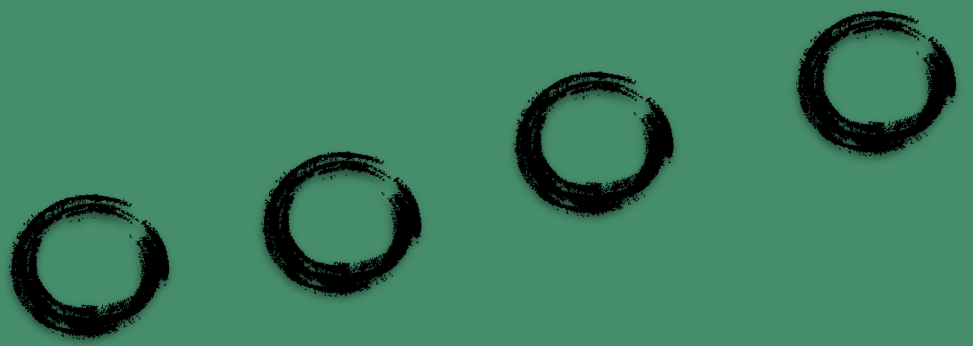
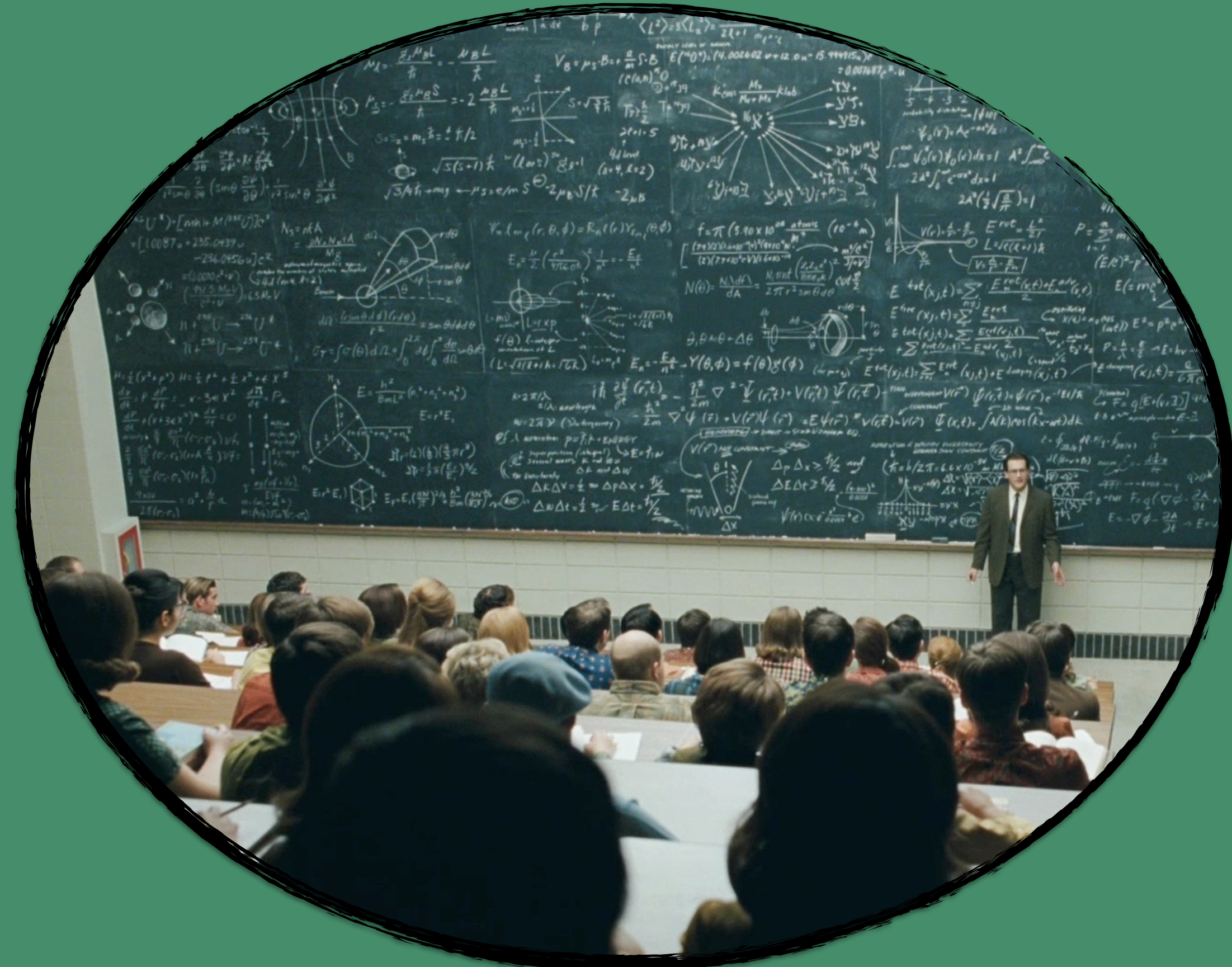
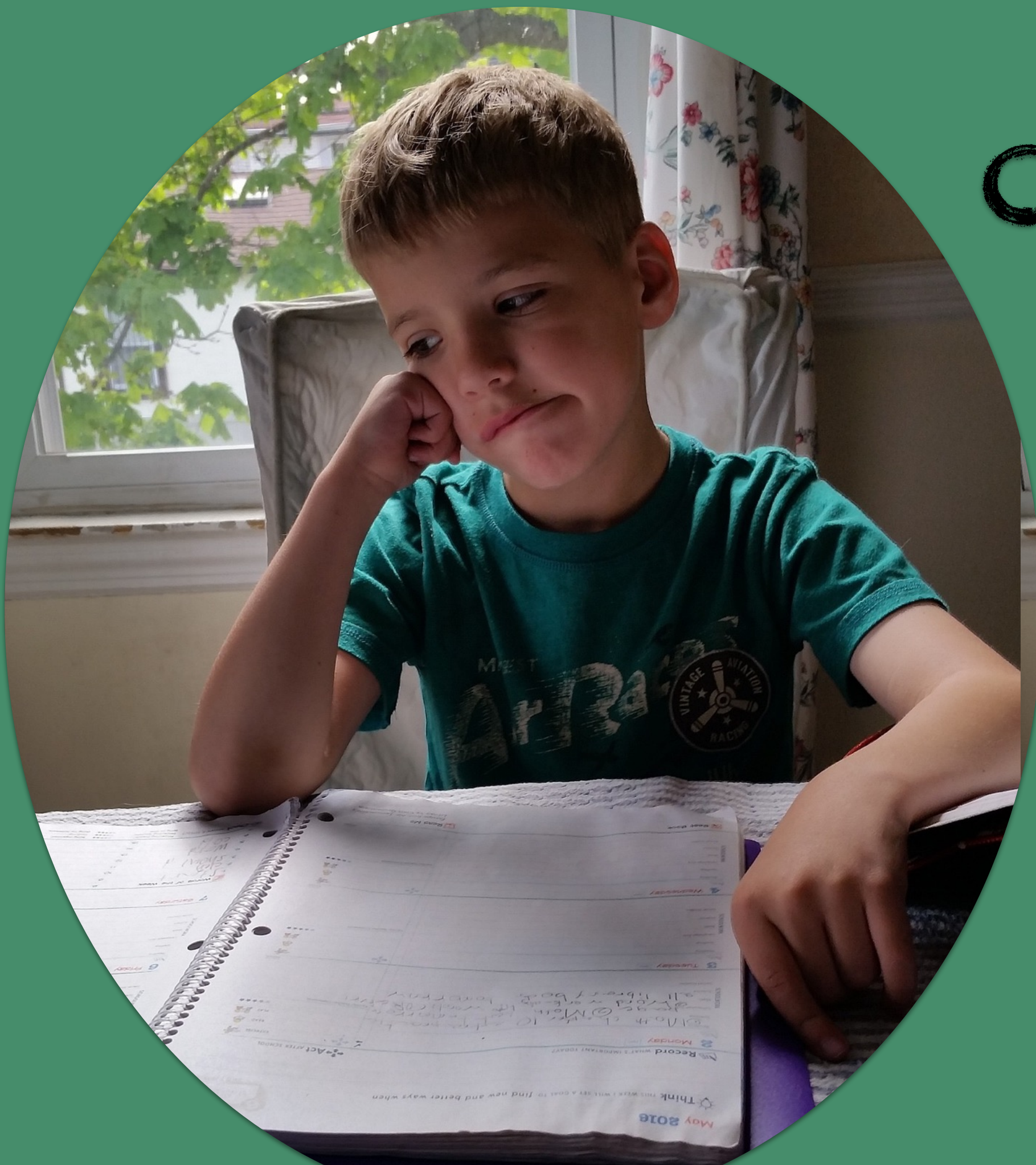


