

Platform of childcare community and  
easy payment for kindergarten fee

# Dingo!

Service Profile



## 1. Problem recognition

### Motivation for service development

**Service** for the convenience of **parents** and **kindergartens** **does not exist**

“  
Absence of fatigue reduction  
service for kindergarten teachers  
”

#### Survey results of kindergarten

- Feeling a constant burden of work at the educational institution currently working for.
- Feeling tired from repeated paperwork.
- Feeling difficulty in sharing work information with teachers and directors.

Result of survey to 75 kindergarten teachers in Gangnam-gu

“  
Increment of online parenting  
information acquisition of mothers  
with infants and children  
”

#### Childcare information acquisition trend

- The proportion of mothers in their 20s and 30s who acquire childcare information through SNS increases.
- The proportion of information gathering offline rather decreases.

Based on the 2020 data of the Open Survey Parenting Trend Report

“  
Development of services based on teacher's  
fatigue and parents' trends, keywords are  
'convenience' and 'professional'  
”

#### Development POINT

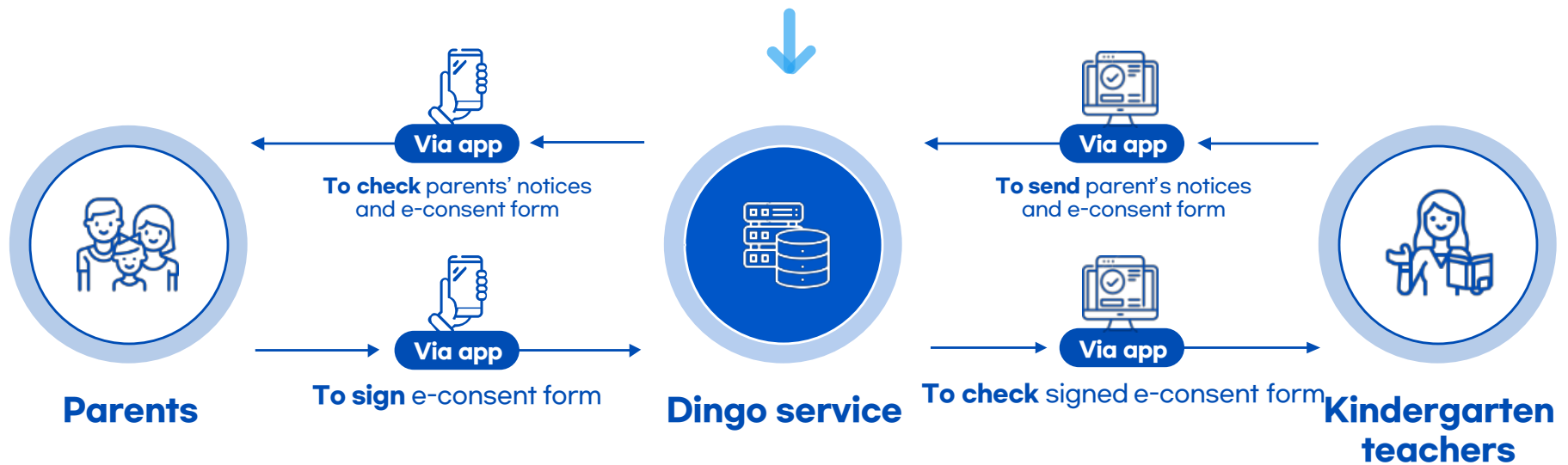
- Implementation of work function for teachers
- Implementation of online childcare community services and various convenient function
- Provision of lectures by childcare professionals such as Ph.D in child psychology and childcare events

1. Problem recognition

Purpose and necessity of service development

**Expedited** provision of best childcare information service with expertise to customers

**Getting rid of fatigue and hassle** of both of teachers and parents, and contribution to **better devotion to education and parenting**





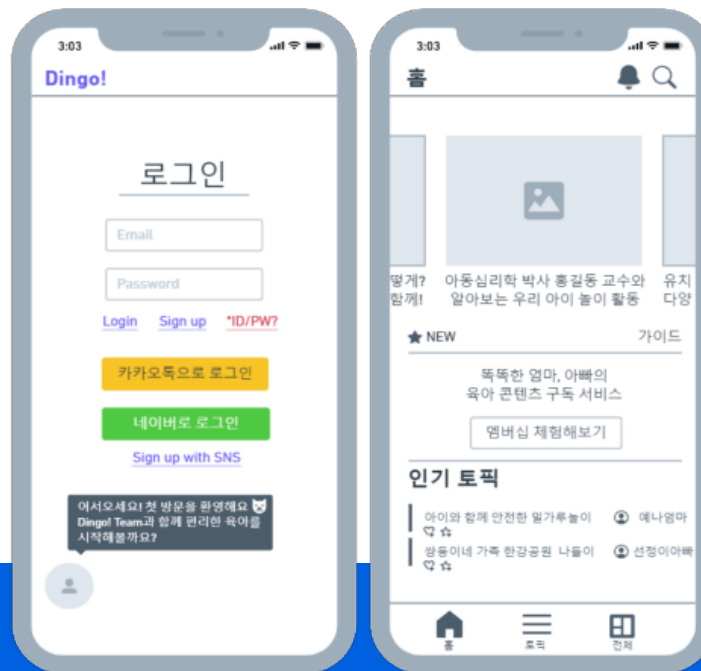
Platform of childcare community and easy payment for kindergarten fee

