

Internship Report on

Analyzing Ed-tech Industry's Growth Opportunity & Educational

Development Scope Through digital Marketing in Bangladesh: A Follow

up On 'Innokids' Organization

Submitted by

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An internship report submitted to the Brac Business School (BBS) in partial fulfillment of
the requirements for the degree of Bachelor of Business Administration

BRAC Business School

Brac University

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DECLARATION

I hereby declare that except where specific reference is made to the work of others, the contents of this dissertation report are original and have not been submitted in whole or in part for consideration for any other degree or qualification in this, or any other University. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution. This dissertation is the result of my work and includes nothing which is the outcome of work done in collaboration, except where specifically indicated in the text.

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Letter of Transmittal

Mr. Mahmudul Haq
BRAC Business School
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Subject: **Submission of Dissertation Report.**

Dear Sir,

This letter is regarding the submission of my internship report, entitled “**Analyzing EdTech industry’s Growth Opportunity & Educational Development Scope through Digital Marketing in Bangladesh: A Follow Up On ‘InnoKids’ Organization**”. Being part of the organization ‘InnoKids’ as an intern, I was able to gather information during the period for the preparation of this dissertation report. The purpose of this report is to learn about the situation of the edtech industry in Bangladesh.

I have successfully completed my internship report and working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic, and reliable.

I would like to take this opportunity to thank you for the support and guidelines that you have provided, which I hope to continue getting in the future. Please feel free to contact me if you have any inquiries. I would be glad to provide you with any clarification regarding the project.

Yours Sincerely,

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Acknowledgment

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing to carry out my internship program at 'InnoKids' and the internship report.

This dissertation report is the result of several individuals' efforts. For this, I am indebted to a lot of individuals who assisted me in organizing this report, as well as for their thoughtful advice, recommendations, instructions, support, and pertinent guidelines. Numerous sources have provided me with inexhaustible assistance and direction in writing this study. I would like to take this opportunity to thank them all. First of all, I would like to thank my honorable supervisor Mr. Mahmudul Haque, Lecturer of BRAC Business School for his continuous guidance and assistance in the preparation of this report. It is his professional advice and encouragement that have helped me to complete the report.

I feel grateful to work as an intern in 'InnoKids', from the period of 1st February 2021 to 5th May 2021. Next, I would like to express heartfelt gratitude to my organizational supervisor Dr. Rafiuddin Ahmed at InnoKids. He directed me toward the right information and regularly reviewed my progress in the preparation of this report. I would also like to extend my gratitude to the following persons: Mr. Md. Arikul Haque, and Mr. Zawad Alam Jarif for guiding me to prepare this report. Their invaluable participation significantly assisted the effective preparation of this paper. Finally, the report would not have been possible without the assistance of those who assisted me with important data and report-related inquiries.

Abstract

Almighty has bestowed us with technology. Perhaps second only to the gift of life, it is the greatest of God's gifts. It is the mother of civilizations, arts, and sciences. Certainly, technology has altered how people live. It has influenced various aspects of life and redefined living. Ed-tech is one of the most significant discoveries of contemporary science. E-learning is not generally utilized in Bangladesh, even though Ed-tech is a trending topic around the world. Due to the digital nature of the world today, it is impossible to ignore the significance of E-learning. The purpose of this qualitatively written research is to determine the scope and prospects of the Ed-tech industry in Bangladesh.

The majority of the report is based on InnoKids, an E-learning startup with the goal of preparing children to join the competitive world at a young age. There are several E-learning platforms in the edtech industry of Bangladesh, each with distinct objectives and audiences. For the data collection approach, a survey, and open-ended interviews were done, and the qualitative research is based on the data and my working observations.

The analysis indicates that Bangladesh's Ed-tech platforms continue to fall behind and require improvement. This requires the elimination of growth hurdles, the adaptation, and development of technology, as well as government backing. In addition, platforms should develop strong digital marketing systems to boost their customer base by providing them with proof of the legitimacy of their courses and their ability to create future leaders. These topics are covered in the context of InnoKids inside the report.

During the pandemic, e-learning platforms have experienced tremendous expansion, and these platforms have the potential to replace traditional education systems. In several western

nations, e-learning systems have begun to provide online university degrees. In Bangladesh, Edtech platforms are trying to move forward in accordance with market trends and demand. If organizations can use digital marketing to reach its consumers with their valuable resources, they have the potential to become very successful in the near future.

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Chapter 1. Overview of the internship

1.1 Student Information

Name: Md. Toufiqul Islam

ID: 18204085

Program: Bachelor of Business Administration

Major: Finance, Banking, and Insurance

1.2 Internship Information

1.2.1 Period, Company name, Department, Address

Period: February 1, 2022- May 5, 2022

Company Name: InnoKids

Department: Content management

Address: 217 Dominno, Outer Circular Road, Boro Mogbazar, Dhaka.

1.2.2 Internship Company Supervisor's Information

Name: Dr. Rafiuddin Ahmed

Position: Owner

Email: ext.rafiuddin.ahmed@BRACu.ac.bd

Contact no: +8801760928099

1.2.3 Job Description

Job description generally refers to the responsibilities and duties that are required for a jobholder or intern to perform for a job. InnoKids is an organization that provides moral and ethical education to students aged between seven to sixteen. The organization compiles various educational programs and courses and divides these materials into various semesters. During my first two weeks as an intern, I was instructed to watch and ask about various content management group activities. I was asked to do small tasks like managing and distributing the lessons in a proper way to the students of InnoKids. I have also communicated with some students in order to find out if they are able to understand all the concepts and lessons properly. A few days later, I began working as a content creator for the students. I was responsible for developing a variety of course content and PowerPoint slides to make these lessons more engaging for the students. In addition, I have prepared several lessons and compiled information from a variety of sources in order to create chapters with diverse study resources. Moreover, there are various types of content that are necessary for social media platforms. These contents mainly used social media live sessions and posts as advertisements to attract customers (e.g. students and guardians) to purchase our course. Finally, I have organized a document containing all of the course's lessons and learning materials, so that students can refer to it after the conclusion of the semester in order to remember any of the course's content.

1.3 Internship Outcomes

1.3.1 Contribution to the company

Being an intern of InnoKids, first of all, I have helped my supervisor by assisting him with various materials & activities for the improvement of content creation. I have managed various content for students and all my work at the organization was closely monitored by my supervisor and I worked under his guidance. I have researched various moral educational books and ethical books in order to find out what kind of materials will be the best for the students aged between seven to sixteen. This helps the organization to filter out some important content for the purpose. Secondly, I have created many PowerPoint slides which helped the students a lot to grasp the content of the lessons. Thirdly, I have organized these lessons in various categories so that these contents can be found easily in the future. I have interacted with students in order to find out how they are coping with the study techniques and if they are able to grasp all the concepts. Finally, I have tried to compile some interesting factors that can be helpful for attracting new customers into the InnoKids platform & these contents can be used to create an impact on conscious guardians who want to provide their children the highest quality education from every perspective of the real world.

1.3.2 Benefits to the student

The internship program creates a platform for students to obtain real-life employment experience which is essential for the students to get themselves familiar with the working environment. Working as an intern at the organization, I have learned various things like how to communicate with kids or how to communicate with group members and the supervisor. I

have discovered several other vital things like how my efforts can impact the future generation and their natural growth as an ideal human being. This kept me pushing to provide my best in the organization. This also made me understand I can be productive in various ways which can lead to the betterment of society. Also, by researching from numerous publications, I have obtained a different kind of knowledge regarding moral ethics which was initially done to develop the content fit of the students. I have been able to experience the working environment at an educational institution quite carefully. Moreover, the internship program allowed me to be more punctual and helped me to be more communicative which will undoubtedly be needed in most working environments. As an intern in an organization, I had the opportunity to learn about the duties required to accomplish that position, which allowed me the mental fortitude to prepare for the working world. The internship program also created an opportunity to allow me to link the theoretical learnings and match them with practical job life. Furthermore, it helped me to get to meet experts from the educational organization field who can be beneficial in the future. In a word, working as an intern in InnoKids enabled me to be an expert in time management & helped me with communication skill that is necessary for professional life.

1.3.3 Challenges/ Problems

There were some challenges during the internship at InnoKids. To begin with, it was difficult to communicate with students and mentors due to some COVID 19 restrictions. As I was unfamiliar with the work activities of InnoKids, coping up was much more difficult due to these restrictions and various regulations. Secondly, this is my first time working with any educational organization. I was unfamiliar with the work ethics of educational organizations. In addition to that, interns do need to work in various sectors which are not related to content

creation and I was not comfortable doing those work. But later on, I coped with these situations and maintained my determination to learn from every possible scenario.

1.3.4 Recommendations

Although I was well supported by my supervisor who is also a faculty of my university, as a result whenever any problem arose my supervisor was always there to help me. Apart from that, I think the internship program has to be more structured in InnoKids so that a person can grasp what is necessary and what type of work ethic is needed inside the organization. It is necessary that the internship program should let the students be more responsible by giving them more tasks & it might be one way that would assist the intern to become even more confident. Without these factors, I think 'InnoKids' provided a wonderful opportunity & work atmosphere for the students who wish to be part of the ed-tech industries in the upcoming future.

Chapter 2: Organizational part



2.1 Introduction:

The name 'InnoKids' derives from innovative kids. The fundamental principle of the organization is that children aged about eight to twelve use their innovative ideas to create something unique. Generally, we all know that children around eight to twelve years old start developing their neurological development. This is one of the most crucial periods of our lives since it makes us recognize who we are and what we can achieve in our lifetime. So, along with love, care, and proper training, this time should be used previously & exquisitely. To understand the idea, we can use an example. For instance, when a building's foundation is strong, the building's capacity is also extremely high, and to construct a tall building, the initial foundation must be anchored deeply enough to offer this support throughout a long period. Just like that, a person needs to be thoroughly trained and well educated in this neurological development period to grow up as one of the most successful persons of his time.

2.1.1 The traditional education system and its faults:

We all know that Bangladesh has a traditional education system where students start going to school at the age of five or six. They start learning various subjects like Bangla, English, math, religion, and many more. So, this provides all the students with hard skills. Hard skills are generally teachable and measurable abilities that can be learned and performed by writing, reading, problem-solving, and things like that. So, our students are well aware of this kind of education. From the starting of primary education to the Ph.D. degree we students chase after these educational activities. Unfortunately, with all these hard skills, we forget about soft skills. To my understanding, many of the students don't even know what soft skills are. So soft skills contain those traits that make you a good person, such as etiquette, communication and

listening, and getting along with other people. Soft skills are more often seen as personality traits a person may have spent his or her whole life developing. They are called upon when a person manages his time, communicates with other people, or confronts a difficult situation for the first time. So, in general, it can be said that hard skills could be defined as your technical knowledge whereas soft skills are your overall habits in the workplace. So, our country provides so much emphasis on hard skills that it makes it hard for people in general to understand the necessity of soft skills.

2.1.2 The idea behind the establishment of InnoKids

As we are now aware of the importance of acquiring soft skills, it is vital to establish an organization that can provide these skills to children from an early age. The founder Rafiuddin sir's original intent was to provide students with some soft skills so that they may develop a basic understanding of the necessity of these soft skills. Also, the organization's idea is to create a platform based on a digital classroom style and provide education through technology to make students understand the future of e-learning and its potential.

He created some important directions that can be described in the following points.

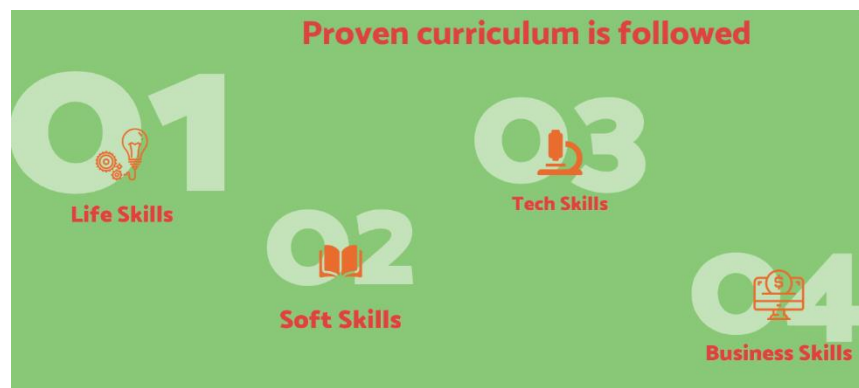
- As part of global citizenship, introduce elementary students to social issues, social innovation, and social enterprise.
- Focus on their estimated self-efficacy for future self-employment and potential to employ others. Develop social business cognition or enterprise capabilities.
- Develop non cognitive abilities (e.g., self-assurance, motivation, positivism, empathy, teamwork) at a young age.

