




The Educare Learning Center


BUSINESS PLAN


Education a Birth Right, Not a Privilege




Prepared By

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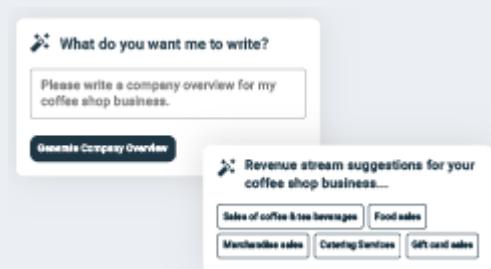
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1.

Executive Summary

Business Overview

Market Summary

Marketing Summary

Financial Summary

Business Overview

The Educare

Many high school students and parents see a university/college degree as a requirement for success in the job market, making preparation for university/college success critical. The Educare Learning Centre is a non-profit focused on improving high school students' preparation for university/college success.

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Market Summary

The Educare

Public education has seen a significant change since 2010 when the curriculum was overhauled to cover more content within each school year. The effect of this change and the increased desire of parents wanting their child to attend university/college has led to a growing market for private tutoring services.

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Marketing Summary

The Educare

The Educare Learning Centre's key strategy is to be actively engaged in the Ottawa community and to be seen as an expert in preparing high school students for university/college reading and writing. The Educare Learning Centre will achieve this by attending community events, offering free workshops, and providing high-quality tutoring services.

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Financial Summary

The Educare

\$24,350 will be needed to start the business with \$15,000 in funding coming from Futurpreneur Canada and \$10,000 from a Trudeau Foundation grant. In the first year of business, The Educare Learning Centre plans on generating just over \$160,000 in sales.

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2.

Business Description

Business Overview

Educare's History

Management

Location

Legal Structure

Vision & Mission

Goals & Objectives

Professional Advisors

Business Overview

The Educare

The Educare Learning Centre is a tutoring company dedicated to helping launch high school students on a successful journey at university and/or college by improving their literacy skills. The Educare Learning Centre was established on 01/01/2014.


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Educare's History

The Educare

Jerry Yarrick conceived the launch of The Educare Learning Centre three years ago prompted by the struggles she faced in her first few months at the University of Ottawa.

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Management

The Educare

The Educare Learning Centre is a federally incorporated non-profit with a four-member board of directors. Ms. Yarrick will be the managing director on the board responsible for running educator workshops and volunteer recruitment.

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Location

The Educare

The Educare Learning Centre will be a home office. The Educare Learning Centre will be located at 2898 Baycrest Dr., Ottawa, ON K1V 6P4. This location will be the non-profit's headquarters, however, one-on-one tutoring sessions will take place at donated venues.


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Legal Structure

The Educare

The Educare Learning Centre is a corporation. The Educare Learning Centre will operate as a federally incorporated non-profit that is also registered in Ontario.


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Vision & Mission

The Educare

To be an advocate for improving high school students' reading/writing skills for post-secondary education, helping all students achieve success regardless of academic or financial circumstances.

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Goals & Objectives

The Educare

- Enrolment of two school boards in ongoing educator workshops by September 2014 with monthly revenues of \$15,000.
- The steady base of 20 students partaking in pay-what-you-can t

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Professional Advisors

The Educare

In addition to Mr. Zao and Ms. Yarrick, The Educare Learning Centre will have two other board members. The Educare Learning Centre will rely on Bridgette Kohl both as a parent advocate in the community and lawyer for matters surrounding the start-up of the

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3.

Market Analysis

Industry Analysis

Local Market

Target Market

Keys to Success

Customer Survey Summary

Industry Analysis

The Educare

The Educare Learning Centre operates primarily in the service industry.

The Canadian tutoring industry is divided amongst national franchises such as Sylvan, Oxford

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Local Market

The Educare

Ottawa has a variety of tutoring services available, from single tutor operations to national franchises. There are 78 services listed for the Ottawa area on moretutors.ca. This excludes the large franchises like Oxford Learning Centre and Kumon that also have a presence in the area.

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Target Market

The Educare Learning Centre is focused on selling both to consumers (B2C) and businesses (B2B).

The Educare

1. Single or married households with children in high school (demographics)
2. Students planning on attending university/college (lifestyle)
3. Family income: \$50,000 (demographics)

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Target Market profile for The Educare Learning Centre consumers:

Start writing here..