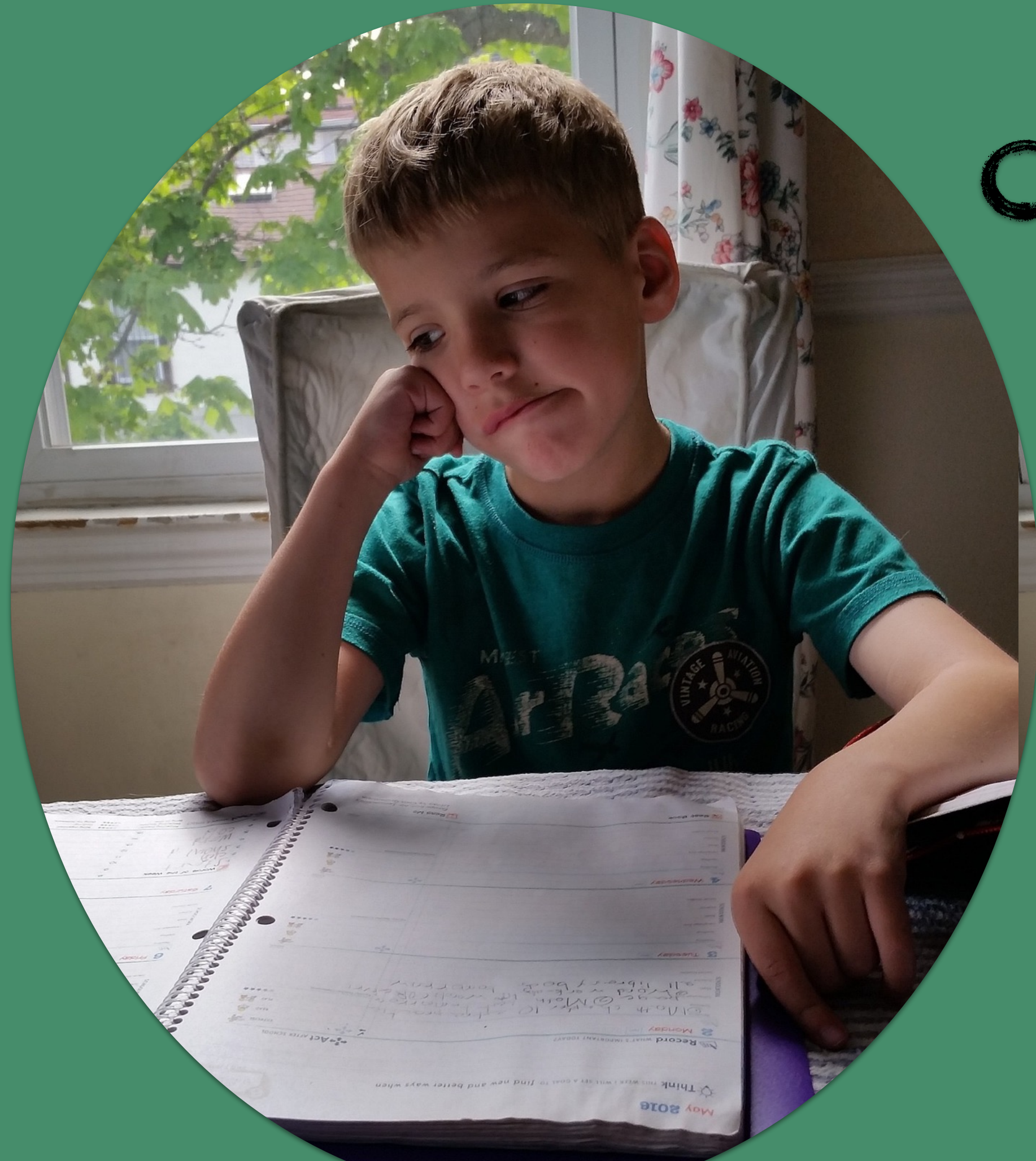
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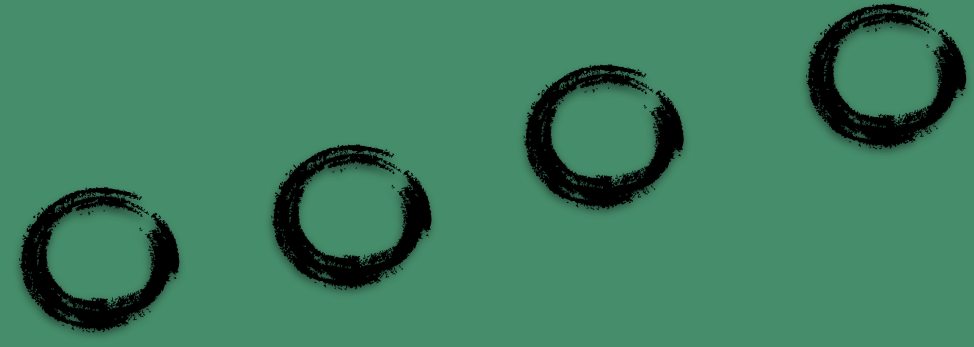
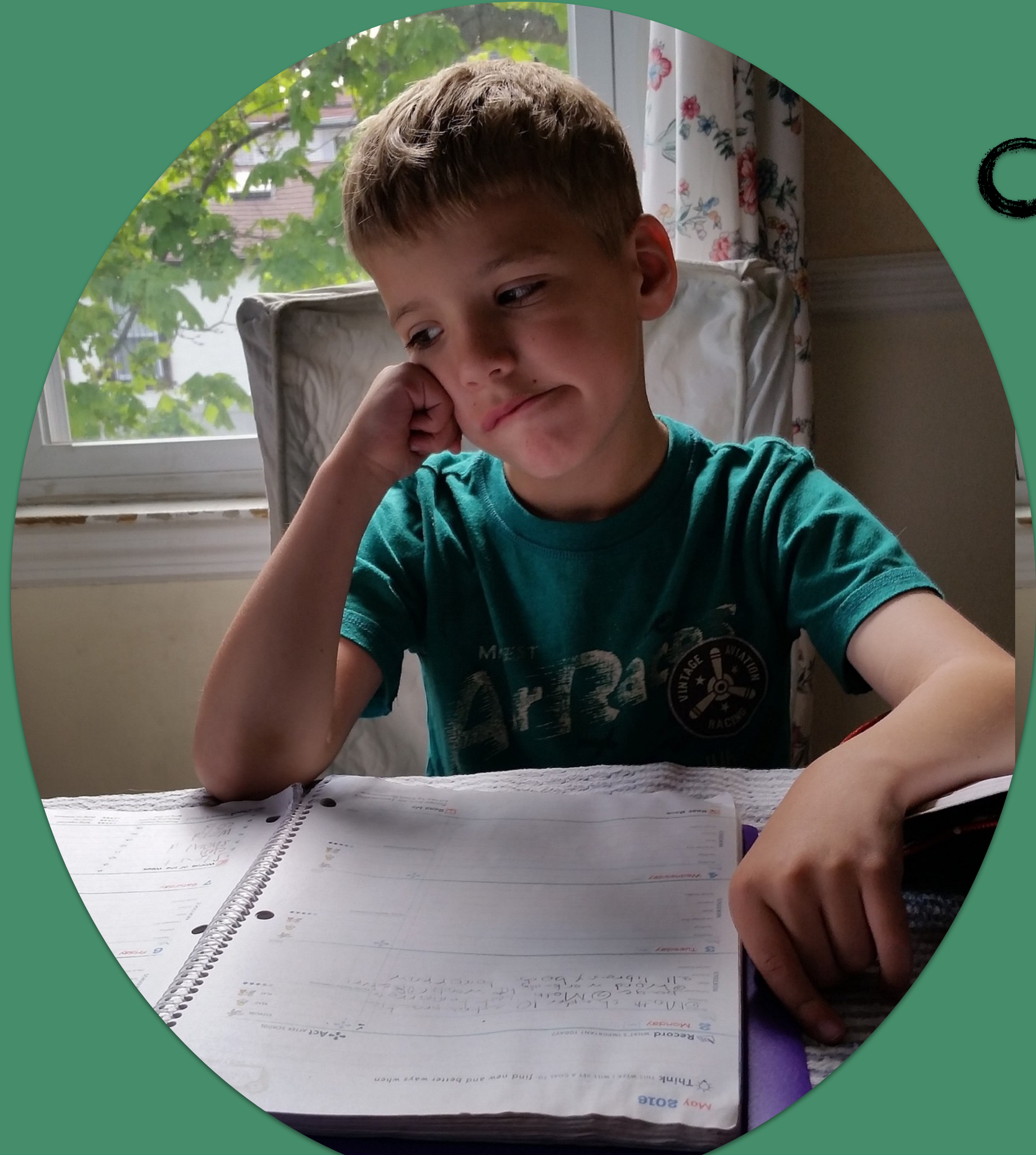


