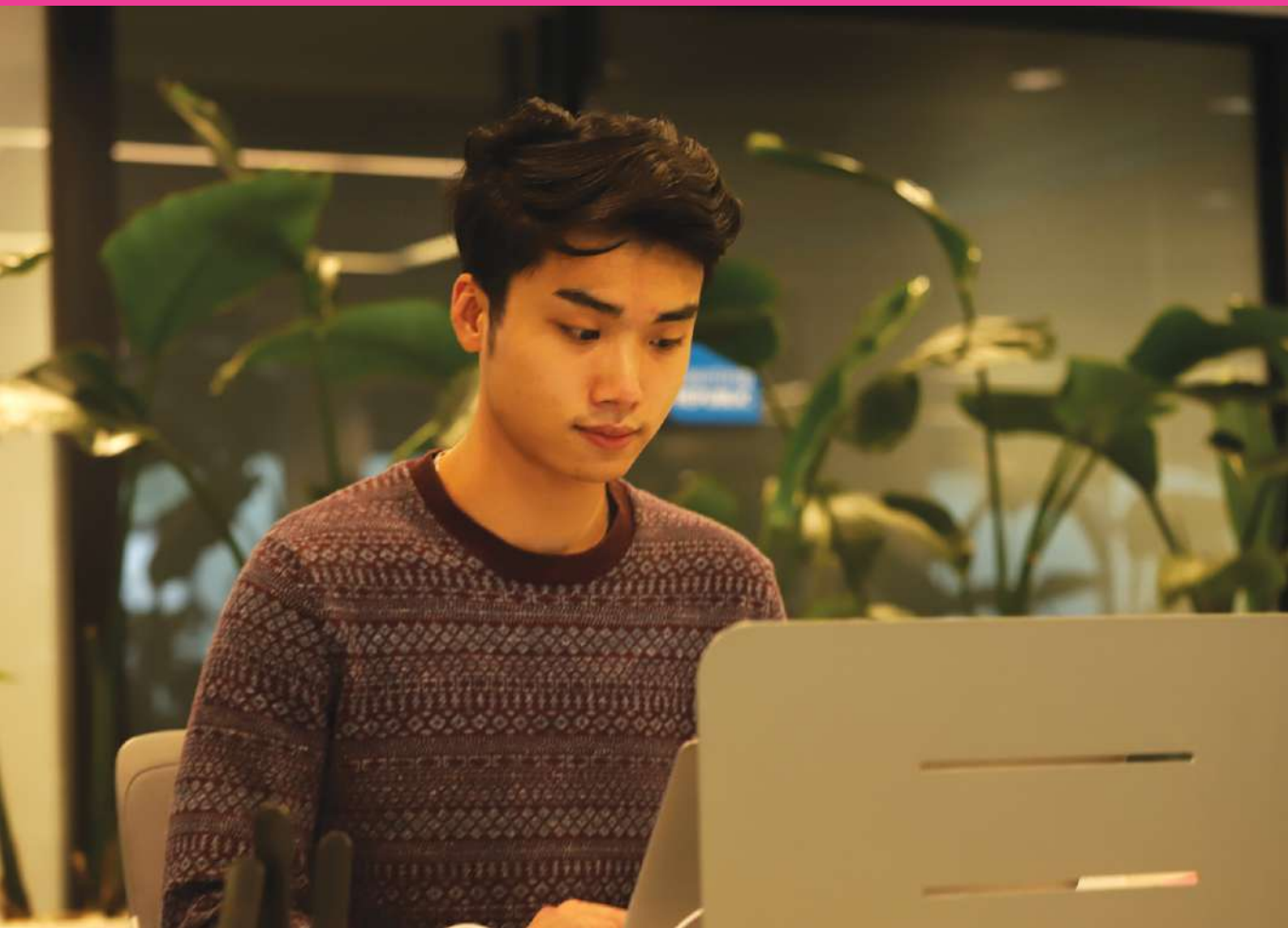


## 低成本低收費 24歲青年辦網上補習社助基層

# Low Cost and Low Fee: 24-year-old Starts Online Tutoring Centre for Grassroots Students

**AfterSchool - Ronald Tse**

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人人都有讀書的權利，卻不是人人都有付費補習的能力。學生為求考取好成績，紛紛報讀課餘補習班，然而一班基層中學生則未必能負擔補習費，變相「輸在起跑線上」。24歲的謝志峰（Ronald）夥朋友開創網上補習平台「AfterSchool」，免去舖租及傳統宣傳方式的成本，以低價出售網上補習課堂，務求令大多數同學能受惠。他們更與義務補習機構合作，向領取綜援的小朋友提供免費補習班。他說，幫助基層學生學習正正是他們創業的目標。

