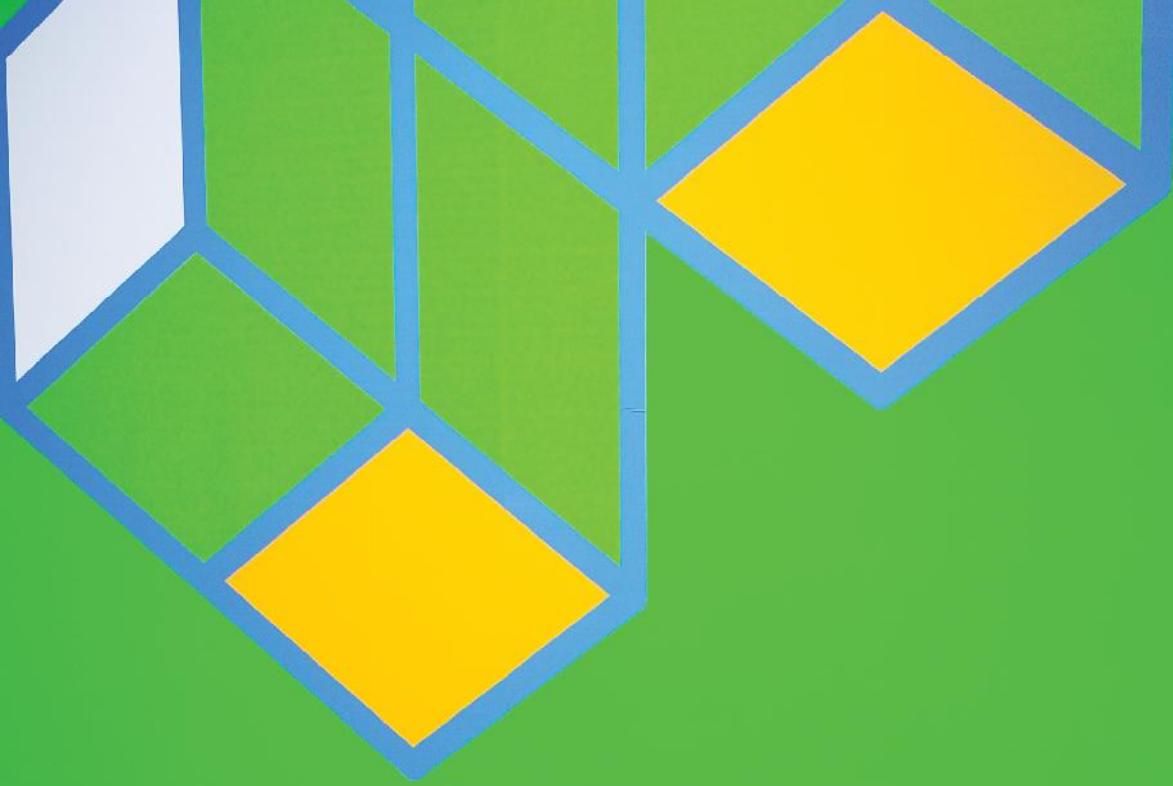




# EYE LEVEL

## FRANCHISING INFO KIT



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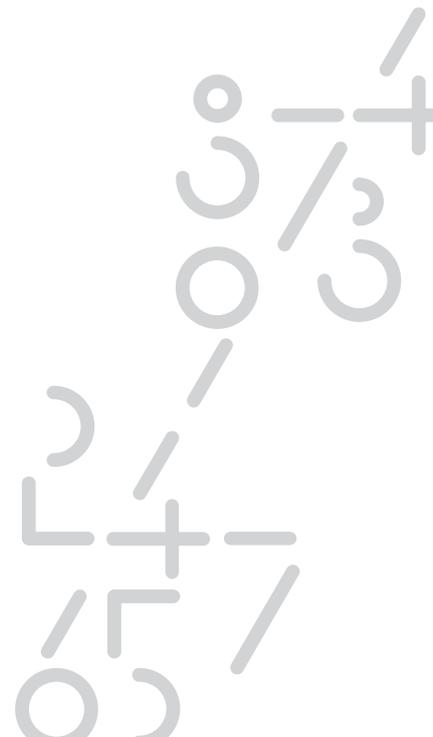
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# INTRODUCTION

Meet Daekyo, Eye Level's parent company.

