



Industrial Growth Platform, Inc.

Joint research between Industrial Growth Platform, Inc., Recruit Marketing Partners and University of Tokyo – development of algorithm for optimal entrance exams preparation using big data

Tokyo, November 4, 2014--Industrial Growth Platform, Inc. (IGPI) today announced that it has launched a new joint research project aimed at improving students' school entrance exam pass rates, with Recruit Marketing Partners and Associate Professor Matsuo Yutaka's research group at the Institute of Engineering Innovation in the School of Engineering, University of Tokyo. This research involves analyzing log data compiled by "Juken Sapuri", an online prep school operated by Recruit Marketing Partners.

Project summary

Using log data from Juken Sapuri for approximately 280,000 students, video viewing time, content and frequency was analyzed to determine the "entrance exam study algorithm" of students who successfully gained admission to their first choice school. Using this algorithm, the project aims to help students increase their chances of successfully getting into their desired school as well as enhance website navigation functions.

For more details about the project, please visit:

http://www.recruit-mp.co.jp/news/release/2014/1104_1505.html (Japanese only)

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About Industrial Growth Platform, Inc. (IGPI)

Industrial Growth Platform Inc. (IGPI) is a professional management consultancy founded in Tokyo in 2007 that leverages strong partnership and collaboration with clients to enhance their long-term and sustainable corporate and business value. IGPI is a privately owned

company with core staff of over 150 professionals with offices in Tokyo, Shanghai and Singapore. Its management team is headed by CEO Kazuhiko Toyama.