

Narrative

Proposed: An Accelerated Learning Center - Genius Kids
A Global & National Franchise

Location: Hacienda Business Park, 5698 Stoneridge Drive, Pleasanton CA 94588

The new Genius Kids Accelerated Learning Center & Day Care is proposed to be located at 5696 Stoneridge Drive, Pleasanton CA 94588, the existing Hacienda Business Park Building A, located at the corner of Stoneridge Drive and Gibraltar Drive.

Genius Kids will occupy the space referenced above, which to the best of our knowledge, was formerly used as a book store, and is currently vacant, adjacent to a convenient food mart. The space is approximately 4,626 square feet, and we plan to reconfigure it internally to meet daycare requirements set by the Department of Social Services of California (referred to as DSS in this document), as well as current Fire and Building Codes.

The learning center & day care will be located on the ground floor, with easy access to ample parking at the front and side of the building, including accessible stalls. The school playground will be placed at the right side landscaped portion (facing Stoneridge Drive) of the space, to include approximately 4,000 square feet of outdoor space as mandated by DSS - refer to plans as shown on plan attached. No parking is being affected. The play is being designed safely with secure fencing using both the existing hedges, and green screening to allow for privacy from all angles.. The fences will have screens to ensure the children are not visible, including gates with the appropriate panic hardware to meet current fire and building codes. A sample of the renderings from Playgrounds Unlimited, professional playground designers is included.

The interior of the building is being modified to minimum to include 8 preschool 8 toilets & sinks, for ages 2-6 as per the ratios of 1:15 mandated by DSS for a licensed facility of approximately 90 children. The space has ample windows to provide light to the various classrooms. A water fountain will be installed inside the facility.

A small lobby or drop off area in the front lobby using pony walls, and beautiful decorated spacious classrooms with life size animal murals, motivational words and posters (see pictures included).

The Preschoolers ages 2-6 and under will have no bell times and will be dropped off and picked up anytime between 8 AM through 6:30 PM. We envision peaks of these to be between 8:30 - 10:00 AM, and between 5:00 - 6:30 PM.

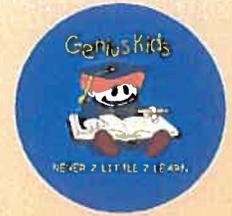
We will operate 2 school vans which will pick up the After School students from the local schools reducing the drop off traffic times during the school hours. Our vans will be parked in the side parking spaces of the building at all times, except for the drop off times where students will be dropped off and escorted into the building from the front entrance.

Parents will always park their cars in the respective parking spaces, and bring their children to the classroom doors. Mandatory sign in and sign out procedures are enforced. There will be no UN-attended children in the parking lots or playground areas.

