



OUR BUSINESS MODEL

Upgrade Your Kindergarten/Learning Centre
and improve profit margin

By

Introduce art enrichment programme without
additional cost



INTRODUCTION

- 1) Inno- Art Drawing has been brought to Singapore five years ago by the Innoworld Learning Centre. It is unique and is a brand new concept of art drawing suitable for children for the ages of 4 to 12.
- 2) Currently, the programme has been implemented in many kindergartens and learning centres (Area Partners). It has been very well received.
- 3) In 2011, InnoWorld partners with DrawChina.com to introduce the Chinese art enrichment programmes into Singapore, 3 of their senior artists and a senior musician join us and developed the below programmes.

1. InnoArt drawing programme for Children
2. Chinese calligraphy programme for Children
3. Chinese painting programme for Children
4. Chinese musical instrument- Guzheng, Pipa, Erhu programme for Children
5. Classic Mandarin programme for Children
6. Chinese calligraphy programme for Adult
7. Chinese painting programme for Adult
8. Chinese musical instrument-Guzheng, Pipa, Erhu programme for Adult



INNOWORLD'S ROLES

When working with Area Partners i.e kindergartens/learning centres, we perform the following key roles:

- 1) Provide experienced and trained teacher to conduct the lessons
- 2) Supply drawing materials / art bag
- 3) Liaise with parents on students' performance
- 4) Assist Area Partners in conducting road shows
- 5) Provide Innoworld flyers
- 6) Conduct Innoworld trial lessons
- 7) Advertise the Area Partners via news paper and internet on regular basis

LEARNING CENTRES/KINDERGARTENS' KEY ROLES

- 1) Recruit students and write to parents to attend "meet the parents cum free trial drawing lesson"
- 2) Liaise with parents and collect fees
- 3) Provide classroom with tables / chairs for drawing lessons
- 4) Promote Innoworld programmes
- 5) Provide other logistic support where necessary
- 6) Forward payment to INNOWORLD based on the fees collected during the term (stated below) and shall be done within:



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- a. 1 week from the end of each term comprising 4 weeks.
 - b. A list of collection with students' names are to be submitted in a prescribed format.

FEES PAYABLE BY STUDENTS

- 1) Tuition fee: \$120.00 for 4 lessons @1.5 hours per lesson
- 2) Materials fee: \$20.00
- 3) Registration: To be fixed and collected by kindergartens /Learning centres

OUR FEES SHARING BASIS

We offer kindergartens/Learning Centres the following sharing basis:

- 1) 35% tuition fee sharing from 25 student and above;
- 2) 30% tuition fee sharing for below 25 students.