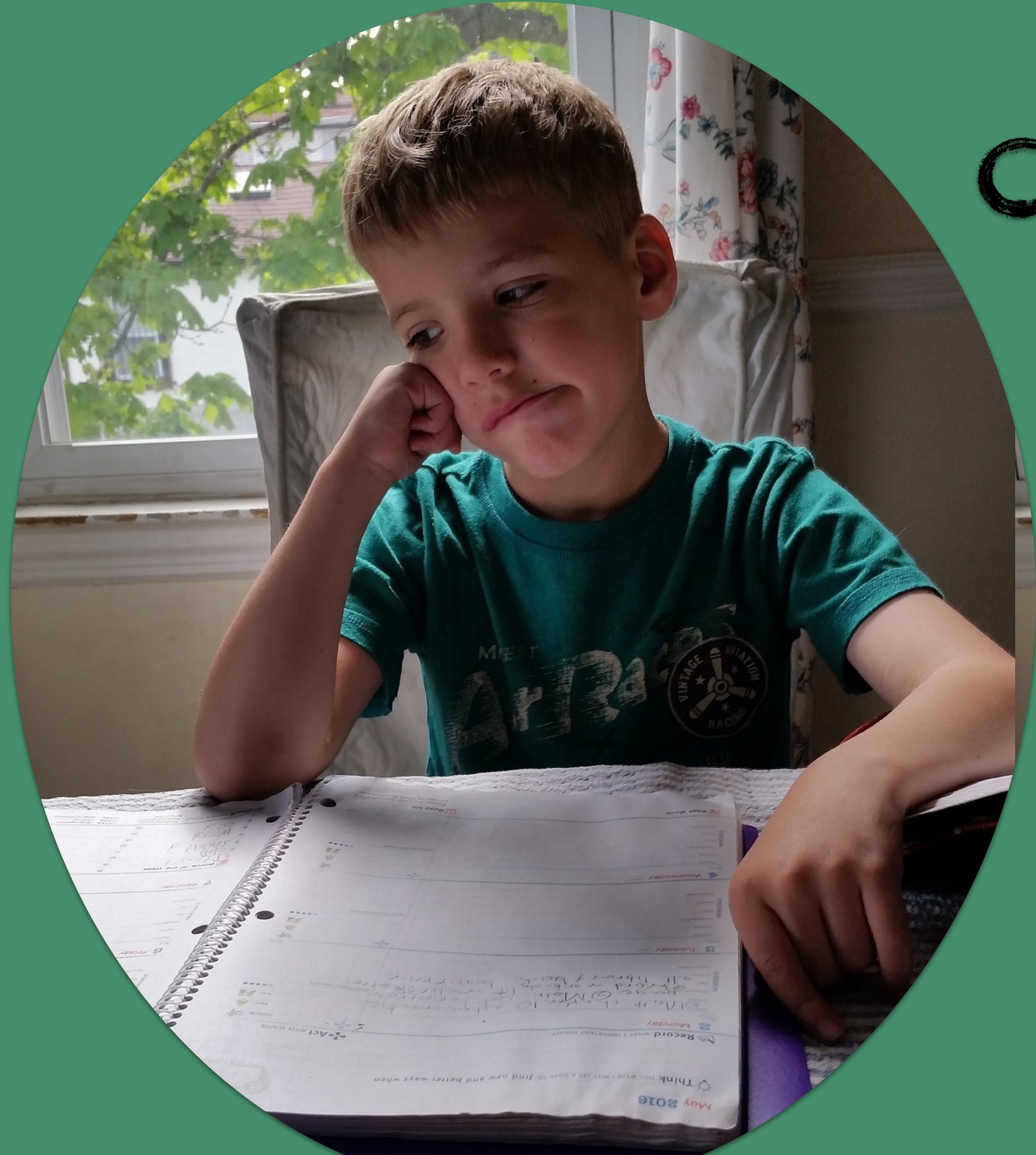
Presented by:

