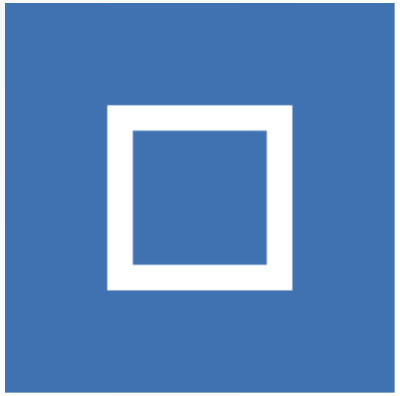


1. Blue Works, Company Information

2. edubalance Introduction

BLUEWORKS

1 Blue Works Company Information

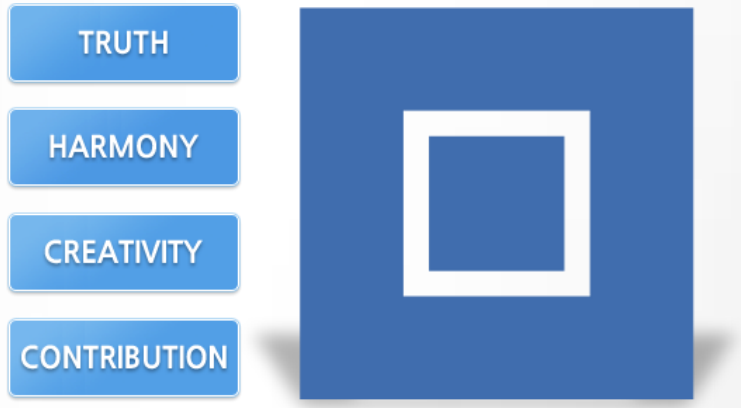
[1] Blue Works

Blue Works extends to provide balanced products and best services as Educational · Cultural Service Company for our customers.

(1) Mission : “We shall provide goods and services of best interest for the people and contribution to the society towards a better world.”

(2) Vision : “Content service company trusted by the customer“

(3) Value in principle :



[2] CI

SYMBOL MARK :

BLUE WORKS

The symbol mark of BLUE WORKS represents
“honesty, harmony, creativity, and contribution.
The union of squares refers to unlimited development towards the world beyond. It also implies solid commitment of BLUE WORKS family to become a trusted enterprise for its balance of ideas and practice, endless creativity and challenge,
and authentic business management.

COLOR :

The color of BLUE WORKS is “a message of promising hope.”
It symbolizes a message of honesty in work as well as for the customer and the society, promise to contribute to the society for a better world and hope to lead the future through creative thinking.

[3] History

BLUEWORKS

2010 ~ 2015

2015

Obtained a Patent in Japan -
Edubalance is provided as afterschool program in public schools -
Edubalance is provided to private academies and institutes -
Distance Island School Support -
- Naro Branch School, Narodo, Jeollanam-do
Obtained the second patent in Korea -

2013

Situational Perceptive Picture Book Series launched -
Selected for the best title category for 2 consecutive months at Kyobo Book Store -

Website and service developed -
Program improvement proceeded -
Contents development (Created contents data base) -

2014

- Applied for a patent in U.S.A, Japan, China, EU, Malaysia and Vietnam
- Edubalance development concluded
- Obtained a patent in Korea and applied for international patents in 115 countries
- On-line study management service launched.

- Edubalance free service to low income families Cooperated with 5 Districts in Seoul
- Vietnam market research

2012

Contents development (Created contents data base) -
Service composition monitoring -
Picture book editing, publication -

2011

- Applied for a patent of Edubalance categorized system
- Blue Works building completed and moved in

- Edubalance contents development initiated
  (curriculum compositions and create questions)
- Concept study outline and development
- Questions management program development
- Contracted for Picture Books with Parramon publisher in Spain

2010

System main prototype development -
Study system concept planning -
Global math curriculum analysis (10 math advanced countries) -

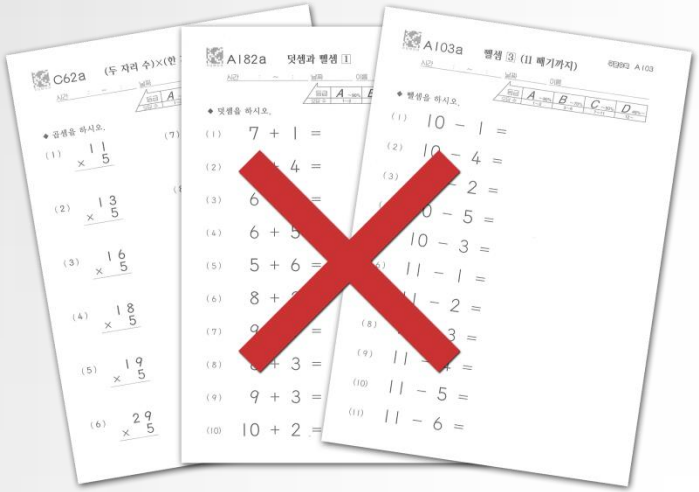
Blue Works founded on February 22nd -

2 edubalance Introduction

[1] Edubalance Development Summary

The objective of math education is prescribed as
" to improve mathematical thinking ability in order to educate talented students the society needs".
The math education especially that of elementary school is to develop logical problem solving and thinking ability while the students are learning and understanding the concept of 5 categories('Number and Calculation', 'Geometry', 'Measurement', 'Probability and Statistics' and 'Patterns'), the basis of all learning.
It allows the students to enhance "Thinking Power" while solving questions with various thoughts in rational and logical ways.

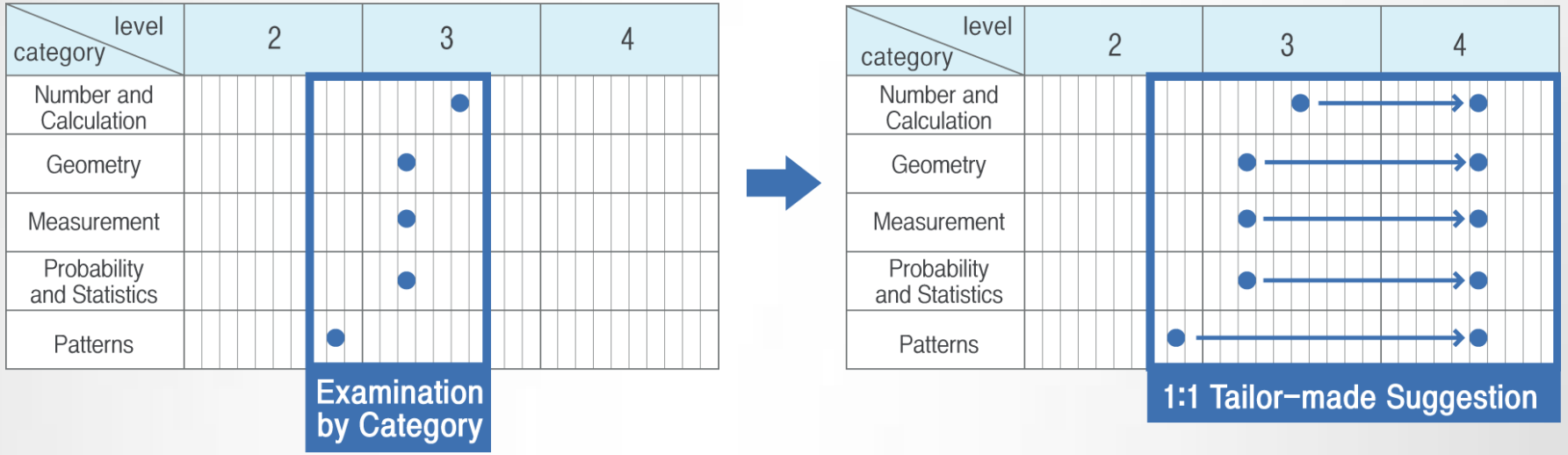
Nevertheless, many parents, by their misunderstanding of elementary math mainly focused on Calculation, hinder the development of well-balanced mathematical logical thinking ability.
Even the calculation is merely simple repeated problem once the concept and principle are understood.
That is why the math advanced countries allow the student to use calculators for the math test.



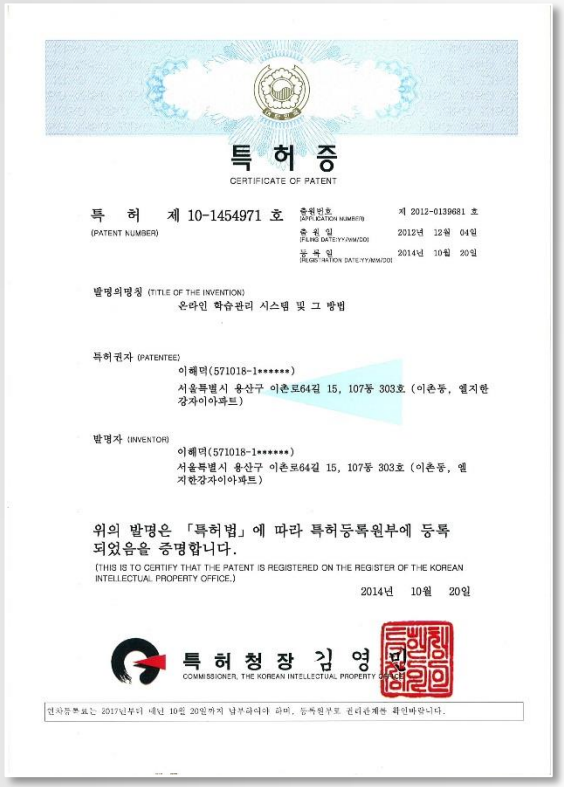
Math is the subject which one must understand the basic concept and principles in order to apply them in solving more complicated problems.
Therefore, it is essential to know current individual level and develop the Math skills from then on.
Students who are lack of the basic understanding of Math from their elementary level,
will be faced with many difficulties in studying Math sooner or later.

Ultimately, in elementary math, it is important to understand the basic concepts and principles fully in every category and it will be the foundation of one's math skill. However, those who do not strengthen this basis, feel difficulty when they meet the mixed questions which have concepts of a few categories and lack of mathematical thinking ability.

To solve such problems, it is very important to evaluate a student's skill level by each category and manage him/her efficiently with 1:1 tailor-made study system for right math education.



Edubalance is based on such a balanced study theory in unit study and finally, throughout around 4 years' research and planning, it is launched to Korean education market. In 2014 and 2015, Edubalance online learning system obtained two patents in Korea and a patent in Japan in 2015 for its' categorized tailor-made study and creative study method.
Currently it also has been applied for a patent in U.S.A, China, EU, Malaysia and Vietnam .


