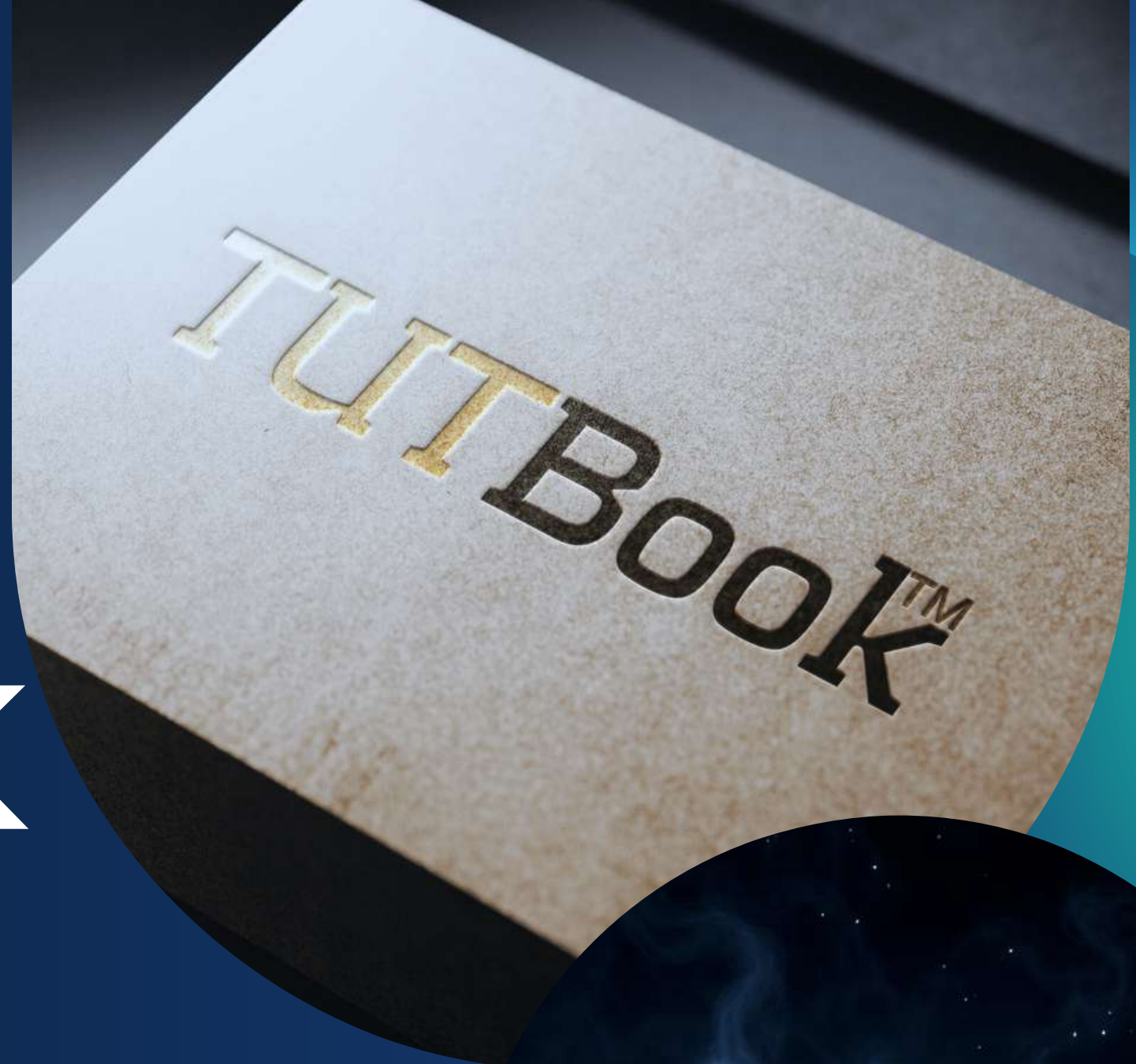


TUT & XBOOK

COMPANY PROFILE

Presented by: TUTBRAND VIETNAM



02 INTRODUCING JAI CORPORATION

TUT is a creative technology ecosystem that specializes in delivering solutions encompassing branding, communication, technology, and digital education. With a youthful, dynamic, and market-savvy team, TUT aspires to establish a converging platform that integrates Creativity, Technology, Education, and Experience.

