

EducatedTraveler: Core Principles

Partner Brief | First Principles | No BS

THE ONE-LINER

We make it easy to join masterclasses in the best locations worldwide—you earn internationally recognized certifications, at the source, with like-minded people who become family.

Tagline: "Skills Last. Tans Fade."

Philosophy: "Masterclass in Real Life."

WHAT WE DO (First Principles)

The Problem

- People want transformation, not just vacation
- Online learning is convenient but ineffective
- University is boring, passive, disconnected from reality
- Travel is often shallow tourism
- Real skills require real immersion

The Solution

Connect people → Best locations → Master instructors → International certifications → Lifelong community

The Formula

Every program = Adventure + Immersion + Optimization

1. **Adventure:** Physical engagement. Your heart races. Never boring.
2. **Immersion:** Learn IN the environment. Live the knowledge. Not theory.
3. **Optimization:** Perfect group size (8-12). Peak learning times. Energizing not exhausting.

This isn't university. You never just sit and listen.

JOURNEY CATEGORIES (7 Types)

Programs organized by domain:

1.  **Adventure** - Diving, surfing, climbing, mountaineering
2.  **Culinary** - Wine, cooking, pastry, spirits, cheese
3.  **Wellness** - Yoga, meditation, wellness coaching, breathwork
4.  **Sailing** - RYA certifications, racing, navigation
5.  **Creative** - Photography, filmmaking, writing, art, music
6.  **Professional** - Leadership, speaking, business, marketing
7.  **Language** - Spanish, French, Italian, Japanese immersion

Every category includes Adventure + Immersion + Optimization.

BUSINESS MODEL

Revenue Streams

70% - Core Programs

- 7-21 day certified learning journeys
- \$3,500-12,000 per person
- Includes: Instruction, certification, 4-star accommodation, meals, logistics

20% - Premium Add-Ons (Optional)

- Luxury accommodations (+\$800-3,000)
- Exclusive culinary experiences (+\$400-2,000)
- Prestigious access (private winery tours, VIP events) (+\$500-2,500)

- ~~Private jet flights (+\$800-2,500)~~

- Professional documentation (+\$800-\$1,000)
- Private instruction (+\$1,000-4,000)

10% - Alumni & Advanced

- Advanced certifications
- Community membership
- Referral rewards

Average Order Value: \$7,500

Target Customer: Professionals 30-50, \$100k+ income, 2-3 international trips/year

COMMUNITY (Not Optional - It's The Core)

Before You Book

- Watch master instructor presentation videos (10-15 min)
- Read alumni reviews on forums
- Message past students directly
- Get honest, unfiltered insights

Before You Travel (30 days out)

- Meet your cohort in WhatsApp/Slack group
- Share bios, photos, goals
- Optional pre-trip video call
- **Arrive as friends, not strangers**

During Journey

- Small groups (8-12 max)
- Shared meals daily
- Cohort bonding through challenge

- Master instructors become mentors

After Journey (Forever)

- Lifelong platform access
- Global alumni network (10,000+ by Year 3)
- Local meetups and reunions
- 20% alumni discount on future journeys
- Job board and opportunities

Result: Friends who become family. Community compounds over time.

KNOWLEDGE AT THE SOURCE

First Principle: The best education happens where the skill originated.

- Wine → Tuscany, Burgundy (not online course)
- Diving → Thailand, Great Barrier Reef (not pool)
- Yoga → Bali, India (not gym studio)
- Sailing → Greek Islands (not simulator)
- Cooking → Italian villages (not culinary school)

You don't study wine. You live in the vineyard.

You don't learn sailing. You live on the boat.

If you removed the location, the program wouldn't work. That's immersion.

NEVER BORING (Non-Negotiable)

What University Does Wrong

- Passive sitting for hours
- Theory before practice

- ~~Theory before practice~~
- Boring environments
- Solo learning
- Disconnected from reality
- Forget everything after exam

What We Do Right

- Active, physical engagement
- Practice from day one
- Inspiring natural environments
- Community learning
- Authentic context
- Remember forever because you lived it

Quality Check

Every program must pass:

- At least 30% physically active
- No more than 90 minutes sitting at once
- Hands-on from day one
- Learning IN the environment
- Students energized, not exhausted
- "I can't believe we did that" stories

If students are bored, we've failed.