- Involve elementary school students in immersive, hands-on social business projects that promote deep learning.
- Familiarize technology to make students understand the necessity of adopting technology in a productive manner.

He compiled 10 basic skills and started enforcing them with various sources to create the perfect co-curriculum for the students. These ten abilities are –

1. Self-awareness
2. Empathy
3. Critical thinking
4. Creative thinking
5. Decision-making
6. Problem-solving
7. Communication
8. Interpersonal relationship
9. Cope up with stress
10. Cope up with emotions

Along with these, the children need to follow up a structural process to learn their way up so that they can even make the decision of their future life goals and even start to do entrepreneurship in their teen years. For this reason, the organization follows a structure that is highly efficient and effective for the students who are the crucial consumers or customers of this organization. The structure is shown below;



The structure is heavily researched for almost 4 years for a better understanding of a child's adaptability to embrace the future.

So, finally keeping all these things in mind, our honorable faculty of BRAC University as well as Dhaka University started the organization called 'InnoKids'.

2.2 Overview Of the company:

The company started on May 7, 2016, with the idea mentioned above. The owner Rafiuddin Sir put together some of the brilliant and hardworking students to initiate the organization. Right now, it has provided a lot of students with soft skills. There are 86 university students and graduates working together to develop a more effective and efficient curriculum to provide students with enough materials. The organization is moving fast forward with more than 77 collaborations and it has initiated a massive movement among people, in general, to get motivated to acquire soft skills for its students.

2.2.1 History

Dr. Rafiuddin Ahmed's Ph.D. project provided the inspiration for the establishment of this organization. As a result, the concept was developed in Melbourne, Australia. It was decided to employ and apply this concept to over 300 learners in order to determine the success rate. As a result of the idea and its application's success, Rafiuddin sir was encouraged to keep pushing forward with his concept. Generally speaking, it can be mentioned that the concept is employed by a variety of organizations in many nations, however, in Bangladesh, this concept-based organization is completely novel and original.

2.2.2 Vision

The organization's vision is to make students independent at the age of 18 with proper and developed skills. The organization does not only see the future generation as a self-sufficient generation but also as a generation with highly developed skills in both sectors.

2.2.3 Mission

InnoKids promises to raise your children so that they are well-versed in four fundamental skills: life skills, soft skills, technology skills, and business skills, among others. InnoKids is driven by the desire to raise children with potential and quality while pushing them to take charge of their own lives and to be the person of their dream in the long run.

Overall, the total overview's theme can also be described with this picture:



2.3 Management practice:

2.3.2 Leadership Style

InnoKids generally use the **participative management technique**. Participative management offers all employees the opportunity to contribute to workplace rules and decisions that achieve corporate goals while enhancing career satisfaction. A participative manager asks for input from team members and considers all opinions to find workable solutions to business problems and implement them to meet deadlines. Our respected owner uses participative techniques by creating a group meeting with the teachers in order to find out what kind of decisions need to be made in different situations. Along with that he always tries to find out what kind of result, teachers feel more valued and often perform harder on behalf of their employers under this kind of management.



The InnoKids management team creates open, transparent communication between employers and employees, which encourages mutual respect and cooperation. In order to develop this type of working connection, participative managers apply various ideas for incorporating employees more active in business activities. First, they communicate information about business development and progress helping employees to feel vested in the company's goals.

Generally, the management team of the InnoKids uses Skype with various important members of the organization along with the teacher to propose various solutions to various problems. Then they use a voting method in order to find out what should be the best idea to approach the situation or to control the problem which was raised in the first place. Also, the organizations provide training to boost staff abilities and knowledge to raise positive job performance and improve operational outcomes. Finally, like other participative management systems, the owner engages employee & teacher participation by requesting feedback for making corporate choices and recognizing effective recommendations or ideas.

As a result, it can be found that, from an organizational standpoint, utilizing a participative management method has developed loyal employees and teachers who are willing to spend their time and energy to see the company flourish. As all the teachers are very hardworking and creative, they often bring inventive ideas for decreasing expenses and eliminating waste, improving procedures, and enhancing students' satisfaction. This management approach also generates more successful leaders at all levels who can motivate and guide students and their accomplices to accomplish various corporate goals across varied worldwide platforms of educational organizations. Additionally, this kind of management technique also makes students way more active and interested throughout their lessons because teachers are stuck in a particular structured syllabus.

On the other hand, certain autocratic management techniques are also present in this organization's financial sector. As the organization is highly reliant on the external source, earnings and expenditures must be closely monitored. For this reason, the owner makes some of these financial decisions without allowing involvement from the other employees.

2.3.2 Human resource management & Hiring process of the organization

Currently, there is a small separate human resource management system available for the organization. The current employees of the organization directly contract with the head of HR in case of any human resource-related issues.

On the other hand, the organization uses ‘**direct advertising on multiple platforms**’ & ‘**joining job fairs & inter-university programs**’ as the main source of requirements. Initially, direct advertising was used more frequently to approach candidates. But recently, the organization has started using the latter method more than the first method. Generally, job fairs and inter-university programs are effective to find suitable high-quality candidates who are willing to be more productive and approach the organization as multi-dimensional experts to cope with students’ ideas. Besides that, for the hiring process, as the organization heavily revolves around the owner, the owner and the teachers generally take interviews with the upcoming employees. First of all, A **CV submission** is done through ‘google form’ at the initial stage. Then, a **written examination** is taken in order to complete the second stage of hiring. In the final stage, the **interview session** is done with the favorable applicants. For the interval of the hiring session, normally when the organization hires a content creator, the head of the content creator and the owner take the interview. Just like that, when the organization hires new teachers, the head of the teaching department and the owner interviews the employee. In this way, the hiring process is done.

2.3.3 Training and development system

InnoKids has a limited employee in each department. So, the training session for the newly hired consists of two methods of learning. These are **Technology-based learning** methods & **on the job training** methods. Due to the organization's heavy reliance on technology-based studies, technological competence training is required. Technological training is typically designed to teach new employees the technological components of their jobs. In case of necessity, the owner himself provides direction. In addition, the job training method employs the existing workplace tools, machinery, papers, equipment, and information to teach the employee how to properly accomplish their job in certain departments. Consequently, no stand-ins exist that will require an employee to make the training transition to the job. As a result, training takes place within the employee's normal departmental workplace setting and may occur as he or she conducts their actual task. There are also dedicated training rooms, workstations, or equipment in case of any urgent need. Nevertheless, along with all this training, the owner frequently organizes skill development sessions for the betterment of its employees and teachers.

2.3.4 Performance appraisal system:

The performance appraisal system is done by the owner and the head of the department. Typically, they apply a **rating scale** to evaluate the performance of every personnel. The rating scale considers various important aspects of an employee. The rating scale consists of 0-5 rating where 0 being the lowest score and considered a very poor achievement and 5 being the outstanding performance. The outcomes of these ratings are kept confidential, and each

employee receives feedback directly from the owner. The employees of the organization are publicly appraised and privately criticized for their demeanor. The rating scale is given below:



2.4 Marketing practice:

As I've already mentioned, InnoKids is an educational organization. It only conducts marketing to attract both students and their parents. First of all, it uses a **direct marketing technique**. Direct marketing is the most effective method of communicating with parents in order to convince them of the importance of these courses. Currently, many Bangladeshi students and guardians do not view this type of education as essential. Direct marketing helps them comprehend and persuades parents to enroll their children in this program. On the other hand, the company employs few conventional marketing methods. Generally, it uses printed media when the admission for the new semester begins in order to attract new students. **Digital marketing & social media marketing** is the most essential marketing strategy for this organization. It has placed an advertisement on YouTube to inform students about the program. In addition to that, it uses social media platforms very often to attract students in general. InnoKids leverages social media platforms such as Facebook and YouTube to generate interest in their programs. It also broadcasts live sessions on its Facebook page to attract the attention of parents. Along with that, the research in this segment has provided multiple evidence of the

necessity of providing at least some degree of life skills, soft skills, and tech skills to grow up as a successful person in life. From the year 2016 at home and abroad the program created a lot of buzz and as a result, we have seen many people getting to know about the program through other guardians or beneficiary customers of the program. Generally, customers or guardians tell other customers how they can be benefited through the program and how this type, of course, created a huge impact on their children's behavior and adaptability. This can be included in **organic marketing** as well.

2.5 Financial Performance and Accounting Practices

Unfortunately, I was unable to collect any sort of financial data from this organization. The organization is currently a privately owned company, and its balance sheet, income statement, and equity statement are not accessible to the public. In general, however, the company derives its income from the enrollment fees paid by students. The tuition differs every semester due to its cost recovery. semester-wise and tuition costs for a variety of course options. Initially, the company received substantial funding from the University of Melbourne. These findings actually make it possible for the owner to take such initiative in the very first place. Along with that, various companies in our country sponsor several events of this organization. As a result, the organization was able to partner with other educational organizations and successfully organize various events. In recent years, it has become a self-sufficient company that earns its money through admission programs on various courses. Like other business organizations, it uses its revenue to cover its fixed and variable expenses. The fixed costs include employee compensation. In addition, it has its rented premises for administrative purposes, although offering the majority of its courses online. Consequently, there are variable

expenditures such as fees for engaging various specialists, such as a graphics or animation expert if necessary, paying the energy bill, and paying some service bills. Additionally, a significant portion of the organization's earnings is used to develop programs that have a good effect on its students. Finally, the company is saving up some of its profit in order to improve its current marketing department to attract more students and guardians in general.

2.6 Management in important aspects :

2.6.1 Quality management:

To manage the quality of the education and provide the necessary skill to satisfy customer requirements, it is necessary to work through a structural way to provide value in a disciplined manner. InnoKids management structure follows this circle of quality management throughout the beginning of its invention in our country.



Customer Focus: Generally, the organization focuses on its students and their development on the basis of Bangladesh's perspective & how it has created value through this education program and its impact on future generations and their psychology. Nowadays guardians are conscious of their child's mental growth and their adaptability to enter this competitive world. So, providing them with sufficient evidence and approaching them with sufficient material is

a major customer focus of the organization. This will make the customers quote on quote the guardians understand the necessity of the courses.

leadership impact on quality: As our honorable owner Rafiuddin is highly educated and had massive research on the idea well before the startup of this organization, he alone provides several unique ideas to make customer satisfaction a lot more effective. Along with that, as previously mentioned above, the organization uses participative management techniques, to sum up every idea and provide the best quality of education service output to the students.

Engagement Of people: It was not much of a surprise that once the customers quote on quoted the guardians and the students understood the necessity of learning life skills, soft skills, and tech skills, they become very excited about the program. Students found themselves excited about learning these creative skills and guardians found out about the huge improvement in their children's physical and mental health. As a result, some sort of organic marketing has started in favor of this organization which was previously mentioned in the marketing analysis.

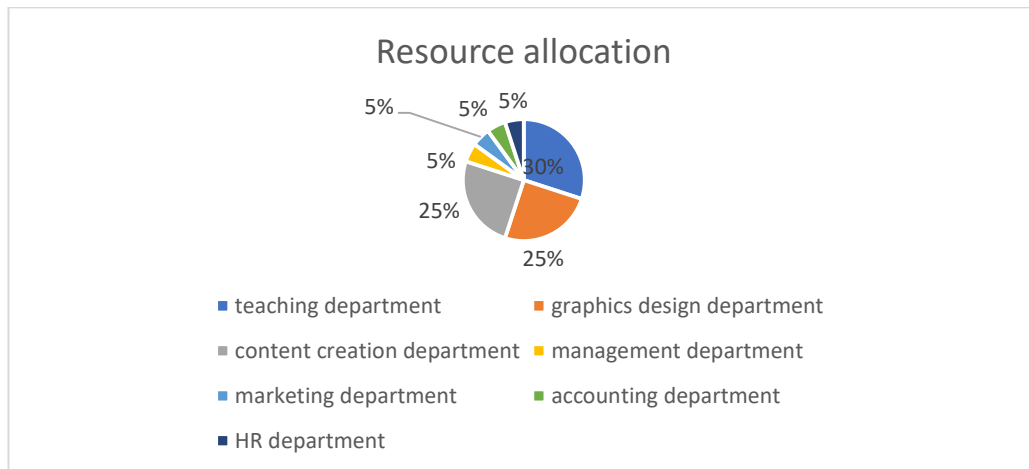
Process approach: A process-driven approach assists businesses in avoiding problems that frequently result from uncertainty about the proper course of action. Developing processes for every aspect of the educational organization ensures that resources are utilized as effectively as possible to maximize the output. It also prevents your company from relying solely on certain people. Also, it gives a clear idea to the employees like teachers and content creators, graphic designers the idea that the purpose of the organization is to provide sufficient help to maximize the growth potential of every student and to fulfill their needs of various forskills.

