

FRANCHISE OPPORTUNITY

Our Company One Premise Multiple Income

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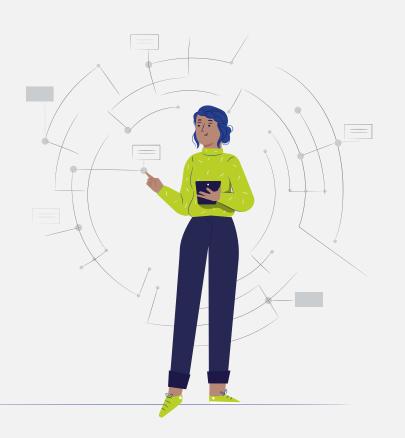
Available Franchise

Available Franchise Models

INTRODUCTION

Brain Child International is proud to promote and spread its revolutionary courses, innovative approach, successful business model and experience in child brain development across the world. We have opened our business internationally to passionate and productive prospects.





INTRODUCTION contd...

Our franchise model is a tested world-class business model that brings decades of experience in teaching, training, marketing, sales and growth to your doorstep. We provide our franchisees with excellent guides, support and experience.



BRAIN CHILD INTERNATIONAL SDN BHD IS AN INTERNATIONAL COMPANY

BASED OUT OF MALAYSIA

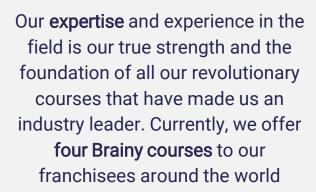






We have **multiple courses** which are focused to the development of children.

We understand children and their **brain development** better due to our involvement in this field for last so many years. We are **experts** in child brain development





BRAIN CHILD LEARNING

Offers multiple programs for your business growth opportunities in the same premise



Brainy Kindergarten

Our Kindergarten Program is a **preschool** with a difference. Combining the best of Montessori Methods with Multiple Intelligence Curriculums delivered in a **Play-Way Method**, the program keeps children sharp and interested from an early age.

Brainy Sensory Enhancement

Our **flagship Program** for children in the age group of **6 to 16 years** is for Mind & Brain development which enhances children's senses through innovative methods. The program raises children's **Emotional Quotient** (EQ). It is an **effective** and **astonishing program** for the lifelong success and wellness of students.





Brainy Write Smart

A program which can be taught **online** and **offline**. A scientifically designed program to improve children's **handwriting**. It instills quick, clean and clever writing, which helps in prolonged retention of information in their brains through the practice of note taking.

Brainy Abacus

Our revolutionary course that is changing the approach to Abacus learning around the world. Mind math in a new **DiziPhyzi method** to ensure **100 percent** precision learning in students. It is the **center-piece** of our company and attracts many admissions for our franchisees.







Multiple Options

Our variety of available Brainy courses enable you to utilize one premise for multiple courses through our 8 a.m. to 8 p.m. concept

As you grow, you can operate all of our four courses from one single place and reap more profits.



	Age	Operating time	Courses
First half of the day	3 to 6 years	8:00 a.m. to 1:00 p.m	Brainy Kindergarten
Second half of the day	After 6 years	3:00 a.m. to 8:00 p.m	Brainy Sensory Enhancement/ Brainy Abacus / Brainy Write Smart





We have everything ready for you and there is nothing that we cannot guide you on- there are no obstacles we do not already have solutions for. Our products are fit for the digital world. Everything that you will need for your business is provided by us.



EXTENSIVE SETUP AND RUNNING SUPPORT

We support you from the time you decide to join us. From premise identification to interiors, from recruiting to training of staff, from marketing to ongoing support, we are with you every step of the way. You will never face a moment of doubt during your entire franchise experience



Education for children is an ever-growing market, and you will be well prepared to benefit from the market. Your finance is already sorted, and you know exactly how much you need to invest. There are no surprises in store and a complete breakdown is available to franchisees from us.



