
Date: June 17, 2019

Associate Professor Dr. Mudiaran Kuppusamy
Head, Centre of Innovation & Entrepreneurship
Asia Pacific University of Technology & Innovation
Technology Park Malaysia, Bukit Jalil, 57000 Kuala Lumpur, MALAYSIA

MODELING 'TECHNOLOGIA SCHOOL OF MAGIC'S' USERS BEHAVIOUR

Life is Tech is a Japanese company providing offline and online coding education for teenagers to achieve our corporate mission "nurture and maximize each teenager's potential" with 50% share of Japanese market. More than 36,000 teenagers participated in our coding boot camps in Japan, which number makes us the second largest in the world.

We are also building an online platform for STEAM education. On top of this platform, we released our first product collaborating with Disney in 2018.

As a growing organization, we aim to maximize our data's potential with a view of understanding the following phenomenon:

1. Target market's usage behavior of our courses
2. Business model's strength that helps to sustain market's interest and loyalty
3. Retention and attrition trends

We also agree to the following terms:

1. The project team shall comprise of Associate Professor Dr. Mudiaran Kuppusamy and Ms. Mai Kiguchi (TP054580)
2. This project will be undertaken over the period June 2019 through May 2020.
3. The project will be undertaken in the capacity of Capstone under the Master of Data Science and Business Analytics.

Kindly send us a reply confirmation the soonest possible. Kindly contact us for further enquiry, if any.

Thank you.

Yours sincerely,



Yusuke Mizuno
CEO of Life is Tech Inc.