Welcome to
Maple Bear Global Schools

MapleBear
Canadian School

The best of Canadian education for a global future.

Contents

About Us

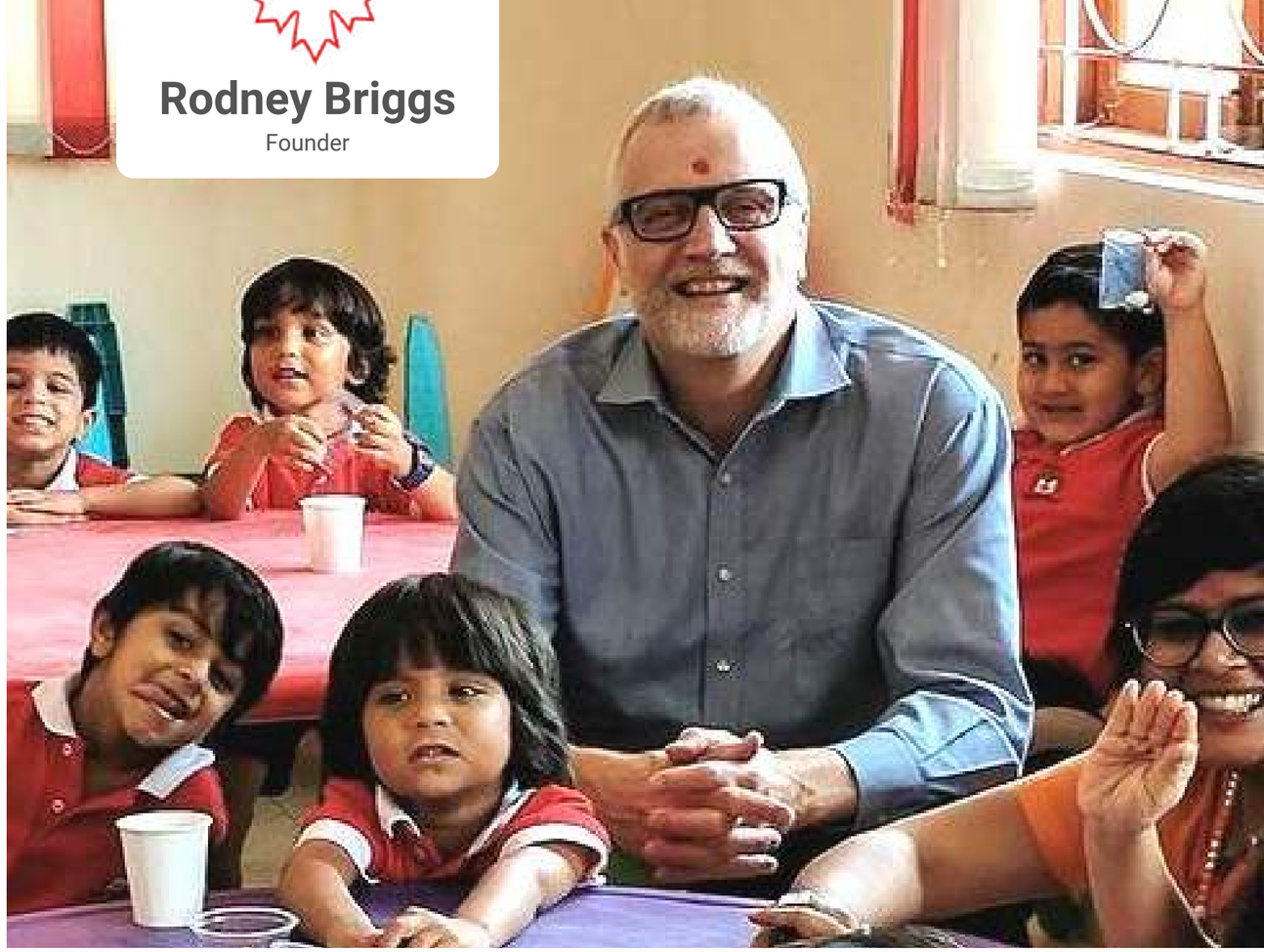
Who We Are.....1
Our Story.....3
Mission & Vision.....4
Presence.....5

