



#NMMW

#NOMOREWASTE

---

YUSUKE OSUMI

YUTOSUZUKI

---

HITOTSUBASHI UNIV.

Yusuke Osumi  
&  
Yuto Suzuki

**2<sup>nd</sup> year of Hitotsubashi Univ.**

**The winners of the business contest  
in Hitotsubashi university**



# What makes a person different?

---



**Cristiano Ronaldo**



**Steve Jobs**

Answer

習慣化

---

Create good habits

# 受験に限らず習慣化は重要

**Creating good habits** is very important in all areas, including entrance exams for universities.

# 習慣化させる一番良い方法は

The best way to **create good habits**

---

## 幼少期からの訓練

is to train persons from their childhoods.

しかし**皆**が幼少期に訓練を

However, **not all** the people can be trained

---

受けられるわけではない。

from their childhoods.

特に、高校生になっても

As a result, many high school students have

---

習慣化ができない人が多い。

trouble with **creating good habits.**



# 高校時代の勉強

But, if they study constantly in their high school,

---

は習慣化の好機。

the student can create good habits for life.



ゴールは受験で受かることではない。  
Our goal is **not** entrance examinations.  
高校生が習慣化を実現することだ。  
Our goal is to help high school students  
**create good habits.**



「すべての日本人＝習慣化のプロ」

All Japanese people have the skills of **creating good habits.**

**Prologue**

**Japanese Educational System**

**#1**

**Problems**

**#2**

**Services**

**#3**

**Market**

**#4**

**Competition**

**#5**

**Profit Structure**

**#6**

**Growth Strategy**

# PROLOGUE

---

## Japanese Educational System

# ≡ Japanese Educational System

	Japan	Vietnam
Elementary school / Primary education	6 years	5 years
Junior high school / Lower secondary	3 years	4 years
High school	3 years	3 years
University	4 ~ 6 years	4 ~ 6 years

# ≡ How to enter university

Japan
Apply university
The 1st exam
Pass
The 2nd exam
Pass
Enter university

Vietnam
Graduation exam
Pass
Apply university
University permits
Enter university



# Cram School

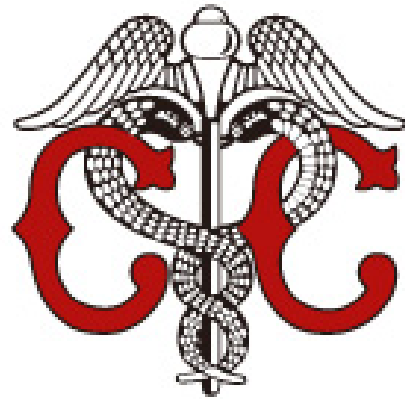




# University



# ≡ University



HITOTSUBASHI  
UNIVERSITY



東京大学  
THE UNIVERSITY OF TOKYO



WASEDA University

**How to enter university**

**Variables**

# How to enter university

(Variables)	Public	(Variables)	Private
67.5	Tokyo / Hitotsubashi	70.0	Waseda / Keio
60.0	Yokohama City	60.0	Chuo
50.0	Ibaraki	50.0	Komazawa
40.0	Aomori Public	40.0	Chiba Economy

Note: Public universities and private universities are assessed differently.

#1

---

**Problems**

現状、大半の高校生は

Most Japanese high school students do not

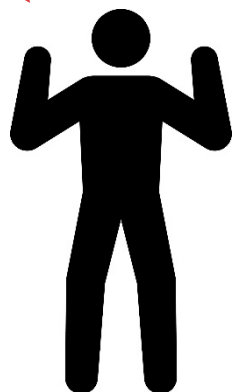
---

大学受験の直前まで勉強が習慣化しない

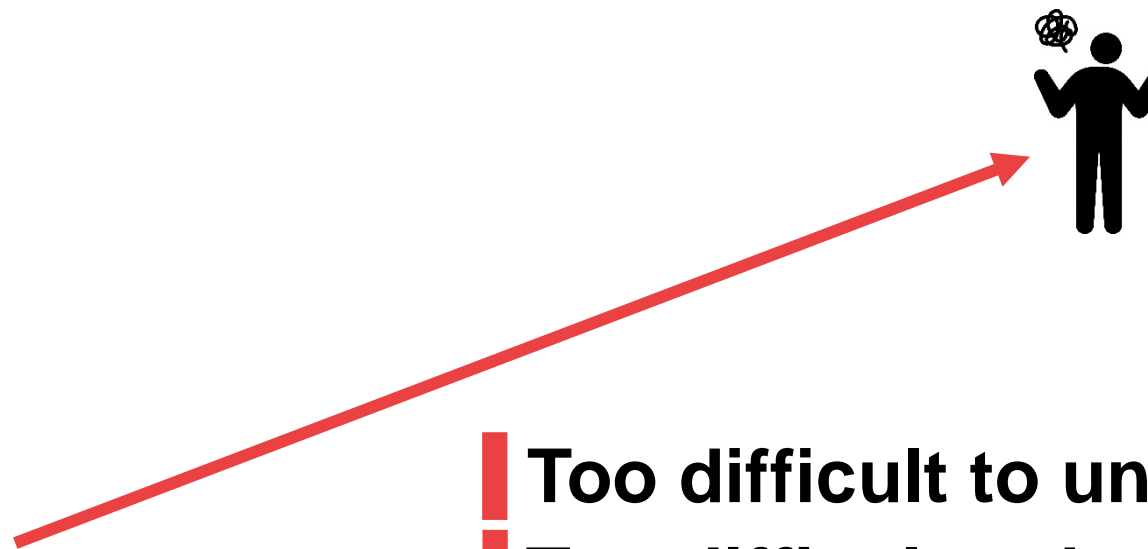
successfully **make a habit of studying** by themselves.