Continuous Improvement: Along with the process approach the company relies on continuous improvement using various research methods and various content ideas to expand the capacity of the students to successfully satisfy the needs of the customers of this course.

Evidence-based approach: As the owner of the organization completed a Ph.D. dissertation on the approach of this type of organization and its contribution to society, he had a clear understanding of what to expect and how much growth potential this type of organization can provide for the betterment of future generations, as well as how much profit growth he can anticipate over time. He created a profitable business idea that is also beneficial for society. The University of Melbourne helped start the company. However, it is now an independent organization that has invested its resources in the R&D sector, leading to a better approach from both a commercial and an educational institution's obligation standpoint. I've included feedback and a study of student creativity development in my report on how this organization has developed over time.

Relationship management: The organization has always tried to contact its potential customer base Aka the guardians and the students. Their feedback is always welcomed and the content management team is always preparing to provide something unique to expand the capacity of students' knowledge base and the creativity level.

Resource allocation: As previously indicated, the organization is private and has refused to reveal its financial data, making it impossible to determine the precise budget distribution for each department. However, I was able to determine the organization's resource allocation approach on a fundamental level. This can be depicted over a pie chart.



2.7 Industry and Competitive Analysis:

2.7.1 Pestel Analysis

A PESTEL analysis is an effective strategic framework used to examine the **external business environment** in which a company works. In the past, the framework was referred to as PEST analysis, an acronym for Political, Economic, Social, and Technological; more recently, the framework was expanded to incorporate Environmental and Legal elements.

P – Political

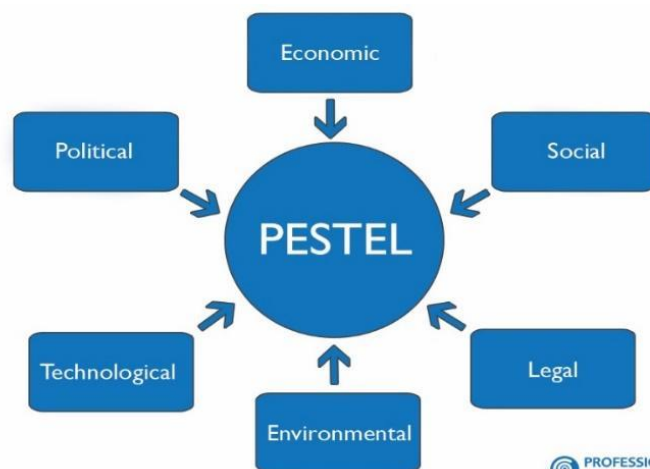
E – Economical

S – Social

T – Technological

E – Environmental

L – Legal



Political Factor: In terms of the political factor, it is essential to understand the current state of government policies. As we know, Bangladesh is a country that has seen political collusion over various periods of time. As a result, students have trouble gaining access to schools and communicating with teachers. Therefore, the combination of online and offline activities has a significant impact on the uninterrupted study session for the full course duration. Also, the company analyzes the political environment, tax policy, and laws of the education ministry. As we already know, in Bangladesh, the political environment is not stable for a long time as after five years, the government alters previous policies. Finally, from an ethical standpoint, the company is always rigid in paying its tax and as a profit & development-based organization the income tax is a must for the company to move forward with the support of the government.

Economic factors: For economic factors, companies generally consider inflation rate, interest rate, exchange rate, the propensity of people to spend, availability of credit, stock market trends, price fluctuations, and economic growth condition of our country. These factors indicate the economic performance of our online-based service providing business and impact our business long term and directly impact the profitability. For an educational institution, InnoKids always keeps in check with the help of the accounting department regarding how it can provide the best possible opportunity for the student to get the education program with a bare minimum amount which will help the organization with sustainable growth opportunity.

Social Factors: Regarding social elements, people's attitudes and beliefs are our primary concern. Here, the organization must consider societal norms and child education quality. InnoKids examines the population size of key cities such as Dhaka, Chittagong, and others, as well as their growth rate and age distribution, in order to determine the consumer segmentation,

wealth condition of people, and social classes, family size, structure, lifestyle, and guardians' concerns. As the revolutionary concept was initially conceived in Australia, numerous modifications were needed to accommodate our culture. In addition, the organization ensures that the course content or syllabus always fits with social variables; otherwise, it would be ineffective for students, and parents would lose interest in enrolling their children in the course.

Technological Factor: As a part of the ed-tech industry, InnoKids always considered the latest technological equipment for our business so that it can provide service to more consumers. During the covid period, it inspired the children to use technology. Not only does it make the perfect approach to the student with technology, but also it provides detailed training to children so that they can use technologies in traditional institutions.

Environmental Factor: For educational institutions, the environmental factor does not create much impact as a business organization.

Legal Factor: In the legal factor, we consider the internal and external impacts of our business. As a teaching service-based business, we must understand which type of customer data is legal for use for advertisement purposes on our website for marketing purposes. Also, it needs to be assured that students can achieve the promised skill after completing the course and they can find the promised value which is initially the idea of the organization.

2.7.2 Task Environment Analysis:

The external environment includes the task environment. The task environment comprises factors that are closest to the organization and have the greatest impact on it. The organization's primary focus is the task environment. There may be competitors, customers, suppliers,

strategic partners, or regulators in the task environment. These elements are easier to identify and monitor than the environment as a whole. These are the factors most likely to have an effect on the organization. By studying the task environment, companies are able to make more informed strategic decisions and choose a course for the organization.

Competitor: Organizational leaders will attempt to analyze and predict their competitors the most. Looking at the competition might have a significant impact on the company's future decisions. Examining what competitors offer might help a company better focus on their offerings and differentiate themselves from the competition. Frequently, an organization's performance can be gauged by its level of competition. If a business begins to lose money, it can observe what its competitors are doing and learn why they are achieving success. An organization can gauge performance and differentiate itself by observing its competitors closely. For Innokid's, 10 minutes school and Sikho can be identified as a competitor. Although their strategies and curricula are different from Innokids, still they are operating in the edtech industry. So, these companies' future approaches should be analyzed consciously. It is not impossible that they start branching their division into the development of soft skill and tech skill categories.

Customers: Customers are the lifeblood of any business. If a firm offers products or services that clients do not want or need, the company will fail. Customers will determine a company's success or failure. A business that listens to its consumers and offers them a product or service they want will be far more successful. A corporation must also consider where its clients are located. Innokids's main customers are the parents of children aged between seven to sixteen.

So, Innokids organization should follow up on their behavior and natural instructions toward their children and the company to provide them with the best possible teaching service.

Supplier: Suppliers will also affect business. Organizations must determine which suppliers to utilize and what they receive from them. For Innokids teachers and technological platform builders are the main suppliers of its service. Although for a service company, supplier power is not that crucial but still So Innokids should keep in mind how to negotiate with the teachers and coders and what alternative suppliers it has in case the suppliers demand more prices for their service.

Strategic partners: Having strategic partners can be advantageous and provide great potential for a firm. When two businesses join forces, they can generate business for each other and help each other grow. InnoKids organization has already done more than 70 collaborations with various edtech organizations. Although it collabs frequently, the owner must exercise extreme caution when deciding with which organizations to conduct business.

2.7.3 Porter's Five Forces Analysis:



Porter's Five forces are an important analysis that helps the business determine its **competitive environment**. Below, the analysis of Porter's five forces is given below:

The threat of substitutes: As of today, 10 Minutes School and Sikho are the main substitutes of the organization. Although both of them are heavily focused on hard skills, they have provided some soft skills in their courses. But from the standpoint of the ed-tech industry as a provider of soft skills, InnoKids's ideas are unique, and consumers who appreciate the importance of these skills will not choose any other institution.

Bargaining Power of Buyers: For this new sort of corporation, customer buying power is very high. People occasionally compare the organization to institutions such as 10 Minutes School, Sikho, and Udvash, even though it offers a unique curriculum. Therefore, the organization always strives to provide the lowest possible rate for admission to these courses.

Bargaining Power of Supplier: As a service-based company, bargaining power is virtually non-existent.

The threat of Substitute: The organization faces a moderate threat of substitution. When guardians and students discover that '10 minutes school' or 'Sikho' gives both hard skills and soft skills, they often feel demotivated despite the organization's distinctive nature. But the organization's specialty is that it works with children between the ages of seven to sixteen and focuses on mental development for future entrepreneurship. As a result, more and more parents are considerably becoming eager to enroll their children in InnoKids course programs.

The threat of New Entrants: The threat of new entrants is one of the most crucial concerns. In Bangladesh, institutions with curricula that emphasize soft skills, technological skills, and entrepreneurial abilities are uncommon and relatively new. However, there is a possibility that

people would see the value of the ed-tech business with this sort of curriculum and create institutions with a similar syllabus, as it is simple to imitate other institutions and then they can slightly modify the course material to use as their own.

2.7.4 SWOT Analysis

Strength:

- Strong Team
- Leadership
- Unique Selling Proposition

Opportunity:

- Availability of Teachers
- Covid-19 Pandemic
- Digital Bangladesh Vision

Weakness:

- Hard for the consumer to understand the benefit
- Limited Budget

Threat:

- Competitors
- Free Content & Piracy
- No Government Control

2.8 Summary & Recommendation:

In summary, with the innovative idea that can fulfill the crucial demand of children's mental growth, InnoKids has something unique to offer. The program will create future business CEOs and entrepreneurs who will be the future leaders of our country. So, it is an obvious fact that guiding a child's mental growth cannot be an easy task. For this, the organization needs to be really focused on every aspect of a country and its various elements to prepare the students. My recommendation is to keep the content updated and make guardians understand

the necessity of this program and its value. This will not only make the organization profitable but also a strong future generation who will propel our nation to the top of the world.

Chapter 3.0 Project Part

‘Analyzing EdTech industry’s Growth Opportunity & Educational Development Scope through Digital Marketing in Bangladesh: A Follow Up On ‘InnoKids’ Organization’

3.1 Introduction

The full form of EdTech is education technology. The Ed-tech industry is a technological industry that supplies hardware and software to increase the learning process and the adaptability of students. And as a result of this process, a superior educational outcome is followed. The Ed-tech industry’s most important element is e-learning. E-learning may also be referred to as a network-enabled transmission of skills and knowledge, and the distribution of education is made to many recipients at the same or different periods (Zamani et al., 2016). In the past, not everyone welcomed it since they believed it lacked the human connection essential for learning.

However, with the rapid advancement of technology and the development of new learning approaches, it is now widely accepted. This reform was founded on the invention of computers, and as time progressed, we were addicted to smartphones, tablets, ebook readers, etc. These electronic devices now play a significant role in classroom instruction. Books are being rapidly supplanted by electronic instructional materials such as ebooks and flash drives. Knowledge

can also be disseminated over the Internet, which is accessible 24 hours a day, 7 days a week, and worldwide ("What is electronic learning? E-learning definition, e-learning meaning ", 2012)

The education industry in Bangladesh has been plagued by several deficiencies, including a lack of qualified teachers, a relevant curriculum, and conducive learning environments. Bangladesh faces a colossal task to develop a 'Knowledge-based Society' and equip its citizens with the knowledge and skills of Information and Communication Technology (ICT) for the 'Skill-based Economy'. There is the possibility that education costs could be decreased through the use of ICT. It also improves educational quality and promotes uniformity. If the nation wishes to raise awareness of the value and quality of education, it must expand educational opportunities for all, including the most vulnerable groups, such as low-income and less-skilled individuals, girls and women, children not in school, and uneducated and unskilled youths and adults (Asad, 2010).

