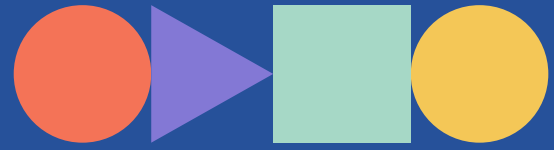


ACHIEVA



Integration of AI in

Vietnam's EdTech Industry

Presented To:
Etest



A NATION RACING TO GET TESTED

IELTS IN VIETNAM

Why IELTS is exploding?

Graduation Exemption

Since 2017, **IELTS 4.0+** exempts students from national English graduation exams and earns a perfect score of 10.

University Admission

Most top Vietnamese universities now **accept IELTS as substitute** or **bonus points** in entrance exams. In 2020–24, engineering, medical & police academies all added IELTS-linked bonus criteria.

Study-Abroad Signal

Vietnam is ranked 9th globally for outbound tertiary students (UNESCO). **English proficiency is the primary bottleneck** families face.



30%

of test-taker aged 16-18

20x increase since 2018

62%

of all IELTS takers aged 16-22

47,000+

students used IELTS for university admission exemption in 2023

FROM CLASSROOMS TO GLOBAL PATHWAYS

SAT SURGE & STUDY-ABROAD MOMENTUM

Why credentials matter more than ever?

More Vietnamese universities now incorporate SAT scores in their admissions. The Deputy Minister of Education praised how international assessments help benchmark educational quality.

74%

SAT Surge

Participation has climbed sharply as credentials matter more.

150,000

Vietnamese studying abroad in 2024

#9

Vietnam's global rank for outbound tertiary students

#1

ASEAN leader in outbound student mobility



Vietnamese families are investing earlier and better than ever before

MASSIVE DEMAND, FRAGMENTED SOLUTIONS, ANXIOUS STAKEHOLDERS

THE PROBLEM LANDSCAPE



STUDENTS

- Traditional instruction emphasizes **grammar** rules and **exam structures**, but **not real communication** (Appendix A)
- Test anxiety spikes** during mock exams, no emotional support built in



PARENTS

- Lack of data-driven tool** to evaluate **which international universities match** their child
- Fear of coaching center fraud**



TEACHERS

- May not identify** which students need **urgent intervention**
- Lesson plans are **one-size-fits-all**, missing differentiated support for struggling students



COUNSELORS/ UNIVERSITIES

- Pre-consultation preparation is **entirely manual**
- Data regarding scholarship and university are **fragmented**

HOW ACHIEVA AIM TO SOLVE THESE MARKET GAPS?

THE OPPORTUNITY



AI Speaking Coach

Real-time AI speaking coach that use **computer vision** and **sentiment analysis** (facial+speech)

Tone adjusting for student anxiety and provides encouraging feedback

Adaptive Analytics

Rule-based weakness profiling from every session answer. Micro-learning plans regenerated daily.

Enabling personalization

University Matching

Dynamic algorithm matches students to Safe/Target/Reach universities based on actual IELTS gap and budget

Eliminating guesswork for families.

ScholarScan

An automated data-crawling agent **extracts preferences**, queries a live university database

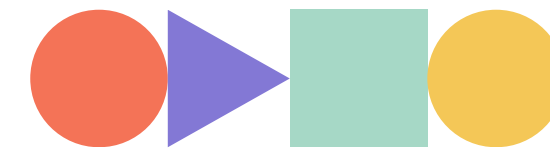
Saves recommendations to student profiles.

IT'S DEMO TIME ;)



Thank You.

For Your Attention



We appreciate your time and interest in our presentation. E-learning is shaping the future of education, and together, we can embrace.

Appendices

Appendix A



Figure: Vietnamese people discuss their English speaking experience (Source: Reddit)