

SOLUTIONS CAPABILITY PROFILE · 2026

Education & *global mobility* solutions

Guiding you to the world



Guiding you to the world

FOREWORD

Education is a *human* journey.

Education is a human journey, not a transaction. Behind every application is a student carrying a family's hopes, a lecturer seeking wider horizons, a school reaching for the world.

My Second World exists to make that bridge solid: Connecting institutions, moving people toward better education, and staying with them all the way to where they want to go. We don't sell off-the-shelf products – we listen, then assemble the solution that fits each partner.

Thank you for your time with this profile. We look forward to building a lasting partnership with you.

Edward Nguyen

Founder · Executive Director — My Second World

ABOUT M2W

Architects of *education solutions.*

My Second World is a partner dedicated to education and international mobility solutions. We design and operate international programs – connecting institutions and bringing faculty and students into contact with different education systems.

We don't sell off-the-shelf products. Each solution is assembled from a library of 21 standard services, matched to the real needs of each institution or partner.

21

STANDARD
SERVICES

7

PRODUCT LINES

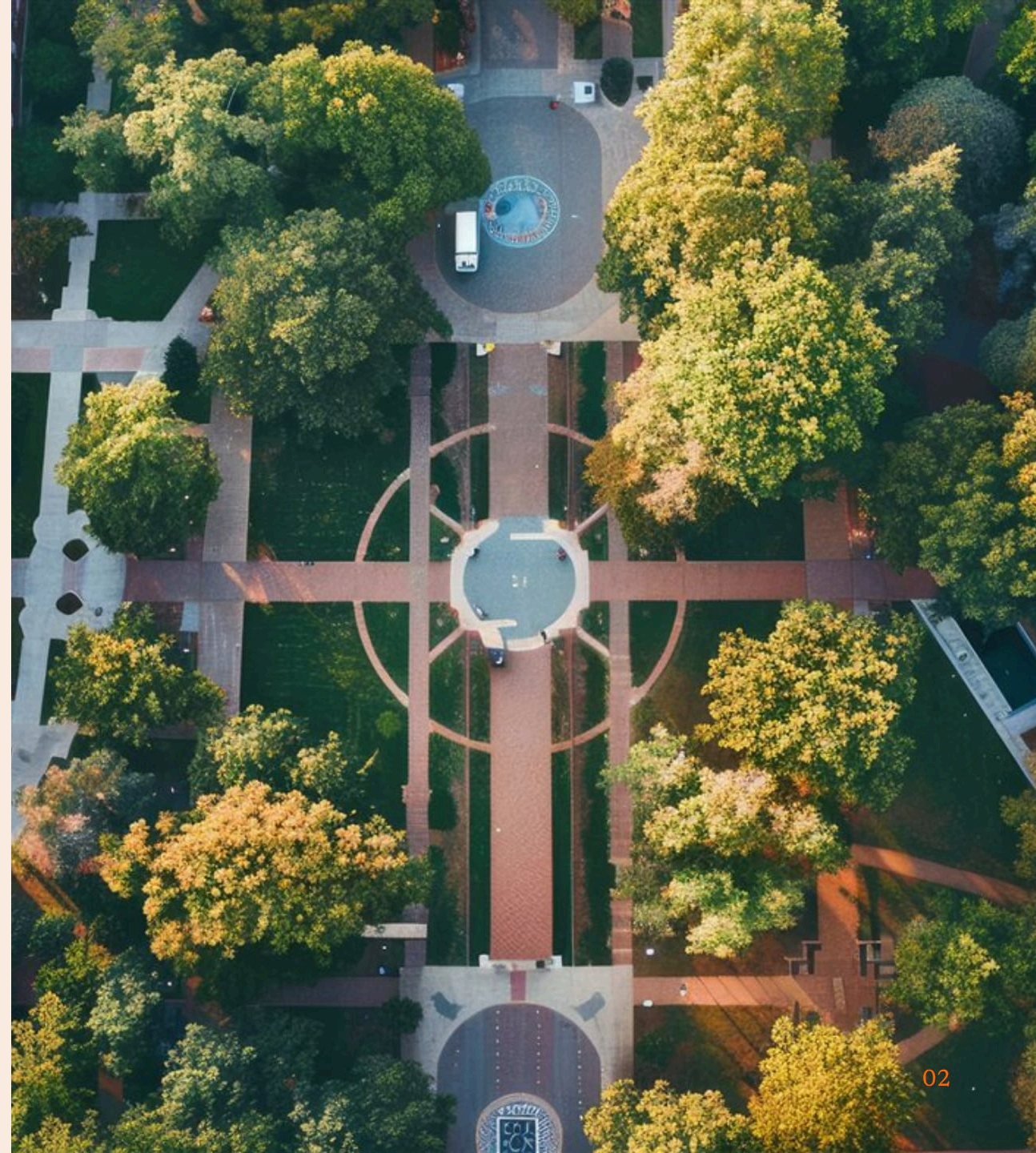
21

PACKAGES

5

PARTNER GROUPS

Guiding you to the world



VISION & MISSION

Why *M2W* exists.