**Daekyo**, the parent company of Eye Level, is one of the world's leading education brands with over 2.5 million subjects enrolled worldwide.

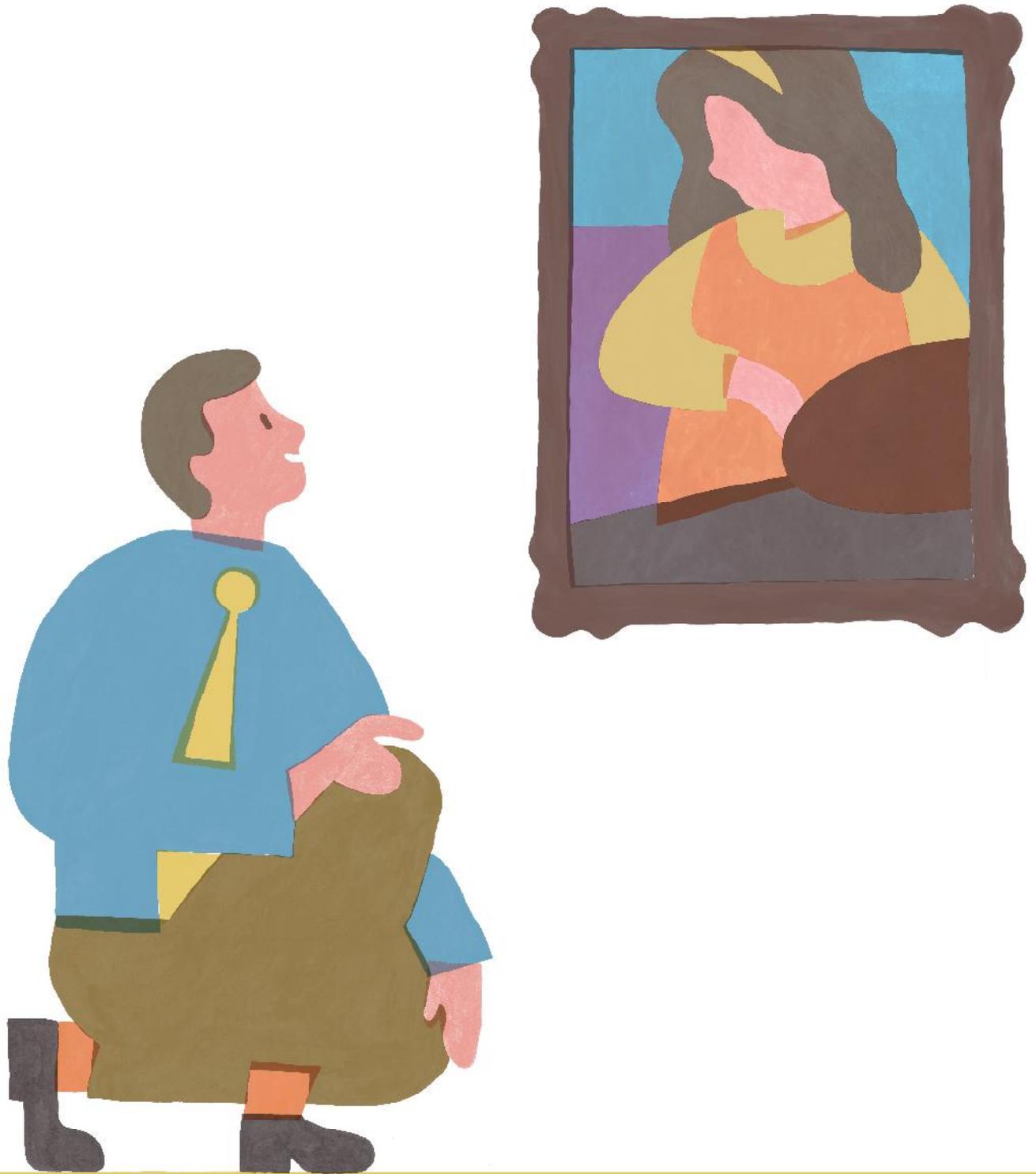
Daekyo was founded in South Korea in 1976 by Young Joong Kang, PhD. Over the next 20 years, Dr. Kang's fresh approach to supplemental education would transform the industry. By 1999, Daekyo was the most recognized education brand in South Korea. Daekyo began franchising in the United States in 1991, and introduced the name Eye Level in 2003 for global branding. Eye Level was ranked #89 in Enterprise's Franchise 500 in 2011. With the support, services and materials provided by Daekyo, Eye Level franchisees across the country have made their business ownership dreams a reality.



