Case Study 2

Ruangguru: Accelerating Indonesia's educational outcomes

Founding year	2014
Geography	Indonesia
Founding team and GSMA grant manager	Adamas Devara – Co-founder and CEO Muhamad Iman Usman – Co-founder, Head of Product and Partnerships
Tweet pitch	Ruangguru is a freemium learning management system that helps students prepare for exams using content tailored to the national curriculum, and helps teachers to crowdsource educational content and distribute it to students. **www.ruangguru.com**

While Indonesia has the fourth largest education system in the world, with over 50 million students and four million teachers, it is one of the lowest performing.[5] The country ranked 62nd out of 72 countries in the 2015 Program for International Student Assessment (PISA), a benchmarking study by the OECD that assesses the achievement and application of key knowledge and skills of 15 year olds.

Ruangguru was launched in 2014 to tackle these challenges. Ruangguru is a tech-enabled education provider whose first product was a tutoring marketplace. Since then, the startup has launched a range of products aimed at accelerating educational outcomes. Its flagship product, RuangKelas, is a freemium Learning Management System (LMS) that helps students prepare for exams using content tailored to the national curriculum, and helps teachers to crowdsource and distribute educational content to students.

With this service, Ruangguru is supporting the Indonesian government in its efforts to advance the national education system. The startup has forged partnerships with 32 of Indonesia's 34 provincial governments and more than 325 city and regency governments, many of which are using RuangKelas to help students prepare for high school entrance exams. As of the end of January 2018, Ruangguru, now an established business with 254 staff, had attracted over seven million registered students and reached 900,000 monthly active users.[6]

Complementing Ruangkelas is a range of paid supplemental education services offered outside of school, including RuangBelajar, an integrated learning video subscription service; Ruangguru Digital Bootcamp, a social learning education solution for group-based distance learning; RuangLes, a private tutoring marketplace; RuangUji, an online exam simulation product; and RuangLesOnline, an on-demand tutoring service.

FIGURE 3

Ruangguru: registered students

2014	2015	2016	2017
13,000	37,000	227,000	6,300,000
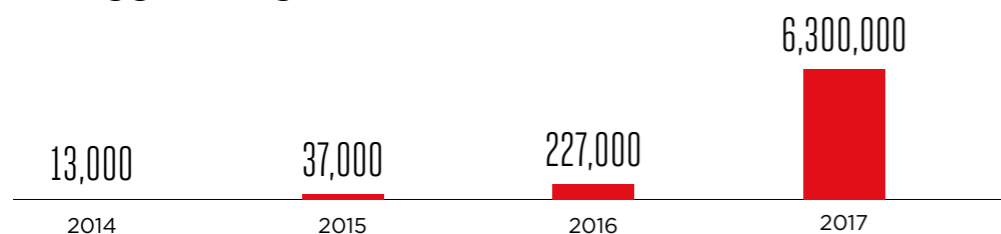
5   The World Bank, 1 September 2014, "World Bank and Education in Indonesia", http://www.worldbank.org/en/country/indonesia/brief/world-bank-and-education-in-indonesia
6   Students are not only registered on the LMS, but are also accessing other Ruangguru services.

How the service works

By working with the GSMA Ecosystem Accelerator programme, Ruangguru has been able to add an ondemand tutoring service, RuangLesOnline, to Ruangguru's mobile solution. With this platform, students are now able to get one-on-one consultations with tutors. Here is how the service works:

1 Students buy Ruangguru tokens through bank transfers, credit cards or payment points from supermarket chains Ruangguru partners with (Indomaret and Alfamart). According to a survey by Ruangguru, only 30 per cent of the payments on RuangLesOnline are being made by parents; 70 per cent of students claim they pay for it themselves.

2 Students sign into Ruangguru web or mobile app (Android and iOS) then select the RuangLesOnline service.

3 Students choose their year group and subject before paying for a specific time slot (e.g. 30 minutes).

4 Students select the topic/subject area/problem they need help with.

5 Ruangguru matches students to the most suitable tutor based on an algorithm. All tutors are vetted by the Ruangguru team through a series of interviews and tutor-student sessions are monitored closely.

6 The tutors receive a push notification and tap "Accept the request" to take the job.

7 Students and tutors have a discussion in real time. Students can ask the tutors as many questions as they want within the designated time slot.

8 Tutors and students rate and review each other after the session.

9 Ruangguru pays tutors for their active session on a monthly basis minus a commission.

Working with mobile operators

In August 2017, Ruangguru entered a collaboration with Telkom Indonesia, which operates Telkomsel, Indonesia's leading mobile operator with close to 186 million connections.[7] With this partnership, Telkom agents can promote Ruanggurru's products through the operator's marketing channels (i.e. call centres and door-to-door sales).

In January 2018, Ruangguru deepened its partnership with the mobile operator, collaborating with the team from Telkomsel's prepaid youth brand, *Loop*. Through the partnership, Ruangguru and Telkomsel Loop launched a campaign in February 2018—the Ruangguru Data Package—that gives users 1GB of

data, and 2GB of free data exclusively to access Ruangguru's educational content on the web and on mobile. Ruangguru has also begun feeding its content into Telkomsel Loop's educational portal, Ensikloopedia.

"Ruangguru has over 6 million registered users and Loop — Telkomsel's youth brand — sees this as an opportunity to bundle Ruangguru's product on our platform. Users gain access to 2GB of free data when surfing Ruangguru's bundled content. Ruangguru has a similar target market to ours (junior high and senior high students) thus we can leverage the startup's brand awareness and customer reach."

— **Nastiti Yuniansari, Segmented Community Product Marketing, Loop, Telkomsel**

Changing lives

According to the OECD Skills Matter Study,[8] almost 70 per cent of adults in Jakarta have level 1 literacy or below and this figure is expected to be even lower in rural and remote areas. In contrast, only 4.5 per cent of the OECD population is below level 1 literacy. Ruangguru is working to address this issue by facilitating access to relevant and customised educational content for millions of students.

"The era of rapid technology encourages us as teachers to keep innovating and seeking new learning strategies to engage our students. I am glad I found Ruangguru.com. It equips us with the right tools to quiz and test our students. It is also a way for us to improve our teaching quality. I thank Ruangguru for providing this virtual class to help us in educating the future generation of our country."

Sri Rochani, Magelang, High School Mathematics Teacher

"RuangLesOnline is very interesting and helpful for me. My grades have improved since I started using RuangLesOnline. The teachers are very friendly and their teachings are easy to understand. This way of learning is very effective for me, as it is difficult for me to find a private home tutor. From where I live, the tutors live very far away from my house."

Ayu, Ciamis, West Java, Senior High School Student

Working with the GSMA Ecosystem Accelerator

Ruangguru received a grant from the GSMA Ecosystem Accelerator Innovation Fund in April 2017 to:

• Develop user-generated content;
• Launch its classroom platform, Ruangguru Digital Bootcamp, in 10 cities across the country; and
• Launch online tutoring features, RuangLesOnline, on its mobile apps.

With this project, Ruangguru is planning to unlock additional income for about 9,000 teachers by the end of the grant in April 2018. Beyond funding, the GSMA Ecosystem Accelerator also supports Ruangguru by facilitating partnerships with mobile operators.

Find out more about Ruangguru, its collaboration with Telkomsel and our work with them in our video case study: *Meet our portfolio start-ups: Ruangguru, Indonesia*.