You need not worry, all marketing collaterals, presentations for students and parents and videos are all ready for your use. Student kits and teaching manuals are also available for use. You will not have to come up with anything new to run or grow your franchise.



We have an Extensive Training module which will take care of the training from the Center Director right down to every employee. You can feel comfortable knowing that your staff will be trained for their jobs by the best in the industry.







We provide you with our world class support systems, which are well-defined and work in cohesion. Our support system is broadly broken up into two parts - the pre-launch part, focused on training and launching, and the post-launch part, focused on support and growth.



Pre-Launch Support

We believe good training is a **fundamental requirement** for success. **Well-trained staff** are necessary to find success in every aspect. Our team of expert master trainers will ensure that all your staff are well-trained and ready for work.

Curriculum Training

We **train 2 members** of your team for the curriculum delivery as trainers. We operate on **replaceable training** so if someone leaves, do not worry, because we are there to train replacements. If your business expands and you need more people, we have provisions for that too. You simply have to pay a nominal charge for an extra trainer.

Administration Training

This training is **free of charge** for an **unlimited number of times**. The training will include all the activities required for day-to-day operations of the centers to ensure their smooth running. It will also include training to operate our **ERP software** and maintain and access all records.

Marketing & Sales Training

This training is also free of charge for an unlimited number of times. Income of the center highly depends on this and we provide training on how to use our given marketing resources to market and generate more inquiries for student admissions. We will also train you on how to sell to these inquires and close with **high success ratio**.

Management Training

This training is for the center owners. We will begin with the orientation on how to select the premise, recruit the staff, market and get the first batch started to give a **thriving launching pad** to lift off. Then, in the next phase, we train you on handling staff, managing quality and generating **profitable business** to ensure that you get good fame in your community.

Premise Identification & Centre Layout

We explain the inside of the center to you, showing basic connectivity of spaces and flow. We help guide you with premise identification, interiors and layout of the center, which can differ as per your premise selection. We will help you finalize your custom-made layout, tailored to your premise.

Post-Launch Support



We understand the need for continued support and therefore provide extensive post-launch support to franchisees in the form of management, sales and more.



SALES SUPPORT We have a well-defined sales support system in place for you. We have marketing collaterals, videos and presentations ready for your team. Your sales team can be trained as many times as you may desire. We will set joint sales goals and guide you on how to achieve them.



We believe in quality training from your teachers, which is why our master trainers are watching over their performance and ready to guide them whenever needed. We provide all the necessary materials and resources to support perfect curriculum delivery to all students.

Post-Launch Support

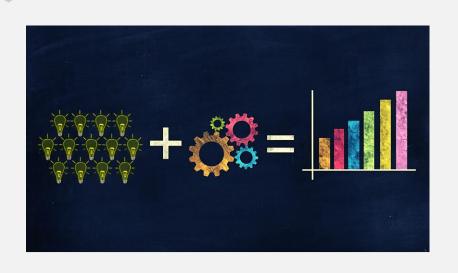


We have dedicated an **ERP software** which will help you manage your day-to-day work, like inquiry management, admission processes, fee receipts, batch information, attendance etc. We will also provide **all formats** needed for administration purposes.

