



The Era of **Edutainment**

— Edutainment: Interactive Online Business Education

XIA PENG

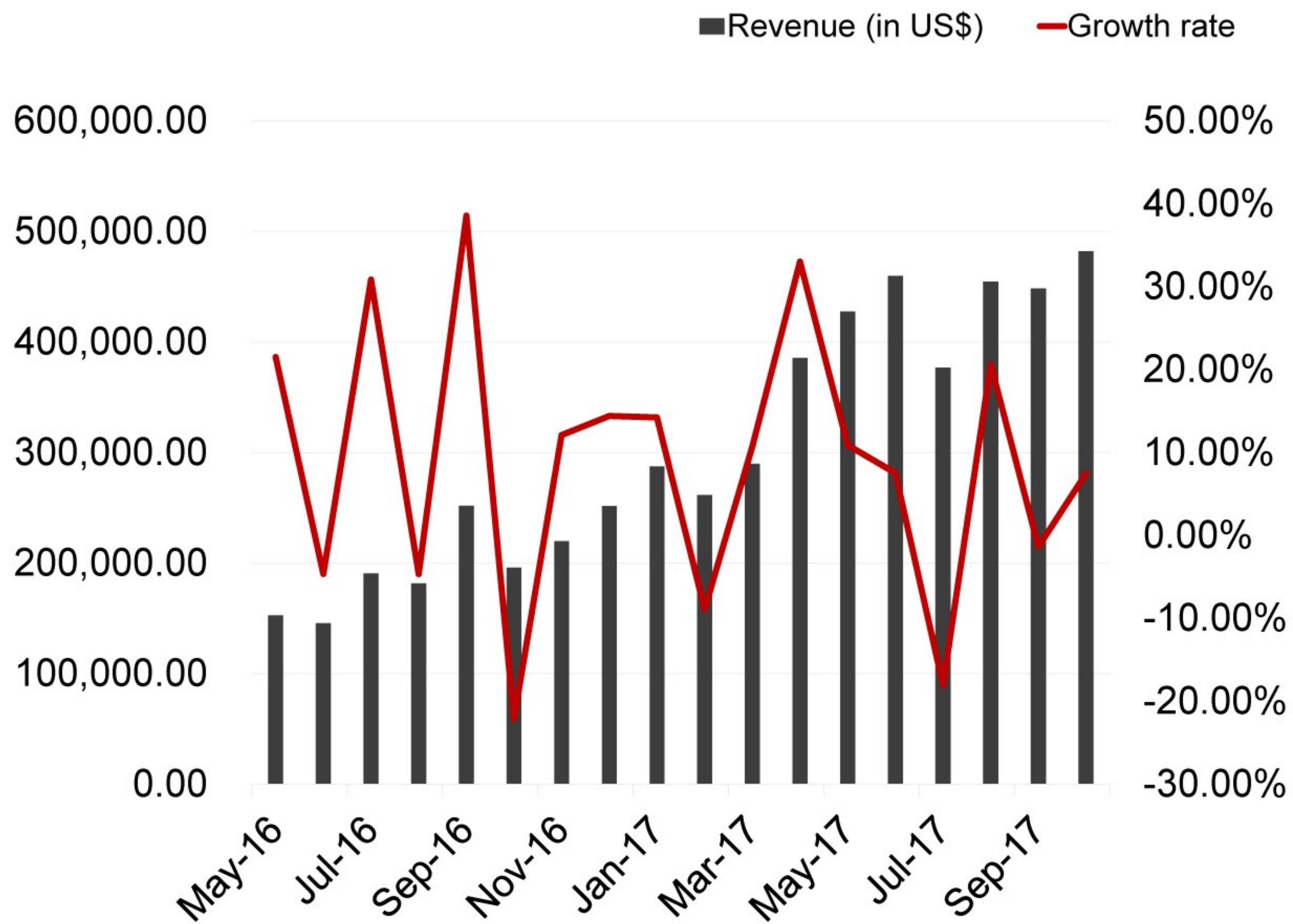
DO YOU WANT TO BE THE **EMPEROR** IN ANCIENT CHINA
OR A **COMMONER** IN MODERN BEIJING



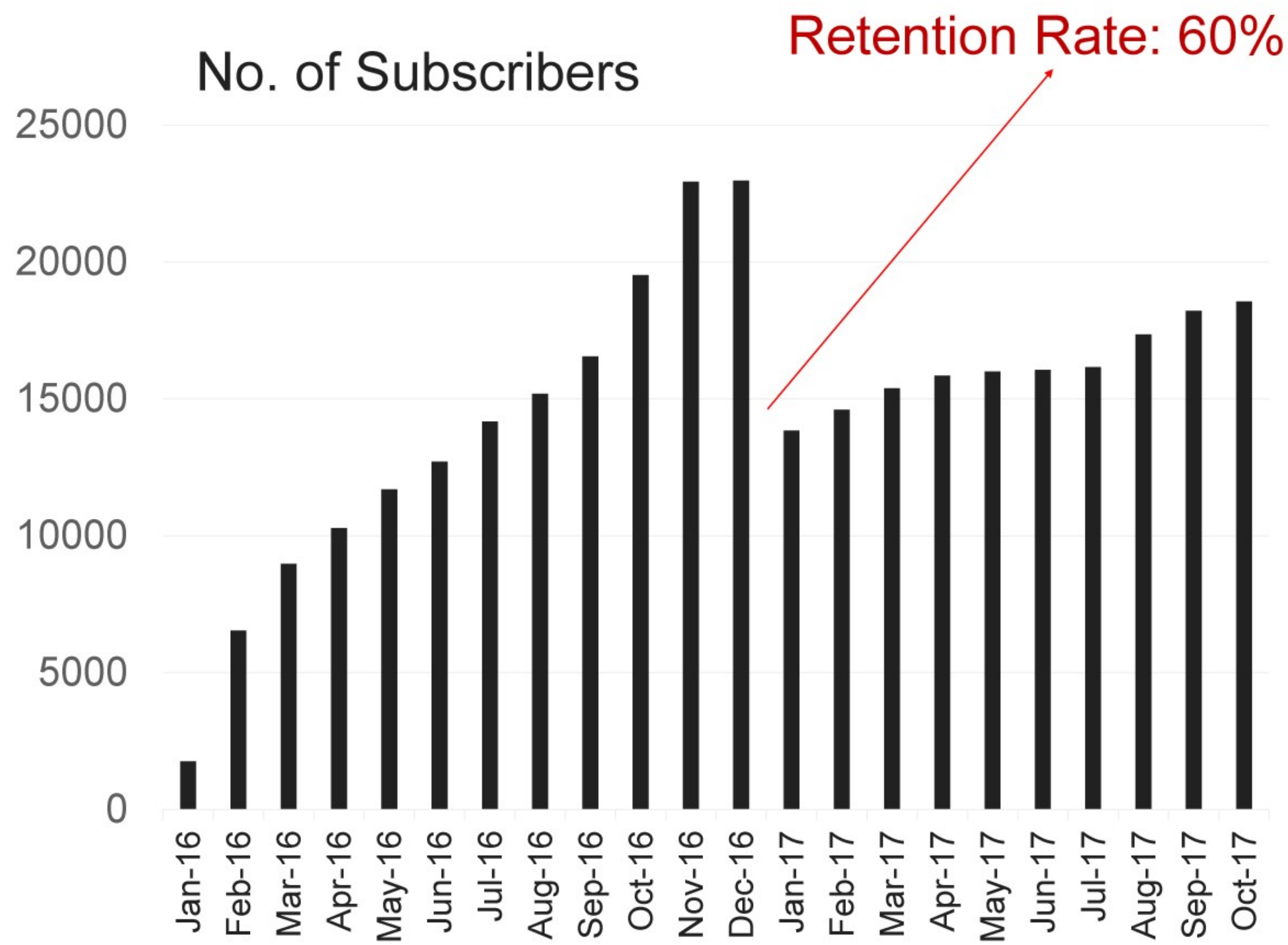
A large group of students, mostly young adults, are posing for a group photo in a circular atrium. They are arranged in many rows, with some sitting on the floor in the front and others standing behind them. Many of the students are making peace signs with their hands. The atrium has a high ceiling with a grid of lights and decorative panels. The floor is polished and reflects the lights. The overall atmosphere is cheerful and energetic.

What we do

Liberal-arts-based
English language teaching
online



Monthly Revenue
Tripled in 18 months
Monthly Growth Rate: 9%



Number of Subscribers

From 1767 to 22973 subscribers in Year 2016.

Monthly Growth Rate (average): 37%.

Retention Rate: 60%.

Price
**Increase by 60%
in 2017**

5% Decrease
in subscriptions

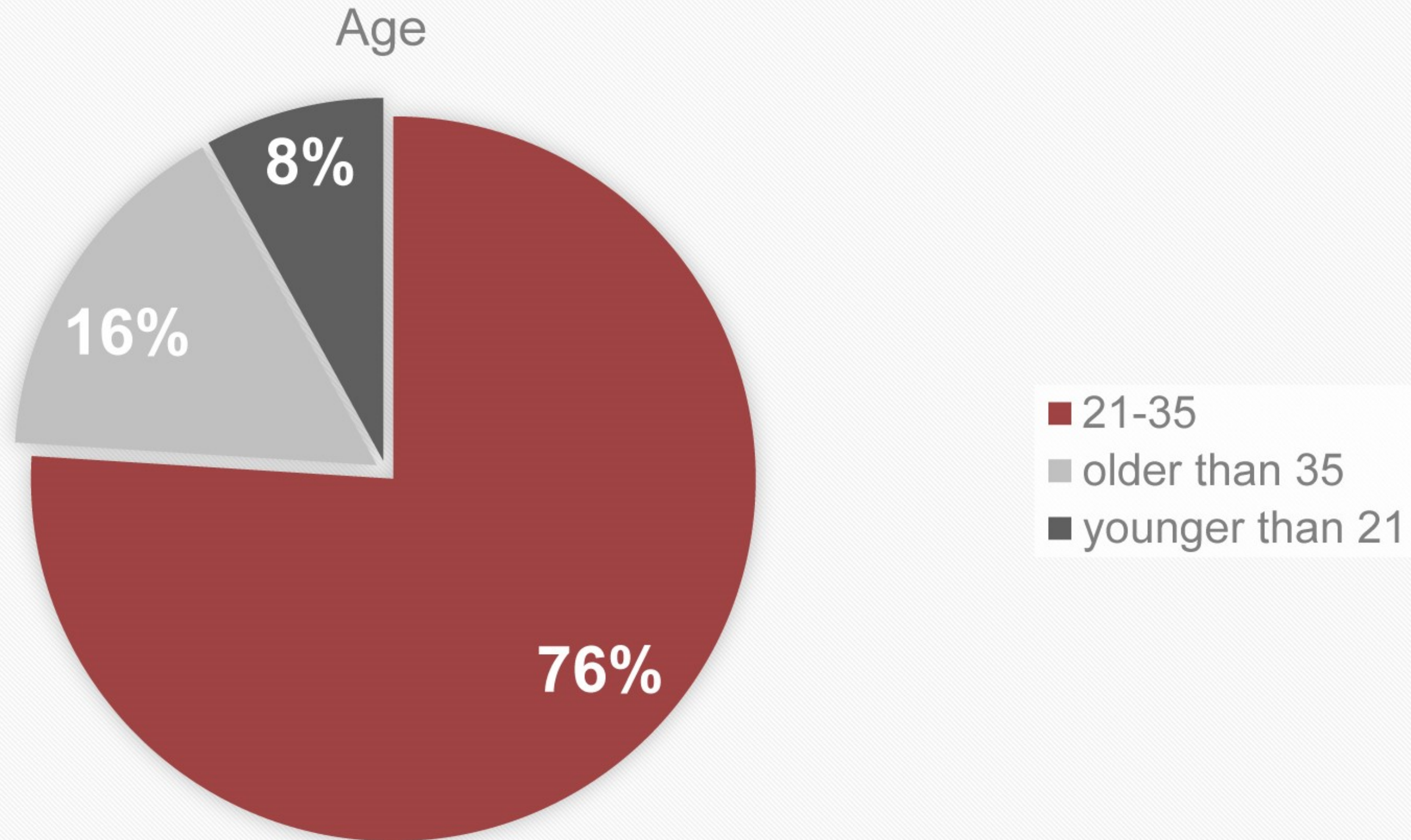
Low Sensitivity to Price

Who subscribes?