# Young-Joong Kang

I never stop dreaming of a better society!  
...endless challenge and imagination!





# EYE LEVEL

**“I was wondering how my students would enjoy the paintings from a student’s eye level.”**

Eye Level is based on an educational principle where students learn at their own pace. When the instructor understands the learning needs of a student, the teaching are most effective.

This is a story about a teacher who changed his perspective. A man was appreciating the art at the Smithsonian Museum in Washington DC. As he approached each painting he would kneel down and look up at it. A curious visitor asked him why he was looking at the painting from his knees. He replied, “I am an elementary school teacher and I will bring my students here tomorrow. I was wondering how my students would enjoy the paintings from down here. I am trying to appreciate these paintings from a student’s eye level.”



# BECAUSE EYE LEVEL WORKS

Eye Level is based on an educational principle where students learn at their own pace. When an instructor understands the learning needs of a student, the teaching are most effective.

As a leading provider in supplemental education for Math, English, Eye Level learning centers strive to teach and tutor children ages 3-16 in basic learning skills.

## EYE LEVEL STUDY PROGRAMS

### **Diagnostic Assessment**

The diagnostic test will provide insight into the student's ability and learning needs. It is utilized to determine the best place to start the student in the Eye Level curriculum.

### **Initial Starting Point**

This allows students to build confidence to help ensure future success in proceeding levels.

### **Self Directing Learning**

Students will follow a self-directed learning method and develop independent learning skills in our Eye Level learning centers. Instructors will provide guidance to students as they move throughout their individualized

## **Assessment**

Before a student proceeds to the next level and new skill set, an Eye Level instructor will give the student a level test to evaluate if they have achieved mastery of the current material.



## **Feedback**

Directors/Instructors provide consultations and communicate with parents regarding their children's learning progress on a regular basis.

## **SMALL STEPS TO SUCCESS**

All concepts and skills in the Eye Level program are interrelated. Mastery of basic foundational skills is necessary before advancing to more complex skills, resulting in improvement of a child's accuracy and speed when completing more complex questions.

## **THE LASTING BENEFITS FOR YOUR CHILD**

### **Commitment to your child**

No matter what your reason for attending Eye Level, we are committed to provide your child with the most positive experience possible. This pervades everything we do, down to the program we select for your child, and their interaction with our thoroughly trained staff.

### **Eye Level has the best curriculum around**

There is simply no competition when it comes to the quality of instruction and curriculum that you will find at Eye Level. We are the only center worldwide that offers a critical thinking component as part of our math program. Furthermore, our curriculum has been developed in a way that allows children to make progress and proceed through levels.

