

# Tackling the saturation problem in Bangladesh's edtech industry



ILLUSTRATION: ZARIF FAIAZ

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RITTIQUE BASAK

The edtech industry has come a long way since it boomed during and after the Covid-19 pandemic. This rapid expansion in the past decade has led to oversaturation in the market. Most existing platforms compete for a limited audience with fewer offerings. This oversaturation problem threatens innovation, profitability, and the industry's potential to democratise education.

The edtech market in Bangladesh is projected to reach several billion dollars by 2030. As of 2023, it is estimated that the global education technology market size was around \$75 billion in 2019 and is expected to approach \$318 billion by 2027, growing at a rate of 20% per

year. In Bangladesh, the market is driven by increased internet penetration, smartphone usage, government initiatives, and changing perceptions about online learning. Over the past few years, more than 10 million students have utilised online learning services in Bangladesh, reflecting a growing acceptance of digital education.

However, in recent years, there has been a surge in emerging startups aiming to solve the education gap problem, creating market saturation. Too many options can be overwhelming for students looking to develop their skills and find a platform that perfectly fits them. In this sector, competition is growing, and only a few prominent ones like

10 Minute School, Shikho, and Interactive Cares tend to dominate the market more. With so many options available, quality becomes a matter of concern as newer companies enter the market without sufficient resources and experience.

With many options available, only a few are offering live courses, which are relatively more beneficial than traditional pre-recorded courses, and some are even adopting a hybrid system for better delivery.

The best way of learning is to engage with the courses offered, which is only possible through hybrid mediums or live courses. This not only helps to get an interactive experience but also gives the chance of getting

mentored directly, making it more worthy. The offline coaching market is substantial, estimated at BDT 25,000 crore (approximately \$2.95 billion), indicating a strong opportunity for edtech companies to capture.

Despite increasing internet access, challenges still need to be addressed. A 2023 study indicated that only 18.7% of children participated in remote learning due to device availability and internet connectivity issues. Some prefer offline classes as it is more effective, but for students living outside the city, it becomes harder for them to attend offline classes, which edtech does solve, but they tend to be more urban-centric, losing a potential market in rural areas.

Another area for improvement is the cost of the course. In Bangladesh, edtech is seen as a secondary education rather than a primary education resource. This industry faces a lot of scepticism, mainly among parents and aspiring learners from lower-income households who would hesitate to buy; thus, there is a barrier for them to adopt.

For companies to become more successful, they need to adapt to innovative strategies. They can differentiate themselves and provide value to the needs and wants of their target customer. Customer is the driving force of the company, and customer satisfaction is something edtech platforms should focus on. They can do so by targeting niche markets, focusing on rural areas, and investing in AI, such as the implementation of AI for personalised recommendations and the integration of AR technologies to make learning more immersive. Companies could also adopt subscription-based models, which are affordable and accessible options for customers.

## BANGLADESHI-AUSTRALIAN CEO GIVES \$65K to employees as year-end bonus

NEXT STEP DESK

AirTrunk, the data centre company founded by Bangladeshi-Australian entrepreneur Robin Khuda, is distributing \$22 million in bonuses to over 300 employees, with each receiving up to \$65,000.

The announcement comes months

after AirTrunk's USD 16.1 billion (AUD \$23 billion) acquisition by US private equity group Blackstone and the Canada Pension Plan Investment Board, one of the largest corporate takeovers in Australian history and the biggest global data centre deal of 2024.

The bonuses, in addition to an existing profit-sharing scheme for

senior executives, are intended to reward employees for their contributions to the company's growth and success.

Founded in 2015, AirTrunk has become a global leader in data centre operations. Robin Khuda, founder and CEO of AirTrunk arrived in Australia at 18 to study accounting at the University of Technology Sydney, has

built a reputation as a visionary in the technology sector. His career includes further academic achievements, including an MBA in finance from Manchester Business School in the UK. He was recently named The Australian Financial Review's (AFR) Business Person of the Year for 2024.

## Musk faces new deadline to settle Twitter takeover investigation

NEXT STEP DESK

Elon Musk has until Monday to respond to a settlement proposal from the US Securities and Exchange Commission (SEC), which is investigating potential securities law violations tied to his \$44 billion acquisition of Twitter in 2022, according to a recent Reuters report.

This signals that the year-long probe may be nearing a conclusion in what has been a public and contentious battle between Musk and the US markets regulator.

The SEC's investigation focuses on whether Musk violated securities laws by delaying a mandatory filing about his Twitter stock purchases, which some estimates suggest saved him over \$140 million. The agency is also scrutinising statements Musk made during the takeover process. Failure to meet the disclosure deadline prompted accusations that Musk may have benefited from the delay, says the Reuters report.

Last Tuesday, the SEC sent Musk

a settlement offer, originally giving him 48 hours to respond. After a request for an extension, the deadline was pushed to Monday. If Musk declines to settle, the SEC is expected to move forward with a formal 'Wells' notification, which outlines potential charges and provides Musk an opportunity to respond, explains the report.

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Musk publicly shared a letter from his lawyer, Alex Spiro, addressed to SEC Chair Gary Gensler, criticising the short deadline and questioning whether political motives influenced the SEC's actions. The letter also revealed that the SEC had reopened

a separate investigation into Musk's brain implant startup Neuralink, though details of that probe remain unclear. Neuralink has faced scrutiny from lawmakers and animal rights groups over its safety practices.

