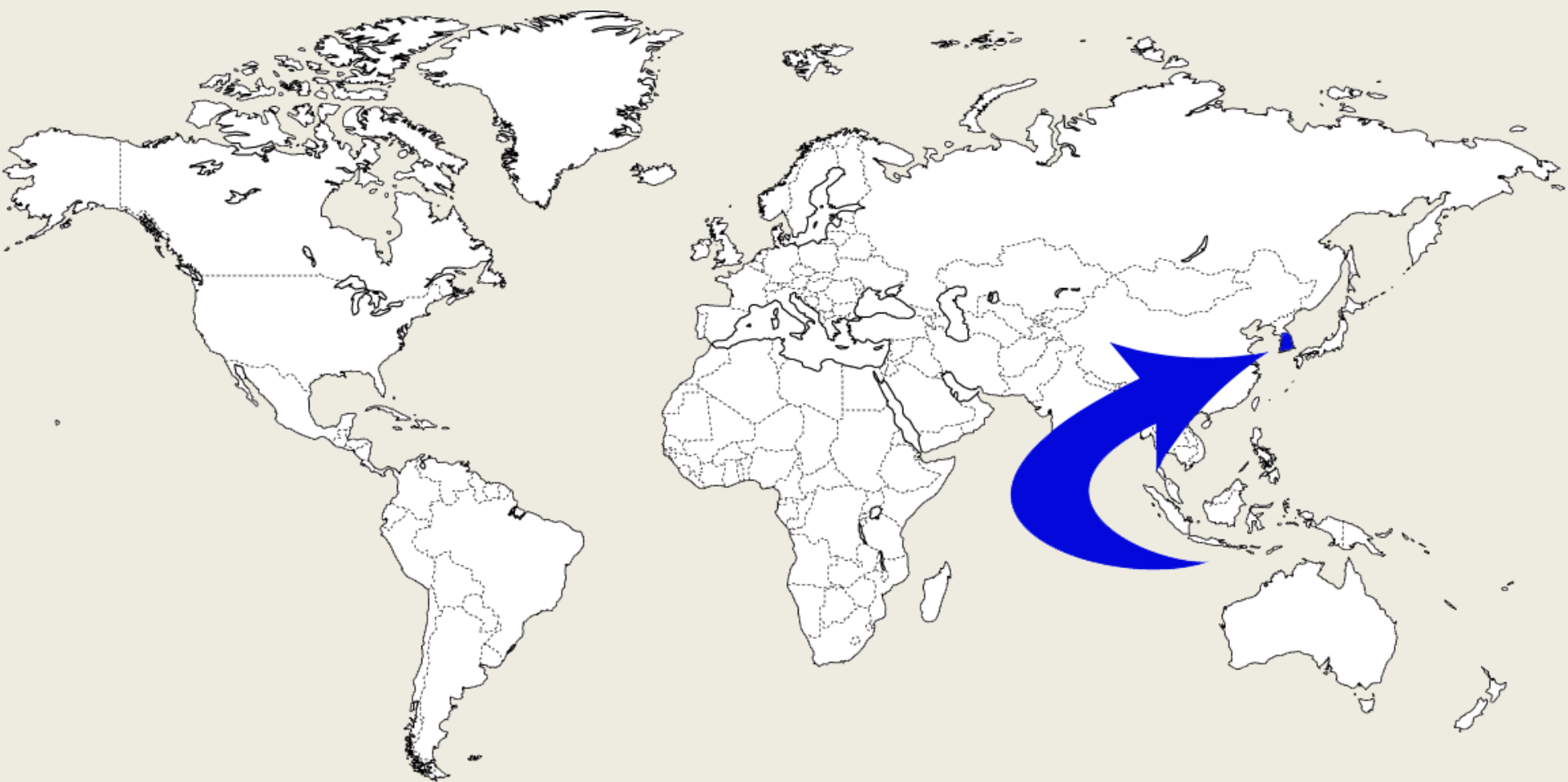


# Study Master

(gongsin.com)





Mentoring program in South Korea

# User



Secondary school students:  
low income - rural - students from multicultural  
families - students with disabilities - North  
Korean refugees

# Service: online mentoring

Students can look for and contact mentors and read and watch the mentor-created content

Mentors: college students and recent graduates

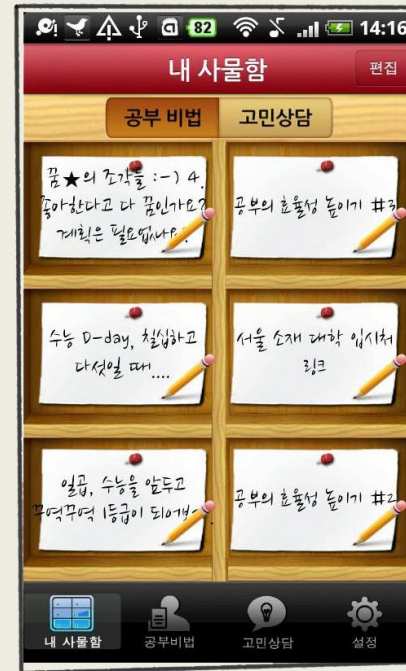


Instruction, exam preparation, note taking, school life...