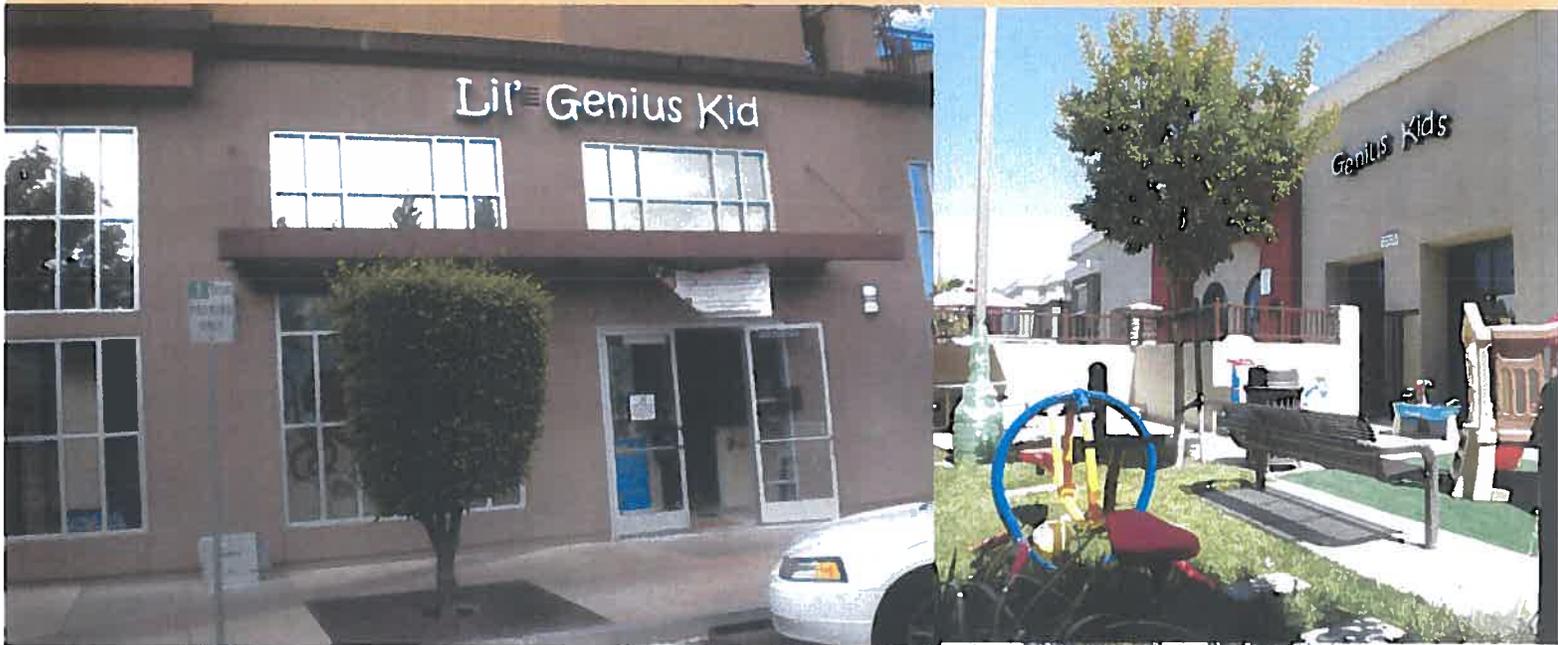
Signage will be consistent with the Hacienda Business Park signage program and a drawing of the sign will be submitted to the city of approval.

With the popular demand for Genius Kids, being an award winning globally recognized Accelerated Learning Center, our center will be an asset to the neighborhood and city.

Franchise Information

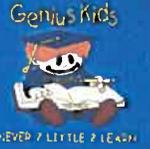


Globally Recognized Accelerated Learning Curriculum
Public Speaking, Confidence & Communication Development
A Quality Child Care Franchise with A Cutting Edge
A Franchise that works with Your Budget
Genius Kids®



www.geniuskidsonline.com

Who is Genius Kids®



The founders & management team of Genius Kids® have been in the child care & education business for more than 12 years. We enjoy a well-deserved reputation for the operation of premier child care Accelerated Learning Centers.

What sets Genius Kids® apart from other child care facilities is our philosophy - **Never 2 Little 2 Learn®** & the importance of Public Speaking, Communication & Confidence Development in every child. Genius Kids® has created learning centers for all ages that provide the most innovative curriculum which has proven itself again and again. With readers and speakers emerging as young as 2.3 years old, at Genius Kids® they believe in customized quality care for every child. We cater to ages 3 months - Grades 5.

Over the years, Genius Kids® has figured out to teach kids *how* to learn. Our curriculum is divided into age-appropriate learning levels called *Recipes* & delivered using *Smart Board Technology* & experienced trained, & qualified staff. Children as young as 18 months engage in phonics and public speaking. The microphone becomes second nature to each child as they learn from stimulating lessons to include phonics, reading, math, science, stories of the world, cartoon art, poetry, music & public speaking.

