



**ASIA School  
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# My FirstSeed: From ‘Kidpreneurs’ in the Playground to the Real World

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## **ASEAN Research Center (ARC)**

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## EXECUTIVE SUMMARY

*This case study focuses on My FirstSeed, which inculcates entrepreneurship, creativity and hands-on learning among children. Its approach is unique in a local educational landscape characterised by monopolistic competition and aligned with the goals prescribed by the Malaysia Education Blueprint for 2015-2025. Key challenges include: (1) a pressing need for more mentors and coaches; (2) the need for diversity among learners; (3) difficulties in retaining participants and understanding parental mindsets; as well as (4) marketing challenges (e.g., capturing potential participants' interest). Potential solutions include: (1) establishing strategic collaborations with local business associations and educational institutions; (2) offering tailored packages to accommodate diverse learning needs at different price brackets; (3) establishing both short-term, skill-focused objectives and long-term entrepreneurship goals alongside parent-and-educator meet-ups; and (4) taking a strategic and holistic approach to marketing (e.g., hosting interactive modules and entrepreneurship competitions, introducing referral programmes, free trial classes).*

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## Introduction

My FirstSeed, a groundbreaking educational enrichment platform targeting children aged 5–17, emerged from a Movement Control Order project. After Mrs Joanna Lim's children began selling homemade bath bombs at this time, she swiftly transformed their initial project into a comprehensive “kidpreneurship” movement. Backed by extensive market research, My FirstSeed saw significant support from parental customers, thus highlighting the public appeal of this fusion of creativity, entrepreneurship and commitment to nurturing young minds. This case study delves into My FirstSeed's challenges within the dynamic local educational landscape, explores market competition and proposes strategic growth avenues accordingly.

My FirstSeed offers a unique amalgamation of online and offline experiences. Departing from traditional enrichment classes, it pioneers a hands-on coaching approach in a kid-friendly, real-world marketplace. These youthful businesspeople cater to both individual customers (business-to-customer, B2C) and businesses (business-to-business, B2B). In the former approach, parents of young entrepreneurs are their primary customers, who patronise the Kidpreneurship Bazaar at Jaya One (among other venues), while the Ideation Program also fosters essential entrepreneurial skills. In the latter approach, the corporate sector and schools offer extended entrepreneurship courses that contribute significantly to the development of a new generation of young entrepreneurs.

## Industry Context: My FirstSeed’s Position in the Competitive Educational Enrichment Industry

According to Fortune Business Insights (n.d.), the global edtech and smart classroom market size was valued at USD 115.80 billion in 2022. Its projections indicate exponential growth, with the market value set to reach USD 433.17 billion by 2030, exhibiting a remarkable compound annual growth rate of 18.3%. This surge underlines the immense opportunities for growth in the local education sector. In Malaysia's dynamic edtech ecosystem, which counts 305 startups including Pandai, Mindvalley, ReSkills, Easyuni and My AOne Learning, there is a growing recognition of technology's role in shaping the future of education. The industry is currently experiencing a shift from conventional, academic-centric approaches to more experiential and skill-focused enrichment programmes: one that aligns harmoniously with My FirstSeed's emphasis.

My FirstSeed is a pioneering local institution exclusively dedicated to cultivating entrepreneurial skills among children. Nestled within the educational enrichment industry for children, it has carved out a distinctive niche in “kidpreneurship” training, where its innovative combination of entrepreneurship, creativity and hands-on learning among children is particularly relevant in a local educational landscape characterised by monopolistic competition. My FirstSeed also distinguishes itself by seamlessly integrating coaching, product-selling platforms and courses holistically to create a unique kidpreneurship ecosystem.

