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S'pore e-learning platform's user numbers treble over past 2 years due to Covid-19



Mr Neo Zhizhong (left) and Ms Alicia Cheong founded Geniebook, an e-learning platform which has seen its user numbers triple to 150,000 over the course of the Covid-19 pandemic. PHOTO: GENIEBOOK



Ng Wei Kai

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SINGAPORE - As the Covid-19 pandemic wears on, demand is quickly growing for online learning that goes beyond Zoom classes and worksheets, said Geniebook's co-founder Neo Zhizhong.

The e-learning platform saw its user base treble to about 150,000 students over the last two years, and it has now set its sights on growing regionally and beyond.

Mr Neo, 37, who is also chief executive officer, told The Straits Times: "Parents don't want e-learning that just translates physical lessons into an online setting because they know from their own experience with working from home that it doesn't always work well."

Geniebook, which he founded with Ms Alicia Cheong, 37, in 2017, offers classes in English, mathematics and science for students from Primary 1 to Secondary 4.

It has live online sessions as well as personalised worksheets and chat groups for students to interact and ask questions. It charges \$1,852.65 for a year's subscription for a single subject.

Geniebook is also expanding outside Singapore and about 30,000 of its students are from regional countries like Vietnam, Malaysia and Indonesia.

Mr Neo said: "There is a large demand for the Singapore education system and curriculum, and now globally people understand that national borders are not necessarily barriers to education and online learning."

The company uses data heavily in its products.

Ms Cheong, who is the chief operating officer, said: "We have our own data team and we do a lot of data analysis to make sure how we conduct every lesson and seminar is backed up by evidence."

Demand for services like Geniebook seems set to grow. Last month, it secured about \$22.42 million in funding from investors.

Mr Neo said: "In the future, I see one or two big players forming most of the industry in Singapore."

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