Who subscribes?

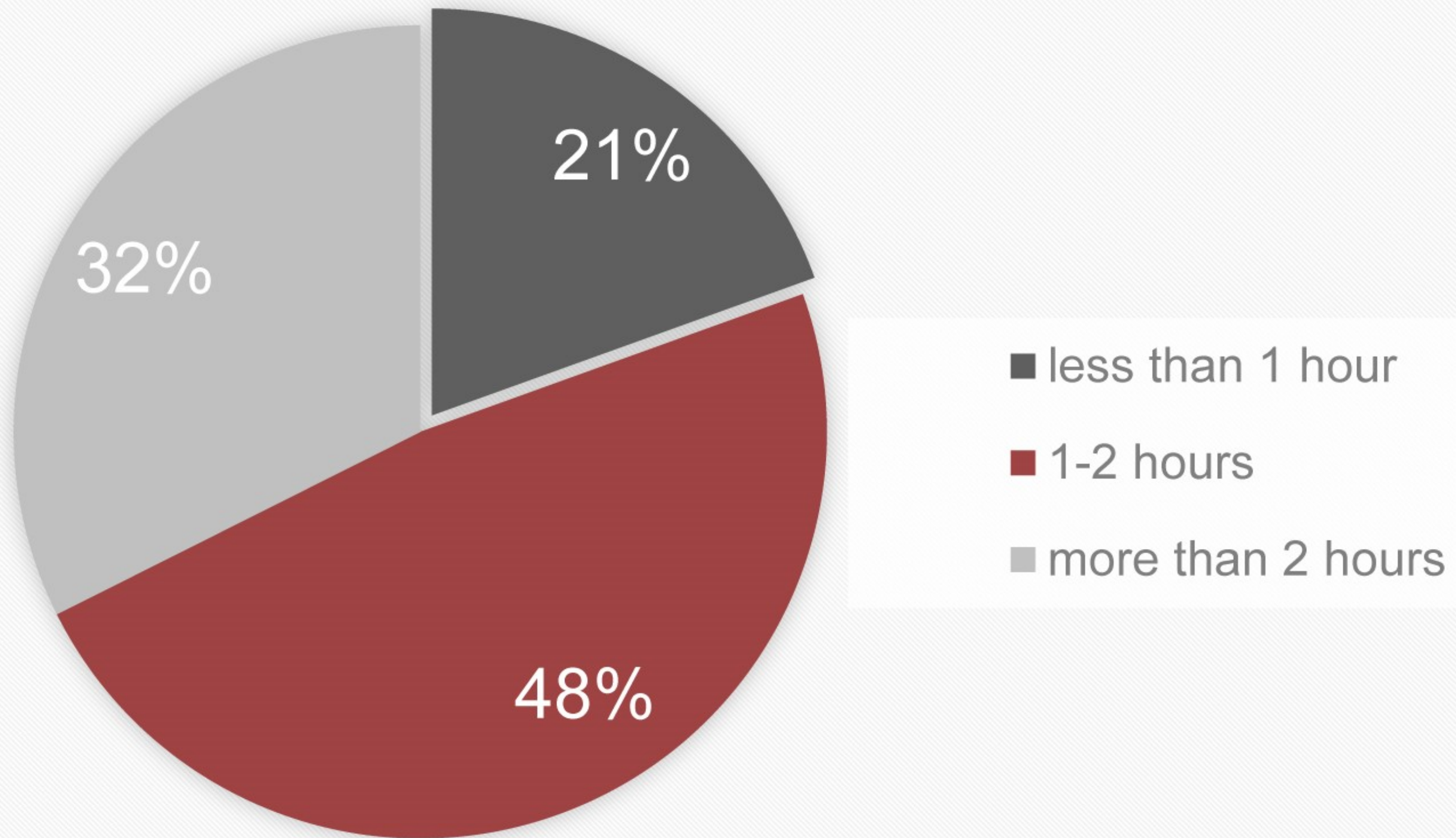
Target Market Same with MBA Students



Who subscribes?

Fragmented Time

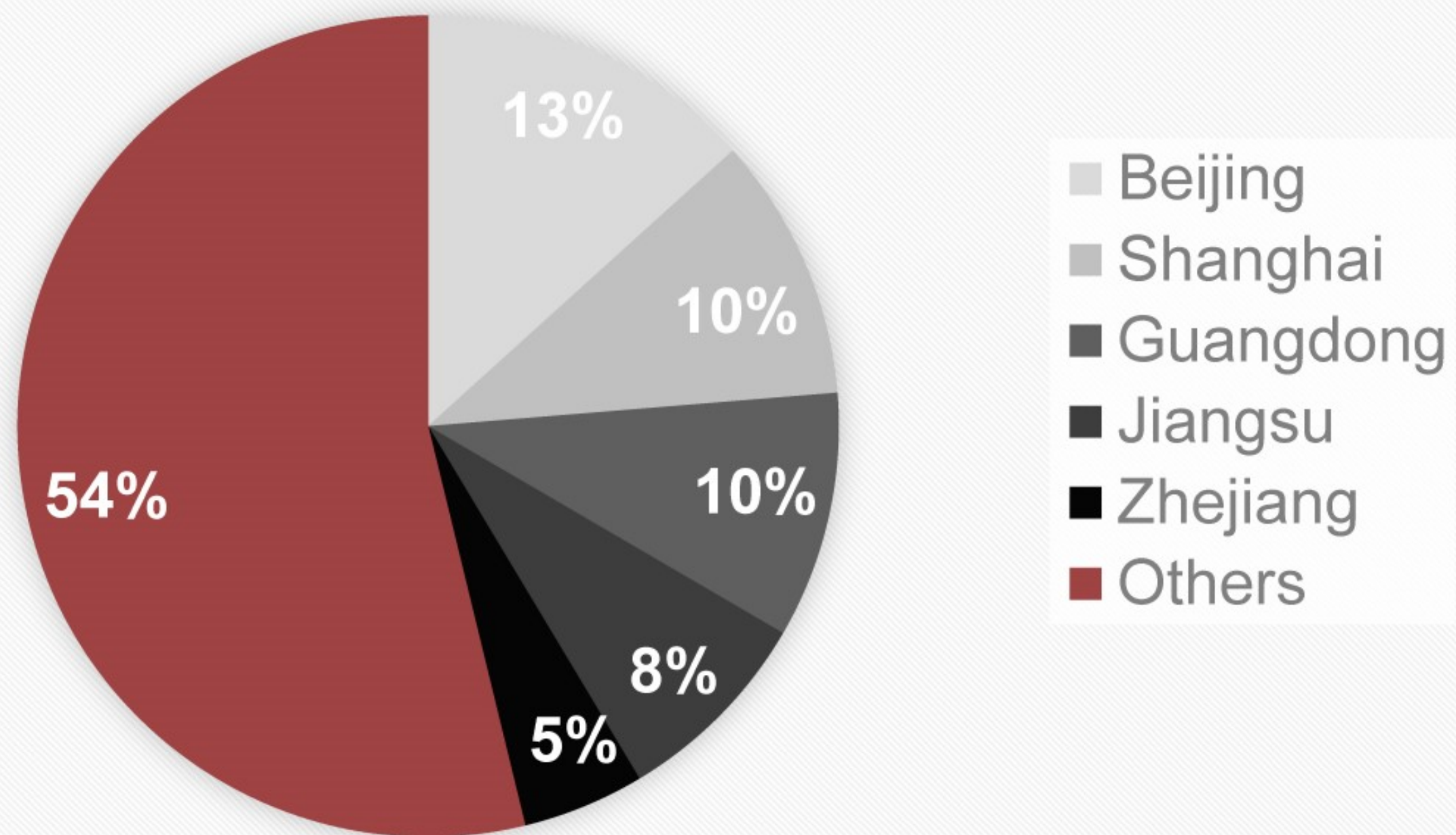
Time Available for Study Everyday



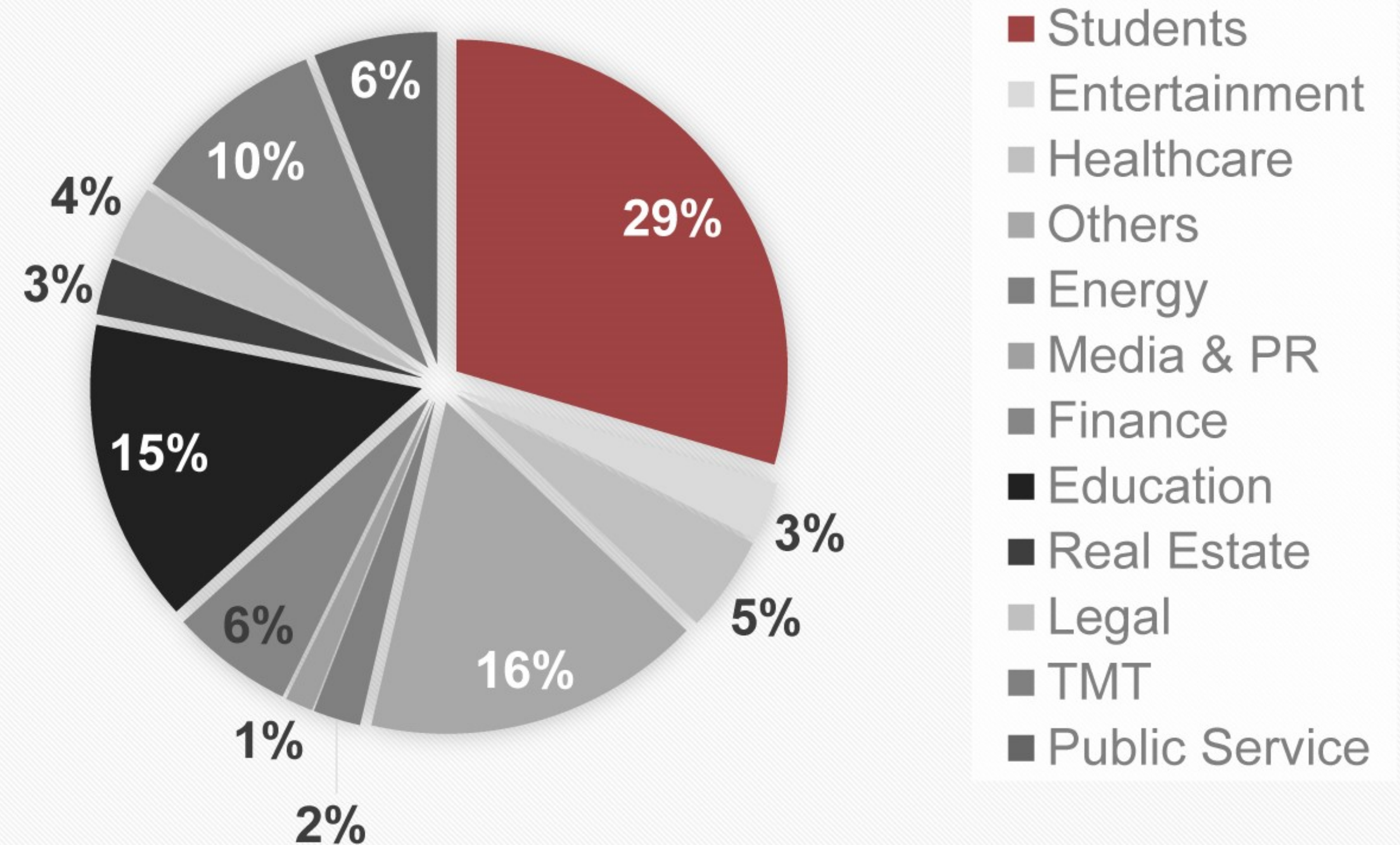
Who subscribes?

