

# Lithan + eduCLaaS Corporate Video

# It's important that you know us and what we do

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eduCLaaS is a digital learning and talents platform with the mission to deliver growth for talents and enterprises in the digital economy.

CLaaS® delivers Competency Learning as a Service to support digital upskilling for higher education students, working adults, and enterprises in the digital economy. It adopts work-based learning pedagogy with a competency-based curriculum for blended learning journeys that deliver tangible career and business outcomes.

Simply put, we provide funded upskilling certification courses, applied learning UG and PG courses, workforce upskilling for enterprises, and advanced EdTech for universities.

Our learning methodology is different from conventional universities as we provide 1 + X years of learning + apprenticeship, our learners earn up to 3 years of work experience as they graduate, and are job-ready. The courses are self funded as our learners earn more than they pay for during the course. Our blended learning is accessible across the world.

Lithan is based in Singapore. International arm eduCLaaS operates across Asia.

<https://www.educlaas.com/> <https://business.lithan.com/>

**CLaaS®**

# Instructions

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- To be used live actions video clips or animations and motion graphics wherever suitable.
- The images and charts provided in this file are to be enhanced or reproduced to represent the message precisely.
- No voice over
- Fast paced soundtrack of Conga Drum instrument, or you can suggest something else, but this is going to be a fast-paced video.
- Use [this video on Facebook](#) for inspiration for text animation background etc, don't need to be a copy.
- Create a fast-paced dynamic video that evokes excitement and aspiration.
- Drumbeat Intro - <https://youtu.be/DTIJqqDyVZk>
- Solution flow - <https://youtu.be/AuVHftBiDVw>
- Video Pace - <https://youtu.be/k3gjmkuHXL4>

Roughly estimated time: 150-180 seconds

# Production Direction

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- Vibrant – Unique (Characters/Innovation), diversity (People & Geography), aspirational
- Excitement - Fast pace images/video with samba drums music background
- No voice over but instead using typography messages with animation overlay video/images
- ❖ To describe image, animation or video required
- ✓ To provide narrative & messaging required (captions)

# Scene 1 - Digital Economy Redefined

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❖ ~~IPAD Drum Video~~ - <https://youtu.be/DTIJggDyVZk>

❖ Scene Separator – Digital Technologies Have Redefine The Economy

❖ Infographic on “Time it took to hit 50 millions users”

✓ It has taken 38 years for RADIO to reach 50 millions users but Pokimon Go do the same in 19 days (*new: Aeroplane, Radio, TV, Credit Card, and Pokemon Go ....or similar.*)

❖ Multiple images showcase familiar bankrupted brands

✓ Since 2000, 52% of Fortune 500 companies has ceased to exist

❖ Infographic showcase logos of world's Bigtech companies

✓ 8 out of 10 World's most valuable business are technology companies

- Apple, Microsoft, Amazon, Google, Facebook, Tencent, Alibaba, Tesla

## Scene 2 – Future of Works

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- ❖ Scene separator – Future of Works
- ❖ Infographic on Mckinsey Skills Shift Chart
- ✓ By 2030, 55% more hours will be spend in tech-enabled tasks
- ❖ Infographics on future ready skills
  - Digital fluency, Computational thinking, Data literacy, Emotional Intelligence, Innovation mindset, Cognitive flexibility
- ✓ Digital skills are the new currency for success
- ❖ Infographics on future ready career
  - Digital sales, digital marketer, data scientist, software developer, AI engineer, cybersecurity specialist, systems administrator
- ✓ High-paying, fast-growing and in-demand future career required digital skills

## Scene 3 : Disrupting Class with CLaaS®

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- ❖ Scene Separator – Disrupting Class with CLaaS®
- ❖ Infographic on CLaaS with chart – Competency Learning as-a-Service
  - Competency-based Curriculum for digital skills acceleration
  - Work-based learning with industry experts mentoring
  - Personalized AI driven blended learning journey
- ❖ Infographic – Digital Skills CLaaS
  - Agile Innovation/Digital Business/Digital Marketing
  - Data Science/Process Automation/Enterprise Applications
  - Software Development/Artificial Intelligence/Systems Administration

## Scene 4 : Lifelong Applied Learning CLaaS®

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- ❖ Scene Separator – Lifelong Applied Learning CLaaS®
- ❖ Video – Young asian apprentice in manufacturing shop floor with mentors
- ✓ Applied degree CLaaS for Higher Education
- ✓ Work-study degree with guaranteed income
- ✓ “1+X” – First year bootcamp + 3 years apprenticeship
- ❖ Video – Mature working adults learning digital skills
- ✓ Digital skills CLaaS for Lifelong learning
- ✓ Rapid digital skills acceleration with integrated jobs placement



## Scene 5 : Digital CLaaS® Academy-in-a-Box

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- ❖ Video – collaborative working and learning in startup workplace
- ✓ Digital CLaaS® Academy-in-a-Box for Enterprises
- ✓ All-in-one Digital Skills Academy with on demand curriculums, industry mentors & education technology
- ✓ Contextualized workplace learning with industry experts mentoring
- ✓ Learning in the flow of work with live project implementation