All the staff and franchisees are required to undergo vigorous training to ensure the quality of the learning recipes is delivered. The Head Office continues to provide ongoing support and guidance to its franchisees, with consistent training as they launch & develop new recipes. Genius Kids® curriculum meets the common core standards where children are encouraged to think for themselves, think out of the box, becoming problem solvers and thinkers, growing into *Future Leaders*.

No child is ever wrong at Genius Kids. After all, this is why they come to school - to learn from their mistakes, experiences & realize that life is NOT about being perfect, but about being happy, well rounded individuals. They learn the **"I CAN DO ANYTHING"** attitude!

Genius Kids® is a clear leader in innovation, outstanding educational programs, each center uniquely different from the rest. Genius Kids® is leading the way to providing the perfect model for quality care that makes a difference in every child. This is why they have been recognized globally as a **School Like No Other** by TV 5 Monde (televised to over 200 million viewers) and as **Business Visionaries that Dare to Dream** by CNNmoney.com. Learn more at www.geniuskidsonline.com



Steps for Purchasing a Franchise

We take our business seriously and wish to engage with serious, committed individuals. Please complete the attached questionnaire and return it to our office via email or mail. If we feel you meet the requirements to be considered as a possible candidate for our franchise, we will schedule a time to discuss the business model in more detail. Incomplete applications without the required financial information will NOT be entertained.

1. Initial discussion on the telephone to get to know each other.
2. Complete the attached confidential questionnaire and submit back to our office.
3. In-person meeting to discuss the business model and areas of interest.
4. Further interest - you will be given a Franchise Disclosure Document to review. We recommend you study this in-depth. There are **NO changes** made to our documents and none of the material or fees are negotiable.
5. If you elect to purchase a franchise, we will execute the documents and the franchise agreement.
6. After the franchise agreement has been executed, we will then begin to review locations. **Locations are NOT assigned or promised to prospects - only qualified franchisees.**

Franchise Fee

Our franchise fee is \$50,000 (US Dollars) for an Express or Standard Model and \$10,000 for a mobile public speaking model. **These fees are NOT negotiable.**

Royalties

Our royalty fees are 6% of gross sales, and an additional 1% of advertising fee. All other fees are explained in the FDD document for review. The other fees are administrative fees.

Additional Fees

If you elect to use our in-house services to provide a “turn-key” operation for you which would include complete management of your site during construction and build-out, hiring your staff, etc. - additional fees apply. We provide complete support during the build-out but you are required to do all the leg-work on your own. That is what it takes to be in business for yourself.

How do we compare to the competition?

Our response is what competition? Genius Kids® is a boutique style child care franchise. We have figured this successful model on our own with our own in-house curriculum. We take pride in being the pioneers to incorporate public speaking and communication at such a young age. We believe in **QUALITY over QUANTITY**, and that is why you will only see Genius Kids franchises with the right partners. We cater to the main stream community and focus on providing quality education to our students.

Learn more about our founder, Rennu Dhillon, her awards and creative ideas in this exciting journey at:



The Genius Behind Genius Kids®

From the Desk of RD

Rennu Dhillon, Founder & Early Education Expert talks about her innovative curriculum and concept

Q. When & Why did you begin the Genius Kids® Program?

August 2001. In today's fast paced challenging world, our children need to be well prepared in all areas of academics, personality & communication prior to entering Kindergarten. I felt that most of the programs were play based. It is critical especially with the budget cuts in schools today, that we begin early education and give each child the foundation that they need to succeed in the crowded classrooms. Most importantly, science has proven that 0-6 years old are the most critical learning years.

Q. Why is The Genius Kids® program different?

I can modestly say that there is nothing comparable to the educational curriculum and philosophy that we implement at our centers. My program has been developed in-house, and I have written and recorded each lesson myself.. have personally tested each of the lessons and the results are amazing. We have over 2,000 lessons and continue to develop new concepts every day. Kids as young as 2.3 years old are emerging as confident readers and speakers, with fun personalities. **And our testimonials speak for themselves.**

Q. What kind of subjects are your focus in early education?

The lessons I have designed and developed are ranging from phonics, reading, math, science, story-time, comprehension, handwriting, public speaking, drama, leadership and character development. We Have just completed and recorded our own musical CD. In every classroom the students are engaged in constant conversation speaking on the stage using a microphone. There is no such thing as a shy Genius Kid!! They change as soon as they come into our care.