— VISION

To be the most trusted bridge to international education for Vietnam – where every institution, partner and learner finds their path to the world.

— MISSION

To connect institutions, empower partners and move people toward better education – through tailored solutions, transparent operations and end-to-end accountability.

CORE VALUES

What *shapes* us.

01 Transparency

Clear costs, clear progress, no hidden fees.

02 People first

Behind every application is a person and a family's hopes.

03 Partnership

M2W stays behind the scenes — we never take a partner's client.

04 Dedication & standards

We see it through and do exactly what we promised.

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NON-NEGOTIABLE COMMITMENTS

Principles we *will not trade*.

- 01 We present only the services we are able to deliver in full.
- 02 We fully respect the relationship between our education partners and their clients; M2W does not approach or solicit a partner's clients.
- 03 We make no guarantee of outcomes that rest with the competent authorities; instead, we commit to meticulous applications and honest advice.
- 04 We guarantee transparent, milestone-based pricing with no hidden fees.

FOUNDING TEAM

The people *behind* M2W.

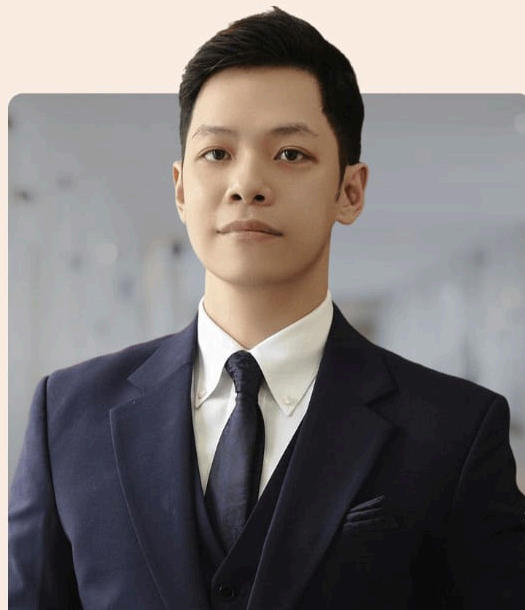
M2W is led by a founding team with hands-on experience in international education and mobility, united by a shared commitment to transparency and care.



Nguyễn Đình Tuệ · Edward

Founder & Chief Executive Officer

Over 10 years in international education and mobility advisory, seven of them in leadership. He sets M2W's strategic direction and professional standards.



Mai Đoàn Hoàng Long · Michael

Co-Founder & Chief Business Development Officer

Over 8 years across finance, education, migration and professional services. He leads business development and the growth of M2W's education-partner network.



Ngô Thành Văn · Vincent

Co-Founder & Strategic Advisor

15 years in technology, six of them running companies and mentoring start-ups. He advises M2W on research and applying AI to education and operations.



Lê Hữu Vĩ · David

Co-Founder & Head of Tech

5 years in fintech with a focus on operational technology. He builds M2W's tech platform and digital products, including the m2w.edu.vn education marketplace.

HOW THE SYSTEM WORKS

One library, *every solution*.

21

Standard services

M2W's service library, each with its own code (M01-M21) and a defined output.

5

Capability groups

Services grouped by capability: international education, mobility, migration, events and community.

21

Packages

Each package is assembled from several services (core + add-ons), across 7 product lines.

5

Partner groups

Each partner group buys different packages — see the matrix on the next page.

SOLUTION CATALOGUE

7 product lines, 21 packages.

ACADEMIC COLLABORATION

- University Partnership Package
- Student Exchange Package
- Faculty Mobility Package
- Summer Camp Package
- International Office Starter Kit
- Internationalization Accelerator

ACADEMIC PROGRAMS & RESEARCH

- Academic Conference Package
- Research Collaboration Package
- Internship Mobility Package
- Program List Package
- School List Package
- Student Support Services Package

EXPERIENCE & DELEGATION PROGRAMS

- International Study Tour
- Corporate Immersion Package

COMMUNITY & IMPACT PROGRAMS

- CSR Impact Package
- Alumni Engagement Package

MOBILITY OPERATIONS

- End-to-End Mobility Package

PERSONAL ADVISORY SERVICES

- Migration Pathway Package

MIGRATION & SETTLEMENT

- Skilled Migration Package
- Family Sponsorship Package
- Tourist Visa Package



Guiding you to the world

FLAGSHIP SOLUTIONS

Three *signature* solutions.

