



Business Development Division

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Education Solutions Division

Business partnership with COMPASS Inc.



Value Provision Model



Education Solutions Division

This is a newly established department in FY2025 with the mission of creating businesses to solve problems faced by schools, educational institutions, and companies engaged in various business activities. We do this by utilizing the learning and educational content know-how and resources of the company, Shogakukan, and other group companies in a multifaceted manner.

Currently, under the theme of “bringing active learning from society to schools”, and in collaboration with COMPASS, a group company, we are working to launch and expand new businesses. These provide value to not only elementary and junior high school children, but also teachers, businesses, ministries and agencies, by serving as a hub between the two parties.

The Education Solutions Division will continue to leverage the resources of the Shogakukan Group to create solutions that fit the needs of children (schools and educational institutions; including kindergartens, nursery schools, high schools, and universities), and businesses, without being bound by conventional business models or fixed concepts. We will create businesses with a high degree of continuity while contributing to society.

Sample images of Teaching Materials



Classroom Lesson at an Elementary School






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Business Strategy Office

Adult lectures (painting classes)



GINZA
S. ATELIER
Shogakukan Academy






Adult lectures (painting classes)

**Shogakukan Academy Kaiga Club
Shogakukan Academy S. ATELIER**

We operate “Shogakukan Academy Kaiga Club”, a painting class mainly for seniors, where students can learn to paint, and “Shogakukan Academy S. Atelier”, a course for people who want to become professionals.

**For New Business
Internal and External Alliance Strategies**

The New Business Strategy Office collaborates with Shogakukan, Shueisha, and group companies to create new businesses that leverage their respective strengths and work toward the realization of co-creation.

With companies outside the group, we will formulate and execute business plans in Japan and abroad as part of our business diversification strategy, with a view to expanding into fields that are different from our existing businesses, regardless of age or genre.

Planning and Promotion of New Business

Business Support for group companies
→Co-creation activities with 8-Lynx Inc.









Business Development Division

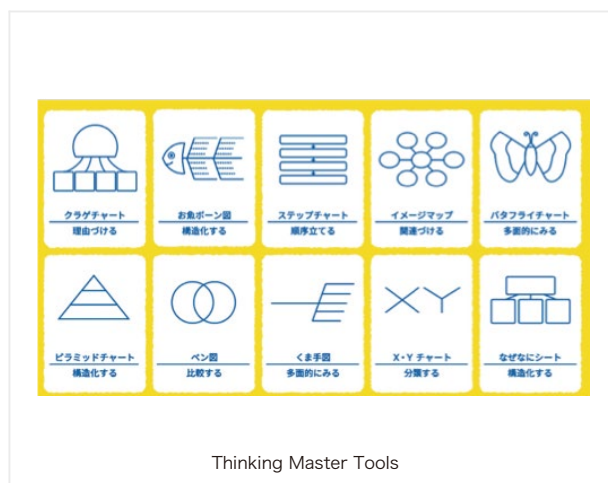
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Education Content Development Office



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Books Planned and produced by the Education Content Development Office



Thinking Master Tools



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Education Content Development Office

We develop unique educational contents mainly for infants and elementary school students.

For example, with the "Detective Conan Zemi" for elementary school students, we are responsible for developing a correspondence education course that delivers workbooks to homes and a "Nazotoki" course, which is a Digital Educational Content. We also produce the "Shogakukan Thinking Skills Test", which incorporates "Thinking Master Tools" to deepen and organize thinking and "Multiple Subject Questions", which consist of multiple subjects and assignments which are corrected after completion.

In addition, we are also developing new content through book production using our content production know-how, alliances with other companies, advisory services, and commissioned public projects, creating opportunities for "learning for the future" and "having fun while learning".

Our goal is to create content that allows people with different needs and targets to experience the education and entertainment that only ShoPro can provide.