



## **The Skillizen Exclusive Franchise Partner Program (EFPP)**

**A green field, high growth business opportunity**

**[www.skillizen.com](http://www.skillizen.com)**



# Skillizen

WHO'LL LEAD THE 21ST CENTURY?



## Our Vision

A world where every citizen is equipped with critical life skills to make effective and ethical decisions as an individual, professional and global citizen.

## Our Mission

To create and provide innovative solutions to the challenges faced globally by the world of education and governments in the complex task of enhancing life skills index of its citizens. Our mission will be achieved through an evidence backed & criterion-referenced curriculum, life skills trainer certification, and insightful life skills assessment tools.

# Our footprints in countries



## SKILLIZEN, transforming the decision-making DNA of mankind

Skillizen Learning Global is a Singapore headquartered social educational global organization with deep expertise in the development & administration of Life Skills curriculum and Assessment solutions for improving the real-world readiness of 21st century children.



## Our Genesis-daring to do what was not done for 5 centuries in education

The founding seed behind Skillizen was conceived at **Harvard University** in the summer of 2011 based on the pioneering research work of its founder. Over the years, Skillizen has developed a comprehensive, criterion-referenced and evidence-backed Life Skills Curriculum for Grade I-XII. This unique global curriculum helps young children to acquire the essential Life Skills to effectively lead and manage their lives as individuals, professionals and citizens.

Scores of children across the world are now acquiring new life skills through our pioneering online curriculum. Skillizen Learning Global also works with schools across the world to help them integrate Life Skills Curriculum as a supplement to their existing academic curriculums. The hand-holding approach of Skillizen led to the establishment of **Life Skills University** for rolling out the Certified Life Skills Trainer Program so that the whole eco systems for Life Skills readiness development is holistical supportive.

Further in-depth research conducted by Skillizen educational experts on transferring critical life skills to young citizens clearly suggested that asking questions based on real-life situations is a great trigger to developing appreciation and triggering acquisition of critical Life Skills. That led to the incorporation of **Skillizen Olympiad Foundation in Singapore** and the launch of **International Life Skills Olympiad (ILSO)**, the world's 1<sup>st</sup> online olympiad on life skills. Within two years of the launch of ILSO, more than 100,000 children in grade III-XII participated from **5000+ schools** spread over **70+ countries** across the world.



## Our path-breaking Life Skills Curriculum



Skillizen Critical Life Skills curriculum leverages best practices in online and offline life-skills transfer, real life situation based skills practice, and vivid design to create a unique learning experience where participants start to take action towards building a independent life skills foundation. The online life skills transfer sessions are interactive, practical and fun, yet also meet core trainer & learner standards. Some lessons are customized and branded for the marketing and promotion of Exclusive Partners.

## The Skillizen Exclusive Franchise Partner Program (EFPP)



In line with its global vision of equipping 1 billion children with critical life skills for leading a productive life in the 21st century, Skillizen Learning Global is offering an exciting and transformational business opportunity competent and exclusive franchise partners across 144 countries. We are seeking partners who are willing to share our vision and prepared to leveraging on the growing need felt among parents for their school going children to acquire and practise real-world life skills.

Skillizen's EFPP is unique as it goes beyond the prevalent notions associated with franchising. What we are looking for is not a franchise but a true partner that will work like an extension of our organization in physical, functional and strategic dimensions. We realise that in growth of the franchise partner lies our the growth of our mission and the ultimate realization of our global vision. With this in mind, we strive to provide as much as assistance as possible to our partners in setting up, establishing, and growing their businesses. In Short, we intend to enter into a symbiotic relationship with individual(s) or organizations who can adopt our philosophy and exponentially multiply the business potential.



## Life Skills Education & Training; an Industry with a very bright future

The global life skills/soft skills industry is growing at a very fast pace i.e, >10% CAGR and it is forecasted to reach \$38 Billion by 2027. You must be aware that, UNICEF, UNESCO, WHO and our leading academic bodies across the world advocate transferring of Life Skills to students during the moulding stages of their life. Most countries across the world, have started incorporating Life Skills into the curriculum of schools and colleges.