Rising Middle Class | Willing to Pay | Need for Business Education

Location



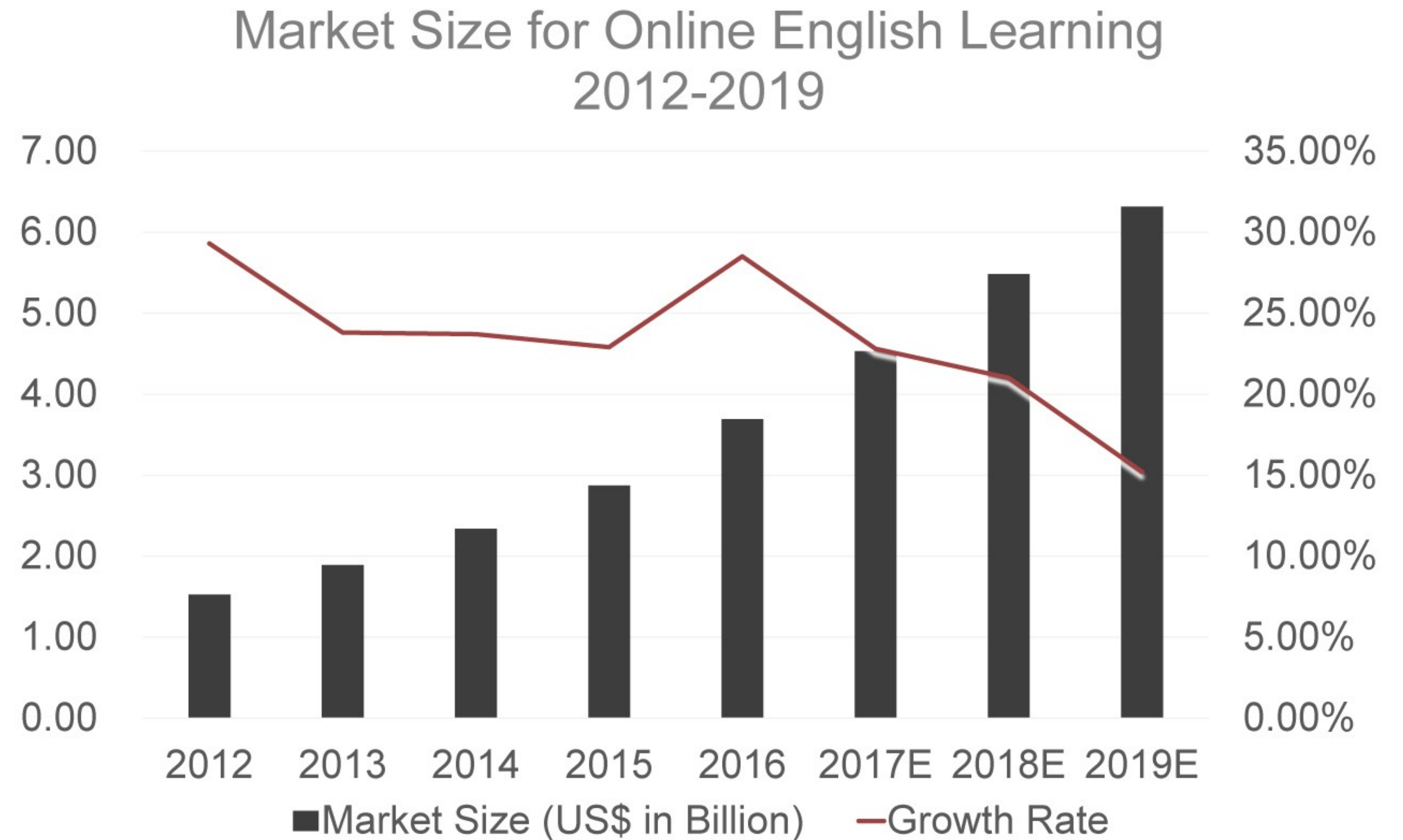
Top Occupations of Subscribers



Why do we do this

2019 Adult English learning market size: \$7.8bn

Growth Rate: over 20% in the past five years, expected to decrease in future, but still over 15%



