

ejoy

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EJOY ENGLISH – A SOCIAL CONSTRUCTIONIST



social
business
creation

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I. Our story:

“There’s always a story behind”

eJOY is an Edtech company established with a purpose of innovating the way people learn languages. We are providing learners with hi-tech tools to learn languages with their favorite content on multiple platforms.

Our most popular product is eJOY English Extension, that integrates with Youtube, Netflix and almost all English websites to help learners translate, look up new words right on video, website & PDF file, and then play games to review vocabulary with our in-house developed spaced repetition algorithm. We also have web apps and mobile apps that all sync to our cloud server to enable learning anytime, anywhere.

1. Why we started eJOY

The very first code for eJOY was started when Toan, our cofounder got troubles with learning English. Attempting to follow through the text books and many English courses, he soon found the **content irrelevant** to what he actually needed at work. What he needed was completely different: watching Ted talks, motivational speeches, or technology news on Youtube and other media sources. Considering that intention as a motivation, he came up with an idea of learning English right on those contents. And that’s how eJOY was initiated.

Since then, we set our mission of continuously innovating the way we learn and grow, which is to provide a tool that helps learners explore rich sources of context on their own. From movies to documentaries, from e-news to articles, **all can be turned into your personal English lesson in just 1 click**. Thus, we all can commit to our lifelong learning journey.

Until now, eJOY has supported more than **1 million users globally** and gotten **4.9/5 stars** in Google Chrome store.

2. Our mission, vision and values

Mission: To enable AI to innovate the way we learn and make learning fun and effective for everyone"

Vision: To create the World's Eduverse of lifelong learners where everyone can get access to joyful and effective learning whenever they need in order to get decent jobs or upskill themselves

Values:

- Innovation
- Responsibility
- Data driven
- Empathy
- Resilience
- Authenticity

3. A brief summary of our product:

eJOY has built a multimedia English learning platform with AI application that helps learners improve their English skills while also developing their expertise.

eJOY's integrated technology allows 1.3 million global learners to learn English with real content on platforms such as Youtube, Netflix, Coursera, interact with content through an AI dictionary, practice through games, and track their progress through algorithms

Our ecosystem includes four solution packages:

- The all-in-one multimedia dictionary
- The PRO-VOCA solution for upgrading English vocabulary
- The PRO COURSE communication English course with real content
- The comprehensive PRO PLUS solution including all the above packages

In particular, with game-based design, eJOY develops a free learning model and accumulates hardworking points, providing opportunities for learners in difficult circumstances but with diligence. eJOY uses social media channels like Facebook and Youtube to interact with the community, build marketing campaigns to convey the message of lifelong learning.

4. Our target social issue

Statement: In many non-native English speaking countries, people invest a lot of resources to learn English in order to get decent jobs or upskill to avoid being left behind by the technology advancement and globalization but their English proficiency (academic achievement, application in work and real life) has not improved as expected, leading to the risk of 40% of employees losing their jobs.

The World Economic Forum says that 85 million jobs will change because of automation and new technology by 2025. And Cambridge English says that 78% of top managers in all sectors need English skills to do well in their job. For Marketing, it's 74%, Accounting

& Finance 64%, and Sales 70%. Most jobs need more than basic English. Only 8% of tasks need basic English, 30% need intermediate, and 49% need advanced.

Vietnam's government knows this and has spent a lot of money on teaching English. From 2008 to 2020, they spent 9400 billion dong on a national language project. They wanted 90% of high school students to reach B1 level according to the CEFR. But in 2022, the average exam score was only 5 out of 10 points. Most students got 3.8 points.

II. eJOY ENGLISH - A social entrepreneurship:

1. About eJOY's motivation

eJOY's motivation stems from the understanding that learning a new language can have a profound impact on an individual's personal and professional life. We strive to provide all learners with the tools and support they need to succeed in their lifelong learning journey (SDG 4). Through our innovative technology and AI application, eJOY is helping learners achieve their language learning goals, build a world of equal learning opportunities with a lifelong learning spirit, a sustainable development society, and decent jobs for everyone (SDG 8)

2. Why a social entrepreneurship

“Sell the problem you solve, not the product”

Indeed, if our product is made without any purposes, what is it made for?

- ***What is social entrepreneurship?***

Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. (*Wikipedia*)

In other words, instead of making efforts primarily to achieve profit, a social entrepreneurship sustains its profit to solve problems among the society or innovate the industries in a sustainable way.

- ***eJOY as a social entrepreneurship:***

eJOY is a social entrepreneurship that combines a business approach with a social mission. Our goal is to make language learning accessible and enjoyable for everyone, including those who may not have access to traditional language learning resources. eJOY provides a range of language learning tools and resources, including a language learning app, online courses, and study materials, that are designed to be engaging and interactive.

As a social entrepreneurship, eJOY's mission goes beyond just making profits. We commit to using its profits to create positive social impact. eJOY's social entrepreneurship model demonstrates the potential for businesses to create positive change while also building a sustainable enterprise. By combining their business

approach with a social mission, EJOY is able to make a difference in the world while also providing valuable language learning resources to individuals and communities around the globe.