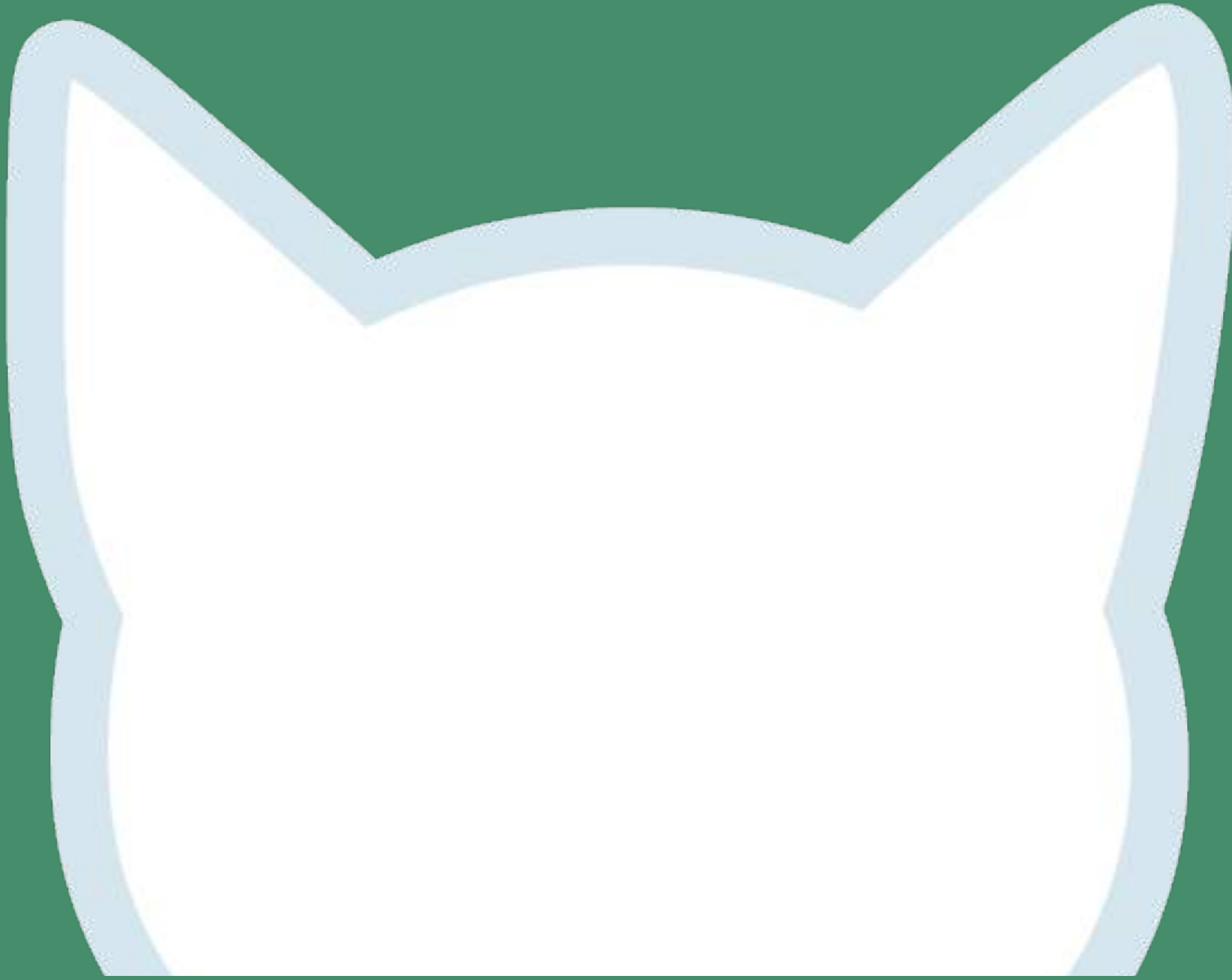
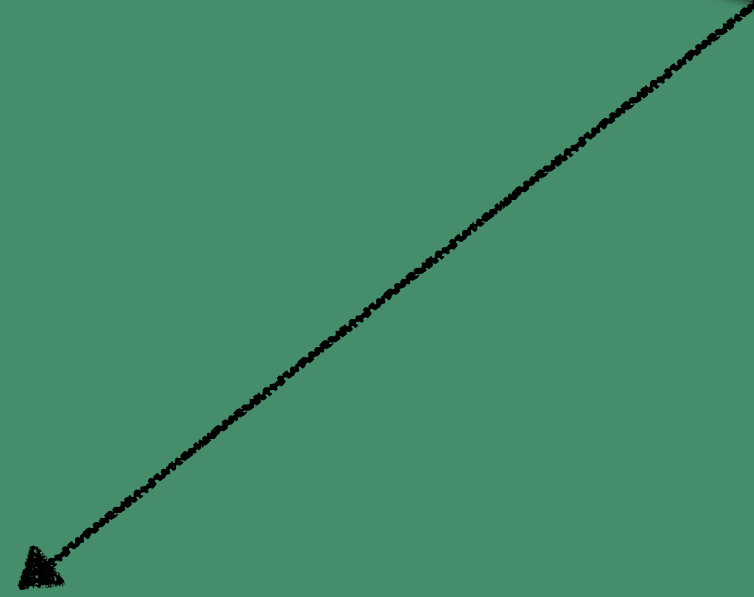
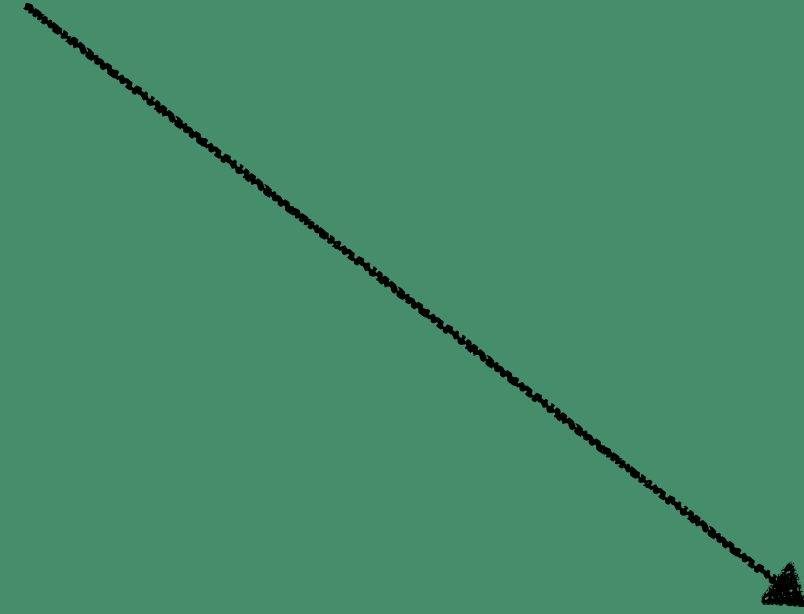
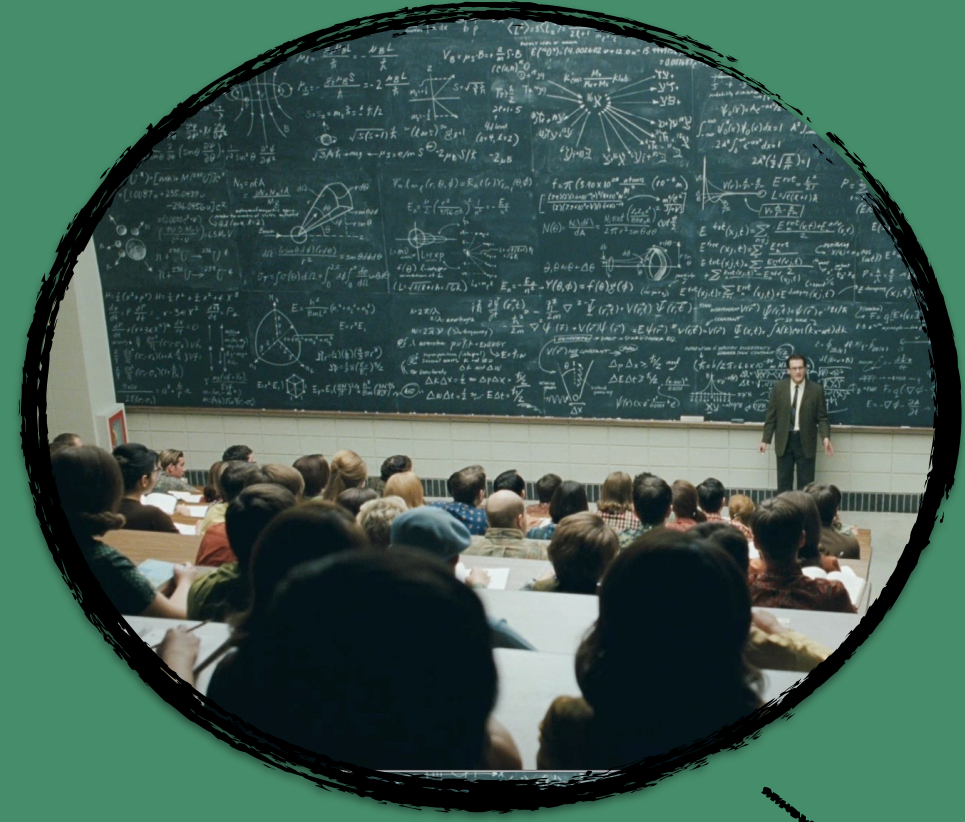
Betty Zhou, Ze Xuan Ong
Miao Academy