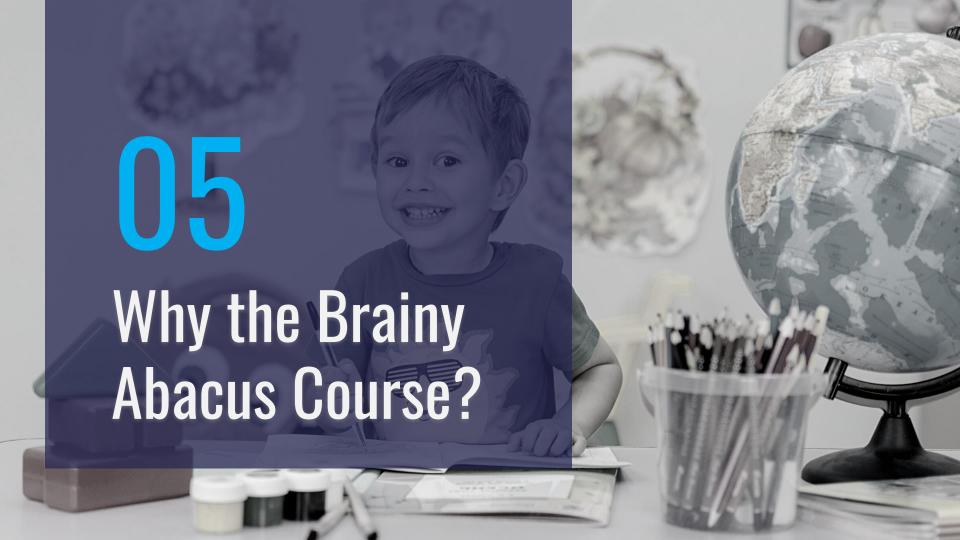


Good management focuses on quality training to students, satisfaction of parents and good revenue for the owner. We have an **excellent system** in place, and we guide franchise owners to achieve all three by focusing on **KRA** (Key Result Areas).

How Much Manpower Is Needed to Start?



- The Brainy franchise only requires 2 to 3
 people in the beginning to successfully
 run the center.
- Each individual can play multiple roles and take on extra responsibilities.
- This means that our franchisees get more out of their initial employees and they can spread the responsibilities as they grow.



 We provide an Abacus Course that changes the way abacus is learned across the globe.

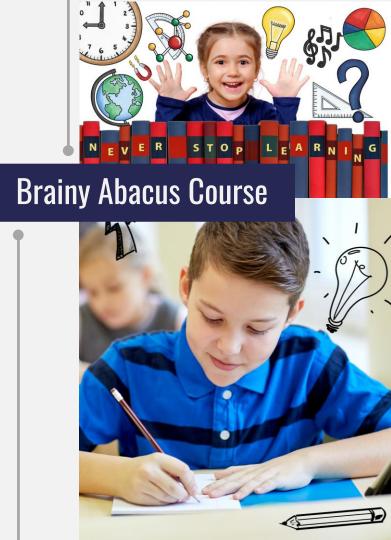
 Our Brainy Abacus Course has revolutionized the traditional abacus training that was being implemented in the world for the past 35 years.



Brainy's Innovative Hybrid DiziPhyzi method for children, which is easy, effective and fun to do. Thus retaining students for longer time with center.

Digital Experience leading to Expertise

Our digital learning thru Brainy App with it's Super intelligent features ensure 100% precise learning by children and also offers Personalized training, personalized supervision, personalized evaluation and a personalized guidance system, leading them to become experts in mind math.



More benefits in Less Time



- Meticulously designed syllabus in which child learns more in less time and performs better, offers various innovative style of sums to keep children interested.
- Our exclusive image based sums, can't be found in any curriculum of the world. These sums give 50% more exercise to the brain compared to all other methodology.
- It also has double the amount of right and left brain coordination. Hence better brain development for children.



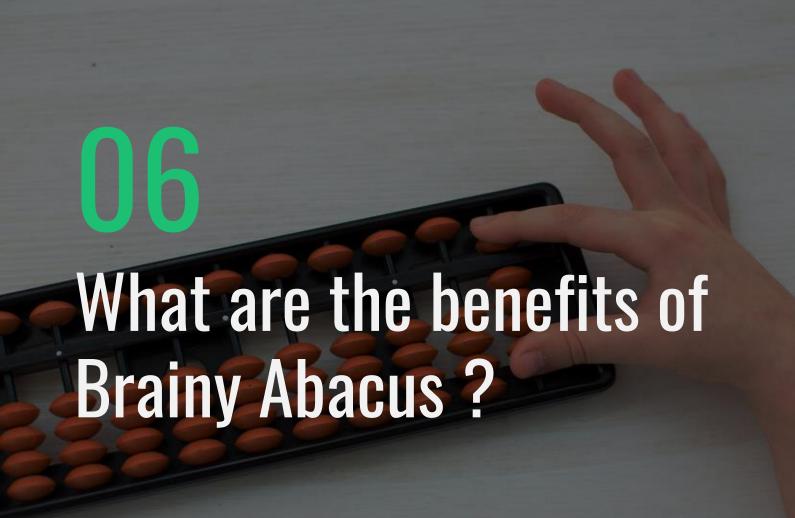


Platform to Thrive

Brainy provides a platform and an Opportunity for every child to participate in National and International competitions irrespective of their performance to give them confidence and international competitive experience.

