



Global 7*****-star School Network

Business plan

1. The Grounding

Many people are unsatisfied with the education system: parents, teachers, students, governments.

Enormous amounts of money is wasted and the results are miserable. This situation must change. We believe that if there was a better way of providing education, then investors, customers and governments will accept it.

We introduce the 7W Project, a chain of the Global 7*****-star schools Network.

The essence of the project is to create a new-style of schools, the main features of which are as follows:

- ▶ Progressive education technologies, that provides not only core knowledge, but soft skills, experience and competences of the 21century.
- ▶ Processing of information.
- ▶ Modern content of deep and fresh knowledge.
- ▶ Multi sliced lessons-cases.
- ▶ Progressive new roles of the teachers-coaches.
- ▶ Stable system of moral vital values.
- ▶ New architecture-style buildings for 7W schools.
- ▶ Financial goal: fast payback, and compatible profitability.
- ▶ Education goal: highly competent graduates and progress of the country.
- ▶ 7W school will provide the country with prestige.

There are countries, which can join the pilot project: Kuwait, Qatar, UAE, Malaysia, Kazakhstan, Finland, China, USA, Azerbaijan, Ukraine, Singapore and other ambitious countries. These countries are motivated to accomplish powerful breakthroughs in education in order to push into the orbit of High Standards.

The country that will be the first to build the chain of 7W school, will occupy a new global beneficial and prestigious business niche.

2. The main sections of the Project

All preliminary work is already done.

- ▶ **Standard.** The basis of the project is The High Standards of education. It is already developed and all main parameters and requirements are defined in 7W school.
- ▶ **Content.** The Knowledge Hypermarket® (KH) on the web site www.edufuture.biz is created. There is an entire school curriculum and much more. On the «shelves» of KH anyone can get all the knowledge fresh, deep and interesting. The KH is going to be created in the language of the country.
- ▶ **Coaches.** The International Guild of Teachers-coaches is created (2280 members). All of them are experienced in advanced education technologies. They can teach the High Standards. Accrediting the 7W schools and licensing of teachers-coaches is done by Ai International Council (USA).
- ▶ **Equipment.** All the technical equipment exists; it is tested and shows clear potential to make a real breakthrough in education. Internet, PC's, smartphones, science labs, etc. It changes the knowledge transfer system perfectly and dramatically.
- ▶ **Case studies.** New types of lessons are also created: cases, trainings, innovative lessons, video conferences, and a big variety of experimental workshops. They have given outstanding results.
- ▶ **Management.** The team of crises managers is created together with international guild of teachers-coaches. They are ready to accomplish this project.
- ▶ **Business plan.** The full business plan is clear, transparent, understandable and is «win-win». ROI is 5–7 years, with further compatible profitability. There will be involvement of investors in the project, scientists and prominent people from different countries.
- ▶ **PR support.** The powerful, creative and original PR support is also provided.
- ▶ **Future.** This project will impact on all future education systems and become the leader.
- ▶ **Architecture.** There is architecture projects exist: very attractive, innovative and impressive. World level designers will create them.

More than three million Euros are invested already into the basic preparations of 7W school Project.

3. The Pilot Project

The Pilot Project consists of creating worldwide 7*****-star school Network in 7 countries simultaneously. It will be a Chain Corporate Business, combining commercial and education benefits.

The cost of one 7W school is approximately **125 million euro**.

The high level of profitability is based on the formula 3 in 1:

- ▶ Direct parent's fees, sponsorships, special services, courses, budget donations, advertising, etc.
- ▶ Subscription on the Knowledge Hypermarket on the special web-site. It will serve thousands regular schools worldwide. New Knowledge and new curriculum will be created in 7W corporate Research Institution.
- ▶ Franchising 7W schools abroad.

The detailed business plan is below.

Social benefit will include spreading new knowledge to ordinary schools by training their teachers via internet.

Therefore there will be a chain reaction of renovation knowledge and technologies.

In 3–5 years, the education system in every participating country will be dramatically changed: it will become smarter, modern and efficient.

4. Actuality

There are many complaints about secondary education in the world, because of archaic knowledge, lack of good teachers and poor results of graduates. That's why the 7W school Project has received interest in the world.

Earlier, big businesses paid attention to the global chains of 5*****-star hotels, restaurants, golf-clubs, etc. But 7*****-star school chain was out of consideration because nobody used formula «2 in 1»: business model plus education model.

In some case such chains as British schools, American schools, SABIS, they might be recognized as 5*****-star schools. But the majority of education processes are traditional, even if they have high quality. Therefore they don't include crucial breakthroughs.

7*****-star school, being brand-new, will meet three important marketing requirements:

- increase sales;
- perform competitor check;
- added value of capitalization.