Q. Do you really think 2 and 3 year old's can sit and learn?

Absolutely! The secret is start them young. Babies & Toddlers are like sponges absorbing anything and everything they see, hear, say and do. Our programs are highly interactive where kids squeal with laughter, learning something new every minute of the day. I have taught toddlers as young as 20 months old to master their phonetic sounds. The younger They are, the easier they are to teach!- Secret is start them young - **Never 2 Little 2 Learn®.**

Q. Do you have a favorite success student story?

Genius Kids has helped thousands of students & families in the past 13 years. I have hundreds of students who I am still in touch with whose families are now friends. Some of my students have stayed with me from toddler until high school. Our goal at Genius Kids is to develop each child individually and personally. Our focus is always to build confidence and self-esteem. Once they have that, **Anything and everything is possible!**

Q. How do you feel about your venture?

Confident and thrilled! I know I have developed a unique and Simple business concept that is easy, rewarding and most importantly fun and gratifying. I am looking for entrepreneurs who are passionate about education, and who seek to make a difference in the lives of young children. Join our family and you will see why I love going to work every day!

Genius Kid Development Inc, 4966 Paseo Padre Parkway, Fremont CA 94555

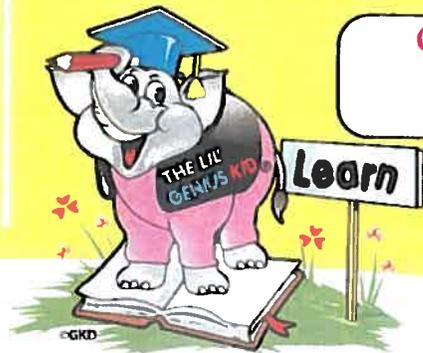
Toll Free US: 1-888-LIL-GENIUS Cell: 510-364-4033

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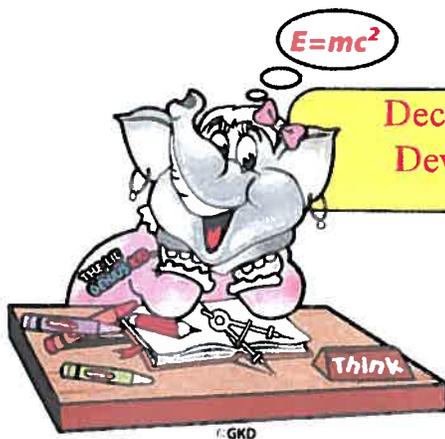


The Genius Kids® Discovery & Approval Process



Genius Kids® Discussion

4. During this discussion you will learn about The Genius Kid® franchise opportunity. We will discuss our philosophy, concepts, history and approach towards early education and child care, along with the benefits of becoming a member of The Genius Kid® franchise family. We will review your needs, experience, investment requirements, fees and agreement terms, as well as your goals and how our concept and model you select (Express or Standard) can relate to your vision and dreams. If we agree that there is a mutual fit, we will proceed with the next step in the process, which is to receive a FDD - Franchise Disclosure Document.



Decision & Development

5. Once both parties have agreed to proceed further, the initial franchisee fee will be paid and locations and possible territories discussed at this time. Once you have been approved and become a Franchisee for a Genius Kid®, you/we will begin to look for suitable locations. A hands on training session at our corporate office will be scheduled to include training in all aspects of the franchise from site selection, employee hiring, accounting, pre-opening, build out, classroom instructions, operations, online curriculum materials, marketing and ongoing support. You will gain a completed understanding of how The Genius Kid® franchise is going to work.