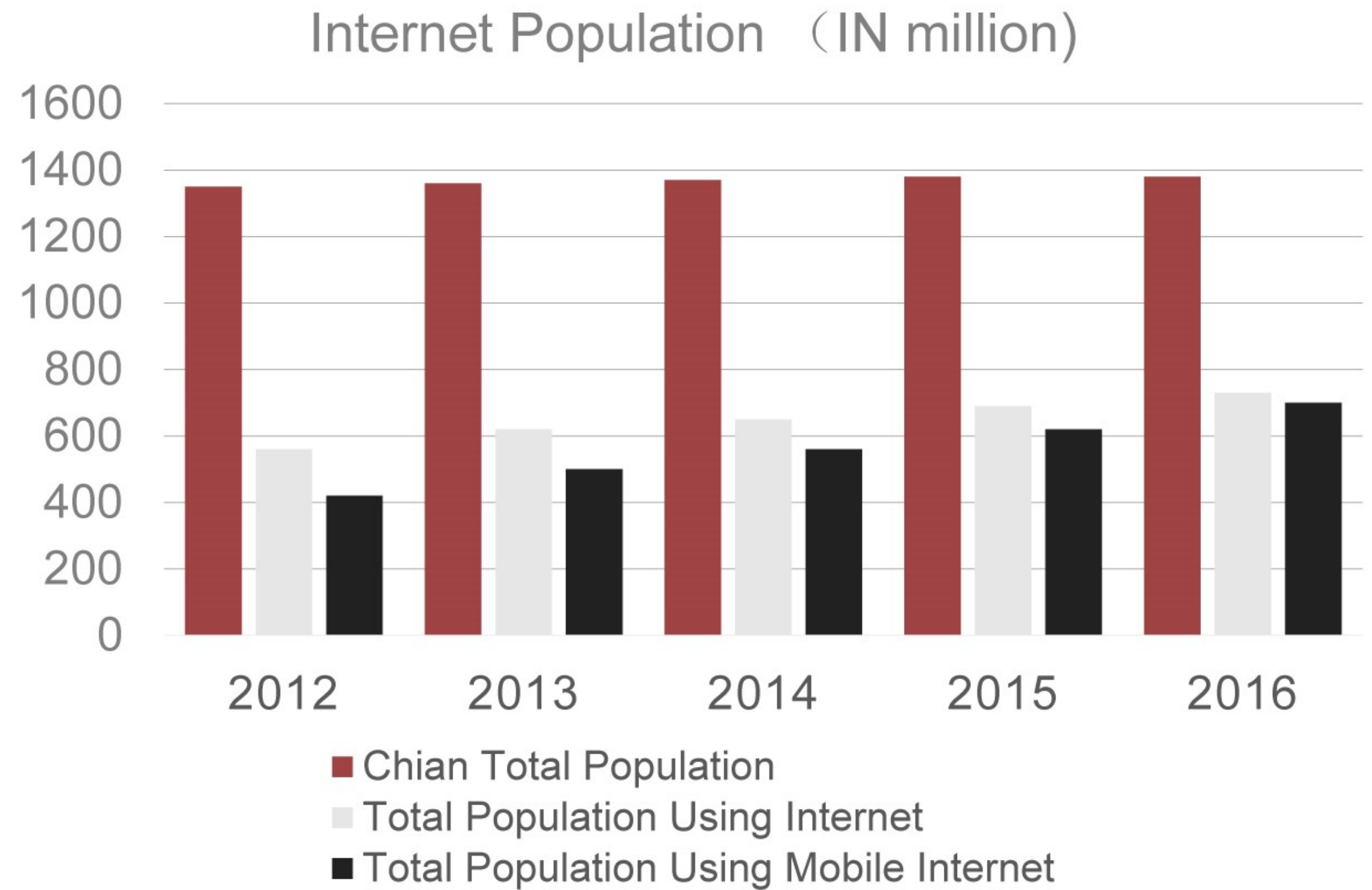
Data Source: iResearch

Why do we do this

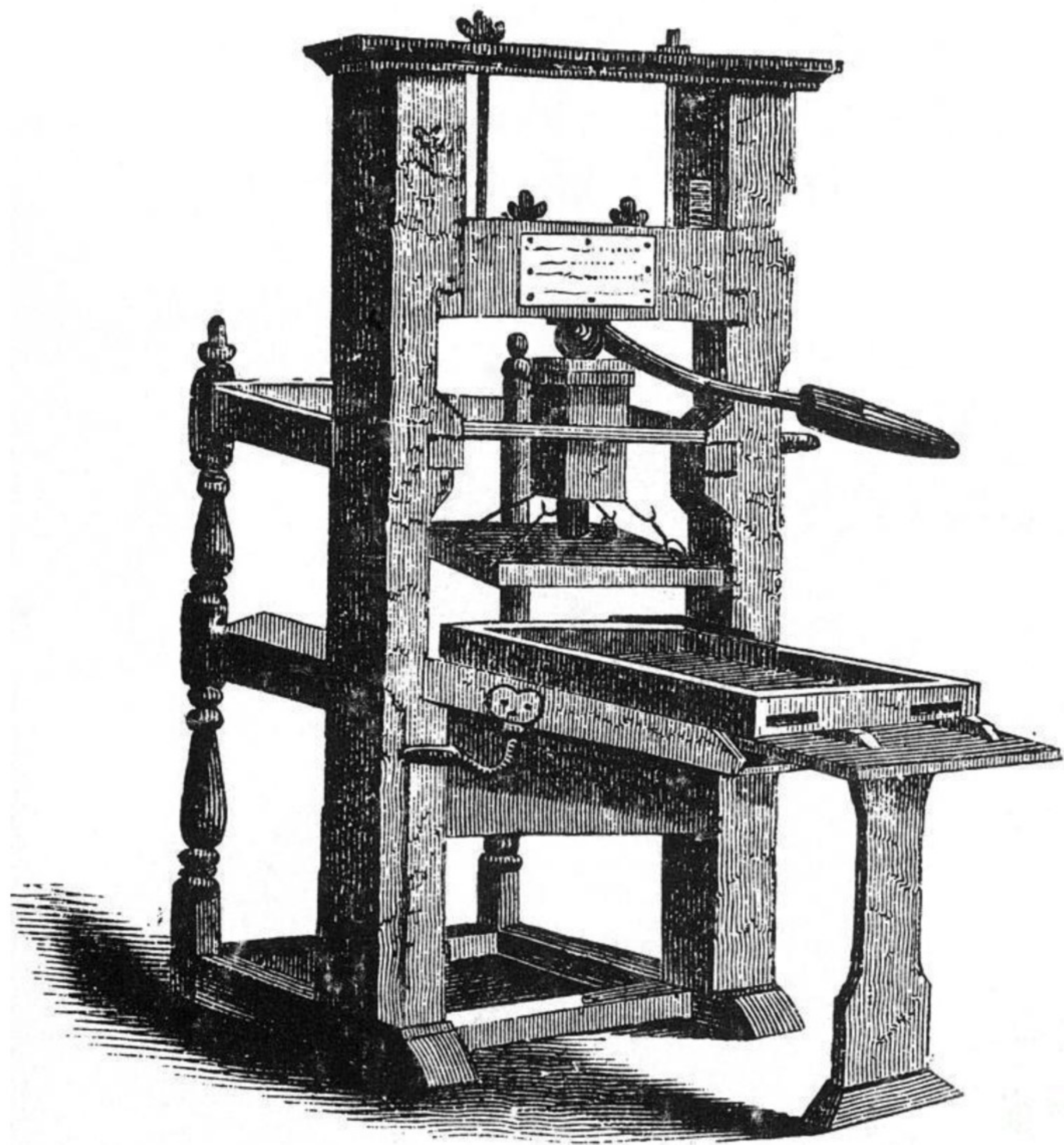
Mobile Internet users in China: 700m

Mobile Internet users for Online

Education: 144m



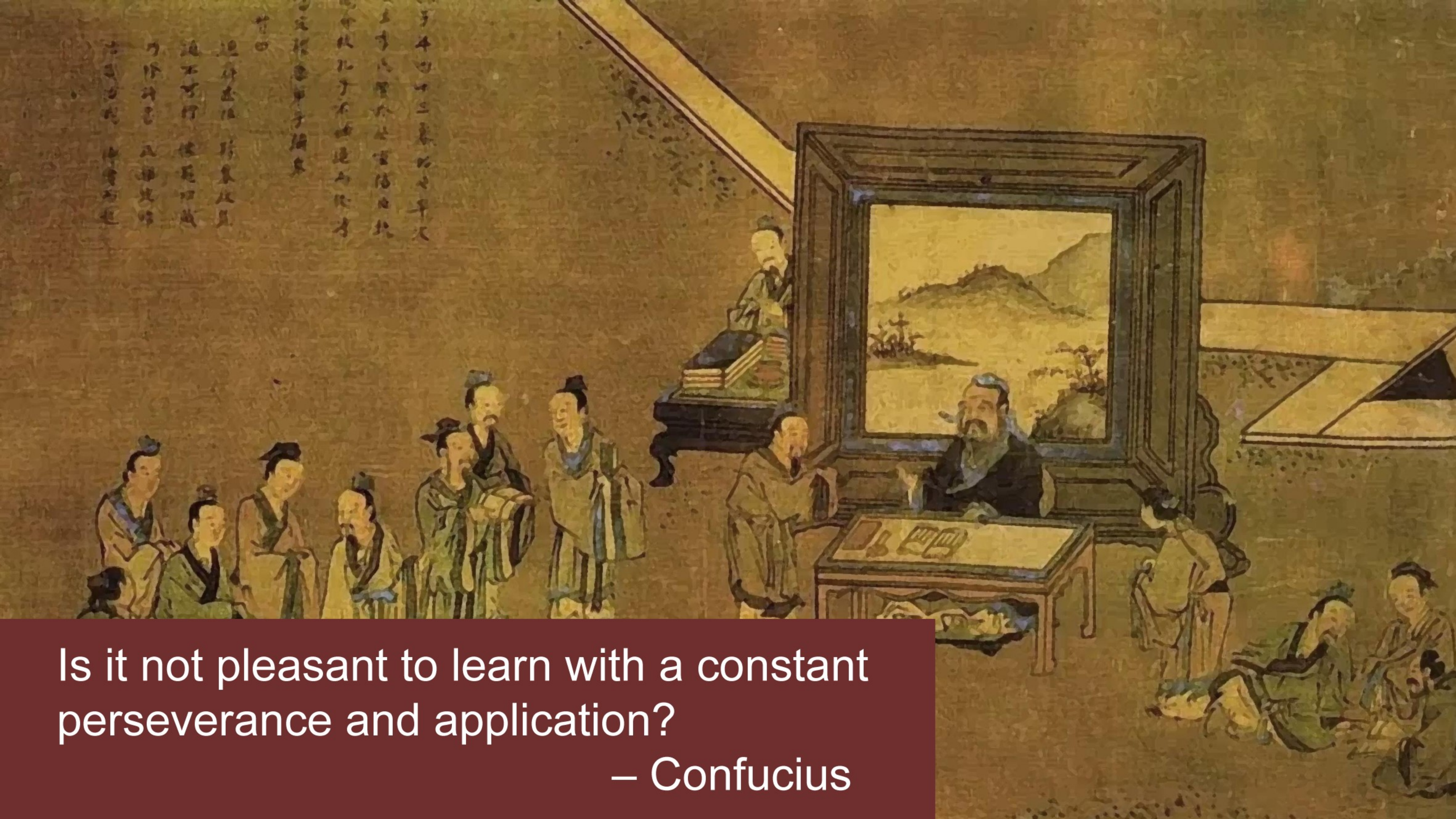
Data Source: CNNIC



Xia Peng's MBA English Program

Sold to 600 students in 3 hours





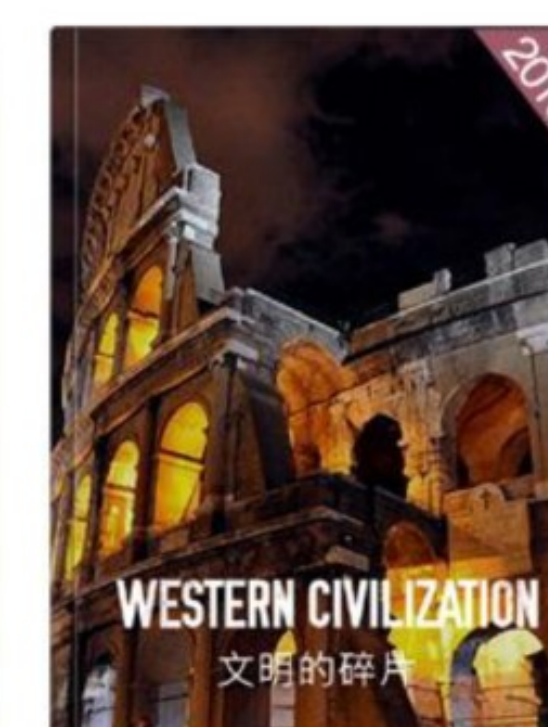
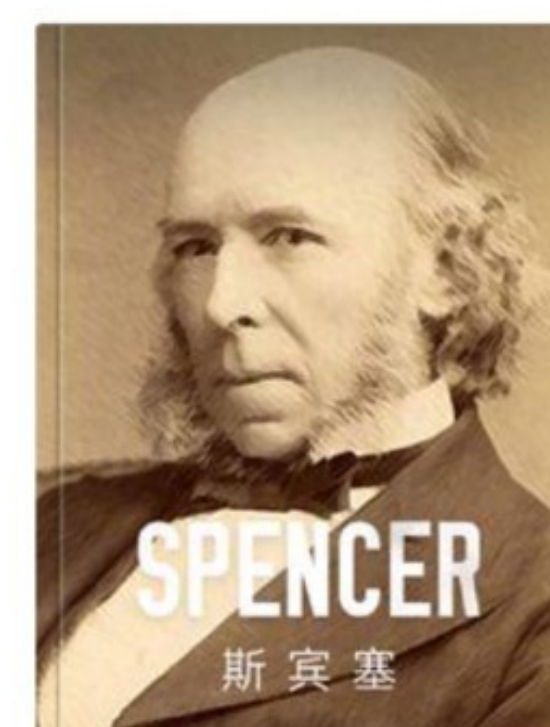
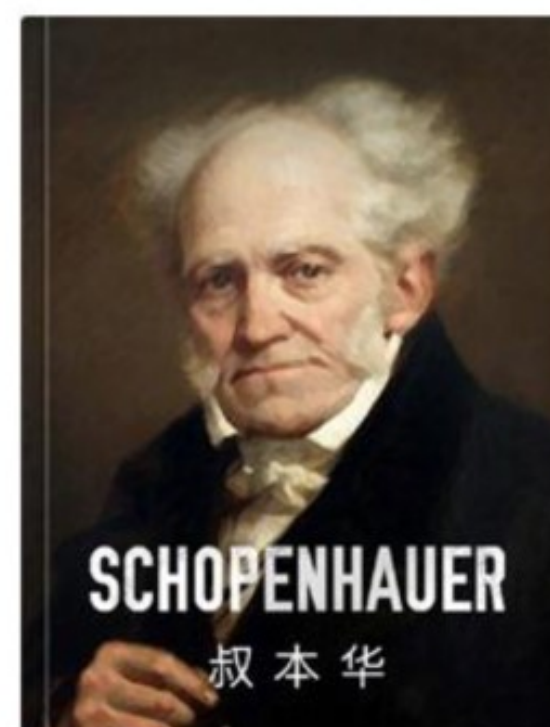