### **Individualised Instruction**

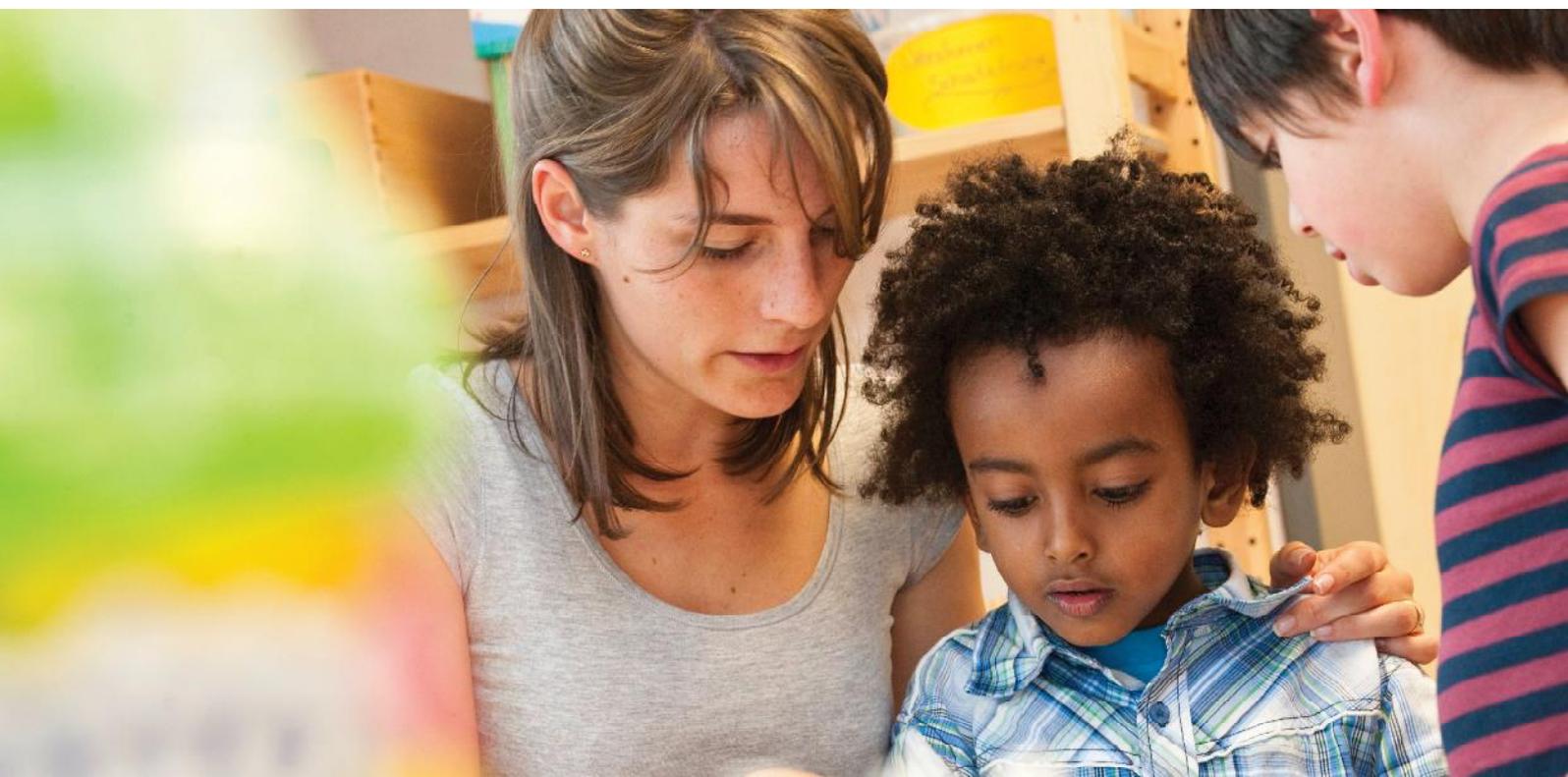
While our curriculum is developed structurally, each child is assessed individually. Our instructors tailor our curriculum by understanding each child's abilities from their eye level.