Value Proposition

Schools.....7
Education 9
Program.....10
Classroom.....11
Learning Tools 13
Teachers 13
Giving Back.....14

Business Model

Franchise.....15
Opportunity.....17
Why Maple Bear.....19
Own a School Process.....21
Investment 23
Who is a Maple Bear School Owner?.....25



Rodney Briggs
Founder

Maple Bear is proud to bring the best practices of Canadian education to over 50,000 students in more than 35 countries around the world. We offer excellent and truly bilingual education that ranks among the best on the planet.

We have a proven and highly successful model that is constantly being updated to reflect current educational best practices and is in high demand in every country in which we operate. Our global presence has also given us the unique ability to offer innovative cross-cultural programs across our worldwide school network. No other international school brand can do this!

The lessons imparted by Maple Bear go beyond the classroom. Owners, principals, teachers, and parents have all enthusiastically embraced our goals of teaching Maple Bear students to become agents of social change by learning about empathy and good citizenship, both locally and globally.

Happy reading!

About Us

Who We Are

Maple Bear schools offer full academic programs utilizing Canadian methodology and curriculum developed by our own experts from the ground up for preschool, elementary, and high school.

We are fully committed to bring high quality education to our students. How do we achieve this?

With passionate teachers and Canadian faculty to facilitate strict quality control that ensures the delivery of the best Canadian practices in education. As a result of this same dedication, Maple Bear is now one of the fastest growing education brands in the world.



“We don’t teach English; **we teach in English**”

One of the many benefits of Maple Bear educational programming is that we offer a true bilingual education experience.

Our proprietary bilingual education program is developed by expert educators from across Canada.

At Maple Bear, students have the opportunity to study academic subjects in either their native language, or English or another selected language, depending on the subject and grade level. Students begin learning a second language as early as preschool, using a student-focused immersion learning system.

For example, in countries where English is a second language, Maple Bear students don’t just learn English, they learn *in* English, growing into multilingual, multicultural citizens who are equipped for success in the modern world.

Our **Story**

The idea to develop Maple Bear Global Schools grew out of the work of the Canadian Education Centre Network (CECN), a non-profit organization supported by the Government of Canada and the Asia Pacific Foundation of Canada, which was mandated to market Canadian education abroad to attract foreign students to study in Canada.

Maple Bear was born after CECN managers overseas recognized a domestic demand for high quality, bilingual Canadian education from emerging middle-class parents, many of whom had studied outside of their own countries in general and in Canada in particular. The first Maple Bear Canadian School to open was in Indirapuram (New Delhi), India, in 2005.









Mission & Vision

At Maple Bear Global Schools, we believe that nothing is more important than the education of our children.

The Maple Bear mission is to deliver a student-focused learning system in a safe, secure and stimulating environment that prepares students for success at the post secondary level and that instills a passion for life-long learning.

Our vision is to provide a high-quality preschool, elementary and high school education based on the Canadian philosophy and best practices that meet the expectations of parents and local education authorities.

Worldwide Presence



5	35+	500+	50,000+
Continents	Countries	Schools	Students

Value Proposition

School Options

Our schools are modern and dynamic, offering the latest market trends, reinforcing our Canadian identity in each space.

The property may be rented or owned. This conversion of an existing space, a brownfield, requiring the renovation and/or redesign of existing space is allowable if it meets Maple Bear and local regulatory requirements. A new build, a greenfield, is another option.

Through a versatile and modular structure, the development of the project is managed in different terrains, locations and scales around the world, considering legal, demographic, cultural and socioeconomic aspects as well as respecting the values and objectives of our educational network.

Each Maple Bear project is unique, and the idea is to create a modular concept thinking of 3 possible sizes (S, M, L) that allows the expansion of the school year after year incorporating the space characteristics required for learning.

Depending on the country, a Maple Bear school may operate as an early childhood school (Infant Care / Preschool / Kindergarten) or as a K-12 school (Preschool / Kindergarten / Primary / Secondary). The choice of program levels is subject to local laws and regulations as well.



