COFFEE INNOVATION
MM Coffee Academy by PSedx
Edutainment and Sharing Platform
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.

**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.

**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
COFFEE INNOVATION FUND
Developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by GIZ.

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.

For further information:
Myanmar Coffee Academy
Seinn Witt Yee
seinnwittyee.swy@gmail.com