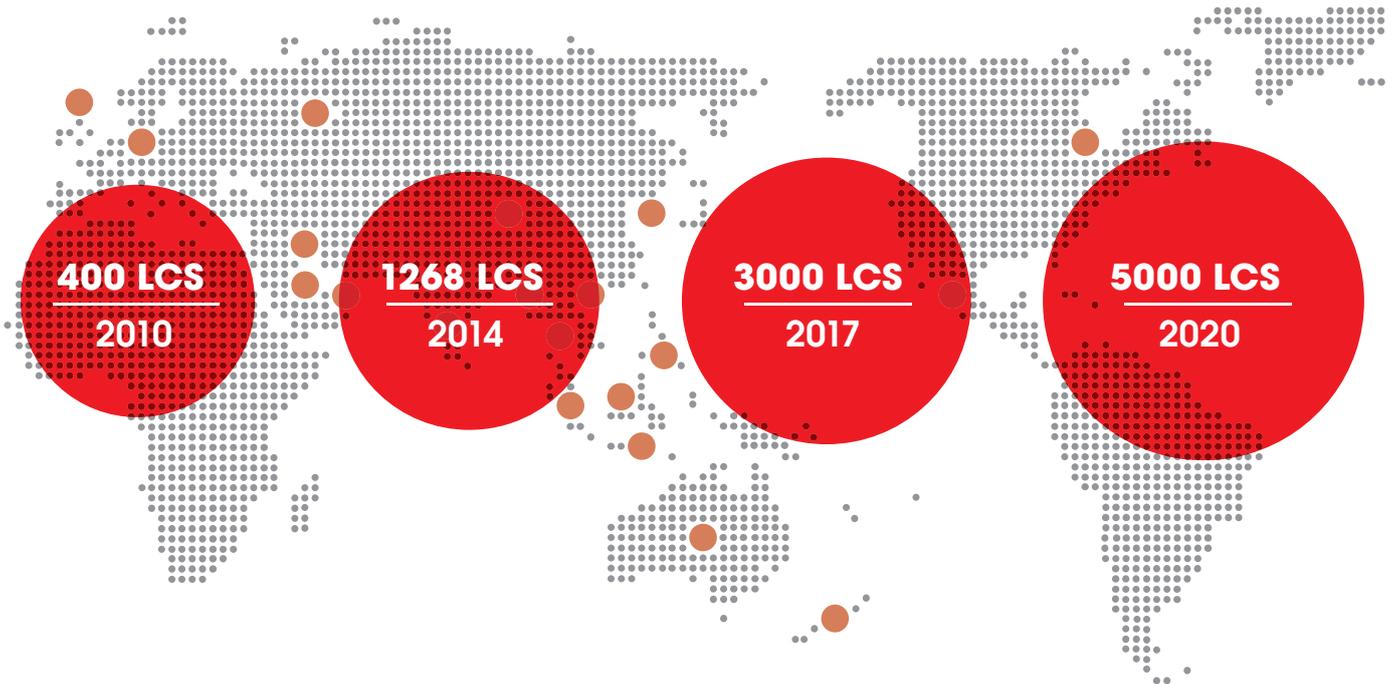
# THE OPPORTUNITY IN SINGAPORE

The private education sector is a growing industry in Singapore. With the global education market estimated to be worth US\$2.2 trillion annually with 7.2 million international students by 2025 and Asia expecting to account for 70% of global demand for international higher education, there are many opportunities within the regional education industry for SMEs in Singapore.

Growth within the education sector reaches across several segments. Demand for pre-school education is on the rise as attention to quality “head-start” programmes for students grows. There is also an increasing emphasis on continuous training for existing professionals. These trends are set to fuel the robust growth of the education market, especially players offering vocational training in diploma, degree and post-graduate levels, professional/executive training and early childhood programmes.



