



Business development Division

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**Business Planning Office**

**Pokémon Global Academy (after-school project).**



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**Business Planning Office**

The New Business Development Office is a business planning department whose mission is to utilize the resources and know-how possessed by ShoPro to make new initiatives and commercialization, that are not bound by existing businesses.

We will build a business model and aim for commercialization through repeated trial and error.

One of our ongoing initiatives is the Pokémon Global Academy (after-school program).

In addition to in-house projects, we are collaborating with start-up companies and various other companies to develop new services.

We also proactively approach the business creation divisions of startups and major companies, as well as internal entities, utilizing resources held within the Education Business Division and Media Business Division, as well as within the group itself. We introduce to the market trial products that take advantage of our mutual strengths, and we always try to collaborate from the customer's point of view through a cycle of effective verification.

**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 or continue painting.

Shogakukan Academy  
Ginza Tokyo  
**絵画倶楽部**

GINZA  
**S. ATELIER**  
Shogakukan Academy





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**Education Content Development Office**



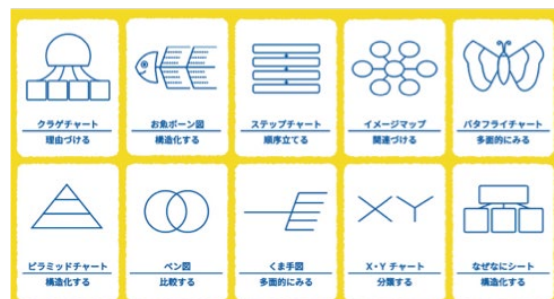
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SHUEISHA

Books Planned and produced by the Education Content Development Office



Shogakukan Thinking Skills Test and Advice Sheet



Thinking Master Tools



©Gosho Aoyama/  
Shogakukan,  
Yomiuri Television,  
TMS 1996

**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 browser game. 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.