FRANCHISE PROSPECTUS

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Click here to request a personal info session (In-person or Online) with an Edublox leadership team member

FASA
THE FRANCHISE ASSOCIATION OF SOUTH AFRICA
FULL MEMBER

Who are we?

Edublox franchises are about providing specialised educational interventions for children who are struggling or want to improve academic performance.

These include brain training, reading, spelling, mathematics, and comprehension skills which are mainly targeted at primary school learners, however, can extend to high school learners and beyond.

Our vision

To be a leading service provider for developing learners' foundational cognitive, literacy and numeracy building blocks, enabling them to achieve their maximum academic potential.

Our mission

Edublox bridges the gap between learning needs and academic success through integrative cognitive, literacy, and numeracy skills development, giving hope and peace of mind to families.

What is a Edublox business owner like?

Edublox people enjoy amiable and value-adding relationships and are exceptionally proud of the wonderful achievements of our learners, but remain humble and view the opportunity to develop learners as an honour and privilege.

Are you passionate about education and want to make a difference by...

- Running your own business and earning a sustainable and worthwhile income;
- Experiencing a profound sense of fulfillment by seeing children who previously struggled with maths, reading and learning achieve great results;
- Receiving appreciation from grateful parents and teachers;
- Being a part of an international and professional educational service organisation with a first-class reputation;

...then an Edublox clinic or centre is the ideal franchise for you to invest in.

If you have a passion for working with children, then you are the ideal Edublox franchisee. You'll need to be an excellent communicator, a disciplined self-starter with a high level of integrity and entrepreneurial skills. In selecting franchisees, preference will be given to applicants who have teaching experience or have worked with children (preferably primary school age). A tertiary qualification in the education field is preferable. Investing in and being involved in the community where the Edublox outlet will be located is recommended. You will need to actively manage the business using the computer programs and IT systems provided by Edublox and above all, we want you to take pride and joy in your clinic or centre's success.

As an Edublox franchisee, your investment means that you will become part of a first-class business opportunity and be equipped for success.

You will receive:

- The right to use the Edublox name and reputation;
- A comprehensive initial training program with follow-up
- The right to use our comprehensive reading and learning assessment system/needs analysis;
- The right to use the Edublox group class curriculums and software programs, all based on sound theories and tried and tested practices;
- A listing of your franchise on our corporate website (www.edublox.co.za);
- Fit-for-purpose and ready-to-use computerised business systems and marketing tools;
- Membership to a group of dedicated educational practitioners to learn from and share ideas with;
- Marketing support — Marketing material and promotional support is provided within the context of a company culture that encourages and facilitates business success.

What does owning your own Edublox franchise entail?

Edublox provides two different offerings to potential franchisees – Edublox Clinics and Edublox Centres. The Edublox Clinics are suitable for larger markets and consists of larger operations, delivering a comprehensive full range of services. Edublox Centres are suitable for smaller areas and provide a streamlined offering that focuses on cognitive exercises and tutoring for reading and math improvement.

Both Clinics and Centres offer virtual, tutor-based classes in addition to physical classes.

Clinics	Centres
The Edublox Clinics and Centre franchises are both owner-operated businesses.	
The full-time work of a typical franchisee will include marketing, sales, learner evaluations and business administration. You will conduct interactive classes and offer intensive courses during school holidays.	The typical franchisee will evaluate the learning skills level of a learner and provide feedback to parents. They will tutor group sessions supported by Edublox-specific online applications. They will also be responsible for marketing and sales in their areas.

How will your Edublox franchise operate, and what will it look like?

Clinics

The Edublox Model caters for 24 learners per 90-minute lesson. An Edublox clinic has enough capacity to easily accommodate 120 registered learners.



Example of an Edublox group class

The Clinic ideally needs to be centrally located for clients with ample secure parking available. An ideal location will have a outdoor area for students. The Clinics need to be approximately 80m² to make provision for two classrooms, a reception area and a small reading room. The group class is furnished with eight learner desks and chairs, as well as a teacher's table. The computer class has eight computer workstations with internet access. Part of the reception may be designed as the reading area.

Example of an Edublox clinic computer classroom

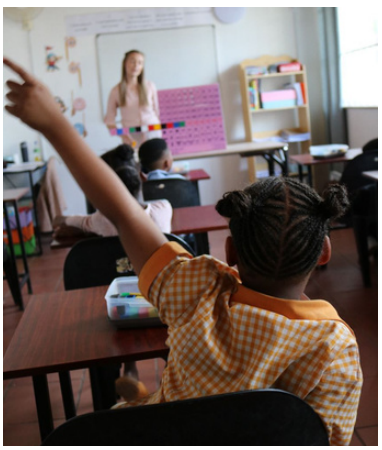


Centres

The Edublox Centre model caters for 1-6 (max) learners per tutor per room. Franchisees can expand to two sessions to accommodate a maximum of 12 learners per hour and a half.

