

# 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)
- Professional documentation (+\$800-2,500)

- Professional documentation (+\$800-2,500)
- 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.
- 

## 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
- 

## **CONTACT**

**Company:** EducatedTraveler

**Status:** Pre-Launch (Seeking Investment & Partners)

**Website:** [educatedtraveler.com](https://educatedtraveler.com)

**Founder & CEO:** Arnaud Callier

Email: [ArnaudCallier@ET.com](mailto:ArnaudCallier@ET.com)

Phone: +33 695 903 520

**CMO:** Antoine Louis

**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
- 

**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)
- 

## 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](mailto:ArnaudCallier@ET.com)*

*Ready to partner? Let's talk.*