For example; CBSE of India, took the lead with introducing Life Skills Education as an integral part of curricula, and most other Boards are following that up. Similarly, AICTE has very recently made it mandatory through the 'Jeevan Kaushal Curriculum' to include Life Skills training in all engineering and other degree colleges. The Govt.of India has categorically instructed to incorporate Life Skills as part of the college education to ensure that students are made industry-ready, and a large number of corporate organizations are also looking for Certified Life Skills Trainers. There are similar indicators of explosive growth in the demand for life skills curriculum and assessment in many countries across Asia, Africa, Middle East and Latin America.



### Is it the right franchise option for you?

Indeed it is, if you would like to avail the following benefits !!

- 1. Market Leader Positioning-** Skillizen enjoys the unique reputation of being the first port-of-call for all life skills curriculum and assessment solutions. That means a head start, strong positioning and exclusive opportunities for partners who seek to promote life skills education while generating attractive profits aligned with their business objectives.



**2. Unmatched Product Portfolio-** Skillizen offers a portfolio of world-class solutions related to life skills i.e.,

- a) Critical Life Skills Curriculum for grade I-XII (300+ video based and gamified online sessions)
- b) 4 International Olympiads for grade III-XII on Life Skills, Leadership Skills, Ethics & Values, and Economic Skills
- c) Individual and school-wide life skills diagnostic assessment programs.
- d) A wide range of training & development solutions from Life Skills University including the most valued across the globe -Certified Life Skills Trainer Program.



**3. Global Brand Support-** Skillizen offers an end-to-end handholding support to the partners including training & capacity building for the staff, customer acquisition through digital marketing, revenue generation, launching new customized local product lines, reduced marketing costs, media awareness, community goodwill, and unique brand recognition.

**4. Geographic Exclusivity-** Skillizen offers exclusivity to the partners in a certain geography that can help your organization meet its business objectives without any competition while serving the community meaningfully.

**5. Personalized Training-** Skillizen offers customized and market appropriate training over the life of your business. You can easily expand your business into any of our “portfolio of life skills solutions”, utilizing our knowledge, experience and superior training & market support. You will be able to exchange ideas with fellow franchises who share your same investment objectives

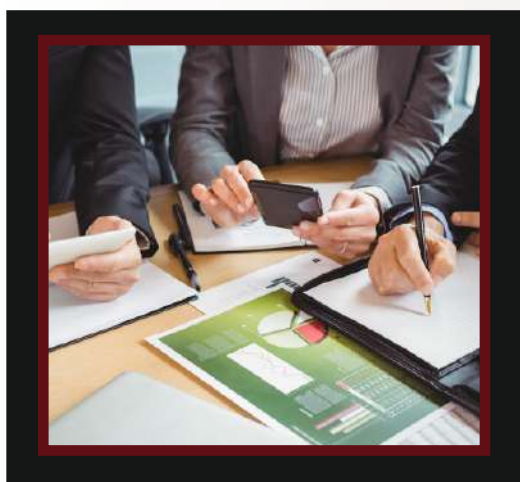




## Very attractive Opportunity to Earn

| Exclusive Franchise Partner Model              | Sign Up Fees       | Annual Opportunity to Earn |               |               |
|--|--------------------|----------------------------|---------------|---------------|
|  |                    | Year 1                     | Year 2        | Year 3        |
| Unit Franchise (small city/part of large city) | US \$800           | US \$12,000                | US \$24,000   | US \$35,000   |
| Master Franchise (state/multiple cities)       | US \$2,700-5,500   | US \$44,000                | US \$85,000   | US \$1,27,000 |
| Country Franchise                              | US \$25,000-50,000 | US \$2,07,900              | US \$4,14,800 | US \$6,07,700 |

\* Taxes as applicable



## The Best Value Franchise Partnership!

- Very low Franchise Sign-up Fees
- Low Start-up Capital
- Low Overhead/Operation Costs as most solutions are online format
- Part of global & pioneer brand with no competition across the world
- High Profit Margins: 20-30% share of the top line

## Franchise Owner Profile

- Hard-working with desire to succeed.
- Awareness about life skills, K-12 schools and education industry.
- Good people skills, including business, management and customer service skills.
- High personal standards: excellence, honesty and integrity.
- Desire to purchase and take advantage of a proven concept.
- Ability to work in collaboration within a global educational service delivery system.
- A strong and approachable relationship with educational Institutions in the territory
- Motivated to change the decision making DNA of future generation with life skills.