**Even though they get motivated, they cannot continue.**

**Do it by myself!**



**Go to a cram school!**



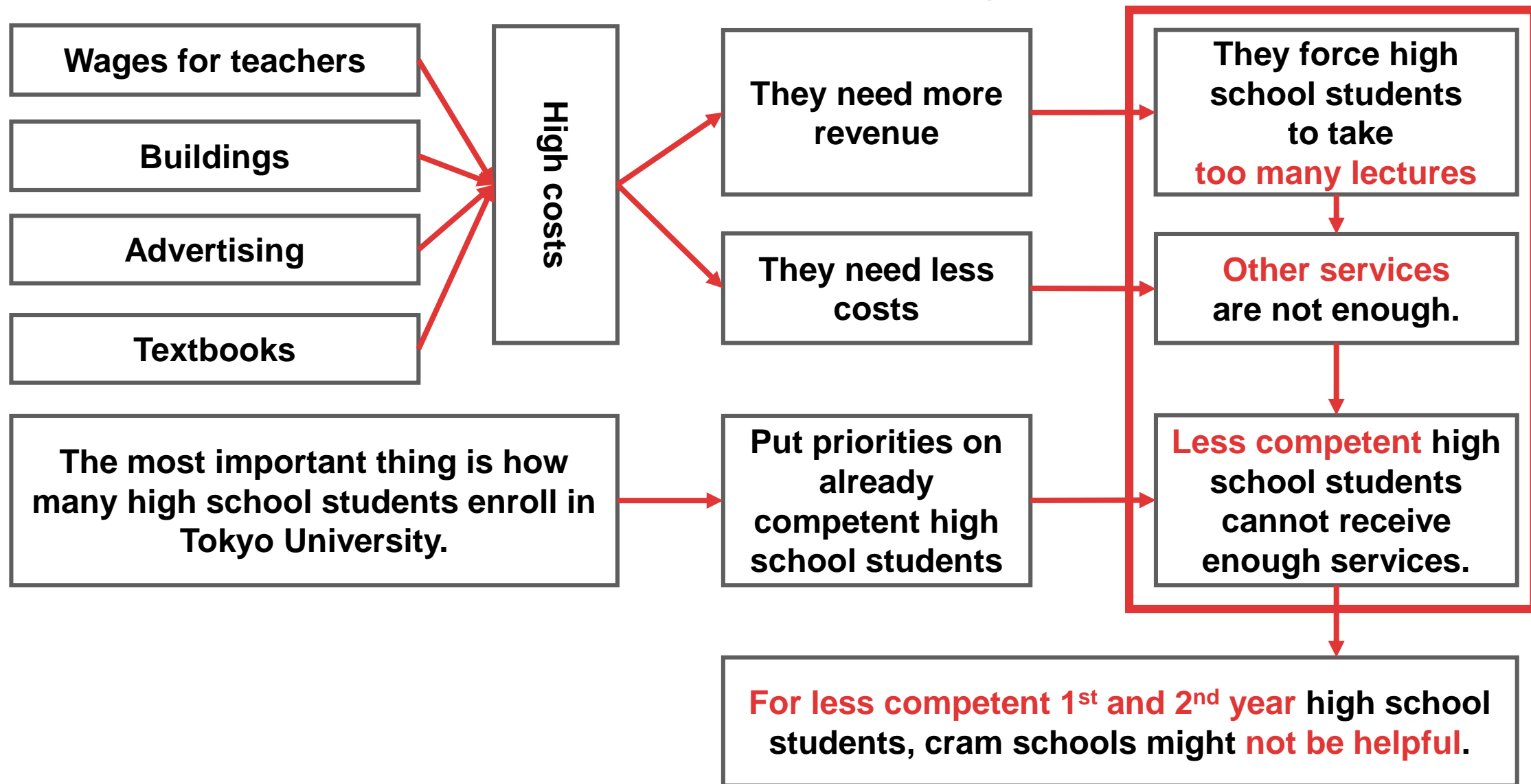
**Too difficult to understand...**

**Too difficult to keep working**

**I do nothing after attend classes  
of a cram school...**

**OK, now I understand classes, but how  
do I do without instructions?**

# Are cram schools really helpful?





# Are cram schools really helpful?

They force high school students to take **too many lectures**

**Other services** are not enough.

**Less competent** high school students cannot receive enough services.



For less competent 1<sup>st</sup> and 2<sup>nd</sup> year high school students, cram schools are **not helpful**.

東京大学 63合格 14%UP 72合格  
2017年 2018年



**誰か、どうにかしてください！！**

**Who helps the students?**

Most of the teachers are **super busy**...

## The schedule of a teacher in Japan

**7:00** 出勤、授業準備、書類処理、部活指導、朝学習指導、登校指導

**8:20** 職員打ち合わせ

**8:35** 朝のSHR、出席確認、連絡事項、提出物回収、生徒呼び出し

**8:45** 授業開始、授業をする、授業の準備をする

**12:35** 昼休憩、授業準備、委員会指導、生徒呼び出し、生徒指導

**13:20** 午後授業、授業をする、授業の準備をする

**15:10** 帰りのSHR、連絡事項、提出物回収、生徒呼び出し

**15:20** 朝清掃監督

**15:30** 出席簿・学級日誌の整理、職員会議、学年会議、委員会活動、補習・補講、部活指導、授業準備

**19:00** 退勤

**No one helps them?**

#NMW

#NMW

**No more meaningless cram schools!**

# The **key** is School.

---

- **For parents**, school is a safe place enough to put their children in.
- **For students**, school is a part of a daily life.