특 허 증
CERTIFICATE OF PATENT

특 허 (PATENT NUMBER) 제 10-1454971 호
출원번호 (APPLICATION NUMBER) 제 2012-0139681 호
출 원 일 (FILING DATE:YY/MM/DD) 2012년 12월 04일
등 록 일 (REGISTRATION DATE:YY/MM/DD) 2014년 10월 20일

발명의명칭 (TITLE OF THE INVENTION)
온라인 학습관리 시스템 및 그 방법

특허권자 (PATENTEE)
이혜덕(571018-1******)
서울특별시 용산구 이촌로64길 15, 107동 303호 (이촌동, 열지한강자이아파트)

발명자 (INVENTOR)
이혜덕(571018-1******)
서울특별시 용산구 이촌로64길 15, 107동 303호 (이촌동, 열지한강자이아파트)

위의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다.
(THIS IS TO CERTIFY THAT THE PATENT IS REGISTERED ON THE REGISTER OF THE KOREAN INTELLECTUAL PROPERTY OFFICE.)
2014년 10월 20일

특허청장 김 영 민
COMMISSIONER, THE KOREAN INTELLECTUAL PROPERTY OFFICE

특허증
CERTIFICATE OF PATENT

특허 Patent Number 제 10-1498977 호
출원번호 Application Number 제 10-2011-0132504 호
출원일 Filing Date 2011년 12월 12일
등록일 Registration Date 2015년 02월 27일

발명의 명칭 Title of the Invention
온라인 학습관리 시스템 및 그 방법

특허권자 Patentee
이혜덕(571018-1******)
서울특별시 용산구 이촌로64길 15, 107동 303호 (이촌동, 열지한강자이아파트)

발명자 Inventor
이혜덕(571018-1******)
서울특별시 용산구 이촌로64길 15, 107동 303호 (이촌동, 열지한강자이아파트)

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This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2015년 02월 27일
특허청장
COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

特 許 証
(CERTIFICATE OF PATENT)

特許第５８２７４５２号
(PATENT NUMBER)

発明の名称 (TITLE OF THE INVENTION) オンライン学習管理システム

特許権者 (PATENTEE) 大韓民国

国籍 大韓民国
イ ヘドク

発明者 (INVENTOR) イ ヘドク

出願番号 (APPLICATION NUMBER) 特願２０１５－５３９４９０
出願日 (FILING DATE) 平成２５年 ６月２１日(June 21, 2013)
登録日 (REGISTRATION DATE) 平成２７年１０月２３日(October 23, 2015)

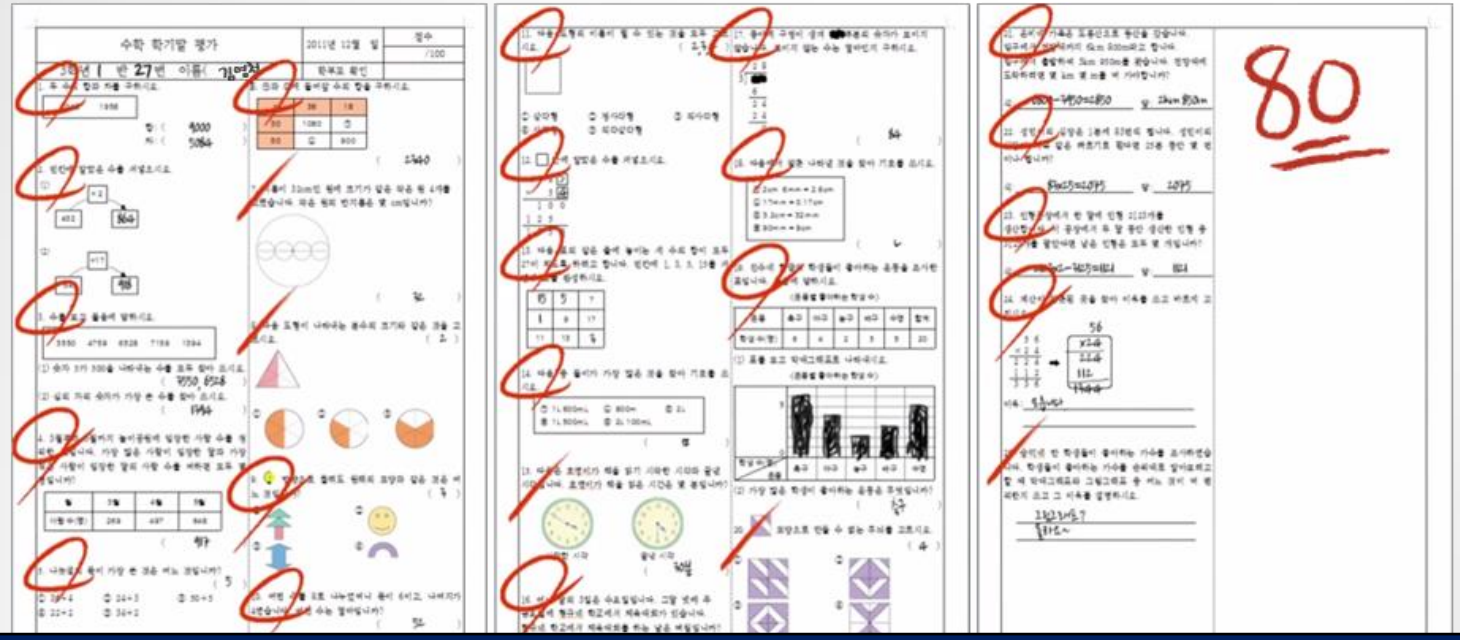
この発明は、特許するものと確定し、特許原簿に登録されたことを証する。
(THIS IS TO CERTIFY THAT THE PATENT IS REGISTERED ON THE REGISTER OF THE JAPAN PATENT OFFICE.)

平成２７年１０月２３日(October 23, 2015)

特許庁長官
(COMMISSIONER, JAPAN PATENT OFFICE)
伊藤 仁

[2] The background of Edubalance Development

First of all, let's look at a math test of Young-Chul, a Korean student at Seoul Elementary School.



25 Questions in Total					
Category	Number and Calculation	Geometry	Measurement	Probability and Statistics	Patterns
Number of Question	13	3	5	2	2

Elementary math curriculum in Korea is consisted of Number and Calculation/Geometry/Measurement/Probability and Statistics/ Patterns

While developing Edubalance, we evaluated 10 math advanced countries' curriculums. Thorough analyzing of Math curriculum of 10 Math advanced countries (China, Finland, France, Germany, India, Japan, Korea, Singapore, UK and U.S.A.), we found that there is point of similarity other and generally, they can be categorized as 5 categories.

This time, we see <Analysis of Result in Each Category of Young-Chul>

80 Points (20 are correct among 25 questions)					
Category	Number and Calculation	Geometry	Measurement	Probability and Statistics	Patterns
Correct/Total	12/13	2/3	4/5	1/2	1/2
Points	92	67	80	50	50
Level by Points	3rd Grade	2nd Grade	3rd Grade	2nd Grade	2nd Grade

※ So in which class Young-Chul should study?

What can be his math progress?

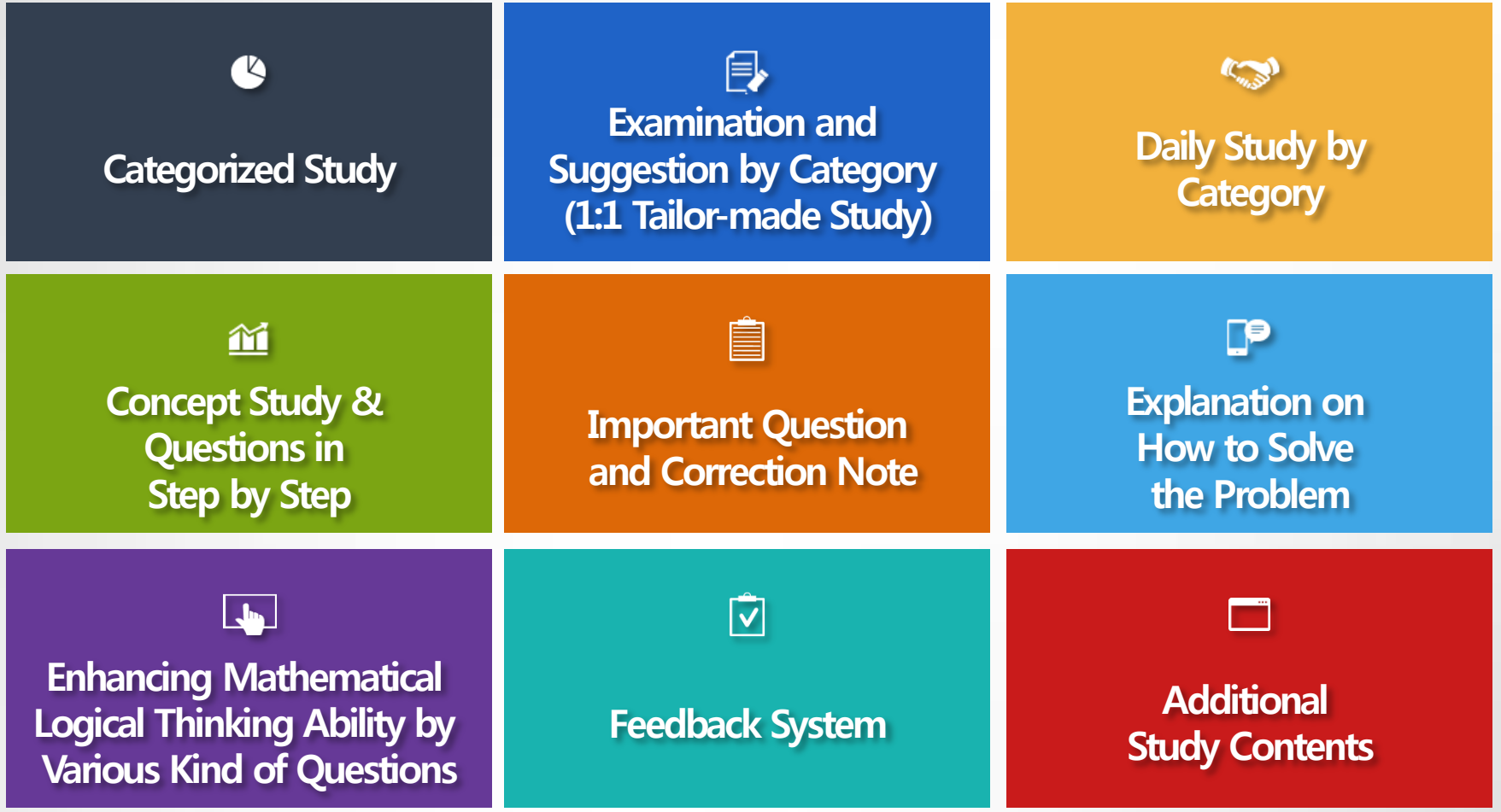
Until now, no one has evaluated the student's math level by each category and has managed it by individual tailor-made study system – not in any public education system, academic institutes and home-study materials in the world.