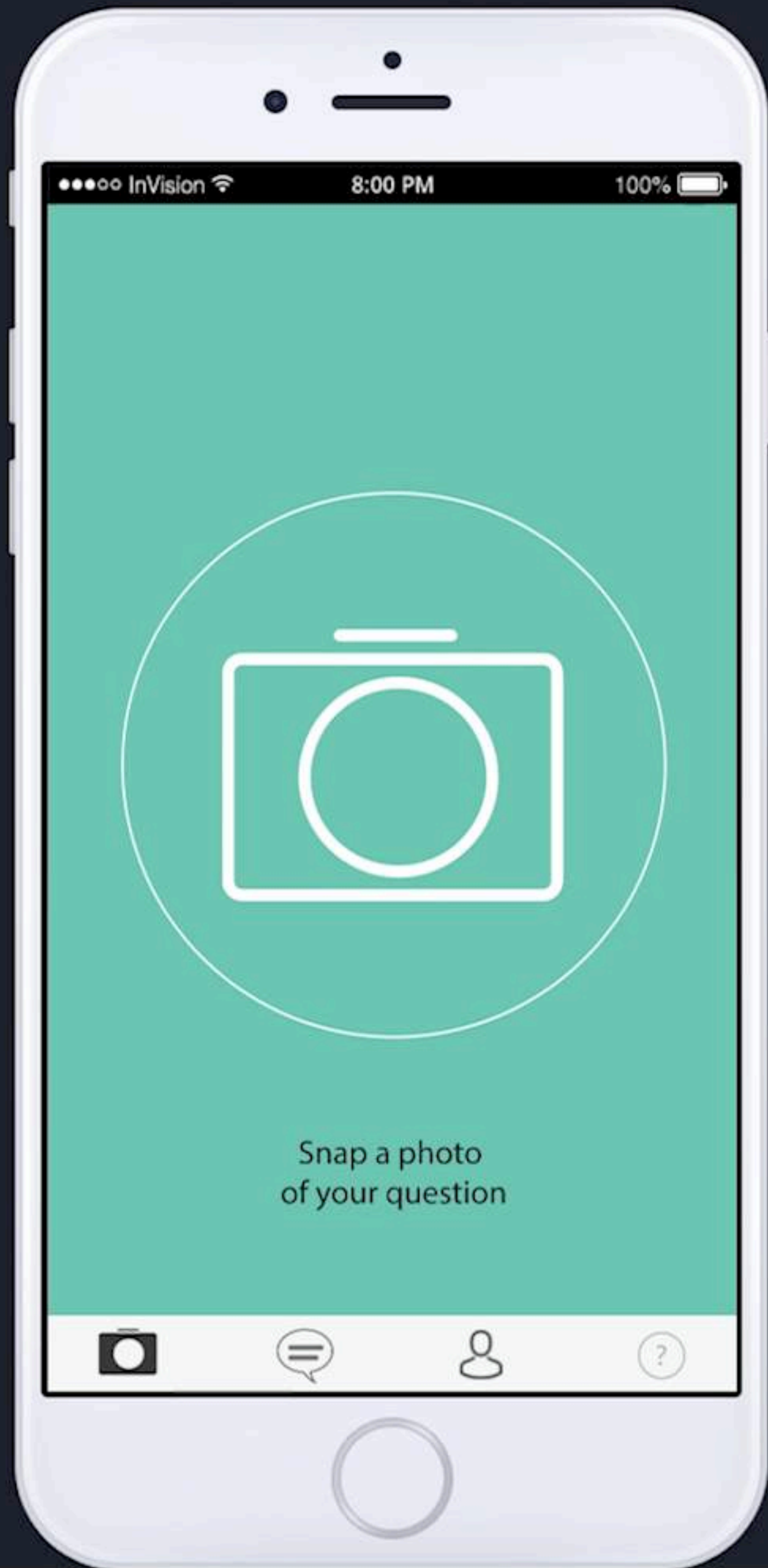


Miao

is the first **academic search engine**.

It helps students **instantly access relevant learning materials** for any question through a simple snap of the phone camera.





Traction thus far

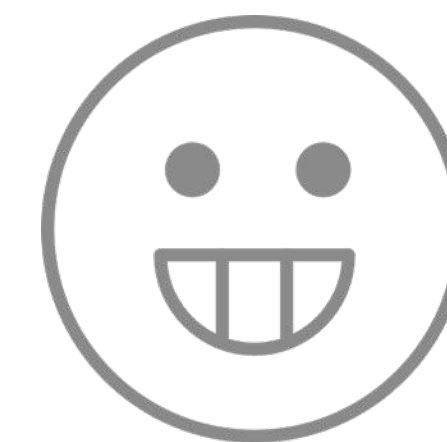
Based on beta iOS application launched in Oct 2016



15,384
signups



60,000
questions asked



>95%
Satisfaction Rate

Feedback and Reviews



“ The app is Wonderful. I’m sure it will be a success among students as **it has helped me tremendously** within this short period of time since I’ve downloaded it.”

- Priscilla Ng



“ **Helpful as heck for JC student.** ”

- Vaibhav Nag



“ Very useful. Works **as good as a free personal Math tutor** ”

- 叶子很生气

USER

is King

Engage

EARLY



Idea Validation



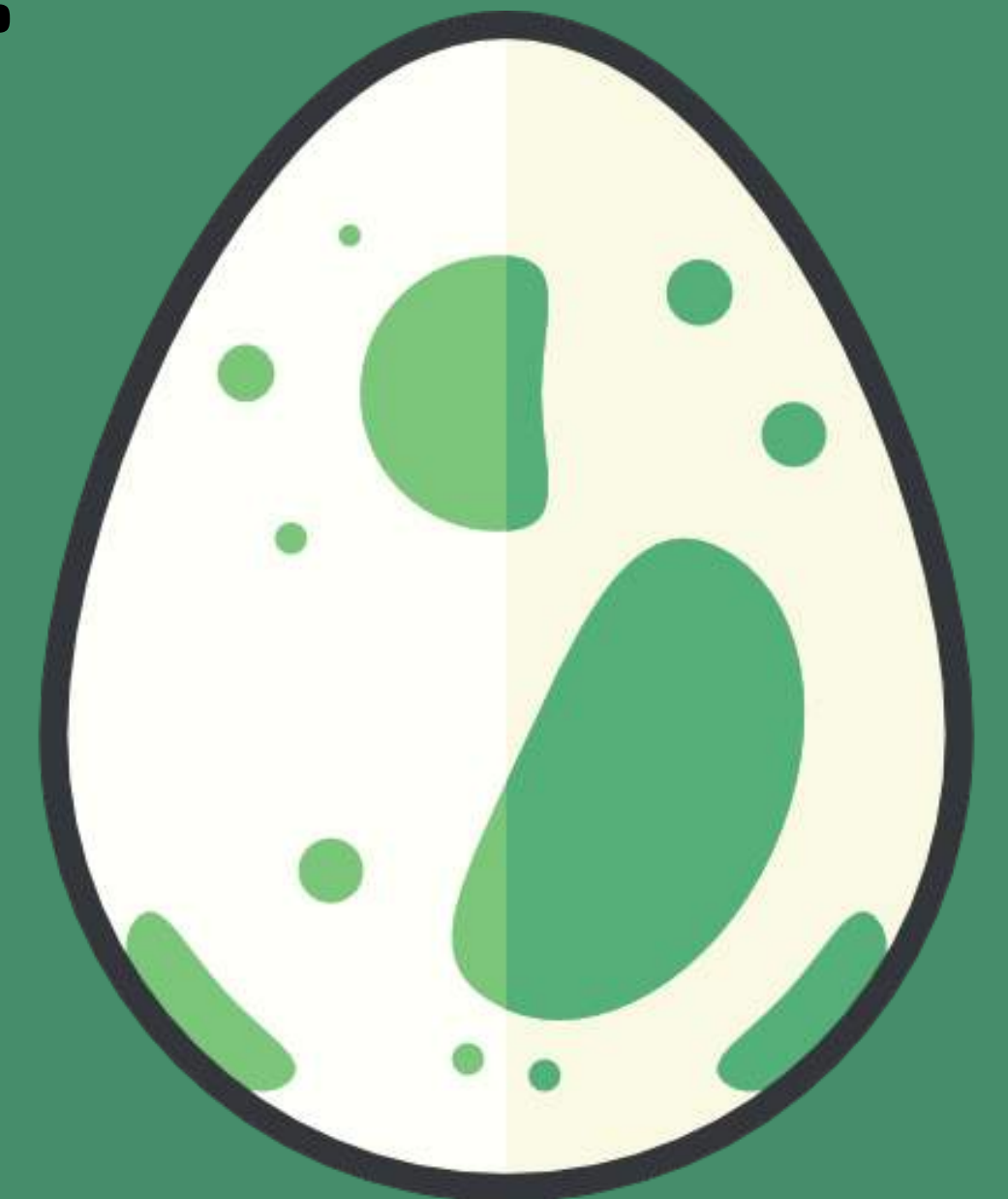
Interview (15)