Designed for Effectiveness and Success

The Program is designed for effective training by teachers, precision learning by students and higher earnings for franchisees.



WORLD'S NO 1 ABACUS LEARNING APP

An integral part of Diziphyzi method



Years Of Expertise has gone into developing this Digital Learning Solution with Intelligent features.



The Application can generate 10 Million Unique practice sums for the students and it can also show its solution videos to guide students which is not possible in any App currently in the market.



Our Application and Course design Eliminates 99% of the problems faced by Students / Teachers and Centers who are using the traditional Methodology of teaching Mental Arithmetic using an Abacus followed by majority of the Abacus classes today.

Versatile Application

The App links seamlessly to the ERP software to provide a 360 degree Experience to Center Owners



Easy to Understand



Easy to Explain



Easy to Use





DIZYPHYZI

A Boon to Students



Learning in class by teacher is sometimes not enough for children, our digital system helps students and gives them better confidence on their performance as our App performs like a personal trainer and Ensures precision learning in fun way.

The Application helps the students to learn on their own even if they miss any class. They would not be dependent on lectures alone. Students will have all tools necessary to master the art of abacus and mind math. Each and every child will have 100% precise learning experience.



View videos of tutorials for revisions, Achieve perfection by on demand unlimited practice sums.



Auto checking of the assigned homework instantly by the app and also helps to correct and improve mistakes.



App intelligently auto generates extra sums for practice for students of their unclear concepts.



App watches over each step of student, it gives hints when needed, also guides step by step when stuck and also provide full video solution of incorrect sums.



Analytics to monitor and rewards system to motivate students Performance.

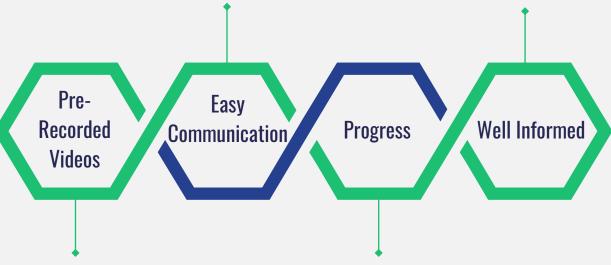


Every student can participate in the National & International Competitions.

Parents are benefitted too

Teacher & Parent Communication can happen through the App. One stop solution to avoid Confusion

Notifications and announcements will be directly visible on the App.



The Parents can look at the Pre Recorded videos to Understand the Concepts. They do not need to attend Physical Meetings at center. Thus Saving their Time, while still being able to help children if needed.

Monitor the Progress of the child directly from the Application and find out his progress report at the click of a button

APP Features that Makes teacher a Better trainer

It helps teachers brush up their knowledge in real-time as all the study material is available on the App.

> Brush Up on the Go

Pre-recorded videos for reference improve the quality of teaching and subsequently improve students' learning experiences.

Videos for Reference A host of Interactive Display Material and Reading files available in their login. They help expand their knowledge base and assist them in becoming better trainers.

> Extensive Reference Materials

Precise minute to minute class activities are listed in the App for teachers to run the show in class Using App's activities without missing any important points. Thus, quality of training is good world across.

Uniform Teaching Across the World

Teachers get more time to focus on students as they do not need to do tedious checking of sums, as it is done by the Application itself. It even helps eliminate any human error.

Saved Time Better Focuses Teachers Teachers can check the analytics of any student's performance and their work done videos, to help decide students' improvement areas.

