

KIND GEN

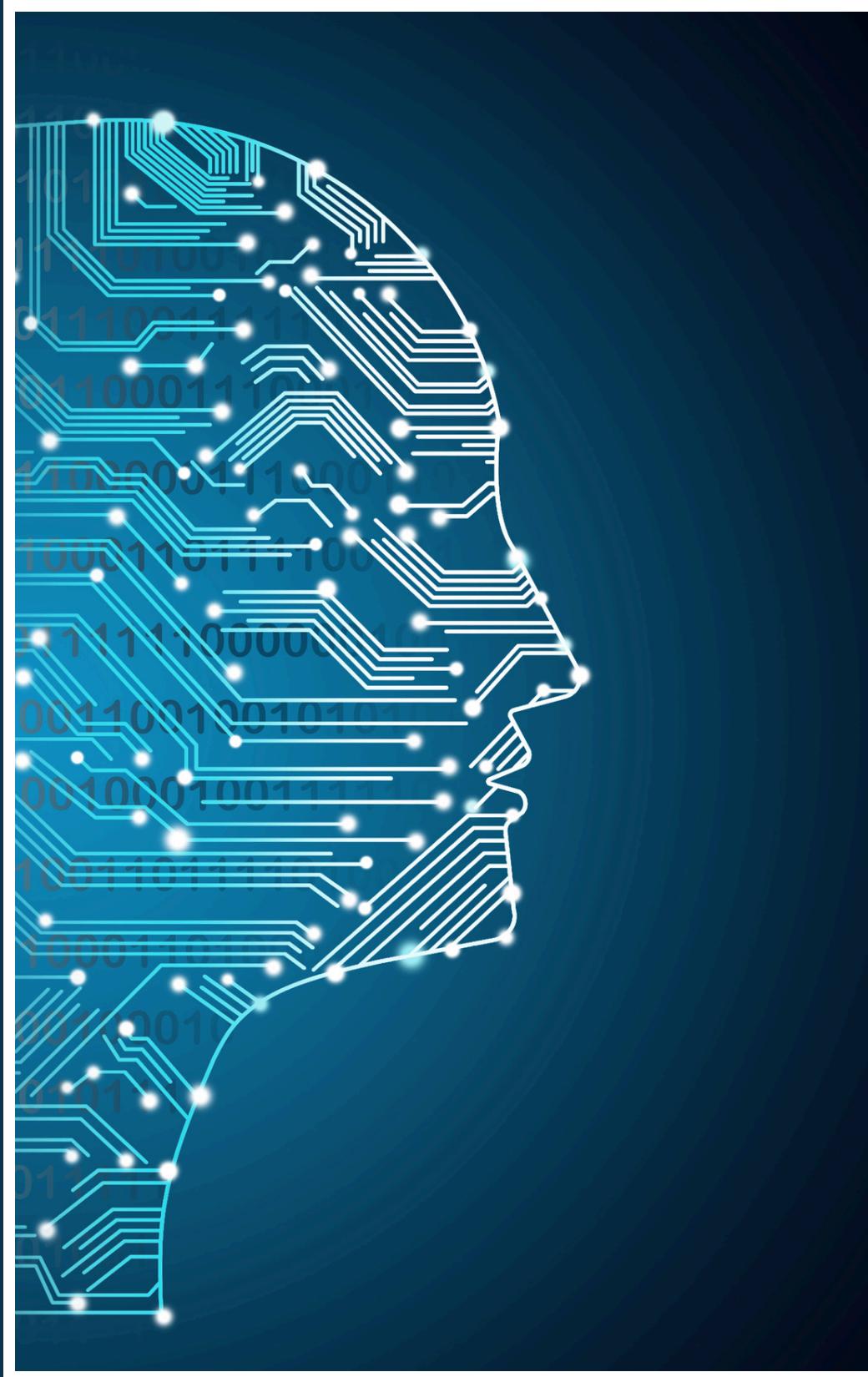
Company Slide Deck

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KIND GEN



About Us

Imagine a school community where well-being through a culture of kindness is central to everything: powered by an AI coaching app. That's what we're doing at KindGen.