Everyone has the right to education, but not all can afford to pay for tutorial lessons. Many students enrol in after-school tutorial classes to get good grades, yet those from low-income families might not be able to afford extra tutorial expenses. Hence, they might "lose on the starting line". 24-year-old Ronald established an online tutoring platform called "AfterSchool" with his friends. It provides tutorial classes with low fees by avoiding the cost of renting a venue and traditional promotion, hoping to benefit more students. They have also collaborated with voluntary tutoring organisations to provide free tutorial classes to children on Comprehensive Social Security Assistance (CSSA). He pointed out that helping children from low-income families to learn is the vision of their business.

基層學生「輸在起跑線上」

七十年代，港劇《少年十五二十時》在大台熱播。那時候劇中少年生活算得上輕鬆，十五、二十歲時不忙尋找人生方向，下課後在草地踏單車，或是談一場戀愛，還不用為前途苦惱。世事隨時日變幻，今時今日青年生活已不能同日而語。每位年青人皆要及早計劃未來，為考取好成績減少玩樂，青蔥歲月浮游學海中，甚至小學生都要爭分奪秒，每天進出補習社。

24歲，離中學公開試的日子並不遠，Ronald也曾是補習社的常客。他憶及自己整個高中生涯，幾乎每天放學都去大型補習班，連錄影教學的補習班都不放過。每堂一至兩小時，每日上至少一至兩堂，冗長的課堂不時讓他陷入迷思：如果要看錄影，為甚麼我要特地到補習社看？

Ronald考入香港大學，研究香港學生的學習模式，兩年前更與朋友辦網上補習平

台「AfterSchool」。在網絡搜尋器上輸入「AfterSchool」，首個搜尋結果便是他們的網上補習社。按進網站，各補習課程羅列眼前，只需註冊帳號便能選購課程。

「AfterSchool」不像坊間補習社在課室中排排坐上課，只要有一台電腦便可隨時學習；也非提供一個科目、長達整個學期的常規課程，而是將應試課程「斬件」，同學可按照他們所需選購單元，像自助餐一樣，僅報讀自己不明白的內容。

網上補習社省卻鋪租、實體宣傳成本

Ronald參加了Good Seed社創基金，把「AfterSchool」平台擴展至基層家庭，讓他們也可以透過具彈性、互動和有效的方法學習。網上教學平台省卻了鋪租，主以社交媒體宣傳，成本也較傳統大型廣告板低。他們希望透過降低自己的生產成本，從而降低學生的補習費用。「看見報告指



Grassroots Students Lose on the Starting Line

In the 1970s, Hong Kong TV drama Teenager was a hit. The teenagers in the drama live a rather carefree life, taking their time searching for directions in life. They spend time cycling after school and dating, having the time of their lives without worrying about the future. However, times have changed. Nowadays, a carefree teenage life has never been more unattainable. Young people are expected to have their future planned out as early as possible. Fun is sacrificed for good grades. Even primary school students have to race against time, attending never-ending tutorial classes.

At the age of 24, days spent preparing for public exams do not seem that long ago. Ronald used to be a regular at tutorial centres. He recalled how he spent his high school years attending tutorial classes almost every day after school. He even attended tutorial classes where pre-recorded videos were played. Each class lasted one to two hours and he would attend at least one to two classes each day. Tedious classes often left him wondering: “If the class is in video form, why must I come to the tutorial centre to watch it?”.

After Ronald was admitted to the University of Hong Kong, he focused his studies on the mode of learning of Hong Kong students. Two years ago, he set up an online tutoring platform called “AfterSchool” with his friends. A simple search of its name would result in their website on the first

page of any major search engine. Tutorial classes are listed on their website, and registration is just a few clicks away.

Unlike traditional tutorial centres, “AfterSchool” does not have students sitting in rows listening to the tutor. All the students need is a computer. It does not offer a full semester of classes on one subject as a whole. Instead, students can select components of the syllabus that they need help with, like having a buffet dinner.

Online Tutorial Classes Avoid Expenses in Rent and Promotion

Ronald’s participation in Good Seed’s program helped expand the “AfterSchool” platform to students from low-income families, allowing them to learn in more flexible, interactive and effective ways. Operating as an online platform saves rental expenses. The platform is also promoted through social media, which is less costly than traditional large-scale billboards. They hope that by reducing the production cost, they can lower the tutorial fees. “I’ve seen reports about how students from low-income families cannot afford to take tutorial classes. Therefore, we hope to make use of the benefits of using an online platform to lower the cost. Providing content online to one student or to 10,000 students does not make much difference in cost.”