Survey (72)

Idea Validation

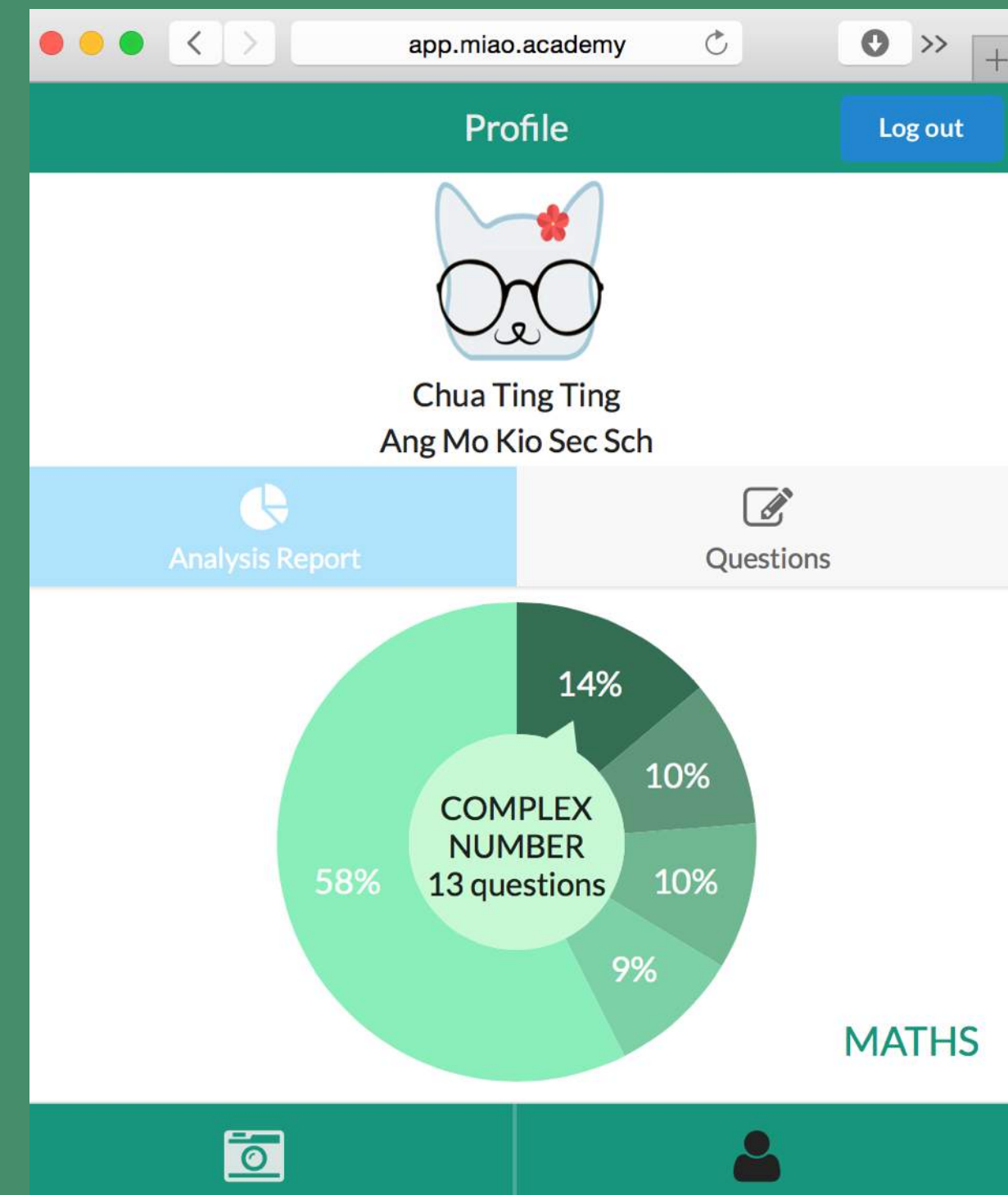
**What is the core service/benefit
you can bring to your user?**



Hatch



Landing Page (70)



Alpha Product

Alpha Product ready but no \$\$ for marketing?



Pray



Start on-ground Marketing

On-Ground Marketing



Went to **12 Junior Colleges**



Talked with **800 students**



550 Signups with Alpha product

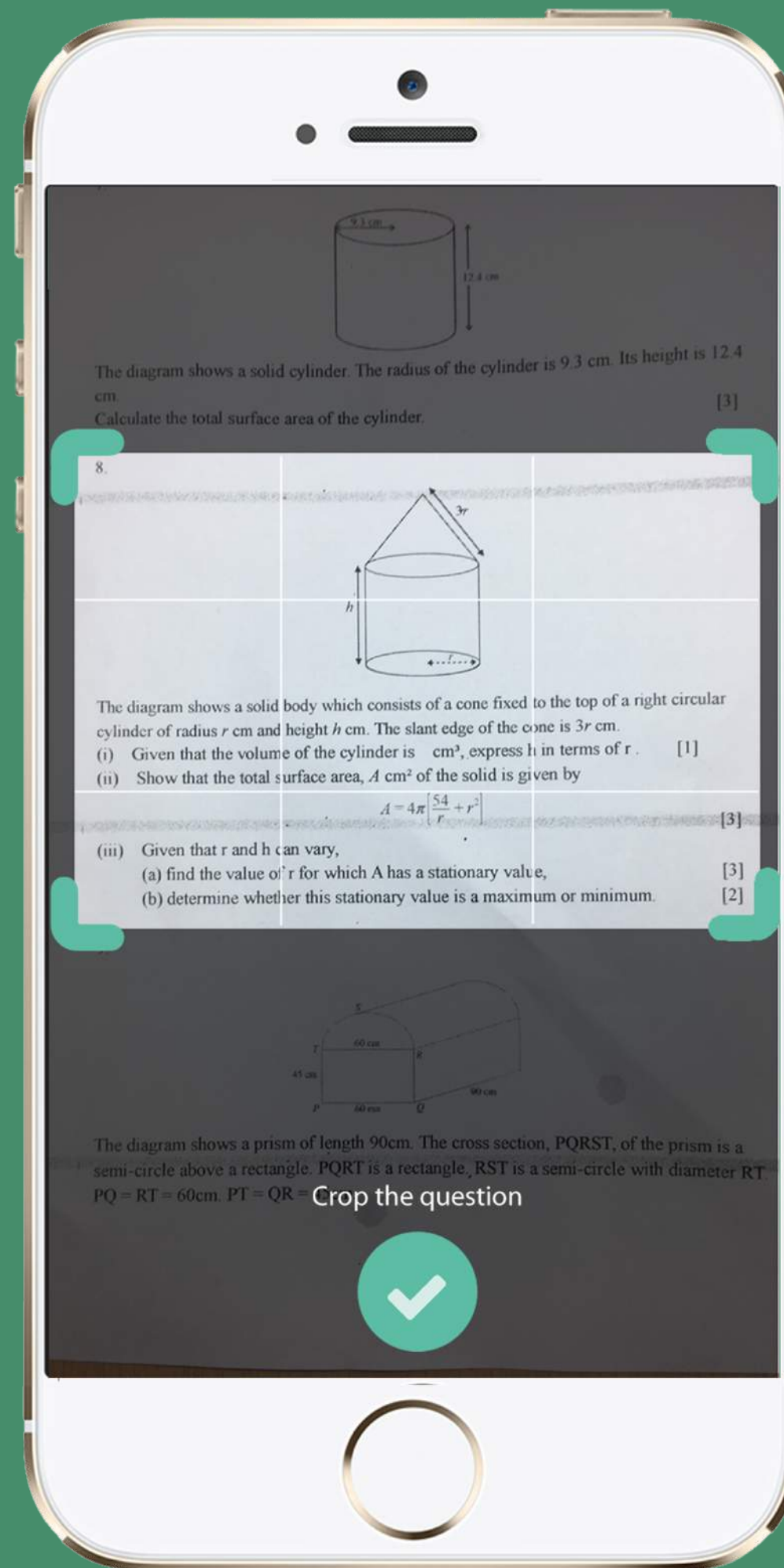
Hatch: Initial traction

Who is your ideal early user?