# Tools: website and mobile app



Website containing  
articles, videos and  
forum



App written in collaboration  
with local high school  
developers, 2011

# Services: offline mentoring



Students and mentors meet once a week at a mentoring site. During breaks mentors live in community centers in rural areas to provide offline mentoring.

# Tools: workbooks and offline sites



Half-priced  
workbooks (\$ 6.50)  
written by  
mentors, 2011

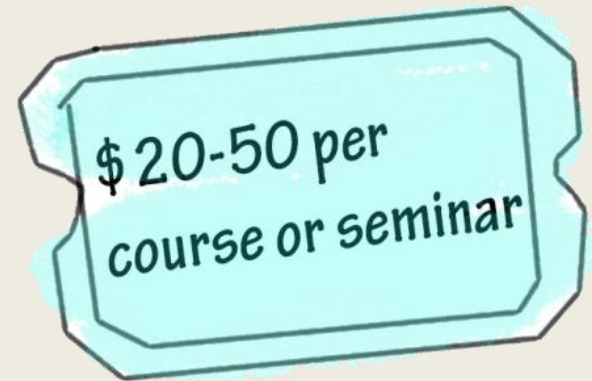


Work with schools and  
community centers to offer  
services offline

# Describe how the program enhances

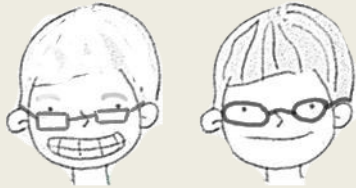
- Physical accessibility
  - Students with access to computer and the internet can access valuable information and make friends
  - Mentors go to students at local community centers or schools
  - Accessibility of the tools?
- Intellectual accessibility
  - Students can better understand the complex education system
  - App and workbook developed by actual users are more likely to be user-friendly and easier to understand

# Cost

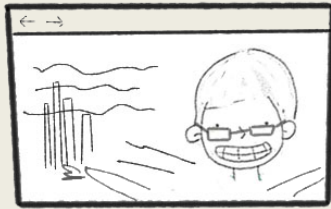


Profits from tuition used to support free services  
(offline mentoring, campus tours,...)

# History



Founded by a college student and his brother in 2006



Began as video uploads of study strategies



Content went viral; other students join to produce more content and become a student organization



Offers from corporations follow but continue as volunteer-run with money from part-time jobs to run the service

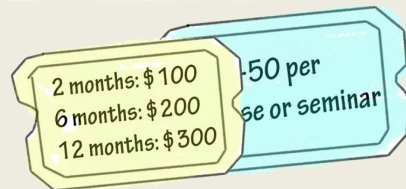
# History



Become a social venture with new vision in 2008: *one mentor for every student*



Win 1<sup>st</sup> place in the competition for best social venture in 2009



Start charging fees for courses, summer 2010

297 mentors (100 offline), 8 fulltime employees, and 210,000 registered users, 1481 students served free of charge, 2011

# Other interesting fact



Maha Mentor: Founder's brother deployed to Indonesia collaborated with students there to create a similar model which now has more than 300 mentors

If this is your first visit, be sure to check out the **FAQ** by clicking the link above. You may have to **register** before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

- Home
- Categories
- Best Videos
- Best Photos
- Most viewed
- Most voted

## #Kurikulum: Bahasa Inggris-tentang tenses-MaMen Jessica



Rating: **0.00** - Votes: **0** - Views: **165**  
☆☆☆☆☆

Back | Next

Added by: **mahamentor**, 03-11-2011

### Description

materi bahasa inggris tentang tenses dan keterangan waktu dimasa lampau..

### Search

### Share

Link:

Embed:

### Social Bookmark



### Related Media



What does it try to solve?

# Current situation

- Exam-heavy evaluation
  - 11 mandatory subjects = 44 major exams
  - GPA = 70% exam + 30% teacher evaluation
- Concentration of resources in urban areas
- High cost of private education
- Availability of infrastructure



Joe, middle school student

“What kind of high school can I go to?”

regular

magnet

vocational/ professional

standardized

arts, STEM, PE,  
foreign languages

“Do I want to enter the  
workforce upon graduation?  
Do I want to pursue cooking,  
animation, auto mechanics,  
or etc.?”

non-standardized

“Can we move so  
that I don’t have  
to go through the  
pressure of  
having to make it  
to the top school  
in my district?”

“Have I won  
national awards?  
Is my GPA high  
enough? Am I  
prepared for  
entrance  
exam/audition?”



