

Han Sing founded the Software Exchange Group in 1999 and has since built it into a regional brand with offices spanning Singapore, Malaysia, and Vietnam. Under his leadership, Software Exchange received numerous industry awards. Passionate about making education more affordable and accessible to all, Han Sing left Software Exchange in 2014 to concentrate on the development of Tueetor.

1. What was the best business advice you received while launching your EdTech startup?

It came from a service provider who has now become a trusted technology adviser of Tueetor. I do not remember the exact words, but it was somewhere along the lines of "Quit looking everywhere for resources. Hop on Amazon Web Services (AWS) already!"

2. What did you do early on that you would do differently today?

Our customer acquisition strategy. In our formative years, we committed to a number of advertising programs, including out-of-home, digital, and print. Some were hits. Some were misses. In the future, this experience will help us go-to-market better and faster.

3. What inspired you to start your EdTech startup?

It was 2012 when I learned that a single-mother friend was on the brink of a mental breakdown. Her son was faring poorly in school and needed private tutoring. She could not afford it. The pressure from her son, the school, and her finances became too much for her to handle. At the same time, I also had a business acquaintance whose daughter was suffering from Autism Spectrum Disorder (ASD) that without intervention by age five would have institutionalized his daughter for life. Simultaneously, it was also the post-financial crisis of 2008, and a few of my other friends, mostly professionals in their mid-30s to 40s, were out of jobs. At that age, commitments like family, mortgages, and loans can be overwhelming. And, it's not easy to get rehired. I could only imagine the stress and helplessness. So, I wondered: Is there a way to solve the pain points of these three groups of individuals—specifically, affordability and accessibility of education and employment? They were definitely not alone, and their problems were not unique to Singapore. As a result, Tueetor was born: a platform that helps learners find affordable and quality education (both academic and non-academic), eradicating the inefficiencies that exist in the previously broker-led segment. And through the same platform, trainers can also offer part or full-time tutoring services with ease.

4. What was the biggest challenge you encountered and how did you mitigate the risks?

Tueetor's first product was Find Trainers, a free matching service that allows students to find trainers across 500 subject matters. We wanted to allow users to see the location of lessons, so they could make an informed decision on the person they were hiring or teaching. If an opportunity was near, time and money could be saved on travelling, leading to cost-savings for everyone. So, we based the entire discovery experience on location and made it completely self-service. However, in the past, geolocation, geotagging, and map overlay technologies were not as complete and efficient as they are today. There was a lot of learning, experimenting, and shooting in the dark, where we had to come up with our own shortcuts and workarounds. So what have I learned? With teamwork and resolve, nothing is impossible. The end result: The platform, which exists in both app and web today, is a lot more useful and friendly than when it was first launched. Still, we didn't stop there. Stay tuned for 10-Minute Tutor™, a teleconsultation app that Tueetor is launching in October 2020 that allows students to instantly connect with a certified teacher on standby—anytime, anywhere. Lessons take place over mobile devices, saving students time and money travelling between classes while promoting safe learning. We promise it will wow you.

5. What was the best resource you discovered that enabled your success?

There are plenty of resources available on AWS that have enabled our success over the years, but if I had to name one that consistently stood out, it would be the developer support. It's tiered (and priced) according to the customer's needs and non-contractual. In essence, it has greatly helped us solve our problems timely and affordably.

6. What advice do you want to share with today's EdTech startups?

It's October 2020, so no advice can be considered sound without mentioning the pandemic and the new normal. It will take as far as mid-2023 for the world to achieve its immunization goal, through vaccination or herd immunity. This is also provided that there are no variant and successors to the same virus between now and then. My humble advice to fellow EdTech startups is to stay prudent with your spending, be creative to make sure every dollar counts, and, more importantly, stay safe.



About Tueetor

Tueetor developed a self-serve, automated, location-based online platform for connecting students in Singapore, Thailand, Malaysia, and Indonesia with tutors and trainers quickly, easily, and affordably.

Connect

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