Find your **loyal users** from
initial traction!



Beta (finally)



Beta iOS App is officially launched in October 2016

From Offline to Online

- Referral** from existing users
- Online Forums/ Facebook Groups**
- Parent Groups :Wechat Groups**
- Write Articles or blogs** to improve SEO

Tips: Online Marketing



Learn from **Competitors**: Keywords or tagline



Monitor your data and your competitors'



App Annie



Don't **SPAM** free channels - kick-out, negative effect

Gaining more beta users

Where on the Internet can you find your users?

What should I write to them about?





Define

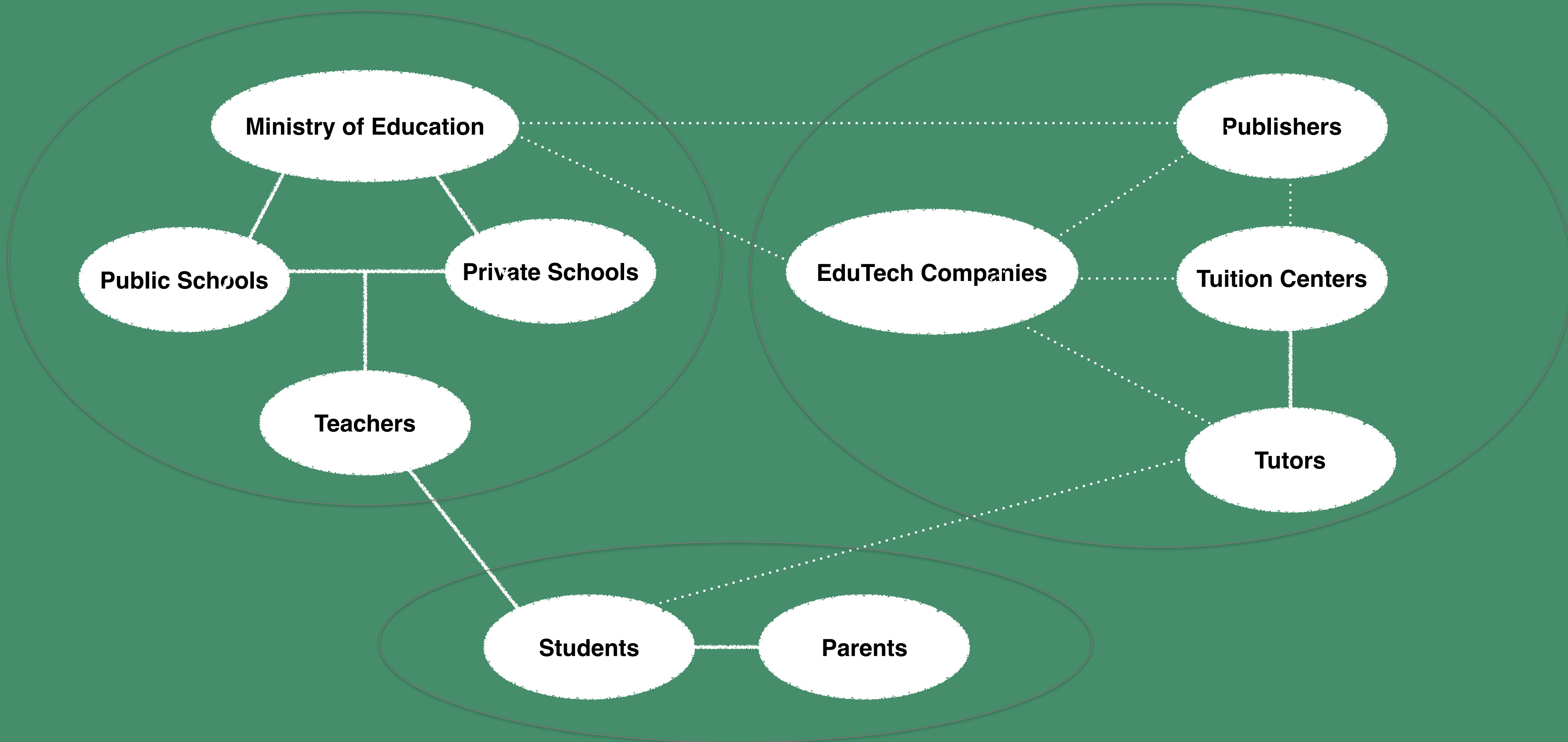
your position

within

~~**Education System**~~

Industry

Map of Stakeholders



Key Points when Engaging with Stakeholders

- ☑ Be **Patient** with Large Organisations
- ☑ Schools **may not have budget**
- ☑ Clearly define your **end-user**
- ☑ Stakeholders may have **contradicting** needs

Past Events



25 August 2016

**Visit by Students
from Hwa Chong
Institution**



10 December 2016

**Miao's Live
Demonstration at
Microsoft's We Tech
Care**



22 February 2017

**"Exploring learning JC
Math with Snap &
Search Technologies"
at eduLab@AST, host
by Education
Technology Division,
MOE**



9 March 2017

**Talk by Betty on the
topic of "Artificial
Intelligence in
Education" at the
17th Singapore
Science and
Engineering Fair.**

Make

Some

NOISE



Featured in

Apps help with homework or tuition

Miao

How it works: Students snap images of their maths questions (the app currently covers the A-level curriculum). The natural language processing algorithms on the app's backend will turn up related information or similar practice questions as learning aids for students.