## Scene 6 : eduCLaaS Learning & Talents Cloud

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- ❖ Animation – eduCLaaS learning and talents cloud chart
- ✓ Deliver a converged future of learning and work, for seamless lifelong learning, talents incubation and digital transformation across Asia at scale
  
- ❖ Image – Learning alliance listing
- ✓ eduCLaaS Learning alliances
  
- ❖ Image – Industry alliance listing
- ✓ eduCLaaS Industry alliances

# Scene 7 : Lithan & eduCLaaS

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## ❖ Typography Animation

### ✓ Lithan

- > 30,000 learners
- > 2,000 Enterprises
- > 90 % Completion

## ❖ Typography Animation

### ✓ eduCLaaS

- > 100 learning alliances
- > 100 Industry alliances
- > 100 Campuses
- 12 Countries

## Scene 8 : Closing

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❖ Animation Video – Asian Map

✓ Bridging digital talents crunch  
& rising inequality across Asia



@LithanAcademy



/company/lithan



Lithan Academy



<https://www.lithan.com/> <https://www.educlaas.com/>

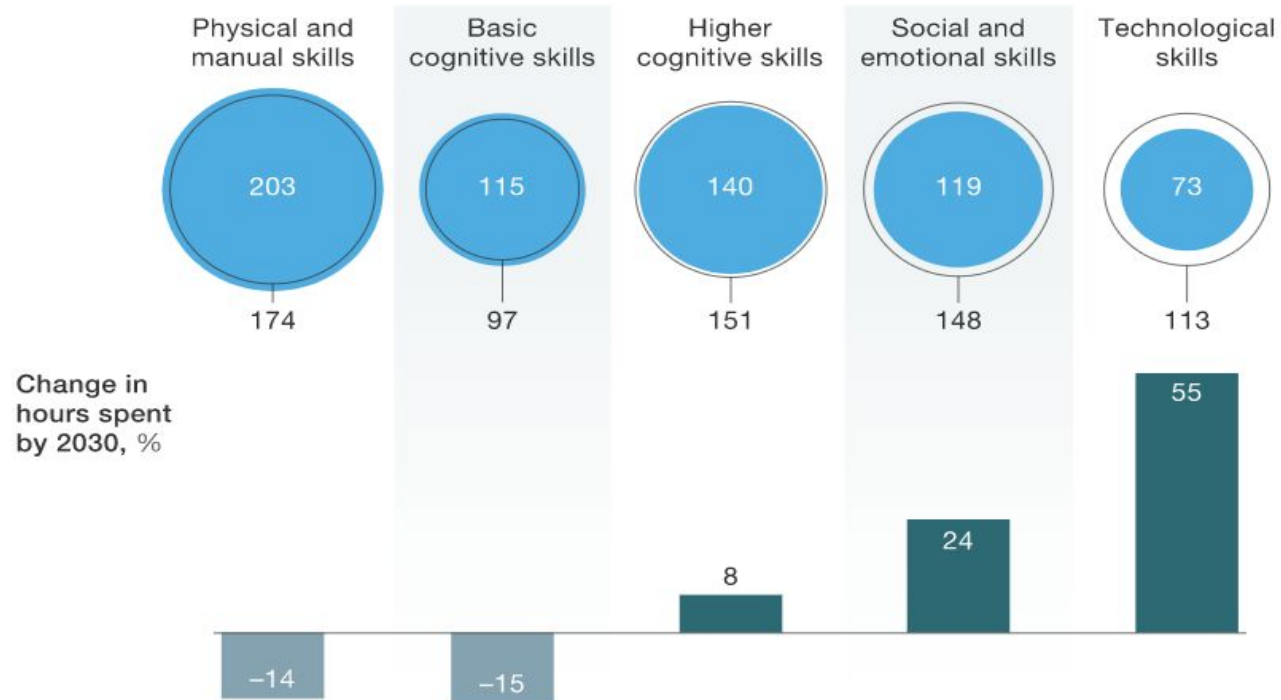
**CLAaS®**

# McKinsey skills shift chart

Automation and artificial intelligence will accelerate the shift in skills that the workforce needs.

Total hours worked in Europe and United States, 2016 vs 2030 estimate, billion

● 2016 ○ 2030



Source: McKinsey Global Institute Workforce Skills Model; McKinsey Global Institute analysis

# Amazon reskilling needs report

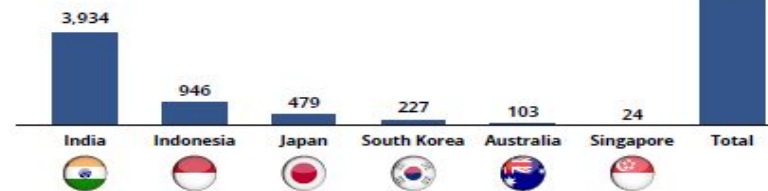
## PROJECTED DIGITAL SKILL NEEDS BY 2025

By 2025, the average worker in the six APAC countries<sup>1</sup> will need to learn 7 new digital skills, with the number of workers requiring such skills growing over five-fold