The Educare

1. English and French secondary school boards (industry)
2. School principals looking for Professional Development (PD) workshops (decision-makers)

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Target Market profile for The Educare Learning Centre businesses:

Start writing here..

Keys to Success

The Educare

A consistent visibility program will be essential to gain students for one-on-one tutoring and to gain traction with educators that students are seeking out ways to better prepare for post-secondary reading and writing requirements. The Educare Learning Centre will focus on providing a consistent visibility program to gain students for one-on-one tutoring and to gain traction with educators that students are seeking out ways to better prepare for post-secondary reading and writing requirements. The Educare Learning Centre will focus on providing a consistent visibility program to gain students for one-on-one tutoring and to gain traction with educators that students are seeking out ways to better prepare for post-secondary reading and writing requirements.

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Customer Survey Summary

The Educare

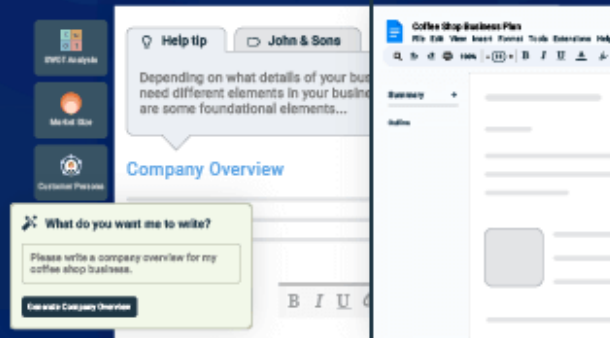
During the initial business planning stages of The Educare Learning Centre, Ms. Yarrick interviewed a series of university students, professors, and parents of university students throughout the downtown Ottawa core. Using a tablet to track responses, Ms. Yarrick was able to identify the most common reasons for seeking out tutoring and professional development workshops. The most common reasons for seeking out tutoring and professional development workshops were to improve reading and writing skills, to prepare for post-secondary education, and to gain experience in a specific field. The most common reasons for seeking out tutoring and professional development workshops were to improve reading and writing skills, to prepare for post-secondary education, and to gain experience in a specific field.

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Competitive Analysis

Key Competitors / SWOT Analysis

Key Competitors / SWOT Analysis

The Educare

The Educare Learning Centre has two lines of business both working to achieve its mission-vision. As such, we've included a separate SWOT analysis for each line of business. For direct one-on-one tutoring services:

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A+ Tutors for Less

Start writing here..

<div>Strength</div> <div><ul style="list-style-type: none">• Well established• Marketed as low cost tutoring option• Online presence</div>	<div>Weakness</div> <div><ul style="list-style-type: none">• Tutoring only provided "In Home"• Student reviews of tutors are poor</div>
<div>Opportunity</div> <div><ul style="list-style-type: none">• Engaging peer tutors• Low cost destination tutoring service</div>	<div>Threat</div> <div><ul style="list-style-type: none">• May decide to start tutoring from offsite locations</div>

The Educare Learning Centre

Start writing here..

Strength

- Familiar with local community
- Network of university/college aged tutors

Weakness

- Not an established brand in Ottawa

Opportunity

- Decrease anxiety about post-secondary success
- Provide peer aged tutors to engage students

Threat

- High schools/libraries may start charging for space usage

5.

Sales & Marketing

Pricing Strategy

Marketing Strategy

Positioning Statement

The Sales Process

Strategic Alliances

Pricing Strategy

The Educare

Fees range from the low end of \$20/hour to \$55/hour for established tutoring companies like Oxford Tutoring for one-on-one tutoring. Fees for full-day educator workshops range from \$600 - \$1000 depending on the area of expertise.

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Marketing Strategy

The Educare

Networking in the Ledbury, Heron Gate, Ridgemont Elmwood community

Becoming part of the local community fabric will be critical for the success of the business.

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Networking

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The Educare

A secondary strategy will be for Mr. Zao to attend education conferences and secure speaking engagements to promote the need to help high school students succeed in post-secondary education. Appearing on the conference agenda will increase the visibility of the business.

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Conferences

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In social media, The Educare Learning Centre will focus on announcing tutor availability, tutor insights, tutor biographies, and re-tweeting excerpts from Mr. Zao's talks to students and educators. This will be an effective way to communicate directly with

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Social Media: Twitter

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The Educare

Primary marketing activity

The Educare Learning Centre's primary marketing activity will be networking throughout the

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Marketing Activities

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The Educare

Goal #1: Workshops running in three of four school boards by October 2014

Goal #2: Eight reoccurring students seeking tutoring twice a week by March 2013

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Marketing Objectives

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Positioning Statement

The Educare

The Educare Learning Centre is a non-profit focused on achieving high school student's success at university/college through tutoring and educator workshops.