Activities at

- Hanoi Office: 466 Hoang Hoa Tham, Bui Ward, Tay Ho District, Hanoi, Vietnam
- HCM Office: Lot O14, Hoang Quoc Viet Street, Phu My Urban Area, District 7, Ho Chi Minh City
- VP Sweden: Södra Storgatan 49, 26740 Bjuv, Skåne County, Sweden
- NINH BINH OFFICE: 19, Alley 3, Ton Duc Thang, Ninh Binh City

Ecosystem: Four member companies, with XBOOK leading the charge in educational technology.

VISION MISSION CORE VALUES



Vision

Establish Vietnam as a leading innovation and technology ecosystem, achieving international standards through groundbreaking solutions that disseminate Vietnamese values globally.



Mission

Developing innovative educational and technological products that render knowledge accessible, engaging, and sustainable for all generations.



Fundamental principles

Creativity
Technology
Experience
• Sustainability



Why Xbook?

01

Static vs. Dynamic

02

Memorization vs.
Comprehension

03

Individual vs.
Connected Learning

04

Teacher-centered vs.
Learner-centered

05

Local vs. Global Access

**The gap of
education**

Market Need - Why does Xbook appear?

01

Skills gap between education and the labor market

02

Demand for lifelong learning and reskilling

03

Shift in EdTech investment focus

04

Rising need for personalized learning powered by AI

Bridge to XBook: “And that’s exactly why XBook was created — to close these gaps with an innovative technology platform.”

05

XBOOK – FUNDAMENTAL SOLUTION



PRODUCTS AND FLAGSHIP

XBOOK Platform: online education, digital courses.
xBook Flagship: educational resources in science, art, foreign languages, and technology.
Gamification: transforming abstract knowledge into engaging games (mathematics, physics, history).



DEPLOYMENT TECHNOLOGY

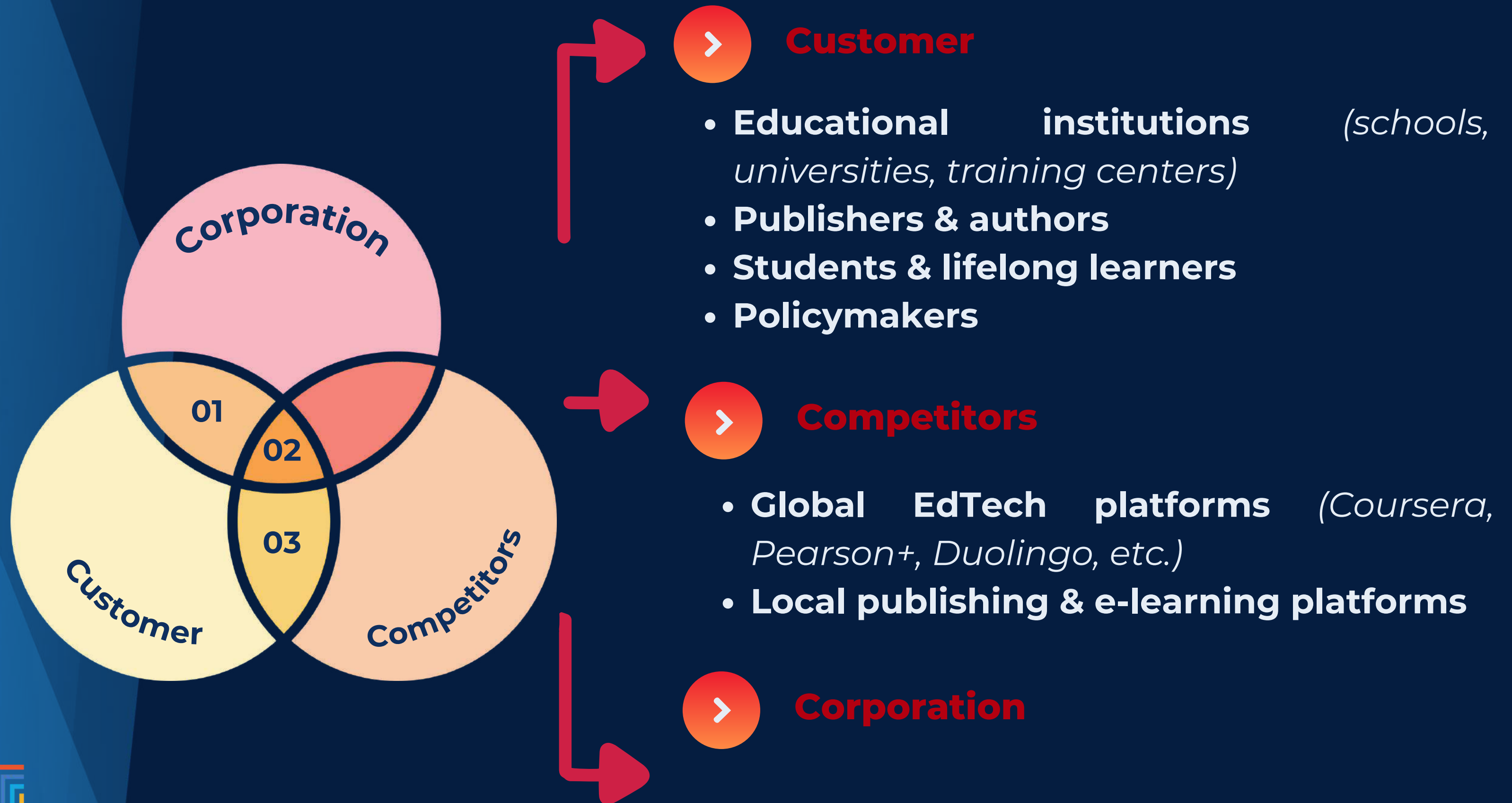
AI Assistant and Educational Chatbot
QR Code grants access to lessons and eBook.
VR/AR immersive educational experiences
LMS and Educational Management Dashboard