This nine-month Good Seed project has helped more than 15,000 students from low-income

# 為期九個月的 Good Seed項目， 他們幫助了超過 15,000位基層家庭 學生，又推出32個 涵蓋多個科目的 網上課程，讓約 560位基層家庭 學生受惠。

與此同時，他們通過與義務補習機構「陳校長免費補習天地」合作，尋找弱勢學生，向他們提供免費課程。「因為陳校長有一班領綜援的學生，真的負擔不起補習費。」Ronald說，他在大學時曾做研究，發現香港基層學生普遍面對這個問題，因此他在創業時把支持基層學習定為企業的social mission (社會任務)。

## 課程設計助學生集中

網上補習課程的最大挑戰，莫過於導師難以實時觀察學生反應，萬一學生專注力不足，便難以跟上進度。於是，Ronald想出調整課程設計，每堂平均20分鐘至25分鐘，確保學生能專注完成整個

課堂。「一個正常人，無論是學生或老師，都不可能個半鐘頭專注上堂，然後還有些『double lesson』，兩個半、三個鐘頭，更加不合理。」網站內亦設立問答社區，同學可在這裡互動交流，同時導師們會觀察同學在交流上有沒有出錯，及時作出指正。

## 趁年輕闖一闖 創業要識慳

Ronald成立「AfterSchool」時只得22歲，沒有經驗也沒有龐大的資源，本著信心和理念便一往無前。立了目標之後，便報名參加Good Seed計劃，得到種子資金，實踐創業大計。「其實去到現在都覺得未必成功，但我覺得就算最終失敗，或者其他人都比我做得更好，這都是一個學習過程，就算我要出去打工，在香港地都尚可以找到工作。」

不少人也想過創業，但因欠缺本錢而卻步，究竟他們的資金從何而來？Ronald指自己初初僅投入一萬至兩萬元，「大學生做兼職就儲到，視乎你是否願意用，但要用得其所，我自己有好多方法去省錢。」他舉例說，當初他們要設計公司標誌，便在網上的自由工作者平台找了一位印度人設計，收費只是五美元。

Ronald相信年輕便是創業的本錢，立定志向便起步。「愈早開始愈好，始終概念只是概念，天馬行空人人都做到，你如何落地，如何執行才是最難。」

families and launched 32 online courses that cover a wide range of subjects, benefiting more than 560 students from low-income families. At the same time, they collaborated with Principal Chan Free Tutorial World to provide free tutorial classes to disadvantaged students. Ronald said, “Principle Chan helps group of students on CSSA who cannot afford tutorial fees.” He saw the difficulties and problems faced by grassroots students in education during his research at university, so he decided to address it as the social mission of his business.

### Curriculum Designed to Help Students Focus

The biggest challenge of online tutorials is that it is difficult for tutors to observe students’ reactions in real-time. Students with low attention span may find it difficult to keep up with the learning process. Ronald, therefore, adjusted the course design to an average of 20-25 minutes per session to ensure that students could stay focused. “ Any normal person, be it student or teacher, would find it impossible to stay focused in a 90-minute class. “Double lessons” that are two and a half or three hours long are even more unreasonable.” There is also a Q&A section on the website for students to interact and for teachers to point out mistakes in the posts.

## Seize the Chance when You’re Young and Save Up when Starting a Business

Ronald was only 22 years old when he founded “AfterSchool”. Without experience or resources, he decided to enrol in the Good Seed program after setting his goal with nothing but confidence and a firm vision. He received the seed money from the program and started his business. “Even to this day, I am not sure if I am going to be successful. But I consider it a learning process even if I fail or if someone else does it better than me. I believe if I have to go out and work, I can still manage to get a job in Hong Kong.”

A lack of financial resources tends to be a discouraging factor to many who have thought of starting their own business. Where did Ronald and his friends get their funds? Ronald pointed out that he had initially invested only ten to twenty thousand dollars. “It’s a sum that any university student can save up working part-time. It depends on whether you are willing to use it and whether you use it wisely. I have found many ways to save money.” He gave an example of how they hired an Indian designer to design their company logo on an online freelance platform. It only cost them 5 US dollars.

Ronald believes that starting a business at a young age is an advantage. Once you are determined, you should go for it. “The earlier the better. After all, a concept is just a concept. Anyone can brag about their ideas, but the challenge is in actually executing the plan.”