



COFFEE INNOVATION MM Coffee Academy by PSedx

Edutainment and Sharing Platform



CHALLENGE

Formal education and regular sharing culture among industrial players are still weak in the value chain. To bring competitive Myanmar brands into the global marketplace, players in the value chain are still needed to have more cohesion, be more educated and open-minded to have better collaboration.

INNOVATION

QUALITY AND CONSISTENCY

Create a portal for accessible, expert-led online trainings and promotion of regular sharing culture among industry to strengthen technical skills and enhance the whole sector.



COMPANY DESCRIPTION

Professional Studies (PS) Business School was established as one of the Service Business Units of Myanmar Professional Services Co. Ltd. in 2007. Their mission is to promote quality education by developing competitive and competent future leaders.

NUMBER OF STAFF

12 FULL-TIME



COST-BENEFIT ANALYSIS

COSTS

450 - 900 EUR PER COURSE
PLUS VIDEO HOSTING AND MAINTENANCE,
TRANSLATION AND SUBTITLING 200 EUR/HR

EFFECTS ON REVENUE

18,000 - 25,000 EUR AVG/YR EXPECTED

EFFECTS ON YIELD

NONE EXPECTED



PREPARATION

TIMELINE

3-6 MONTHS

STAFFING REQUIREMENTS



5 (SOCIAL MEDIA, DESIGN, EDITING,
STAKEHOLDER MANAGEMENT, MARKETING)
SECTOR AND SUBJECT MATTER EXPERTS NEEDED
FOR SPECIALIZED TOPICS

MATERIALS & EQUIPMENT

- WEB AND APP PLATFORMS
- SUBJECT MATTER EXPERTS
- STAKEHOLDER FOCUS GROUPS



LESSONS LEARNED

CHALLENGES

Creating relevant content for all value chain actors, and all levels of training. We relied on consultants for recommendations and primary research for developing the initial materials and courses.

TAKEAWAYS

Relationship with coffee stakeholders, successful teamwork among many stakeholders.

RESULTS

As a result of PSedx's trial,

 **500**
FARMERS REACHED IN FIRST 6
MONTHS OF OPERATION

 **25**
COURSES CREATED IN THE
FIRST YEAR

 **25**
NEW EXPERT LECTURERS
ADDED PER YEAR



IMPLEMENTATION



1

RESEARCH ON NEEDS & ANALYSIS

2

MEETINGS WITH RELEVANT STAKEHOLDERS

3

INSTRUCTOR SELECTION

4

CURRICULUM DISCUSSION AND DRAFT FORMULATION

5

SCRIPT WRITING

6

PRE-TEST SHOOTING (IF REQUIRED)

7

SHOOTING & EDITING

8

LECTURE VIDEO HOSTING AT PLATFORM BY SLOT-CUTTING

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MISSION

The Fund's objective is to increase profitability of small-holder coffee farmers, and foster greater, more equitable value distribution in the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.