Bangladesh is also beginning to implement its goal of incorporating ICT into its educational system. In 2009, the Government of Bangladesh began a pilot study on e-Learning of Mathematics in Secondary Schools in Gazipur and Comilla with the assistance of BRAC under TQI SEP (Teaching Quality Improvement in Secondary Education Project). In 2010, the Ministry of Education of Bangladesh established the Mobile ICT Lab of TQI-SEP in order to give eLearning to rural Bangladeshi secondary learners from disadvantaged backgrounds. A total of seventeen Mobile ICT Labs in seventeen Cars (thirteen minibuses and three four-wheel-drive trucks for hill tracks, haor areas, and isolated areas) traveled throughout the nation

to provide the e-Learning system to the teachers and students of one thousand schools (Asad, 2010).

Even after the government's efforts, the E-learning method did not immediately gain favor in Bangladesh. Bangladesh used this preexisting web platform to reinvent the education system during the Covid-19 pandemic. Bangladesh's student population totals 42 million individuals. They are the country's future and the grounds to be optimistic about the country's future. Bangladesh was not immune to the devastating impacts of the coronavirus epidemic that ravaged the globe in 2020. As a result of the rigorous lockdown, 42 million pupils were left without classrooms, friends, schools, or institutions, and without formal education. As youngsters move away from educational institutions, online classes are a natural first choice; happily, Bangladesh already has various pre-established platforms to work with (Chowdhury, 2021).

The platform Konnect (K stands for kishore, which in Bengali means youth) was built in recognition of the value of engaging with youngsters in a way that they can relate to. Konnect is a virtual "edutainment" platform where around 300,000 Bangladeshi youths are acquiring 21st-century life skills while being delighted, engaged, and productive by way of more than 30,000 edutainment resources (Chowdhury, 2021).

The Teacher's Portal, an additional innovation, was created for elementary and secondary school teachers to present a contemporary style of teacher training. During the first months, the quantity of teacher-generated items grew to more than half a million. Currently, nearly 1.5 million teachers are members of this portal (Chowdhury, 2021).

However, only approximately 35 percent of secondary school students and less than 20 percent of primary school children in Bangladesh have access to the internet, and the majority of students who stayed in rural areas were deprived of education. Bangladesh Television (BTV) has been streaming thousands of classes for students in primary, secondary, madrasa, and vocational education, reaching tens of millions of pupils. Using outdated technology, this alternative to online classes was a big success (Chowdhury, 2021).

The Bangladesh Covid-19 School Sector Response Project (BSESRP) of the government outlines Bangladesh's aims to deliver Ed-tech services that would improve the efficacy of these existing platforms. (Zubairi and others, 2021). The remote learning program that began during the pandemic is anticipated to continue in the future via a hybrid paradigm. Digital education is now included in the Digital Bangladesh vision of the government. The government of Bangladesh has just adopted the national five-year plan (July 2020-June 2025) and published it on the website of the Bangladesh Planning Commission, reaffirming its commitment and support. It is anticipated that the forthcoming national education strategy will contain a number of these activities as areas of emphasis (Shehab, 2019).

In Bangladesh, there are several Ed-tech platforms. The 10 Minute School is the nation's largest online educational platform, instructing over 250,000 students daily for free via its mobile app and social media channels. They have lately established a new component called '10MS Skills' that offers numerous online skill development courses (Kabir Sneha, 2021).

Ed-tech is the future of education, as evidenced by current global trends. It makes perfect sense to introduce more educational technology into the classroom. Ed-tech is not here to eliminate

physical presence in education; rather, it is meant to intensify and engage the education and learning process (Kabir Sneha, 2021).

Ed-tech has the potential to have a significant impact on Bangladesh, as online learning can be the key to equipping the labor force with market-relevant skills, preparing students for national exams, and offering further education to the larger populace. Ed-tech or online education has the ability to rapidly grow and educate Bangladesh's future workforce and entrepreneurs in order to establish a Digital Bangladesh (Shehab, 2019).

There are numerous reasons to be optimistic about the future of education in our country, and the growth of the Ed-tech sector is one of them. The industry's potential can enhance further with the help of digital marketing.

Generally, any form of marketing that employs electronic devices that can be used by marketing specialists to transmit promotional messages and measure their impact along the consumer journey. Digital marketing often refers to marketing initiatives that display on a computer, smartphone, tablet, or other electronic devices. It can include online video, display ads, search engine marketing, paid social ads, and social media posts. Digital marketing is frequently contrasted with "traditional marketing" techniques such as magazine advertisements, billboards, and direct mail. Although people in our country think of digital marketing as a source of digital product advertisement technique, it can easily be used to create the realization of the necessity of e-learning programs and their service for the betterment of future generations.

The promotion of Ed-tech or E-learning has increased globally, and during the pandemic, Ed-tech prevented a total collapse of the education sector. Now in the post covid era, Western

culture has already started using this idea to build up platforms based on EdTech. They have started promoting their educational teaching service through digital marketing. They are making a profit out of this industry effective and efficient technology that not only provides students with innovative ideas and knowledge but also makes them tech experts for the future world

In contrast to western countries, Ed-tech is not commonly used in Bangladesh, but it has enormous potential to grow and become a major business in our nation. Before the pandemic, the sector did not experience significant expansion, and the growth it is currently experiencing in Bangladesh may change after the pandemic. But after covid, guardians and students think technology is not necessary. With the help of digital marketing, we can motivate our guardians and students to think

This research is mostly based on the operational experience of InnoKids, an E-learning or Ed-tech platform. This is the first platform in Bangladesh that focuses on the skill development of children in order to assure their employability at a young age. The purpose of this paper named "Exploring the Scope and Opportunity for Ed-tech Industry in Bangladesh: A Case Study on InnoKids" is to determine the scope and opportunities of Ed-tech platforms in Bangladesh, such as InnoKids.

3.1.1 Statement of the Problem

In recent years, ed-tech has been a trending topic around the globe, but until recently, the majority of education in Bangladesh was conducted offline. The majority of colleges

exclusively offer brick-and-mortar education. Although there are now digital classrooms with Internet connectivity at a few colleges, the majority of tutoring is still conducted offline.

Before the epidemic, it was inconceivable that the nation's school system would undergo total digitization. This Ed-tech industry has received a global boost due to Covid's contributions. In Bangladesh, the situation is identical. As there are forty-two million students in Bangladesh, and the majority of them seek after-school assistance from coaching facilities, the construction of a high-quality online education platform may be able to ameliorate this alarming scenario. There are currently a significant number of people in the country who utilize E-learning platforms to acquire new skills and become more prepared for the future. So, it is necessary to actually promote and use various marketing strategies for the e-learning platforms to keep moving forward. Otherwise, people will start shifting back to traditional learning systems with no fundamental experience in e-learning. But as we have already discussed the western culture's concern to grow this industry with lightning speed, our students will slowly lag behind in course of time. So they will feel uncomfortable and their mental capacity will not be able to adopt technology as an efficient and effective means to learn various aspects of professional life. As a result, without adequate marketing techniques, especially digital marketing, the industry will gradually decline, and Bangladesh's educational system will be unable to reap the benefits of technological platforms for acquiring greater knowledge and valuable lessons.

3.1.2 Literature Review

E-learning refers to the use of various kinds of electronic media and Information and Communication Technologies (ICT) in education (Orleans, 2014). Pathan and Hassan (2005)

say “E-Learning refers to the deployment of information systems and information technology in educational services. Numerous applications and processes that could be provided in synchronous or asynchronous format, like web-based learning, computer-based learning, virtual classrooms, digital collaboration, etc. are examples of E-Learning methodologies”. The idea of E-learning started in the 80s when Computer Based Training (CBT) started, and students were instructed via CD-ROM (Hubackova, 2015). In Bangladesh, this technique of tutoring has been used by Bangladesh Open University since 1992 (Hossain, Morshed, & Jewel, 2012). They later described E-learning as a technology-improved learning method and a pedagogy powered by digital technology (Hossain, Morshed, & Jewel, 2012).

The Internet paved the path for the rapid growth of the E-learning sector back in the 90s as stated by Patwary, Kabir, and Khalil (2012). The changes in the market caused by increased internet and smartphone penetration are visible as a variety of digital services are growing. Services like online grocery, general-purpose e-commerce, services online, food delivery, etc. have been seeing increasing acceptance in urban centers across the country. The coronavirus pandemic has fast-tracked that speed (Chowdhury, 2021). Internet usage has doubled in Bangladesh over the past five years (2015-2020) with an average of 13.5% yearly growth - about 67% of the country's total inhabitants now utilize the internet (Kabir, 2020). While Bangladesh’s gap with its Asia Pacific peers like Nepal, India, and Pakistan in smartphone usage is quite significant, the smartphone penetration has seen uninterrupted growth with 41% of total mobile phone users having smartphones (“Bangladesh behind Nepal, Pakistan in smartphone use”, 2021).

Pathan and Hassan (2005) expressed that learning with technology can be effective as it offers

instructors the opportunities of using audio, video, graphics, text, etc. (Pathan & Hassan, 2005). Yeasmin and Rahman (2013) say “ICT is capable of capturing a student’s interest through visual representation of theories taught, audios, moving pictures as well as interactive activities”. Listening, Speaking, Reading, and Writing are the fundamentals of learning, among which listening is the first and foremost obligatory and if a combination of listening and visualization can be integrated with the education, then obviously the learning process will improve a lot. (Thanh & Ngoc, 2021). It is a blessing of the digital age which can teach students anytime, anywhere with the help of digital technology (Farah & Ahmed, 2014).

E-learning has taken a new turn with the introduction of massively open online courses (Adams et al., 2013). At present many institutions offer online courses through different platforms; the three biggest portals: Coursera, EdX, and Futurelearn, have courses including full-fledged degrees from 91 institutions between them as of March 10th, 2013 (Daniel, 2012). The global demand for higher education is growing. Across the developing world, demand for tertiary education continues to rise. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), between 2000 and 2015, the number of students worldwide who were enrolled in higher educational institutes grew from 99.70 million to 214.10 million (Gropello, 2018). Educational institutes in Bangladeshi cities and towns are usually better-staffed and better-financed than those in rural areas (Tinker et al., 1999). The universities and tertiary colleges are the main vehicles providing higher education in Bangladesh, but Bangladeshi universities are performing poorly in most of the reputed international ranking systems, which has become increasingly important both locally and globally as an indicator of excellence (LightCastle Analytics Wing, 2019). The Edu-tech industry is showing that it has

developed instant solutions for teaching and learning in the virtual space that can prevent a total breakdown of educational institutions, particularly during the coronavirus pandemic (Renz, Krishnaraja & Schildhauer, 2020).

Increasing access to early childhood education has been a priority for Bangladesh in recent years. The number of children enrolled in early educational institutions has grown nearly 400% since 2010. While access has improved, a large portion of Bangladesh's learners remain out of school. A survey from 2016-17 suggests that approximately three million learners aged between 6 and 14 years are still out of school. (Zubairi et al., 2021).

While many children are now accessing education services, learning remains low. Before the Covid-19 pandemic, over half of learners in Bangladesh, which is 58% of the total number of learners who completed Grade 5 did not achieve the expected reading competencies (Rahman & Ahmed, 2021). A recent report by Transparency International Bangladesh (TIB) revealed that at least 250,000 foreign nationals from 44 countries are working in Bangladesh even though a huge number of citizens in the country are unemployed because the citizens of the country are not skilled enough for these jobs. Education needs to be reformed to produce a high-skilled workforce and Skill-based knowledge is now a dire need (Rahman & Anwar, 2020). Bangladesh's goal is to become a developed country by 2041, and for becoming a developed country, Bangladesh has designed reform priorities for its educational sector, they are Access and equity, quality and relevance, Governance, and system management (Zubairi et al., 2021). These provide a strong case for E-learning platforms as an alternative to in-person, traditional higher education.