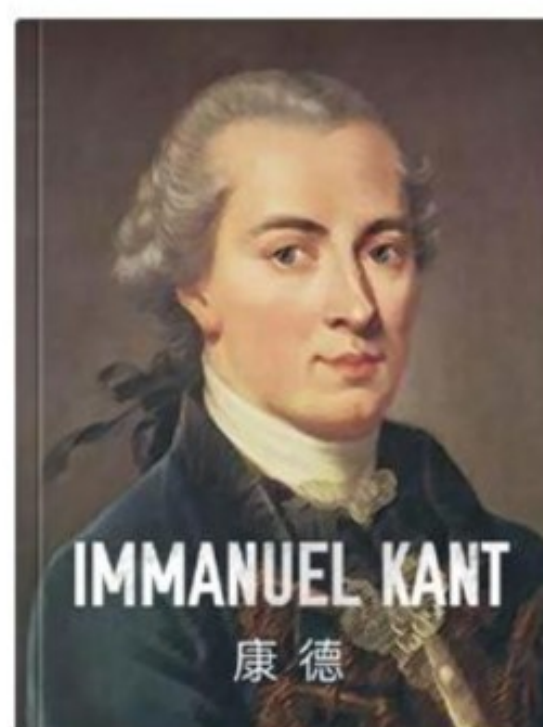
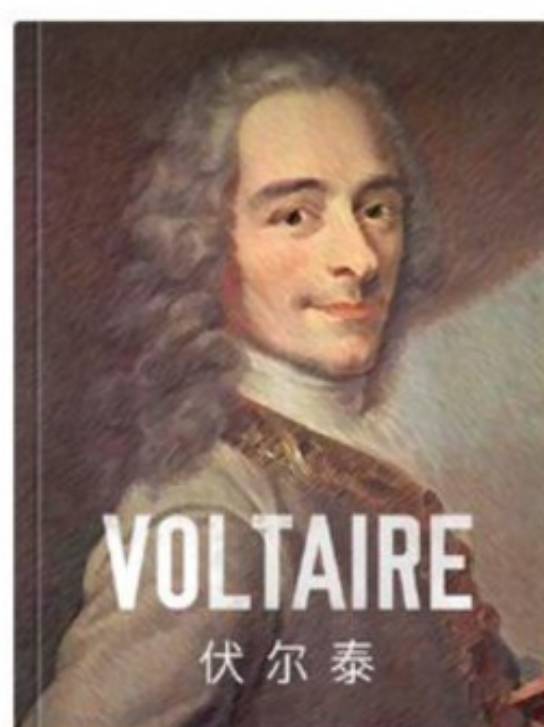
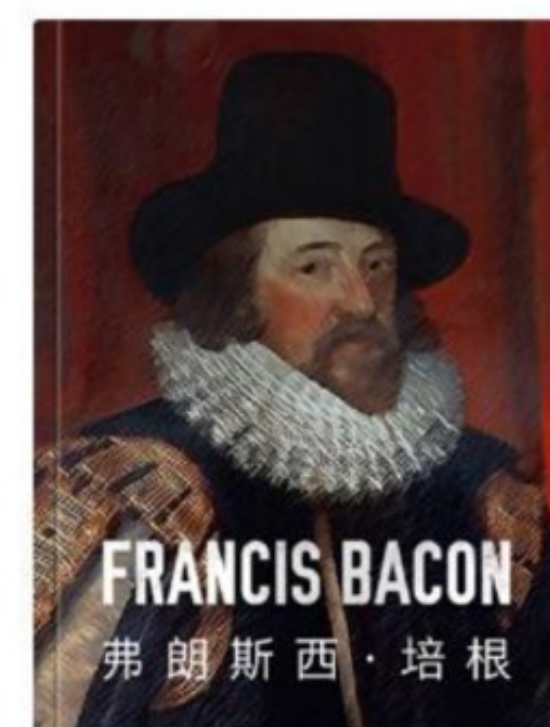
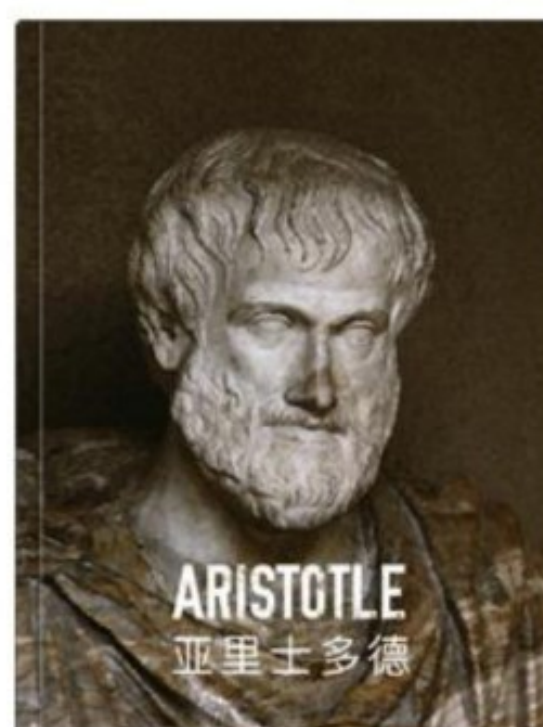
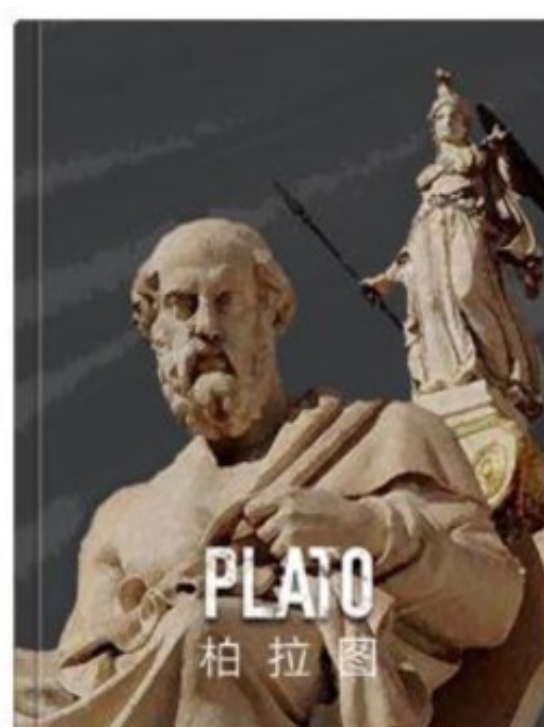
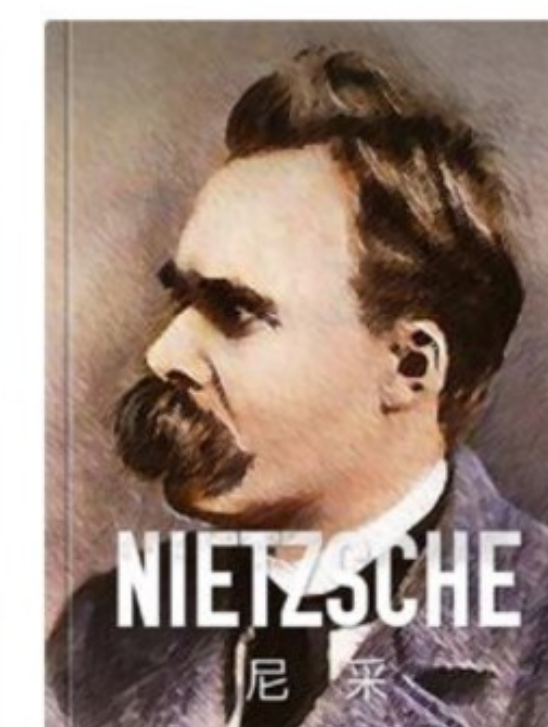
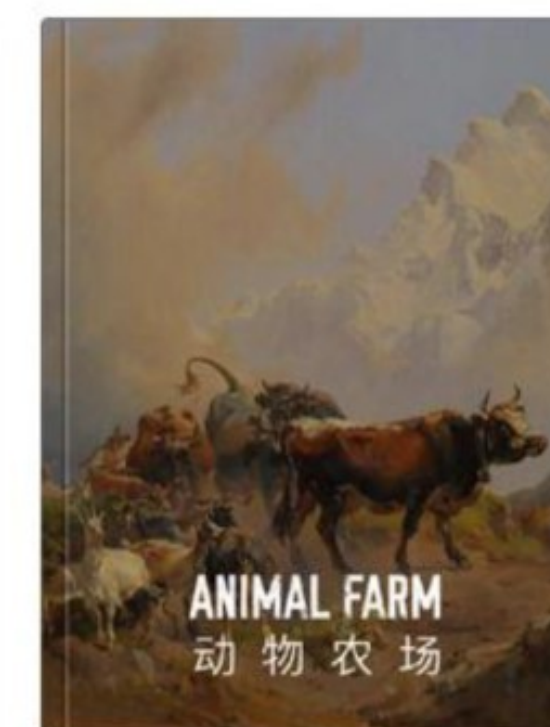
Is it not pleasant to learn with a constant
perseverance and application?

– Confucius

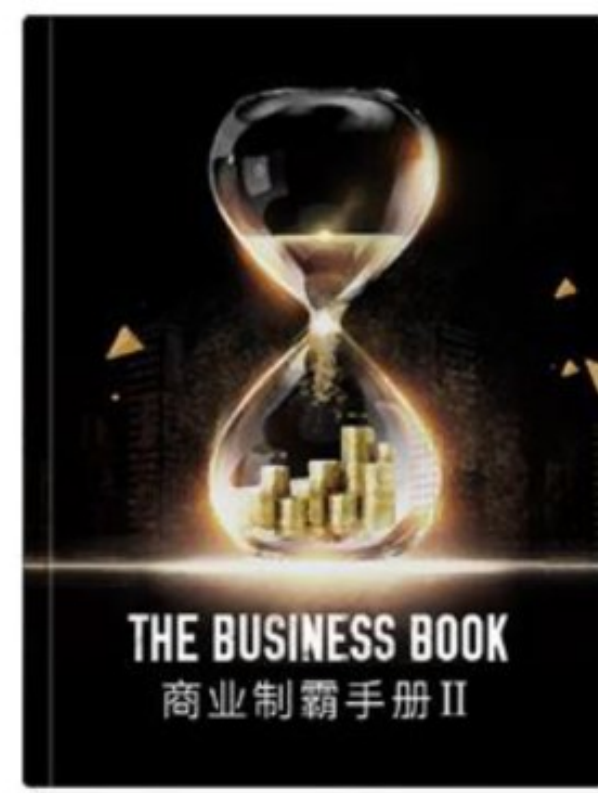
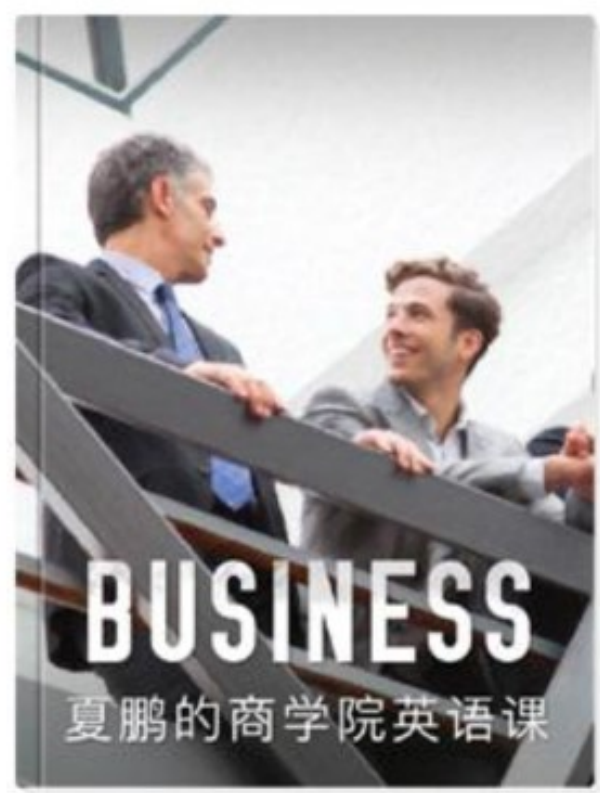
Edutainment

