



Teenyy Beans

INTERNATIONAL PRESCHOOL CURRICULUM

BUSINESS PROPOSAL FOR TIER B



PROPOSAL OUTLINE

KEY DISCUSSION POINTS

Our Story
Our Mission and Vision
Our Business Model
Our Academic Programs
Our Products
Investment Summary
Infinity Service Package
Financial Metrics
Our Motto

ABOUT THE COMPANY

OUR STORY

The story started back in 2012. We started with a franchisee of a preschool chain, won awards but realized we weren't happy. We wanted more – both as educators and as entrepreneurs.

We didn't believe in piecemeal solutions. A preschool was just scratching at the surface. We studied. We built a team of experts. We improvised. We built ed-products we are proud of – *Beanstalk International Preschool, International Institute of Montessori Teacher Training, Super Phonics, Writo, Minimax, Bonjour, Cambridge Young Learners English, MaxBrain Abacus.* And the list keeps growing.

Teeny Beans is like a beautiful summary of our journey – a package of products and services that are pre-validated and successfully administered. Sign up with Teeny Beans and live the journey of creating an everlasting brand that YOU OWN.





Teeny Beans : Diversified Model



INTERNATIONAL PRESCHOOL

British Curriculum on EYFS
guidelines. International
Recognition for an
international curriculum.



TEACHER TRAINING

Globally relevant diploma
in Montessori teaching
practice.



Key Takeaways

NON FRANCHISE

It works on a non-franchise model. We help you create YOUR brand with teeny beans curriculum support.

ZERO ROYALTY

There is no royalty involved. Ever. Period.

DIVERSIFIED

Truly diversified solution with multiple engines for growth. Enhances returns and crashes payback period.

CREDIBILITY

With the Teeny Beans solution, you are not just another preschool. You are an expert in the field of early childhood education.

START A PRESCHOOL & A RECOGNIZED TEACHER TRAINING ADMISSION CENTRE



PRESCHOOL CURRICULUM

Our Core International
Preschool Curriculum
based on Early Years
Foundation Stage
Framework.



IIMTT

International Institute Of
Montessori Teacher
Training. Globally
relevant, nationally
respected.

The Augmented Preschool Curriculum



SUPER PHONICS

Based on Internationally acclaimed Jolly Phonics guidelines. The ideal early literacy program.



WRITO

A multi-sensory & directed handwriting program that creates lasting neural pathways.



MINIMAX

The program builds foundational techniques that makes learning math effortless and enjoyable.

TIER B: MEGA

PRESCHOOL & TEACHER TRAINING



INVESTMENT

Starts at

**RS 1.85
LACS**

with zero royalty



International
Preschool (2-6 yrs)



Play Equipments



Learning Aids



Central Enquiry
Management



Curriculum Training



Brand Identity
Creation



Digital Marketing



Parent Teacher
Engagement
Anchoring



Dedicated ILC
Manager



570+ CUSTOM DESIGNED FLASHCARDS

*photographs for representational purposes only



**75+ COLORFUL PRESCHOOL CHARTS FOR
EFFECTIVE CLASSROOM LEARNING**



43+

TEACHING AIDS TO AUGMENT IN-
CLASS RESOURCES

*photographs for representational purposes only



14+ **PLAY EQUIPMENTS & FURNITURE**
to support upto 70 kids

*photographs for representational purposes only

INVESTMENT SUMMARY

TIER B : MEGA

Rs 1.85 Lacs

PRIMERO

SET UP

Learning Aids, Montessori
Equipments, Play
Equipments, Furniture
(1650+Items) and
Partnership Fee

*Starts at

Rs 1500

per student

CURRICULUM

Full set of core and
augmented curriculum
books

Rs 5000

per month

INFINITY SERVICE PACKAGE

Free in year 1.
Optional from year 2.