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Start writing here..

The Sales Process

The Educare

The Educare Learning Centre's sales cycle is one-two months.

The Educare Learning Centre's sales process is focused on securing educator workshops on

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Strategic Alliances

The Educare

The Educare Learning Centre has a strategic alliance with Hub Ottawa to help promote the non-profit through its social innovation center, helping to establish The Educare Learning Centre as part of the local community. The Educare Learning Centre has also de

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6.

Operations

Location(s)

Legal Issues

Insurance Issues

Human Resources

Process/Production

Risk Assessment

Location(s)

The Educare

The Educare Learning Centre's head office will be the residence of its managing director, Ms. Yarrick at 2898 Baycrest Dr., Ottawa, ON K1V 6P4. The Educare Learning Centre will not own or lease a physical location for their operations. Instead, they have negot

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The Educare

The Educare Learning Centre website will launch/launch on 01/03/2014.

The Educare Learning Centre has entered an agreement to set up and host their website on

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Website

Start writing here..

The Educare

The Educare Learning Centre hired a freelance web developer to install WordPress onto their GoDaddy account. In November The Educare Learning Agency purchased "The Brand Identity Pack" from 99designs.ca, which provided print collateral, a logo, and a

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Website Development


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Legal Issues

The Educare

The Educare Learning Centre anticipates the following legal issues:

- Business licenses


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Insurance Issues

The Educare

The Educare Learning Centre requires liability insurance.

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Start writing here..

Human Resources

The Educare

The Educare Learning Centre will have 1 – 10 full-time staff.

The Educare Learning Centre will have 0 part-time staff.

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Start writing here..

Process/Production

The Educare

The Educare Learning Centre Process – Student Tutoring

Parent registers their child for tutoring via the website and selects a primary and secondary

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The Educare Learning Centre Process – Student Tutoring

Start writing here..

The Educare

Teachers, principals, literacy advisors, or parents would contact The Educare Learning Centre to inquire about booking one or both of their workshops:

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The Educare Learning Centre Process – Educator Workshops

Start writing here..

Risk Assessment

The Educare

The Educare Learning Centre will be spending the majority of its marketing efforts attending community events and networking within the educator community to build credibility and exposure with both parents and educators. However, if these efforts p

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7.

Financial Plan

Start-Up Costs

Capital Requirements and Use of Funds

Income Statement Projections

Balance Sheet Projections

Cashflow Projections

Start-Up Costs

Sales Forecast

Key Assumptions for The Educare Learning Centre

- No sales in the first month due to extensive networking
- Slowest months: July/Aug – summer vacations
- Average hourly rate: \$20 or pay-what-you-can tutoring
- Each student, on average, will attend two tutoring sessions per week
- Each student, on average, will have two months of tutoring
- Workshop cost: \$795

Year One Sales Forecast (Including Assumptions)

January - \$10,000

- Launched the business
- \$10,000 – Trudeau Foundation grant
- Personalized emails from Mr. Zao to priority network contacts introducing educator workshops, approximately 25/week.
- Ten follow up meetings with Mr. Zao's contacts interested in more information on educator workshops.
- Attended the "Brown Bag Lunch: Learning is for Life" event at Hub Ottawa
- Attended Canadian Public Education Society monthly meeting
- Attended Community Hub meeting for Conseil des écoles publiques de l'Est de l'Ontario (CEPEO)
- Published four to five tweets/week to a @LLcentreCAN Twitter account.
- Submitted grant to The W. Garfield Weston Foundation.

February - \$4,615

- \$640 – pay-what-you-can tutoring for four students for four weeks
- \$3,975 – Five Workshop Pilot program with Notre Dame High School
- Attended a conference on Literacy Development
- Ten follow up meetings with Mr. Zao's contacts interested in more information on educator workshops
- Visited the local YMCA and add tutoring service to the online community bulletin board
- Hosted Q&A at a student information session at the University of Ottawa
- Attended Education Innovation Reception with Carleton University at Ottawa Hub
- Published four to five tweets/week to @LLcentreCAN Twitter account.
- Submitted grants to Birks Family Foundation and Roaster Foundation.

