

zenius

**INDONESIA'S COMPREHENSIVE  
ONLINE LEARNING PLATFORM**

*By Tantia Dian*

# Tantia Dian

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Ex : Alodokter & Traveloka



# Innovation in Zenius



- #1 online learning platform for college entrance test like UTBK, SBMPTN++ preparation for the past 16 years!
- Biggest content library with 80k+ learning videos
- Audience spread from K1 to K12
- Strongest alumni base with proven outcomes
- Accessed by more than 12.8 million users

01



## Market Change

- Distance Learning will become normal
- Government has changed the industry dynamics
- Students want to have "social" feeling when studying

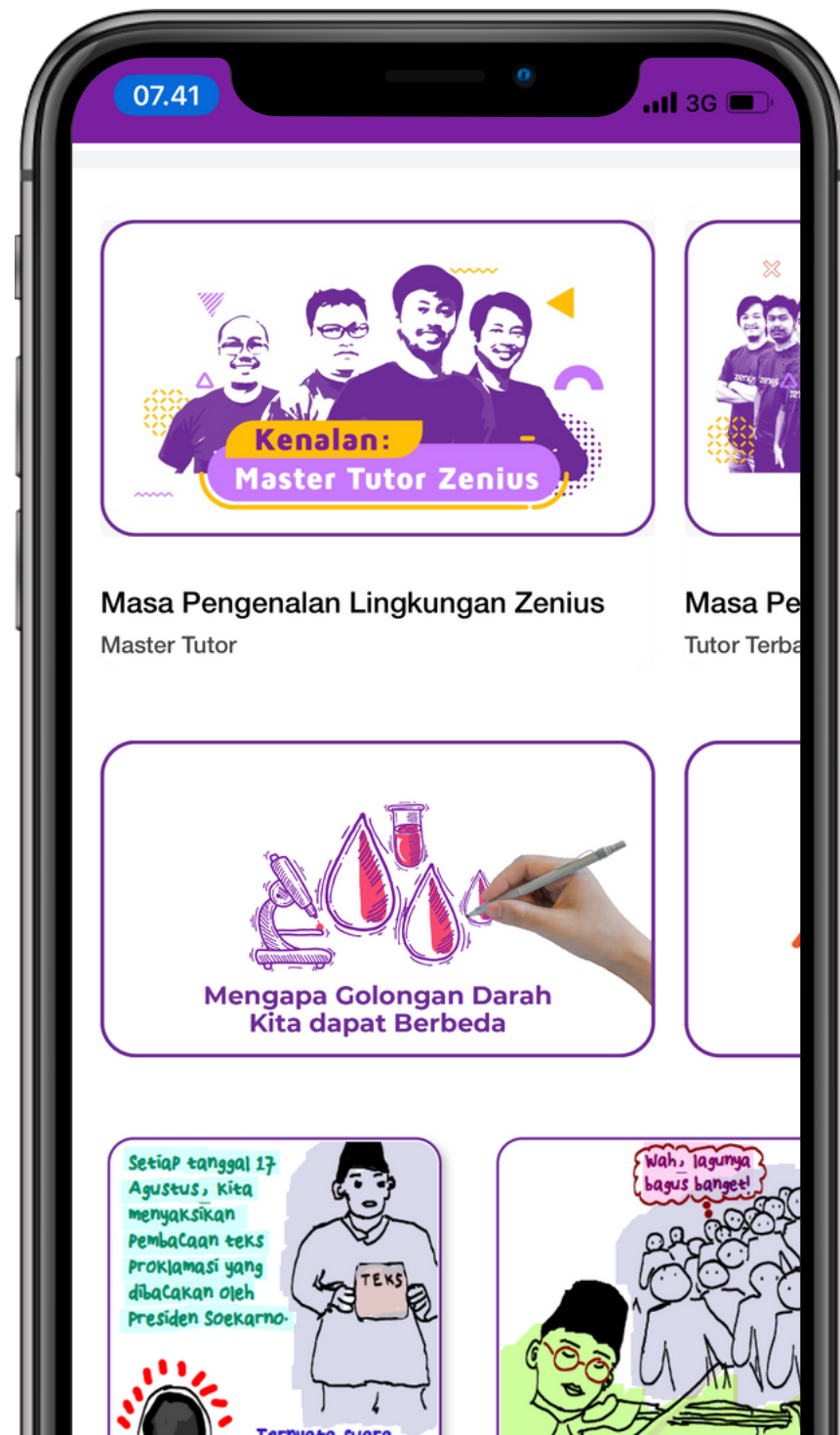
## Impact on Product

- How to provide interactivity through online learning
- How to provide social closeness amidst social distancing



# 02

## A. Completely Free during Early Pandemic



- And we still have our free product until now!

## B. First Real Live & Interactive Class



- Live class with real interactivity with our master tutor
- Tutor branded as accessible and as closed as possible to students

## C. Humanizing Learning



- Learning as a fun process
- Learning can be from any venue and highly correlated with daily life





# Thank you!

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