Check Analytics

Integrated LMS (Learning Management System)

Brainy Abacus provides the teachers with a learning management system which can help the teachers to learn at their own pace and time. Once they complete the learning process they can apply for a Test and get certified.

Our Integrated LMS (Learning management System), converts teachers into better trainers with our Brainy Abacus App, is filled with helpful features.

FEATURES FOR FRANCHISEES

Exams and Certificates

Easy generation of certificate request and conduct of exams as all the modules are interlinked

Easy Communication

The Center can Easily Communicate with Students and Parents.





Ease of Operation

The ERP has a host of functions which makes center Operations and Communication with the Head office easy

Logistics

Easy ordering from the ERP

Center Management

Complete Management of Receipts / Attendance/ Communication etc. Reports Available

Our digital solutions to operate center will make things simple and easy. Saving lots of time and energy.



Good results in students brings smiles on everyone's faces, Happy Students, Happy parents & Happy teachers, Brings more Peace and profits for franchisee.

Comparison **Other Abacus** Classes Vs. Brainy Abacus

Let us look at why Brainy is better than the rest





ATTRIBUTES FOR COMPARISON

OTHER ABACUS COMPANIES

BRAINY ABACUS

Physical Teaching + Online Training to Students

No

Yes - The Diziphyzi Method of Teaching

Online Application for Teaching & Learning

Very few but Limited to practise of Sums with limited Videos Teacher / Student and Center Functions
Ability to Generate 10 Million Sums
Also generates Equal Number of solution
videos Unlimited Videos available for
Teacher Reference.

Is the Application based on Artificial Intelligence NO

Yes - The Diziphyzi Method of Teaching is based on Artificial Intelligence. Where every student is individually monitored and provided personalized solutions.

How does AI help Student learning

No Artificial Intelligence No personalised Help available at all times The AI helps the students to master the bead Movements which are very essential for Students learning of abacus Methodology.

ATTRIBUTES FOR COMPARISON

OTHER ABACUS COMPANIES

BRAINY ABACUS

Home work Method

Physical - No Control on quality of students work. it is based on Trust that the students would not have used the School Method or Calculators. App Based. makes sure that the student performs all the steps needed on the Abacus. This forms a strong foundation for the student's precise learning.

Teacher Training + Resources

Limited Training of 2 or 3 days per Level.No manu- als Provided. No Timelines, or basic Guidelines Available. They are only Syllabus Trained In Depth Training with

- 1. Timeline Manuals
- Guidelines & Trainers Manual and many other resources.
- 3. Application Training along with Syllabus Training

Books & Curriculum Development

The books being used by most of the companies is similar to the ones designed 30 years ago only the color / paper and the design changed, no innovative activities.

The books have been designed keeping in focus the fundamentals of brain development of children. Increasing Focus / Imagination/Listening Skills / Visualization Skills and Problem Solving Skills. Variety of activities to keep children interested and to ensure they master the concepts

National & International Competitions

Some of the companies have the competition which is localised and not very Competitive

Extravagant & Competitive with participation of over 5000 Students at one venue. The very best in the Industry.





Take part & Get amazed

National and International Competitions

For everyone to experience

07

What Are the Business Benefits for Franchises?



MORE ADMISSIONS

Our Innovative and effective course is designed to give more brain exercises through our unique pictorial sums. Brainy's unique Diziphyzi method using the Brainy application attracts more admissions, hence more income for franchises.



MORE SAVINGS

Our Junior and Senior course merger structure saves money, time and resources for franchisees.

MORE RECURRING INCOME

Our training methodology ensures less dropouts and higher retention of students, up to 30 percent. Which also creates more possibilities of good word of mouth, resulting in a higher collection of revenue for franchisees.



BETTER RESULTS

Our systems ensure uniform and high-quality training by new and old teachers alike, decreasing high dependency on teachers, while getting excellent results from all students.



