

Organization Name: Think Osem Sdn. Bhd.
E-Education & Learning Award (Private Sector).

NOMINEE CONTACT INFORMATION (for award follow up and coordination)

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Solution/Service/Product Name: OSEM (Revision App)

Brief Profile of Organisation

The Story of Think Osem Sdn Bhd

Our story began in 2016 when we created the OSEM app. Back then, we were a company filled with UPSR, PT3 and SPM books on our shelves, tables, and sometimes (but most of the time) on the floor too. These mountains of books were bought by our Content team consisting of 2 people from the education backgrounds; day to day researching and understanding the lessons of every subject following the standards of the Ministry of Education for Primary and Secondary schools, and then creating our own creative lessons to attract students to learn using our app.

Today, we are privileged to connect to more than 15,000 talented and experienced content creators who work at school and tuition centers as teachers all over Malaysia every day providing 100,000 exceptional lessons and quizzes on various subjects that have helped 300,000 students to not only quickly learn, understand and memorize chapters, but also allow them to enjoy their learning journey with the OSEM app. We can also simply say, the pile of books in our office no longer exists, and while we missed those cluttered days, we are indeed grateful for this positive change.

Synopsis of Solution/Services/Project:

Our Mission

1. To make students learn.

Making students learn is not easy -- some must be forced or punished to study. There are many other entertainments such as online games and social media platform that can be a distraction for them rather than studying. School books are normally left unattended, their minds drift away, and that is normal -- they are still children; unbothered about the future until they walk out of school to universities or companies to make a living. We want our children to be tomorrow's leaders. Is there a way that we can make students willingly enjoy learning without being demanded?

2. To help solve one of our toughest challenges in Malaysia; an unbalanced education system.

We want to minimize or (possibly) prevent this and provide a fair future to all children when facing their big examinations; giving them the opportunity to have a personalized learning experience, to do revision at their own

pace and getting the best lessons by the best teachers no matter the demographics, and to improve their learning experiences as well as making their learning journey joyful.

Our OSEM App

Students today are tomorrow's leaders. Our young generations are challenged in a way we cannot possibly imagine. To stay ahead, they need to be technology savvy, adaptable, resilient, and independent. Osem is a highly effective revision app. that is designed to make the journey of gaining knowledge exciting and rewarding.

We make continuous research and development (R&D) on mobile technology, multimedia, and big data to enhance the learning experience. In OSEM, we use real-time integration among all student-teacher-parent platform, fast response using dynamic regional load balancing, index searchable through Google and in application, and smart personalized suggested learning.

1. Our Key Features

- i. Lessons - A combination of short notes and quizzes created by teachers to help students immediately learn and make self-tests. A lesson is specifically designed to make students master a chapter within a short time and boost their memory with triple gold reward.
- ii. Battle - The most exciting feature. Battle creates unlimited excitement and motivation for students to answer questions and win battles. Students can compete with other students and have a friendly battle at the same educational level. Battle trains students to answer questions in their examination quickly and correctly.
- iii. Reward - Students will earn gold every time they successfully complete a lesson and win a battle. With the golds collected, they will have the opportunity to win their dream reward offered by OSEM like PS4, hoverboards, backpacks, and many more for multiple winners per week.
- iv. Performance - We provide a learning performance report analysis that identifies and displays accurate students' strength and weakness; keeping track of which area needs more revision to excel examinations.

Parent Platform - We have also specially designed a system for parents to keep track of their children's activity and performance while learning with the OSEM app. Instead of waiting for report cards, parents will have an early awareness on their children's academic progress.

Teacher Platform - We have also designed a teacher platform that is suitable to access via computers, laptops, or mobile-phones where teachers can create their lessons easily using texts, images, videos no matter where they are, and then share their lessons to students nationwide.

2. Other Core Initiatives

i. Empower an Orphan

We believe there shouldn't be a single child being left out from having an equal opportunity to access quality education especially when they have no support to attend schools or tuitions. Thus, OSEM's Empower an Orphan program offers free education subscriptions yearly to orphans in Malaysia to support them academically for exam preparations.

ii. I'm a Rockstar

We also believe brilliant students should be acknowledged and rewarded with more brilliance. Top students are rockstars to us, hence the name of the program. When students succeed in attaining number 1, 2 or 3 in class, they should be acknowledged and celebrated. Their successes at school will be one of their fond memories forever. With this program, we offer free education subscriptions to top students in rewarding them for their effort and brilliance.

We at Think Osem believe that developments in technologies and telecommunications make e-learning a natural evolution and extension of traditional lecture driven style learning. E-learning technologies can extend content lesson with multimedia systems, active learning opportunities and instructional technology to facilitate education to a broad range of learners. With OSEM, we are allowing the creation of learning communities that overcome the constraints of time, distance, and boundaries.

Local Contents statement (to confirm major design and development are done locally by the local entity):

Our OSEM team consists of a small Bumiputra group of young people with age ranges in between 20 to 30. Our main divisions are mainly the IT, Content, Creative, and Admin divisions with a total of 15 people. We are humbled, but proud to admit that our app has been developed and maintained, fully in-house, by 3 of our dedicated developers and 1 adoring designer.

Throughout the course of 2016 until today, we have changed our UI and UX designs 3 major times after receiving feedback from our users and understanding the best and effective experience for them to enjoy the OSEM app. We are constantly learning and wanting to improve our work, making sure every single item in our app is effective and benefits our users.