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## SMARTEDUCATION,LTD.

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### Company Description

Established in June 2011, SMARTEDUCATION, LTD. is a pioneer in the Japanese EdTech industry, dedicated to transforming early childhood education through the power of technology. Headquartered in Tokyo, the company was founded by CEO Daigo Ikeya, who brought extensive experience from the digital entertainment sector to the field of education. The company's core philosophy is centered on the "zest for life"—fostering the essential skills that children need to thrive in a rapidly changing global society.

In its early years, SMARTEDUCATION revolutionized the mobile market by creating high-quality, interactive educational apps designed to facilitate meaningful communication between parents and children. These apps were not merely digital toys; they were meticulously crafted tools aimed at stimulating curiosity and linguistic development. Their success was global, earning prestigious awards and reaching millions of users across various international markets.

Today, the company's flagship service is "KitS," an integrated ICT educational program specifically developed for kindergartens and nurseries. KitS represents a paradigm shift in early education by focusing on three key competencies: Creativity, Teamwork, and Presentation skills. Rather than replacing traditional play, KitS enhances it. By using tablets to animate hand-drawn sketches or to document outdoor observations, children learn to collaborate, think critically, and express their ideas confidently. This approach prepares children for the digital age while respecting the importance of physical, sensory-based learning.

Beyond curriculum development, SMARTEDUCATION is a vital partner in the digital transformation (DX) of childcare facilities. Recognizing the administrative burdens faced by educators, the company provides sophisticated documentation tools and operational support systems that allow teachers to spend more time directly engaging with children. Furthermore, their business scope extends to physical environment design, such as renovating playgrounds to create more stimulating outdoor learning spaces, and providing public relations support to help preschools communicate their unique educational values to parents.

As the world moves toward more technology-integrated learning environments, SMARTEDUCATION stands out by prioritizing "educational essence" over technology for its own sake. They believe that technology is a bridge to a brighter future, empowering both educators and children. By continuously innovating at the intersection of technology and pedagogy, SMARTEDUCATION, LTD. is not just providing services; it is actively shaping the future of global education, ensuring that the next generation is equipped with the creativity and resilience to lead.

### Company Details

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#### Head Office

Japan

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#### Main Business

1. 知育アプリ事業：世界向け知育アプリの企画・開発・販売 2. 保育施設向けICT事業：ICT教育プログラム「KitS（キット）」、園業務支援ツールの提供 3. 環境整備事業：園庭改修、広報サポートなど保育環境のトータルプロデュース

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#### President

池谷 大吾

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#### Established

2011年6月7日

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#### Capital

11億2,563万円（資本準備金含む）

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#### Number of Employees

11 - 50

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#### URL

<https://smarteducation.jp/>

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### Offices

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#### Main Office

, Shinagawa-ku  
Tokyo, Japan, 1410031

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