In the bustling educational landscape of Kuala Lumpur alone, My FirstSeed already faces formidable competition. Established enrichment centres such as Think Enrichment Centre, Wisdom Quest Enrichment, Educate Learning Centre, Breakthru Learning Centre and The Parkcity Learning Centre have stellar reputations, boasting impressive five-star ratings and positive reviews on Google. To navigate this highly competitive environment, My FirstSeed acknowledges the need to strategically distinguish itself and deploy effective marketing strategies. The key to its success lies in carving out a distinctive niche and capturing the attention and trust of parents and local schools. The following business analysis is based on Porter’s (1980) Five Forces framework.

Force	Analysis and description
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Threat of new entrants	Low: Continuous innovation, brand establishment and the need for diverse mentors
Threat of substitutes	Moderate: My FirstSeed has pioneered an innovative kidpreneurship platform
Competitive rivalry	High: Intense competition from traditional enrichment centres, tuition classes and sports programmes
Bargaining power of suppliers	Moderate: Balancing cost and quality with readily available part-time coaches and various venue options
Bargaining power of customers	High: Parents of kids have significant bargaining power, driven by low switching costs and the ability to easily compare educational programmes

My FirstSeed stands at the brink of substantial opportunities, judging by 2023's population estimate. Kuala Lumpur has a youth population of 0.45 million children, while Selangor has an impressive 1.81 million children. This demographic insight suggests potential growth for My FirstSeed. By focusing its efforts on Kuala Lumpur, the company can strategically customise programmes to meet the unique needs of its diverse and young population. By analysing demand dynamics and fostering local partnerships, My FirstSeed can not only tap into this significant market but also tailor its offerings to create a meaningful impact on the community. My FirstSeed can expand its business footprint and tailor educational experiences to resonate with the aspirations of the region's young learners.

## Challenges and Solutions: My FirstSeed's Tale of Resilience and Trailblazing Solutions

Several challenges have emerged, among which is the pressing *need for more mentors and coaches*. Their current shortage suggests a potential shortfall in the expertise needed to provide a well-rounded educational experience. The need for two-way communication in this industry reveals challenges in fostering effective interaction between mentors and kids, particularly given the current setup (i.e., where only one or two coaches handle all the participants in any given session).

Another challenge lies in the need for *diversity among learners*. Being currently limited to international school kids, My FirstSeed aims to broaden its scope by providing attractive modules to members of the wider public outside this elite circle. Crafting a new six-week module with competitive pricing is no small feat—it demands careful consideration of diverse learning needs, striking a balance between value and cost as well as challenging competitors who operate on a pay-per-course basis.

The difficulties faced in *retaining participants and understanding parental mindsets* add another layer of complexity. There may be a potential lack of sustained interest or engagement, possibly because of factors such as programme content, modes of delivery, or participants' overall experiences. The challenge is not just creating awareness among parents about the educational value of their children's entrepreneurial journeys, but also in delivering immediate and visible results.

Moreover, *marketing challenges* include difficulties in capturing kids' interest, thus indicating potential gaps in the appeal or delivery of online educational content. The observation that *only* parents are interested in My FirstSeed's model suggests a need to make the online learning experience more appealing and interactive for the actual target audience: children. Some ways in which My FirstSeed is addressing and circumventing these four main challenges are discussed in turn below.



### *Resolving Challenge 1: The Need for More Mentors*

My FirstSeed recognises the critical role of competitive compensation for mentors. Therefore, it aligns financial incentives with market demands (while being cognisant of its own budgetary constraints) by establishing strategic collaborations with local business associations and educational institutions. These partnerships are expected to create a broad mentorship network which taps into a shared wealth of experiences. To extend the reach of mentorship opportunities, My FirstSeed conducts nationwide recruitment efforts through online networking platforms such as LinkedIn as well as educational institutions and entrepreneurial communities. The resulting peer mentoring network fosters a culture of mutual support, thus empowering young entrepreneurs to collaborate not just with each other, but also their broader community.

