skills mismatches across Asia with innovative applied learning delivery and advanced education technology. The eduCLaaS platform connects higher education students, working adults, hiring employers, and higher education institutions for scalable digital talents incubation and deployment in Singapore and across Asia.</p>