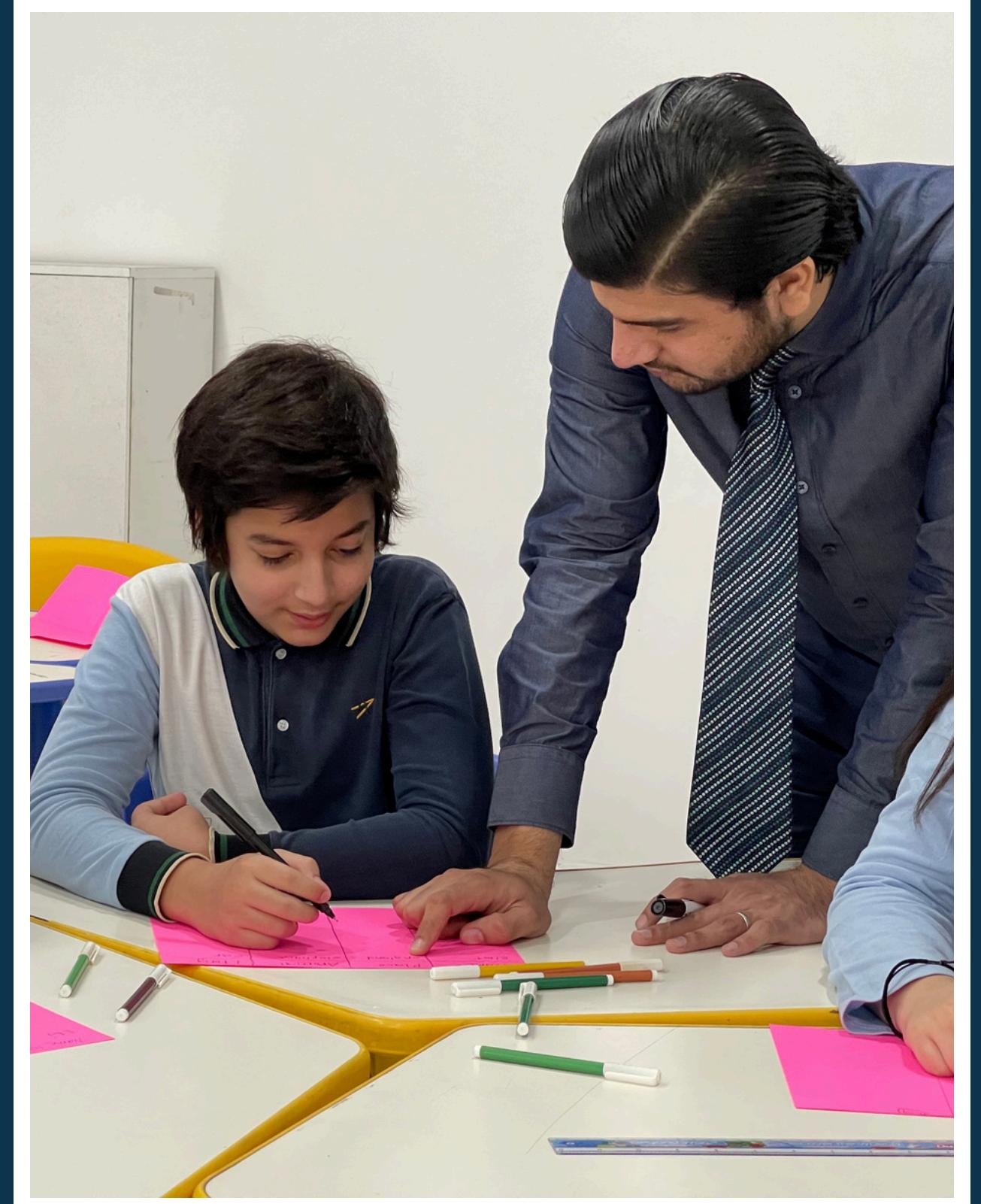


KIND GEN

Our Vision

To support a new generation of schools, teachers, students, and parents, to respond to daily life challenges and situations with kindness, creating a deep sense of well-being throughout the school community.

Our goal is to create a world where values like kindness, respect, mutual support, understanding, and model citizenship are not just peripheral to education but are integral to its essence.