公教育と**連携**して、  
高校生に勉強の**習慣**をつける

**Collaborating** with high schools, we provide  
their students skills of **making a habit of studying.**

# 2

---

**Services**



疑問

どうやって**習慣化**させる？

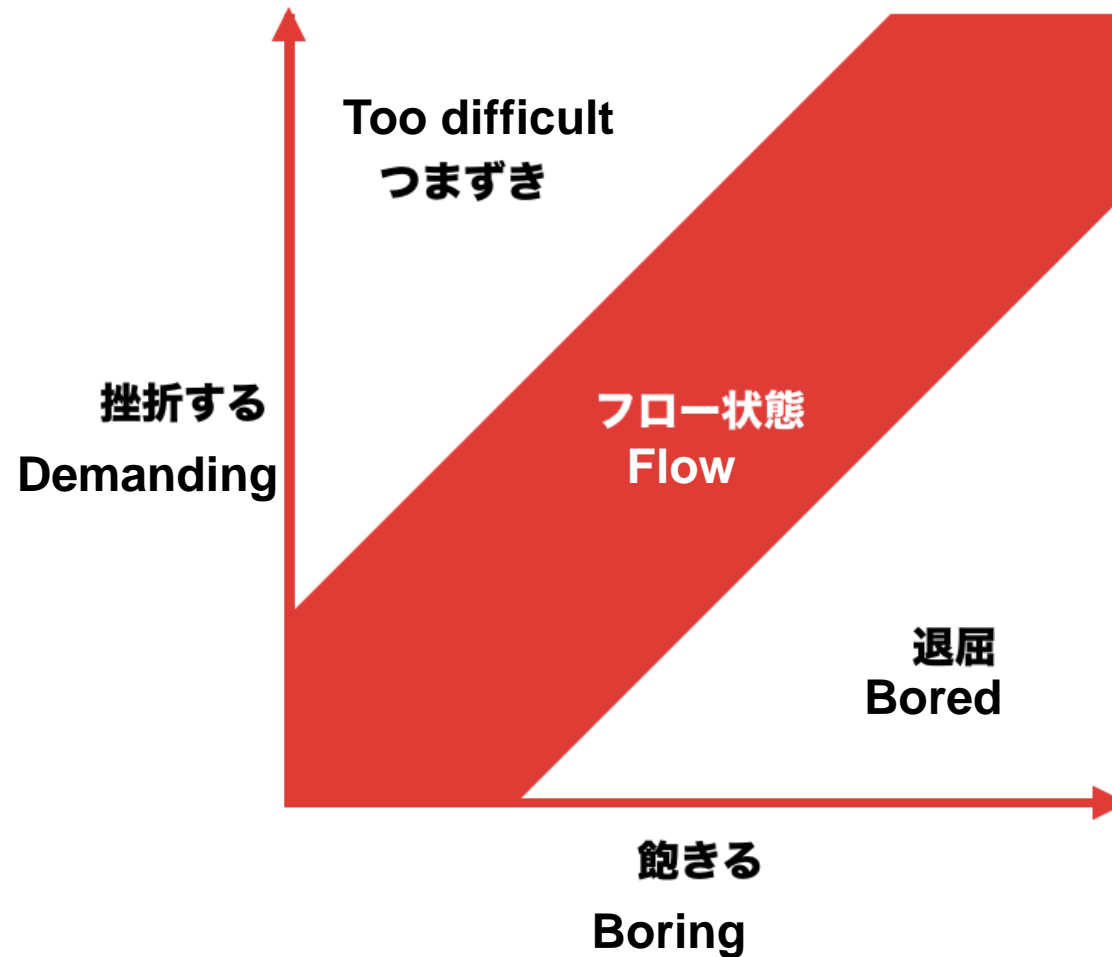
How do high school students create **a habit of studying**?

フロー理論

The Theory of Flow

# What is “Flow”?

The state in which people are concentrating very well on their tasks.



