



## Global Junior Challenge

Projects to share the future

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### Hocmai.vn - Online learning platform

**Nome dell'ente che lo ha realizzato /ORGANIZATION/INSTITUTE PRESENTING THE EDUCATION PROJECT: \*:**

**Regione/Region:** Asia

**Paese/ Country:** Vietnam

**Città/ City:** Hanoi

**Descrizione del progetto/Describe the project :** We realise that Vietnamese students face three common problems: lack of more access to qualified teachers; students are not prepared for traditional classes ; and students are not familiar with modern learning purposes. For the betterment of young generations' future, we created a platform named Hocmai.vn, with the aim of promoting digital learning and contributing to the sustainable development of Vietnam. Hocmai.vn platform Hocmai.vn is a management and organization platform for online learning activities. Hocmai.vn allows teachers to design and deliver online courses, while ensuring that all students in class have access to quality teachers and receive suitable personal learning plans. Hocmai.vn enhance their learning abilities and overcome the fear of exams and assessments. Hocmai.vn digitizes educational content and provides test banks for assessing learners, free online library, and community connections. Those aforementioned features have changed students' study habits. Hocmai.vn uses adaptive learning to tailor the style of every student, as per the pace, size and style of their knowledge via multimedia lessons compiled and taught through exercises and online question banks attached to each lesson, answered by specialized advisors through a multi-channel support system. Hocmai.vn exchange knowledge with other students accessing Hocmai.vn's online testing and exam system. As of July 2019, Hocmai.vn has developed programs, nearly 1,200 courses with more than 35,000 lessons; an adaptive testing system with over 200,000 questions, updated; and a free e-library with nearly 10,000 learning materials per month. Launched in 2007, hocmai.vn is the first move in the digital learning and ASEAN region. Today 3.8 million students have

**Categoria del progetto/Project category :** Educazione fino ai 15 anni/Up to 15 years

**Link al video di presentazione/Link to the presentation video:** <https://www.youtube.com/watch?v=Z...>

**In che modo il progetto usa le tecnologie in modo innovativo/Use of technologies ...:** Hocmai.vn u  
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 50,000 visits

**Indicare gli elementi di innovazione del progetto:/ What are the technological aspects of the project?:** Hocmai.vn  
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**Quali sono gli aspetti tecnologici del progetto?/What are the technological aspects of the project?:** 1. Technica  
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**Con quanti utenti interagisce il progetto?/How many users does the project interact with? :** By 2019, Viet  
 55% of popul  
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considered as 'younger' compared to the previous 2 groups, as Vietnamese have just paid more attention to such fields recently. Hocmai.vn provides online education programs for students from grades 1 to 12 for all subjects following Vietnamese curriculum and education program. As of July 2019, Hocmai.vn is the online learning platform with the largest number of registered students in Vietnam with more than 3.8 million users with new users registered annually from 400 to 500 thousands new users. There is about 5% of Vietnamese students have registered and studied with Hocmai.vn to date. According to data from Similar Web in 2018, Hocmai.vn is the 176th most visited website in the world. Hocmai.vn directly manages HOCMAI learning forum - the largest learning social network for students in the ASEAN region with more than 2.5 million members and 3 million visits per month.

**Di quali mezzi o canali si avvale il progetto?/Which media or channels does the project use?:**

For connection  
Forum, Facebook  
On these  
issues. In  
News and  
education

**Il progetto è già stato replicato? /Has the project already been replicated? :** Hocmai.vn focuses on developing more useful programs on information & communication for students.

**Quali sono le aspettative future?/What are future expectations?:** As of July 2019, Hocmai.vn is the largest online learning platform with more than 3.8 million registered students in Vietnam with new users registered annually from 400 to 500 thousands new users. There are about 5% of Vietnamese students have registered and studied with Hocmai.vn to date. In 2018, Hocmai.vn was the educational technology company in Education category. The average growth rate will be 61% by 2020. According to the 2030 agenda in Promote SDG4 in 2030 agenda in motto: ensure inclusive and equitable opportunities for all. (2) Support the education to ethnic minorities, and GJC 2019 creates favourable conditions for other international competitors. The initiatives to step by step enhance

**Allegati/Attachments:**  [gjc\\_2019\\_-\\_hocmai.vn\\_presentation.pdf](#) <sup>[1]</sup>

**Durata progetto/project duration:**

The word "Hocmai" in "Hocmai.vn" means "lifelong learning". We set this name with the aim of maintaining and developing our product to serve our social community forever. Hocmai.vn is constantly updated and improved to meet learning needs of students

**Tipologia dell'ente/Kind of organization:**

Company

Fondazione Mondo Digitale  
Via del Quadraro, 102 / 00174 - Roma (Italia)

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Organizzazione con sistema di gestione certificato UNI EN ISO 9001:2008 / CERMET n.6482  
del 26/04/2007.

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**Source URL:** <https://www.gjc.it/en/content/hocmaivn-online-learning-platform>

**Links**

[1] [https://www.gjc.it/en/system/files/progetti/allegati/gjc\\_2019\\_-\\_hocmai.vn\\_presentation.pdf](https://www.gjc.it/en/system/files/progetti/allegati/gjc_2019_-_hocmai.vn_presentation.pdf)