Why We Need Kind Gen

75%

of all educational professionals are stressed

Source: Education Support

66%

of working parents report feeling burnout which is adversely affecting their children

Source: Ohio State University Study

59%

of staff has considered leaving the education sector due to pressures on mental health and well-being

Source: Education Support

20%

of school children experience mental health problems, in particular anxiety and depression

Source: European Commission

1 in 5

students are unable to get the support they need when they seek mental health support

Source: Youth 19 Report

2 x

more likely that teachers will be more stressed than other working adults

Source: Survey by Rand

9 Kind Gen Principles

01

One for All, All for One

Each child lifting every child,
Every child lifting each child

02

Flow State

Find sweet spot for greatest
results

03

Inside-Out Listening

Going Beyond Ourselves

04

Owning It

We have a choice in how we
react

05

Safe to Fall

Failure as feedback

06

Respect

If we want respect give respect

07

Each Child is Unique

Seeing the limitations of
comparing

08

Find the Child's Best Learning Way

Often different to our own way

09

Blank Sheet Attitude

We never know what a child is
capable of



KIND GEN

Kind Gen's AI-Powered App uses
the **WE W.i.n Coaching Model**
to allow Teachers, Parents,
Students, and School
Management to effectively
respond to their daily challenges.

If I knew for a fact the child is capable of great things:

What End result do you want?
What would an exciting goal for this child be?

What's so now?
What is an unsugar-coated sense of the current situation?

Next Steps:
Of these ideas, which one will I put into action and what are the next steps?

Ideas:
Based on the Kind Gen Principles, what ideas do I have to help the child reach that result?

Kind Gen AI-Powered Mobile App

A kind AI-powered Mobile Application based on a Freemium Model, for the school community that acts as a pocket coach.

Key Application Features

- Personalized Experience For Teachers, Parents, Students, and School Management
- Situation-Based Coaching using the WE W.i.n. Coaching Model while applying the 9 Kind Gen Principles
- AI Coach Trained to Replicate the Coaching Behaviour and Responses of Our Best Coaches
- Paid Online Professional and Life Coaching Sessions by Kind Gen Certified Coaches.
- Discussion Forums that help users become a part of the Kind Gen Community





The AI Coaching Process

Step 1

Identify Yourself

Select whether you are a Teacher, Parent, Student, or a part of School Management.

Step 2

Explain the Situation

Describe the challenge that you are facing in your role (by typing or speaking into the App).

Step 3

AI Gathers Data

By asking you a series of questions to better understand the context.

Step 4

AI Processes Data

According to the 9 Kind Gen Principles and other frameworks.

Step 5

AI Provides Coaching

Using the WE W.i.n Coaching Model and replicating the coaching behaviour of our best coaches to help you respond to the challenging situation.

Paid Features of the App



Online Coaching Sessions With School Experts

Users can connect with our Kind Gen certified Leaders, Teachers, Parents, and Students for one-on-one online coaching on an hourly basis.



Monthly Life Coaching

Includes three text-based sessions where your coach will work with you to plan and achieve your unique goals in Personal Effectiveness, Managing Emotions, Health & Wellness, Relationships, Effective Communication, and Spirituality.



Why Use Kind Gen for AI-Powered Coaching

✓ **91%** of coaches reported that virtual coaching was either as effective or more effective than in-person coaching.

Source: International Coaching Federation 2021

✓ **50%** of the time needed to develop critical skills is saved through digital coaching.