Grand Opening

6. You are now in business with your own Genius Kid® Center. We will offer continued support as we become the best educational franchise service in the world for early education.



Genius Kids Development Inc.
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FRANCHISE INITIAL APPLICATION

I submit the foregoing that the information herein will not be disclosed to anyone other than Genius Kids Development Inc, management team, and/or its affiliated companies. This information will be relied upon by Genius Kids Development Inc, in their analysis of my financial status for the opportunity to purchase the Franchise.

Each applicant, even if spouse or partner needs to submit a separate application.

* You may add as many pages as necessary to provide complete information through this application, including proof of funds, tax returns if needed and a complete Bio data or resume of yourself/company.

Express Model
 Standard Model
 Mobile Model

PERSONAL DATA

Applicant Name: _____ Birth date: _____

Spouse/Partner Name: _____ Birth date: _____

Social Security if applicable for Applicant: _____

Home Address: _____
 City: _____ Country: _____ Zip: _____

Email of applicant: _____ Email of spouse/partner: _____

Telephone of Applicant: _____ Telephone of spouse/partner: _____

Skype ID: _____ Skype ID: _____

Dependents if any: (please tell us a little about yourself here):

How did you hear about us?

What country do you hold a citizenship for"
 Applicant: _____ Spouse/Partner: _____

Have you ever been convicted of a felony or misdemeanor? Yes No If yes, please explain.

Have you ever owner a business? If Yes, please elaborate here or on a separate attachment.



ANNUAL SOURCE OF INCOME

Salary: \$ _____
Bonus: \$ _____
Dividends: \$ _____
Real Estate Income: \$ _____
Notes Receivable: \$ _____
Other Income: \$ _____
TOTAL GROSS INCOME \$ _____
Total for Previous Year: \$ _____

What range of capital for you currently have to invest? \$ _____

If additional funds are needed, do you have access to them? Yes No

Explain in detail:

Do you plan to have partners? Yes No. If yes, explain.

Are you planning to quit your job to undertake this project? Please explain your plan.

What goals do you have for the Genius Kids Franchise? Please explain your plan.

Describe yourself in 3 words?



LIABILITIES

Primary Residence Mortgage: Bank:
 Mortgage Payment Monthly: Balance due as of today's date: \$

Other Real Estate Bank:
 Mortgage Payment Monthly: Balance due as of today's date: \$

Other Real Estate Bank:
 Mortgage Payment Monthly: Balance due as of today's date: \$

Other Real Estate Bank:
 Mortgage Payment Monthly: Balance due as of today's date: \$

Principal Credit Cards:

1. Bank _____	Monthly Payment: \$	Balance due as of today's date: \$
2. Bank _____	Monthly Payment: \$	Balance due as of today's date: \$
3. Bank _____	Monthly Payment: \$	Balance due as of today's date: \$
4. Bank _____	Monthly Payment: \$	Balance due as of today's date: \$

List other additional notes, indebtedness etc

1. Lender _____	Monthly Payment: \$	Balance due as of today's date: \$
2. Lender _____	Monthly Payment: \$	Balance due as of today's date: \$
3. Lender _____	Monthly Payment: \$	Balance due as of today's date: \$

What is your total liability? (total all your liabilities) \$ _____

Total Assets \$ _____

Total Liability: \$ _____

Net Worth: \$ _____

I understand that Genius Kids Development Inc will rely on the above information to analyze my qualifications for the Genius Kids Franchise opportunity. I understand that the above information will be a material factor when Genius Kids Development Inc considers my application to become a Franchisee. I further understand that Genius Kids Development Inc does not guarantee that I will be able to obtain sufficient financing for a Genius Kids Franchise, and that the submission of false or misleading information could result in civil liability. The submission of this information places no continuing obligation on either me or Genius Kids Development Inc and I agree to promptly notify Genius Kids Development Inc of any material changes to the above information and will submit updated and additional information request.