



EduExperts

Franchise Opportunities

OUR VISION

At EduExperts, we possess market-leading teaching resources and methodologies that make learning incredibly easy and effective for students. We offer a variety of after school tutoring programmes for primary, intermediate and high school aged children of all nationalities, aimed at helping them excel in their education and overcome any learning difficulties they may have.

OUR VALUES

Education is the most powerful weapon to change the world. Every person has more potential that can be unlocked.

OUR MISSION

Support every student to maximise their academic achievement and excel through their pathway of study. Empower every student to become a life-long learner who is responsible, productive and creatively engaged in his/her future studies and career.



Our Team



Jenny Jin

Director of EduExperts

Jenny has unmatched knowledge of the education industry, having worked as an educator for over 20 years and also through running the flagship EduExperts centre. She knows what families value and how to deliver them a unique learning experience that guarantees results for students.



Franchise Support Team Members

*Jay Leng, Jean Faulkner,
Ashley Kim, Alita Wu, Lei Wang,
Christina Nettleship, Tony Zhao*

As a team, we work closely with every franchisee to provide adviceful and/or technical support in various aspects, such as franchising consulting, new centre setting up, training, management system, and teaching materials, etc.

What does EduExperts offer students?

Learning at an EduExperts centre provides primary, intermediate and high school students with access to tailored tutoring programmes designed to help them to achieve top results. What makes Edu-Experts different?

- + Classes are taught by experienced and highly qualified teachers.
- + Programmes are tailored to improve students' ability across Spelling, Reading, English, Maths, Science, Computer Science, Languages and more.
- + Students receive national and international curriculum tutoring spanning: NCEA, Cambridge International Examinations (CIE) and the International Baccalaureate (IB).
- + Lessons are designed to instill self-discipline in students along with an interest and joy across a range of areas.



What does EduExperts offer franchisees?

The demand for quality after-school tutoring is booming. You can capitalise on this demand through owning your own EduExperts centre. Along with the satisfaction of helping students achieve their academic potential and watching your student roll increase, you will also enjoy amazingly steady profits. The EduExperts HQ provides hands-on support and training to franchisees for the following:

- + Help you select your territory and the right venue. It is in EduExperts' best interests to offer franchisees a territory that can demographically support an EduExperts centre.
- + Support with your initial centre set up, including advice on fit-out and design. We will help you find a building that is best suited for an Edu-Experts centre and provide advice about signage and interior / exterior designs.
- + Our intensive training programme covers all aspects of starting up and sustaining a successful EduExperts centre. You will receive two weeks of comprehensive training to ensure that you are well equipped to deal with the day to day operations of an excellent centre. Ongoing training is also provided to ensure that the quality is maintained.
- + Supply of carefully researched teaching resources that have been put together by the resource management team at EduExperts HQ.
- + Assistance with hiring tutors from your local network of schools
- + Implementation of marketing plans to increase your student roll. EduExperts receives marketing support from Crimson Education who provide comprehensive support with targeted marketing plans for all student demographics. We will also provide you with advice regarding local area marketing plans, such as identifying promising local advertising opportunities.

CRIMSON Education



Today, EduExperts operates within the Crimson Education Group, with franchises currently in Wairau, Botany, Newmarket, Browns Bay and Hamilton. We have a goal to establish more centres in New Zealand and beyond. Jeju Island South Korea is now opened and new centre to be open soon in Hobsonville and St Lukes.

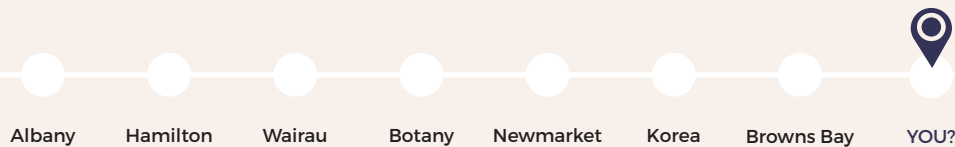
Crimson Education is a global, personalised education and mentoring company with services designed to accelerate students' trajectories towards the very best opportunities, at any stage of their educational journey.