Different studies have shown different complications discouraging trainers and teachers from

engaging with online teaching and learning including extra workload, inadequate support and rewards, absence of control and authority, technical difficulties, time restrictions, concerns about intellectual properties, low internet bandwidth, shortage of funding, lack of required equipment and lack of professional progress programs name a few (Mackeogh and Fox 2009; Panda and Mishra 2007; Reed 2012; Seaton and Schwier 2014; Zamani et al. 2016). Many teachers still prefer traditional education over online education because of the lack of face-to-face connection, and it makes it difficult for the teachers to motivate their students. (Zamani et al., 2016). As per Yeasmin and Rahman (2013) the main challenge for Bangladesh is that the country is facing various problems in E-learning: funding, skills, and capability of students and teachers. Pathan and Hassan (2005) also stated the same problems in addition to learners' mentality and the price of taking courses. Hossain, Morshed, and Jewel (2012) believe that e certificates or certificates gained from online courses must be valued and accepted by job recruiters in Bangladesh. To tackle challenges Mou (2016) thinks government interference is the key and more E-learning platforms must be founded. The same is also stated by Farah and Ahmed (2014) too. The online education models mostly have been created in/for the western world and then borrowed for developing nations, which are culturally unique. This is seen as one of the problems which result in ineffective transition and adoption of online education in developing territories (Nawaz, Awan, & Ahmad, 2011). The Edu-tech sector in many cases depends on anecdote and aspiration rather than robust evidence, and sometimes even high-profile programs might not be rigorously designed or evaluated (Hennesy et al., 2021). In 2021, an hour of learning content can take around 100 - 160 hours to create and it costs about 22,431 US Dollars on average (Movchan, 2020). E-learning platforms have extremely high dropout rates. Just 5 percent of those enrolled in 17 EdX classes in 2012 and 2013 received certificates

of completion (Wildavsky, 2015).

There is no market research that predicts the market size of Edu-tech businesses in Bangladesh. But an assumption can be made by comparing E-learning with the market size of the coaching business. It was stated in a national daily that the market size of the coaching business is 32,000 Crore Taka. The Education Research Council, an autonomous organization, said the coaching business has a market size of around 2,500 Crore Taka. If a major chunk of the coaching business begins to operate online, the market size of Edu-tech will become more than Tk 2,500 crores (Mahmud, 2021).

In Bangladesh E-learning can be a useful way of providing quality education to all, particularly the ones who are deprived of higher education due to financial restrictions (Pathan & Hassan, 2005). In Bangladesh technology can support personalized learning which can enable teaching at the right level, can facilitate learner-centered learning, can lead to teacher's professional development, will help increase early childhood education, and can help out of school children especially female students to get education (Zubairi et al., 2021). According to Furham (2019) these steps needed to be taken for improving the Edu-tech: Use what we know about learning to develop the product or course designs, Putting educators or researchers on advisory boards of startups, and Trying products out in real-world scenarios before rolling it out, revising them again and again until they show potential for delivering results, Invest in teacher and school leader professional development, View implementation as a vital part of the process, Work with buyers to find out how they judge effectiveness, Safeguard student privacy and Document when evidence about effectiveness helps sales and increases market share.

InnoKids initiated its journey to focus on kids, making them aware of life at an early age. The platform was founded in Melbourne, Australia by Dr. Rafiuddin Ahmed, Associate Professor, University of Dhaka, as a part of his Ph.D. project. According to a study conducted by the Bangladesh Institute of Development Studies (BIDS), the graduate unemployment rate of Bangladesh was 33.19 percent in 2019. To get rid of graduate unemployment, InnoKids promised to raise the kids as self-confident, skilled, and more accurately learned from an early age. InnoKids inspires kids to be their own boss both in life and in their careers with proper guidance. InnoKids' goal is to convert kids into kidpreneurs by ensuring proper coaching and incubation in a variety of skill sets such as life skills, soft skills, technology skills, and business skills. InnoKids has trained more than 300 kids at home and abroad. InnoKids is currently running their pilot project "Kidspreneur 1.0" in Bangladesh very successfully. The program is designed in a hybrid model, meaning the learning is done both online and offline. The program is specifically designed for kids of 10-16 years. "Kidspreneur" is the flagship program of InnoKids, and the program has four modules, they are Life skills, Soft skills, Tech skills, and Business skills. The other programs offered by InnoKids are the Web + App Development Course, Graphic Design + Video Editing Course, English Communication Course, Coding and Cyber Security Course, and Learning Language (Chinese) Course.

Recently there is an influx of Edu-tech start-ups In Bangladesh. Last year six Bangladeshi Edu-tech startups: 10 Minute School, Shikho, Bohubrihi, Thrive EdTech, Durbin Academy, and Upskill made it to HolonIQ India & South Asia EdTech 100 list (Chowdhury, 2021).

3.1.4 The objective of the Study

The objective tells the reason behind the writing of the report. Before joining the organization, I set my goals which guided me until I finished writing the report. It has always kept me motivated to be on the right track. The objectives are:

➤ **General Objective**

There are numerous reasons to be optimistic about the future of education in our country, and the growth of the Ed-tech sector is one of them. Bangladesh's E-learning industry is not growing at the same rate as the rest of the world, and it was even slower before the Coronavirus outbreak. In Bangladesh, the epidemic has presented a tremendous potential for Ed-tech platforms. The research is based on the E-learning start-up InnoKids. The purpose of this research is to determine the market potential and opportunities for the Ed-tech industry in Bangladesh. The report is written in order to find out how mental processing hindrance impacts to use of technology as a learning medium & the process to overcome this hindrance with digital marketing. The report tries to find out how the digital marketing process would develop awareness among individuals & their thinking towards these kinds of platforms & how much digital marketing is necessary to generate this impression on the people and what sort of resources is necessary to successfully motivate the target market (e.g., guardians & students) that finally lead to greater educational scope & up to mark the performance of the industry.

Specific Objective

The specific objectives of preparing the report are:

For organizational Growth:

- To find out the scope and opportunities for the organization ‘InnoKids’ to evaluate the industry.
- To find out the challenges of the ‘InnoKids’ to evaluate the industry challenges.
- To find out how InnoKids can grow up in the future to evaluate the future of the industry.
- To find out how much contribution digital marketing can offer for the growth of the industry.

For educational growth:

- To find out people’s perspectives on these platforms.
- To find out how digital marketing creates an impact on the perspective.
- To find out what kind of benefits they can reap from the platforms.
- To determine what kind of Ed-tech platforms are popular
- To find out how it can be enhanced in the context of Bangladesh
- To find out the advantage students are getting after learning from these organizations.

In total, both business & education can develop with the help of each other for the betterment of Bangladesh.

3.1.3 The significance of the Study

EdTech is one of the most undervalued industries in Bangladesh. Before Covid-19, many Bangladeshis held negative attitudes and perceptions of this sector. Even before the pandemic,

the expansion and use of education technology were substantial, with worldwide Ed-tech investments reaching \$18.66 billion in 2019 and the global market for online education anticipated to reach \$350 billion by 2025. (Li & Lalani, 2020).

The 21st century is commonly seen as an age of technology. In the past decade, technological advancement has occurred at a rapid rate. Typically, it takes between 20 and 30 years for new technology to attain popular acceptance. Personal computers, which gained popularity in the early 1980s, cleared the path for the incorporation of technology into education. Recently Covid-19 protocols and with some degree of digital marketing and a small amount of traditional marketing, students were drawn to Ed-tech due to its ability to effectively promote constructivist and cooperative learning through the use of technology. The digital advertisement makes students motivated to engage in productive course material to combat student boredom and enhance their learning. So, starting from that point, Ed-tech has had a significant impact in western nations, and right now it is also steadily gaining appeal in many Asian markets.

Finally, to argue with many Bangladeshis who had an unfavorable view of the Ed-tech industry in general, the industry and its business platforms need to provide significant proof and marketing strategy to reach out to them. Although, the research, which is mostly based on InnoKids, is important in order to offer stakeholders a comprehensive understanding of the breadth and prospects of the Ed-tech industry in Bangladesh & its promising features for the betterment of society's education.

The purpose of this paper is to examine the potential and scope of the Ed-tech industry in Bangladesh based on observations made while working at InnoKids. This study's findings are

congruent with those of other studies conducted in poor nations, such as Bangladesh, where numerous possibilities and prospects for Ed-tech platforms were discovered. So, the findings are quite encouraging for educational development in Bangladesh. The majority of E-learning platforms in our country are expanding, and their potential and possibility are vast. The study's findings can give policymakers and entrepreneurs valuable insights on how to successfully design and implement E-learning and make it more accessible to the entire population of Bangladesh.

3.1.5 Limitations of The Research

This formulation of this report was not a simple task. Despite the report's meticulous preparation, it nonetheless contains certain limitations. Due to time and expense constraints, the investigation is limited to specific locations. This project document is written and organized solely from an organization's activity and future perspective, which may differ from the other institution to some degree. The study relies solely on official records, question-and-answer sessions, direct observation, and face-to-face interviews. During the interview, InnoKids employees did not have sufficient time to discuss numerous topics due to their busy schedules. The lack of important data in Ed-tech business journals and official publications in Bangladesh is a restriction. Journals, news articles, and periodicals were consulted for secondary data, which may be biased toward the Ed-tech industry.

3.2 Research Methodology

3.2.1 Research Approach criteria

According to Ethridge (2004) research is a “systematic approach to obtaining and confirming new and reliable knowledge.” Research is typically characterized as the development of new knowledge and the innovative application of existing knowledge to generate new concepts, approaches, and understandings. This can also involve the synthesis and analysis of prior research to the extent that it contributes to the discovery of distinctive & unique results.

There are two known approaches for connecting theory and research: the first is a **deductive method** in which theory guides research and directs researchers; the second is an **inductive method** in which the theory is derived from research.

Throughout the deduction process, researchers propose a hypothesis based on what is already known about the theory; the deductive technique is typically a theory that may be used to examine the relationship between theory and analysis. The process continues by collecting various sorts of data that either supports or refutes the hypothesis, and the original theory is revised according to the results at the conclusion.



There are two approaches to employing research methods: **qualitative and quantitative**. The primary distinction between these approaches is in the data gathering process: the quantitative

approach verifies and provides data to evaluate the current hypothesis, whereas the qualitative approach strives to establish hypotheses but lacks data to measure. Strategies can collaborate successfully and do not mutually exclude one another, resulting in more transparent outcomes.

Two sorts of sources could provide information for the research: **primary and secondary**. The first category of data, referred to as primary data, is compiled by the researcher, whereas secondary data is compiled from established resources such as databases, books, papers, statistics databases, etc.

3.2.1 Application of the deductive method in this research:

Different Theories: Despite the rise of Ed-tech research in Bangladesh as a result of the pandemic-caused market shift, the quality of these studies is frequently subpar. In the recent past, Ed-tech research frequently focused on learner motivation and engagement or the measurement of learning outcomes in countries other than Bangladesh. In Bangladesh, Ed-tech research is typically undertaken under experimental rather than naturalistic conditions. In Bangladesh, the design, execution, and evaluation of Ed-tech startups frequently lack a potent theory of change (Joyce & Cartwright, 2019). The majority of these studies' credibility is undermined by a variety of design flaws. Many types of research, for instance, do not even have a big sample size; few studies generated statistically significant results, and the majority of studies with large samples were survey-based. This research is qualitative in nature since it was conducted through interviewing an Ed-tech startup, InnoKids, to hear their tales, grasp their perspective, and comprehend the significance of their story and their perspective on the Ed-tech business. The research is exploratory since the primary objective is to discover and

comprehend the ideas and insights about the Ed-tech industry in Bangladesh, as well as the breadth and opportunity of these concepts.

Hypothesis: The edtech industry's growth opportunity & educational development scope will improve with the same rate of industry's digital marketing activity.

3.2.2 Data Sources:

Two types of data are used to find out the result of this research. These are given below:

➤ **Primary Data**

The primary data is collected using **mixed methods** (a combination of two or more different types of methods). In my mixed data collection method, I have used three types of strategies. These are

- **Interview method.**
- **observation**
- **Survey**

Interview method: This research is mostly based on data collected from InnoKids. So, as I have previously mentioned, in order to obtain this information, an open-ended interview was held with the founder, workers, and consumers of InnoKids. These interviews are more or less 20 minutes to find out about various aspects of the marketing approach and industry future and consumer benefits of the edtech industry of Bangladesh.

Observation: In order to comprehend the learning and teaching process, it is also necessary to witness live classes. In addition, participation in team meetings has afforded me the

opportunity to acquire extremely pertinent information regarding the subject of this report. So, these are the observation methods I have used for collecting data.

Survey: To minimize inaccuracy and prejudice in observations about the Ed-tech industry, I have taken a survey of guardians who have to answer 6 different common questions with a simple rating-based technique and one multiple choice question. . As a result, although the research is heavily dependent on qualitative data, there is some numerical data which can back up as hard evidence to support the primary data. So, this is the only quantitative data that I have used for my research purpose.

Survey sample size: At the graduation ceremony of InnoKids, I printed a survey question paper (survey questions provided in the appendix sector) in order to take a survey of the guardians who purchased the course for their children. About 30 guardians engaged in that survey and I have found several interesting facts in the survey.