## **ROLE OF COUNTRY FRANCHISE PARTNER**

- Business Development and promotion of Skillizen Life Skills solutions across the country
- Provision of dedicated customer support to individual and institutional customers
- Evangelize Life Skills adoption in the educational ecosystem
- Recruit & support Master Franchises and Unit Franchises for business development in their respective designated territories
- Generate market insights and provide a continuous flow of information for cocreation of products and segments with Skillizen Learning Global
- Country Franchise Partner to monitor performance of Master Franchises. Report compliance/non compliance and initiate corrective actions wherever required
- Ensure governance practices – as set by Skillizen Global HQ are followed thoroughly

## **ROLE OF MASTER FRANCHISE PARTNER**

- Business Development and promotion of Skillizen Life Skills solutions across the assigned region.
- Provision of dedicated customer support to individual and institutional customers.
- Evangelize Life Skills adoption in the educational ecosystem in the assigned region.
- Recruit & support Unit Franchises for business development in their respective designated territories.
- Generate market insights and provide a continuous flow of market information to the exclusive country franchise partner.
- Master Franchise to monitor performance of Unit Franchises. Report compliance/non compliance to the Country Franchise Partner and initiate corrective actions wherever required.
- Ensure governance practices – as set by Skillizen Global HQ are followed thoroughly.

## **ROLE OF UNIT FRANCHISE PARTNER**

- Business Development and promotion of Skillizen Life Skills solutions across the assigned region.
- Provision of dedicated customer support to individual and institutional customers.
- Evangelize Life Skills adoption in the educational ecosystem in the assigned region.
- Unit Franchise Partner will work on local marketing with below the line activities with the residential buildings, local partners and corporates in the assigned territory.
- Generate market insights and provide a continuous flow of market information to the Master Franchisee Partner.
- Adhere to the SOPs laid down by Skillizen Global and monitored by Master Franchise.



## **Global Target Market Profile**

- Progressive Parents
- K-12 Schools
- Colleges
- Local Governments & Education Dept.
- NGOs focusing on skill development
- Corporate CSR Initiatives
- Homeschoolers

# The Exclusive Franchise Partner Program Road Map

## Exclusive Partner Engagement Phase 1: Foundation (Month 1-3)

The foundation phase lays the groundwork for the Skillizen's exclusive franchise partners. During this phase we gain a deeper understanding about your business goals, build a brand style guide, start product customization and begin website development. During this phase the country franchise partner also conducts a statistically significant, nationwide hunt to engage and enroll downstream Master Franchise partners. Master Franchise Partners would be recruiting Unit Franchise partners during the same phase.

## Phase 1 Deliverables

### Initial Engagement

During this engagement, you will be interacting with an executive team member of **Skillizen Learning Global** for initial immersion. During this meeting, we will take time to clearly assess your individual and organizational competencies and understand your philanthropic and business goals. We will engage with your key team members of marketing, education and other supporting



departments within your organization. After the meeting, Skillizen Global will submit a comprehensive proposal that outlines your program and lists the actions and responsibilities involved with developing a successful partnership initiative.

### Nationwide Downstream Partner Enrollment

This phase is relevant only for the exclusive Country Franchisee Partner and Master franchise partners as they have the privilege of enrolling downstream partners as part of their sales & reach-out team. The franchise partner initially creates an online and offline campaign to reach validated, representative potential partners. Typically by the end of this phase Country Franchise Partner and Master Franchise Partners would have engaged, evaluated and created a list of potential partners. This list is shared with Skillizen Learning Global partner development lead for further corporate approval. This leads to the establishment of the total partner network in a given country or geographic region for **Skillizen Learning Global**.



## **Business Roadmap Development**

Skillizen Learning Global team will work with the partner to develop a roadmap to provide clear directions about:-

- A) Business goals
- B) Brand positioning in the partners market
- C) Partner organization structure
- D) Suggestions on how to set up the partner to accomplish stated business objectives using marketing, website and key messaging development.

## **Website Development**

Skillizen Learning Global will work with the country franchisee partner to build a customized country website for the partner in the given market– it provides several vital functions that highlights the global vision and product portfolio of Skillizen. This will include curriculum, assessment & testimonials, standards skillizen pages and other customized pages that highlight the partner's leadership in life skills domain and our partnership.



## **Curriculum Customization**

Skillizen Learning will look possibilities to customize curriculum to align with the partner's cultural values, currency and other relevant details to meet the market needs. The material is then custom branded to align with partners business strategy.

