

# VISION<sup>UP</sup>

TRANSFORM EDUCATION. UNLOCK  
**EXCEPTIONAL** RETURNS.

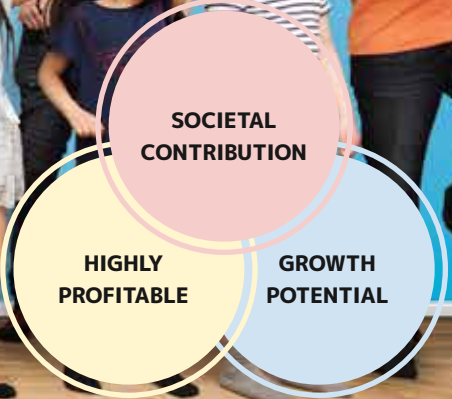


**36%+**  
**ANNUAL  
PROFIT**

**AVERAGE ANNUAL PROFIT**  
**¥21,370,000 PER SCHOOL**  
**EXPERIENCE RELIABLE,**  
**LONG-TERM PROFITS!**



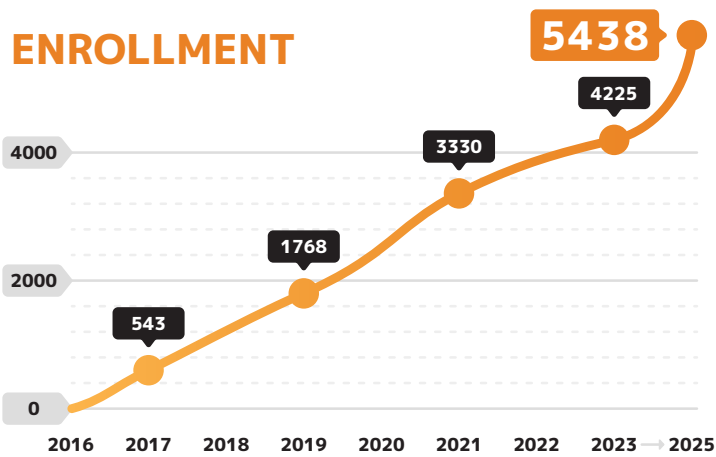
**36%+ ANNUAL RETURN POTENTIAL**  
**LAUNCH A THRIVING ENGLISH**  
**CONVERSATION SCHOOL**



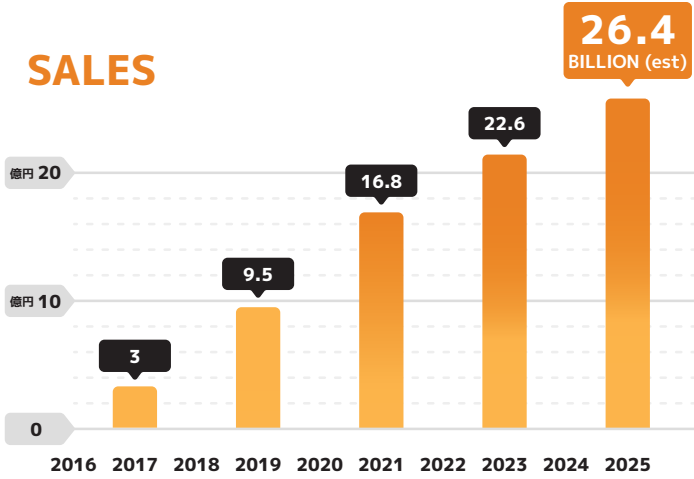
## OUTSTANDING RESULTS IN JUST 9 YEARS!

"Since 2016, Kids UP has become a leading after-school English conversation program with 36 schools and over 5,000 students in the Tokyo metropolitan area. Our immersive English environment delivers outstanding results, setting us apart from the competition. Now, we're expanding our expertise nationwide with the launch of VISION UP, our new consulting division."