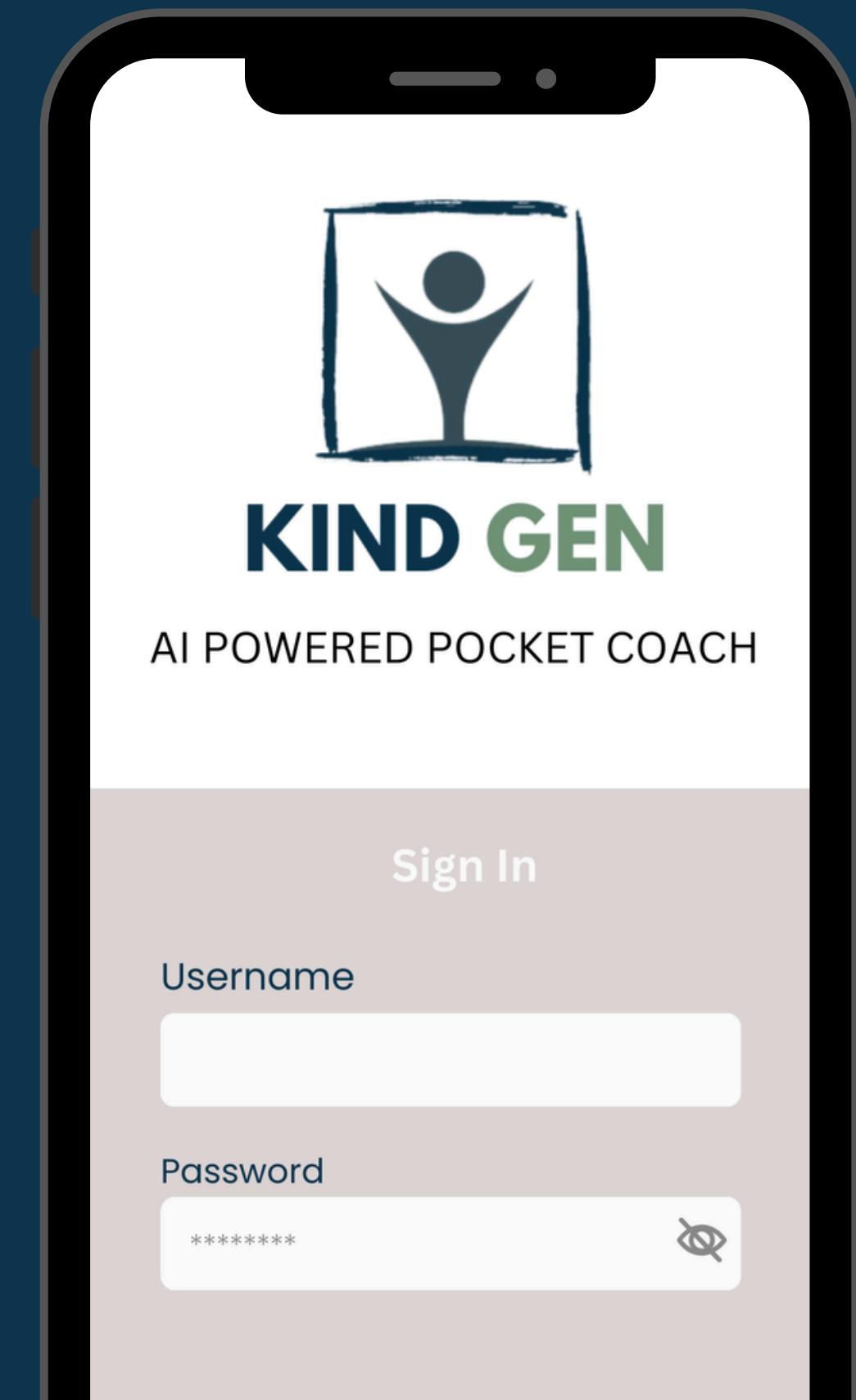
Source: McKinsey 2018

✓ **81%** of coachees reported that their leadership coaching improved overall well-being.

Source: Association for Talent Development Study

✓ **71%** of employees believe AI-powered learning will become essential to their future success.