Knowledge capsules
vs.
Curriculums

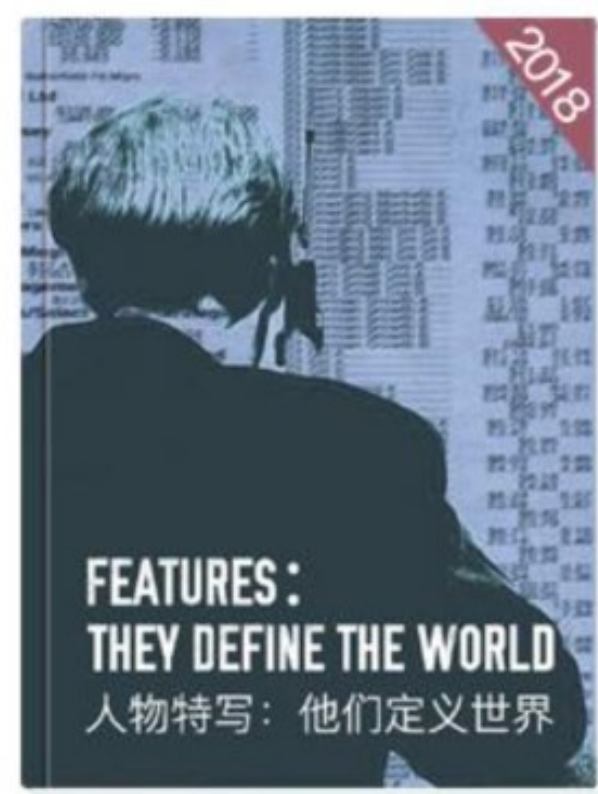
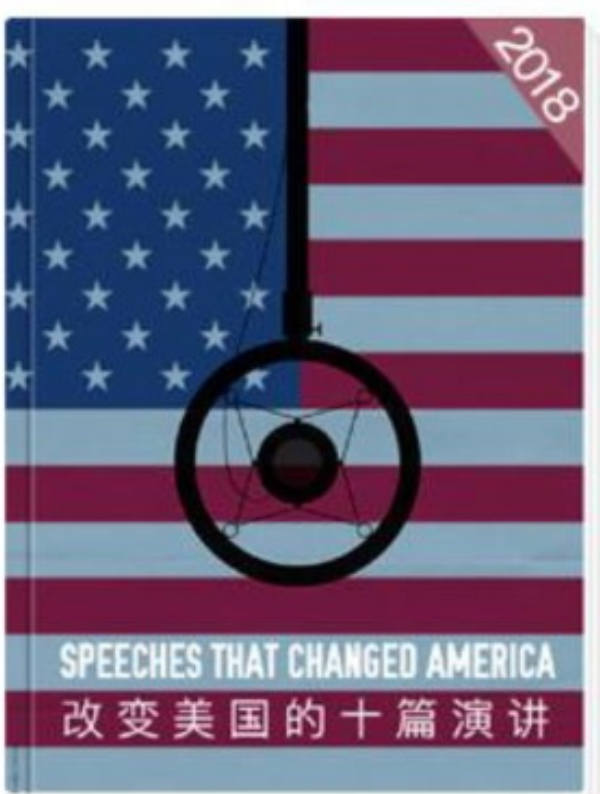
ENGLISH FOR CLASSIC THOUGHT



ENGLISH FOR CAREER JUMP



ENGLISH FOR WORLD VIEW

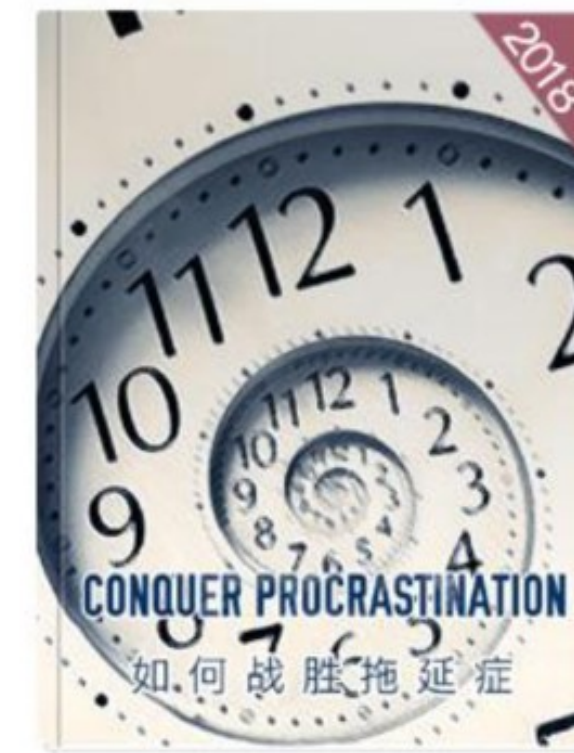


Edutainment
Applications vs. Theories

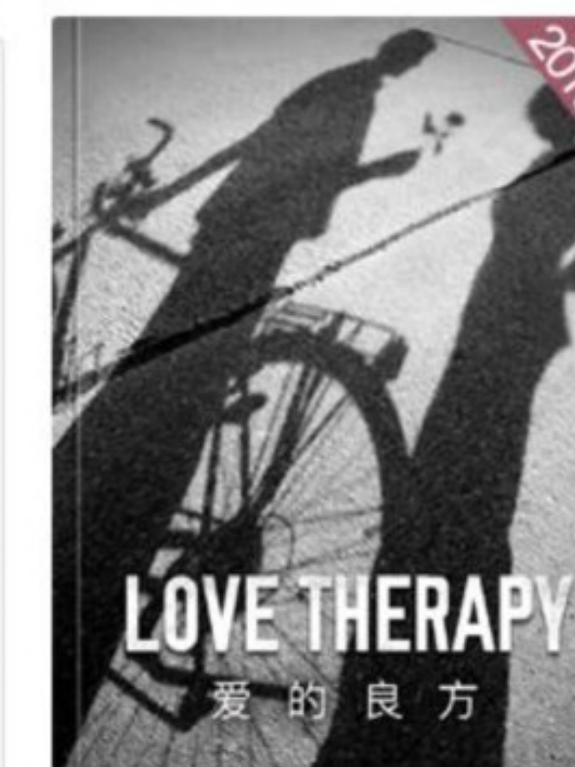
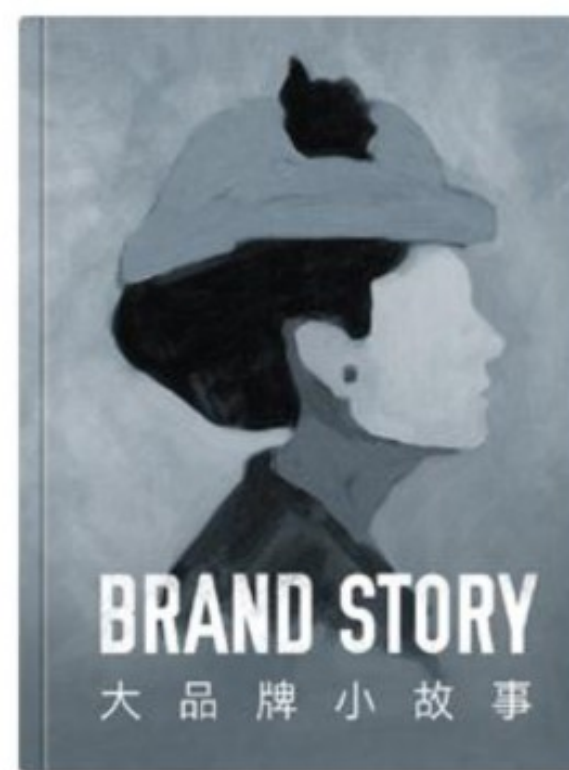
Edutainment

