

INVEST
FOR MAXIMUM
RETURN? INVEST IN
OUR CHILDREN'S
FUTURE? INVEST
IN STEM
EDUCATION?

YES, YES
& YES.


CORE
TEKNASIAM

The most inspirational
classroom on the planet



WHO IS THE MARKET
FOR A CORE TEKNASIUM?

EVERY CHILD
ON THE PLANET
BETWEEN
THE AGES OF
5 & 16.

The world is undergoing an explosion in science and technology, and most of the world's education systems have been caught napping.

The creative education and business minds at The Core put their heads together and developed a product that schools, districts, states and even countries have been missing from their curriculum – a way of getting kids interested in STEM subjects.

And now that it's proven to be an unqualified success, they're on a mission to get it out to as many students as possible.

The short to middle term investment opportunities are obvious. In the long term, what better investment is there than the prosperity a STEM educated generation brings a country.

THE CORE TEKNASIUM BUSINESS MODEL. WHY IT WORKS.

Before we started rolling out Core Teknasiums, we built one to prove its worth. We chose a Texan school with an average interest in STEM subjects. The feeling towards maths and science was...

“It’s too hard. And boring.”

“I’d rather be playing football.”

“There’s no way I could do that!”

Only a tiny percentage of students we’re considering a STEM career. A short 12 months later, our highest expectations were surpassed with comments like ...

“It’s the most interesting part of my week.”

“Science rocks.”

“I love engineering. I want to build bridges when I grow up.”

Suddenly, students considering a STEM career was at 63%.

And parents raved about the Core Teknasium, almost as much as the children.

“STEM is the future. It’s filling in where the school is missing out.”

“Karen is over the moon about maths. Maths! 12 months ago she hated it.”

And finally schools see the value in a Core Teknasium.

“In the ordinary curriculum, it’s almost impossible to get the girls interested in maths & science. They’re as equally into the Teknasium as the boys.”

“STEM have become the cool subjects. Never thought that day would come.”

Interest in Core Teknasiums has ballooned and now we’re ready to pass on the business opportunity.

To read documentation of the 12 month trial, go to thecore.com/texasteknasium

RETURN ON INVESTMENT

12 SEAT (264 students capacity)

	Projected revenue (low) (50% capacity)	Variable costs (facilitator labor and consumables)	Curriculum support, maintenance fees (8%)	NET REVENUE	Fixed Costs (rent, utilities, your management)	EBITDA	EBITDA %
YEAR 1	245,418	100,054	14,725	130,639	124,840	5,799	2%
YEAR 2	519,366	176,719	41,549	301,097	126,145	174,952	34%
YEAR 3	572,450	190,529	45,796	336,125	134,290	201,835	35%

This chart demonstrates a projected cashflow on a 12 seat CORE Teknasium™ at a low usage of only 50% of capacity. The figures include holiday camps and a minimal public school enrichment program. The astute Teknasium™ co-ordinator will supplement these figures with an expanded public school after school enrichment, teacher training, public school camps, and classes for special needs kids.

ADDITIONAL REVENUE SOURCES (per year, US based estimates)

Public School off-site camps	\$150,000.00
Expanded Local School Enrichment	\$214,000.00
Daily Autism / Aspergers Programs	\$72,000.00
Professional Development (teacher training) & Team Building	\$128,000.00
TOTAL	\$564,000.00

TEKNASIUM COSTS

TEKNASIUM COSTS (12 seat including 24 station off-site package)

Base Teknasium	\$150,000.00
Off-site Package	\$35,000.00
Licensing	\$25,000.00
TOTAL	\$210,000.00

Experts in education are saying that “enrichment” (driving forward) will soon surpass “tutoring” (catching up), a more than \$100 billion global industry. It is our intention to put a CORE Teknasium™ in as many locations, in as many countries as we possibly can. We hope you’ll join us!

CORE
TEKNASIUM

THE MOST
INSPIRATIONAL
CLASSROOM
ON THE PLANET.

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