- **Secondary Data:** To obtain secondary data, the InnoKids website and social media platforms are closely monitored. The websites of Bangladesh's several regulatory boards are also analyzed. Relevant data are extracted from published publications and journals concerning education in Bangladesh and Ed-tech in Bangladesh. Additionally, newspaper articles and the EdTech industry are analyzed.

3.2.3 Data reliability and analysis method

Reliability and validity expectations have a significant impact on how researchers perceive the study's administration. Certain definitions of the researcher are necessary for the study's

authorization and validity. The notion of reliability indicates the extent to which data may be relied upon. Reliability requires the use of straightforward, easy-to-understand questions with accurate responses on questionnaires. Using anonymity during the survey can encourage respondents to be more truthful and favorably influence the results. In order for the survey to be both accurate and efficient, the researcher and responder must read the questions in the same way so that there is no confusion resulting in analytical errors. In addition, the response respondents provide to researchers during the survey is essential for recognizing and interpreting the respondent's specific intent.

This report's informative section is based on primary data such as personal observations and open-ended interviews with InnoKids employees, as well as secondary data obtained from websites, social media pages, and other external sources such as published articles and online sources. This report's analytical section is the result of multiple data acquired primarily from external secondary sources and surveys. For the analysis of primary and secondary data, qualitative content analysis and narrative analysis are utilized.

Typically, qualitative content analysis is applied to secondary data, where themes and concepts of relevant published articles, websites, and newspapers are studied. Textual or written data are analyzed using qualitative content analysis (Hsieh & Shannon, 2005). This indicates that the approach yielded results with a wide variety of qualities, which can diminish the credibility of the report. Therefore, it should include the researcher's ongoing reflection and self-criticism (Elo et al., 2014). In this paper, qualitative content analysis is conducted with care, and the selected written texts are recent and derived from reputable sources. Additionally, personal observations are utilized throughout the analysis.

In this report, narrative analysis is applied to open-ended interviews in order to comprehend interviewees' stories and narratives based on their own experiences, and then the building of narratives is employed in this research. A narrative is a story with a beginning, middle, and finish; this has been acknowledged since the time of Aristotle, and narrative can be spoken or written (Linde, 2001). The narrative might range from an entire life story to a quick story on a specific topic that describes a particular occurrence (Roen, 2007). In this report, narrative analysis is mostly employed to assess the narrative and incident as they are presented orally.

In the report's section on findings, emphasis is placed on the observations made while working at InnoKids and the alignment of these observations with the studied data. In addition, the possibilities of InnoKids and other Ed-tech companies in Bangladesh are examined. Based on the findings, recommendations are made to make E-learning more accessible to the general public.

3.3 Findings and Analysis

3.3.1 The Scope and Opportunity of InnoKids to evaluate Industry:

The primary objective of InnoKids is to equip children ages seven to sixteen with a variety of skills to better prepare them for the future. The number of Ed-tech platforms in the country is increasing. Until recently, the Ed-tech industry was severely undervalued, but technological advancement and adaptation have drastically altered the landscape. InnoKids is unique among these Ed-tech startups, and it is the only company in the country that focuses substantially on the skill development of children. InnoKids will assist students to comprehend fundamentals

and enhance their abilities. Students who successfully finish the course will obtain a degree or certificate without ever attending college, university, or any other institution.

Dr. Rafiuddin Ahmed, the creator of InnoKids, is a skilled trainer who has led hundreds of entrepreneurial seminars. He is one of the Bangladeshi pioneers of the E-learning movement. When asked about the history of InnoKids, he stated that the primary motivation for establishing this company was to teach kids diverse skills so they might become 'Kidspreneurs'.

There is a significant gap between the children of Australia and Bangladesh. Children in wealthy nations such as Australia are independent. They begin working when they turn 14 years old. Therefore, they receive real-world experience at a very young age and are able to contribute financially to the family. In Bangladesh, the situation is very different; students are required to wait for employment until they graduate. By the time they obtain employment or are job-ready, they are 25 years old. However, people become biologically job-ready at age 14, and the children who represent the future of Bangladesh are 10 years behind in terms of real-world work experience. Young students are unable to obtain part-time employment in Bangladesh. InnoKids intends to give these children of Bangladesh the skills necessary to participate in the gig economy, become a child entrepreneur, or become a 'Kidspreneur'. When asked why he founded InnoKids, the company's creator offered the following reasons.

Australia has provided funds to InnoKids. Dr. Rafiuddin Ahmed, the founder of InnoKids, applied for the "Australia Alumni Grant " while earning a Ph.D. in Australia.

Before beginning work in his native Bangladesh, he oversaw the wildly successful InnoKids pilot program in Australia. This is why InnoKids earned the Australian alumni grant, as the company's potential is so great.

Dr. Rafiuddin believes that despite the considerable differences between Bangladesh and Australia, the unemployed in Bangladesh will gain greatly from Edutech startups. As a result of the fact that many individuals lack necessary employment abilities. People who aspire to be entrepreneurs can derive great benefit from the Ed-tech platforms since they will learn a variety of entrepreneurial skills.

So as a result in the past, education was limited to classrooms and books, but those days have long since passed. In Bangladesh, online education is progressively gaining pace. The ed-tech industry is growing. A rising number of businesses are seeking to leverage the internet and the power of technology to bring education online. Since the beginning of the coronavirus pandemic, ed-tech businesses have attracted considerable interest from both users and investors. In the past several months, numerous local education technology businesses have raised investments of varying quantities from both domestic and international investors. The Covid-19 epidemic has drastically altered the Edutech business in Bangladesh. Dr. Rafiuddin Ahmed and the project collaborators Zawad Alam Jarif and Md. Arikul Haque believes that the pandemic is one of the causes contributing to InnoKids' success, given that the platform began its journey during the pandemic. In numerous ways, the pandemic has altered people's perceptions, and it will have a lasting impact on consumer behavior.

E-learning systems can save considerable time and money. Especially in a country like Bangladesh where people have poor incomes, it can be advantageous for them. The traffic congestion in the city of Dhaka is a significant issue; commuters waste a great deal of time traveling from one location to another. During one of InnoKids' classes, it was discovered that many students choose online education because it saves them so much time.

Flexibility is one of the best features provided by Ed-tech. The course materials are available to students anytime and whenever they choose. It also benefits instructors and trainers. In addition to having children from different regions of the country, InnoKids also allows teachers from other regions to attend the class.

Due to the combination of audio, video, and graphic materials, InnoKids is able to teach children successfully since they can comprehend the course material more easily and efficiently. Other interactive learning techniques, such as games and online exams, are also highly useful.

Massive open online courses have added a new dimension to E-learning systems. Current InnoKids programs and courses are taught via live classes. Soon, Dr. Rafiuddin intends to introduce massively open online courses. It will aid the children in obtaining certification from reputable institutions and knowledgeable instructors.

Parents and children have a highly favorable opinion of InnoKids. According to a father, InnoKids has converted his children's computer and mobile device addiction into productive learning. The Project Associate of InnoKids, Zawad Alam Jarif, has also stated that InnoKids has made its students smarter and more aware than their peers. Children also enjoyed the lessons since the inclusion of visual and auditory aids facilitates their comprehension of the material. Additionally, it is highly successful at capturing their attention.

The utilization of more smartphones, computers, and tablets also contributes to the growth of this sector in Bangladesh. Internet accessibility is also playing a major role.

During the interview, Dr. Rafiuddin Ahmed stated, "Internet-connected devices represent the backbone of the education technology business." The increasing number of internet users in

the country presents a tremendous opportunity for students to attend their classes on Edutech platforms such as InnoKids.

A significant portion of Bangladesh's population is still young. The Worldometer reports that the median age in Bangladesh is 27.6 years. Dr. Rafiuddin believes that because young people are interested in technology, Ed-tech platforms would draw them in greater numbers. Youth will be essential to the success of the ed-tech industry.

In Bangladesh, nearly every family requires some form of private tutoring; hence, there are tens of thousands of independent tutors, the majority of whom are college students. In addition, a significant proportion of these educators understand and value the E-learning approach and aspire to adopt it. Connecting with educators of this caliber results in more content, and more content increases the number of students who benefit from InnoKids. It has also generated opportunities for these independent pupils. The majority of InnoKids' employees are undergraduate and graduate students. It is an ideal source of income for instructors and trainers, as they may lecture and instruct from anywhere at any time.

In Bangladesh, none of the Ed-tech platforms offer a smartphone application. Even if a mobile application is not required for the learning process, a suitable application can significantly enhance the learners' experience. The program will make it easier for them to attend classes through mobile phones. In the near future, an app for InnoKids will be available, according to Dr. Rafiuddin Ahmed.

Ed-tech and E-learning are more cost-effective than traditional learning methods. In addition, the platforms offer a vast selection of courses, which is difficult to get through conventional means.

Ed-tech and E-learning are more cost-effective than traditional learning methods. In addition, the platforms offer a vast selection of courses, which is difficult to get through conventional means. During a lecture, Dr. Rafiuddin stated that virtual labs might be utilized in schools and institutions with low budgets.

There is no assurance that all participants in a training program will have identical levels of ability, competency, and experience. Some individuals may learn faster or slower than others. Some will be familiar with certain components of the instruction and will not wish to continue, while others will be utterly unfamiliar with certain aspects of education. And e-learning is ideal for such circumstances, as it can provide numerous courses for learners of varying ability levels and can offer courses for a skill that may be divided into multiple courses.

Platforms for ed-tech must collaborate with their purchasers to determine how they evaluate effectiveness. It was cited by Furham (2019) as one of the essential steps for progress. Customers may be interested in using standardized tests as a measure of effectiveness, but they may also be interested in teacher feedback and student involvement. InnoKids should provide evidence for KPIs that are important to users. Dr. Rafiuddin Ahmed stated that displaying favorable feedback from prior customers additionally assists future purchasers in comprehending the efficiency.

The courses offered by InnoKids are structured in a way that teaches children how to think like entrepreneurs. In this age of science and technology, a child's ability to enter the gig economy can be enhanced by acquiring diverse talents.

Partnerships with various companies are essential for the credibility of the training. If the courses offered by InnoKids are accepted by employment recruiters, it will attract the interest of the public. No Ed-tech platforms in Bangladesh have partnered with any local or

international businesses. This is necessary for obtaining the people's trust regarding the effectiveness of the training.

The objective of the Bangladeshi government is to fully digitalize Bangladesh by 2021. For this reason, the government has taken several steps that will assist E-learning industries such as InnoKids.

After the epidemic, the industry in which InnoKids operates may be growing slowly, but it has tremendous promise. The school system in Bangladesh is antiquated and riddled with gaps and weaknesses. There is a significant difference in education quality between pupils in urban and rural areas of the country, resulting in a significant knowledge gap among students. In addition to resolving this issue, Ed-tech is also capable of resolving numerous other problems our education system is experiencing. In Bangladesh, the potential and opportunities for the Ed-tech business are enormous.

So in general I have found some important aspects of the InnoKids which can be applied for a broad perspective in the industry. It can be understood that the industry has a huge potential in supporting various databases but the industry is lacking behind in terms of marketing. Although if I consider InnoKids with two-three other organizations like 10 minutes school and Sikho, they are not taking serious steps in the marketing department, especially in the digital marketing department. With so much benefit there is so little marketing. Even from the perspective of digital marketing, they are not showing these findings to the consumer base. With this little admiration for digital marketing in 10 minutes, the consumer is almost 15 lakh people. So, there is a huge potential for each and every organization working in this industry.

3.3.2 Challenges of InnoKids to estimate the risk of the industry

The Unique Selling Proposition of InnoKids is that it is the only platform in Bangladesh that dedicatedly teaches the children. This is why it has huge potential to grow.

Using what students know about education is necessary to develop the lesson design or course design is important. Rather than designing instructional materials around a learning concept, platforms should look for research and recommendations on how to effectively teach a specific topic, organize concepts, provide tough activities, and assess learner understanding. Most of the time the learning process in Ed-tech is one-sided which is why it is important to design a course carefully. InnoKids currently do not have on-demand courses, but they are planning to launch on-demand courses soon.

Many Ed-tech start-ups in Bangladesh do not have educators or researchers on their advisory boards. The lack of the advisory board not having experience in the educational sector could hamper the growth. Thankfully InnoKids is led by Dr. Rafiuddin Ahmed, who has a lot of experience in teaching from home and abroad.