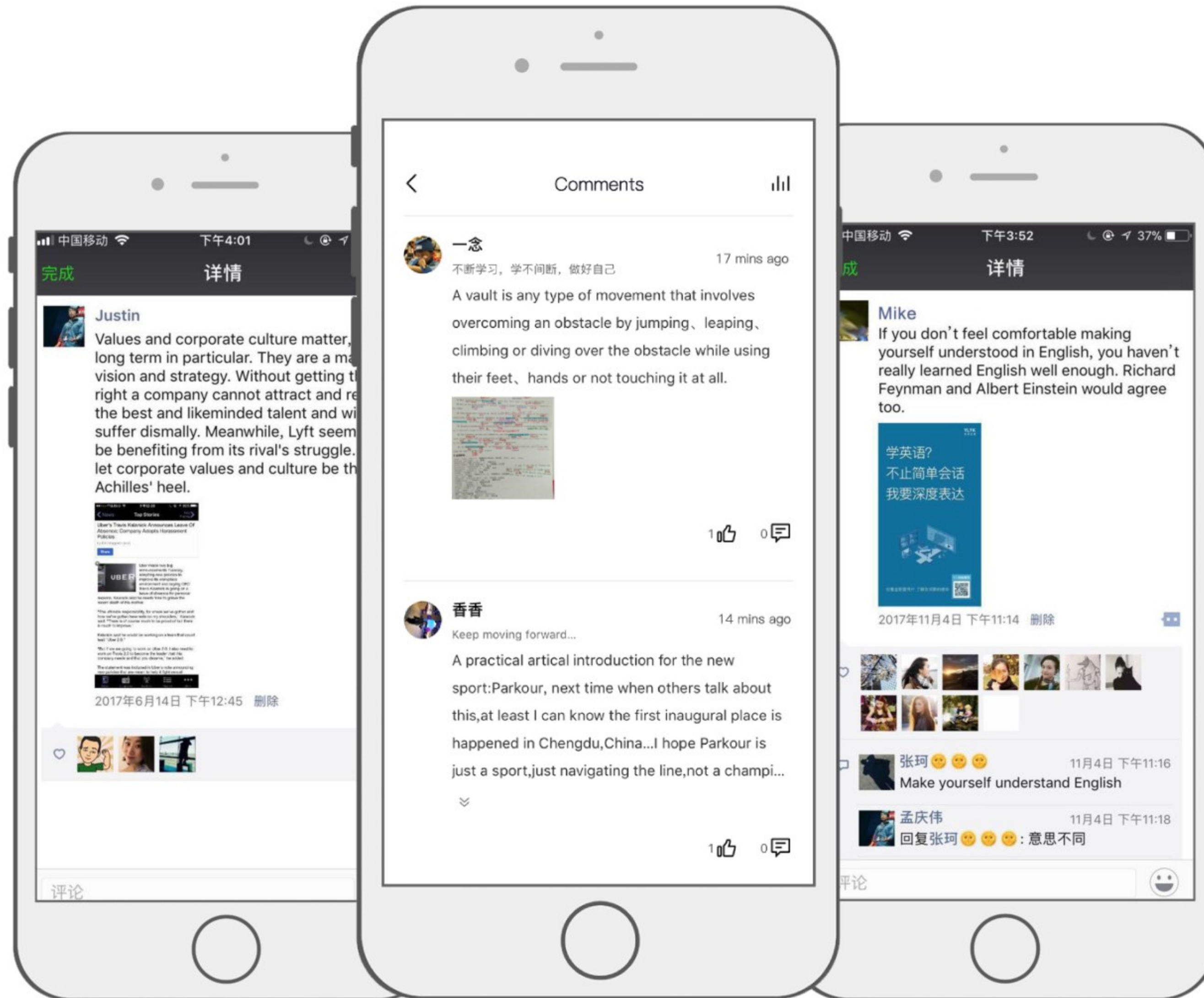
Search vs. Research

ENGLISH FOR SELF GROWTH



ENGLISH FOR SLOW LIFE





Edutainment

Co-creation vs. Instruction



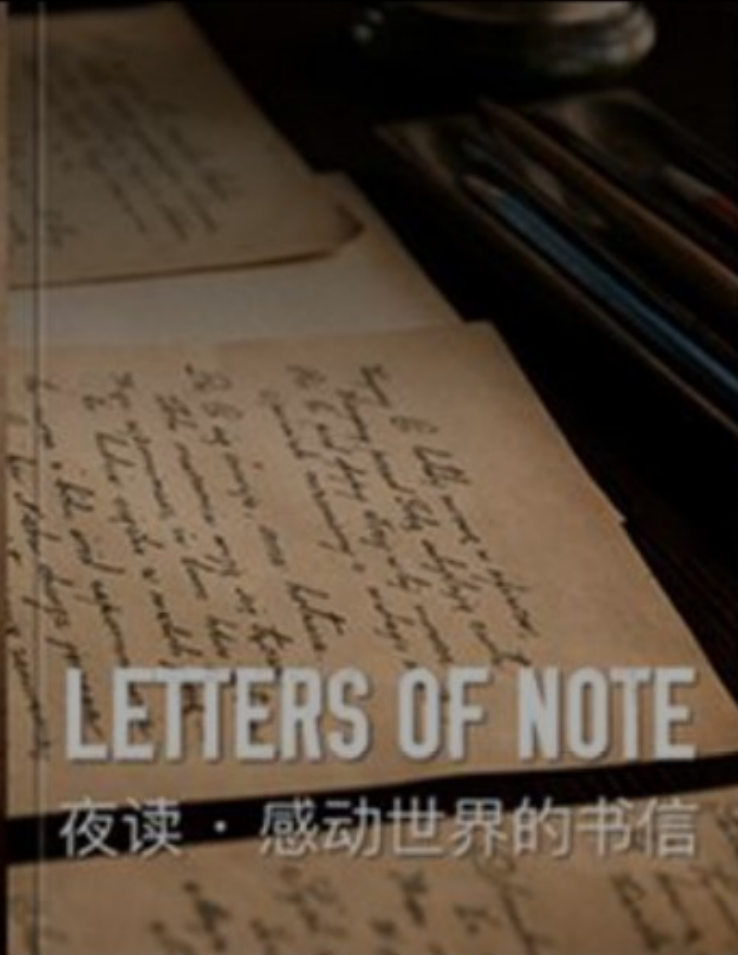
BRAND STORY

大品牌小故事



READ FOR YOU

替你读书



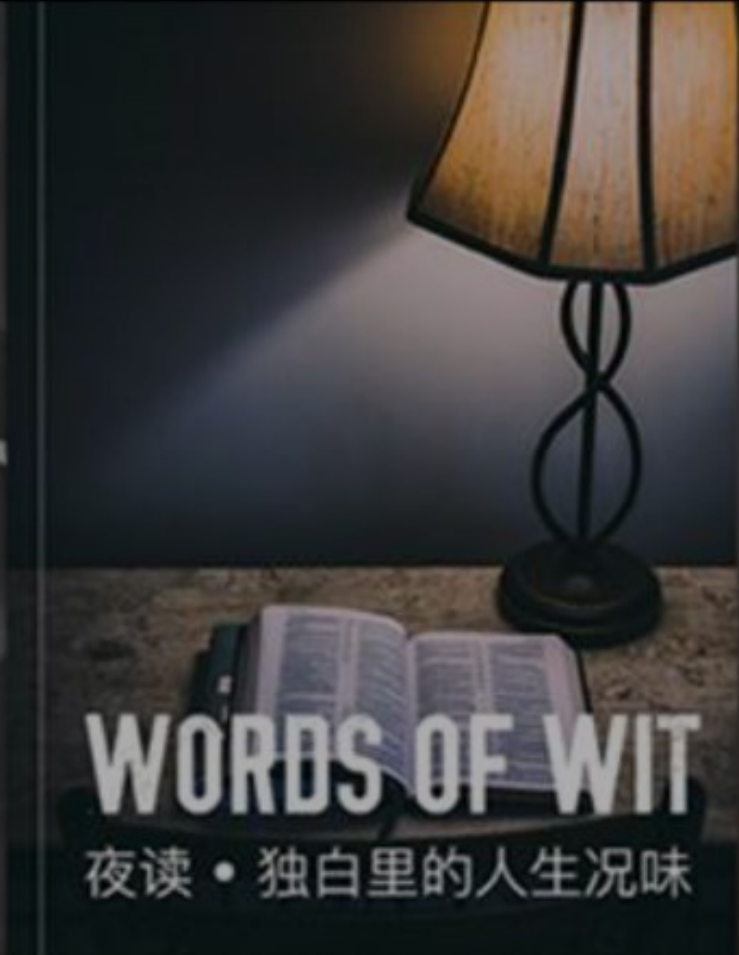
LETTERS OF NOTE

夜读·感动世界的书信



READ LIKE A PROFESSOR

如何读懂小说



WORDS OF WIT

夜读·独白里的人生况味



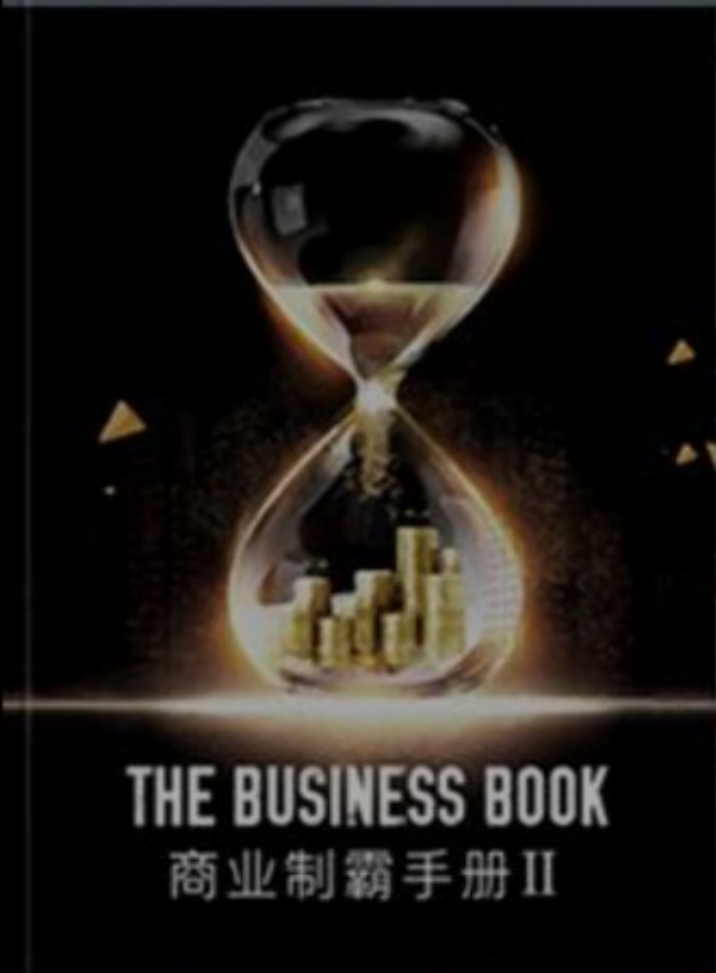
THE ART OF THE DEAL

川普:交易的艺术



THE BUSINESS BOOK

商业制霸手册 I



THE BUSINESS BOOK

商业制霸手册 II



BUSINESS

夏鹏的商学院英语课