The customers

The customers of 7W schools will be smart children from families of upper middle class, companies, foundations, cities and countries, which are interested in the best quality of kid's education according to the Highest World Standards and proportion «price–quality».

There is a special internet portal created www.edufuture.biz with 200 000 visitors daily: teachers, students, parents and businesspersons.

The Mission of 7W schools – on the base of new knowledge «to overcome the challenges of civilization».

New generation of 7W school graduates will be able to master the fresh knowledge fundamentals and apply this cool information–knowledge–experience–character to solve the hard social crises: financial, food, energetic, economical, climate, and moral.

5. The Description of 7W schools

7*****-star school 7W – is not an ordinary school. It is a complex-conveyor of super modern blocks, that are involved into a where a magic education process proceeds: future technologies, smart students, the net of wise buildings, using of modern gadgets, the fruitful work of progressive teachers-coaches, extracting of needed data, as a benchmark of Information Ego. All together, it envelops the students by intellectual vitamins and creative aura.

All parents do watch the real upgrade of their kids daily and by the end of the school.

Everything is arranged differently in 7W school: new computer-media technologies, equipped laboratories, energetic and erudite coaches, individual and team teaching, multi profile teaching space, target methods of getting and using knowledge, painless exams, special positive atmosphere and outstanding results. It will tremendously influence on the active growth of national economics and receiving the best «life guidance ticket» of High Standard by each graduate.

This creative campus will stand in one row with Sydney Opera, Dubai Burj Khalifa Tower, Disney Park and Formula One. It will be a world class place, where parents from many countries will dream to send their kids to, for its modern technological leadership, upgrowing intellectual environment and excellent perspectives.

Spacious buildings will hold at least 3000 teenagers, where they can perform a variety of tasks: simple, difficult and competitive. Students will move from housing to housing during their studies.

For instance, as a

- ▶ «Brain» shape (for intellectual studies);
- ▶ «Heart» shape (for humanitarian studies);
- ▶ «Honeycomb» shape (for experiences and fundamental studies);
- ▶ Sports in a H₂O shape water chemical formula;
- ▶ «Pyramid» shape Winnovative Institute of Future (WIF) (for creating super modern educational materials and international exhibitions);

- ▶ Cylinder shape (for campus, for the staff residences);
- ▶ Spiral shape (for learning laboratories).

Research institution for creation Knowhow that will be used worldwide.

Each building has approximately 8000 sq. meters, all together approximately 50 000 sq. meters.

Knowledge

In 7W school the knowledge is not just getting, but digging, extracting, recognizing, filtering, analyzing, enriching and designing new knowledge together with a coach. Such kind of received knowledge is reminded forever and promotes the notable growth of personality. Boring lessons will be substituted partly by the cases. A large number of «winnovative lessons» already created and will be implemented in thousands of schools.

Thanks to the new Cloud technologies, it is easy for the students to master all the spectrum of fundamental knowledge, all the set of twisted cases, and radial exotic lessons of wealth, happiness, charisma, responsibility, character, smart, cleverness, imagination, senses, lifestyle and the quality of life.

Nowadays thousands of schools and teachers are using very structured lessons in KH, where there are lessons on any sense exist: perfect lessons, full, ordinary, video, nano, computer, etc.

There are also exotic edge lessons and trainings: lessons of happiness, wealth, intuition, charisma, responsibility, lifestyle, imagination, cleverness, intelligence, heritage, etc.

No one in the world ever decided how the school lessons should download in the Internet as dynamic and mobile data – not just simply the ordinary boring textbook. We did it. Now all the lessons in the KH are always fresh and cool.

For this purpose, the lessons in the KH are renewed daily by the corrections and additions that our experts and volunteers send to us.

The graduates of such schools will receive much more powerful «life guidance ticket» and earn more than their peers.

Megabrand

7W schools become a Mega Brand, together with lyceums, colleges, and ordinary schools. Now they will say: «I go to 7W», «What's new in 7W»?

Why 7W?

a) Because it solves seven key education problems:

- ★ What for to learn?
- ★ What to learn?
- ★ Where to learn?
- ★ How to learn?
- ★ Who will teach?
- ★ How to finance?
- ★ What results to expect at the end of the day?

