



**The Afterschool Experts!**

# **Site Licensee Information Pack (A)**

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## Bring Learning to Life!

Potential Licensee Information Kit

Dear Prospective TLC Kids Licensee,

We are delighted by your interest in licensing TLC Kids curriculum materials. TLC Kids specializes in helping kids to move closer towards their personal and academic potential, in a supportive learning environment. Our **costs are surprisingly low**.

TLC Kids is able to **address many problems and inefficiencies that occur in after school, learning centre, tuition or supplementary learning**. TLC Kids, uniquely and convincingly, has answers to five critical questions asked by experts who evaluate business opportunities:

**1. Is there real demand for the product or service?**

The Information Age has created furious demand for workers with strong maths, science, ICT and English communication skills. The demand grows stronger every day.

**2. Is the demand satisfied by a supply of services from the private or public sectors?**

There is a global crisis in education—and especially in how we expect children to learn. Schools can't do the job alone, so targeted supplemental instruction is critical. But... parents struggle to find affordable, effective, engaging, and inspiring learning opportunities in core learning areas.

**3. Does the company possess strong management?**

TLC Kids is headed by internationally experienced masters in the education industry. Our team represents a synergy of expert talent in educational leadership, subject mastery and modern educational practice.

**4. Does the company provide a unique advantage?**

The proprietary TLC Kids Method and materials are the result of over a decade of continuous development. Our practices are based on proven, traditional principles. Most importantly, our materials and tools are effective and can be implemented with relative ease.

**5. Does the company have a proven strategy?**

We're using the strategy much more flexible than typical franchising—allowing our site licensees to use their own operating name and choose their own marketing. Our structure allows individuals to get into business with a much lower risk of failure, and as we are **royalty free**, a much higher return on investment. Our license structure is designed to attract individuals who have done their homework, have a passion for educating children, and are looking for a meaningful and worthwhile opportunity.

We congratulate you on taking the first step by requesting information. To take the next step, please review the enclosed information and complete and return the confidential **Request for Consideration** form. Please feel free to call me any time at +852 2606 2770.

Warm Regards,

Geoff Blaik, Director and CEO, TLC Global Holding Limited

# What is TLC Kids?

**TLC** – Teaching & Learning Creatively! TLC Kids is an innovative children’s learning center where kids go after school to enhance their maths, science and ICT (computer) skills and understandings. TLC Kids was created by a team of experienced and dedicated teachers to meet a real need in education.



Children primarily attend classes in small ability based groups where they progress through a series of lessons which cover relevant learning objectives and are differentiated according to ability. To maintain variety and a balanced approach, we also offer individualized self-directed learning opportunities. TLC teachers use direct demonstration, interesting explanations, examples, manipulatives, and other techniques they learn in initial and ongoing TLC Kids Method training. The programmes are designed to develop confidence and understanding—and kids enjoy the work!

As a Site Licensee, you will set up and run your own TLC Kids learning center or mobile operation, and you will teach in your own facility.

## Who is the TLC Kids License for?

Typically, the TLC Kids Licensee is:

1. A **primary school** looking to add value through: after school activities, holiday programmes, learning support classes, booster classes or special interest programmes to help **support and raise standards in Maths, Science and ICT across the school**. Potential exists to run programmes as a profit making module.
2. A **teacher, entrepreneur or professional** who wants to **start their own learning centre or run a mobile learning or tuition business**. TLC Kids can provide the curriculum and tools you need to get started.
3. An **existing or new learning/ tuition centre** for primary aged students looking to expand their offerings with a high quality suite of programmes.

Requiring a relatively low initial investment, TLC Kids is an outstanding opportunity that allows you to create a new or enhance an existing successful school or business, and make an important difference in the lives of children and families in your community.

# What is the TLC Kids Method?

The TLC Kids Method, continuously developing and improving, is the brainchild of Mr. Geoff Blaik (BA, Dip Ed, M Ed), TLC Kids' founder and CEO, and a teacher and teaching consultant in Australia, Europe and Asia for the past 15 years. Learning from the hands-on experience of helping kids and adults to deal confidently and effectively with mathematics, science and ICT, the TLC Kids Method™ employs a unique combination of techniques to help children learn, develop and move closer to their inner potential.

It covers and goes beyond curriculum standards for students aged 5-12, while maintaining a unique focus on the development of positive attitudes towards learning and a deeper sense of their role in the learning process. Kids thrive on the understandings they develop. Parents see real results both in their kids and on report cards. The TLC Kids Method™ achieves success by keeping kids as the focus, making sure that new concepts and topics are introduced in a real and meaningful way.

## TLC Kids - Maths, Science, ICT & English Curriculum

**Written:** 2,000+ proprietary activity sheet pages and hundreds of online resource files, provided and regularly updated through the TLC Kids Content Management System. These are organized into activity packs including: introductory activities, brain teasers, games, fast finishers, 'at home' activities and fun sheets.