Sometimes the Ed-tech platforms release a course even before trying it in a real-world scenario without any trial and error. InnoKids has launched its Kidspreneur program in Australia before launching it in Bangladesh. After a successful trial, the course was launched here in Bangladesh.

Implementation is a vital part of the process. That is why Ed-tech platforms like InnoKids should care about all the things associated with them, like functional hardware, relevant and

well-presented products, and good pricing of the products. They should also provide technical support when needed.

The information gathered via the usage of the Ed-tech website is personal information about a student's learning and may reveal a lot about how they think. As a result, educators and parents place a high value on security concerns and protecting student identities. InnoKids should respect the privacy of the students.

Ed-tech platforms like InnoKids are growing here in Bangladesh because of the adaptation of digital technology by the mass people. The price of the internet and the speed of the internet also have an impact on it. During the pandemic, the state-owned telecommunication company TeleTalk offered very affordable packages for the students to attend their online classes. Therefore, a lot of students from different parts of the country take courses on different Ed-tech platforms other than just attending classes. Also, the speed of the internet plays a huge factor here, as most of the courses are video lessons. Many parts of rural Bangladesh do not even have a 3G connection. It is also observed from InnoKids that many learners cannot attend their classes timely due to issues with internet connectivity. A huge number of Bangladeshi people still live in the villages, if the internet issue can be solved a lot of pupils from rural areas can access quality content right from their homes.

Publishing content online is very easy that is why anyone from any place can enter the E-learning industry in Bangladesh. Also, there are no specific laws or regulations regarding E-learning in Bangladesh which makes it very easy for anyone to join the industry. The Government is neither controlling E-learning platforms nor providing support to them. There must be laws and regulations regarding E-learning platforms for protecting them.

Piracy is a huge threat to the Ed-tech platforms. Due to piracy unauthorized duplication of copyrighted content are available at lower prices in the 'gray' market or even free on different torrent websites. Dr. Rafiuddin Ahmed mentioned that it is a huge threat to the industry, but it can be overcome easily by making differences like providing additional services, support, and certificate of completion to make the purchase more credible.

Setting a price for an online course is a huge challenge. Online course development is a multi-step and complex process, and it is difficult to estimate the price in advance thoroughly. There are too many variables in the final price tag equation that can impact the pricing. Technology and trends in online curriculum development force the E-learning industry to keep up with the times and stay up to date. Additionally, to be successful courses require constant revision and improvement to correspond to today's realities. Therefore, even after the final release, Ed-tech platforms face the additional costs for various course improvements to be up to date. This high cost of course content creation is a challenge for Ed-tech platforms sustaining in Bangladesh, because of the low purchasing power of its citizens.

Partnerships with different firms are needed but it will be difficult to do in Bangladesh, as a huge number of people do not believe that E-learning is effective. And the upper level of the management of these companies usually prefers the proven traditional way.

In many cases, teachers and trainers do not want to teach on Ed-tech platforms. Many teachers, especially elderly teachers, find it difficult to teach on these remote platforms. Also, sometimes the pay is low. Some do not prefer this method due to technical difficulties. Proper training is needed for addressing this situation.

Foreign Ed-tech platforms are a huge threat to local start-ups. Platforms like Coursera are localizing their contents heavily to gain the attraction of people from all over the world. They are in the business for a long time and have huge budgets. But nothing can match the effectiveness of courses taught in the mother language. This is why Ed-tech platforms should invest more in developing quality courses.

There are numerous online education providers in Bangladesh. But due to the covid pandemic, there has been a rise in the number of E-learning platforms. There is no shortage of video lectures available on YouTube or online education providing pages on Facebook. There are also a lot of educational websites and apps available on the market.

However, most of these lack one thing that is good quality. Only a handful of platforms provide good quality professional education. InnoKids is the only platform, which works for the skill development of the children.

So, from the perspective of InnoKids, it can be clearly understood that the industry's other institutions face similar problems which hinder their development aspects as well. With no regulation from the government, if the consumer base uses piracy, poor quality teaching videos, foreign lessons of poor quality & non reliable or irrelevant sources for the educational purpose. It will lead to the fall of the industry as well as educational quality.

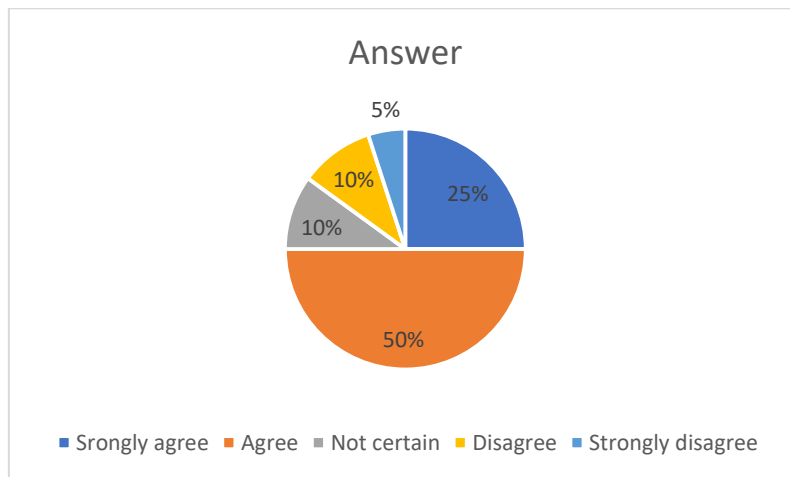
3.3.3 Potential of digital marketing for the growth of the industry:

So, for this segment, I would like to present my result from the survey questions. The survey questions are created in such a way so that the guardians who become consumers can add rating

scale value to provide us with how digital marketing of these platforms can for the ed-tech industry and educational development.

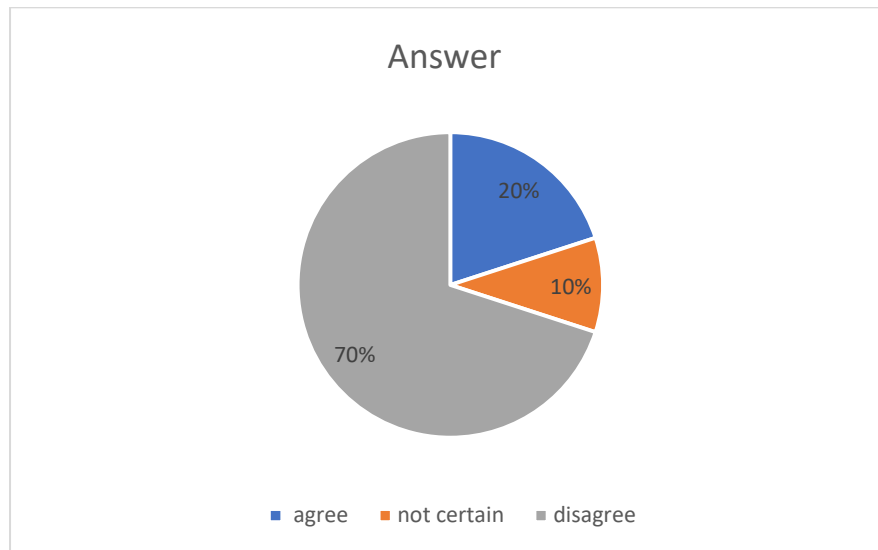
Statements its survey answers:

Statement: I used to think of technologies like mobilaptopstop as a means of entertainment only for my children and these cannot be used for the purpose of education.

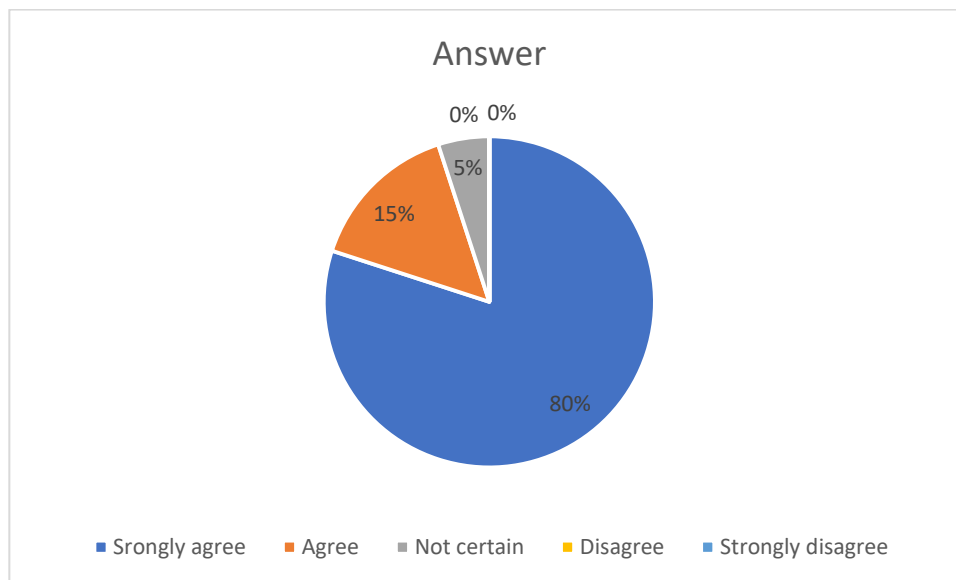


Statement: I knew about various activities of edtech organizations that are providing educational values along with traditional institutions before watching any sort of advertisement.

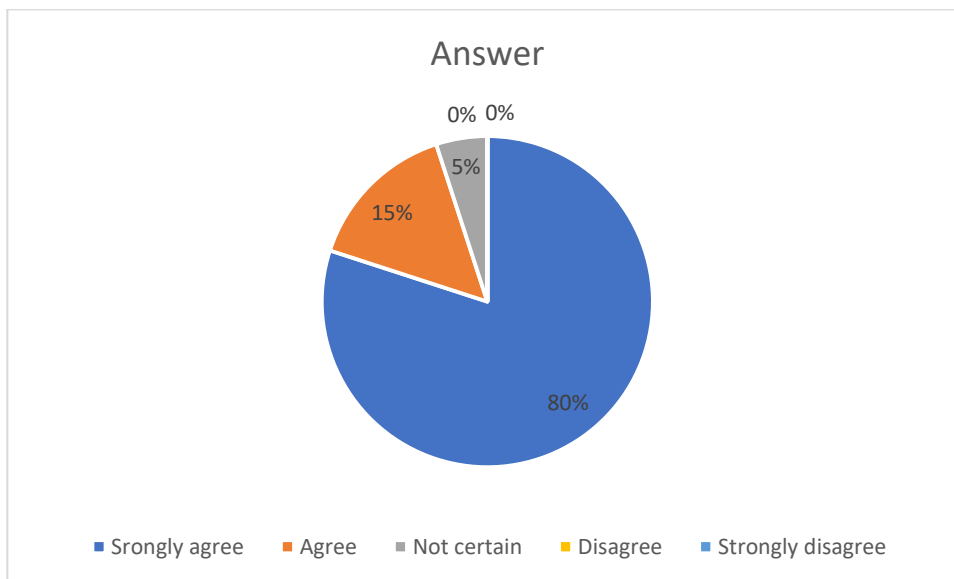
Answer:



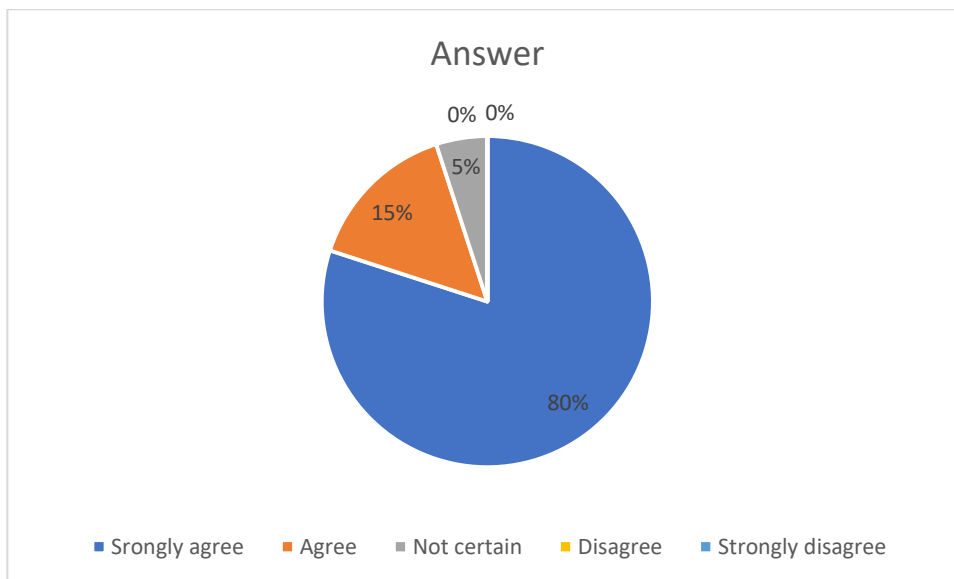
Statement: with the help of digital marketing and advertising on Facebook & YouTube etc., I have found out the importance of the EdTech industry's various platforms.