Joe, high school freshman

“What major can I apply to?”

liberal arts

Required  
subjects:  
Korean  
English  
math (B)  
social science (3)  
foreign lang

classes

STEM

Korean  
English  
math (A)  
science (3)

classes

arts or PE

Korean  
English  
math (B)  
social science (3)  
audition

classes



Joe, pre-entrance exam senior

“Should I apply early?”

early

regular

Writing exam  
Aptitude test  
GPA

Entrance exam  
GPA

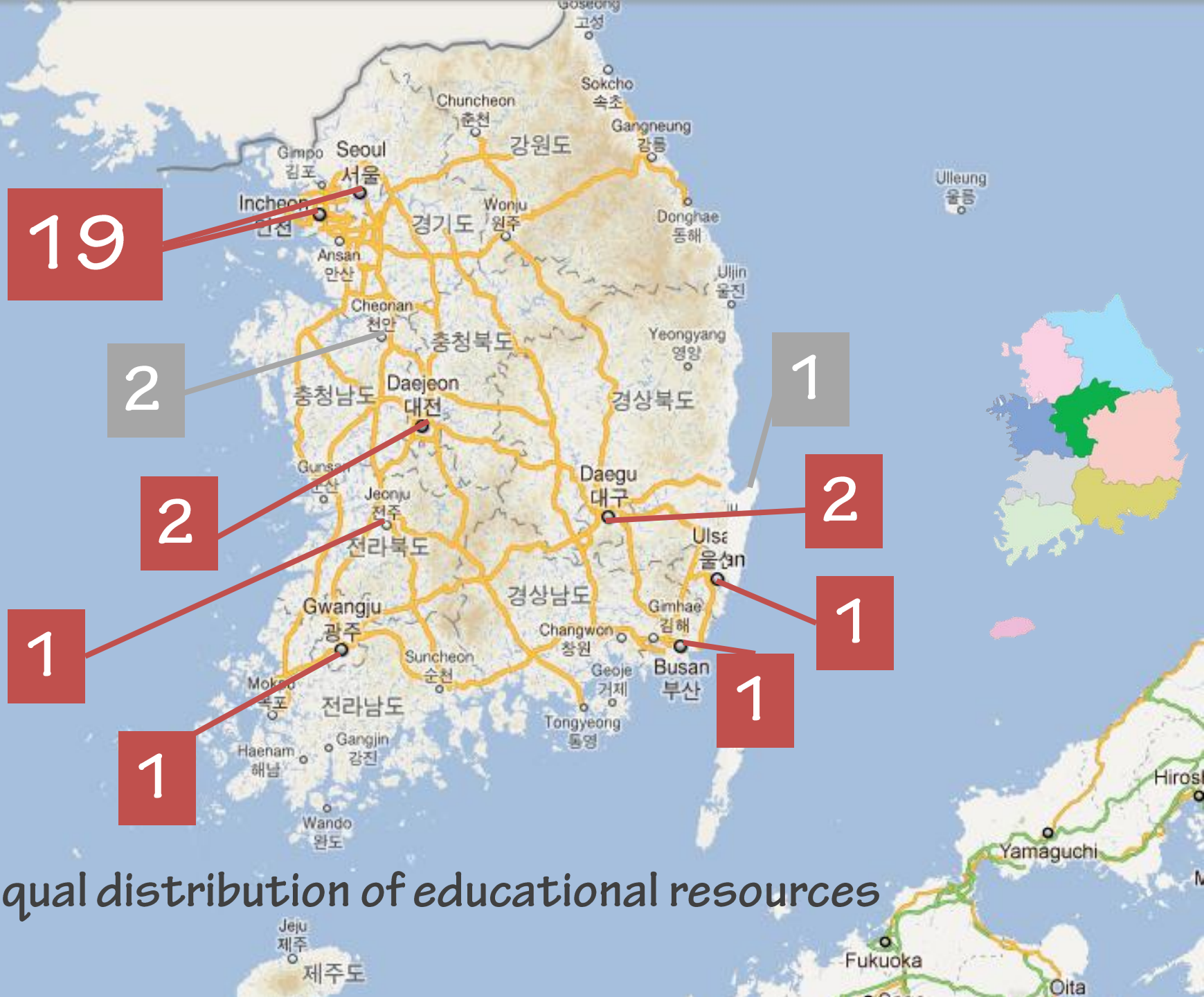


Joe, post-entrance exam senior

Let's develop application strategies.

Check my GPA and entrance exam score  
against the expected standards of the  
colleges and departments

*As you can see, there are many questions that students need to wrestle with because different choices lead to vastly different paths*



Unequal distribution of educational resources

university

college students & graduates

tutors tutoring businesses

competition & choices

pressure on school teachers

rural no university no arts & cultural outlets

no ppl in twenties & thirties very young or old

no tutors or tutoring businesses

lack of choices

# Cost

- Offline: \$ 100-300 per month, per subject
- Online: \$ 60-150 per course, \$ 500 for six months
- To stem excessive dependence on outside-of-school education, the government implemented a public version of online instruction but it is not as robust

# Availability of infrastructure

- Half the size of Minnesota
- Most wired nation on earth (PBS, 2009)
- Internet users as percentage of population 82.52% (2010)
- World's fastest Internet speed: 2,202 KBps compared to 616 KBps in US
- Smartphone subscribers as percentage of population 40% (2011) compared to 1.7% (2009)

