



English Buddy

Elementary English Learning System
based on the Self-Determination Theory



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 southernmost 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