

Investment Snapshot

Investment Relations Contact: Rami Malki-Phone

Business Structure	<ul style="list-style-type: none"> Limited Liability Company
Industries	<ul style="list-style-type: none"> Education / Training
Company Stage	<ul style="list-style-type: none"> Setup Phase
Company Accomplishments	<ul style="list-style-type: none"> 3 pre-approvals for franchising by IB accredited institutions
Strength of Concept	<ul style="list-style-type: none"> To establish the first Environmental Education School and center in Jordan and the whole region, Provide a reliable facility for environmental entities to conduct local and regional training programs, Contribute to the national economy by providing employment opportunities and attractive places for local and regional tourism
Company Vision	<ul style="list-style-type: none"> Practice Sustainability and build the culture of environmental awareness
Capital Required	<ul style="list-style-type: none"> Debt: 3,123,060 Equity: 3,123,060
Use of Proceeds	<ul style="list-style-type: none"> The School, the Center, and all of their exclusive services will be provided to the community with rational fees as a source of income, thus sustaining its existence, growth, and generating revenue for the long-term strategy.
Total Market Size	<ul style="list-style-type: none"> Private Schools Education +100 million
Projected Revenue	<ul style="list-style-type: none"> 2,091,500 - 1st year
Strategic Relationships	<ul style="list-style-type: none"> Shelburne Farms - USA Farm-Based Education Network - USA Nature Explore Program - Dimensions Educational Research Foundation - USA Respect
Marketing and Sales	<ul style="list-style-type: none"> Direct Marketing Promotional Events Online Media Strategic Alliances Public Relations Viral Marketing
Strength/Barriers to Entry	<ul style="list-style-type: none"> Strong Management Team (Industry Advisors) Local Markets Economic Factors Licensing and Regulatory Approvals Powerful Alliances Community and Political Backing
Weakness	<ul style="list-style-type: none"> Working Capital
Exit Strategy	TBD

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