- ★ **International Office as a Service (IOaaS)** Retainer
M2W acts as your outsourced International Office – building partnerships, running programs and operating your international activities in Vietnam.
- ★ **Global Campus Builder** Retainer
We help an institution build its international ecosystem over 1–3 years – from strategy and partner network to exchange programs, academic events and research.
- ★ **Enterprise Global Connect** One-off
For companies seeking to connect with universities, talent, international partners and new markets.

One-off: A single payment for a project with a clear start and end. **Retainer:** A recurring fee for M2W's ongoing partnership.

WHO WE SERVE

21 packages × 5 *partner groups*.

PACKAGE	FOREIGN	VIETNAMESE	PARTNERS	INVESTORS	INDIVIDUALS
University Partnership Package	●	●	-	-	-
Student Exchange Package	●	●	-	-	-
Faculty Mobility Package	●	●	-	-	-
Summer Camp Package	●	●	-	-	-
International Office Starter Kit	-	●	-	-	-
Internationalization Accelerator	-	●	-	-	-
Academic Conference Package	●	●	-	-	-
Research Collaboration Package	●	●	-	-	-
Internship Mobility Package	-	●	-	-	-
Program List Package	-	-	●	-	-
School List Package	-	-	●	-	-
Student Support Services Package	-	-	●	-	-
International Study Tour	●	●	-	-	-
Corporate Immersion Package	●	●	-	●	-
CSR Impact Package	-	-	-	●	-
Alumni Engagement Package	●	●	-	-	-
End-to-End Mobility Package	●	●	○	-	●
Migration Pathway Package	-	-	○	-	●
Skilled Migration Package	-	-	○	-	●
Family Sponsorship Package	-	-	○	-	●
Tourist Visa Package	-	-	○	-	●

● Direct support · ○ M2W supports; the education partner serves their own clients directly





01 FOREIGN

Foreign institutions

Foreign universities, colleges and schools looking to recruit, partner and run programs in Vietnam.

- ✓ Partnerships, exchange & camps with Vietnamese schools
- ✓ Student recruitment via our vetted partner network
- ✓ International Office as a Service (IOaaS)

FOREIGN INSTITUTIONS

The right *solutions*.

- ✓ **University Partnership Package** One-off 4-8 weeks
The institution signs a formal international partnership (MOU) with one well-matched partner.
- ✓ **International Study Tour** One-off 1-2 weeks on site
The delegation completes a safe, on-schedule academic and cultural study tour.
- ✓ **Student Exchange Package** One-off One semester (3-5 months)
A student completes an exchange term abroad with all legal and logistical arrangements handled.
- ✓ **Faculty Mobility Package** One-off 1-4 weeks
A lecturer completes a teaching exchange or professional-development stint abroad.
- ✓ **Summer Camp Package** One-off 2-4 weeks
Students complete a safe, well-run academic and cultural summer camp.

- ✓ **Academic Conference Package** One-off 1-2 event days, 6-10 weeks prep
The institution successfully hosts an international academic conference at the committed scale.
- ✓ **Research Collaboration Package** One-off 3-6 months
The institution finds a suitable research partner and a concrete collaboration framework.
- ✓ **Corporate Immersion Package** One-off 3-7 days
The delegation experiences real business operations and local culture, with substantive introductions.
- ✓ **Alumni Engagement Package** One-off 2-4 weeks
The institution reactivates its alumni network with a concrete engagement event.
- ✓ **End-to-End Mobility Package** One-off Per delegation schedule (flexible)
A group or individual has all travel logistics handled end to end, with no loose ends.

02 VIETNAMESE

Vietnamese institutions

Vietnamese schools and universities reaching out to the world:
Partnerships, exchange, camps, joint programs and international offices.

- ✓ Partnerships, exchange & camps abroad
- ✓ Faculty mobility & joint programs
- ✓ Building an international relations office



VIETNAMESE INSTITUTIONS

The right *solutions*.