# Our Program

**2 weeks**

**Selected  
University students**

**At High Schools**

**In a Long Vacation**

**High school students make a habit of studying.**



# Service Flow

**Arrival**

**5min**

Attendance Confirmation & Check Schedules



**10min**

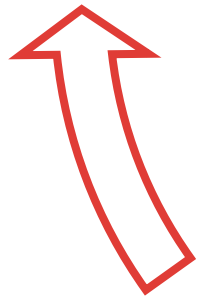
**Leave**

**Study**

**90min**

Reflection & Planning

**4hours X 2weeks**



**90min**

**Study**

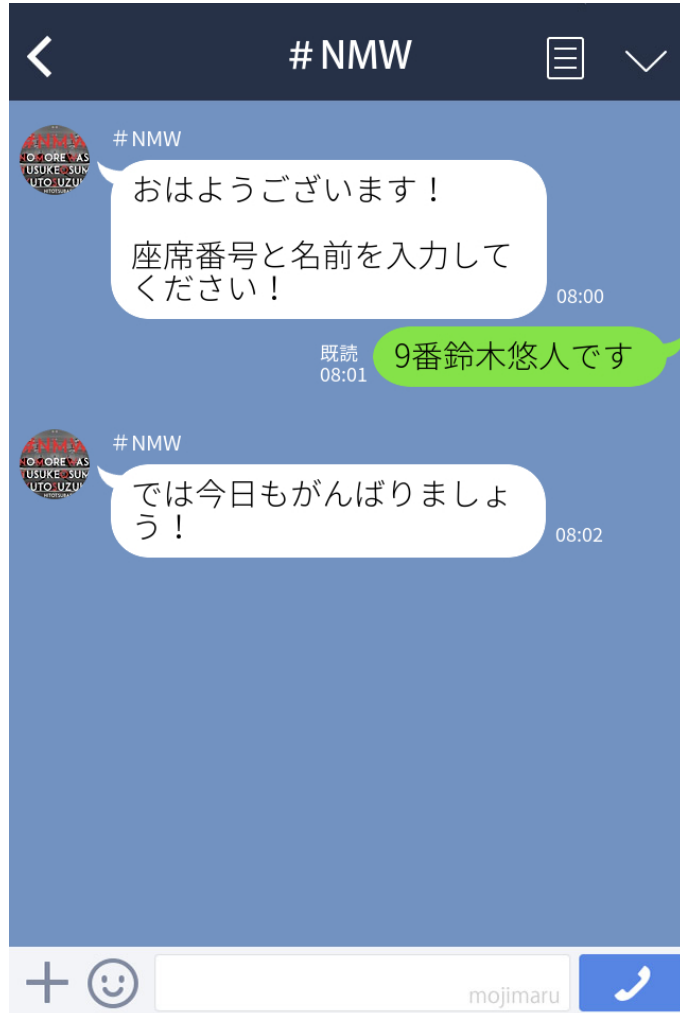
**Break**

**15min**





# Attendance Confirmation



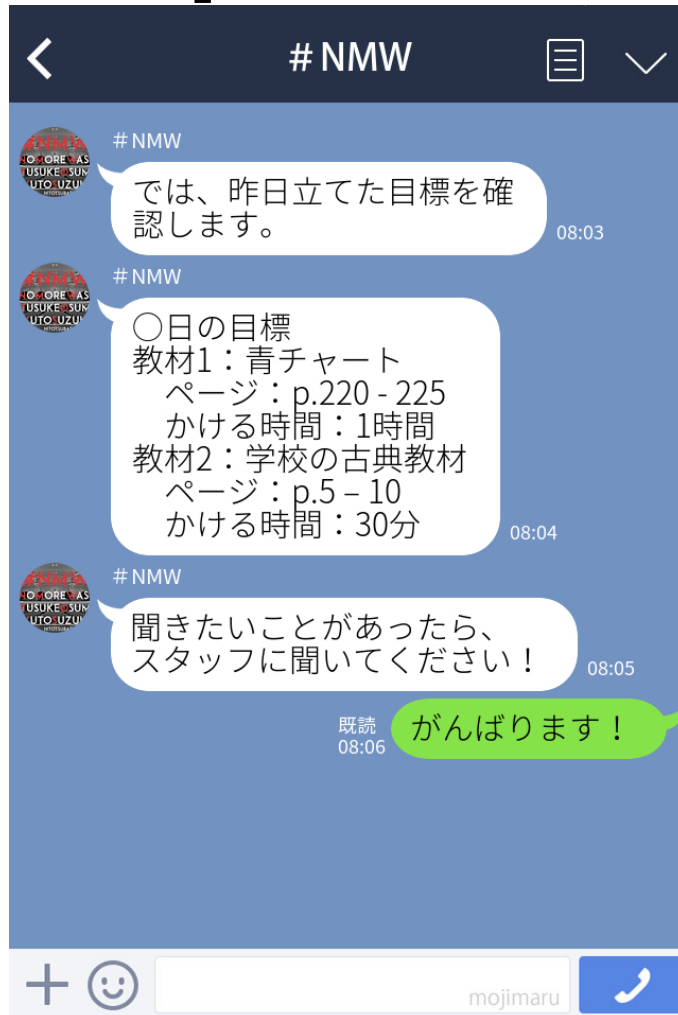
## Attendance Confirmation

We confirm students show up sessions via the LINE chatbot.

Parents and teachers also can check the high school students attendance.



# Check plan



## Check schedule

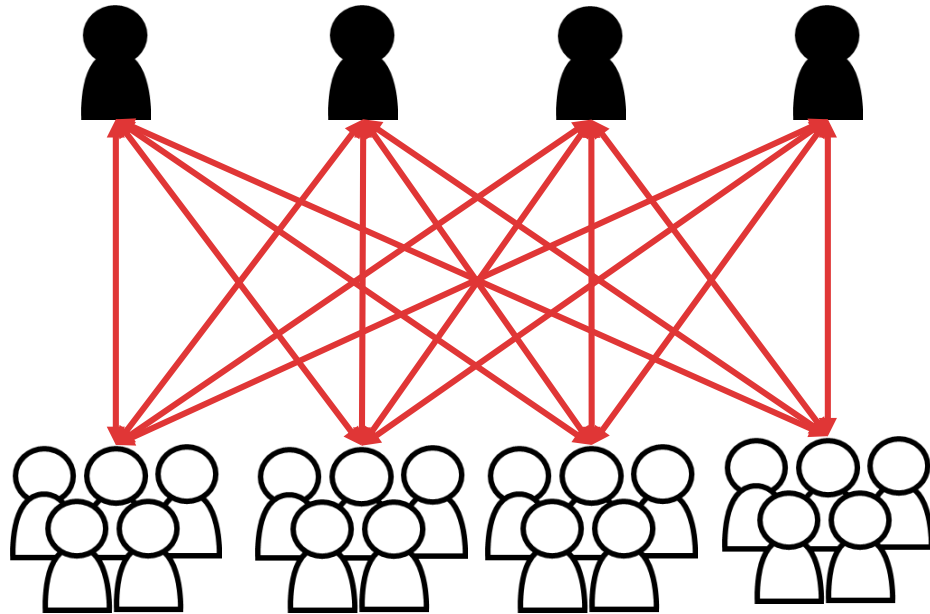
Look high school students own and check their respective schedules.

By doing away with paper, we can save cost as well as using time efficiently.

## Day 1

Through the first 1.5 hours, students make their plans covering whole 2 weeks.

# ≡ Studying



**1.5 Hours \* 2**

Students study for 3 hours following their own plans. There is a 15 minutes break.

**Feel free to ask questions**

Whenever students have questions, they can ask to teachers. 5 high school students have 1 teacher, so high school students can ask questions without waiting for long.



# Short Break



公教育と連携して  
豊かな長期休暇を  
高校生に提供する

Service

Contents


FOR SCHOOLS

REQUEST A QUOTE

JOIN OUR TEAM

RECRUIT

## Day 2 ~

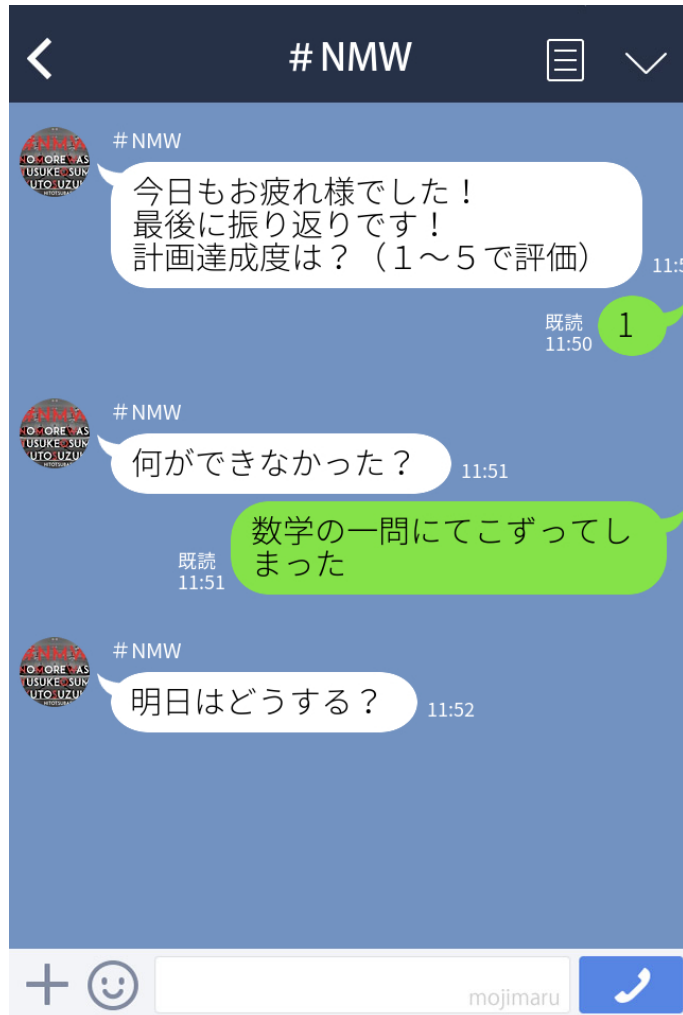
After studying for 1.5 hours, high school students have a 15 minutes break. Teachers have time to do what they plan through the break. For example, teachers talk about how they studied when they were high school students.

## Day 1

Extending the break to 30 minutes, we have events in which high school students get friends.