Proper Method of Math Learning

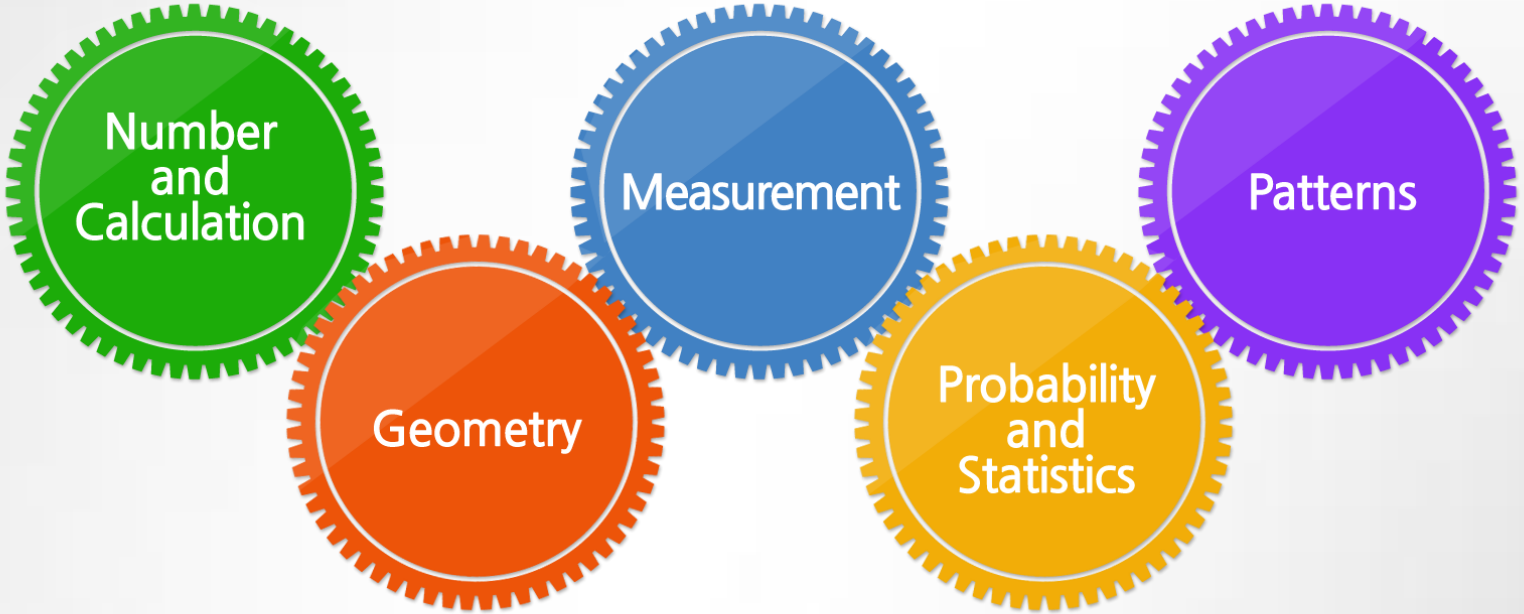
(1) Evaluate the math level accurately by each category
(2) Set the proper starting point at the right level and build up
(3) Understand the concept at each subject and study
step by step through individual tailor-made learning system.

That's what is required for the development of mathematical thinking ability to solve any complicated problems with well-balanced math skills for each category based on solid foundation of math.

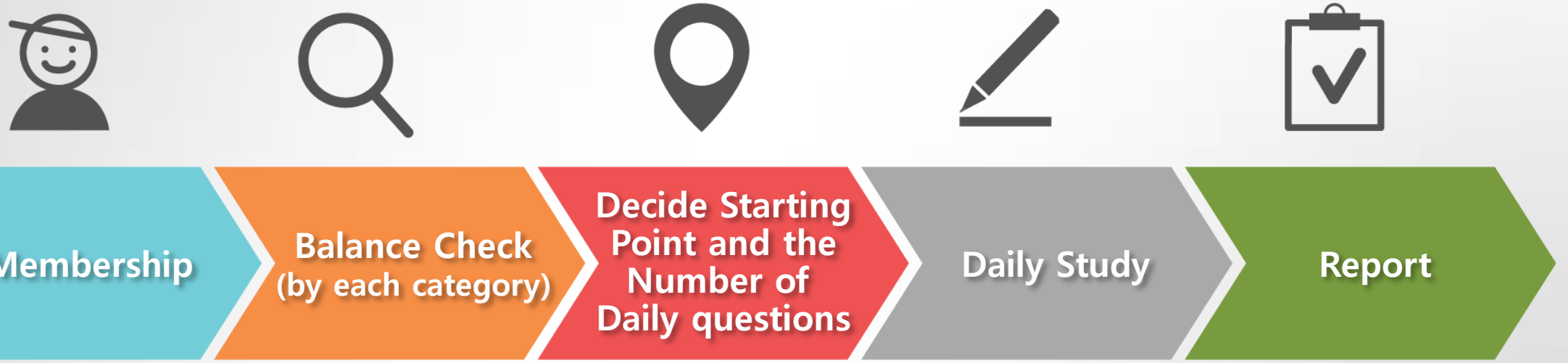
[3] Edubalance Introduction



Edubalance is a tailor-made study system for 5 categories in elementary math



Study Flow

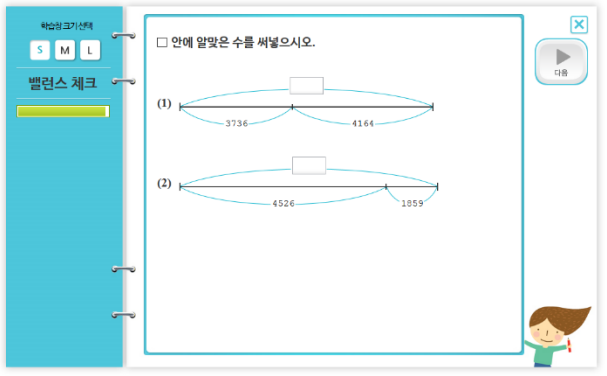

Membership
Balance Check
(by each category)
Decide Starting Point and the Number of Daily questions
Daily Study
Report

Examination and Suggestion by Category (1:1 Tailor-made Study)

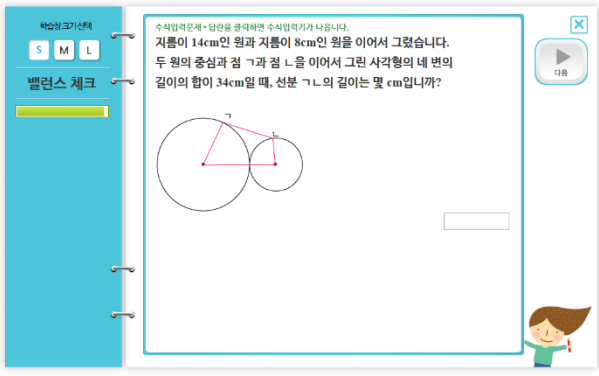
For accurate evaluation of the student's current level, examine individual level in 5 categories.

Examination and Suggestion by Category (1:1 Tailor-made Study)