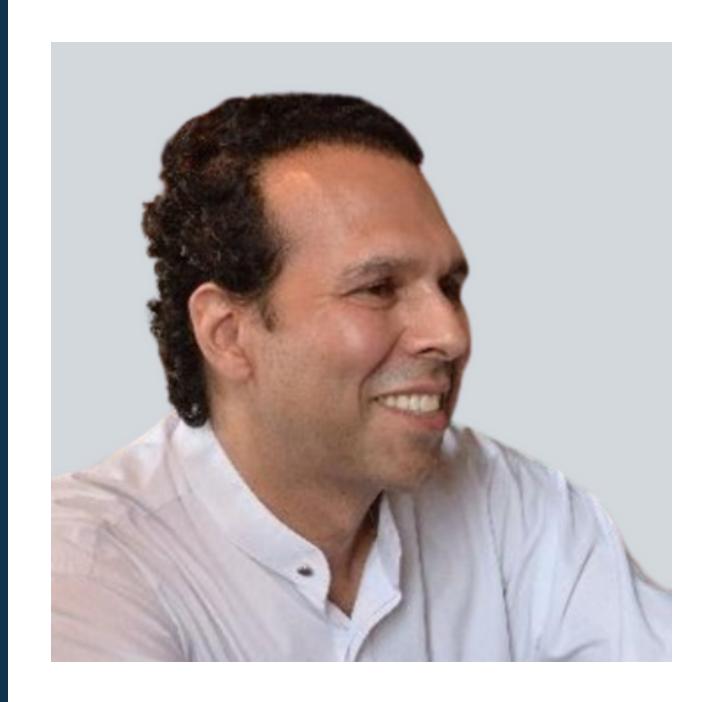
Source: Mercer, 2023



Our Team



Richard Marett
Co-founder &
Chairman



Paul Vincent Cable
Co-founder &
Program Lead



Zainab Javed
Co-founder &
CEO



Kamil Majeed
Co-founder &
COO



KIND GEN

Richard Maret

Co-founder & Chairman

Richard is a mission-driven leader with international business experience from the start-up to the scale-up stage. He co-founded Whizz Education in 2004, a “learning outcome” organisation and creator of the Maths-Whizz virtual tutoring platform that has reached and tutored up to 1.5 million students globally. The platform also delivers at-scale learning outcome initiatives in schools in diverse contexts including under-resourced communities in Sub-Saharan Africa, parts of Asia, and Mexico.

Earlier in his career, Richard co-founded a financial advisory firm where he began to specialise in personal financial education, which later inspired him to establish an education company. Richard graduated from Oxford University in 1994 with a BA and MA in mathematics.





KIND GEN



Paul Vincent Cable
Co-founder & Program Lead

Over the past 30 years, Paul has focused on education as a vehicle for kind, compassionate, responsible, tolerant, and resilient global citizens. He has pursued this as an educator, producer, and advocate. Operating over 5 continents, he has led teams working with schools, humanitarian organizations, Fortune 500 companies. Among the school programmes he has created is "May You Be Happy! May You Be Safe!" bringing kindness to kindergarten children internationally. He has served as Chairman of UNESCO Schools UK (ASPnet), Co-Producer of the Humanitarian WAFA Awards, trustee of NGOs, Co-Creator of The100Hours, and directly with hundreds of school pupils aged 3 to 18. He is a graduate of Cambridge University.



KIND GEN

Zainab Javed

Co-founder & CEO

Zainab has vast experience in the fields of Administration, HR, Marketing, and Research. She has served as the Head of Administration at Nordic International School Lahore, leading various school departments, devising school policies, recruiting students, and training the staff to meet international best practices. Under her leadership, the school was nominated for the GESS Awards Dubai for 3 consecutive years in the category of "Community Awards for Citizenship". She has also worked as a Research and Marketing Specialist at FINCA Microfinance Bank Limited and as a Research Associate at the Lahore University of Management Sciences (LUMS). In 2022, Zainab Co-Founded The Life Clan, which has transformed organizational cultures, structures and processes for various companies and schools in Pakistan.