March - \$6,525

- \$960 – pay-what-you-can tutoring for eight students for four weeks
- \$4770 – Six trial workshops with Ottawa-Carleton District School board through Canterbury High school and Glebe Collegiate Institute
- \$795 - Workshop hosted at Redeemer Christian High School
- Negotiations with Ottawa-Carlton Catholic School board for additional workshops
- Five follow up meetings with Mr. Zao's contacts interested in more information on educator workshops
- Hosted a Panel Discussion at the University of Ottawa on "The Skills Gap: high school to university writing"
- Published four to five tweets/week to @LLcentreCAN Twitter account.

April - \$20, 680

- \$1,600 – pay-what-you-can tutoring for 10 students for 4 weeks
- \$15,900 – Contract signed for 20 workshops with the Ottawa-Carleton Catholic School board as part of their Student Success initiative
- \$1,590 – Two Workshops with Ridgemont High School via the Ottawa-Carleton District School board
- \$1,590 – Two Workshops with Ottawa Learner
- Five follow up meetings with Mr. Zao's contacts interested in more information on educator workshops
- Attended Wine and Cheese Ottawa-Carleton District School board "Meet Your Trustees" event
- Joined "Impact Academy" springs session at Hub Ottawa
- Published four to five tweets/week to @LLcentreCAN Twitter account.

Capital Requirements and Use of Funds

The Educare Learning Centre's "revenues" come from donations and the solicitation of donations from both individuals and corporations.

Capital Requirements and Use of Funds

The Educare Learning Centre is currently seeking donations totally \$300,000 in order to hire new staff and expand its program offerings.

Specifically, these funds will be used as follows:

- Salaries: \$X,000
- Administrative Expenses: \$X,000 to pay for lease costs and ongoing operational expenses

Income Statement Projections

	2024-25	2025-26	2026-27
Revenue	\$0	\$0	\$0
Cost Of Sales	\$0	\$0	\$0
General Costs	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$0	\$0	\$0
Gross Margin (%)	0%	0%	0%
Operating Expense	\$0	\$0	\$0
Payroll Expense (Indirect Labor)	\$0	\$0	\$0
General Expense	\$0	\$0	\$0
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$0	\$0	\$0
Additional Expense	\$0	\$0	\$0
Long Term Depreciation	\$0	\$0	\$0
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$0	\$0	\$0

	2024-25	2025-26	2026-27
Interest Expense	\$0	\$0	\$0
EBT	\$0	\$0	\$0
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$0	\$0	\$0
Net Income	\$0	\$0	\$0
Net Income (%)	0%	0%	0%
Retained Earning Opening	\$0	\$0	\$0
Owner's Distribution	\$0	\$0	\$0
Retained Earning Closing	\$0	\$0	\$0

Balance Sheet Projections

	2024-25	2025-26	2026-27
Assets	\$0	\$0	\$0
Current Assets	\$0	\$0	\$0
Cash	\$0	\$0	\$0
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$0	\$0	\$0
Gross Long Term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0

	2024-25	2025-26	2026-27
Liabilities & Equity	\$0	\$0	\$0
Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$0	\$0	\$0
Long Term Liabilities	\$0	\$0	\$0
Long Term Debt	\$0	\$0	\$0
Equity	\$0	\$0	\$0
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	\$0	\$0	\$0
Check	\$0	\$0	\$0

Cashflow Projections

	2024-25	2025-26	2026-27
Cash Received	\$0	\$0	\$0
Cash Paid	\$0	\$0	\$0
COS & General Expenses	\$0	\$0	\$0
Salary & Wages	\$0	\$0	\$0

	2024-25	2025-26	2026-27
Interest	\$0	\$0	\$0
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$0	\$0	\$0
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$0	\$0	\$0
Net Cash From Investments	\$0	\$0	\$0
Amount Received	\$0	\$0	\$0
Loan Received	\$0	\$0	\$0
Common Stock			
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$0	\$0	\$0
Loan Capital	\$0	\$0	\$0
Dividends & Distributions	\$0	\$0	\$0
Net Cash From Financing	\$0	\$0	\$0
Summary			
Starting Cash	\$0	\$0	\$0
Cash In	\$0	\$0	\$0
Cash Out	\$0	\$0	\$0
Change in Cash	\$0	\$0	\$0

2024-25

2025-26

2026-27

Ending Cash

\$0

\$0

\$0

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