SHAKESPEARE

剧读莎士比亚



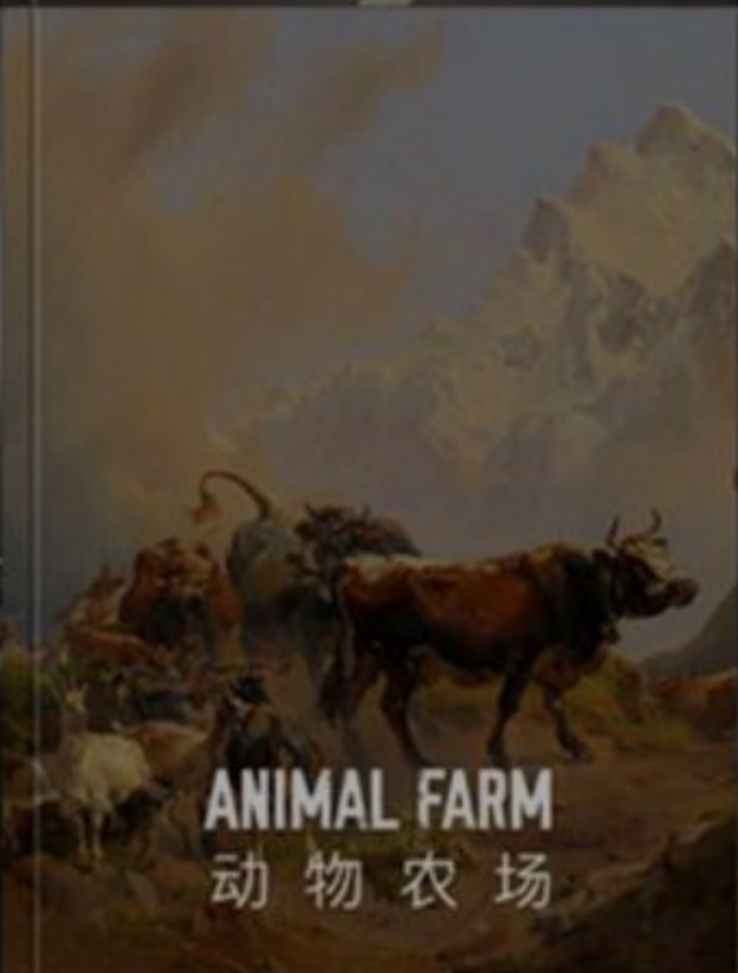
READ-LISTEN-LEARN

读诗听歌学英语



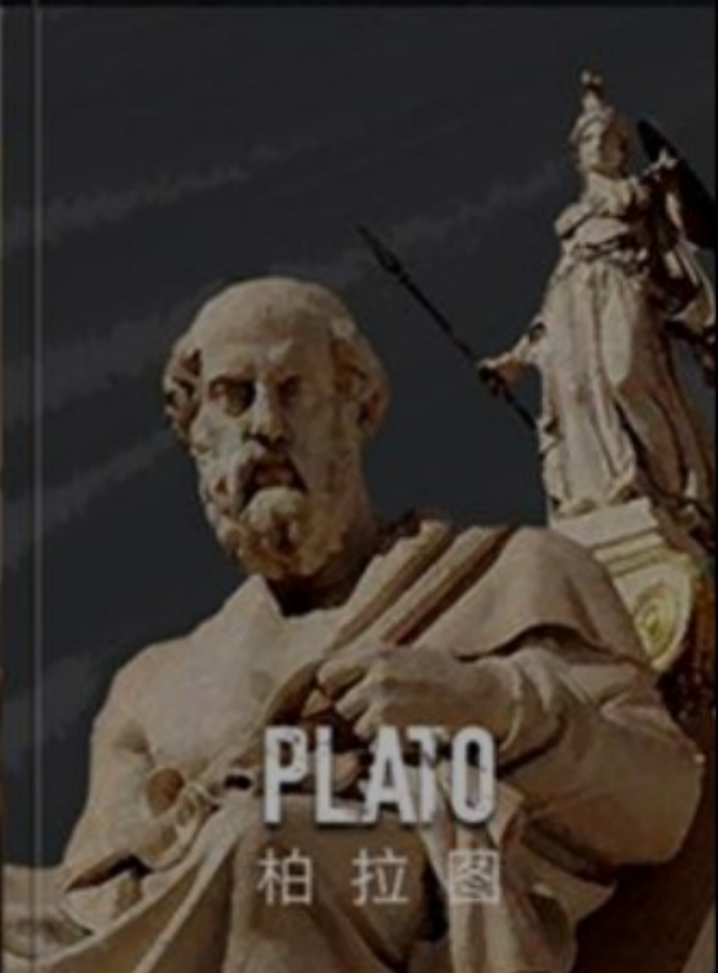
EMERSON

爱默生散文句读



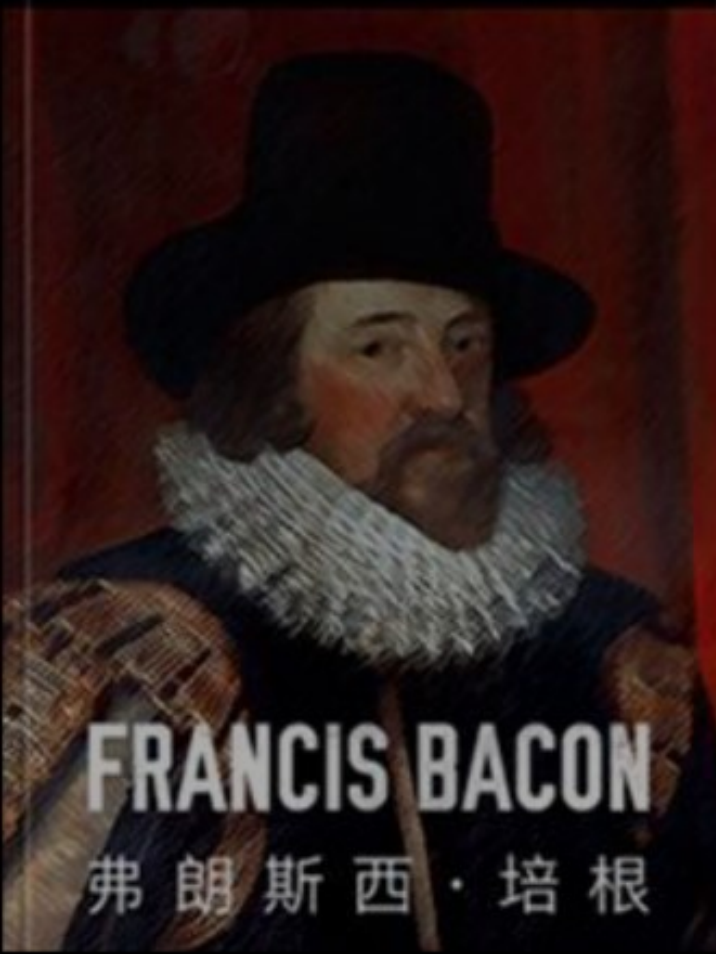
ANIMAL FARM

动物农场



PLATO

柏拉图



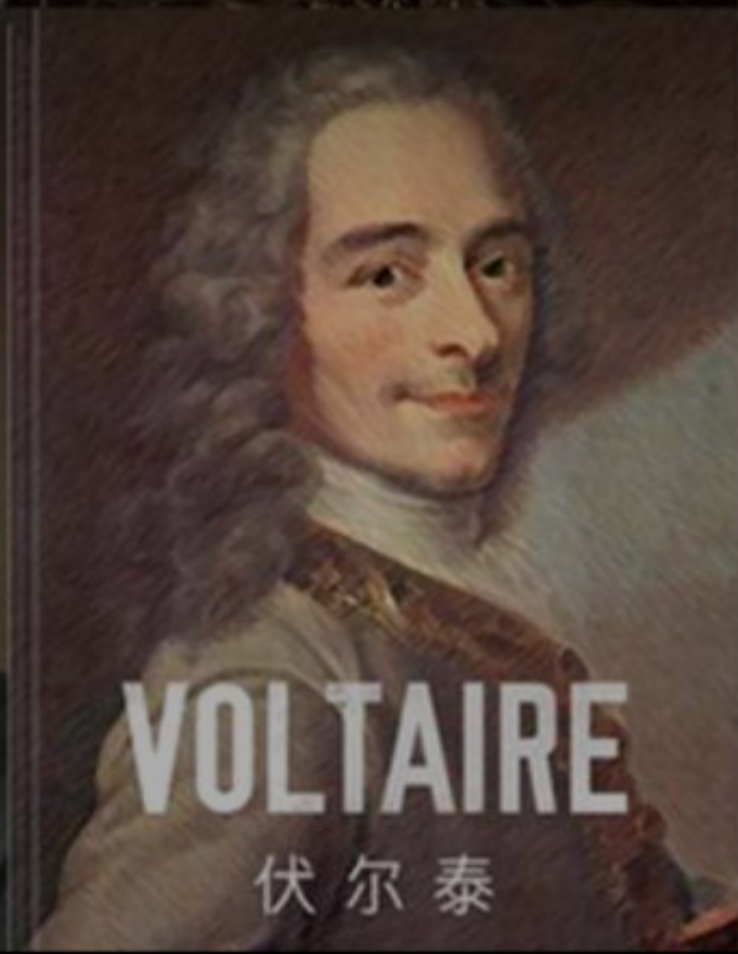
FRANCIS BACON

弗朗斯西·培根



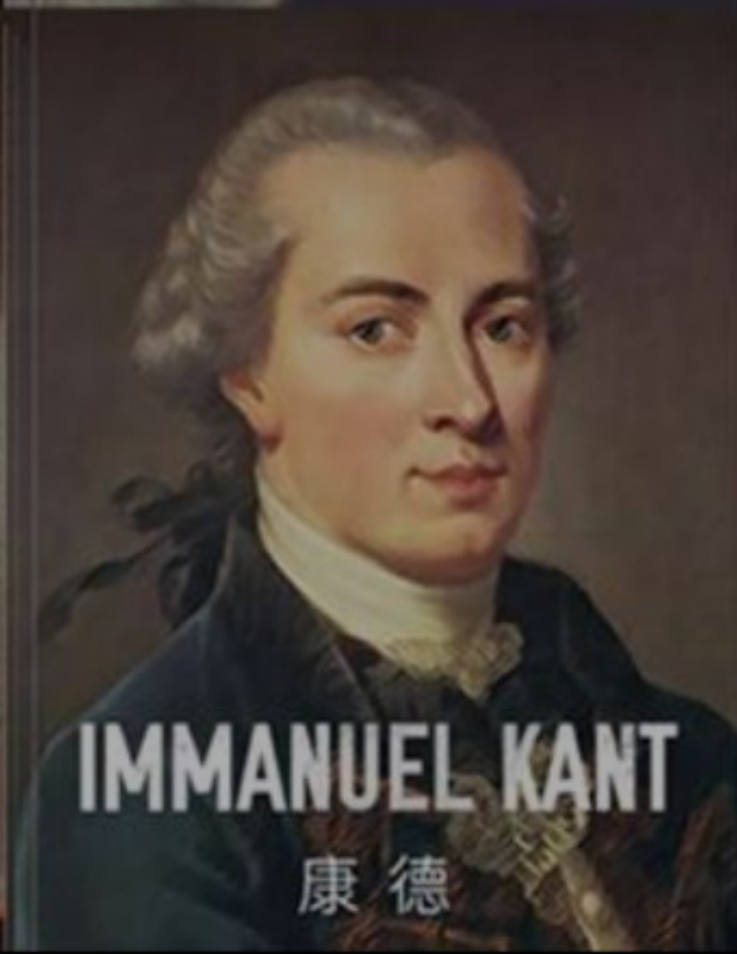
SPINOZA

斯宾诺莎



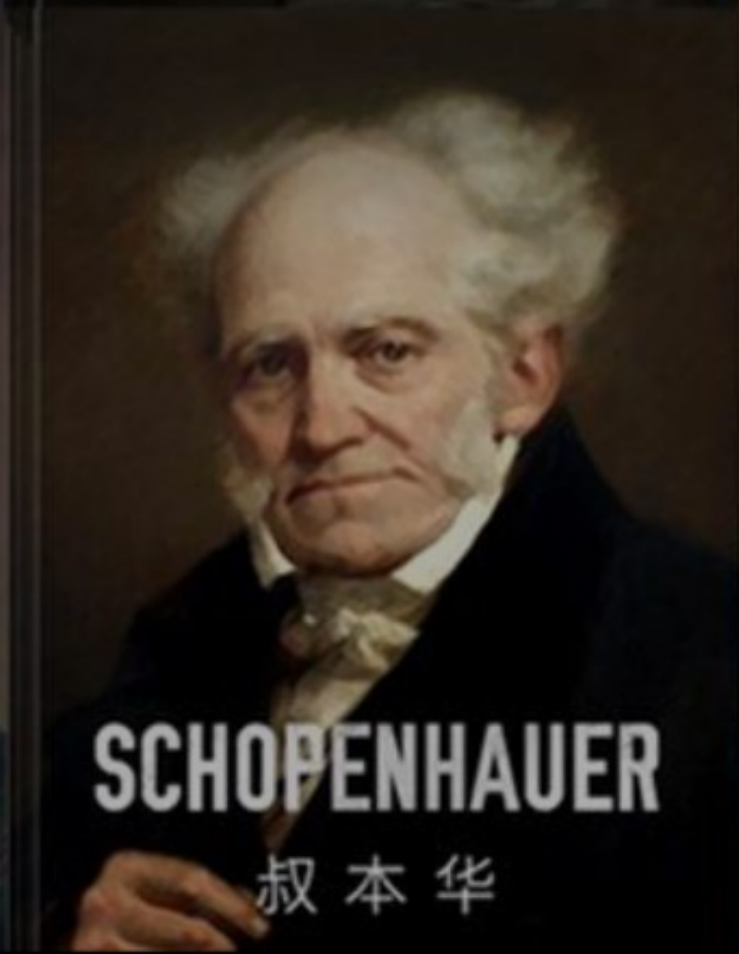
VOLTAIRE

伏尔泰



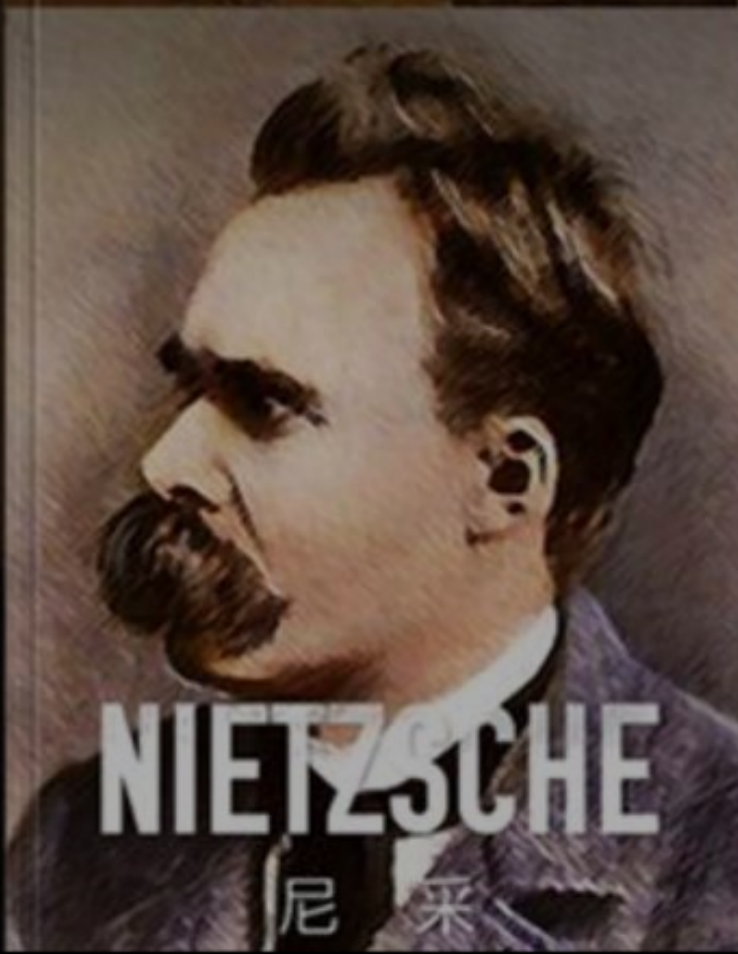
IMMANUEL KANT

康德



SCHOPENHAUER

叔本华



NIETZSCHE

尼采



CONQUEST OF HAPPINESS

幸福征途

THE END