# **Introduction of 'Dingo!'**

## 2. Dingo service

Platform of childcare community and easy payment for kindergarten fee, **Dingo!**

# Community with professional content for parents



Design example of Dingo! mobile application

## 2. Dingo service

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### Convenient features for childcare



Design example of Dingo! mobile application

## 2. Dingo service

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## Convenient work features for teachers

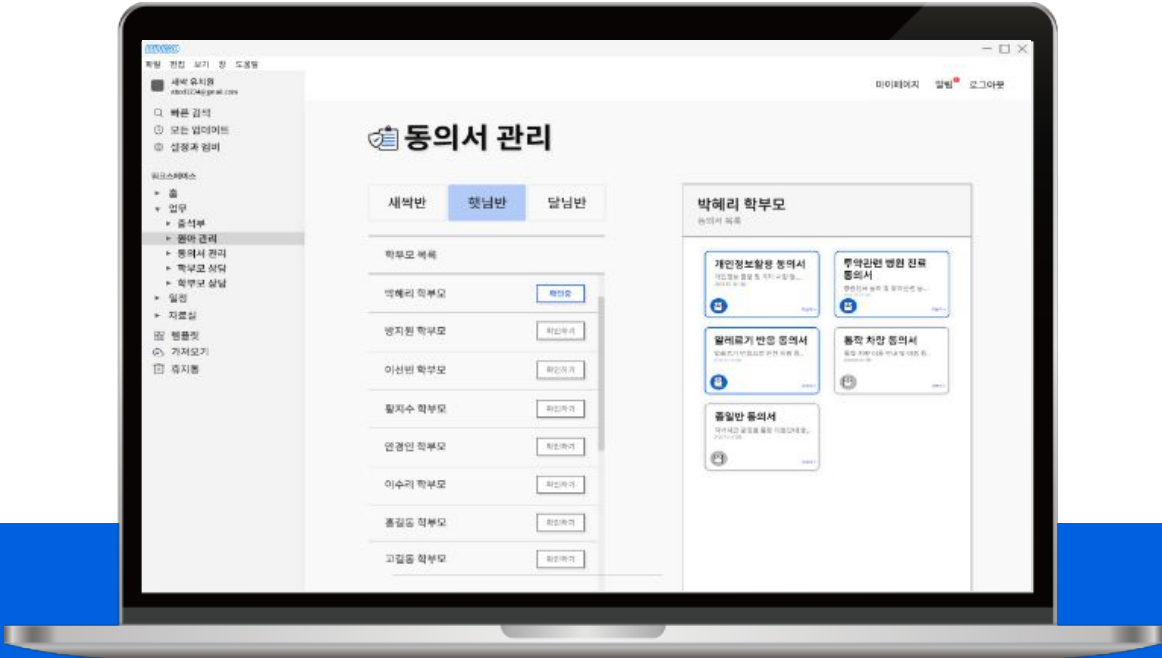


Design example of Dingo! mobile application

## 2. Dingo service

## Platform of childcare community and easy payment for kindergarten fee, Dingo!

Operating company **provides kindergartens** with a **special e-work system**.