### *Resolving Challenge 2: Diversity Among Learners*

My FirstSeed's entrepreneurship courses cater to the great diversity of potential learners. Most importantly, it offers tailored packages—i.e., basic, advanced and premium courses—to accommodate diverse learning needs at different price brackets. Leveraging cost-effective tools such as Google Classroom ensures accessibility to online classes. Rapid application development tools elevate content delivery while theme-based programmes encourage a hands-on approach, thus enabling participants to create products aligned with specific themes. The addition of a business practicum component provides practical and real-world experience, while the infusion of technology and gamification approaches enhances the interactivity of these courses. My FirstSeed thus establishes a virtuous feedback loop for continuous improvement by crafting a dynamic suite of courses catering to various learning preferences.

### *Resolving Challenge 3: Retaining Participants and Understanding Parental Mindsets*

My FirstSeed has established both short-term, skill-focused objectives and long-term entrepreneurship goals. This dual approach ensures that some participants can gain both immediate results while others can be sustained through long-term engagement. Short-term courses enhance visible skill sets, namely in communication, public speaking, creativity, presentation, technology and motivation. For example, an “Entrepreneurship Holiday Camp for Kids” offers a unique and immersive learning experience, complemented by hands-on product creation workshops. To better understand parental mindsets, parent-and-educator meet-ups facilitate participant profiling sessions, thus enabling My FirstSeed to tailor personalised programmes to individual needs. A proactive feedback system communicates achievements and progress regularly, thus providing positive reinforcement. Such approaches aim not just to retain kids in the programme but to deliver a well-rounded and impactful educational journey.

### *Resolving Challenge 4: Marketing Challenges*

Online marketing challenges and the need to foster increased participant interest can be addressed through a strategic and holistic approach. Interactive modules (e.g., bazaars with games and contests) double as marketing opportunities, while kids' entrepreneurship competitions and referral programmes incentivise engagement. Free trial classes, which are offered through partnerships with schools during key events, can create initial engagement, while collaborations with young entrepreneurs and influencers (i.e., as guest speakers) add credibility to the programmes offered. Meanwhile, workshops or webinars provide insights for parents and educators. Targeted advertisements are deployed through diverse online platforms such as Facebook, TikTok, Instagram and LinkedIn. Further, the website's homepage displays impactful testimonials which resonate with parents and mentors, while search engine optimisation is also conducted.

## **Conclusion**



Amidst these challenges are opportunities for My FirstSeed, which aims to shape the entrepreneurial capabilities of up-and-coming generations. Being positioned as an industry pioneer which exclusively cultivates entrepreneurship skills among children, the business is poised to make a substantial impact on future members of the workforce. Its unique approach aligns seamlessly with the ten shifts described in the evolving educational landscape discussed in the *Malaysia Education Blueprint for 2015-2025 (Higher Education)*, which emphasises the cultivation of holistic, entrepreneurial and balanced graduates (Jabatan Pengajian Tinggi, 2013).

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## Appendix

### *Project Description*

Business Name:	My FirstSeed
Owner:	Mrs Joanna Lim
Mission & Vision	To be the leading platform for young entrepreneurs globally
	To equip children with entrepreneurial skills from an early age, My FirstSeed offers a comprehensive curriculum that includes financial literacy, leadership and critical thinking
Values	Innovation, empowerment, practical learning
Location	D-04-07, Plaza Bukit Jalil (Aurora Place), No 1, Persiaran Jalil 1, Bandar Bukit Jalil, 57000 Kuala Lumpur
Contact Details	(e) <a href="mailto:hello@myfirstseed.co">hello@myfirstseed.co</a> (t) 017 - 228 6778
Targeted Group	Kids (aged 5-17) Private Schools, Public Schools, Enrichment Centre, Children Homes
Products/Services	B2C Initiatives: Kidpreneurship Bazaar at Jaya One, Ideation Program, Workshops B2B Collaborations: Entrepreneurship Courses, volunteer Programme in collaboration with non-governmental organisations
Revenue	B2B: Commission per participant for workshops B2C: Table rentals, additional tables for adult vendors



# Kidpreneur\$' Weekend Bazaar



## Real world industry exposure @SHANGRI-LA HOTEL







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