



JOYFUL TOTS

MS HU JINGWEN
HAPPY CASTLE PTE LTD

Happy Castle was established in 2016 under the leadership of Ms Hu Jingwen as an indoor playground for children. The business concept is extremely simple but deeply profound - the centres are focused on developing innovative methods to allow the children to acquire a skills while playing. These are skills not commonly picked up from conventional classrooms but are nonetheless applicable to their everyday lives.

Each of the 9 playgrounds to date have a different skill-building focus and offer flexible and affordable services catering to families of all demographics. Amongst the most popular are Little Day Out - voted as No.1 Indoor Playground in Singapore, Happy Sparks and Steam Learning - a centre dedicated to promoting learning through play. True to their mission to reach out to all families, packages go by the minute - allowing for maximum usage flexibility.

After the birth of her son, Ms Hu discovered a new-found interest in child behavioural science. She began formulating how she could cultivate their interests and develop their inner character through educational playing.

"Educational playing is a very popular concept in The States", states Ms Hu. During the time she spent in The States, she studied the growth habits and learning patterns amongst children, giving her a broader view on how children should be brought up in the best and most appropriate manner.

Upon relocation to Singapore, she immediately noticed a huge cultural difference. Local malls were filled with tuition centers and children here appear less lively and bubbly compared to the young ones in America. Filling a tinge of sadness, she was determined to create something different. And one simply cannot deny the "fun" element infused

throughout the playgrounds. At Happy Castle playgrounds, you can play, learn and have fun all under one roof.

Non-traditional props and interesting learning tools are used to remove the barrier between learning and playing. For example, their signature cassia seeds are used to help children trigger brain responses through touching and feeling. Spoons are used to train motor skills. The playgrounds also specialise in training of objects and colours recognition, boosting imagination, building creative and artistic talents and even offers drama classes. In time, Happy Castle would also be forming a social party club to offer advance learning programmes.

Setting her sights on regional expansion, Ms Hu's vision is for Happy Castle to be the top educational and enriching kids' indoor playground in Asia. She is also planning on expansion into nutrition, toys and other peripherals that would help children learn, play and grow.

In the pipeline would be a themed restaurant next to their playgrounds. As many families today have busy schedules, sitting down to homemade meals everyday can be rather challenging. Many little ones are consuming way too much take-out and low-nutrition food in Ms Hu's opinion. She firmly believes that good nutritious food will stabilise the children's energy, improve their minds, balance their moods, as well as help them maintain a healthy weight and to prevent mental health conditions.

With a belt of accomplishments under her belt and clear directions for the future, Ms Hu is surprisingly down-to-earth and smiles as she recounts she greatest achievement: "Seeing the kids happy and looking at them enjoying themselves!" Parents can rest easy knowing their precious ones are in safe hands at Happy Castle.



UP CLOSE & PERSONAL

What excites you about the future of your industry?

Knowing we have the chance to create a holistic educational environment for the kids and that each and every children can experience a healthy and happy childhood.

How do you approach problems in life?

Always take a step back and see the problem through a broadened perspective. And to approach problems with a "lens of opportunities".

Passion or Practicality?

Well, practicality is a part of reality. Passion is who you are. Practicality will take you from A to B. But Passion might take you beyond Z. Practicality introduces you to reality and Passion helps to recreate reality!

How has your past experience helped you as an entrepreneur and business person?

My experience in sales has allowed me to come up with sales strategies that are distinct from others. For example, our packages are counted by minutes. This allows for greater flexibility and the affordability caters to a bigger market for all customer demographics.

How do you stand out from your competitors?

Hard work and Heart work. Each play concept is designed with a lot of soul and heart - because at different age groups, children have different attention spans. I look into the types of toys that is suitable for all different ages.



DEFINE SUCCESS ON YOUR OWN TERMS,
ACHIEVE IT BY YOUR OWN RULES AND
BUILD A LIFE YOU ARE PROUD TO LIVE.