REQUIREMENTS TO OWN A BRAINY ABACUS CENTER



1. Time & Money

We have everything in place to assure that your Investment in time and money both gets you higher profits than other business in market. You will have the freedom but you will also have a steady hand to guide you along our proven and successful business practices.

We require you to have passion and enthusiasm to make children's minds better, and to achieve success in your Brainy business franchise.



2. Passion & Enthusiasm

3. Premise



You will need a premise of over 500 sq. feet or more, which is a suitable size to open a Brainy learning center. It can be rented or owned as per your wish.



TYPICAL CENTRE LAYOUT

- Showing the **Inside** of the center.
- A birds eye view.
- Showing Basic Connectivity of spaces and flow.
- Layout of the center can differ
 as per your premise
 selection, we will help you
 finalize your custom made layout.

STEPS TO OPENING A BRAINY ABACUS FRANCHISE



STEP 01

Apply for a franchise

STEP 03

Complete the required documentation

STEP 05

We Guide & support you as needed



STEP 02

Arrange a meeting to discuss and exchange information



STEP 04

Finalize the location

Start working on the project

As you can see, it is fairly simple to own a Brainy franchise and with our training and support, you will launch and grow your center in no time. For more detailed analyses of support, franchise benefits and our courses, here are some frequently asked questions that address all your concerns.



Franchise Model Options

 Small investment, big returns. Take up a single unit franchise for a location in a city. Your single Brainy center can provide all four of our available Brainy courses if you choose to, potentially turning your return on investment fourfold.

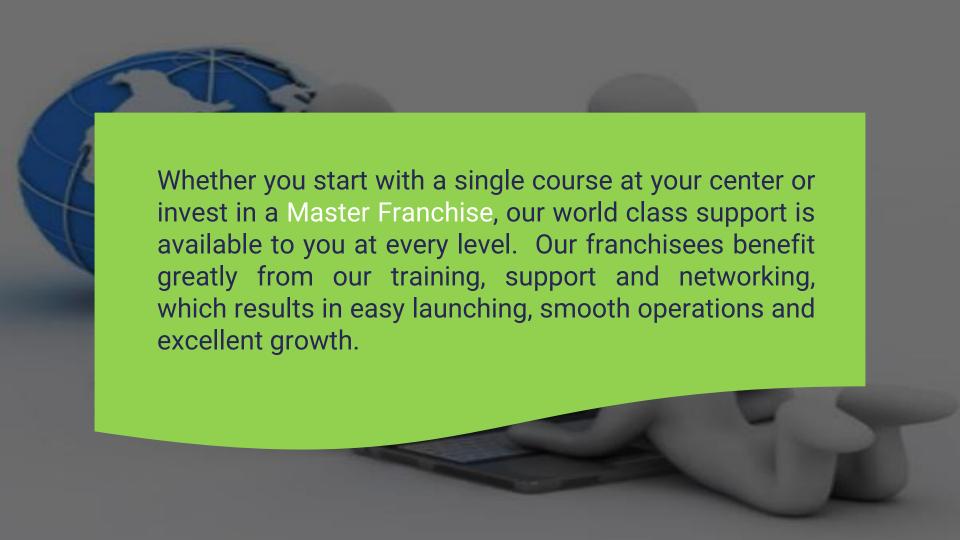
Single Unit Franchise



 Big investment, bigger returns. We give you the option of taking up the Master Franchise for a city, district or a state. You can take up multiple locations at once or grow your investment as you please.

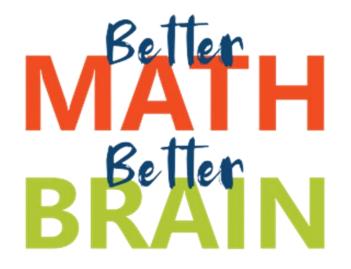
Master Franchise





We hope our comprehensive guide for franchising a Brainy Center has helped you better understand the world of Brainy and its benefits to franchisees. If you have any questions for us, Or if you Wish to understand Detailed investment and returns Projections, then Please contact us to set up a call.

THANKS.





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