## Design example of Dingo! mobile application



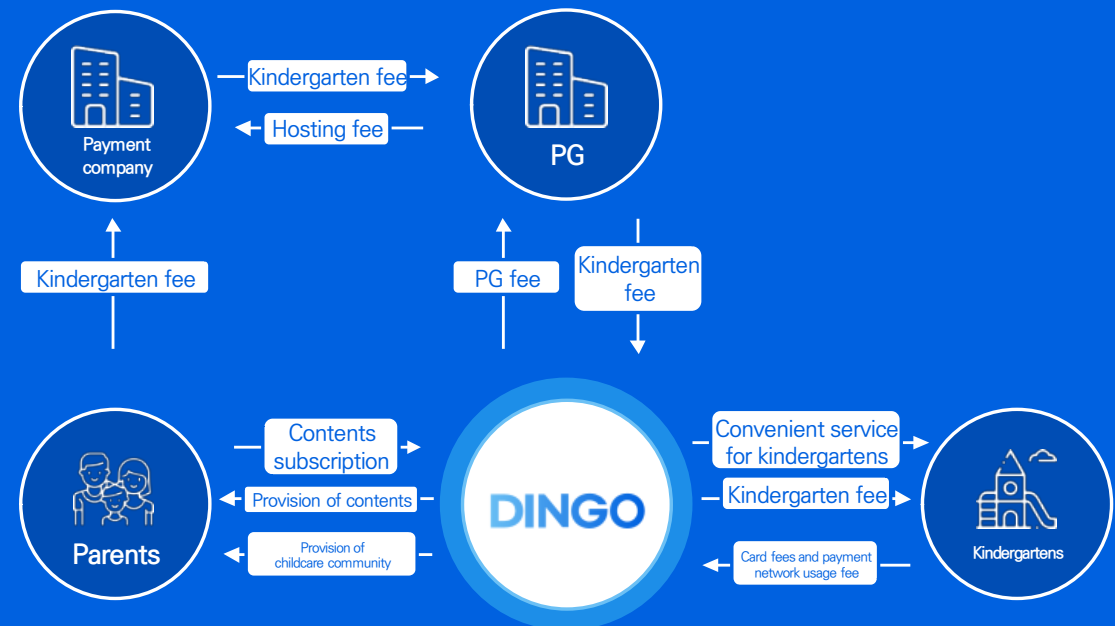
## 2. Dingo service

### Dingo! Business model

Operating company earns **main profits** via **Dingo services** that will be operated on **a subscription basis**.

#### Dingo Service revenue structure

- ① Parents pay for kindergarten fees through easy payment.
- ② Kindergarten fees collected by the withholding company will be transferred to Dingo via PG, and Dingo will pay the PG fee and transfer the kindergarten fees to kindergarten.
- ③ The kindergarten that receives the fee will pay the card fee and the payment network usage fee to Dingo.
- ④ Parents pay for their content subscriptions to Dingo and be provided with childcare contents and communities.
- ⑤ Dingo will also earn the rest of the PG fee as revenue from its own content costs or banner advertisements that will be provided inside the platform.



## 2. Dingo service

A new service which can maximize user satisfaction



### Parents

- ✔ can use notice and e-consent services via Dingo!
- ✔ can have access to the childcare community via Dingo!.
- ✔ can have access to the play activities and childcare lecture services via Dingo!.
- ✔ can use easy payment service using various means such as credit card or account via Dingo!.



### Kindergartens

- ✔ can send an e-consent form without a fear of loss via Dingo!.
- ✔ the time required for cumbersome paperwork can be shortened via the e-work service.
- ✔ Teachers can participate in a non-face-to-face parental educational consulting without a fear of exposing privacy via Dingo!

## 2. Dingo service

### Differences from the existing similar service

Provides **mobile notifier** with **mobile notifications** and **e-consent form signing capabilities**

Provides **communities** and **convenient childcare functions** with **professional content** for parents

Feature list	Dingo!	Competitive services
Mobile notifications / <b>e-consent form</b>	<ul style="list-style-type: none"><li>- Concurrent services with notifications and e-consent form</li><li>- <b>Partially charged</b></li></ul>	Notification service only
<b>Childcare communities</b>	<ul style="list-style-type: none"><li>- <b>Services in the form of a content complex platform</b></li><li>- <b>Free</b></li></ul>	Community service only or no service
<b>Professional childcare contents</b>	<ul style="list-style-type: none"><li>- <b>Concurrent services with play activities and parenting lectures</b></li><li>- Partially charged</li></ul>	Play activity service only
Easy pay for kindergarten fees	<ul style="list-style-type: none"><li>- <b>Easy payment service via cards, accounts, etc.</b></li><li>- Partially charged(with charging fees)</li></ul>	No service
Educational consulting between parents and teachers	<ul style="list-style-type: none"><li>- <b>Educational consultin services without exposing personal info</b></li><li>- <b>Free</b></li></ul>	No service

### 3. Scale-up

## Growth potential of target market

“ The number of children is decreasing, but **will the kids industries ok?** ”

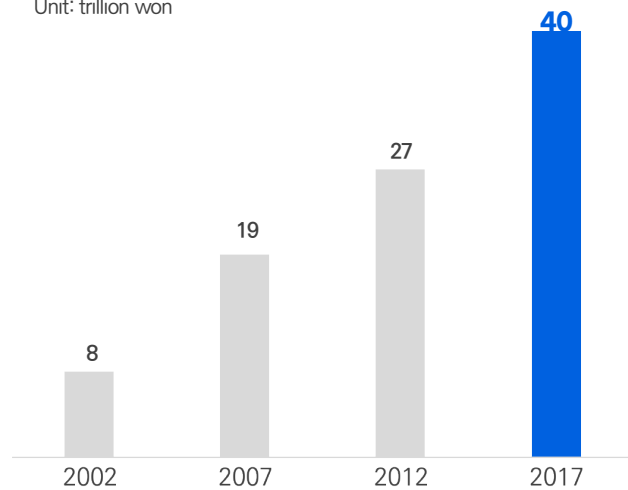
**The kids industries are growing explosively despite the low birth rate**