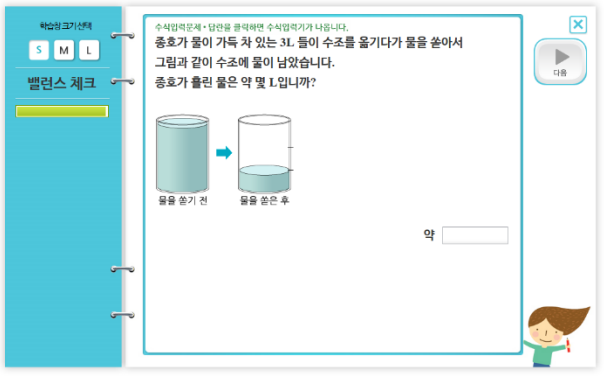
Examination by Category



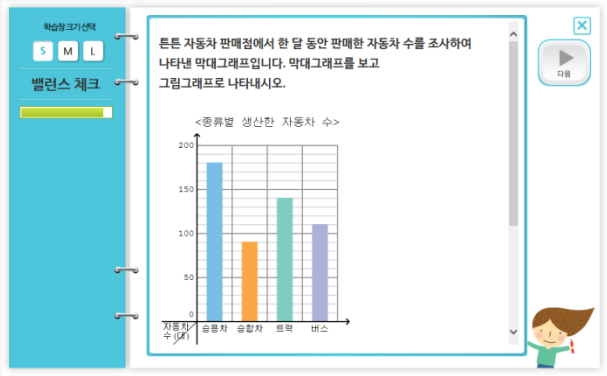
Number and Calculation



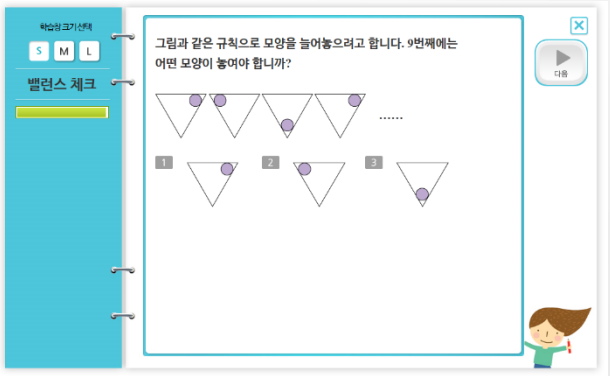
Geometry



Measurement



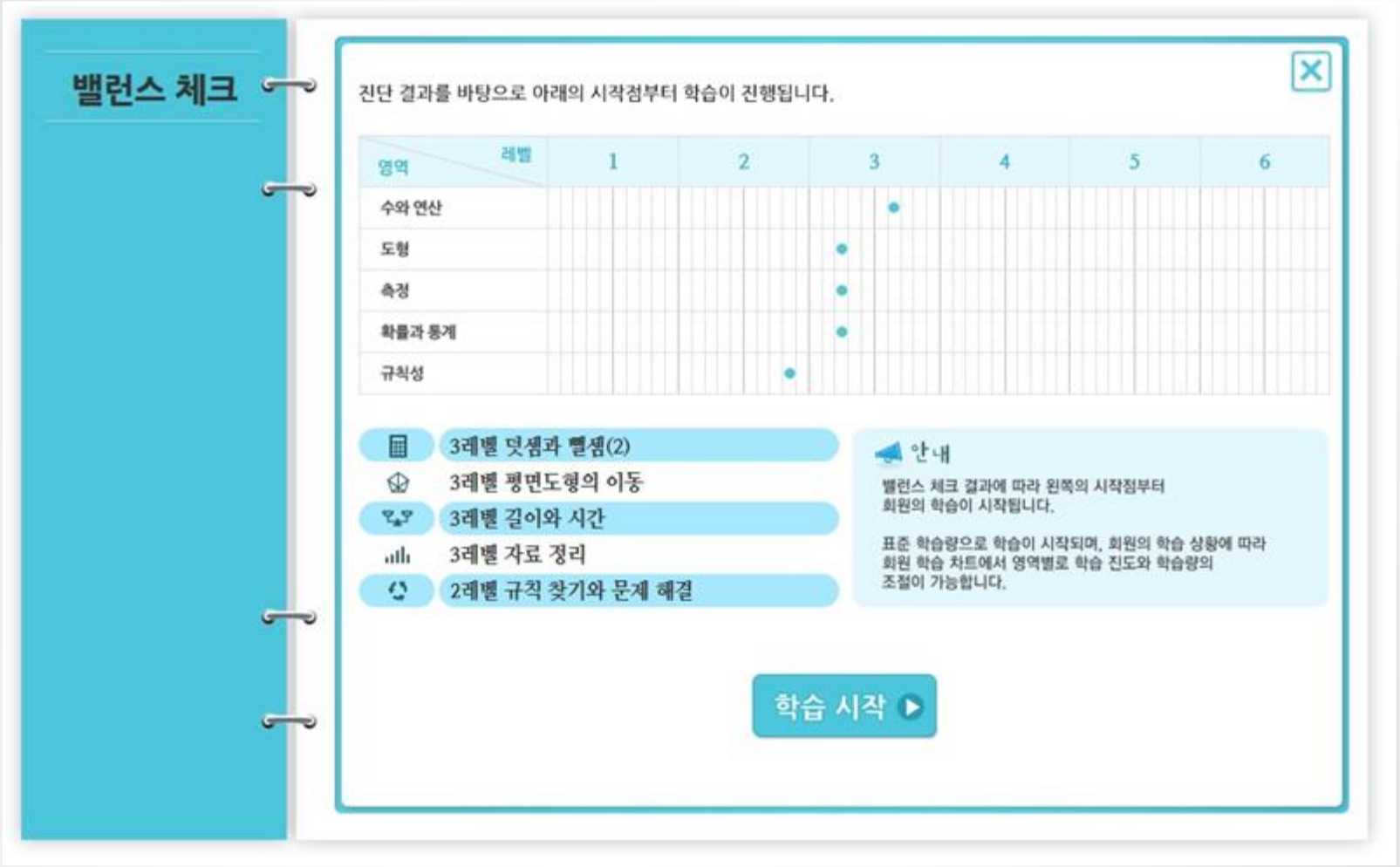
Probability and Statistics



Patterns

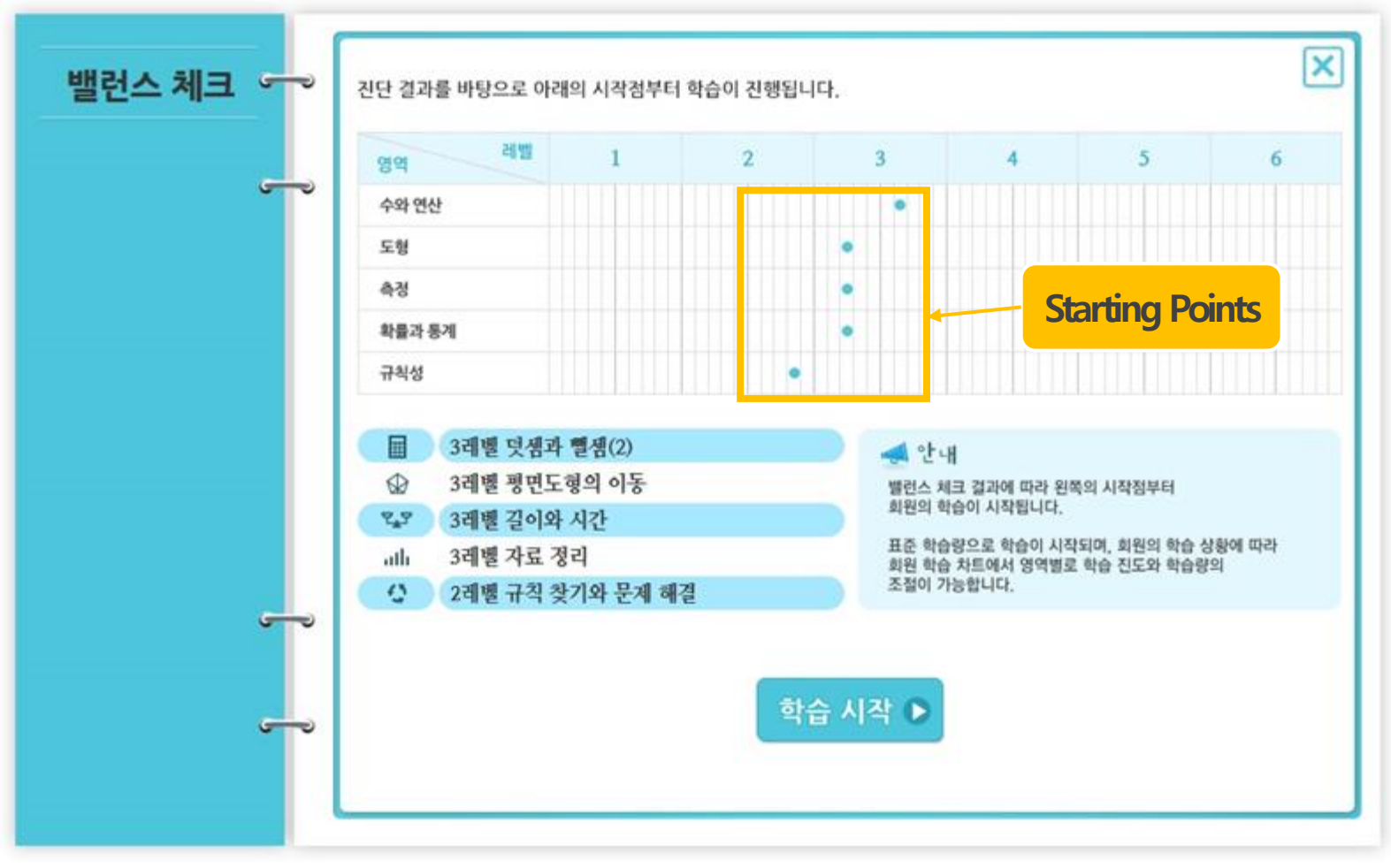
Examination and Suggestion by Category (1:1 Tailor-made Study)

The Result of Level Test



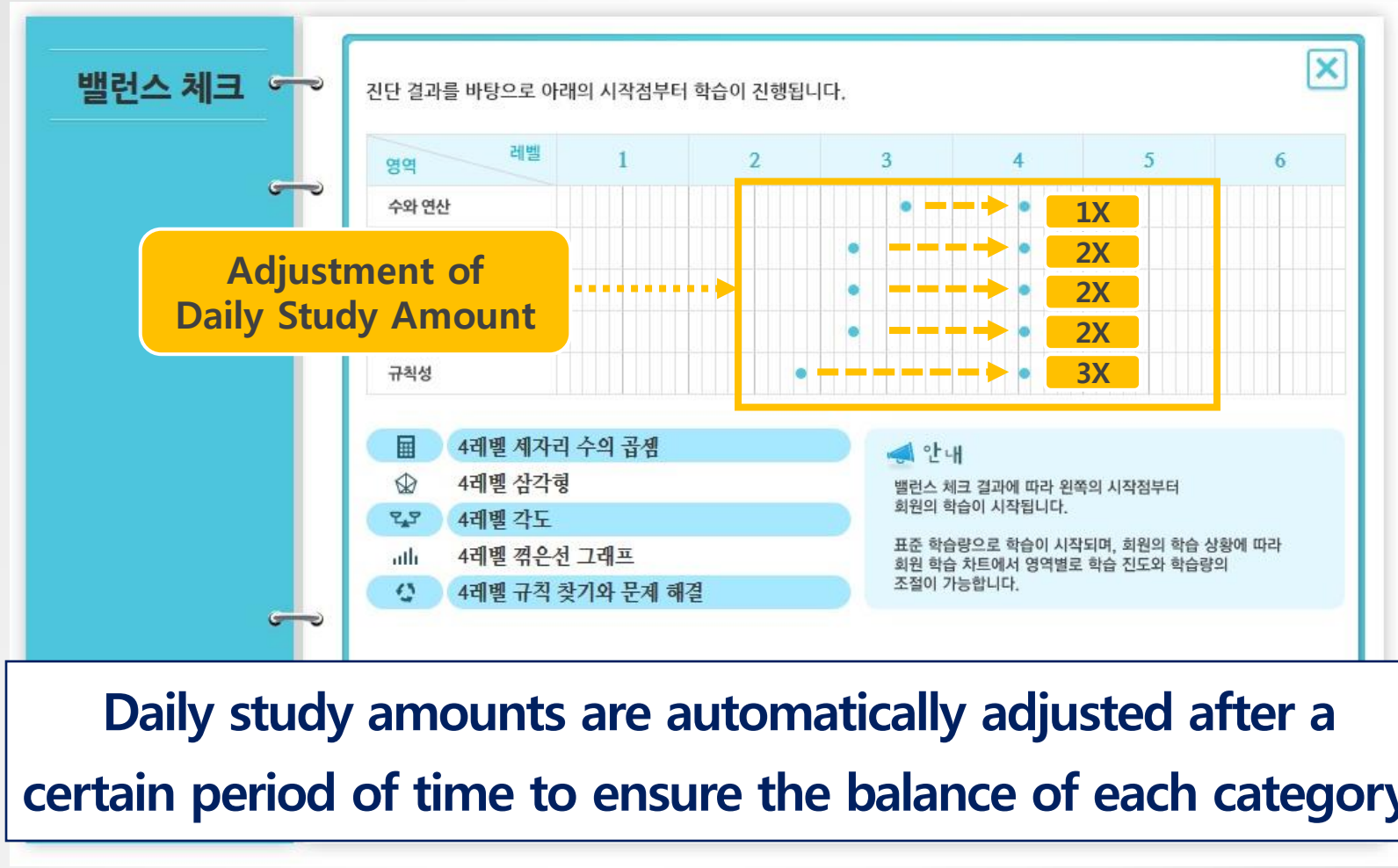
Examination and Suggestion by Category (1:1 Tailor-made Study)

According to the result of the level test, starting points are determined.



Examination and Suggestion by Category (1:1 Tailor-made Study)

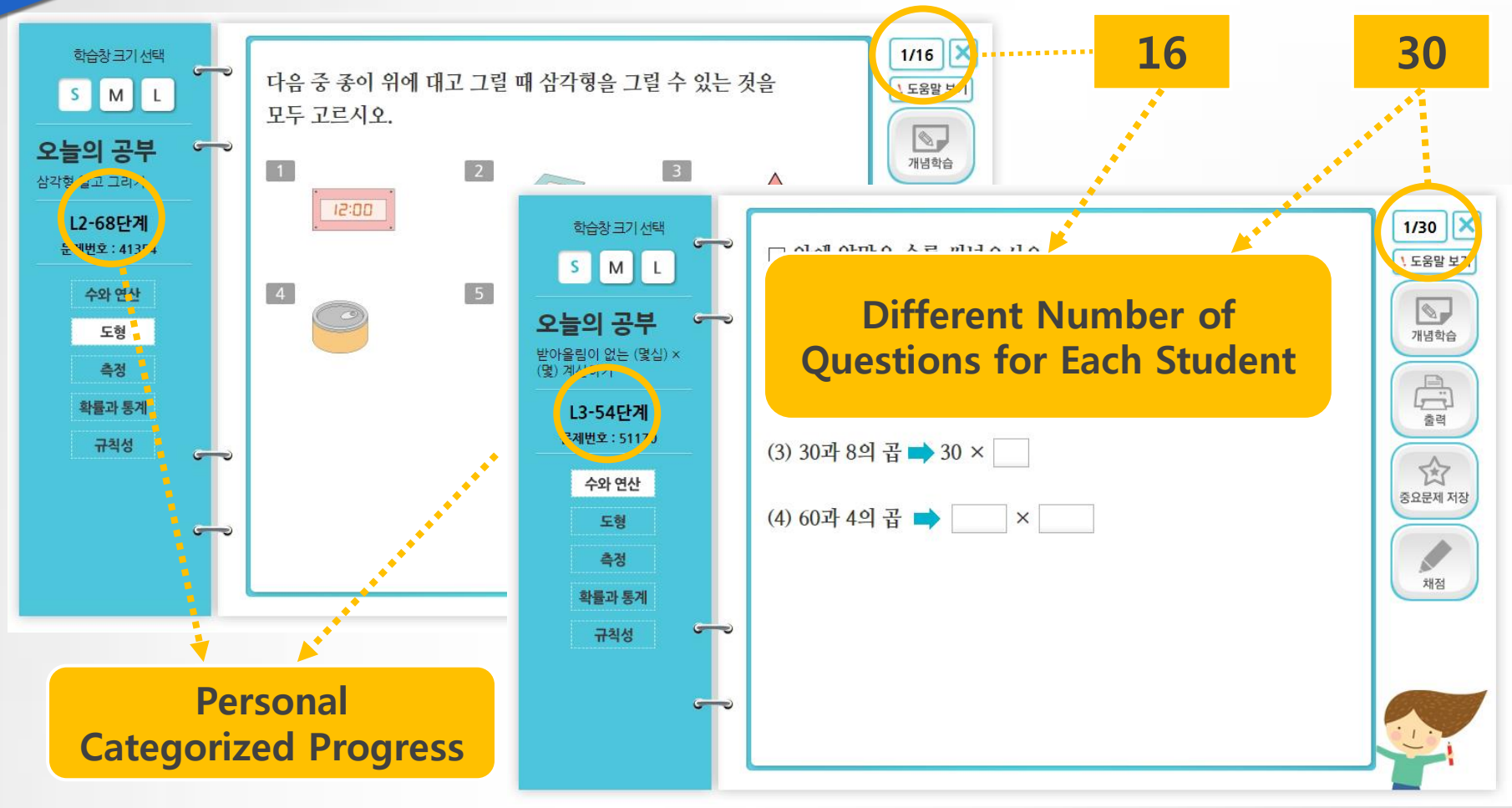
According to the result of the level test, daily study amount is determined.