**Mental:** Students are taught and practice regularly how and when to use mental maths techniques. In Science, the TLC Kids Scientific Method is reinforced regularly as the foundation for all scientific thinking. In ICT, regular navigation paths are reinforced.

**Verbal:** Students are taught the meanings of key terminology and procedures, and how to explain their thought process and reasoning verbally.

**Visual:** Through use of a projector and Interactive Whiteboard, we *bring learning to life* through meaningful online activities, videos, tutorials, games, pictures, charts, and tables provide insights that transcend words.

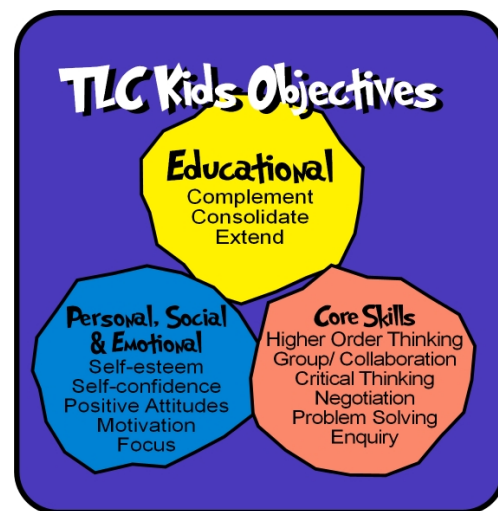
**Tactile:** A range of specialised resources, materials and manipulatives are used to introduce, explain, and/or reinforce concepts and skills.

**Kinesthetic:** We seek to involve students with active activities where they learning through doing and experiencing. This often will engage kinesthetic modes of movement and activity.

## The TLC Kids Method™ provides:

- **Consolidation and remediation** as required
- **Enrichment and extension** as required
- **Advanced Learning:** topics and concepts not usually introduced in the classroom, to keep things new and interesting

A key differentiator of the TLC Kids Method is our balance between **Group & Individual Instruction**. Group instruction, managed correctly, allows for one TLC Teacher to effectively teach multiple students simultaneously. Furthermore, the collaborative nature of our lessons ensures that children also are learning from each other. By also offering Individual Instruction, we provide important self-directed learning opportunities under the guidance of trained TLC Teachers. Our approach also allows for a **flexible schedule**, which parents love.



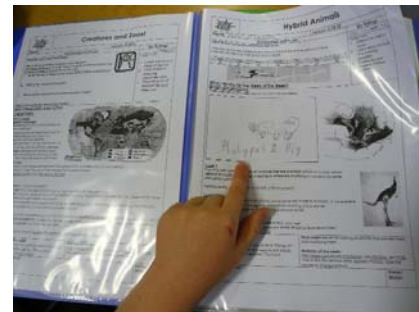
# The TLC Kids Difference

## PRODUCT

- We provide **effective, engaging math, science, ICT (Computer-Based Projects) and english instruction** that kids love and that works.
- We are continually updating and improving our programmes and maintain this effectively through the TLC Kids online Content Management System and online community
- We are a proprietary system based on years of research, testing and development—there is nothing else like it. **Parents and kids both love TLC Kids.**
- We offer the customer a very **high value** for their dollar compared to other options.
- We uphold the **highest standard** of quality and customer service.
- We are continually improving our current offerings and developing new programmes. The latest is **Dynamic English** (Reading, Writing, Speaking and Listening) designed to enhance children’s communication abilities through interactive, collaborative learning.

## PEOPLE

- We are focused on one thing—providing a **better way** for teaching and learning in **key learning areas in meaningful ways.**
- We are an **experienced management team**, with a record of great success. Our early stage of growth means unusual access to the top management. And by the way, we think you’ll find us enjoyable to work with.
- We are **dedicated** to the success of our Licensees.
- We are building a Licensee community of people who **care deeply** about education.
- Together with our growing group of international Licensees, we’re building a **strong brand** recognised for quality and results... and ultimately, a business to be proud of.



## PROFIT POTENTIAL

- A TLC Kids License requires a **low investment**, and offers a quicker path to profitability.
- The **market for supplementary maths, science, ICT and english education is vast**, and the demand for **high quality** at a reasonable price (at almost any price, in fact!) is great.
- The TLC Kids Method trains teachers and associate teachers to be able to lead ...the pool for the type of talent needed is very strong in most international centers.
- Running a successful operation using TLC Kids, while it will require determination and effort, is not hard to do. You need not be a trained and experienced educator. TLC Kids is a **formula that works.**



# The TLC Kids® License Opportunity

## *TLC KIDS PHILOSOPHY*

At TLC Kids, we believe in the strength of our programmes and would like to **have more kids using them!** We also want to ensure that skilled and capable teachers and entrepreneurs are able to succeed and prosper as they build their dreams through their own operation.