# Reflection



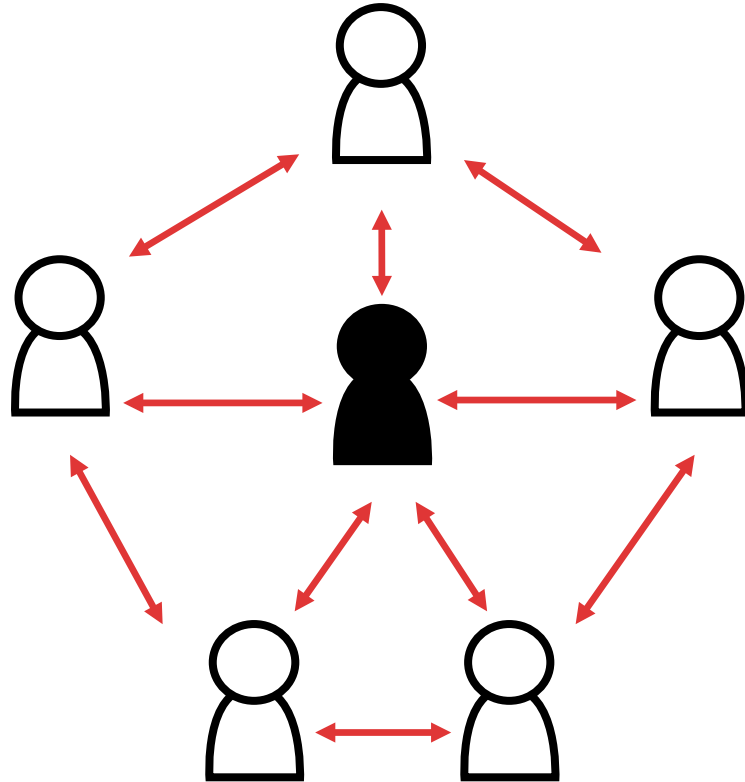
## Reflection

High school students think about whether their plans worked well or not, and identify why that happened.

## Analyzing logs

We analyze the logs of high school students' reflections. By doing that, we can accumulate knowledge about high school students' studying.

# ≡ Giving Feedback



## Team MTG

Teachers facilitate the discussions among students how well each high school students did or how each of them study. It will help high school students to acquire the knowledge of studying and get accustomed to studying.

## Feedback by teachers

Discussing topic such as how to study is difficult and there are many answers. Teachers provide their own answer to those topic, so that high school students can get another perspective on the topic.

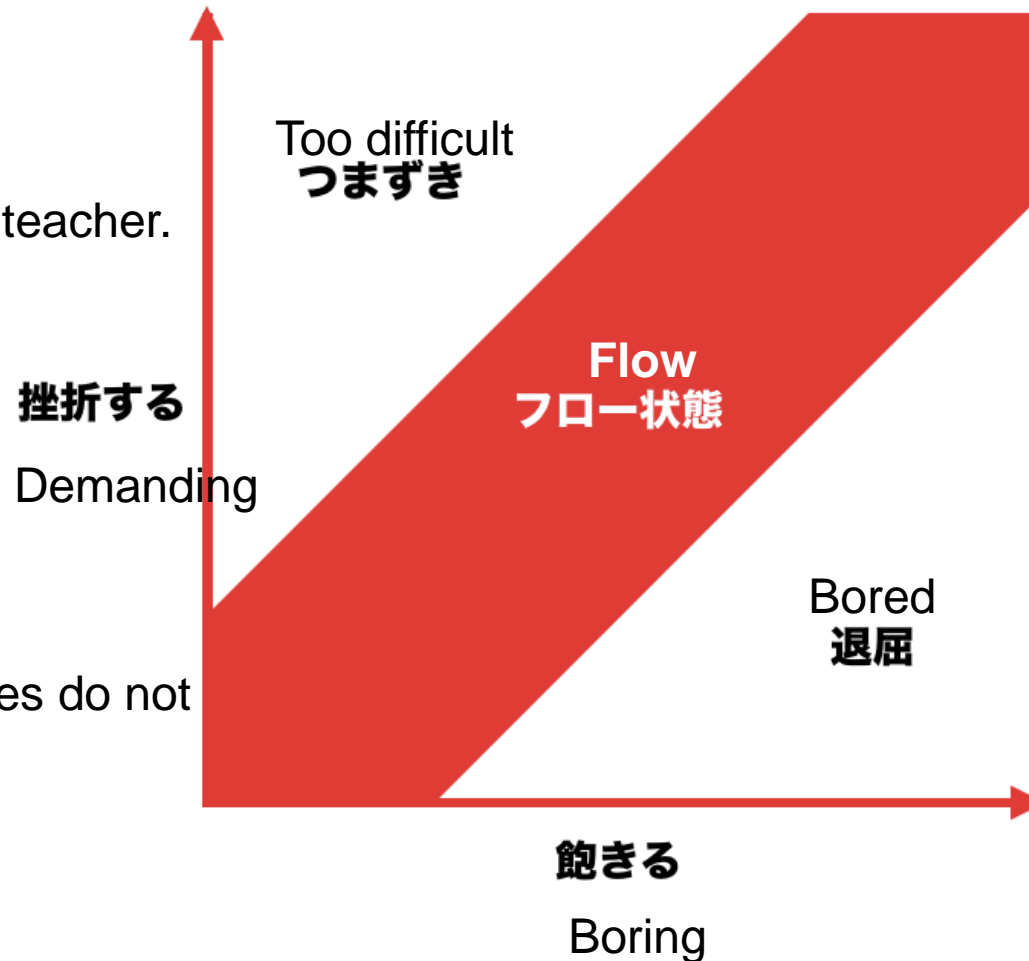
# ≡ In terms of Flow

## Ask Questions

5 high school students have 1 teacher.

## Get Knowledge of Studying

High school students sometimes do not know how to study.



## Team Work

By studying with their friends in a team, high school students stimulate each other.

## Reflection

High school students think deeply about how to study and why they study.

# プログラム中のフロー状態の維持

Maintaining the state of Flow build

---

## 習慣化の基礎を築く

The base of making a habit of studying.

そして

Before

#NMW

After



Before joining...  
#NMW is dull work.  
Students come  
because their parents tell them

After joining...  
#NMW is a part of  
students lives.  
Students feel nothing.

One day students will  
become aware,  
“I’ve made a habit”

学校だからこそ**習慣化**が仕上がる

The program is held in high schools.  
That is why students can make a **habit of studying**.

Pay only 30,000 yen. Then you can make a habit of studying.