Canadian Education

Consistently ranks amongst the best in the world.

Canada is the highest-ranking English-speaking country in the Programme for International Student Assessment (PISA) which evaluates educational systems by measuring 15-year-old school pupils' scholastic performance in math, science and reading.



Infographic by: FactsMaps

Unique Program

The Maple Bear program is student-focused and ensures that students are safe physically, emotionally, socially, and intellectually. Our approach attracts, challenges and involves students with techniques and strategies that develop the skills necessary for success in the 21st century including critical thinking, creativity, communication, conflict resolution, inclusion, multiculturalism, collaboration and bilingualism, among others.

Supported by 5 pillars:

Immersion
Methodology for learning in a second language.

Curriculum
That reflects Canadian instruction and assessment practices and meets local requirements.

Training
For instructional staff and school leadership.

Methodology
Focused on whole student learning.

Quality Assurance
That supports continuous school growth and improvement.

The Maple Bear Classroom

The Maple Bear learning environment is incredibly stimulating. It is organized to facilitate interaction between students and teachers where the second language is integrated in a natural way, through subject matter and conversations.

Our classroom is equipped with multiple learning tools and devices including a library multimedia to help the student learn, collaborate and discover new things through innovative engagement.

We also have different interactive learning centres which are thematic areas for individual or group activities that address specific topics such as mathematics, science, reading and the arts. Here, students learn by actively participating!

The smart-designed space, materials, colours and features encourage learning and fun.









Learning Tools

Maple Bear brings a powerful student learning ecosystem which integrates offline resources with innovative digital learning materials that encompass the latest trends in e-learning tools and platforms.

We are also constantly producing new training materials to support our educators in the delivery of our proprietary curriculum consistently and effectively.



Our Educators

Our Canadian educator experts are responsible for writing our curriculum that reflects the best of Canadian education. The content is reviewed and updated continually to ensure the latest in research and Canadian educational practices are offered to the students. Training for our academic team is developed in partnership with the University of Winnipeg.

Every year our educators travel around the world to train the local school teachers to guarantee the programs meet the quality standards that Maple Bear requires. There is also a quality assurance component evaluating the overall delivery of excellence that we expect throughout our network.

Giving **Back**

At Maple Bear Global Schools, we believe that quality Canadian education can bring positive change in the world by educating future leads to be critical thinkers and imbuing them with a strong sense of social justice and global citizenship.

As part of this commitment, we believe in giving back in the countries in which we operate by donating charitable funds to local causes that impact children and families.

Our goal is to turn a whole generation of students on to the joy of giving back.

Business Model

Franchise

We have been successful with our worldwide expansion efforts by adopting the franchise model. Maple Bear is now the largest Early Childhood Education and K-12 education brand in the world!



Some benefits of the franchise business model include:

- Reduction of risks and uncertainties by owning an accredited business with proven results.
- Access to experience, technology and know-how.
- Continual innovation including the creation and presentation of new products.
- Ongoing training and assistance.
- Access to effective operational, administrative and commercial methods.
- Exclusive area for development.
- Access to marketing and advertising tools and programs.
- Quality assurance.
- Participation in programs of excellence and continuous improvement.
- Access to research and development of new methodologies and technologies incorporated into the business.
- Benefits with economies of scale.
- Access to a network of contacts enhancing support and best practices.

IFA INTERNATIONAL FRANCHISE ASSOCIATION

Canadian Franchise Association MEMBER

Expansion
Opportunities

The demand for quality education around the world has never been higher, particularly in Early Childhood Education. The pandemic accelerated disruption in the industry, generating education gaps and reducing the school offers and options. While other schools were closing their doors, Maple Bear had theirs wide open and added 60 new schools and 10 new countries between 2019 and 2021.

Education sectors are poised for significant growth in the years to come as economic growth and demographic changes, particularly the rise of dual-income, middle-class nuclear families and the increase of population in urban areas, continue to intensify the need for education.

Bilingual education and teaching students how to be global students is growing in demand, worldwide.



1

The need for bilingual education (mainly English) is enormous.