III. Why be a social constructionist?

The founders of eJOY English identified an unaddressed need in the Vietnamese education system - the lack of affordable and engaging English language learning resources. Despite the importance of English in today's globalized world, many students in Vietnam struggle to learn the language due to a lack of resources and teaching methods that are not suited to their learning styles.

To address this need, the founders of eJOY English built a platform that provides students with access to a wide range of interactive learning materials, including games, videos, and social interactions with other learners. By creating an alternative structure to provide English language learning, eJoy English fills a gap in the market that was previously unaddressed by traditional educational institutions and businesses.

Scale, Scope, and Timing:

eJOY English's platform is designed to be institutionalized to address the ongoing need for English language learning in Vietnam. eJOY has expanded rapidly, and it now serves over 1 million users around the world. The scope of the platform is national to global.

eJOY has 40% of users from Vietnam and 60% of our users from various countries, including Japan, China, and many others. This indicates that eJOY has attracted a large and diverse customer base from many different countries, providing them with an effective English learning solution. To meet the needs of different customer groups, eJOY offers a variety of English learning features and products, from online English courses to dictionary apps and vocabulary learning tools.

Why we are necessary:

eJOY English is necessary because it addresses an important social need in Vietnam - the need for accessible and engaging English language learning resources. The founders recognized that many students were struggling to learn English due to limited resources and teaching methods that did not suit their learning styles. By creating an alternative structure that provides affordable and engaging learning materials, eJoy English mends the social fabric where it is torn and helps maintain social harmony in the face of a significant educational problem.

Social Significance:

eJOY English's platform has the potential to create new "social equilibriums" in Vietnam by addressing gaps in the provision of English language learning resources. The lack of access to quality and affordable language learning resources in the country has created a divide between students and educational institutions, which can have negative consequences for both parties.

Through our innovative platform, eJOY English is helping to bridge this gap by providing students with access to engaging and affordable learning materials. By doing so, eJOY is helping to create a new equilibrium where students have access to the resources they need to succeed in their language learning journey, while educational institutions benefit from having a more engaged and prepared student population. This new equilibrium has the potential to create a positive cycle of success, where students who are able to access quality language learning resources are more likely to succeed in their academic pursuits, leading to a more educated and skilled workforce, which can benefit the broader society.

By providing access to English language learning resources, eJOY is also helping to address social and economic inequalities in the country. English language proficiency is increasingly becoming a prerequisite for success in the global economy, and by providing affordable and engaging language learning resources, eJOY is helping to level the playing field for students who may not have had access to such resources in the past.

Source of Discretion:

The lack of affordable and engaging English language learning resources in Vietnam has given eJOY English a competitive advantage in the market. By offering an innovative and interactive approach to language learning, eJOY has been able to attract a large customer base that is seeking affordable and effective language learning resources.

One of the key factors contributing to eJOY's success is their ability to mobilize resources and build a business model that operates autonomously within the current institutional system. This has allowed us to address social needs that are not being adequately met by government agencies or businesses. By focusing on affordability and engagement, eJOY has been able to provide access to English language learning resources to a wider range of people.

Furthermore, eJOY's business model allows them to operate independently of traditional educational institutions, which can be slow to adapt to changing market demands. This flexibility has allowed eJOY to quickly respond to customer needs and develop innovative solutions that meet the needs of our customers.

IV. Our key message:

eJOY English is a language learning platform that was founded in 2017 to help English learners overcome the common frustration of not being able to remember and use what they have learned.

Our company believes that the Internet provides an excellent resource for learning English, as it provides real-life context that can be used to immerse learners in the language. The platform's mission is to help learners explore this rich source of context on their own, using their favorite content sources, from movies to articles and more.

One of the users who has benefited from eJOY Learning is Tran Viet Hoang, a visually impaired freshman at Fullbright University. Despite being good at English grammar and vocabulary, Tran struggled with speaking and listening skills. He discovered eJOY English, an affordable and engaging language learning app that allowed him to study English directly from his favorite content, including movies, documentaries, and news. Using eJOY, he listened to short videos and looked up new words using the visual support tool on his mobile. He listened to the videos again and again, using the convenient playback controls of eJOY. After just four months of using eJOY, his English communication skills and vocabulary had improved significantly, and he was no longer shy to speak English with others, including foreigners.

eJOY English has gained immense popularity among Vietnamese students due to its affordable price and engaging content. With over 1 million users globally and a 4.9/5 rating in the Google Chrome store, eJOY English has proven to be a reliable and effective language learning platform. The founders of eJOY English recognized the need for affordable and engaging English language learning resources in Vietnam and designed the platform to be institutionalized, with plans to expand internationally in the future. By providing learners with engaging and effective learning resources, eJOY English is helping individuals overcome language barriers and achieve their goals, regardless of their backgrounds or limitations. Tran Viet Hoang's inspiring story of pursuing his dream of studying medicine abroad is a testament to the importance of inclusive learning platforms like eJOY English.