習慣化のきっかけをつかむための

Fee: **30,000** yen

---

**3,000**yen/day (**750**yen/hour × **4**hours/day) × **10**days

Note: You have to pay more than 30,000 yen as admission fee to a cram school when you start taking courses in the cram school

# ≡ Recruiting

**Teachers : 2,000-2,500** yen per hour

(640,000 – 800,000 yen per session)

- Career (Teachers should have graduated from good universities.)
- Ability of facilitating discussion
- Teachers should have experienced entrance examinations.

**Business Development : 5 million yen per year** (It is much higher than ordinary retired people.)

- Real teachers who retired from high schools.

**Interns : 2.2 million yen** (It is a little higher than the average wage of people hired as part-time job.)



# Benefits for each stakeholder

## High school students and their parents

- High school is a part of daily lives.
- The school is safe.

## Schools

- University students can save teachers' time.
- University students can give information to high school students.

## University students

- University students receive high wages.
- University students can enjoy running program.

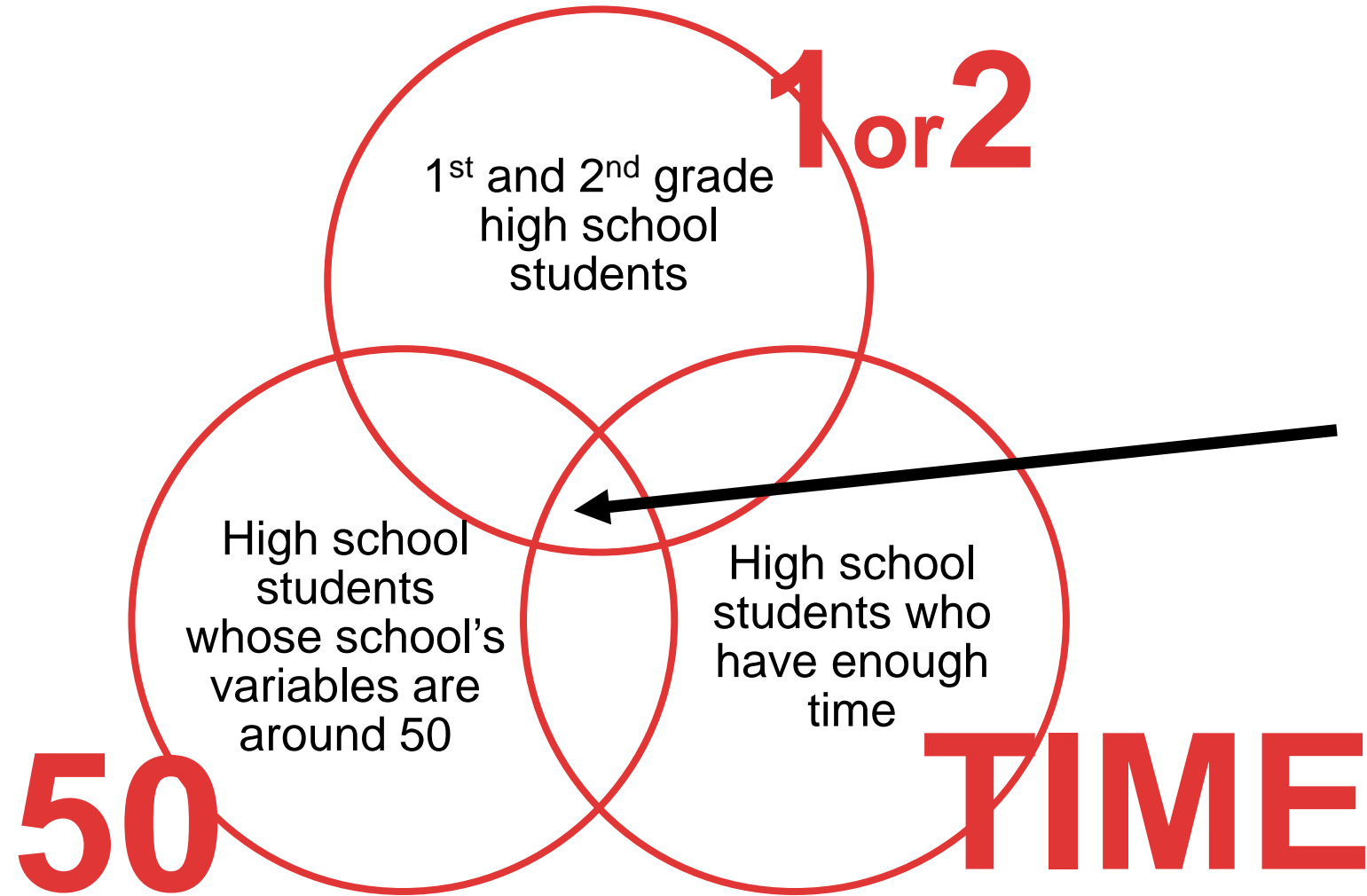


#3

---

**Market**

# ≡ Persona of our target





# Market size

**1,000**

The number of high schools in the Tokyo Metropolitan area.