- University Partnership Package** One-off 4-8 weeks
 The institution signs a formal international partnership (MOU) with one well-matched partner.
- International Study Tour** One-off 1-2 weeks on site
 The delegation completes a safe, on-schedule academic and cultural study tour.
- Student Exchange Package** One-off One semester (3-5 months)
 A student completes an exchange term abroad with all legal and logistical arrangements handled.
- Faculty Mobility Package** One-off 1-4 weeks
 A lecturer completes a teaching exchange or professional-development stint abroad.
- Summer Camp Package** One-off 2-4 weeks
 Students complete a safe, well-run academic and cultural summer camp.
- Academic Conference Package** One-off 1-2 event days, 6-10 weeks prep
 The institution successfully hosts an international academic conference at the committed scale.
- Research Collaboration Package** One-off 3-6 months
 The institution finds a suitable research partner and a concrete collaboration framework.

- Internship Mobility Package** One-off 1-3 months
 A student completes a supervised, assessed internship at an overseas company.
- Corporate Immersion Package** One-off 3-7 days
 The delegation experiences real business operations and local culture, with substantive introductions.
- Alumni Engagement Package** One-off 2-4 weeks
 The institution reactivates its alumni network with a concrete engagement event.
- International Office Starter Kit** One-off 2-3 months
 The institution gains a working foundation for international activity – partners, exchange programs and events.
- Internationalization Accelerator** Retainer 12 months (retainer)
 The institution reaches full internationalization within 12 months: partners, programs, events and operating platform.
- End-to-End Mobility Package** One-off Per delegation schedule (flexible)
 A group or individual has all travel logistics handled end to end, with no loose ends.



03 PARTNERS

Education partners

Study-abroad consultancies. They own the student relationship and advise; M2W opens the door to foreign schools and handles applications and travel.

- ✓ Program lists from partner institutions
- ✓ A vetted list of schools to choose from
- ✓ Application, visa & travel support for your students

EDUCATION PARTNERS

The right *solutions*.

- ✓ **Program List Package** One-off
The partner gets an up-to-date catalogue of study programs from our institution network, ready to offer clients.
- ✓ **School List Package** One-off
The partner gets a vetted list of schools by country and field for clients to choose from.
- ✓ **Student Support Services Package** One-off
The partner's students receive end-to-end support for admissions, visa and travel.

M2W BEHIND THE SCENES, POWERING YOUR BUSINESS

- ✓ End-to-End Mobility Package
- ✓ Migration Pathway Package
- ✓ Skilled Migration Package
- ✓ Family Sponsorship Package
- ✓ Tourist Visa Package

You keep the brand and the client relationship; M2W runs the operations.

04 INVESTORS

Education investors

Companies looking to invest in education: Market entry, overseas expansion, investment matching, delegations and CSR.

- ✓ On-the-ground delegations & business matching
- ✓ Substantive B2B connections
- ✓ Immersion in Vietnam's education market



EDUCATION INVESTORS

The right *solutions*.

- ✓ **Corporate Immersion Package** One-off 3-7 days
The delegation experiences real business operations and local culture, with substantive introductions.
 - ✓ **CSR Impact Package** One-off 4-8 weeks
The company delivers a CSR project with measurable impact and media-ready documentation.
-



05 INDIVIDUALS

Individuals & families

End customers. Only in the migration line are they M2W's direct clients – in education they are served by our education partners.

- ✓ Skilled migration – handled directly by M2W
- ✓ Family sponsorship, any country
- ✓ Tourist visas & end-to-end travel

INDIVIDUALS & FAMILIES

The right *solutions*.

- | | |
|--|--|
| <div> End-to-End Mobility Package <small>One-off Per delegation schedule (flexible)</small>
A group or individual has all travel logistics handled end to end, with no loose ends.</div> <hr/> <div> Migration Pathway Package <small>One-off 3-6 months by category</small>
The individual gets a clear, viable long-term migration or skilled-pathway plan.</div> <hr/> <div> Skilled Migration Package <small>One-off</small>
For individuals and families pursuing employment-based migration (EW-3 / EB-3).</div> <hr/> | <div> Family Sponsorship Package <small>One-off</small>
For those with relatives abroad seeking to sponsor their settlement.</div> <hr/> <div> Tourist Visa Package <small>One-off</small>
For one-off tourist visas (US, Canada, Australia, Europe, UK, Japan, Korea...).</div> <hr/> |
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SERVICE LIBRARY

All 21 standard services.

