

10 Most Promising Preschool Franchises - 2020

In recent years, the nascent preschool/childcare sector has witnessed an impressive growth and is forecasted to grow at a CAGR of 22 percent in 2020, as per Technavio's report. Parents out of their busy life's needs and awareness for early education, are more concerned than ever with their kids' future, and willingly spend money to give the children the best possible education right from preschool levels.

A properly customized preschool can undoubtedly help shape a child's future in a productive manner. Under the supervision of a well maintained, directed & qualified staff and curated ambience, children's learning experiences can be enhanced cognitively, emotionally and socially. However, many options are present out there in the form of numerous preschools' adding up to the industry, but parents find it an extremely strenuous task to elect the right preschool for their little ones. Driven primarily by the mishappening factors like child's insecurity, mishandling,

abuse, kidnappings, and others, parents are left aghast and concerned, besides the quality of authentic educational curriculum they want for their children. Thus, preschool franchises entering into the scene ensure such an academic excellence coalesced within safe and secure environment that relieves parents of this hardy muddle. These preschool franchisees, curate personalized education programs, secure access systems, real-time reporting and all relevant requirements to affirm its assistance to parents in proper upbringing of a child.

With an objective to help parents, siliconindia Education identifies '10 Most Promising Preschool Franchises - 2020'. These handpicked preschools are scrutinized by a distinguished panel of the topmost academies, faculty, and industry experts including siliconindia Editorial Board and are certain to provide excellent childcare with a holistic developmental focused on safe and joyful environment.



Company:

Beanstalkedu

Key Persons:

Ankana Banerjee & Abhishek Banerjee, Founders

Website:

beanstalkedu.com

Description:

International Pioneers in creation of integrated early childhood educational solutions for preschool, teacher training and after-school verticals through franchise and individually branded institutes and tech driven B2C products

Beanstalkedu: Frontrunners in Devising Edu-products For Early Childhood Development

Early Years Foundation Stage (EYFS) UK, has setup new standards concerning child-development and care, along with standards for learning, specifically for preschools and nurseries. Making a difference in the preschool franchise business, Kolkata-based Beanstalk strictly adopts the EYFS framework for its structured preschool curriculum. The core British curriculum seamlessly merges with an extensive & specialized augmented curriculum covering



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many programs like Super Phonics, Minimax Abacus, Directed Handwriting, Kids Yoga and more, with unwavering focus on holistic child-development. Ankana Banerjee, an experienced international early childhood practitioner and Founder, Beanstalkedu, states, “We reject the one-size-fits-all approach and after years of research & development, have curated strongly differentiated products for every adjacent requirement in the field of early childhood education in India and beyond”.

Conceptualizing Learning Homes

“Our solution – Integrated Learning Centre (ILC) is a preschool, teacher training and afterschool activity centre for kids under one roof that offers seamlessly merged integrated educational programs for toddlers to tweens while ensuring business success for the edupreneur through business diversification and value amplification through the ILC model,” states Abhishek Banerjee, Founder, Beanstalkedu. Keeping the options flexible, it offers two models for partnership; the franchise model – Beanstalkedu International Preschool (minimum 2000 sq. ft.) & the non-franchise model – Teeny Beans (minimum 1200 sq. ft.). Beanstalkedu has an in-house team of professionals who assist partners to breeze through a

series of well-planned interventions that help them move from conceptualization to implementation to success in-perpetuity.

The ‘Pre-Setup Phase’ includes site selection, consulting and training. The ‘During Setup Phase’ covers fabrication of the premises as per designed layout with child-friendly learning aids, Montessori equipment, play equipment and child friendly furniture. For The ‘Post Setup Phase’, a 360 degree launch support with integrated marketing communications strategy is put in place with digital marketing, marketing collateral design & deployment, personalized launch video design and local marketing assistance. A dedicated learning specialist is assigned to assist in every academic and administrative need from curriculum implementation to teacher recruitment, teacher training, marketing activity coordination, design services and others.

As a hallmark of credibility, Beanstalkedu holds international affiliations from reputed US organizations, International Montessori Council (IMC) and International Montessori Society (IMS). It holds affiliate membership at London Teacher Training College and Chartered College of Teaching UK, where it participates in cultivating insights to run an effective teachers training curriculum. With its teacher's training academies, International Institute of Montessori Teachers Training (IIMTT) & Atheneum Global Teacher Training College, which runs a pan-India network of teacher training institutes, Beanstalkedu maintains a steady stream of qualified and groomed teachers across all major Indian states.

Today, Beanstalkedu is an international operator in the B2B space for franchise and non-franchise edu-products, and has created a strong footprint PAN India, spanning preschool, teacher training and afterschool programs through strong brands that resonate strongly with target audiences. Abhishek concludes, “We have quadrupled our topline in two years and some of our latest products are just launching in Q4 FY2019-2020 and Q1 FY2020-2021. Being one of the few serious players of pedigree in this space, we are about to expand in South East Asia with an office setup in Kuala Lumpur, Malaysia in the second half of 2020 and are looking to play a leadership role in the ed-tech space in India and beyond”.

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