Daily study amounts are automatically adjusted after a certain period of time to ensure the balance of each category.

Examination and Suggestion by Category (1:1 Tailor-made Study)

1:1 Tailor-made Study



Therefore, it provides the optimized amount of 1:1 tailor-made study by category for each student.

Daily Study
by Category

It is set to study 5 categories
in every day study in Edubalance.

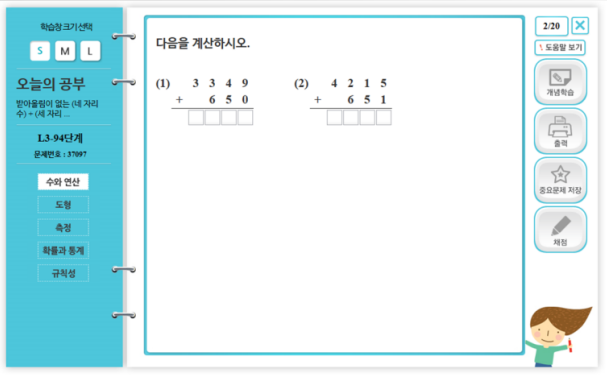
Daily Study
by Category

Daily Study

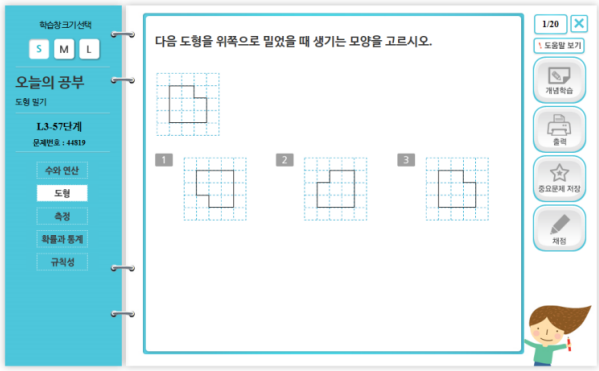
5 Categories

Daily Study
by Category

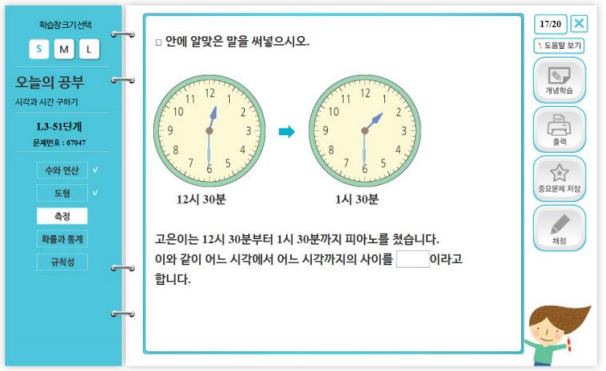
Study by 5 Categories



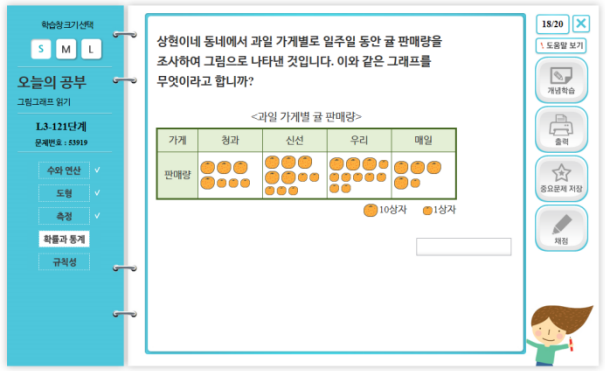
Number and Calculation



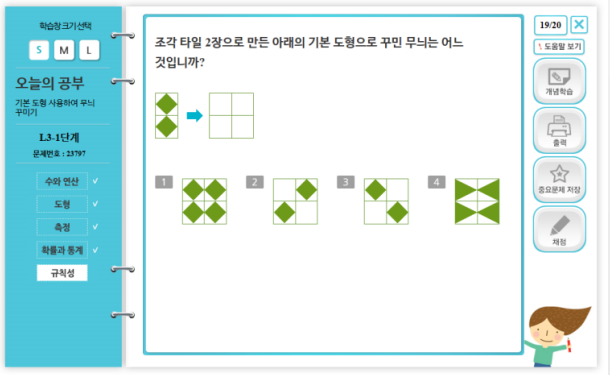
Geometry



Measurement



Probability and Statistics



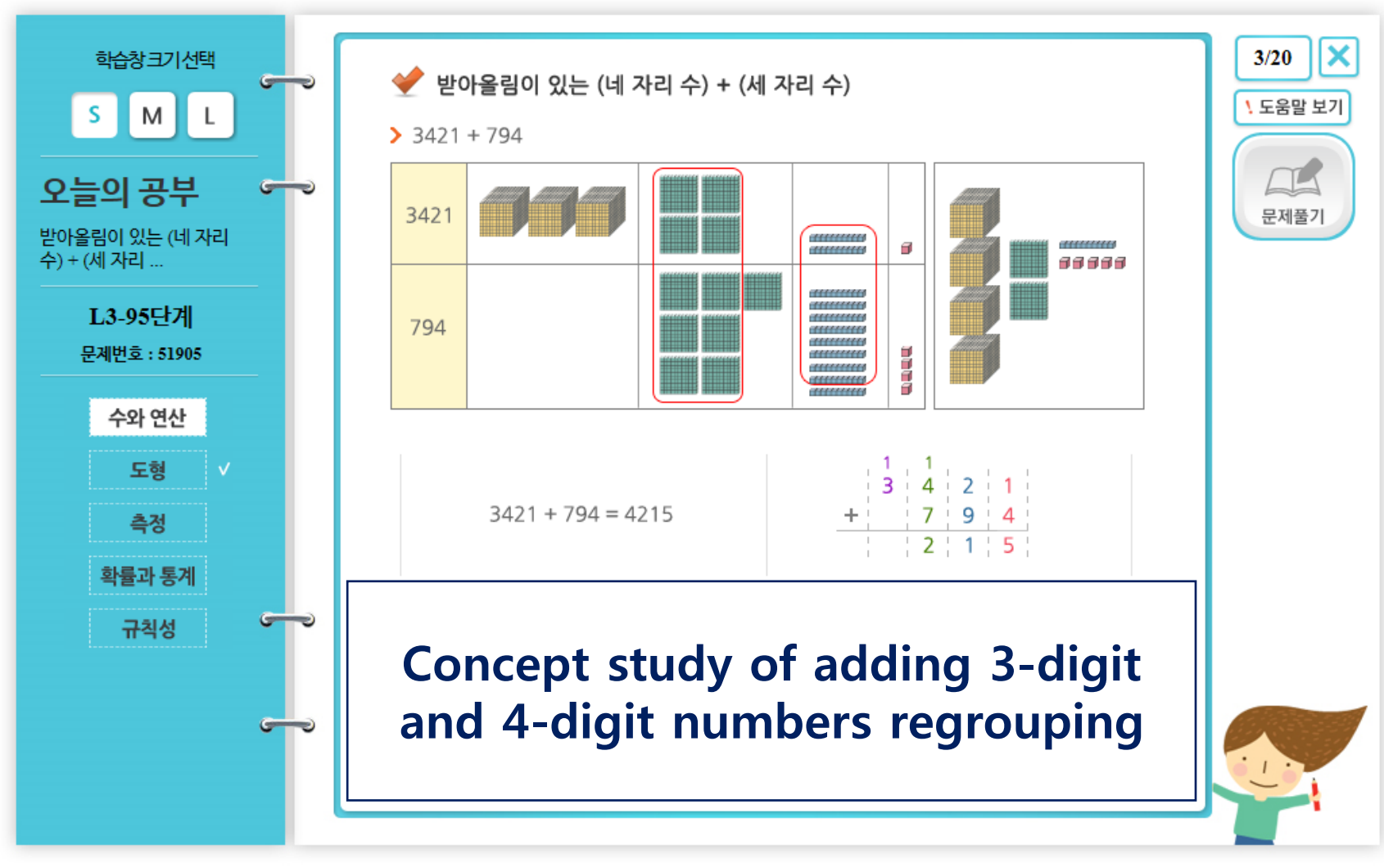
Patterns

Concept Study & Questions in Step by Step

As the Subjects change, the student will learn concept study first and try daily question.

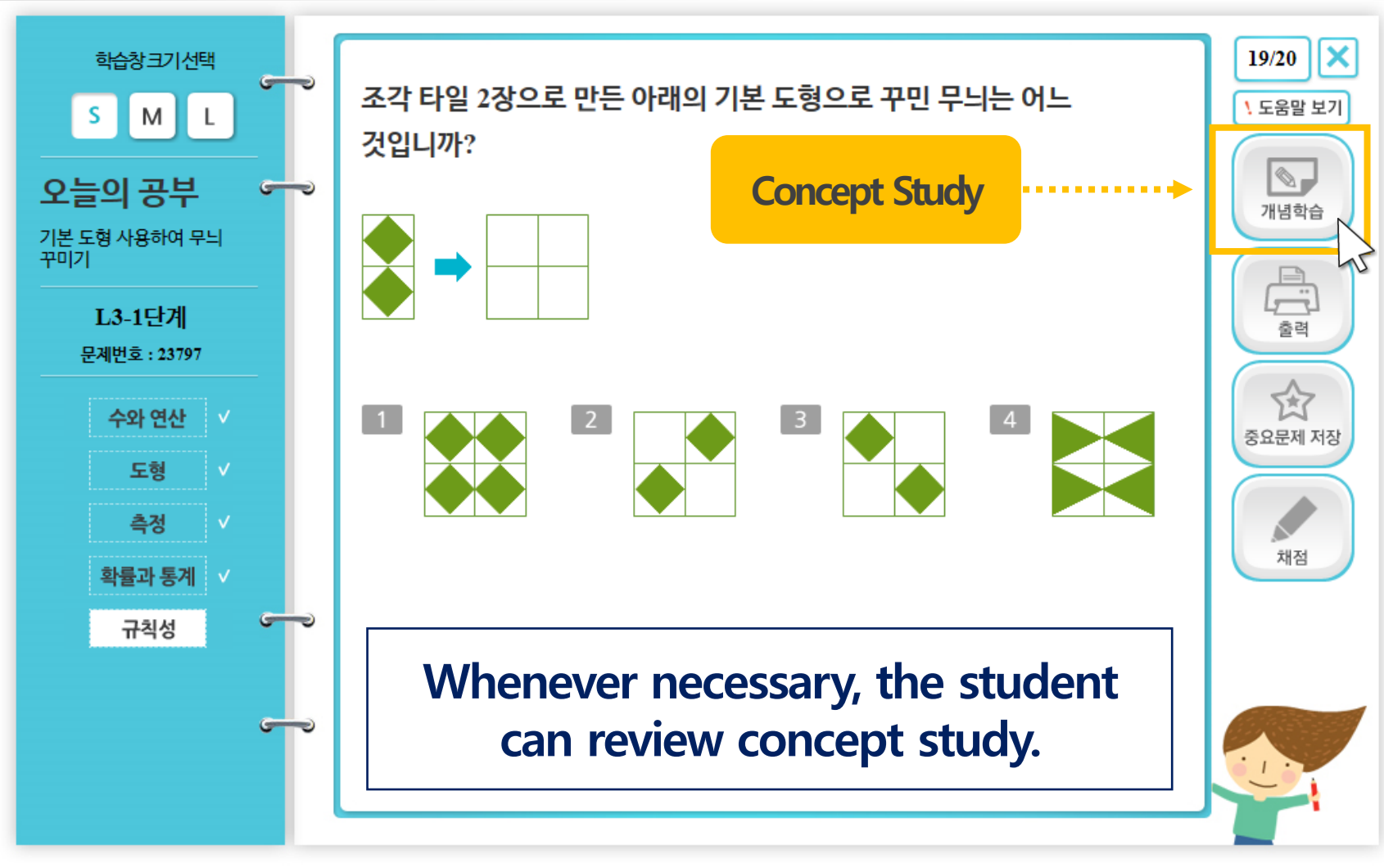
Concept Study & Questions in Step by Step