SUBJECTS AND ADVANTAGES

Students: Engaged learning, memorable - comprehensible - brimming with enthusiasm.
Parents: Monitor progress transparently, gaining clear insights into your child's results and development.
Schools/Partners: Holistic digital solutions, cost efficiency, enhancing management and instructional effectiveness.

3C Analysis Model



3C Analysis Model

Winning Zone

“XBook bridges traditional publishing with next-gen EdTech, turning printed books into interactive digital gateways. Unlike global players, it offers deep localization; unlike local competitors, it delivers advanced integration and scalability — positioning XBook as the trusted partner for education digitalization and publishing innovation.”

Functional Benefits



For Students & Learners

Interactive self-learning and exploration tool

Access to enhanced textbooks with multimedia, quizzes, and real-world applications

Better career orientation



For Publishers & Educators

Save costs and time on digital transformation

Unlock new revenue streams through digital services and licensing



For Institutions & Corporates

Efficient training and onboarding tool

Valuable data insights into user learning behavior

Emotional Benefits



For Students & Learners

Feel confident about their learning path and career future

Motivated to study through interactive and engaging experiences

Pride in using modern tools



For Publishers & Educators

Pride in being pioneers of education digitalization

Confidence in reaching wider audiences with impactful content

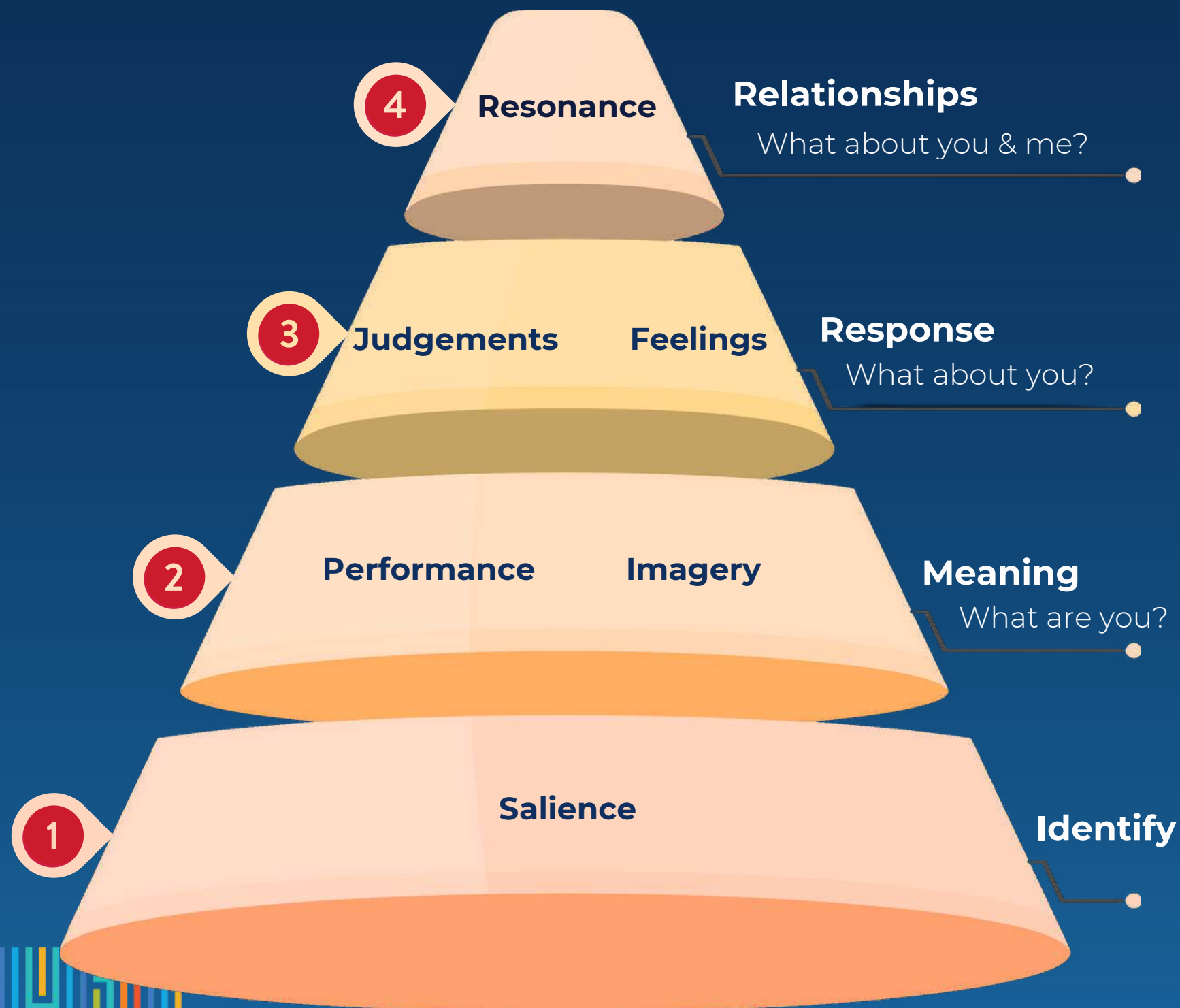


For Institutions & Corporates

Pride in leading digital transformation in their sector