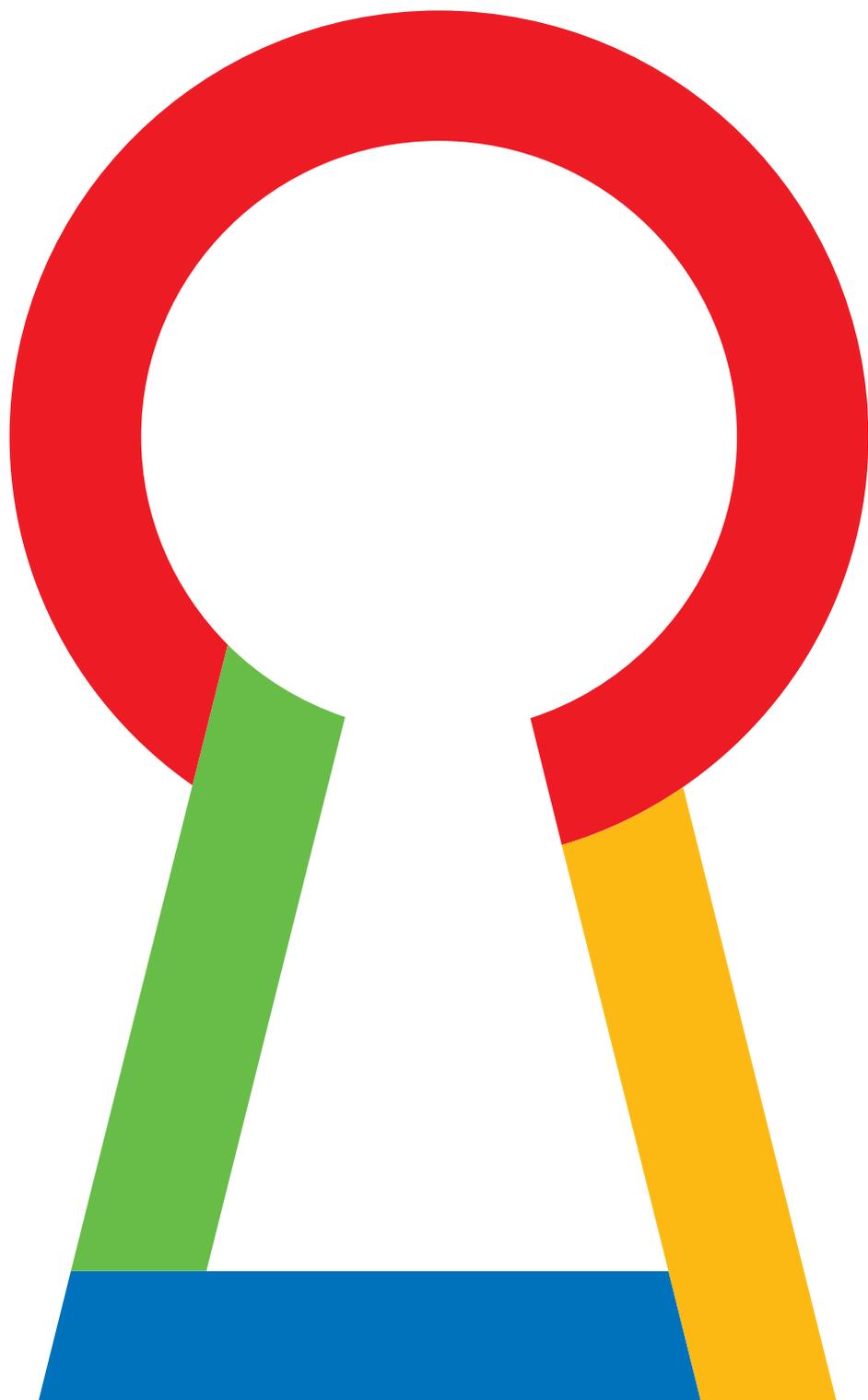
# EYE LEVEL AT A GLANCE



- 1 Method** - Eye Level Method to meet the Eye Level of each child has been consistent throughout the years.
- 2 Million Enrollments Worldwide** - Throughout the years, Eye Level has nurtured millions of students worldwide.
- 22 Countries** - Eye Level Method is now available in 22 countries and regions around the world but the number continues to grow.
- 40 Years** - For the past 40 years since its establishment in 1976, Daekyo has gradually grown into the nation's best educational and cultural service enterprise, emerging as a frontrunner in the field of education.



FLA  
awards 2015  
PROMISING FRANCHISOR  
OF THE YEAR



# I AM THE KEY

**Eye Level's symbol is the form of both a keyhole and a child, and it represents Eye Level's core education principles.**

The most important definition of the keyhole is education from a child's perspective. It is a window which students and instructors look through, imagine, and dream together. As the keyhole is located at the child's eye level, the symbol also represents the story of a teacher who knelt down to see and understand children's perspectives and attitudes. Eye Level's keyhole also triggers children's curiosity, leading them to imagine and create their own world and pursue their dreams for the future.

The keyhole stands for step-by-step study approach to learning, a process of learning basic skills and laying the foundation for infinite growth to the future. This is one of Eye Level's educational principles. The line with four colors, Red, Yellow, Blue, and Green, represents Eye Level's educational process, consisting of diagnostic/level testing, self-directed study, assessment, and feedback. The connection between the four colors illustrate not only the ongoing learning process but also the children's limitless growth and development through Eye Level's structured education.

# OUR STUDENTS



# SUCCESS STORY

*"I'm a mother of 2 lovely kids, one 3 and other 6, and used to work as an engineer / sales engineer for more than 10 years. As my job was rather demanding, I had to plan and find time to juggle between work and family.*

*I can say that I performed very well in my career (top sales, top success rate etc) but I feel I could 'perform better' as a mother. I wanted to have more quality time with my family, to play with my kids, to learn with them and to nurture and guide them in achieving their life targets ."*

## **Why Eye Level?**

*"One of the reason was the teaching tools and program Eye Level has.*

*Comparing to a few top tuition / enrichment programs which I have sent my son to and the few franchise workshops which I have attended, Eye Level provides the program that I am looking for. It's philosophy of letting the child learn at their own pace and own comfort level is exactly what I wanted my son & daughter to have."*

**Ms Tricia Chan, Eye Level @ Jurong West**

# EYE LEVEL MATH

Eye Level Math helps improve problem-solving skills by enabling students to master concepts through a small-step approach.