Cost: Free

THE STRAITS TIMES

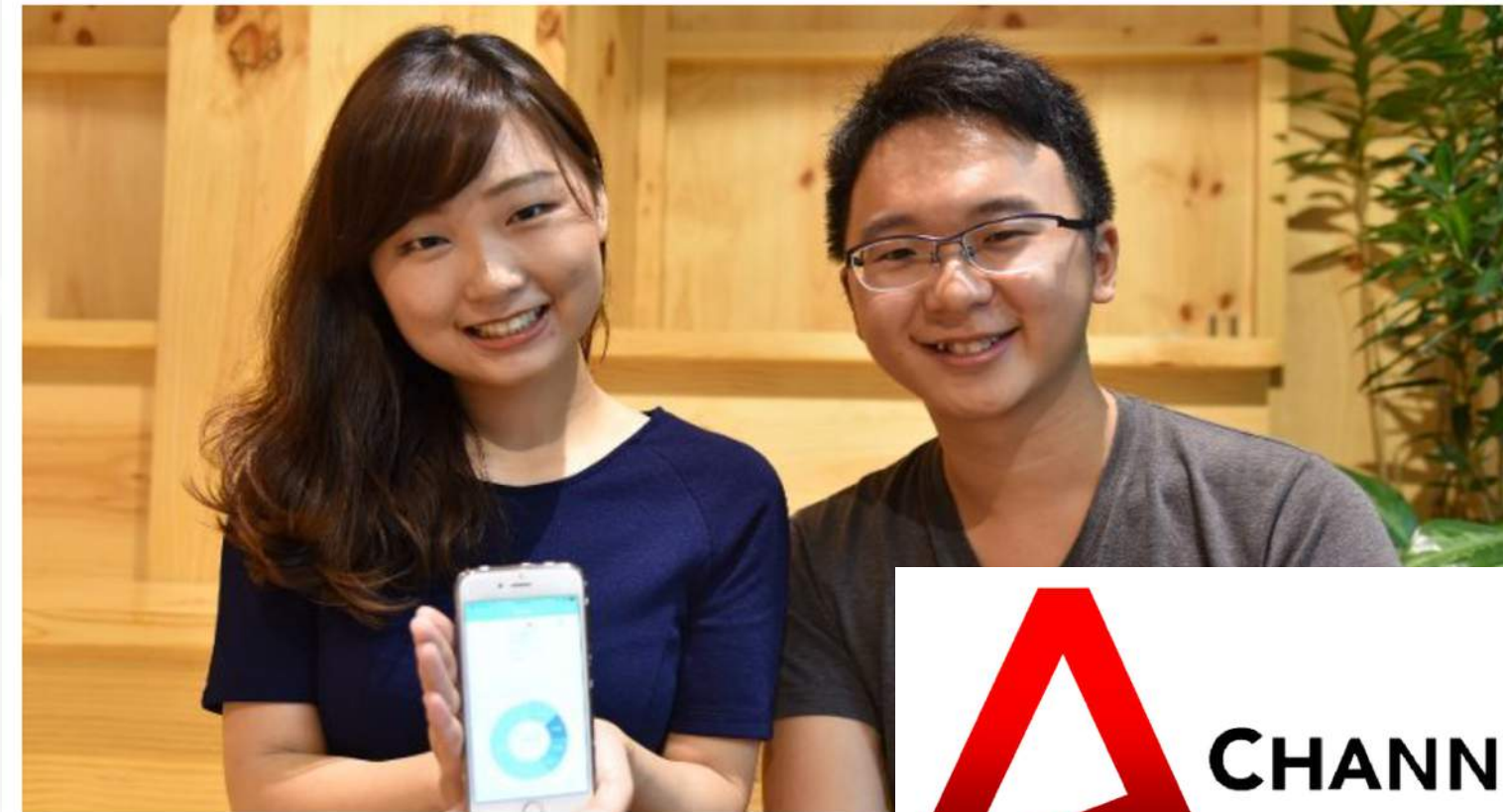
Helping retail investors gain an edge

For Betty Zhou, the motivation to build her app was also for an investment, but of a different kind - helping children to invest in their education. Ms Zhou left her job as a private banker to build an app that provides students with a more efficient way to solve maths problems. Students can send a picture of their maths problems to the app, called Miao Academy, which will, through natural language processing, help provide solutions to the problems.

THE BUSINESS TIMES

BUSINESS (NEWS/BUSINESS)
Tech start-ups cram into Singapore's education sector
Start-ups are eyeing a slice of Singapore's education sector with apps that offer automated homework assistance and the use of data analytics to help students get into their dream colleges.

By Tang See Kit (/action/news/storiesby/storiesby/678458/storiesby.do?sortBy=latest&bylineId=5144&pageNum=0) Posted 28 Feb 2017 09:07 Updated 28 Feb 2017 20:37



CHANNEL NEWSASIA

Is Singapore the next frontier for edtech?

Shifting from textbook learning

However, to embrace innovation in this space and truly benefit from it, there has to be an attitude shift towards the cultivation of adaptive learning.

To keep up with change, the next generation of Singapore youth needs to develop an ability to identify issues by asking the right questions, the flexibility to acquire skills, and implement solutions to tackle problems.

By shifting away from traditional classrooms and pure textbook learning, the next generation will have more opportunities to develop soft skills, adapt to change, and create innovative solutions.

Take Miao for example. Miao was founded by fresh graduates who saw the de student learning.

The app allows students to look up their questions by snapping a photo with best solutions and similar questions for practice. Their algorithm combines n are components of artificial intelligence.

TECHINASIA

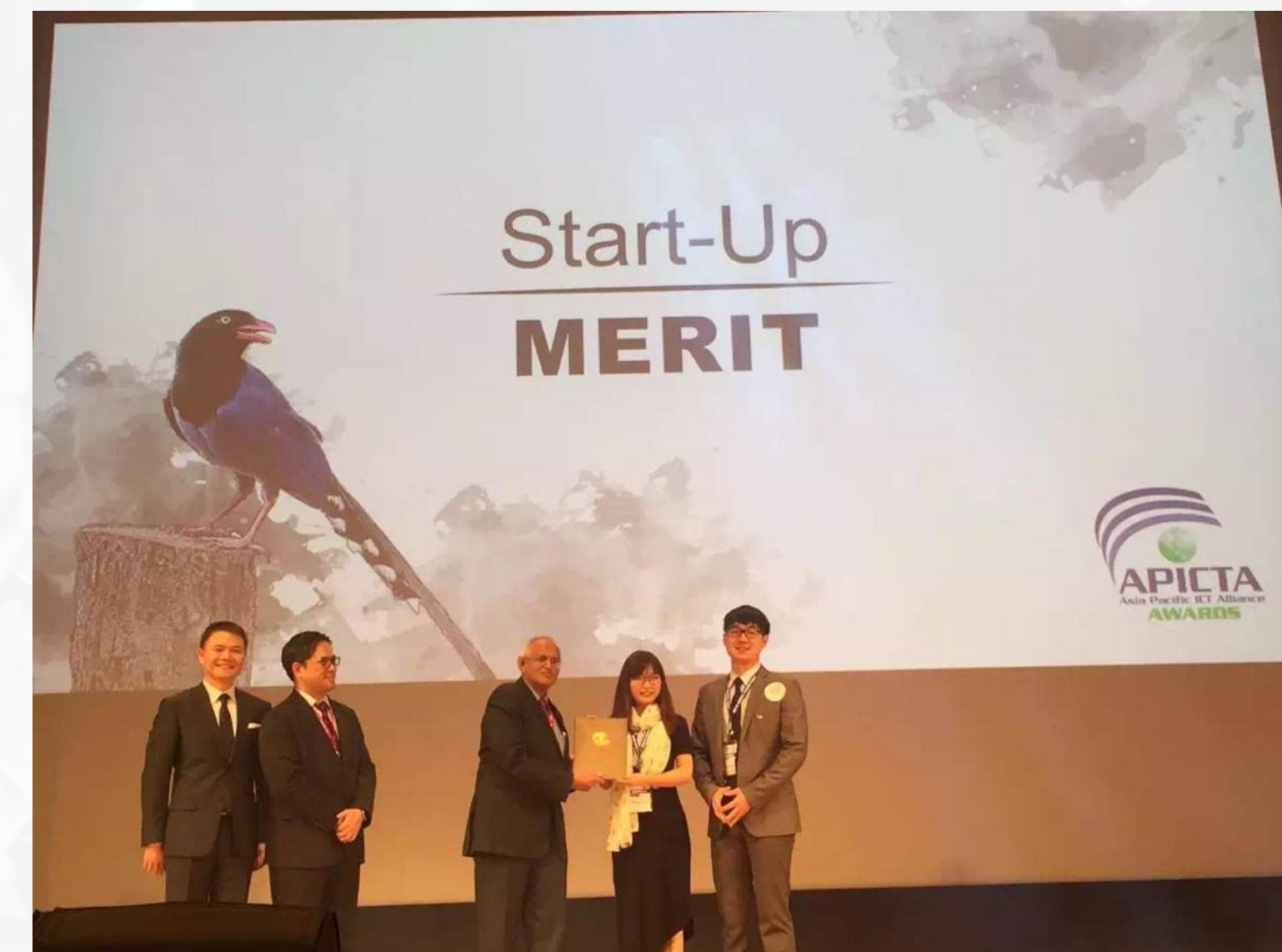
Awards



Silver Award for Best Innovative Start-up at the Singapore Infocomm Technology Federation (SiTF) 2016



Merit Award for Start-up category at 16th Asia Pacific ICT Alliance (APICTA) Awards



Key Notes

- ☑ Awards bring you **credibility**
- ☑ Press Features are **traffic boosters** but may also be a **product killer**.
- ☑ **Never oversell** in media.

Thank
You



Microsoft BizSpark™



NUS
Enterprise

