

# Sports Community Co., Ltd.

**CEO Nobuto Nakamura**



## To bring to the world an education that promotes children's personal growth through sports

Our main business is managing gymnastics classes for elementary school students. Eighteen years since our establishment, we expanded nationwide, mainly in the Kanto region, with more than 20,000 members. Without a specific location, we rent the local gymnasium and sports equipment where we render our services. Through it, we allow children to learn not only the fun in exercise but also to promote their personal growth through sports, which is the key pillar of our company's business.

**Year of Birth** : 1974  
**Birthplace** : Kanagawa  
**Name** : Sports Community Co., Ltd.  
**Headquarters** : 4F Yokohama Nishiguchi Kato Bldg., 2-9-30, Kitasaiwai, Nishi-ku, Yokohama-shi  
**Founded** : 2002  
**Type of business** : School business  
**url** : <http://sports-community.co.jp/>

In everyday life, it may not be always easy to achieve something, but through sports, there will always be steps to enable one to do something in which they are not good at. While experiencing the process, it is certainly important for them to get to know the fun in exercise, but apart from that, we would like to teach them to be able to do basic greetings and to be concerned about people, which are some of the parts that stand as the foundation of humanity. From childhood until university days, I grew up doing one sport, and rather than learning through technology, I have acquired most of my learnings by being taught what is important as a person. I would like to bring back to the sports scene the experiences and learnings that can only be learned through playing sports. To make it happen, we hold classes by forming groups of children in different ages regardless of their class. As a result, the bigger children will naturally provide support to the smaller ones, as well as to those with disabilities.

Those who received support will remember it and will innately help smaller children when they grow up. Seeing how their experiences connect to what happens next, we can feel that the children are growing. There are also a lot of things to be learned from these children as adults, and we always inculcate to our staff that this job does not have a specific goal. We tell them to provide coaching suitable to each child and teach them in a way that promotes not only technology but also their mental growth. Our company's motto is "shared education" where both children and instructors can grow and learn from each other.

As a result of parents remaining very enthusiastic about their children's education, we continue to have a steady number of memberships; however, given the impact of the declining birth rate, our market in Japan is likely to decrease in the next 10 to 15 years. To start business activities overseas while simultaneously expanding the domestic market, our first step is to expand our business in Taiwan. Having about one-fifth of Japan's population, it may seem at first glance that we will not benefit from entering their market; however, we are aiming to expand to China in the near future. Although China's current economic growth is remarkable, modernization has not yet been established.

They may have already known the importance of their children's education, but it is not yet thorough. Those that use sports as a tool for education is the only place where our business will become popular. In fact, there are also cases where Japanese soccer lessons have been successful locally. A lot from China's wealthy class want to learn Japanese education where courtesy and discipline is held in high regard, and I feel that there is a potential need in this aspect. However, it is necessary to determine the current trends. Without establishing specific goals, I have thought that it is important to secure highly capable human resources and to set up a system for the meantime. As a step to gain a foothold, we are first looking into expanding into Taiwan.

Within 2019, our first move in starting our overseas expansion is to register the company in Taiwan. We are making a lot of preparation to make it possible. First, we will start by recruiting the best human resource in Taiwan and train them to become leaders. At present, there are many privately-owned exercise classes in Taiwan, and unlike Japan, none of them have made a company out of it. Hence, I have a great feeling that we can get good people. But honestly speaking, I cannot say anything yet about the success of this plan in terms of business. When we held a pre-event for an exercise class for about 30 students in November last year, it was a huge success as the applicants reached to more than 100, which is way more than the maximum number of participants; however, it seems that vault and mat exercises are not often done in schools. I thought about holding an event for it, because if not, we will not be able to find out if parents will actually choose their children to do it. Although I believe that it would not be that difficult, I try hard not to be too optimistic about it. There are many companies in Taiwan doing business in China, so I would like to follow to various stepping stones.

Our philosophy, which is to promote children's personal growth through sports, remains the same since our establishment. We would like to increase the number of people who share the same idea and work together. Children who grew up in gymnastics will eventually come back as an instructor when they become adults. In sports, one will always produce results if they are able to master self-control, and I personally feel that sports also have something to do with business. I would like the children of today to make use of their learnings and experiences from sports in their daily lives, and to pass it on to the next generation. It does not have to be gymnastics - any sports will do. If you want to teach children and knock on our doors, it will be our pleasure to help.



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