Concept Study Sample



Concept Study & Questions in Step by Step

Review of Concept Study

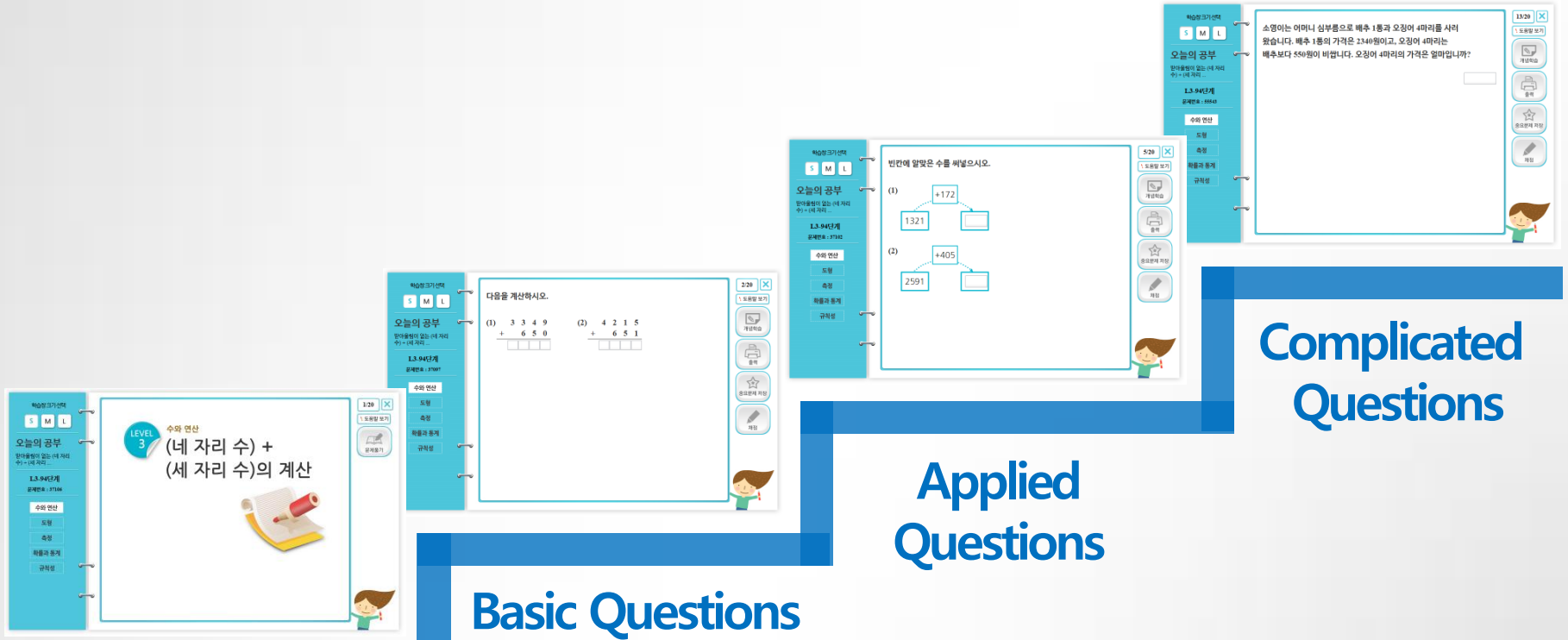


Concept Study & Questions in Step by Step

Students are provided with all questions to understand the concept of the subject and apply the concept in more complicated problems in step by step.

Concept Study & Questions in Step by Step

Study in Step by Step



Concept Study

Basic Questions

Applied Questions

Complicated Questions

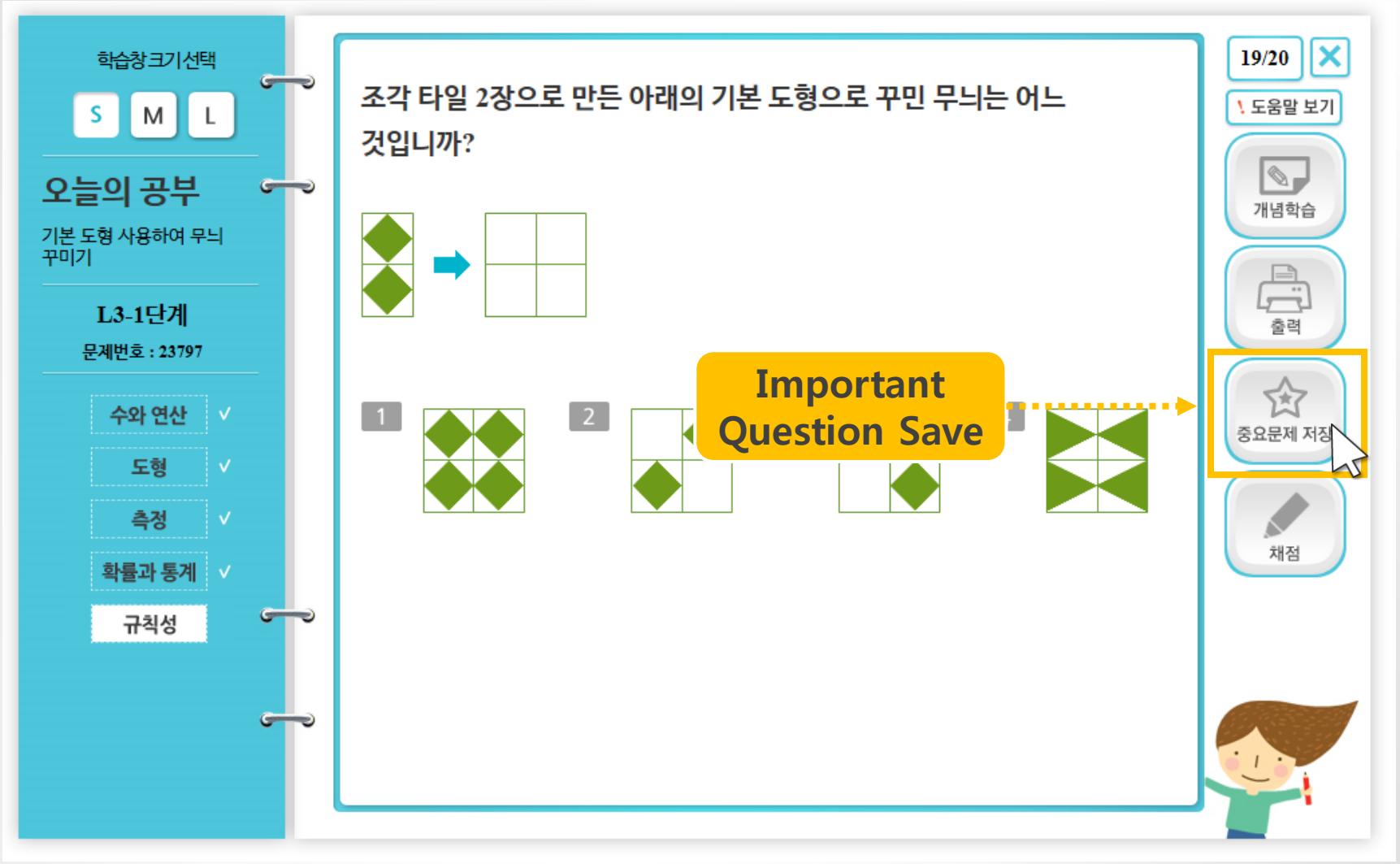
Important Question and Correction Note

While studying, if necessary, the student can save any question by clicking 'important question save button'.

For incorrect questions, hint is provided to allow the student to retry the question while such question is automatically saved in Correction Note.

Important Question and Correction Note

Important Question Save

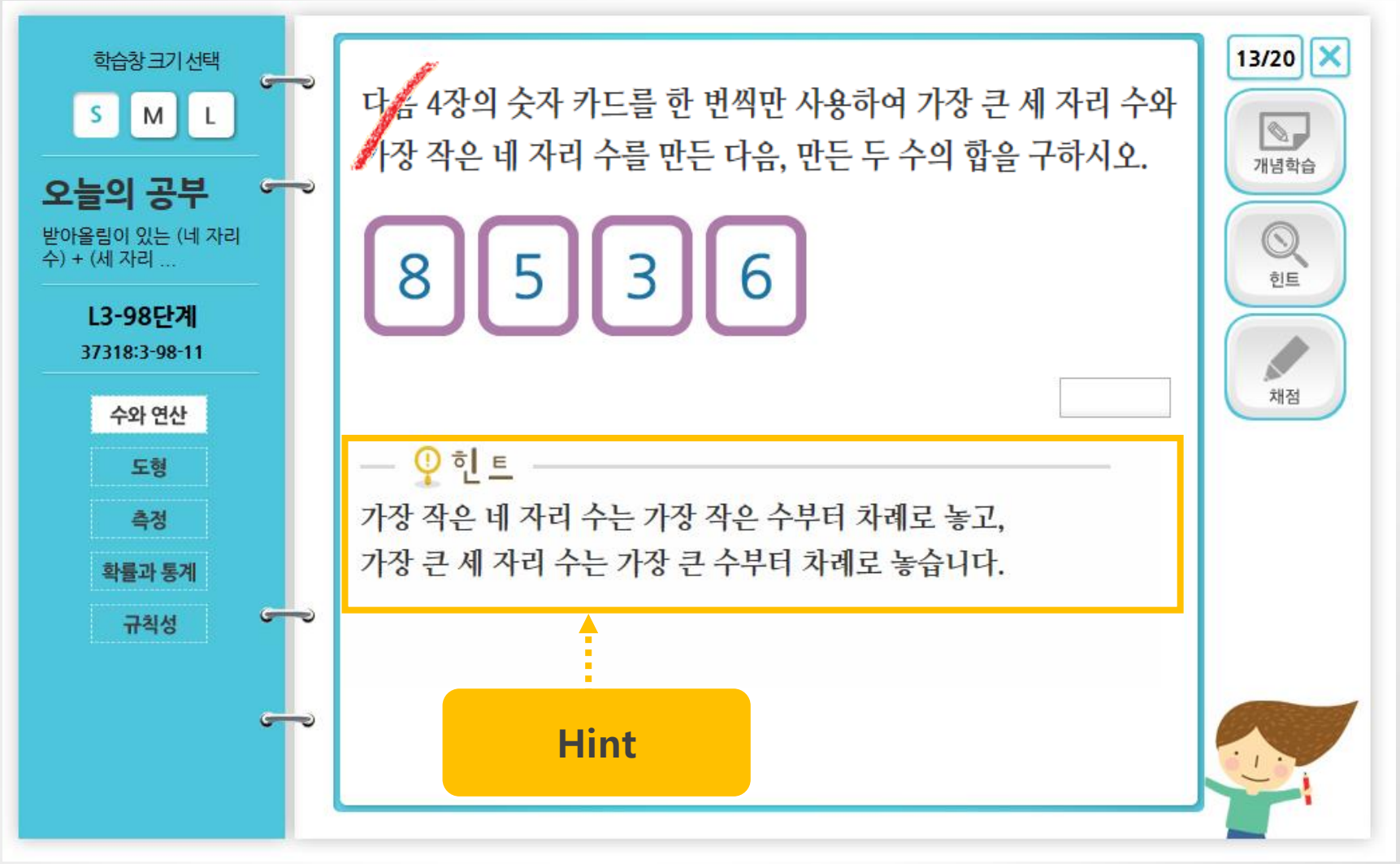


Important Question and Correction Note

Important Question List

Important Question and Correction Note

Example of Hint



Important Question and Correction Note

Example of Correction Note

나의 오답노트

오늘의 공부를 하면서 틀린 문제들을 모두 모아 두었습니다. 오답 노트를 통해 틀린 문제들은 한번 더 풀어보세요.