Trusted as innovators adopting advanced solutions for people development

Customer Based – brand Equity



Jugdements: Different, Market leading, Trustworthy, Highly specialized, Caring about customer benefits

Feelings: Reliable, Professional, Engaged, Friendly, Positive, Dynamic.

Features: New way of education, innovative, personalized

Reliability: Professional, accurate

Efficiency: High quality, fast, accessible

Style: Modern, sophisticated, user-friendly

Pricing: Affordable, transparent

Business Model Canvas

KEY PARTNERS



- **Publishers & Authors:** Provide book content and IP rights
- **Technology Providers:** Ensure cloud, hosting, security, payments
- **Government & NGOs:** Enable policy & project support

KEY ACTIVITIES



- Digital Integration
- Platform Development
- IP Protection
- Content Creation
- Support Services

KEY RESOURCES



- Partnerships with various companies.
- High-tech platform integrating AI, Cloud computing.
- Passionate team and institute support

VALUE PROPOSITIONS



- **Interactive Books:** Transform print into digital learning
- **Immersive Learning:** Quizzes, media, AR/VR integration
- **Scalable Solution:** Flexible for all publishers
- **Modern Image:** Enhance reputation & innovation
- Data

CUSTOMER RELATIONSHIP



- Onboarding Support
- Helpdesk & Hotline
- Community Hub
- Partnership Growth projects

CHANNELS



- **Direct** distribution channels: Website; App
- **Indirect** distribution channels: Training centers

CUSTOMER SEGMENTS



- **Publishers:** Expand reach and sales through digitalization
- **Education Institutions:** Upgrade curriculum delivery
- **Students & Learners:** Access modern, interactive learning