OPERATIONAL ESSENTIALS

Program Requirements

- International certification (PADI, RYA, WSET, Yoga Alliance, etc.)
- Master instructors (10+ years, certified)
- Premium destination (where knowledge lives)
- Small groups (8-12 max)
- 7-21 days duration
- 4-star+ accommodation
- Adventure element built in
- Immersive environment
- Optimized daily rhythm

Program Types

- **Group:** Fixed dates, 8-12 people, shared experience
- **Private:** Flexible dates, 1-on-1, personalized curriculum
- **Hybrid:** Group + private sessions before/after

Quality Standards

- \$2M liability insurance minimum
- Background checks on all instructors
- Money-back guarantee if certification not earned
- Net Promoter Score target: 70+
- 24/7 emergency support

PARTNERSHIPS (What We Look For)

Certification Bodies

- International recognition
- 10+ years established

- Industry-respected
- Examples: PADI, RYA, WSET, Yoga Alliance, CEFR

Venues

- 4-star minimum
- Located where skill thrives naturally
- Safe, accessible, English-friendly
- Dedicated learning/practice spaces
- Positive reviews (4.0+)

Master Instructors

- Internationally certified
- 10+ years teaching experience
- Passionate about knowledge transmission
- Embody integrity and authenticity
- Connected to source/tradition

Premium Partners (Add-ons)

- Michelin-starred restaurants
- Prestigious domaines/estates
- Luxury accommodations with character
- Exclusive access providers
- Professional content creators

All partnerships built on integrity and respect. Lifelong relationships, not transactions.

DIFFERENTIATION (Why We Win)

Competitors Miss One or More:

- ✗ **EF Tours / WorldStrides:** Students only, no adult certifications
- ✗ **Road Scholar:** 55+ demo, traditional style, no optimization
- ✗ **Airbnb Experiences:** Short activities, no credentials, no community
- ✗ **MasterClass:** Online only, no immersion, no certification
- ✗ **Luxury Tours:** Sightseeing focus, no skills, no credentials

We Combine All:

- ✓ Journey Categories (easy navigation)
- ✓ Knowledge at the source
- ✓ International certifications
- ✓ Master instructors
- ✓ Deep community (meet before, stay connected forever)
- ✓ Adventure + Immersion + Optimization
- ✓ Global network (10,000+ alumni by Year 3)
- ✓ Premium options (optional, curated, substance over status)

No one else does this.

CORE BELIEFS

1. **Change starts now.** You can always start again. Not someday—today.
 2. **Knowledge at the source.** The best teachers are where the craft was born.
 3. **Community is everything.** Like-minded people amplify transformation. Friends become family.
 4. **Never boring.** Adventure + Immersion + Optimization in every program. No exceptions.
 5. **Masterclass in Real Life.** Not online. Not virtual. Not passive. Alive.
 6. **Integrity & respect always.** Honest reviews. Transparent pricing. Lifelong partnerships.
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KEY METRICS (What Success Looks Like)

Year 1: 90 customers, \$450k revenue, 17% profit

Year 2: 400 customers, \$2.4M revenue, 29% profit

Year 3: 1,000 customers, \$7.5M revenue, 40% profit

Community KPIs:

- 90%+ pre-trip engagement
- 60%+ alumni active 1 year later
- 50%+ referral rate
- 80+ community NPS
- 40%+ repeat booking rate

Exit Strategy: Strategic acquisition by Airbnb, Booking.com, or travel conglomerate. Target: Year 4-5, \$30-50M valuation.

THE ASK (For Partners)

We Need:

- Certification body partnerships
- Venue/accommodation partners in key destinations
- Master instructors who embody our values
- Premium experience providers (Michelin restaurants, prestigious estates)
- Content creators for documentation packages
- Local operators in each region

What Partners Get:

- Revenue share or competitive fees
- Long-term exclusive relationships (2-3 year contracts)
- Quality students (vetted, passionate, prepared)
- Professional operations and support
- Brand association with quality and integrity

- Global exposure through our platform

Partnership Principles:

- Mutual respect and integrity
 - Clear agreements and transparent terms
 - Quality over quantity
 - Long-term thinking
 - Cultural sensitivity
 - Shared commitment to transformation
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CONTACT

Company: EducatedTraveler

Status: Pre-Launch (Seeking Investment & Partners)

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Seeking: \$500k seed round for 20% equity

THE VISION

By Year 3:

- 25+ programs across 15+ countries
- 10,000+ alumni network
- 7 journey categories fully built out
- Community platform with 60%+ engagement

- Industry standard for certified learning travel
- \$7.5M revenue, 40% margins

By Year 5:

- Strategic acquisition target
 - Global brand recognition
 - Dominant platform in experiential learning travel
 - Community of 25,000+ worldwide
 - Proven model ready to scale infinitely
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WHY THIS WORKS

Market Timing:

- Post-pandemic demand for meaningful travel
- Remote work enables longer trips
- Skills-based economy values credentials
- Experience economy at peak
- Creator economy matured

Unique Position:

- Only platform combining ALL elements
- First-mover advantage in certified learning travel
- Community creates moat (compounds over time)
- Alumni become referral engine (50% rate)
- High margins (40% by Year 3)

Defensible Advantages:

- Certification partnerships (hard to replicate)

- Community network effects (grows stronger)
 - Master instructor relationships (exclusive)
 - Brand trust through transparency (reviews, forums, alumni)
 - Operational excellence (systematized quality)
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THE BOTTOM LINE

We connect people to world-class education at the source, with community that lasts forever.

Not university. Not online courses. Not boring tourism.

Masterclass in Real Life.

Adventure + Immersion + Optimization.

Every single journey.

No exceptions.

Change starts now.

Questions? Email: ArnaudCallier@ET.com

Ready to partner? Let's talk.