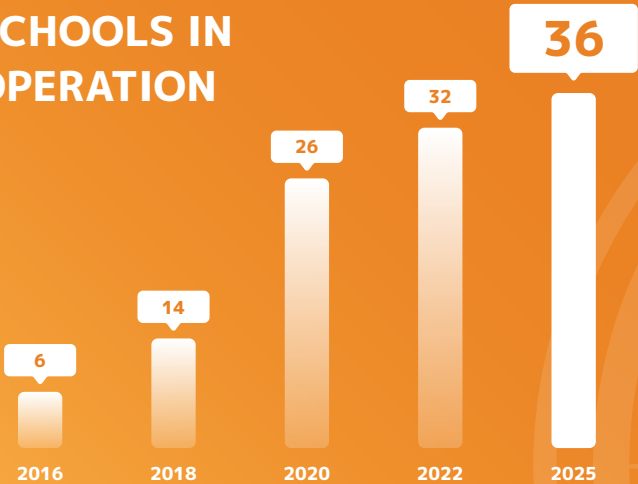
### ENROLLMENT



### SALES



### SCHOOLS IN OPERATION



### REVENUE

Annual profit per-school:

**¥21,370,000**  
(Average for 34 schools)

Annual profit margin per-school:

**AVERAGE 36%**

ROI Period:

**23 MONTHS APPROX.**  
(including depreciation)



# VISION UP: ENGLISH SCHOOL SUCCESS, SIMPLIFIED!

# VISION<sup>UP</sup>

Starting an English conversation school can be challenging.  
VISION UP is here to help!

## Are you concerned about...

- Recruiting and training qualified foreign staff?
- Projecting and achieving profitability?
- Managing operations, even without English fluency?
- Navigating the complexities of school opening and marketing?
- Staff training, bus routes, or franchise fees?

## VISION UP provides comprehensive solutions!

**YOUR BUSINESS, SUPPORTED BY  
30 YEARS OF KNOW-HOW**

## THE KEY: AFTER-SCHOOL CARE

Elementary school typically finishes around 2-3 PM, creating a significant childcare gap for working parents – the so-called "first-grade wall." Our program not only addresses this need but also provides a long-hour, immersive English environment, leading to exceptional English proficiency for children. This model is ideal for parents who seek strong English skills for their children, but may have reservations about enrolling at an international school.



## GROWTH DESPITE DECLINING BIRTH RATE

While the declining birth rate has reduced the number of children, spending per child on education and extracurricular activities steadily increases. Government policies promoting after-school care further support this trend. Our premium, high-quality service, designed for measurable English results, sets us apart from other after-school programs, making this a business with strong growth potential despite demographic challenges."



## INDUSTRY LEADING ENGLISH PROFICIENCY

Junior  
High School

• • • **Achieve even higher  
English proficiency!**

Junior  
High School

• • • **Eiken 3**

6th Grade

• • • **Eiken 2**

5th Grade

• • • **Eiken Pre-2**

4th Grade

3rd Grade

• • • **Eiken 3**

Kids UP Progress Guide

6th Grade

5th Grade

4th Grade

3rd Grade

• • • **Eiken 4**

• • • **Eiken 5**

Kids UP Progress Guide

## IMPROVEMENT THROUGH IMMERSION!

"The amount of time spent immersed in English makes all the difference. At Kids UP, our students are exposed to English approximately **10 times longer each year** than students in typical English conversation schools (based on a once-a-week, 45-minute lesson format). This dramatic difference in exposure leads to significantly faster and more effective English language acquisition."

## ADAPTABLE TO LOCATIONS FROM 115 TO 265 M<sup>2</sup>

Our after-school English programs can be set up in various locations, including station-adjacent properties, street-level shops, commercial buildings, suburban areas, and shopping malls. Shopping malls, in particular, often view our schools as key attractions and may actively invite us to open a location.

Because our concept aligns with facilities looking to attract families, we can often secure favorable lease terms. Establishing a presence in high-foot-traffic areas, such as shopping centers or street-level locations, also enhances brand visibility.

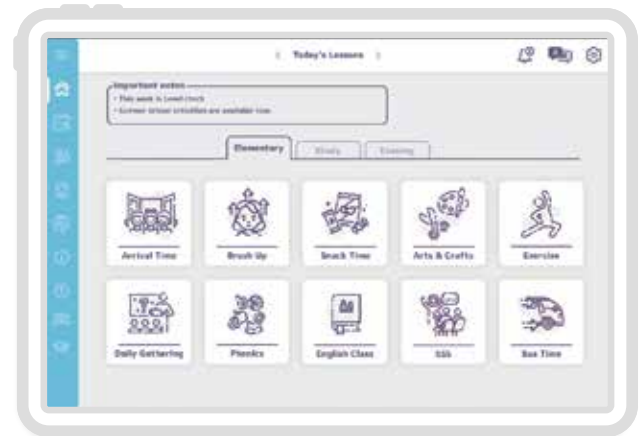


# SERVICES PROVIDED BY VISION UP

We offer a range of services to support your English school business. In addition to the services listed below, we also provide comprehensive consulting, so feel free to contact us for any other inquiries.