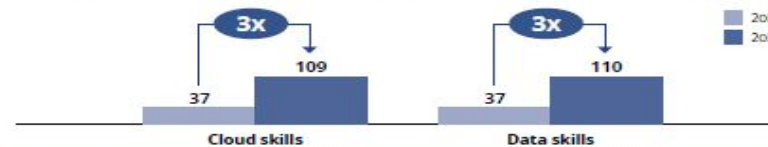
To achieve this, 5.7 billion digital skill trainings will need to take place in the six APAC countries<sup>1</sup> over the next five years

Digital skill trainings<sup>2</sup> required between 2020-2025, millions



Advanced cloud computing and data skill needs are projected to triple by 2025

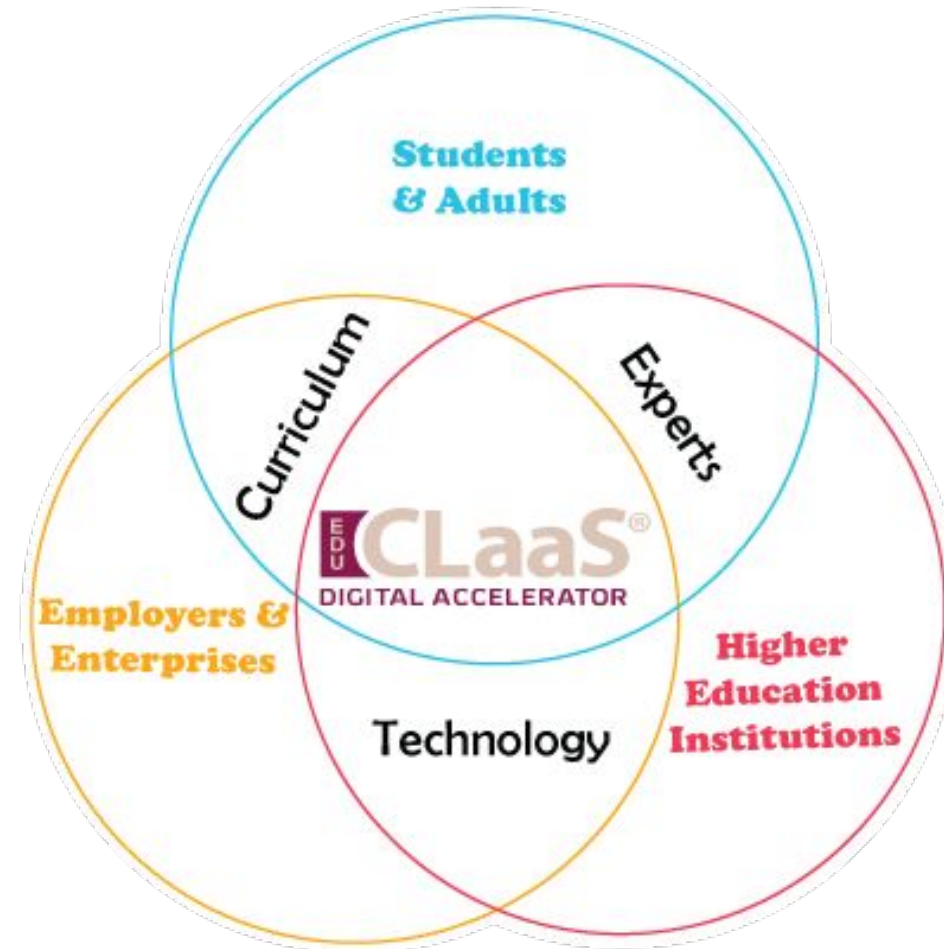
Number of workers requiring advanced digital skills in 6 APAC countries, millions



1. The six APAC countries include: Australia, India, Indonesia, Japan, Singapore, and South Korea.  
2. A 'digital skill training' refers to the training of one worker, in one skill from the proficiency level required in 2020 to the relevant level required in 2025.

# eduCLaaS Ecosystem Chart

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# eduCLaaS Alliances Logos

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# International Employers Logos

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Cognizant

Page  
Personnel

accenture

DELTA

hydrogen

CARTRACK  
PUTTING YOU IN CONTROL

CRÉDIT AGRICOLE  
CORPORATE & INVESTMENT BANK

pwc

HCL  
HCL INFOSYSTEMS

tcs  
TATA  
CONSULTANCY  
SERVICES

FAB  
First Abu Dhabi Bank

SHANGRI-LA  
HOTELS and RESORTS

IBM

EPS

Times Publishing Group

Wilson Parking

TrinaSolar  
Smart Energy Together

EQUINIX

MP

World Vision

Schindler

UBS

Pacific  
Radiance

TOKIO MARINE

BURGER  
KING

CARTIMES  
GROUP

Hewlett Packard  
Enterprise

Nityo  
Infotech  
Transforming Business Intelligence

NEC

wipro

YARA  
Knowledge grows

DELL

MITSUBISHI  
ELECTRIC  
Changes for the Better

Singtel

NESTE

Edelman

DBS

CapitaLand

Johnson & Johnson

zoetis

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