**400**

High schools whose variables are between 45 and 55



**80/year**

The number of students per high school



**32,000**

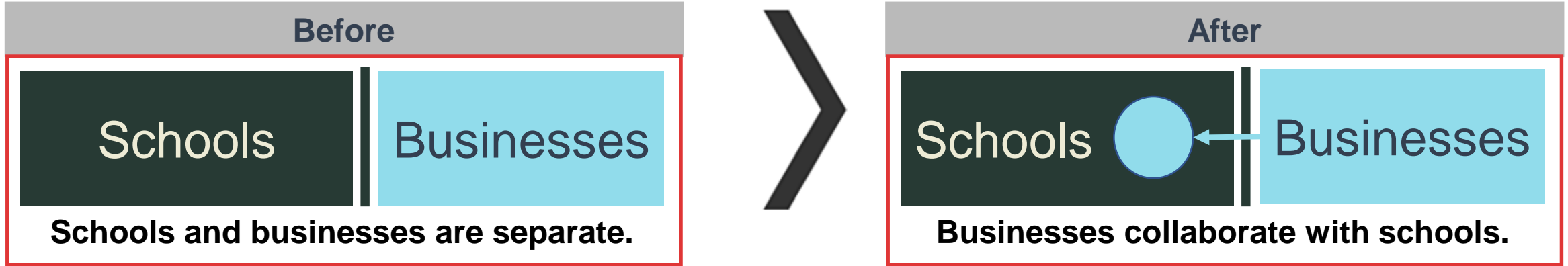
The number of target students

#4

---

**Competition**

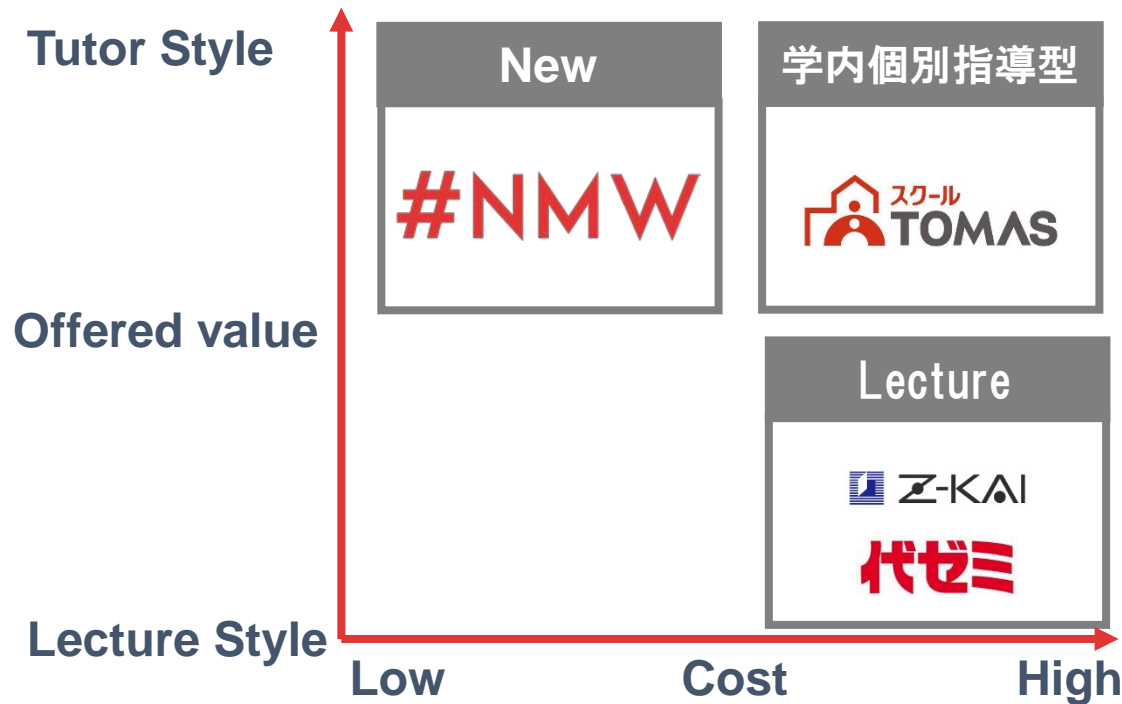
# ≡ Collaborate with Schools



様々な形で私教育ビジネスが公教育に参入

In various forms, **private education** companies have started collaborating with schools.

# ≡ Positioning Map



## Tutor Style

High school students study under tutors. Central value is that tutors force high school students study.

**Tutor Style provide different value to customers.**

## Lecture Style

Teachers sent by cram schools offer lectures in high schools. Central value is contents of the lectures.

**Lecture Style provide different value to customers.**

# ≡ Build an Entry Barrier

## Awareness

- We are first entry, so we should have most biggest awareness.

## Holding customers

- Because our direct customers are schools, which make decision slowly and stick to previous decision, we do not have to worry that our customers switch.

## Accumulating knowledge

- Because we enter the market early, we can accumulate data on students' studying.
- Because we have much data, more customer will use our program, which means that we get more data.

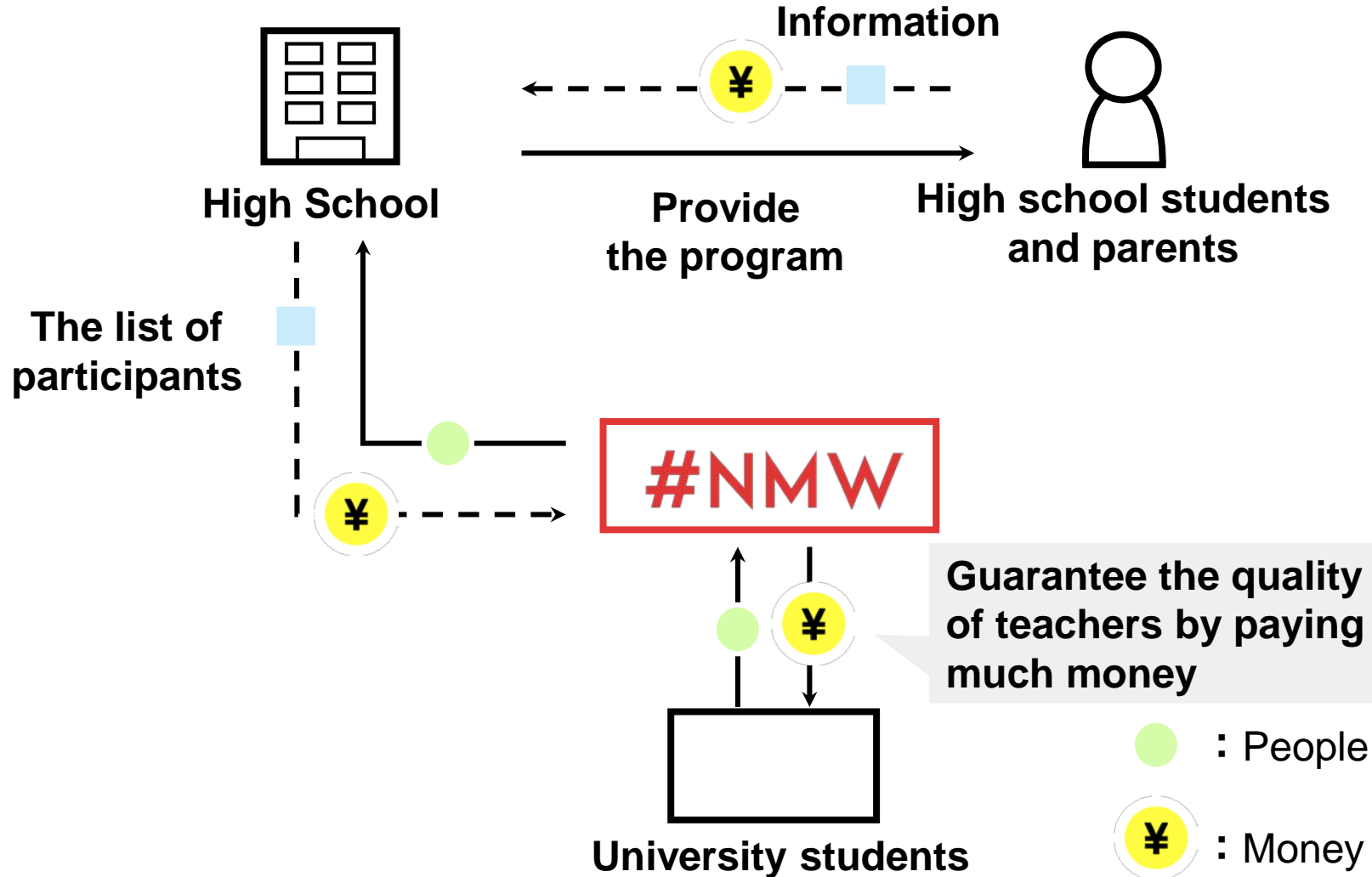
#5

---

# Profit Structure



# Business Model



## #5. Structure of the Profit

### ≡ P/L

Revenue increase constantly.