The Centres can be situated in a space of 20 m2 with the option of adding and office or reception area at a later stage. Although the Centres can be home-based, you will need to ensure that the space adheres to local requirements – for example, you will need a separate entrance and amenities. The classes can also be hosted at schools, community halls and other facilities that are accessible in the afternoons after school hours. The group classes are furnished with six learner tables and chairs, as well as a teacher's table, and six desktop or tablet computers with internet access.





We want you to prosper and are committed to your success

Edublox intends to grow sustainable franchises, and each clinic is allocated a large territory (where possible between 6,000 and 10,000 learners). The Centre option would allow new franchisees to invest in a more streamlined and straightforward option to provide maths, reading and learning support in smaller areas.

As an Edublox franchisee, you will be investing in the following programs during classes presented at your Clinic or Centre. Several courses can also be presented via live tutor-based classes.

Clinics	Centers
Edublox (Reading/Spelling) Classes | Mathblox | Focused Spelling | Focused Comprehension 90 min class: - 30 mins Cognitive Development (Percepto & Blocks) - 30 mins Online Cognitive Development (Development Tutor OR Mathblox) - 30 mins Focus Area (Edublox, Focused Comprehension, Focused Spelling, Mathblox) *Studiblox | Intensive 1-on-1 Course | Intensive Holiday Courses | Read2! Course | EASY Bridging Programme* (See Addendum A) **Flexible lesson times are available*	Included in the Franchise Fee: *Edublox (Reading/Spelling) Classes* 90 min class: - 30 mins Cognitive Development (Percepto & Blocks) - 30 mins Online Cognitive Development (Development Tutor) - 30 mins Reading & Spelling *Intensive 1-on-1 Course | Intensive Holiday Courses | Read2! Course* Courses Available at an Additional Fee: *Mathblox | Focused Spelling | Focused Comprehension* *Studiblox | *EASY Bridging Programme* (See Addendum A) **Flexible lesson times are available*

Success is what you will be investing in. At Edublox this is monitored through a learner's improved school performance.

When a learner's term report results improve drastically, we know we are getting it right. Unlike other programmes that conduct in-house assessments to gauge development, Edublox believes in the importance of empowering a learner to succeed in their school environment. We ACHIEVE RESULTS as defined by BETTER PERFORMANCE AT SCHOOL.

Client Satisfaction Surveys (2010 - 2025) show consistently that 90%+ of parents are satisfied with the improvement achieved at school after learners regularly attended Edublox.

VERIFIED EDUCATIONAL PROGRAM —

- Scientifically verified increase up to 11 IQ points after 27.5 hours of brain training.
- Scientifically verified increase in visual memory of 1.3 years after 22.5 hours of brain training.
- In the United States, a research project with 67 learners reported an average of 50% increase in processing speed.
- Research conducted in Singapore showed a statistically significant improvement in focused attention over a period of five days (18 hours of Edublox training).
- Research in conjunction with UP (2020):
  - Indicates a significant improvement in processing speed.
  - Proves the correlation between the cognitive skills as developed by Edublox and academic performance.
- More than 800+ documented case studies.

QUALITY LEARNING is maintained through quality control systems that are in place to ensure that the Edublox brand is associated with a high standard at every clinic around the country. Each child's development is tracked by Educational Specialists from Head Office with support as required.

Regular class recording reviewing of group lessons ensures constant educator improvement with technical support provided through Head Office performance evaluation.

CHILDREN ENJOY the classes and want to attend because it is safe, fun and challenging.

WE HAVE A PROVEN TRACK RECORD OF CONTINUALLY DEVELOPING OUR PRODUCTS AND SERVICES OVER THE LAST 40+ YEARS.

INTERNATIONAL FOOTPRINT — Edublox Online Tutor, the online self-service platform, is sold in various countries, including the United States of America, Australia, England, Canada, Singapore, India and New Zealand.

There is a legacy to Edublox — Edublox is a family business that has been in operation for more 30+ years. Programmes are based on a combination of half a century of intensive research about reading and learning. The educational franchise model launched in 2010 and has created hundreds of job opportunities to date. Edublox has 30+ franchises in Southern Africa and has become a household name in the region.

The numbers: your required investment to own your Edublox franchise...

Clinics

Setup fees of R 188 000 is needed to start your own Edublox Clinic franchise. This includes an initial upfront franchise fee of R130 000-00. Working capital required is determined per franchise application. Once the clinic is operational, a monthly franchise fee is calculated at 10% (excluding VAT) of overall turnover.

Franchise model upfront investment	**Clinic**
Fixed:	
Upfront franchise fee including training, education material, training equipment and marketing material	R130 000
Estimated:	
Furniture and fittings (Your choice of supplier)	R30 000
Computers and installation:	
• Computer Desktops: 8 Units	R22 000
• Tablets: 8 Units	R16 000
Software installation, Network setup, Camera, etc. (Edublox/Local Suppliers)	R12 000
Total investment estimate (Excludes working capital)	R188 000

* Draft Pricing Only. Pending on different circumstances. Pricing and specifications subject to availability. T&C's Apply.