KIND GEN



Kamil Majeed

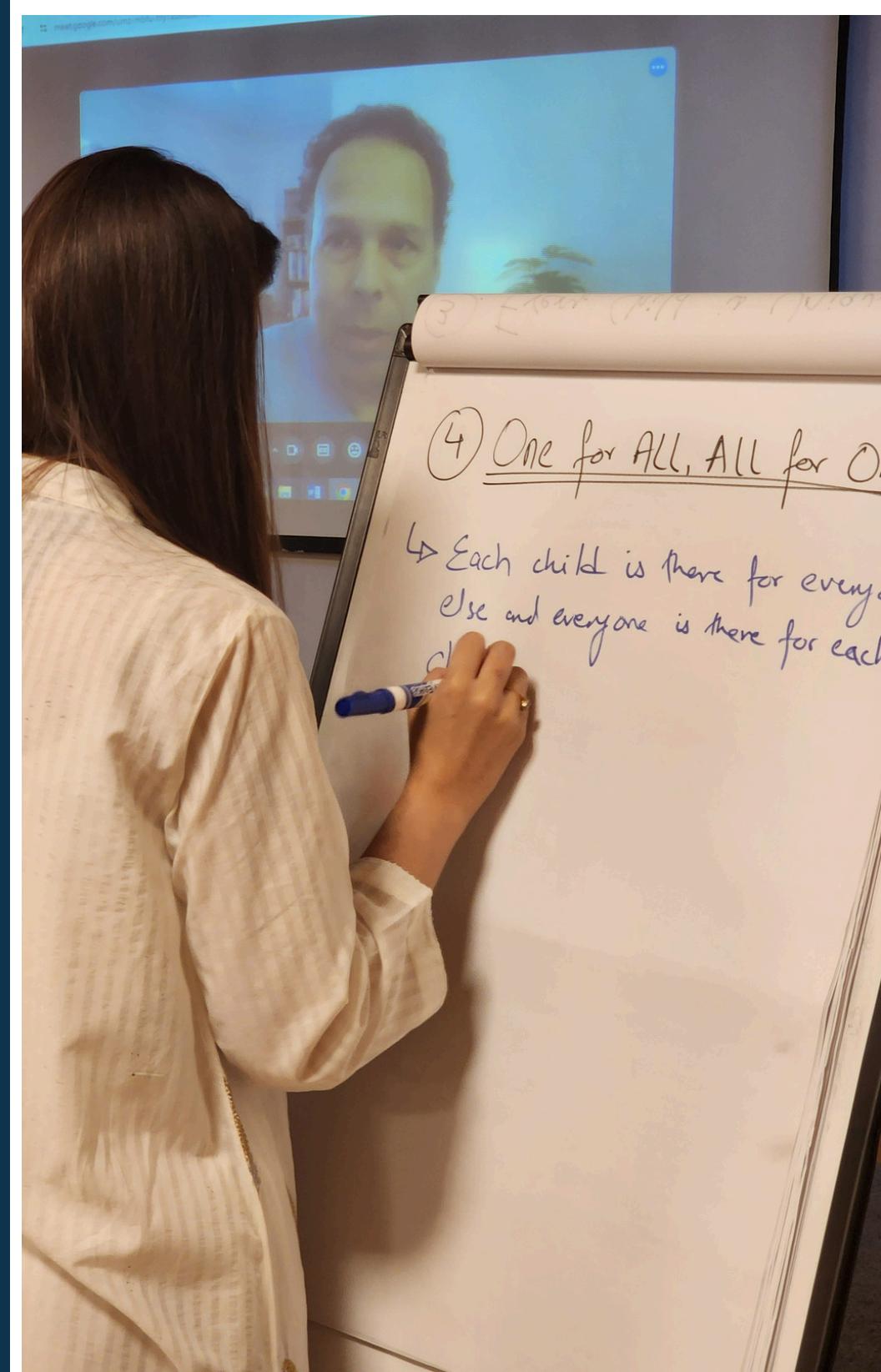
Co-founder & COO

Kamil has a wide range of academic, research and practical experiences in the field of leadership, education research & policy, mindful awareness and corporate trainings. He is currently the CEO and Executive Principal of the Nordic International School in Lahore, Pakistan. He was selected as the best educator of the year at the GESS Awards Dubai 2022, from among 700 of the top educators in the world. He is a Commonwealth Scholar from the UCL Institute of Education (IOE), London and is certified in Leadership and Policymaking from the Moller Centre at Churchill College - University of Cambridge, UK. He has also served as the Official Coordinator of the United Nations Global Compact for the Lahore, Pakistan Network and helped in the localization of the SDG's in Pakistan.



KIND GEN SCHOOLS

In-person
Training Programme



About the Programme

Kind Gen for Schools is an immersive teacher development programme designed to create exceptional levels of well-being in schools.

It does this by drawing on **9 Principles** to empower educators with practical strategies to foster a culture of kindness and respect within their classroom and community.

In-Person Teacher Training Programme

STEP 1



PRE-TRAINING COACHING SESSION FOR SENIOR LEADERS

Providing coaching to senior leadership to support them in instilling the Kind Gen culture in the school and its community, and preparing for the All Staff immersive training.

STEP 2



1/2 TO 1-DAY IMMERSIVE TRAINING WITH ALL STAFF

All staff is trained on the 9 Principles and the GROW Coaching Model. Teachers are given real school scenarios where they can apply the Principles.