COST STRUCTURE

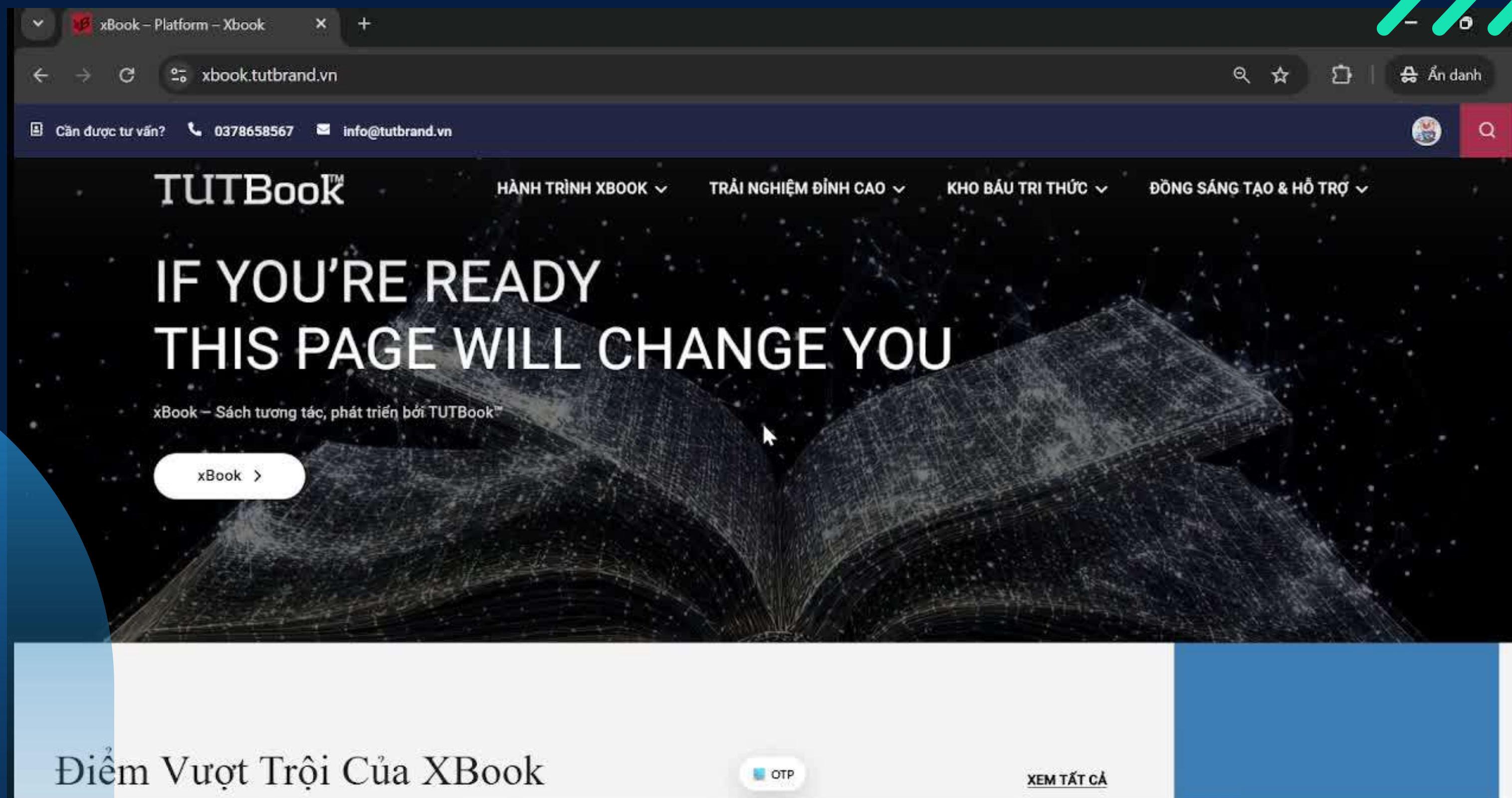


- Tech Infrastructure: Hosting, security, server costs
- R&D: Platform upgrades and innovation
- Content Digitization: Media, AR/VR production
- Operations: HR, administration, marketing

REVENUE STREAM



- Onboarding Fees: Initial setup per book/project
- Annual License Fees
- Add-On Services: AR/VR, multilingual, ...
- B2C Subscriptions
- Advertising & Sponsorship



Interaction between learners and XBook.