문제 찾기

영역 선택 전체

기간 검색 - 오늘 1주일 1개월

검색

선택삭제

전체 11개의 오답이 있습니다.

	주제	문제번호	풀이 날짜	
☐	[수와 연산] (네 자리 수) + (세 자리 수)의 계산	37293	2014-11-14	×삭제
☐	[수와 연산] (두 자리 수) × (한 자리 수)의 계산	51195	2014-10-30	×삭제
☐	[규칙성] 규칙을 찾아 문제 해결하기	25024	2014-10-23	×삭제
☐	[규칙성] 규칙을 찾아 문제 해결하기	25010	2014-10-23	×삭제
☐	[수와 연산] (두 자리 수) × (한 자리 수)의 계산	51192	2014-10-23	×삭제
☐	[수와 연산] (두 자리 수) × (한 자리 수)의 계산	51181	2014-10-22	×삭제

Explanation on How to Solve the Problem

For every question, explanation is offered to help the student to understand how to solve the problem and the answer.

Explanation on How to Solve the Problem

Example of Explanation

학습창 크기 선택

S M L

오늘의 공부

받아올림이 있는 (네 자리 수) + (세 자리 ...

L3-98단계

37318:3-98-11

수와 연산

도형

측정

확률과 통계

규칙성

13/20

개념학습

다음

다음 4장의 숫자 카드를 한 번씩만 사용하여 가장 큰 세 자리 수와 가장 작은 네 자리 수를 만든 다음, 만든 두 수의 합을 구하시오.

8 5 3 6

4433

해설

가장 큰 수부터 차례로 백의 자리, 십의 자리, 일의 자리에 놓으면 가장 큰 세 자리 수를 만들 수 있습니다.
가장 큰 세 자리 수: 865
가장 작은 수부터 차례로 천의 자리, 백의 자리, 십의 자리, 일의 자리에 놓으면 가장 작은 네 자리 수를 만들 수 있습니다.
가장 작은 네 자리 수: 3568
따라서 두 수의 합은 865 + 3568 = 4433입니다.

Explanation

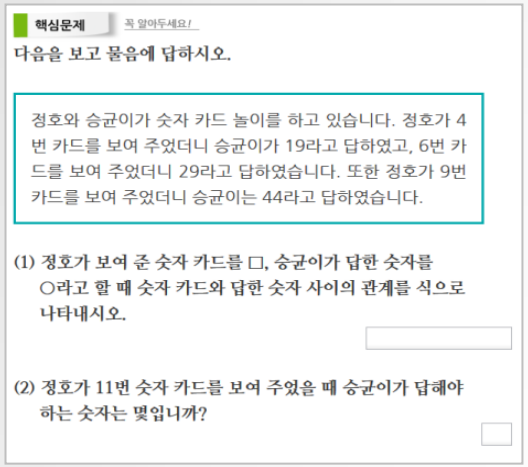
Enhancing Mathematical Logical Thinking Ability by Various Kind of Questions

Edubalance also offers various questions such as multiple choice, simple question, logical thinking, predicative question and interactive question to enhance the student's problem solving skills.

Enhancing Mathematical Logical Thinking Ability by Various Kind of Questions

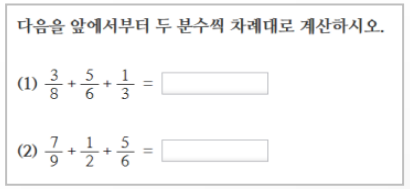
Various Kind of Questions

Logical Thinking

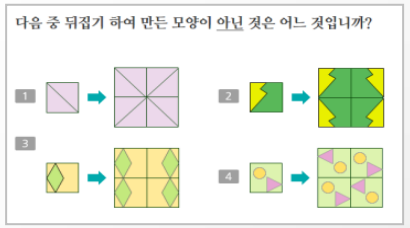


Predicative Question

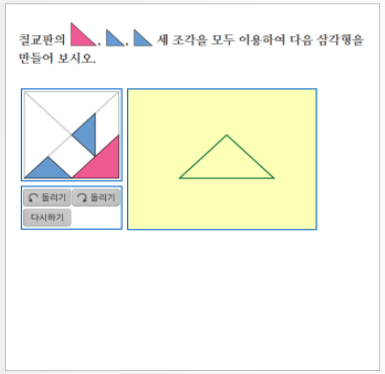
Simple Question



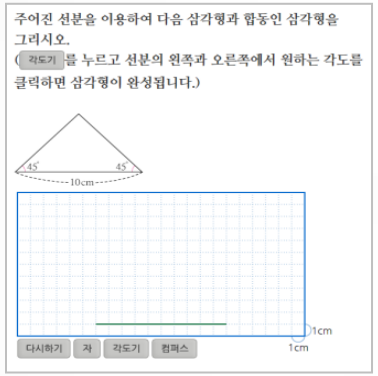
Multiple Question



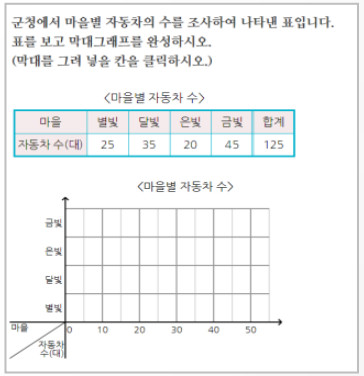
Puzzle Operation



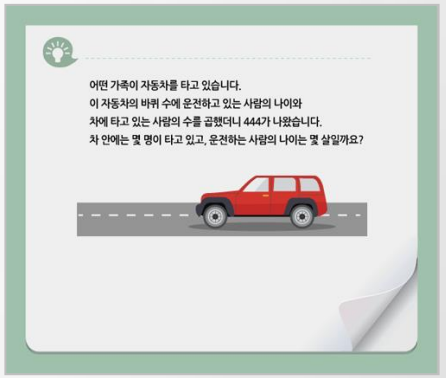
Draw a Geometric Figures



Graphing



Creative Questions

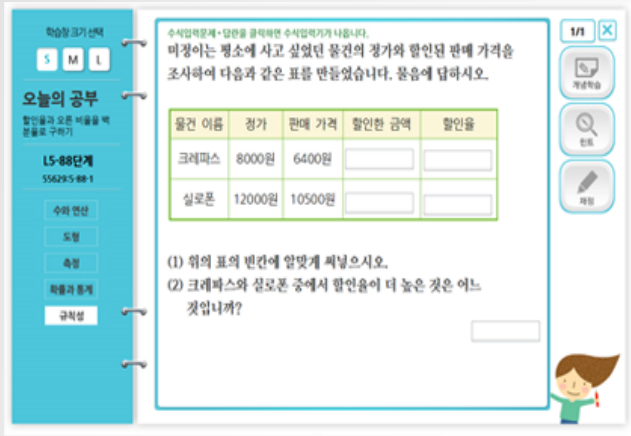


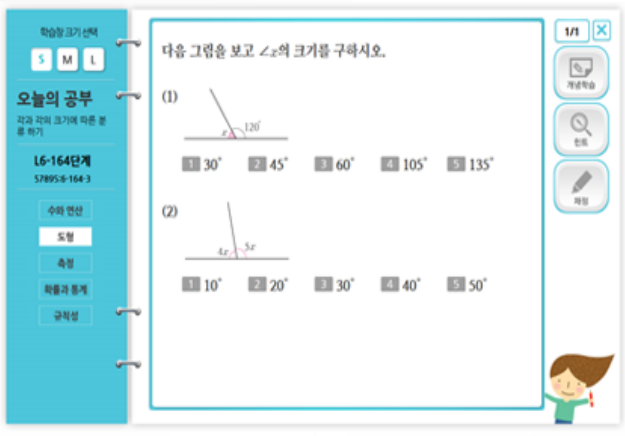
Questions of International Math Evaluation Level

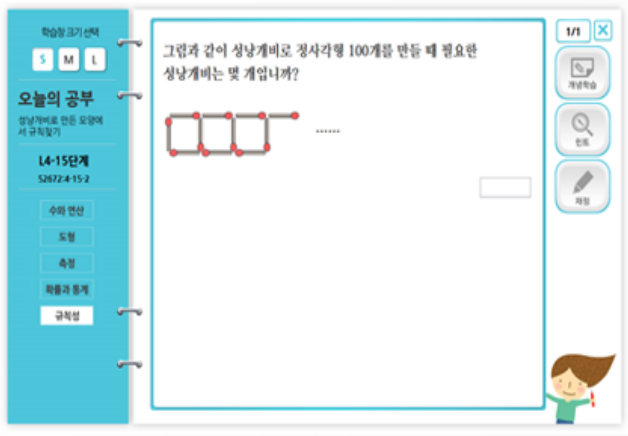
The type and level of Edubalance questions are those of TIMSS organized by IEA(The International Association for the Evaluation of Educational Achievement).

Questions of International Math Evaluation Level

Edubalance





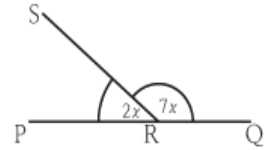


TIMSS

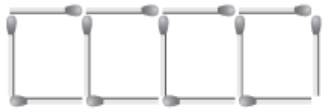
어떤 가게에서 12zed인 코트를 할인 기간 동안 84zed에 팔았다. 이 코트 가격의 할인율은 몇 %인가?

① 25
② 30
③ 35
④ 36
⑤ 40

다음과 같이 직선 PQ가 있다. 다음 ∠PRS의 크기는?



① 10° ② 20°
③ 40° ④ 70°
⑤ 140°



위 그림과 같이 일렬로 늘어선 정사각형 4개를 만드는데 성냥개비를 13개 사용하였다. 이와 같은 방법으로 성냥개비를 73개 사용하면 정사각형을 몇 개 만들 수 있는가? 계산 과정도 쓰시오.

답 : _____

Feedback System

By offering evaluated report on the result,
it helps to make the student to proceed the study efficiently.
The report is provided by daily/weekly/monthly
so parents can check it whenever they want.

Feedback System

Study Report

Study Process

5회차 동안 공부한 결과입니다.

