

Gakken Holdings Co., Ltd.



Gakken

- ❑ Address: 2-11-8 Nishigotanda, Shinagawa-ku, Tokyo
- ❑ Employees: 13,296
- ❑ Established in 1947
- ❑ Business: Education, Medical and welfare services

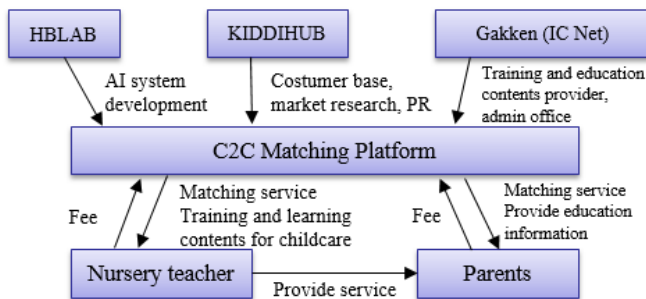
<https://ghd.gakken.co.jp/english/>

Outline of the demonstration project

- Individualized childcare service and C2C matching platform(PF) business in Vietnam

Cooperation with local companies/governments

- Local Partners: KIDDIHUB and HBLAB
- Details of cooperation and collaboration: Platform development etc.



Business scheme



Gakken's nursery contents

Targeted economic/social issues

- Although the demand for individualized childcare is high in Vietnam, there are issues such as a lack of affordable and appropriate services, a shortage of nursery teachers, and a high hurdle for nursery skill development. Our C2C matching business is expected to solve this problem..

Details of demonstration

- C2C business keeps intermediate costs down so that more people can use the service at an affordable price.
- Unlike other services that have only a matching function, contents used in individual childcare and how to use them are provided free of charge (partly charged) to nursery teachers on the PF as a training program.
- In addition to the information on nursery teachers and parents, children's nursery data is accumulated, and programs that tailored to each child based on the growth records are also provided through the PF.

Expected outcome of beneficiary effects

- Lower fees make it available to a wider range of people.
- Reduced intermediate fees improve the teachers' income.
- Contribute to the creation of a sound business environment by communicating the matching results and high-quality services.
- The findings in this project can contribute to improving the business environment in Vietnamese education industry.