OBS 30.1.2 - Cấu hình: Untitled - Phân cảnh: Untitled

Tập tin (E) | Chỉnh sửa (E) | Hiện thị (V) | Giá đỡ (D) | Cấu hình (P) | Bộ sưu tập cảnh | Công cụ (T) | Trợ giúp (H)

xBook - xBook - Platform

xbook.tutbrand.vn/xbook/page/2/

Cần được tư vấn? | 0378658567 | info@tutbrand.vn

TUTBook™ | HÀNH TRÌNH XBOOK | TRẢI NGHIỆM ĐỈNH CAO | KHO BÁU TRI THỨC | ĐỒNG SÁNG TẠO & HỖ TRỢ



Flagship #1 – Physics Lab – Khám phá vật lý

★★★★★ Đánh giá : 3 Người Đọc

"XBook Physics Lab – Khám phá Vật lý" là hành trình đưa bạn từ những nguyên lý cơ bản nhất của vật lý đến các ứng dụng thực tiễn thông qua mô phỏng trực quan và bài tập tương tác. Đây không chỉ là...

Nhà xuất bản **TUTZ** [xBook >](#)

Miễn Phí



Flagship #14 – Địa Lý – Mô phỏng Con Bão

Miễn Phí



Flagship #13 – Địa Lý – Dự Báo Thời Tiết

Miễn Phí

Thông Tin Mới



HOÀ CHUNG KHÔNG KHÍ RỘNG RÀNG CỦA ĐẠI LỄ A80 🇻🇳

25 Tháng 8, 2025



KỶ NIỆM 80 NĂM CÁCH MẠNG THÁNG TÁM THÀNH CÔNG (19/8/1945 – 19/8/2025) 🇻🇳

Chưa chọn ngu...

Phân cảnh

Scene

+ | - | 🗑️

OTP

Flagship #7 – ArtFlow – Minh họa & Hoạt hình

1 FPS

Interaction between learners and XBook.

Flagship #2 – Sound Odyssey

xbook.tutbrand.vn/xbook/flagship-xbook-2/

Không gian đa giác quan: nghe – nhìn – chạm – sáng tạo

- * Tạo sản phẩm âm nhạc cá nhân ngay tại chỗ

Giá trị mang lại

- * Truyền cảm hứng sáng tạo thông qua âm nhạc
- * Giúp người tham dự hiểu rõ mối liên hệ giữa âm thanh, khoa học và cảm xúc
- * Mang lại trải nghiệm đáng nhớ và sản phẩm âm nhạc cá nhân hóa
- * Khẳng định XBook là nơi khám phá tri thức qua trải nghiệm thực tế

SHARE

f

X

?

in

Nội dung

1 Phần · 1 Bài học · 10 Tuần

Thu Gọn Tất Cả

Chương 1: Cơ bản 1

Music Test – Ear & Rhythm ✓

Dánh giá

0.0

☆☆☆☆☆

5	★		0
4	★		0
3	★		0
2	★		0

Interaction between learners and XBook.



6. TYPICAL PARTNERS AND CLIENTS

▶ EDUCATIONAL INSTITUTIONS AND SCHOOLS

- Nguyen Binh Khiem Academy

▶ TRADE AND SERVICE ESTABLISHMENTS

Aeon Mall and other prominent shopping centers
Chain of fashion, beauty, and lifestyle boutiques

▶ TOURISM – DINING – ACCOMMODATIONS – RECREATION

InterContinental and several four- to five-star hotels
in Hanoi and Ho Chi Minh City.

Travel agencies and domestic experience tours for
youth.

Vietnamese and Fusion Cuisine Restaurant Network
Contemporary and traditional style cafés, bars, and
pubs

▶ SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

- Numerous emerging brands in the sectors of
fashion, cosmetics, crafts, and educational
services

▶ MEDIA – PRESS RELEASE

- Human Resources Journal, in conjunction with
other press and media entities in the domains
of economics, education, startups, and
innovation