INTERNATIONAL EDUCATION

12

- | | |
|-----|--------------------------|
| M01 | Institution Visit |
| M02 | Summer Camp |
| M03 | Faculty Exchange |
| M04 | Student Exchange |
| M05 | Partnership Development |
| M06 | Academic Events |
| M07 | Internship Program |
| M08 | Research Collaboration |
| M09 | Professional Development |
| M10 | Curriculum Development |
| M11 | Education Consulting |
| M12 | Admission Support |

MIGRATION & SETTLEMENT

3

- M19 Skilled Migration
- M20 Family Sponsorship
- M21 Tourist Visa

CORPORATE & EVENT

2

- M22 Event Operations
- M23 Exhibition Booth

COMMUNITY & CSR

3

- | | |
|-----|--------------------|
| M27 | Alumni Engagement |
| M30 | Cultural Exchange |
| M31 | Ambassador Program |

BUSINESS CONNECTION

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- ### M33 Business Matching

ONE DECISION

Let's build a *partnership*.

MAIN CONTACT

partnerships@m2w.vn

DIRECT CONTACT

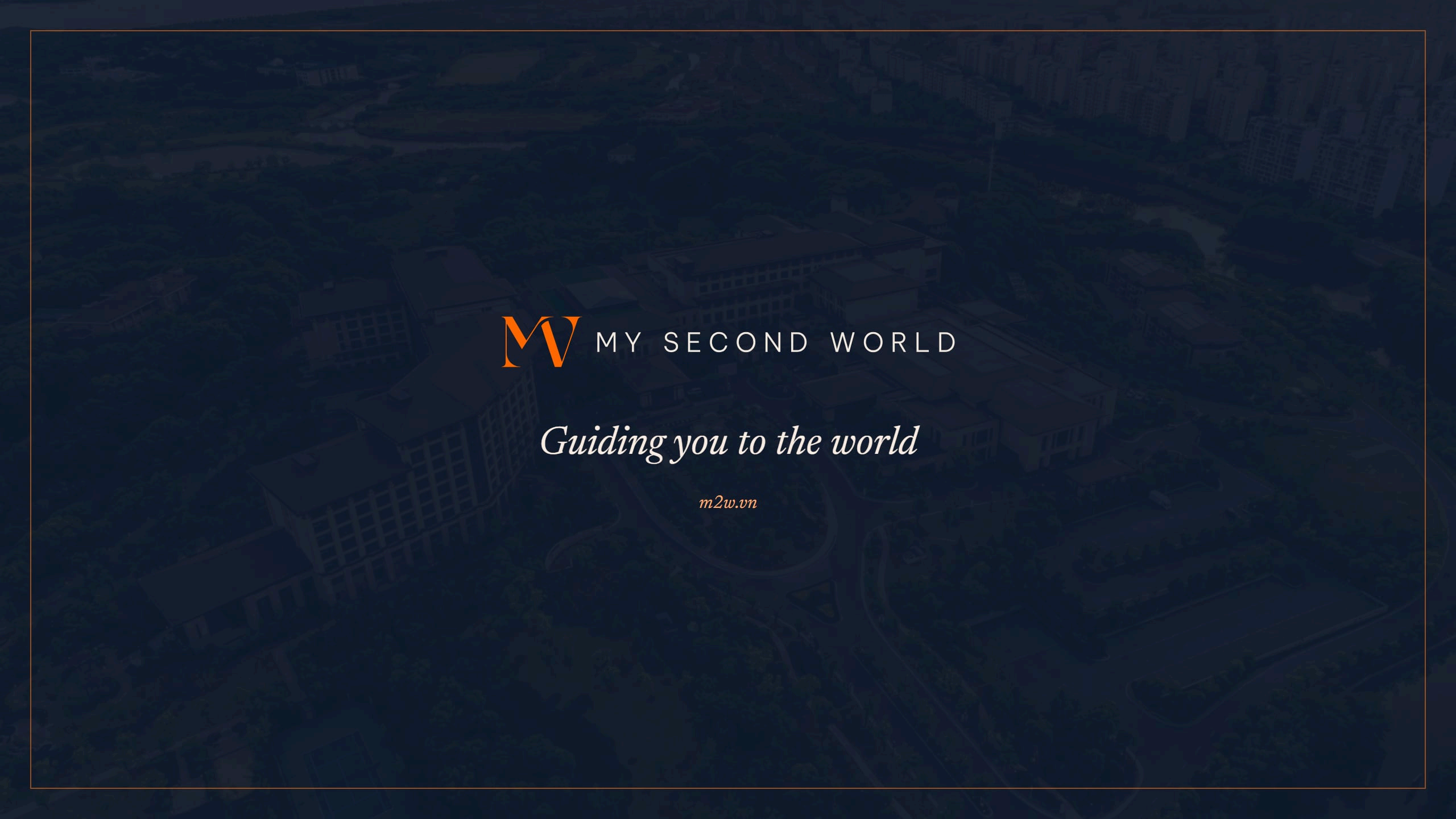
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