Centres

Set-up fees of R84 500-00 are needed to start your own Edublox Centre franchise, which includes a R54 500-00 upfront franchise fee. Working capital required is determined per franchise application. Once the centre is operational, a monthly franchise fee is calculated on 15% (excluding VAT) of the overall turnover

Franchise model upfront investment	Centre
Fixed:	
Upfront franchise fee including training, education material, training equipment and marketing material	R54 500
Estimated:	
Furniture and fittings (Your choice of supplier)	R10 000
Computers and installation:	
• Computer Desktops: 6 Units	R16 500
• Tablets: 6 Units	R12 000
Software installation, Network setup, Camera, etc. (Edublox/Local Suppliers)	R8 000
Total investment estimate (Excludes working capital)	R84 500

* Draft Pricing Only. Pending on different circumstances. Pricing and specifications subject to availability. T&C's Apply.

Become the newest Edublox franchise owner by following this application process:

1. If you are interested in an Edublox franchise, Click here to request a personal info session (In-person or Online) with an Edublox leadership team member.

2. Once the initial online enquiry form is completed, more details about the franchise opportunity will be made available through telephone conversations, emails and personal visits to the Edublox Head Office in Pretoria or the other outlets.

3. Your next step will be to complete a non-disclosure agreement, after which you will then receive the necessary business documents. A panel interview and assessment is the final step before the franchise agreement is signed and you start your business.

We look forward to welcoming you on board!

www.edublox.co.za

Strategic Partners

IACE
INSTITUTE FOR THE ADVANCEMENT OF COGNITIVE EDUCATION

EQ4KidS®
EMOTIONAL INTELLIGENCE DEVELOPMENT PROGRAMME FOR KIDS AGES 3 - 18
IN ASSOCIATION WITH LYNETTE BEER - SEEDS OF INSPIRATION

Lynette Beer
Unleash Your Potential

SFI HEALTH™

twinkl

ADDENDUM A

EDUBLOX SERVICES

* Afrikaans & English | Ts & Cs apply

Edublox services include evaluations, classes, intensive courses, specialised language courses, ad hoc courses, a bridging program and an online self-service platform.

Included in the CLINIC option is training for and the right to present ALL SERVICES listed here. Training for and the right to present selected services for CENTRES are indicated by the Centre icon. Franchisees at CENTRES may purchase training for and the rights to present other services (prices available on request).
Edublox offers virtual, live tutor-based classes as well as physical classes.
In some instances, a combination of both is available.

 Virtual, tutor-based classes available

 Physical class attendance

 Combination options available

 Service available at Centres

EVALUATIONS



- Determine cognitive strengths and weaknesses
- Determine hours/classes per week; identify need for additional exercises

WEEKLY CLASSES

Edublox Classes



- Language, reading & spelling (Afrikaans/English)
- Classes that address concentration, perceptual skills, memory, logical thinking, reading, spelling, vocabulary and comprehension

Mathblox Classes



- Classes aimed at setting a foundation for grasping mathematics

FOCUSED INTERVENSIONS: INTENSIVE COURSES

- Improve cognitive abilities, concentration, memory and IQ
- Improve reading skills
- Proven to accelerate results to help learners take a giant leap forward

Intensive Holiday



8-10 Days,
in mornings of school holidays

1-on-1 Course



10 Days,
Monday to Friday, 40 hours in total

Read 2!



8-weeks;
4x Intensive Holiday Courses combined

AD HOC COURSES

Studiblox Study Methods Course 

- Pack more learning into less time
- Study smarter
- Approach tests with confidence

BRIDGING PROGRAMME

Edublox Academic Support Years (EASY) 

- Specialised and personalised tutoring services for Grade 1 – 7 learners, aged 7-14
- Includes over 200 hours of cognitive training, 100 hours of spelling, reading and comprehension exercises
- Helps learners who are at risk of repeating a school year to get back on track academically through personal, attentive education methods
- Helps learners to eventually transition back into mainstream school system

ONLINE SELF-SERVICE: EDUBLOX ONLINE TUTOR

EARN COMMISSION
when selling to clients

Self-service home- and school-based online platform: improves the fundamental aspects of learning.

Development Tutor

Addresses the cognitive skills that are foundational to reading, spelling, mathematics and learning, such as:

- Focused and sustained attention
- Visual and auditory processing
- Visual, auditory and sequential memory
- Iconic, short-term and working memory
- Logical thinking

Reading Tutor

Builds on Development Tutor & addresses reading and spelling difficulties, including poor fluency, poor reading comprehension and dyslexia.

- Multiple foundational skills of reading
- Decoding and word attack
- Word recognition and reading speed
- Reading comprehension
- Spelling and vocabulary