7

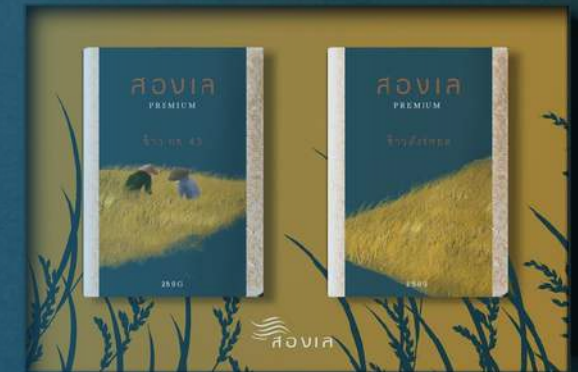


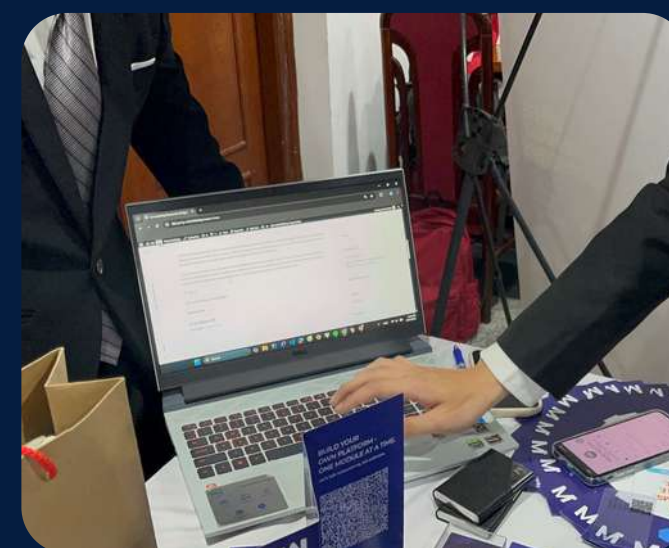
PROJECTS AND NOTABLE ACHIEVEMENTS

XBOOK Flagship Series (2024 – 2025): A collection of initiatives aimed at publishing e-books and printed volumes focused on design, management, and digital art.

TUT.Z – Graphic Design: Insights From the Trenches: The ceremony for the transfer of copyright for the book series to the Government of Venezuela – reinforcing TUT's international standing.

eCard QR System (2025): An innovative eCard solution utilized for events, networking, and corporate branding.





INTERNATIONAL CONFERENCE “50 YEARS OF VIETNAM – MEXICO RELATIONS”: REFLECTING ON HALF A CENTURY WITH JAI AND ENVISIONING A FUTURE OF SUSTAINABLE COOPERATION



SPREADING KNOWLEDGE, CONNECTING CREATIVITY GLOBALLY: JAI & TUT
DONATE THE COPYRIGHT OF THE TUT.Z COURSE TO VENEZUELA

Collaborating with international schools: Developing a comprehensive system of educational resources, skill-building workshops, and innovative toolkits for students.

AI and Art Workshop for Students: Empowering the Younger Generation to Engage with New Technologies and Multimedia Creation

Branding and communication campaigns for SMEs: Executed numerous logo design projects, websites, and identity sets for small and medium-sized enterprises.





JAI TUT AND THE SMART AND ETHICAL AI SKILLS INITIATIVE AT NGUYEN BINH KHIEM SCHOOL



JAI Creative Digital Agency extends a warm welcome to the Ambassador of El Salvador, fostering strategic collaboration in the realms of education and technology.



JAI PUTS FORWARD A STRATEGIC COOPERATION INITIATIVE WITH EL SALVADOR:
ADVANCING ARTIFICIAL INTELLIGENCE AND DIGITAL EDUCATION ACROSS BORDERS



GẶP GỠ ĐẠI SỨ CÁC NƯỚC TRONG CÁC DỊP LỄ QUAN TRỌNG



MEETING WITH AMBASSADORS OF NATIONS ON SIGNIFICANT OCCASIONS



COMMEMORATING THE 70TH ANNIVERSARY OF THE HANOI CHILDREN'S PALACE AND INTERNATIONAL CHILDREN'S DAY ON JUNE 1ST.

Consulting and executing marketing initiatives for major corporations: Digital communication and branding campaigns valued at hundreds of millions of VND.

- Training and mentoring ecosystem: UNIHUB and TUT have coordinated numerous courses on IELTS, design, branding, and project management, engaging thousands of students.



8. CONCLUSION AND CONTACT

JAI and XBOOK serve not only as digital education solutions but also as conduits that connect knowledge to the community.

ENGAGE WITH US.



Hanoi Office: 466 Hoang Hoa Tham, Bui Ward,
Tay Ho District, Hanoi, Vietnam



jai.vn - tutbrand.vn - 5id.vn - xbook.tutbrand.vn -
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