As a result we have constructed a simple fee structure offering **ROYALTY FREE** licensing of the TLC Kids programmes. We believe that our Licensees should have a flexible arrangement where they get what they pay for. Our licensee evaluation criteria ensure that we match those best suited for TLC Kids success.

## *TLC KIDS ADVANTAGES*

- Proven real and growing international demand
- Shortage of quality 'whole child' supplemental education supply from both public and private sectors
- Niche market growth potential
- Low startup costs - License fee and yearly membership only
- NO ongoing ROYALTY FEES
- NO ongoing MONTHLY MARKETING FEES

## The TLC Kids Advantage

We suggest you compare TLC Kids Learning Centers to others by asking some tough questions:

|  | <b>TLC KIDS</b>  | <b>Thousands of Others</b>  |
|--|--|---|
| “Do you offer variety to keep children interested long term?”                                | <b>YES</b><br>Our provision of Maths, Science and ICT programmes provides a perfect academic, personal and creative balance to maintain more long-term memberships.  | <b>NO</b><br>They lose students who soon get bored with repetitive sessions offering little variety.                          |
| “Do teachers lead the Instruction?”  | <b>YES</b><br>Qualified and trained TLC Teachers customize and lead students through the programme.  | <b>NO</b><br>They shift the burden of teaching to a computer program or a fixed series of drill and practice worksheets.      |
| “Is your program schedule flexible?”   | <b>YES</b><br>We recommend that students plan two or three visits a week depending on diagnostics test and what study areas are being covered.   | <b>NO</b><br>They are not as flexible, limiting your child’s attendance to a rigid schedule.                                  |
| “Do you use your own proprietary curriculum and materials?”                                  | <b>YES</b><br>We’ve spent 10+ years perfecting our proven and proprietary curriculum that is not available anywhere else.  | <b>NO</b><br>They re-purpose old curriculum or software that your child may have already seen in school.                      |
| “Do you use various media and methods to teach my child?”                                    | <b>YES</b><br>We recognize that there are many learning styles (notably visual, auditory, written, and kinesthetic) and we use a combination of guided practice, manipulatives, and engaging activities to engage students at every level and endow them with a deep understanding and love of what they are learning. | <b>NO</b><br>They either work only with worksheets or only on the computer.   |
| “Is TLC Kids able to grow and change with new technology and curriculum innovations?”        | <b>YES</b><br>TLC Kids is entirely geared to be able to continue to refine and grow our programmes.  | <b>NO</b><br>They are too highly invested in established printed materials which restrict their ability to grow and develop . |
| “I want my child to receive excellent instruction—at a reasonable price. Do you offer both?” | <b>YES</b><br>Learning is affordable - pricing is based on a student’s grade level and ranges from \$25 to \$40 per session.   | <b>NO</b><br>They often charge \$40 to \$70 per session.  |

TLC Kids says **YES**.

## What do parents say?

"TLC Kids has helped Ario to build up his confidence, find more interests. He has become more active, asks questions and will join with others to share his opinions."

Sara Chan

"Jeremy got extra support with TLC learning and he can stay at school for something new instead of game at home all day. He has certain improvement on Maths and Science. It is only class other than sport ... to practice with professional guidance."

Jini A-Chao

"We have two children attended TLC for a number of semesters and found it helpful since the programs complimented with the school system. They liked the experiments and IQ games the most."

Debbie Ng

"She comes back full of enthusiasm after (TLC Kids) class. That itself shows that she has so much fun while learning."

Jaya Golani

"As for my boys - both have had a wonderful time at TLC - and are always begging for more. You've got a great bunch of teachers who make learning fun and most importantly, my kids have become extremely confident in their computer skills. Thanks and keep up the great work."

Roma Chandiramani

"Our child, Tak-ying, found it interesting and enjoyed recalling what she has learnt in the courses. She also became more confident with the encouragement of the tutors. Both of us found the detailed report at the end of the courses being informative and useful for reflection of our child. We also witnessed the progress of our child through the course. Hence, we let our child take part in the courses again, although they are indeed expensive. Last but not least, please extend our warm regards to the tutors."

Raymond and Fanny WONG

"All we have to say is thank-you. Carter's confidence has really changed since he has been at these (TLC Kids) courses. Winning "Star of the Week" has been really exciting. We are just so happy seeing how proud he is when he gets home. Thank you once again. We truly admire the work you are all doing."

Travis and Carrie Carter

## Purchasing TLC Kids

To purchase TLC Kids Curriculum please contact your local agent or TLC Global directly using the information below.

### Agency Opportunity

We are looking to recruit new Agents for TLC Kids Curriculum. Agents are able to earn attractive commissions for selling TLC Kids to others in their region. To enquire about becoming TLC Kids Agent please contact us using the information below.

### Contact Us:

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