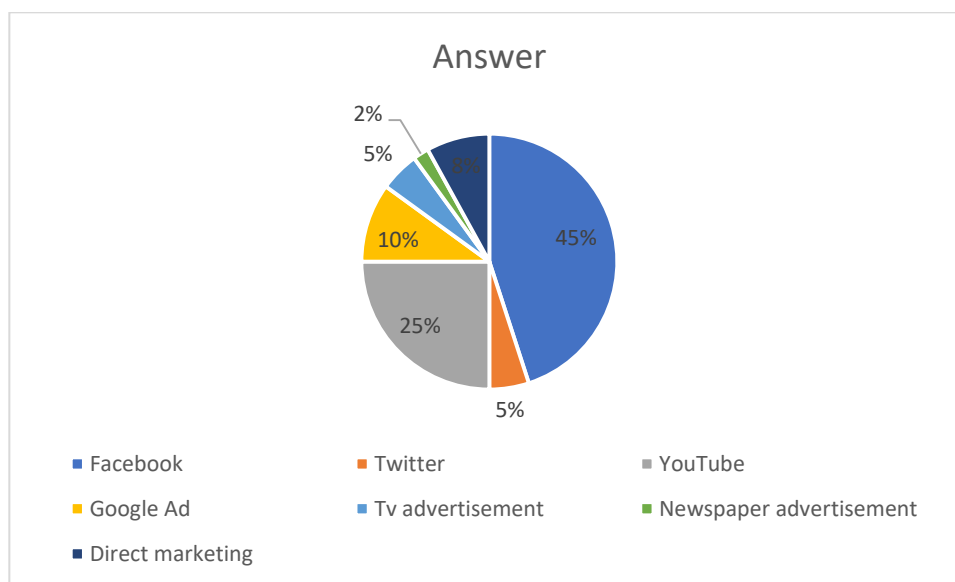
Statement: Innokid platform is making my children more innovative and tech-savvy to jumpstart their careers in the near future.



Statement: Platforms like this will improve our education quality standard.



Question: Which type of marketing advertisement platform is best for similar organizations like InnoKids?



So, from the survey, it can be clearly understood that people, in general, are leaning toward digital marketing. Nowadays, each and all guardians follow social media. They use the internet on various occasions in their daily life. So, it is quite important to make them understand the necessity of the edtech industry and its value through various advertisements, live sessions, and articles on social media and google ad platforms. From the interview sessions with various members of the InnoKids, it is quite clear that the industry has the potential that is backed by various important databases and proofs. So, providing the customer base with proof and a database is an important marketing tool in the industry. This will change the bad impression of the industry and make them re-evaluate the industry's potential. Along with that, when an organization will provide unique value which will be superior to other organizations, organic marketing takes place on its own. So the growth of the industry is inevitable.

3.3.4 Different Digital marketing strategies for the EdTech industry:



So, after researching the importance of digital marketing I started researching various digital marketing approaches. With my knowledge from university education and various secondary sources, I found some important aspects that can be useful for the development of this industry. Below, I have provided some important elements of digital marketing that can be helpful for the growth of the industry. –

- Proper analysis & gathering of critical information
- Developing and updating the website
- Search Engine Optimization (SOE)
- Various Online campaign
- Using celebrities to promote the campaign
- Providing discounts with the campaign

- Using Google Ad
- Creating an app compatible with Google Play Store & Apple Store.
- Popularizing social media pages of the business.
- Hiring a graphics designer for creating posts on Reddit and Facebook.
- Attending social work & promoting social media

Proper analysis & gathering critical information: For a successful digital marketing approach it is necessary to understand the target market, approach idea, the theme of the organization, value providing criteria, and budget for digital marketing. So the edtech industry and its organization needs to evaluate its data for a better approach to digital marketing.

Developing and updating websites on a regular basis: In this modern era, people are always looking for proper authentication before trusting any brand and their service and product. The first thing a person does when he listens to a brand or company is that he searches it on Google's search engine. So, publishing a website before launching a business is an important necessity for a company to grow up with strong roots.

Search Engine Optimization (SOE) for the website: In this current day, consumers are always looking for authentication before trusting any business and their service and product. The first thing a person does when he listens to a brand or company is that he searches it on

Google's search engine. So, publishing Optimization is necessary so that people can easily find the website with a simple search.

Various Online campaigns: Various online campaigns are necessary to create an impact on the people so that they can re-evaluate their understanding of the ed-tech industry. For example, ed-tech platforms can sometimes provide free education programs to people in general through google meet, skype, or any other platform so people, in general, get an idea about these platforms.

Using celebrities to promote the campaigns: For the EdTech industry, it is important to find a proper celebrity who can represent these campaigns. For educational programs, an expert on these segments or high-quality education researchers can be helpful to make people understand the platforms and their activities.

Providing discount with the campaign: The EdTech organizations can provide various coupons and discounts for the entry fees of these courses. This will create a customer base to purchase these courses.

Using Google Ad: It is important for people to know about the core, vision, and mission of the organization. So, some paid advertisement is necessary to get some awareness of the education program. 'Google ad' advising is strongly recommended during the time of campaigns.

Creating an app compatible with Google Play Store & Apple Store: The app helps the organization communicate with its customer segments on a regular basis. The edtech organization can create an app that will engage the children with various interactive activities

and provide notifications to the guardians about various information. For Example, 10 Minutes School already created an interactive app for its customer base.

Popularizing social media pages of the organizations: social media like Facebook page boosting and updating is necessary. It helps the customers and future customers keep in check the current programs, and their long term and short-term impact overall. In this competitive world, every organization is trying their best to market their service in the most efficient way. So, to keep up with other organizations, boosting is necessary.

Hiring a graphics designer for creating posts on Reddit and Facebook: Unique posts and pictures always grab the attention of the consumer base. These posts become viral and many people share these posts on Facebook. So the aspect of viral marketing can be fulfilled with a proper graphics designer who can promote the organization in a unique way.

Attending social work & promoting to social media: As an educational institution, it is necessary for the organization to participate in the social work not only from the marketing perspective but also from an ethical perspective. This will create awareness and make guardians understand that the organization's motive is to provide value for society.

In this way, with the help of digital marketing, the edtech industry can expand a lot in the future and be productive to make an ideal citizen whose skills will be superior in the professional segment and as a result, our country will reach the highest point of national growth.

Confirmation: So, we can accept the hypothesis that “The edtech industry’s growth opportunity & educational development scope will improve with the same rate of industry’s digital marketing activity.”

3.4. Summary and Conclusion

Bangladesh has one of the lowest quality education systems in the world, according to The Global Competitiveness Report (2017). This suggests that Bangladesh needs an immediate solution that improves education quality and maximizes cost-effectiveness. If Ed-tech startups in Bangladesh can provide quality education, it will be of great advantage to the kids. Almost everyone concurs that one of the primary benefits of E-learning in the professional learning setting is easy and flexible access to education. Courses can be viewed from a smartphone, laptop, notebook, or desktop at any time or location.

Ed-tech and E-learning are more cost-effective than traditional learning methods. In addition, the platforms offer a vast selection of courses, which is difficult to get through conventional means.

It is vital to understand the course's teaching quality and outcomes. An investment is only profitable if its goals align with those of the market. When training is delivered online, it is quick and easy for students to obtain the information they need to assess its effectiveness. Reports provide information regarding course completion rates, forum activity, evaluation ratings, and the average time required to finish a course.

New skills require more than a few notes and recordings to acquire. Often, learning requires the active participation of students. Again, e-learning is the answer since it enables discussion

in forums and classes. E-learning platforms report results nearly immediately. This is beneficial for the students enrolled in the course.

So understanding and approaching the concept of e-learning is essential. With proper direction, digital marketing can bring a new perspective to the consumer base of our country. Efficient and effective marketing techniques will lead to higher customer rate. This will ultimately lead to a thriving industry. The industry's success will not only create future leaders but also ideal human beings who will be able to employ all types of abilities for their development as well as the country's development.

3.5 Recommendations:

Even though several Ed-tech businesses are now operating in Bangladesh, none of them have yet achieved their full potential. Based on an in-depth analysis of the sector and the report's results section, the following recommendations are made for the industry:

Creating distinctive value in the educational area should be the top priority for these organizations. But unfortunately, just like other traditional educational organizations, some of InnoKids and its competitors' contents are heavily reliant on traditional institutions. Significant numbers of teachers utilizing these platforms in the classroom are inexperienced with this technology and encounter issues. It hinders the effectiveness of students' learning and the company's image as a technologically advanced institution in general. InnoKids, like the majority of Ed-tech platforms, lacks a brand image. InnoKids organization does not promote its brands as platforms for educators, even though educators are one of the company's most vital components. Also, when evaluating the purchase of a course, individuals

are primarily concerned with the course's relevance to the actual world and job market. Therefore, it is vital to create a brand or organization that reflects the criteria. So, it is important to establish a sustainable brand image through a rigid marketing process to create an image of being a reputable company.

For marketing purposes, the majority of Ed-tech startups promote their courses using social media only. However, they should employ an integrated digital marketing strategy to promote these courses.

Ed-tech is the educational industry's future. The operations of Ed-tech startups in our country can be improved by taking the essential actions. In today's digital age, the importance of E-learning in education cannot be disregarded; therefore, the sooner they apply these things, the better for them.

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Appendix

Interviewee 01

Name: Dr. Rafiuddin Ahmed

Designation: Associate Professor, Department of Marketing, University of Dhaka. Founder, InnoKids.

Duration: 40 minutes

Questions:

1. Why and how did you start InnoKids?
2. Why is skill development for the kids important?

3. What are the differences between the kids living in the city and in the village?
4. What do you think about the E-learning sector of Bangladesh?
5. What is the opportunity of the Ed-tech industry?
6. What are the barriers to growth?
7. What do you think about the future of education?
8. Can E-learning replace traditional learning?
9. Is it possible to use a hybrid model (both online and offline) together?
10. What kind of digital marketing are you planning for the organization ?

Interviewee 02

Name: Md. Arikul Haque

Designation: Project Associate, InnoKids

Duration: 20 minutes

Questions:

1. What is the most interesting thing about working at this E-learning platform?
2. Can Ed-tech sustain after the pandemic?
3. Is it possible to provide quality education using InnoKids?
4. Can Ed-tech be a proper substitution for a traditional coaching center?

5. Do you believe technology is solving education problems?
6. If yes, then do you think the industry should focus on marketing aspects?
7. What kind of marketing should organizations approach?

Interviewee 03

Name: Zawad Alam Jarif

Designation: Project Associate, InnoKids

Duration: 20 minutes

Questions:

1. Why did you start working at this E-learning platform?
2. Can Ed-tech sustain after the pandemic?
3. What are the barriers of growth for the Ed-tech industry?
4. Do you believe technology is solving education problems?
5. How is the acceptance rate of E-learning platforms among the children?
6. Is Ed-tech cheaper than coaching centers?
7. How do you guys ensure the quality of the course?

Survey:

Survey

Please rate the following information on a scale of

1	Strongly agree
2	Agree
3	Not certain
4	Disagree
5	Strongly disagree

I used to think of technologies like mobile laptops as a means of entertainment only for my children and these cannot be used for the purpose of education.

1	2	3	4	5
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I knew about various activities of EdTech organizations that are providing educational values along with traditional institutions before watching any sort of advertisement.

1	2	3	4	5
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with the help of digital marketing and advertisement on Facebook & YouTube etc., I have found out the importance of the EdTech industry's various platforms.

1	2	3	4	5
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'Innokid' organization platform is making my children more innovative and tech-savvy to jumpstart their careers in the near future.

1	2	3	4	5
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Platforms like this will improve our education quality standards.

1	2	3	4	5
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Which type of marketing advertisement platform is best according to for similar organizations like InnoKids?

- Facebook
- Twitter
- YouTube
- Google ad
- TV advertisement
- Newspaper advertisement
- Direct marketing