



Vietnamese EdTech Start-Up Edmicro Selected for GMC Calibrator

GMC Calibrator is a Global Digital Self-Learning to Earning Accelerator Program of Education Sector Focused Impact Investor – Gray Matters Capital

Hanoi based Edmicro joins 6 Indian and 2 African Start-ups as part of the 6 month program of enhancing User Engagement using Behavioral Science and Data Insights

HANOI (VIETNAM)/ BENGALURU (INDIA) 13th March, 2019: [Gray Matters Capital](#), a US-based impact investor focused on the funding for-profit social enterprises in markets of Africa, India, Latin America, USA and South East Asia, has today announced the names of the start-ups which have made it to the second cohort of its [GMC Calibrator Program](#).

Hanoi based [Edmicro](#), a leading EdTech start-up that is building a smart self-learning ecosystem for the Vietnamese students, allowing them to learn, practice and master the subjects being taught in their classrooms, has been selected for the March 2019 cohort of the GMC Calibrator program.

The GMC Calibrator is a Digital Self-Learning to Earning Accelerator launched by Gray Matters Capital in April 2018 with an aim to make the mobile phone a device to promote 'Self Learning to Earning' by improving user engagement, monetization and optimization of mobile learning platforms. This is done by understanding and implementing the principles of behavioural science and data driven decision making.

"From an engagement point of view, we saw impact on the lines of 30% increase in monthly retention and 20% average increase in revenue across the first cohort we ran from June to December 2018. Three companies of the cohort raised funding during the 6 month engagement while two made it to Google Launchpad and Reliance's Jio GenNext Accelerator. We are confident of calibrating more such success stories with our March 2019 cohort", said **Omkar Kulkarni, Program Head, GMC Calibrator**.

Welcoming the Vietnamese start-up into the cohort of March 2019, he said, *"We wish to replicate the success of optimizing the performance of India's leading test-prep solutions such as MadGuy Labs and SarkariPariksha with Edmicro to make it the self-learning platform of choice for students through the GMC Calibrator intervention."*

"75% of Vietnamese students attend extra classes to understand lessons. They lack a good learning tool for complementing classroom learning through self-study. Teachers lack the teaching tools which enable them to record capabilities of each student, and support them in customizing the teaching materials to personal student capabilities. Edmicro is filling in this gap.", said **Que Nguyen, CEO and CTO, Edmicro**. He added, *"Our participation in the GMC Calibrator will help us in fine tuning our personalized learning solutions and make our micro learning offerings more effective in improving learning outcomes by analysing learner data better."*





Edmicro's learning ecosystem - Onluyen.vn helps solve the challenges associated with scaling personalized learning. It automates resource generation, automatically aligns content to learning objectives or competencies and adapts to the learning profile and knowledge gaps of K12 students

Edmicro will join 6 Indian start-ups - [Dcoder](#), [InnerHour](#), [Lal10](#), [Matrubharti](#), [Quest Alliance](#) and [Skipy](#) and two African start-ups – Sierra Leone based [Mosabi](#) and Kenya's [MumsVillage](#) as part of the cohort.

Behavioral architecture firm [Final Mile](#) and Mobile network optimization specialists [Fastah](#) are the knowledge partners of the program, with [Indian Angel Network](#) as investment partner and Amazon's [AWS Activate](#) as Technology partner. [CL Educate](#) is the user testing partner for the GMC Calibrator.

The selection of Edmicro for the GMC Calibrator marks Gray Matters Capital's foray into South East Asia. It will look at funding high-growth high-impact for-profit enterprises from Vietnam and other S.E Asian countries such as Thailand, Malaysia and Indonesia for its gender lens portfolio – [coLABS](#).

Notes to the Editor

About Gray Matters Capital

Gray Matters Capital (GMC) is an Atlanta based impact investor with a gender lens that is on a mission to support "An education leading to a more purposeful life for 100 million women by 2036." In India, it is focused on making investments in for-profit enterprises providing access to affordable quality education and employability leading to a future job ready workforce with 21st century skills. Globally, it makes sector agnostic investments in for-profit enterprises whose products or services benefit women and girls at scale through its gender lens portfolio - coLABS.

The four pillars of its investment strategy in India include: Direct investments via education sector focused funds; funding early stage education & employability focused enterprises to pilot breakthrough innovations and help established education enterprises in business line innovation with its edLABS initiative; collaborating with stakeholders of India's Budget Private Schools (BPS) for improving school quality and creating access-to-market opportunities through its Ecosystem Development initiative; besides helping education and skilling enterprises with mobile based solutions to achieve scale through improved user engagement with its six month zero equity accelerator program – GMC Calibrator, all with an eye on bridging gender gaps in education and at the workplace.

Gray Matters Capital is the anchor investor in CBA Capital's \$ 20 million education sector focused fund – Education Catalyst Fund

To know more about Gray Matters Capital and its journey of creating impact across the globe, visit: <http://graymatterscap.com/>

To know more about GMC Calibrator's 6 month blended Zero Equity Accelerator Program, click: <http://graymatterscap.com/gmc-calibrator/>





About Edmicro

Edmicro is one of the leading ed-tech platforms in Vietnam, founded by Que Nguyen, Dang Bao Linh and Linh Pham. It was built with the vision of creating a smart self-learning ecosystem for the Vietnamese students called Onluyen.vn, that adapts to the needs of every learner and allowing them to learn, practice and master the subjects being taught in their classrooms.

Its cloud-computing platform, designed by learning scientists to measure and predict performance and progress in any digital learning product, uses advanced machine-learning algorithms to analyze learner data and illuminate underlying patterns and relationships.

To know more, visit: <http://www.edmicro.vn/>

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