### Expansion of online-based startup business targeting kids market of 40 trillion won

#### Growth trend of the domestic kids industries

Unit: trillion won



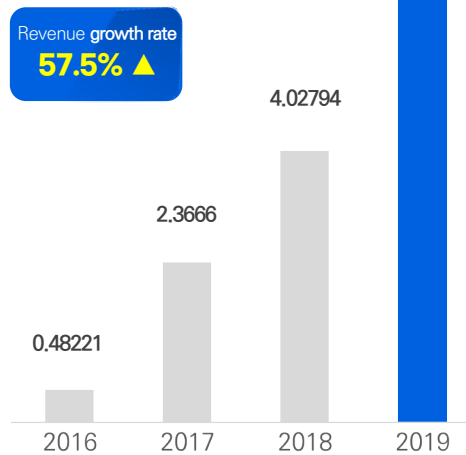
Data: KT Economic Management Research Institute, EBEST Investment & Securities

### Kidsnote growing explosively

Transaction amount of KRW 63 billion in 2019, operating profit growth rate of 159.9%, cumulative downloads exceeding 1 million times

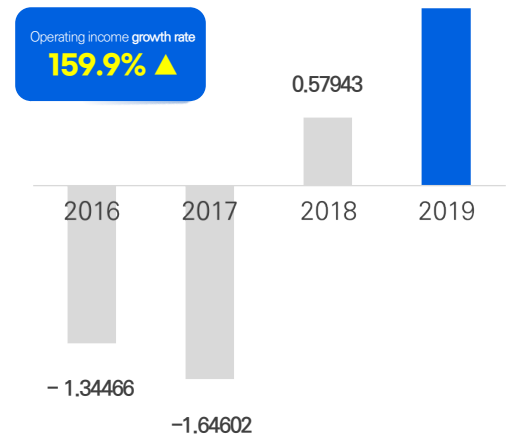
#### Revenue

Unit: billion won



#### Operating Income

Unit: billion won



### 3. Scale-up

## Domestic and foreign target markets



### Domestic target markets

“**System of assisting kindergarten e-work market** showing steady growth”



### Foreign target markets

“**Entering the Japanese market** like Korea”

Ease of service application	As Japan is in the same cultural sphere like Korea, many conditions such as education, universalization of Technology(Internet penetration rate 94.5%, 5 <sup>th</sup> in the world), smartphone penetration rate, etc. are similar to Korea.
E-work and non-face-to-face e-consent form service which is not servitized	Apart from the development of IT technology and smartphone penetration rate, the service can effectively gain an advantage over the other companies as e-work and non-face-to-face e-consent service do not exist in Japan.
Similar non-face-to-face service market	Japan's non-face-to-face service market is partially stagnant like Korea. However, it is achieving remarkable growth with the entry of some similar services.

#### 4. Team building

### Capacity of representatives and team members



#### Team capabilities



#### Authentication and collaboration

Position	Name	Capacity	Career and education
Representative	Doyeon Baek	Front-end development	<ul style="list-style-type: none"> <li>- Pusan Nat'l Univ., Dept. of Landscape Architecture(Computer Science Engineering as double major)</li> <li>- 2020 Forest Youth Social Challenger Completion</li> <li>- 2<sup>nd</sup> grade in Linux Master</li> <li>- Mobile Application development freelancer(One Pos, WhatEat today, etc)</li> </ul>
Representative	Daniel Lee	Service planning	<ul style="list-style-type: none"> <li>- 2020 Forest Youth Social Challenger Completion</li> <li>- Service planning freelancer</li> </ul>
Team member	Jaehee Kim	Back-end development	<ul style="list-style-type: none"> <li>- Pusan Nat'l Univ. Dept. of Computer Science Engineering</li> </ul>
Team member	Subin Na	Marketing and support	<ul style="list-style-type: none"> <li>- Shinhan Univ., Dept. of Journalism</li> <li>- LaciNBlue Marketer</li> <li>- Moitzzy crowd funding PM</li> </ul>



ISO 9001



ISO 20000



ISO 27001



Technology Guarantee Fund



Startup Promotion Agency



Korea Association of Kindergarten Teachers

**Thank you.**