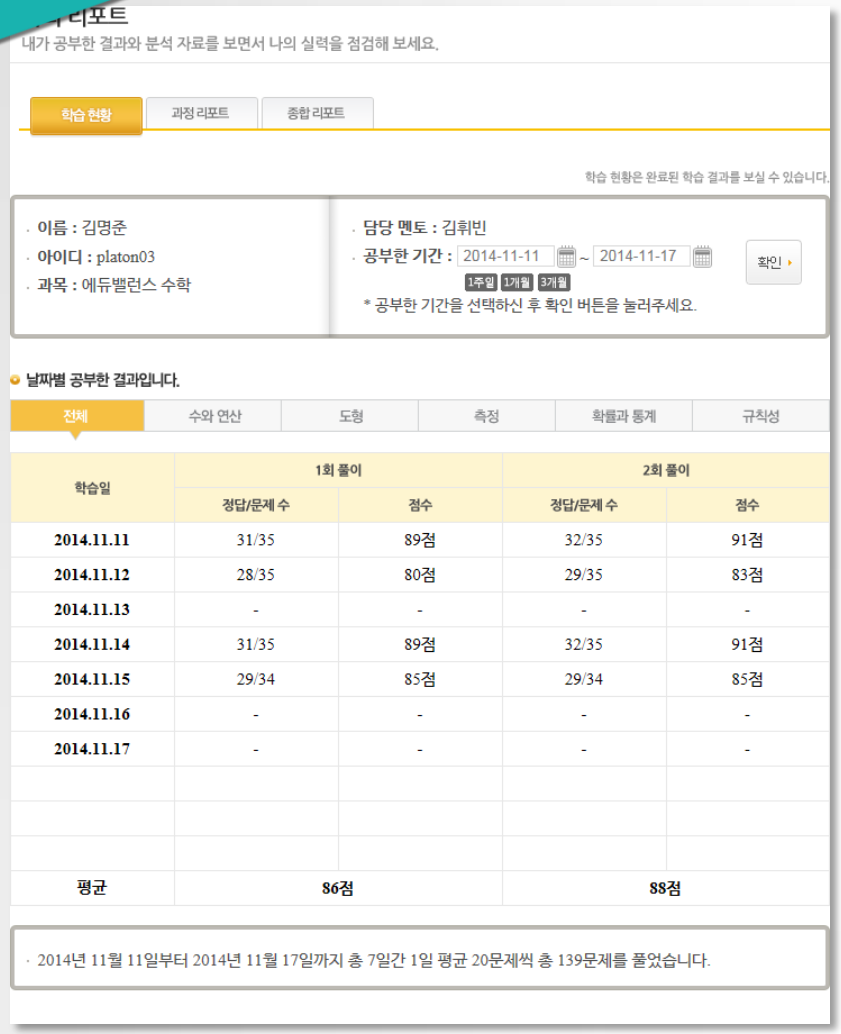
	1회차	2회차	3회차	4회차	5회차	평균
1회 풀이	10/16	13/16	16/19	10/16	11/16	72점
	62점	81점	84점	62점	68점	
2회 풀이	13/16	15/16	17/19	15/16	14/16	89점
	81점	93점	89점	93점	87점	

The Result of the Study

The Result of Each Category

Feedback System

Study Report



내가 공부한 결과와 분석 자료를 보면서 나의 실력을 점검해 보세요.

학습 현황 | 과정 리포트 | 종합 리포트

학습 현황은 완료된 학습 결과를 보실 수 있습니다.

- 이름 : 김명준
- 아이디 : platon03
- 과목 : 에듀밸런스 수학

- 담당 멘토 : 김휘빈
- 공부한 기간 : 2014-11-11 ~ 2014-11-17 (1주일 | 1개월 | 3개월) 확인

* 공부한 기간을 선택하신 후 확인 버튼을 눌러주세요.

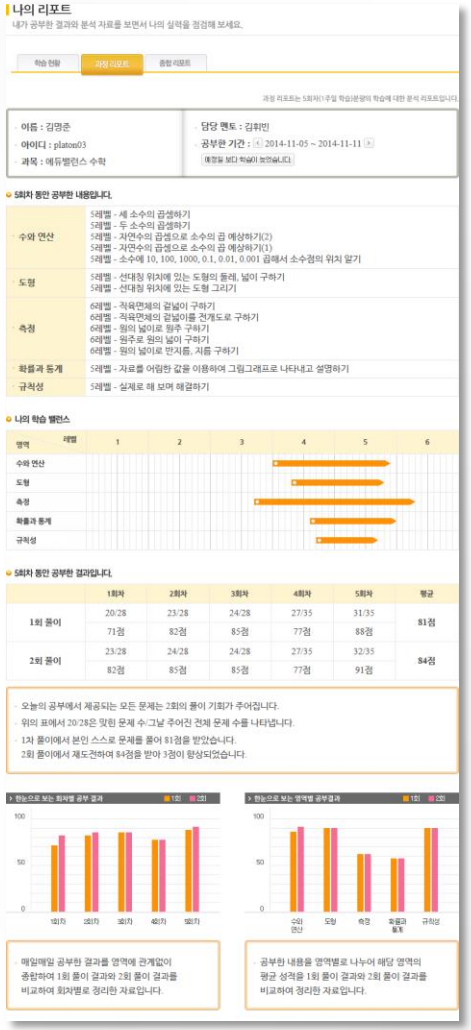
날짜별 공부한 결과입니다.

전체 | 수와 연산 | 도형 | 측정 | 확률과 통계 | 규칙성

학습일	1회 풀이		2회 풀이	
	정답/문제 수	점수	정답/문제 수	점수
2014.11.11	31/35	89점	32/35	91점
2014.11.12	28/35	80점	29/35	83점
2014.11.13	-	-	-	-
2014.11.14	31/35	89점	32/35	91점
2014.11.15	29/34	85점	29/34	85점
2014.11.16	-	-	-	-
2014.11.17	-	-	-	-
평균	86점		88점	

- 2014년 11월 11일부터 2014년 11월 17일까지 총 7일간 1일 평균 20문제씩 총 139문제를 풀었습니다.

Daily Study Report



나의 리포트

내가 공부한 결과와 분석 자료를 보면서 나의 실력을 점검해 보세요.

학습 현황 | 과정 리포트 | 종합 리포트

- 이름 : 김명준
- 아이디 : platon03
- 과목 : 에듀밸런스 수학

- 담당 멘토 : 김휘빈
- 공부한 기간 : 2014-11-05 ~ 2014-11-11

5회차 동안 공부한 내용입니다.

수와 연산	5레벨 - 세 소수의 곱셈하기 5레벨 - 두 소수의 곱셈하기 5레벨 - 자연수의 곱셈으로 소수의 곱 예상하기(2) 5레벨 - 자연수의 곱셈으로 소수의 곱 예상하기(1) 5레벨 - 소수에 10, 100, 1000, 0.1, 0.01, 0.001 곱해서 소수점의 위치 알기
도형	5레벨 - 선대칭 위치에 있는 도형의 둘레, 넓이 구하기 5레벨 - 선대칭 위치에 있는 도형 그리기
측정	6레벨 - 직육면체의 겉넓이 구하기 6레벨 - 직육면체의 겉넓이를 전개도로 구하기 6레벨 - 원의 넓이로 원주 구하기 6레벨 - 원주로 원의 넓이 구하기 6레벨 - 원의 넓이로 반지름, 지름 구하기
확률과 통계	5레벨 - 자료를 어림한 값을 이용하여 그림그래프로 나타내고 설명하기
규칙성	5레벨 - 실제로 해 보며 해결하기

나의 학습 밸런스

영역 \ 레벨	1	2	3	4	5	6
수와 연산						
도형						
측정						
확률과 통계						
규칙성						

5회차 동안 공부한 결과입니다.

	1회차	2회차	3회차	4회차	5회차	평균
1회 풀이	20/28	23/28	24/28	27/35	31/35	81점
	71점	82점	85점	77점	88점	
2회 풀이	23/28	24/28	24/28	27/35	32/35	84점
	82점	85점	85점	77점	91점	

- 오늘의 공부에서 제공되는 모든 문제는 2회의 풀이 기회가 주어집니다.
- 위의 표에서 20/28은 맞힌 문제 수:그날 주어진 전체 문제 수를 나타냅니다.
- 1차 풀이에서 본인 스스로 문제를 풀어 81점을 받았습니다.
- 2회 풀이에서 재도전하여 84점을 받아 3점이 향상되었습니다.

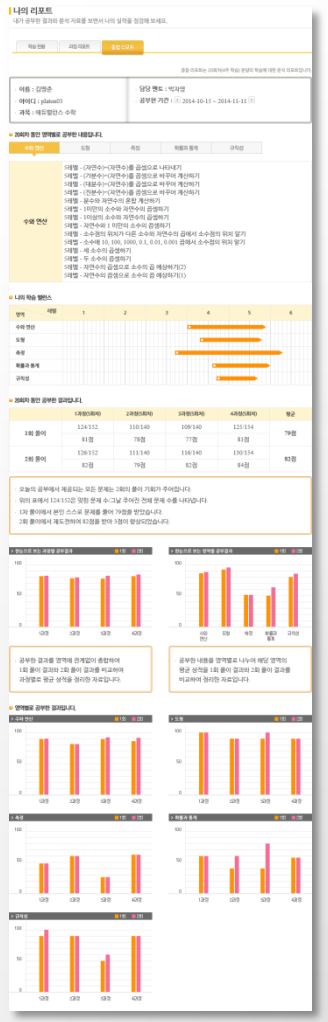
한눈으로 보는 회차별 공부 결과

매일매일 공부한 결과를 영역에 관계없이 종합하여 1회 풀이 결과와 2회 풀이 결과를 비교하여 회차별로 정리한 자료입니다.

한눈으로 보는 영역별 공부결과

공부한 내용을 영역별로 나누어 해당 영역의 평균 성적을 1회 풀이 결과와 2회 풀이 결과를 비교하여 정리한 자료입니다.

Weekly Report



Monthly Report

Additional Study Contents

Calculation Practice Program and Creative Questions are additionally provided for efficiency in math study.

For calculation practice, our Calculation Study Program provides calculation questions unlimitedly.

Creative Questions which enhancing logical thinking ability is provided every week and it can be applied to discussion and debate class.

Additional Study Contents

Calculation Practice Program

수연산 플러스

(2000 ~ 2999) × 한 자리 수

빈칸에 알맞은 수를 쓰세요.

1	2586 × 3 =	2	2591 × 8 =
3	2789 × 2 =	4	2755 × 2 =
5	2531 × 3 =	6	2220 × 4 =
7	2092 × 1 =	8	2372 × 2 =
9	2642 × 2 =	10	2524 × 2 =
11	2044 × 9 =	12	2489 × 7 =
13	2708 × 3 =	14	2741 × 2 =

채점

정답보기

출력

다시하기

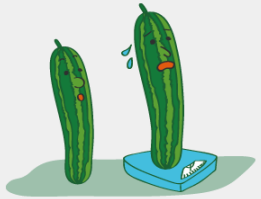
다음단계

Additional
Study Contents

Creative Questions

윔피 행성에서 지구로 외계인 2명이 놀러 왔습니다.
앞으로 이틀에 한 번씩 전에 왔던 외계인 수의
2배만큼 놀러 온다면,
20일 후에 놀러 오는 외계인은 몇 명일까요?

어떤 농부 아저씨가 연구 끝에 새로운 오이를 개발했습니다.
이 오이는 밭에서 막 땄을 때 수분이 전체 무게의 99%를 차지합니다.
이 오이를 시장에서 1kg을 사와서 냉장고에 넣어두었더니
수분이 증발되어서 남은 수분이 전체 무게의 98%로 줄었습니다.
이때 오이의 무게는 몇 g일까요?



부엌에 모래시계가 두 개 있습니다.
그중 한 개는 모래가 다 내려가는데 8분이 걸리고,
다른 한 개는 5분이 걸립니다.
그런데 요리사가 4분 동안 고기를 튀기려고 합니다.
어떻게 하면 두 개의 모래시계를 이용해서
정확히 4분을 잴 수 있을까요?

THANK YOU

BLUEWORKS