## **Exclusive Partner Engagement Phase 2: Launch (Month 2-6)**

This phase is where Skillizen Learning team finalizes the webpage and search engine optimize the content so that your page rank high in your country based on organic search results for life skills. Analytics and lead generation systems are built into the website and auto-responders communicate customized messages to your visitors. The curriculum and assessment details are completed and uploaded. Towards the end of Phase 2 partner is expected to conduct a launch event, finalize the marketing, activate the public relations (Pr) team and announce the unique life skills solution offerings of Skillizen to the media.



## Phase 2 Deliverables

### Search Engine Optimization

Search engine optimize webpages for the partner's country. The Skillizen Global team will conduct webpage development, keyword research, back linking, internal link structure and other activities to rank the website.



### Media Campaign

Skillizen learning global will provide customized Press Releases/relevant articles and coordinates efforts with your public relations department to ensure activation of your life skills awareness development initiative in alignment of your branding and messaging.



### Launch Event

Skillizen will co-strategize with the exclusive partner and help kick off partners market entry campaign with announcements and promotions designed to raise awareness about the global resources of Skillizen made available with your Exclusive Partnership. The launch promotions include event development, invitations, social media campaigning, high profile spokesperson, direct media contact outreach and lead collaboration with your PR team.

### **Exclusive Partner Engagement Phase 3: Growth & Sustainability (Month 4-12)**

Now that the foundation has been laid and campaign officially launched, the partner is expected to expand the marketing and public relation in efforts to raise awareness and attract business closure opportunities. In this phase, Skillizen Learning helps develop trainer & learner standards for your country – this solidifies your leadership positioning. Annual promotions are developed and the campaign is marketed via online methods – Adwords, retargeting and social media. Certified Life Skills Trainer program is typically introduced in the exclusive partner's market during this stage.

### Analytics & Lead Generation

Opt in lead generation & evergreen electronic communications like autoresponders will be developed and automated follow-up system will be activated. Analytics will be installed that provide your team up to the minute reporting on web traffic, page views, sources, time on website and additional key data.

### Marketing Tool kit Development

The Skillizen marketing team will help develop a customized marketing package that includes: trifold brochures, event fliers, product demo deck, handouts, newsletter templates, info cards and more. All materials align with the brand style guide and messaging highlights the leadership of the franchise partner across the assigne geography in the life skills domain.

## Phase 3 Deliverables

### Online Marketing

Skillizen works with the partner to develop a comprehensive online marketing campaign designed to raise awareness about the Exclusive Partnership and drive traffic to the website. This includes Google AdWords campaign to drive new visitors to the website and a retargeting marketing campaign to reengage past visitors. Skillizen provides the required content support for the Twitter, Facebook and LinkedIn pages for the campaign and designs them according to the brand style guide. Upon launch, the partner promotes these pages to drive followers and raise awareness about the partnership.



### Revenue Model Creation

Skillizen Global assists Exclusive Partners to ensure the sustainability of their business initiative. Skillizen support includes customized pricing, presentation deck, grant applications and builds for the revenue models of the Exclusive Partner.

### Life Skills Trainers' & Learners' Standards Development



Skillizen will help develop trainers and learner standards that help schools and other organizations across the partner's country set clear benchmarks. The overall purpose of the life skills trainer standards is to improve the quality and enhance the impact of instruction in life skills transfer to young citizens. The learner standards developed by Skillizen Global represent the best practices in the industry. As and when required, these standards will be modified and customized for your country.

### Life Skills Community Development Campaign

Skillizen will work with the partner to develop a signature annual promotion and bring the Life Skills Day to your country as well. Signature annual campaigns give customers and users a rallying idea to become involved with and improve recognition of the initiative. This would include year-long community involvement activities like life skills forum and vertical content dissemination.



## **SKILLIZEN LEARNING GLOBAL Pte. Ltd.**

23 New Industrial Road | #04-08  
Solstice Business Center  
Singapore 536209  
T:(65)98178074| F: (65)66318594  
Email: [info@skillizen.com](mailto:info@skillizen.com)

## **Development Center @ India**

Skillizen Learning Solutions Pvt. Ltd.,  
Plot No.8 - 2nd Floor, Ashoka Marg,  
South City-1, Gurugram 122001,  
Haryana, India  
Phone: +91 124 4011681  
Email: [info@skillizen.com](mailto:info@skillizen.com)

## **Contact Us :-**



Lokesh Singh  
+91 8750679770



[lokesh@skillizen.com](mailto:lokesh@skillizen.com)