## DEVELOPMENT OF MATHEMATICAL THINKING

### Basic Thinking Math

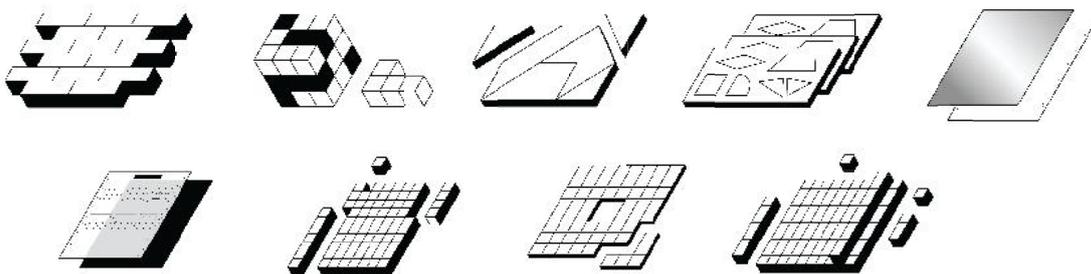
**Build a basic Foundation of mathematics.**

Basic Thinking Math enables students to complete the foundation of mathematics and covers the following study areas: Numbers, Arithmetic, Measurement, and Equations.

### Critical Thinking Math

**Learn advanced Concepts and Applications.**

Critical Thinking Math enables students to develop depth perception, problem solving, reasoning skills, and covers the following study areas: Patterns and Relationships, Geometry, Measurement, Problem Solving, and Reasoning.



# EYE LEVEL ENGLISH

Eye Level English develops students' mastery of English language arts skills to meet the benchmarks as outlined in the Standards, including print concepts, phonological awareness, phonics and word recognition, language, comprehension, writing, and fluency.



• Thematic Approaches and Combined Strategies

• Progressive Practice through the Different Levels

## WE START FROM THE STUDENT'S EYE LEVEL

In 1988, we began working with an elite, for-profit university in Washington, D.C. to re-examine their existing curriculum. We found it was overly complex and hard to read. To address this, we asked them to view learning of the curriculum from the student's perspective.

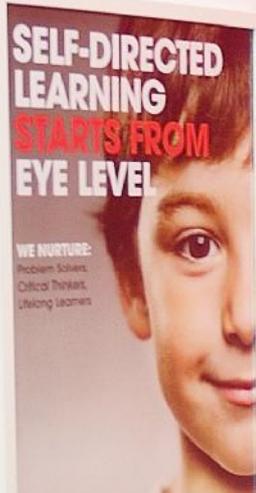
From an elementary school teacher's point of view, you might expect to see something like this: "The student would enjoy the learning from their own level."



At Eye Level, students master every learning concept through individualized coaching with a small class approach.

**Eye Level**  
Learning Center

## SELF-DIRECTED LEARNING STARTS FROM EYE LEVEL



**WE NURTURE:**  
Problem Solvers,  
Critical Thinkers,  
Lifelong Learners

At Eye Level, students master every learning concept through individualized coaching with a small class approach.

**Eye Level**  
Learning Center



The bookshelf is organized into two main sections. The left section contains a display of colorful pens and pencils in a polka-dot box, two green frog figurines, a white candle warmer, a small doll, a basket of flowers, and a card holder with pink cards. The right section is a large bookshelf filled with books, with a basket of candy on top. The books are arranged in two rows, with the top row showing the spines of many books and the bottom row showing the covers of several books. The background wall is white, and the adjacent wall is red.

# MARKETING

A comprehensive promotional calendar helps drive our business and supports our core products to run continuously throughout the year.

Our marketing and public relations efforts have allowed Eye Level to develop significant brand recognition, with both print media exposure and internet presence. These include our website, Facebook page and other popular enrichment review sites and blogs.