	2019 H1	2019 H2	2020 H1	2020 H2	2021 H1	2021 H2	2022 H1	2022 H2	2023 H1	2023 H2
Revenue	15,000,000	24,000,000	36,000,000	54,000,000	81,000,000	120,000,000	174,000,000	246,000,000	339,000,000	456,000,000
Cost of Revenue	6,400,000	10,240,000	15,360,000	23,040,000	38,016,000	56,320,000	81,664,000	131,200,000	180,800,000	243,200,000
Teachers	6,400,000	10,240,000	15,360,000	23,040,000	38,016,000	56,320,000	81,664,000	131,200,000	180,800,000	243,200,000
Sales, General and Admin	9,503,000	12,003,000	15,603,000	20,603,000	29,203,000	41,703,000	57,803,000	77,803,000	103,903,000	136,403,000
Business Development	5,000,000	7,500,000	10,000,000	15,000,000	22,500,000	35,000,000	50,000,000	70,000,000	95,000,000	127,500,000
Intern	4,400,000	4,400,000	5,500,000	5,500,000	6,600,000	6,600,000	7,700,000	7,700,000	8,800,000	8,800,000
HP	103,000	103,000	103,000	103,000	103,000	103,000	103,000	103,000	103,000	103,000
Operating Income	-903,000	1,757,000	5,037,000	10,357,000	13,781,000	21,977,000	34,533,000	36,997,000	54,297,000	76,397,000
Cumulative Operating Income	-903,000	854,000	5,891,000	16,248,000	30,029,000	52,006,000	86,539,000	123,536,000	177,833,000	254,230,000
Sessions	10	16	24	36	54	80	116	164	226	304

Note: Revenue per session is 2,500,000; Wage of interns per half is 1,100,000; Wage of university students per session is 640,000; Wage for university students per hour is 2,000 (yen)



# Cost Structure

## 4 Big Costs of Cram Schools

**Building**

We hold the program in high schools, so that we do not have costs of holding buildings.

**Textbooks**

In our program, high schools students use their own textbooks, so we do not provide textbooks.

**Wages**

We do not pay for professional teachers, which cram schools pay a lot.

**Advertising**

We do not advertise on TV or other media, which cost a lot.

# ≡ Cost Structure

**Wages for university students** = Wages per hour (2,000 yen)  
× 8 hours × 10 days × 4 people × n sessions

**Business development** = 7 million yen (the average annual wages for business development person) × 70% (the average wages of retired people) × m (people)

**Interns** = 1,000 yen (Wages per hour) × 8 hours × 275 days  
× x (people)

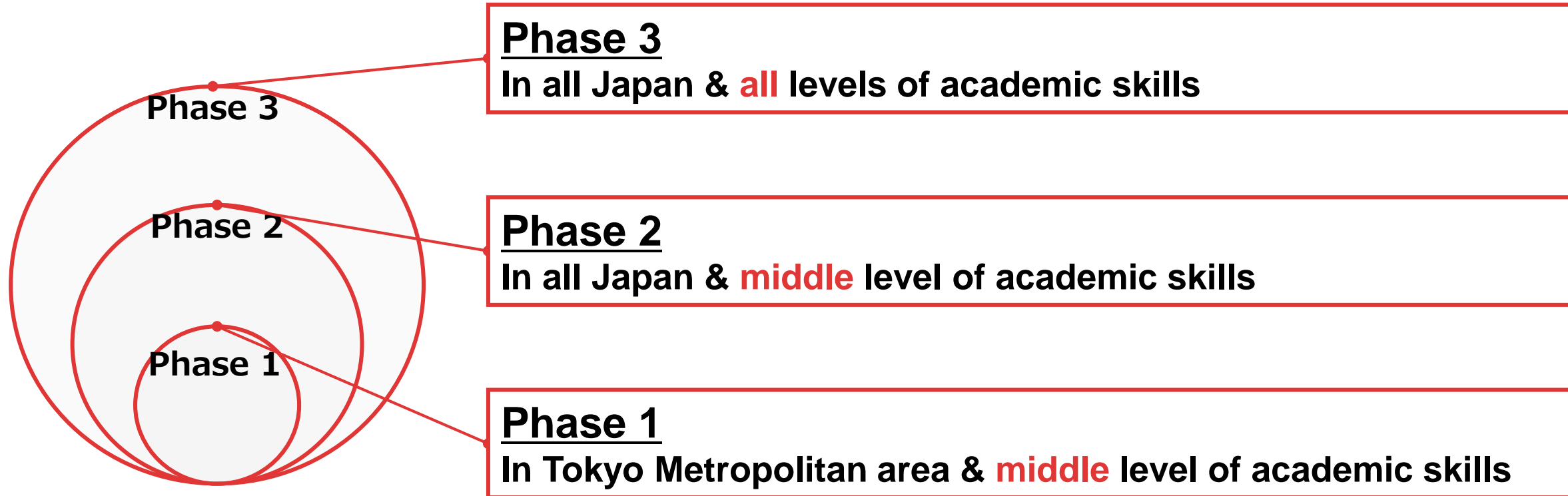
**Website** = 206,000 yen

#6

---

**Growth Strategy**

# ≡ Growth Strategy



Anyway, we really want to **help**  
high school students.

We are very happy to find that  
high school students acquire  
**a habit of studying** through our program.



「すべての日本人＝習慣化のプロ」

All Japanese people have the skills of **creating good habits.**



—  
THANK YOU!

—  
11.29.2018

—  
PRESENTED BY #NMW

大住優亮

YusukeOsumi

鈴木悠人

YutoSuzuki  
—