THE CHALLENGE

1. How to overcome Korea’s constraints regarding ‘Geographical location (English as a Foreign Language) and Cost issues’ in English education
2. How to address the problem of the lack of professional English teachers
3. How to deal with the high drop-out rates in e-Learning among elementary school students

THE SOLUTION

1. Provide English-speaking environment through the building of the e-learning system, a rich repository of English contents
   - Partnership with Macmillan, Oxford, Capstone
   - Disney support for 5.5 years of continuous learning program, rather than one-time learning (2017)
2. Changing the primary role of English teachers from ‘teaching’ to ‘coaching’
   - Building a system that is 100% branded offline and online
3. Systematically incorporate Self-Determination Theory, which is the theory of internal motivation improvement in classroom, into the design of the e-learning system

LEARNING IMPACT OUTCOMES

1. English learning in English-speaking kindergarten is made possible for 3rd-4th graders of elementary school for $143 per month, without having to study abroad and without expensive English private tutoring
   - English Kindergarten $ 2,300 per month / private academies $ 280 on the average / private tutoring $ 500 / English Camp $ 3,500
2. Increasing number of teachers (2011 ~ 2016)
   - 1,758 → 2,093 → 2,483 → 2,753 → 2,819 → 3,000 teachers
   - Awarded the Prime Minister Prize in 2010 South Korea Digital Contents Award for recognition of its learning impact that completely changed the concept of teachers from ‘Teaching’ to ‘Coaching’
3. Effects of English Buddy learner’s internal motivation improvement supported by two domestic and foreign academic papers

RETURN ON INVESTMENT

1. Increase in local learners
   - South Korea’s southern most Jeju Island 980 students vs. The Capital Seoul 551 students
2. Increase of teachers leads to greater number of students and growth in sales
   - The number of students increased (2011 ~ 2016)
     7,532 → 9,389 → 10,999 → 12,753 → 15,318 → 17,000 students
   - Sales growth (2011 ~ 2016)
     $ 3.92 million → $ 6.38 million → $ 9.88 million → $ 13.58 million → $ 18.08 million → $ 21.84 million
3. High rate of learning continuation in e-learning
   - As of 2017, the learning continuation rate: 0.1% for five years or more, 12.8% for 4-2 years, 47.9% for one year or more, and 39.1% for less than six months