## 1. Teaching Materials & Tools

Access Kids UP's original textbooks and curriculum, developed under the supervision of Professor Kaya from Gakushuin Women's College, an expert in applied linguistics. Designed for effective language acquisition, these materials are provided as online resources, eliminating the need for physical inventory. Simply print what you need, making it a cost-effective solution.



## 2. Support for Struggling Schools

We assist businesses facing challenges managing English schools, offering after-school English lessons, or seeking new revenue streams beyond their core business. Our support includes hiring and training foreign staff, developing structured training systems, and utilizing original teaching materials to help improve operations and drive success.



## 3. After-School English Program Management

We provide end-to-end support for launching and operating after-school English programs similar to Kids UP, which we run across the Tokyo metropolitan area. Our consulting services cover everything from selecting the ideal location to recruiting and training staff, hiring foreign instructors, implementing effective marketing strategies, and providing ongoing educational tools to ensure long-term success.



### SCHOOL TOUR

We invite you to visit one of our locations and explore our programs firsthand.



### SERVICE EXPLANATION

We will thoroughly explain the details of VISION UP's services.



### AGREEMENT & CONTRACT

After reviewing the service details, we proceed with the contract process.



### CONSULTING BEGINS

We will provide full support to guide your business toward success.

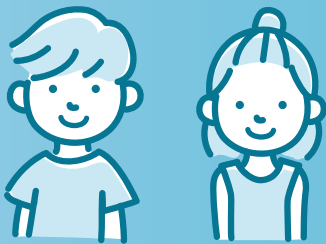


# SCHOOL FINANCIAL MODEL (ANNUAL)

## BREAK-EVEN POINT PER SCHOOL

**72**  
**STUDENTS**

On average, a school becomes profitable once enrollment exceeds 72 students.



ONCE THE BREAK-EVEN POINT IS SURPASSED,  
PROFIT MARGINS INCREASE SIGNIFICANTLY!



130 Students

Total Annual Revenue: ¥81,530,000

Total Annual Expenses: ¥50,770,000

Personnel Costs: ¥27,400,000

Rent: ¥4,800,000

Advertising & Promotion: ¥2,750,000

Other Expenses: ¥15,820,000

Annual Operating Profit: ¥30,760,000

Operating Profit Margin: **37.7%**

Based on actual performance in the Tokyo metropolitan area

Calculated using annual EBITDA (earnings before interest, taxes, depreciation, and amortization)

ANNUAL  
OPERATING PROFIT  
**¥37.6**  
MILLION



TOTAL  
ANNUAL SALES  
**¥81.53**  
MILLION



OPERATING  
PROFIT MARGIN  
**37.7%**

## BENEFITS OF THE AFTER-SCHOOL ENGLISH BUSINESS MODEL

Discover 3 Key Advantages of Owning an After-School English Conversation School



### 1. STABLE INCOME WITH OUR MEMBERSHIP STRUCTURE:

Enjoy the financial security of a recurring revenue model. Our membership program ensures consistent monthly payments, creating a reliable income stream unlike businesses that depend on fluctuating one-time purchases.



### 2. SECURE YOUR FINANCES WITH UPFRONT TUITION PAYMENTS:

Our upfront payment system provides a strong financial foundation. Receiving tuition payments in advance ensures a steady cash flow, allowing you to confidently manage your finances and invest in growth opportunities.



### 3. STREAMLINED OPERATIONS WITH NO PHYSICAL INVENTORY:

Enjoy the ease and cost-effectiveness of a digital curriculum. With materials printed only as needed, you'll minimize expenses and maintain a steady cash flow, free from the challenges of managing and storing inventory.



**OUR KNOW-HOW GUIDES YOUR ENGLISH SCHOOL TO SUCCESS.**



**MARKET RESEARCH &  
LAUNCH PREP**



**EDUCATOR & STAFF  
TRAINING**



**CURRICULUM &  
MATERIALS**

# **VISION<sup>UP</sup>**

**ENGLISH X NEXT-GENERATION LEARNING X HIGH PROFITABILITY**

**READY TO LEAD THE FUTURE OF ENGLISH EDUCATION?**



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