The SEC's history with Musk dates back to 2018 when it accused him of securities fraud over his claim to have "funding secured" to take Tesla private. That case resulted in a settlement requiring Musk to have some of his social media posts vetted, though he has since accused the SEC of harassment.

Musk's attorney has implied political motivations behind the current investigation, particularly in light of Musk's new federal government role as co-leader of the Department of Government Efficiency under the Trump administration. However, the source close to the SEC refuted such claims, suggesting that failing to pursue violations would constitute a political decision instead, further adds the report.

## Turkey fines Google \$75 mln over antitrust violations in ad market

NEXT STEP DESK

Turkey's antitrust regulator has imposed a fine of 2.61 billion lira (approximately \$75 million) on Alphabet Inc.'s Google for abusing its dominant position in the ad server services market, according to

a recent report by Reuters.

In a statement released on December 13, the regulator stated that Google had unfairly prioritised its own supply-side platform (SSP) over those of competitors, hindering their ability to operate effectively. The authority has directed

Google to take corrective measures within six months. The company must ensure that its competitors are not disadvantaged and provide third-party SSPs with conditions equivalent to those applied to its own services, as per the report.

## 5 HELPFUL YOUTUBE CHANNELS to learn video editing

MARWAN KHADEM

Learning the ropes of video editing can be exciting (and sometimes messy) whether you want to create viral content, stunning reels, or just want to have fun with your personal videos. You don't need expensive software or a fancy degree to get started. All you need is some creativity, a device, and the right YouTube channels to guide you. Here are some of the best channels out there to help you learn video editing.

**PRIMAL VIDEO**

This is the perfect place to start off your learning. With Justin Brown at the helm, the channel is a treasure trove of editing hacks and practical tips. No matter your skill level, you can create high-quality videos thanks to the expert advice you will receive here. You can make your videos look professional without breaking the bank, and do it in no time!

**MUST-WATCH VIDEOS/PLAYLISTS:** 'Video editing tutorials'- this is specifically for beginners, offering a step-by-step guide to mastering various basics of video editing and editing software.

**CINCOM.NET**

This is a fantastic channel to explore if you are looking to take your video editing skills to the next level - known for its fun and creative tutorials. You can easily start creating cinematic videos due to the channel's easy-to-follow and practical tips. Cincom.net will help you achieve great results with simple tools and techniques.

**Must-watch videos/playlists:**

'How video editors are tricking you



(and you don't even know) - this will help you discover tricks behind jaw-dropping visuals.

**THINK MEDIA**

This is the channel for you if you want to improve your overall content creation skills. You will get practical tips for editing and creating successful videos with YouTuber Sean Cannell leading the channel. Learning video editing can be easy and fun if you start learning from here.

**MUST-WATCH VIDEOS/PLAYLISTS:** 'How to edit a YouTube video for beginners! No skills needed!' - this must-watch video will help you immediately create professional-looking videos.

**DANIEL SCHIFFER**

Daniel's creative approach will make you want to create masterpieces whether you are a beginner or a professional editor. He provides in-depth content on how to edit and create stunning videos. The content

on his channel is ideal for anyone who wants to elevate their skills and stand out in the world.

**MUST-WATCH VIDEOS/PLAYLISTS:** 'Trying to edit a video with beginner software'- this will teach you how to make your videos look cinematic with basic and effective tools.

**HILLIERSMITH**

This is a must-visit channel if you are looking to dive into the creative world of video editing. With a focus on cutting edge techniques and detailed tutorials, his content offers a fresh and exciting approach to video editing. The content in this channel is packed with tips and hacks that will help you turn your vision into reality. Rest assured, watching his content will take your editing to the next level.

**MUST-WATCH VIDEOS/PLAYLISTS:** '5 editing secrets you'll be embarrassed you didn't know'- watching this will help you learn some editing tricks that even professional editors overlook.

## JOBS SPOTLIGHT

**Grameenphone Ltd**

Operations Engineer - SRE

Deadline: December 22

Eligibility:

• Bachelor's/Master's degree in Electrical and Electronics Engineering, Computer Science & Engineering, or related subject.

Minimum experience: 4-6 years

**UNDP**

Capacity Building Associate - NPSA 6

Deadline: December 26

Eligibility:

• Prior experience working at the local level directly with vulnerable people on capacity building, grassroots advocacy, and social mobilisation.

Minimum experience: 3-6 years

**Independent University, Bangladesh (IUB)**

Lecturer A, Department of Computer Science and Engineering

Deadline: December 23

Eligibility:

• Master's degree or its equivalent from a recognised university in CSE/ EEE/ ECE or related field, with prior experience in undergraduate teaching/research.

Minimum experience: 3 years

**CARE Bangladesh**

Organisational Development Specialist

Deadline: December 23

Eligibility:

• Master's degree in organisational development/management/development studies/business administration/public administration or related fields from reputed universities.

Minimum experience: 5 years

FOR MORE DETAILS AND THE APPLICATION LINKS, SCAN THE QR CODE BELOW.



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MARK TWAIN