

EntryNo.2 Momo Yamazaki

Changing elementary school students' behavior. V x online learning system "V-Study"

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Hello.

I am Momo Yamazaki, a first-year student at Ikubunkan High School.

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I have a question for you.

Do you have a favorite celebrity?

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I have a favorite celebrity that I really like.

He is handsome, intelligent, and has a wonderful voice.

Since they're an intellectual character, my favorite often uses four-character idioms, and recently, just by watching them, I've naturally started to remember four-character idioms and feel like my vocabulary has expanded!

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Have you ever ticed that you've learned something from your favorite character?

Learning with your favorite character sounds fun!

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A business that makes that dream come true! That's V-Study.

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V-Study is anline one-one learning service for elementary school students, where a teacher named V, who looks like an anime character, gives lessons.

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"It's fun, so I want to do it again."

Using this positive emotion as a starting point, we aim to make learning fun and a habit for children.

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In fact, there are approximately 3 million elementary school students nationwide who dislike studying or find it uninteresting.

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Furthermore, research shows that if learning habits are not established by elementary school, it can lead to a 2–3-year academic gap by the time they enter middle school.

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So, why does V-Study focus on elementary school students?

It's because the elementary school years are considered a “critical period,” a golden time when children can naturally absorb new rules and habits.

During this period, linking “studying is fun” can significantly influence future growth potential.

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So, what does “fun” mean for elementary school students?

It's YouTube, of course!

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Currently, YouTube channels featuring anime-like characters are particularly popular among elementary school students.

V-Study leverages this appeal, replacing the time spent watching YouTube with learning time alongside V-Sensei.

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Here's how it works.

First, choose and book a V-teacher that elementary school students like.

Next, conduct individual lessons tailored to the student's concentration span, each lasting 20 minutes.

During the lesson, we boost the student's motivation through “collecting likes from the teacher.”

Specifically, the system works like this: “like” when logging in, ‘like’ when answering a question correctly, and “like” when completing 20 minutes of study.

In fact, I also found that having my mother praise me for small achievements boosted my motivation to study.

By repeating this cycle, students can develop study habits naturally.

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The key to V-Study's success lies in targeting the unique market of elementary school students and the establishment of study habits.

While there are already virtual tutoring services using V-Sensei, those services target improving the academic performance of middle and high school students.

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V-Study specializes in the entry point of learning! This is a major strength.

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Furthermore, V-Study

is a system that benefits all three parties: parents, students, and teachers.

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First, the benefits for parents are that

it can be used as an alternative to YouTube while the child is home alone, it supports home learning, and it is affordable and easy to start!

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The benefits for students are

that the 20-minute one-one lessons make it easier to concentrate and stick with the program!

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The benefits for instructors are that hiring prioritizes personality, making it easier to connect with children, the barriers to becoming an instructor are low, they can work from home during spare time, and they can enjoy teaching in their own style!

This also creates an environment where diverse talent can engage in education.

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Revenue is structured around three pillars:

Tuition fees and merchandise sales

Referral fees for introducing students who have developed good study habits to other tutoring centers
(introducing students who have developed good study habits)

Sales of advertising slots targeting elementary school students

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We anticipate profitability starting in the second year, and with increasing student numbers, we expect to maintain stable revenue in the third year and beyond.

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Finally.

This is t just an “online class.”

It is a “new gateway to education” that changes behavior and takes the first step toward learning.

When a child who disliked studying thinks, “I want to see the teacher again,” learning becomes “fun.”

What you love nurtures learning.

That is V-study.

Thank you for your attention.