## **Brand Management &**

### **Corporate Identity**

Print Media

Social Media

### **Promotion**

Free Trial Class

Holiday Bootcamp

### **Campaign**

Testimonial Campaign

Referral Campaign

## **Island- Wide Events**

Exhibitions

Eye Level Literary Award

Eye Level Math Olympiad

Model United Nation Camp

## **Centre Activities**

Roadshows

Learning Centre Open House

Centre Opening/ Anniversary

## **Marketing Collaterals**

Eye Level Parent Community



# JOIN THE FAMILY

In an increasingly competitive world, academic achievement is at the forefront of parents' priorities for their children and the Global private tutoring market is expected to surpass US\$102.8 Billion in 2018.

As a premier supplemental education and enrichment program, Eye Level offers a competitive franchise opportunity for its partners with its effective program, backed up by our strong business support.

## GETTING STARTED

### **Step #1 : Application**

Please complete the convenient, brief application form today!

### **Step #2 : Initial Interview**

Discussions will include the basics of the Eye Level program and philosophy, details about the Eye Level franchise and business model, your desired Learning Centre location, and your interest in education and children. At that time, all your initial questions will be answered.

### **Step #3 : Franchise Information Seminar**

Presentation will include details about the Eye Level program and the Eye Level franchise. The qualifying process, training procedures, and timeline for becoming an Eye Level franchisee will also be covered during the seminar. A question and answer session will be held.

#### **Step #4 : Final Qualifications**

A final review of the background check, credit check, financial documentation, and determination of protected territories you wish to develop.

#### **Step #5 : Final Interviews**

Interview with Country Manager to finalise your plans. We will answer any remaining questions you may have.

#### **Step #6 : Franchise Agreement**

Sign your Franchise Agreement and register for the Eye Level Training Program!

### **SUPERIOR TRAINING & SUPPORT**

Eye Level prides itself in providing its franchisees with thorough training and comprehensive ongoing support, including:

- A 80-Hour Preparatory Training & Mentoring Programme
- Monthly Training Conferences
- Year-Round Training Modules
- Holistic Observations to aid Centre Operations
- Ad-hoc Supplementary Training Sessions

Centres will be empowered to achieve, and equipped to excel in their Eye Level business.

## REQUIREMENTS

1. Passionate about helping children and driven to achieve financial success and independence through business ownership.
2. Must possess at least a Diploma, Higher/ Advanced/ Graduate Diploma, Bachelor's Degree in any fields.
3. Conversant in English. Ability with Mandarin is a definite advantage.
4. Excellent communication and inter-personal skills.

## YOUR INVESTMENT

- Start-up capital from as low as \$70k.
- Short ROI of 18 months. ††
- You only work 4 days per week.



†† Projections will vary depending upon Learning Centre's location, size, leasehold improvements, and other variables.

# WHAT IT TAKES TO MAKE THE CUT

Eye Level offers exponential growth usually after 6 months of operation. Coupled with our multi level curriculum and extensive support, a Franchisee would be able to see substainal growth every month.

## Brand-Power

- 2 million members, 1,300 Learning centres in 22 countries
- Global PR and Marketing
- Ranked #84 among Franchise Brands (entrepreneur.com)

## Continuous Training

- Eye Level University
- Regular training twice a month
- Reward Trip to Korea

## Management & Consulting

- 40 years of know-how in education business
- Optimized operating system
- Periodic 1:1 consultation with center visit

Enrolments	Gross Profit (Monthly)	Duration (Months)
20	\$ 1,600.00	1 - 2
61	\$ 5,337.00	5 - 7
100	\$ 8,750.00	9 - 11

### Remarks

1. Gross Profit is calculated using average subject fees less royalty fees with GST.
2. Statistics above is based on factors such as marketing initiatives, shop frontage etc.

# FREQUENTLY ASKED QUESTIONS

**Before you decide, ask yourself a few simple questions.**

Can I accept guidance and direction, or do I prefer to chart my own course?

Can I give total commitment to a product or service not of my own development?

Can I accept that part of my profits must be paid to the franchisor?

Will I welcome the franchisor's representative visiting me to check on the quality of my service?

Am I proficient at following operation manuals and implementing prescribed processes?

Can I accept that my franchise ownership may be for a fixed term, with an option to renew for an additional fixed term?

*If you have the passion to work with children and want a rewarding career, this guide is tailored for you.*

[myeyelevel.com](http://myeyelevel.com)

