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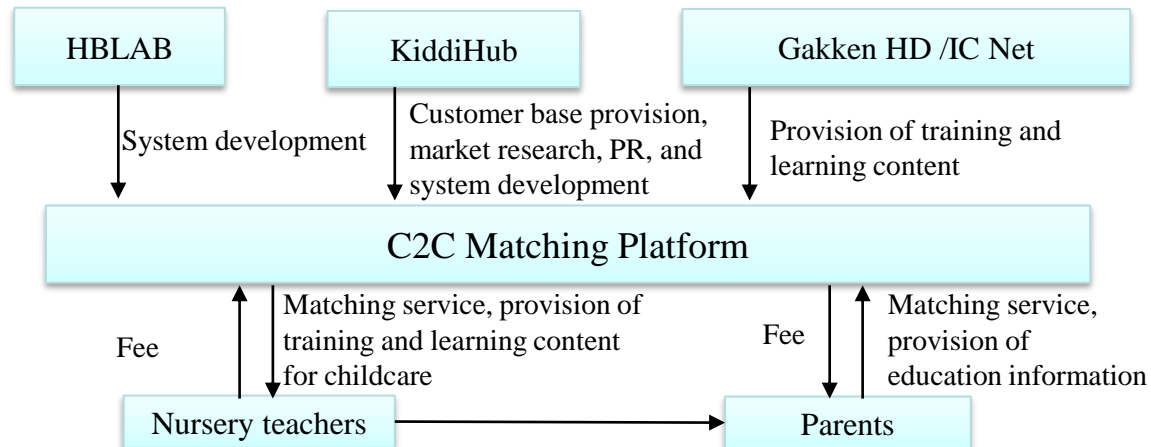
Individualized childcare service and C2C matching platform (PF) business in Vietnam

Objective of the project

Providing diverse, convenient and high quality childcare to Vietnamese parents. In this demonstration, the Minimum Viable Product (MVP) version of an application software was launched to match nursery teachers with parents and its pre-service enabled us to confirm whether a Consumer to Consumer (hereinafter C2C) type business model was appropriate for the field of individual childcare.

Cooperation with local companies/governments

HBLAB developed the system, and KiddiHub operated the pre-service stage of C2C matching service locally, and we and our group company IC Net designed the entire service, implemented the training programme, and considered the provision of learning content.

Diagram:
- HBLAB → System development → C2C Matching Platform
- KiddiHub → Customer base provision, market research, PR, and system development → C2C Matching Platform
- Gakken HD /IC Net → Provision of training and learning content → C2C Matching Platform
- C2C Matching Platform ↔ Nursery teachers: Fee; Matching service, provision of training and learning content for childcare
- C2C Matching Platform ↔ Parents: Fee; Matching service, provision of education information
- Nursery teachers → Parents

Targeted economic/social issues

There are three main social issues concerning the nursery environment in Vietnam. The first is that as women advance in society, parents are demanding a diverse range of childcare services. While the environment for group childcare is being developed in Vietnam with the advancement of women in society, the issues of "uniform guidance only" and "inability to provide childcare for special children" in group childcare have become apparent. Globally, more women are entering the workplace, the female employment rate is increasing, and the demand for diverse childcare is growing. The second is harsh working environments for nursery teachers. As the number of group childcare facilities is increasing, the demand for nursery teachers is also increasing, but as the Vietnamese National Commission for Culture and Teachers has pointed out as an issue, there is a shortage of qualified nursery teachers due to their low income despite the long working hours and heavy responsibilities of the job. The same issues in the working environment for nursery teachers exist in Japan, and it is highly likely that other countries besides Japan and Vietnam are facing similar issues. The third is to ensure the appropriateness of transactions between individuals. In the C2C business model, review systems and evaluation functions are widely used to improve the transparency and reliability of transactions. Users can refer to the experiences and opinions of other users to identify reliable business partners.
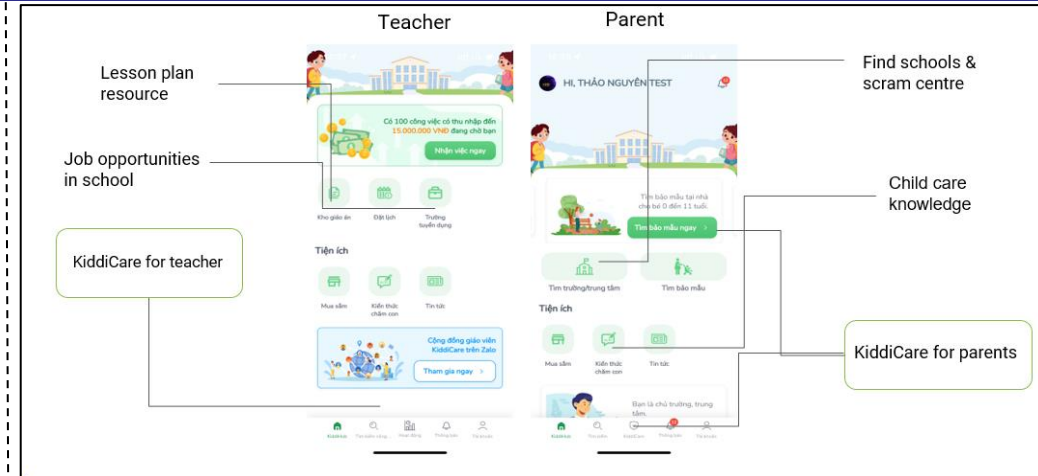
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Demonstration period

September 2023 – January 2024

Details of demonstration

Four verifications were conducted. The first was to verify the demand for individual childcare from parents. The results of interviews with the MVP version users showed that not many parents wanted individual childcare on a regular basis, but it was found that demand for individual childcare services is high in emergent cases such as when a child is sick, or under certain conditions, and that the majority of users are parents with children under the age of three. The need for services other than regular childcare was around 6%. The second was to verify the demand for individual childcare from nursery teacher. The interviews with the MVP version users showed that there was a certain level of need for a second job for the MVP version users. The matching rate for this service was 80–90%, higher than expected, indicating that there was sufficient demand from nursery teachers. The third was the verification of ensuring trustworthiness in the C2C business model. Despite the short implementation period of the MVP version, the fact that there were more than 400 visits by nursery teachers and a 20% repeater rate indicates that efforts to ensure trustworthiness, such as receiving training and submission of ID documents, are likely to work. The fourth was to verify the demand for Japanese educational content, which had been digitised, localised and pre-released, but no effective clues were obtained for selecting content suitable for content marketing.

C2C App Product (MVP version) screens. Nursery teachers and parents use different screens. UI is intuitive and easy to use.

Project outcome / Future plans

Despite the stage of a pre-service, the number of App Downloads and ID registrations for this service exceeded 5,000. The analysis of potential customers and users has provided two suggestions for future business expansion measures. The first is the need to lower the price of the service in order to increase the number of parent users. The second is to increase the number of parent users whose children are 3 years old or over and who have a high level of interest in education. To achieve this, it is necessary to develop a system that facilitates the acquisition of special educational skills by nursery teachers.

Based on the above suggestions, the following are planned for the future.

1. Pre-start of student registration in collaboration with colleges of education
2. Tuning of the GSP(Gakken STEAM Program) curriculum for preschools to individual childcare