For students and parents, EduExperts association with Crimson Education is tremendously valuable and provides a unique advantage over its competitors.

EduExperts works with Crimson Education through sharing high quality tutors, expertise and resources, to provide a professional education service that is designed for all students, regardless of whether the student is struggling to improve their grades from a C to a B, or a high-achieving student aiming for the top Ivy League Universities.

Crimson and EduExperts work hand-in-hand to ensure that all students fulfill their academic potential. Since joining Crimson, EduExperts has synergised its business with Crimson and extended into broader range. Languages and computer science courses are now available and more new courses will be provided soon.

FRANCHISE OPPORTUNITY



Timeline for setting up your own centre

STEP 1 - ENQUIRY STAGE

- + Expression of interest by sending Application form. We will respond to your enquiry by sending you our Franchise Information Booklet.

STEP 2 - APPLICATION REVIEW/ INTERVIEW

- + Our Franchise Recruitment team will assess your application form and arrange an interview with our Franchise Recruitment Coordinator.

STEP 3 - DOCUMENTS

- + Upon approval, you receive your franchise agreement, assigned territory, you will have the opportunity to review our Franchise Disclosure Document (FDD) and participate franchisee validation calls. The FDD includes information about fees, estimated initial investment costs, contracts, corporate financial statements, and other valuable information to help you make an decision. You should seek your accounting and legal advice. Your validation calls allow you one-on- one time to connect directly with our franchisees and hear their experiences in business ownership.

STEP 4 - FRANCHISE DEVELOPMENT MEETING

- + Upon the completion of Franchise Agreement, we will organise a face-to-face meeting with our Franchise Supporting Office (FSO) managers. During this meeting we will discuss the business intricacies of your application and will provide you with guidance regarding your business strategy, site selection and store specific information.

STEP 5 - FRANCHISING PROCESS

- + The formal franchising process begins. Develop a business plan, start Marketing process.

STEP 6 - TRAINING

- + Congratulations! You are well on your way to becoming a EduExperts' Franchisee! The next 4 weeks of intensive training will teach you important skills necessary to become a high performing business owner within the EduExperts' network.

For further information, Get in touch with EduExperts at hq@eduexperts.co.nz

Frequently asked questions

How do students learn at EduExperts?

Our tutoring programmes combine carefully researched and planned teaching resources and plans with qualified teachers.

We cover the entire the high school curricula spanning from NCEA to CIE to IB, and specialize in teaching younger age levels (from Year 1-10) in Maths, English and Science. Central to our success is being constantly informed of each of the curricula, and ensuring that we are the first ones to adapt our resources based on changes in curricula.

Is demand growing for after-school tutoring?

Absolutely! Parents are becoming more wary of students falling behind at school, especially because schools don't often wait for students to catch up. Parents of high achieving students are also keen to extend the student's abilities to ensure they achieve even greater academic heights. Numeracy and literacy standards, as well as the consequences of poor achievement at school. Those with high-achieving students are keen to see that potential is fully developed.

What do schools think of EduExperts?

EduExperts aims to establish good relationships with local schools as our tutoring services are complementary to the teaching provided at these schools. Over the past, teachers have become strong advocates for EduExperts and refer a significant amount of students to us. Most notably, most of our teachers are actually registered teachers at local schools!

Can I visit a centre to see what it's like?

Absolutely yes! We welcome observers during our after-school sessions. Spending time at a centre is the perfect way to figure out the dynamics of owning a centre and whether this kind of dynamic is the right fit for you. You, can also get an early glimpse of what is expected from you running a centre!

How will I get students?

Our marketing programmes focus on the local community around your centre. For tutoring communities, it is crucial that each EduExperts centre builds a strong word of mouth reputation in their region. Leveraging the strong local area reputation, the EduExperts HQ team will further assist in student acquisition through digital marketing through WeChat, Facebook and other online portals.



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A Company of **CRIMSON** Education Group