TEENY BEANS SERVICE PACKAGE

SERVICE SEGMENTS



ACADEMIC

e-Learning, MIS Based,
Telephonic, In-person,
Workshops, Seminars,
podcasts



ADMINISTRATIVE

Remote ILC manager,
Hiring Solutions, Enquiry
Management, Admission
Counselling, PTM
Management



MARKETING

Social Media Management,
Professional blog support,
Collateral Design, SEO,
Email Marketing

ACADEMIC PACKAGE



E-LEARNING

Online courses and complete curriculum to train new and old teachers, administrators and owners



MIS SUPPORT

e-ticket based support for resolving big and small academic queries. National Query Forum access to accelerate learning



ONE-ONE CONNECT

Dedicated Learning Specialist assigned to deal with complexities of any kind surrounding delivery



REFRESHER

1 day in-person curriculum refresher course for continuing partners.



TRAININGS & WORKSHOPS

Access to online and physical workshops conducted by Teeny Beans including a 3 day methodology training

TRAINING PROVIDED



TEACHER TRAINING

We carry deep expertise in the field of teacher training. Our all-year long accessible teacher training modules help partners to onboard new preschool teachers easily. Your dedicated ILC Manager also conducts monthly teacher training sessions to orient teachers for the next months deliverables.

TRAINING PROVIDED



CENTRE HEAD TRAINING

**Experienced and Fresh
Centre Heads enjoy the
benefit of getting trained
under the watchful eyes of
our academic team. Training
is carried out on both
academics as well as
administration.**

TRAINING PROVIDED



BUSINESS OWNER TRAINING

Our in-depth training covers methodology, academics, finance and marketing to help new business owners understand every nuance of the business. By the time the centre is ready to start, the business partner is prepared to completely take charge of his or her business.

TEENY BEANS ADMINISTRATIVE SERVICES

DEDICATED ILC MANAGER

A remote manager managing all your ILC needs relating to remote administration.

HIRING SOLUTIONS

Hiring the right teacher or administrator is what separates a successful ILC from a failed preschool.
Hire right with our expertise.

ENQUIRY MANAGEMENT

Got prospective enquiries that need attention? We manage their enquiry to admission cycle to maximize the chances for success.

ADMISSION COUNSELLING

Our professional 360 degree post admission parent counselling will reinforce your ILC's standing.

PTM MANAGEMENT

PTM Communication and Feedback Management

FORMS & TEMPLATES

Customized Forms & Template Design for professional mailers and communication literature

TEENY BEANS MARKETING SERVICES

SOCIAL MEDIA MANAGEMENT

**Professional Content
Design and Publishing
on Facebook and
Google+**

BLOGGING

**Professionally crafted
blogs on tumblr to
maintain page
salience and maintain
your reputation as the
early childhood expert
in your city.**

DESIGN SERVICES

**There's an ongoing
need for professional
collaterals for specific
events. We support
and advise you on
such requirements.**

EMAIL MARKETING

**Professional designed
templates matter a lot
for parents when they
are deciding which
early learning centre
is right for their child.
We support your
email marketing
program to drive
admissions in your
centre.**

LOCAL SEO

**Local content creation
Google My Business
Management
Online Reputation
Management
Managing Local
Listings
Advising on Paid
advertising**

KEY FINANCIAL PROJECTIONS

MEGA ILC PACK

Owned premise scenario. Moderate Assumptions Taken.
Detailed Financial Modelling available on request.



89%

PROJECT IRR

Internal rate of return for
your investment



14

months

PAYBACK PERIOD

Time taken for your
investment return



25x

ROI

Over 10 years



**INTERNATIONAL
PRESCHOOL**

PLUS

**TEACHER TRAINING
ADMISSION CENTRE**



@RS 1.85 LACS FOR A LIMITED TIME ONLY!



OUR MOTTO

We don't measure our success in selling a solution to you. Our success is helping you establish your learning centre and achieve operational break even in year 1 and ROI within year 2.

TEENY BEANS