2

PISA assessment in many countries are well below the average.

3

The bilingual school market is growing at an annual rate of 4% and is growing faster than public education.

4

The **offer of bilingual schools is scarce** and the existing supply is already at the limits of its capacity.

5

Regulations are favourable in terms of investment, licensing, and operations.

6

Parents are aware of the importance of high-quality education and they are willing to invest more in bilingual study, internationalization, innovation and 21st century skill development.

7

The pandemic accelerated disruption in the industry, generating **unsatisfied demand and reducing the school offers** and options.

Why **Maple Bear**

PROVEN INVESTMENT
More than 500 schools in over 35 countries worldwide.

QUALITY OF EDUCATION
The Canadian educational system is consistently ranked among the best in the world.

OUR GLOBAL NETWORK
Access to a vast network of owners, resources and best practices.

DEDICATED SUPPORT
Continuous academic and business support throughout the planning, implementation and operation process.

RECURRING INCOME
Tuition payments ongoing as students move through the academic levels.

GROWTH STRATEGY
Maple Bear has a clear organic growth strategy to preserve the financial health and the academic integrity of a school.

TRANSFORMATIONAL PROJECT
Maple Bear offers the opportunity to be part of a meaningful, legacy business that changes the lives of children and the community.







"I bought a Maple Bear School because it is a very good business, the support that the owners receive is excellent. It represents a purpose that transformed the life of my family and that positively impacts the children and education of my country."

Guillherme Steter - Brazil

"There are a lot of school ownership options, but I wanted something that would touch my heart. The Maple Bear curriculum touched my heart and I said, yes, this is it. I want Maple Bear."

Rita Handu - India

"After 20 years working in the same industry as a chemical engineer, I decided to take my life to the next level by buying a Maple Bear School to help other parents, children and the next generation in my country."

Dennis Tung - Singapore

"I decided to renew the Maple Bear franchise because the fruits of the program are verifiable; Canadian methodology and philosophy truly benefit children's holistic development, enabling them to advance their own potential, learning, and self-esteem."

Patricia Muñoz - México

The Own a School **Process**

QUALIFICATION

Initial Contact
Pre-Application
Meeting
Full Application
Legal Documentation
Signing

PLANNING

Legal Registration
School Location
Contractor or Architect
Selection

IMPLEMENTATION

School Structuring and
Standardization
Commercial Structure
Hiring of School Personnel

OPERATIONS

Training
Academic
Marketing and Sales
Quality Assurance

The **Investment**







Franchise Fee – Depends on location and business arrangement – Single unit school, Master multi-unit, etc.

- Rights to operate the school for a renewable period of 10 years.
- Rights to use the Maple Bear branding in accordance with our Brand Rulebook.
- Access to a to a structured Canadian curriculum and methodology.
- Detailed manuals and guides to operate your school from architectural design to day-to-day.
- Personal assistance and mentoring by our Canadian experts for the academic, and administrative staff.
- Continual training and support in person or online.
- Annual quality control visits.
- Updates and improvements to the curriculum, academic program, administrative, and school policies when required.

School Set-Up

- Construction / remodeling costs
- Furniture, equipment, and teaching materials
- Licensing and permits
- Pre-opening operating expenses
- School launch

Ongoing Fees

- Operational royalties - 6% of gross revenues
- Marketing Fund - 2% of gross revenues

Who is a Maple Bear **School Owner?**

- Typically has experience in education
- Business, management, and leadership know-how
- Interested in working with children
- Passionate about building inclusive, safe learning environments

Our school owners come from different backgrounds but share a common love of learning. They have embraced the Maple Bear philosophy and understand how an investment in education generates positive change in the lives of children, everywhere.

Learn More!

Visit our website: www.maplebear.com.au/own-a-school
Email: ownaschool@maplebear.com.au







MapleBear
Canadian School

MapleBear
CANADIAN ELEMENTARY SCHOOL

MapleBear
CANADIAN HIGH SCHOOL

The best of Canadian education for a global future.

maplebear.com.au/own-a-school

ownaschool@maplebear.com.au