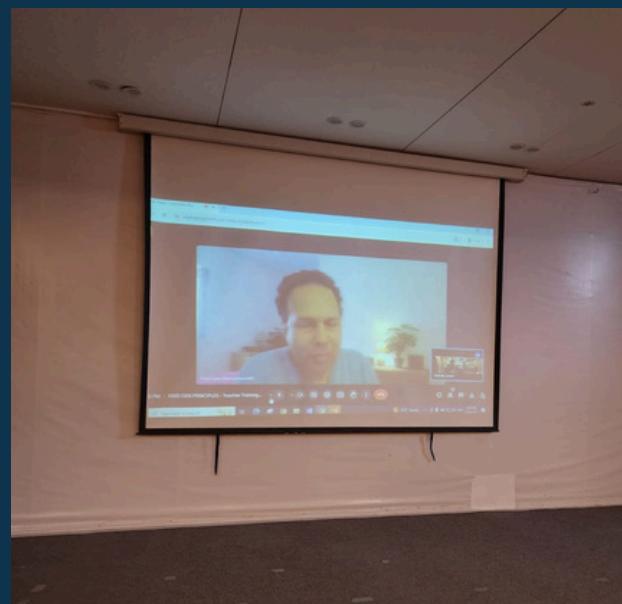
STEP 3



FORTNIGHTLY PEER-TO-PEER SUPPORT THROUGH GROW COACHING MODEL

Each group of teachers meets on a fortnightly basis to support and coach each other on the 9 Principles using the GROW Coaching Model.

STEP 4



MONTHLY ONLINE GROUP COACHING

Our team meets with the teachers online or in person monthly to help solve the challenges they are facing in implementing the Kind Gen Programme.

STEP 5



DEVELOPING A TEAM OF HIGHLY TRAINED COACHES TO DEAL WITH MORE DIFFICULT CASES

Our experts will train a pool of selected teachers and senior leaders to become highly trained coaches to deal with challenges on a day-to-day basis.



KIND GEN
SCHOOLS

Certified Programme

Kind Gen is a certified programme for Schools, Teachers, and Parents. We are currently in talks with a leading education provider to create a standardised global certification.





Why Become A Kind Gen Certified School

✓ Our Team and Unique Approach

The Kind Gen for Schools Programme is designed by **experienced school leaders and practitioners**. It leverages teachers as the primary influencers and provides hands-on coaching to senior leadership on how to lead with kindness.

✓ The Challenges We Address

The 9 Kind Gen Principles are a proactive response to **bullying, low emotional and mental well-being, teacher burnout, staff turnover, and disengaged parents**. In essence, they are the secret to a happy and engaged school community.

✓ Our Method

The Kind Gen Principles seamlessly integrate into the pedagogy of the teachers allowing them to proactively respond to daily school challenges. It is **NOT additional work for teachers**.



4.8 / 5
rating by previous participants on **usefulness of the programme** in teaching practices



Participants' Feedback



Hira Sami

Middle Years Coordinator



"The Kind Gen workshop was truly transformational for me. It provided me with many insights and practical approaches that will help me foster a supportive learning environment in my classrooms. I think kindness is the new cool that we should introduce in all schools."

Mawadda Zakariya

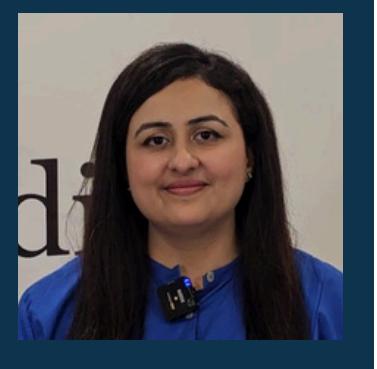
Primary Teacher



"The workshop was very well-planned. The phases were clearly set and participants were able to understand the problems and come up with solutions while being creative. I think it is strategically and logically very helpful for teachers to improve their performance. Really happy to be part of this workshop, to share and reflect on my teaching methods, and to learn from my peers."

Sarah Syed

Preschool Teacher



"It was a very interactive workshop. It provided us with a strategic way to deal with the different challenges that we face in our classes daily. I will definitely be applying these principles and the coaching model to really understand the situation and respond accordingly. Thank you, it was an excellent workshop."

Fatima Khalid

Preschool Lead Teacher



Syeda Naushleen Ibrahim

Middle Years Teacher



"This workshop gave us a lot of new ideas that helped us in coming up with new strategies that we can adopt and introduce in our class. All the participants contributed really well and we learnt from each other ways on how to improve a child's performance in class who is currently struggling."

Thank You

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