

Playtao Education

The Tao of education is to keep children growing with happiness

Playtao Education is a social enterprise initiative that aims to address Hong Kong's growing education needs, with a special focus on children from low-income families.



Social Impact (as of September 2016)



13

Campuses across
Hong Kong



2,400+

Students from
grassroots families



700+

Dedicated tutors



100+

Learning
opportunities with top-
notch educators

Quick Facts

- Year Established: 2009
- SVhk roles:
 - Concept initiator
 - Incubator



www.playtao.com

Playtao Foreverland

遊樂道無窮天地

Playtao Dreamland

遊樂道夢想天地

Business Model



*Campus-based
afterschool program that
provides holistic support
to primary school
students*



*Pioneering first class
education programs by
top-notch educators to
grassroots families in
Sham Shui Po*

? Social Issue

- Growing gap of education quality and attainment between the rich and poor in Hong Kong
- With its single focus on academic results, the education system strips away the self-esteem and self-confidence of children

! Social Innovation

- Optimizing under-utilized campus space after school hours to provide everyday education and homework support
- Balancing learning and playing
- Bringing top-notch education opportunities to grassroots students through master teachers
- Facilitating cross-sector collaboration with corporate and community organizations
- Engaging with teachers and parents on the children's holistic development

Activities



Everyday learning support

Offering support ranging from helping students complete their homework to preparing them for quizzes and assessments



Creative games and activities after lessons

Including international programs and activities conducted by volunteers from corporate partners and sponsors



Family Visits and Parenting Workshops

Conducted by Playtao Education Officers and trained educational counsellors



Passion-first inclusive learning

Non-academic classes by first-class educators to inculcate the love for learning in grassroots students through unique and innovative learning experiences