- b) Because it is based on seven fundamental principles: trust, added value, dignity, adequate, motivation, achievements and «just do it».
- c) Because it takes into consideration seven world trends of future education:
 - ▶ from education of knowledge to education of understanding;
 - ▶ from subject to cases;
 - ▶ from offline to online;
 - ▶ from texts to information;
 - ▶ from curriculum to education design;
 - ▶ from duty to motivation;
 - ▶ from processes to results.
- d) Because 7W school now meets the main challenges of civilization. It will smoothly transform new skills of students – into competences, competences – into personal growth, personal growth – into powerful «life guidance ticket».
- e) Because the main outstanding advantage of 7W school is its Think Tank (Pyramid shape campus, with 300–500 scientists and educators), where the best-new world-level educational material stuff will be created.
- f) Because they will combine theoretical with practical, width with depth, motivation with responsibility, cleverness with imagination, local with global, online with offline, process with results.
- g) Because this unique education service will earn millions of subscribers worldwide – students, teachers, schools. So it will be useful and beneficial.

6. Business Plan. Incomes and Expenses

In this business plan, the financial formula 3 in 1 is used, when the three sources of income are formed:

1. Fees. The pilot Project of 7W school: 3000 students. The fees are 25 000 euro annually (all inclusive).

2. Subscription on learning data. This education information will be created by the special Winnovative Institute for Future (WIF) in different languages, on the special web site www.edufuture.biz.

Thousands of ordinary schools from different countries will subscribe on the production of WIF. Subscription will cost 60 euro per one year, per one student.

These subscriptions will be paid by parents, by the budget, or by the school.

3. Franchising. There will be Commercial Franchising Centre organizes. It will sell franchises on a «turnkey basis» to the customers in different cities and countries.

Our Project is a «win-win» Project, where every side wins:

- ▶ The country and Government receive the best 7W school System in the world together with a modern education system.
- ▶ Students get excellent education skills of high level standard and a perspective «life guidance ticket»
- ▶ The parents get well-educated and intelligent kids (and heirs), who armed with knowledge, communications, and a good «life guidance ticket».
- ▶ Investors and creators of the 7W school Project get significant turnover with 30–50% of profitability.

There also will be enough earnings to spend part of income to the development of all needed education infrastructure or grants/stipendiums to the gifted children from poor families. Furthermore, it will be beneficial to reinvest it for the research labs in order to lead in the education innovations in the world.

7. The Financial Plan

Initial investments are 125 million euro, «on a turnkey basis».

- ▶ The constructing and design of buildings and purchasing the land (10 hectares), **100 million euro.**
- Education useful space 50 000 sq. m.
- Recreation space (corridors, halls, stairs, infrastructure, etc.) – 10 000 sq. m.
- Green territories (sports, stadiums, parks, etc.) – 40 000 sq. m.
- ▶ Modern equipment, teaching of the coaches and staff, PR, administrative expenses – 25 million euro.

The duration of paper design and building works will be 2–3 years. During this time, income from common massive subscriptions on the lessons and cases from Knowledge Hypermarket can come consequently.

Income

- ▶ Fees. The quantity of students is 3000. Payment 25 000 euro annually. Totally **75 million euro in a year.**
- ▶ The Subscription for lessons, cases, other education options created by WIF (fees are 60 euro per student per year). First, there will start at least 200 schools where approximately 500 students. Then the other will join. **The income will be $200 \times 500 \times 60 = 6$ million euro.**

From the second year, there will be 1000 new schools-subscribers, inside and outside of the country. The income will be 30 mln euro. And then increase 1,5-2 times every year.

Extra incomes:

- ▶ Seminars and conferences all year round for the visitors worldwide will be organized. Calculation. 50 persons weekly × 52 weeks × 500 euro per week = **1,3 million euro** annually.
- ▶ Advertising will ring money from such branches as computer businesses, food, sports, medicines, furniture, etc. In addition, sponsors. 10 companies-sponsors × 100 000 euro in a year = **1 million euro** annually.
- ▶ There will be personally named classrooms and buildings (paid), district budget support (taking into consideration city creating factor), services for tourists-visitors, and other sources. Approximately **1 million euro** each year.

Totally income (in the 1-st year): 84,3 million euro (75+6+1,3+1,1+1=84,3)

- ▶ Franchising.

The Demand on 7W school education format of High Standard is very high. The cost of Franchise could be 10% of the project-price, that is 8 million euro, besides the order to create national versions of the Knowledge Hypermarkets in the native languages for the additional price.

**The Structure of Income,
by years, million euro**

Years	1-st	2-nd	3-d	4-th	5-th	6-th	7-th
Education Fees*	75,0	75,0	75,0	75,0	75,0	75,0	75,0
Subscriptions**	6,0	30,0	60,0	70,0	80,0	90,0	100,0
Others*** (seminars, ad, sponsorship, etc)	3,3	4,2	5,1	6,0	7,5	9,0	10,5
Franchise****				12,5	21,5	37,5	50,0
Total income	84,3	109,2	140,1	163,5	187,5	211,5	235,5

Notes

*The Fees may increase and/or decrease according to inflation and situation.

** The sales of the soft in first years can have higher speed. Therefore years later the progression will go slower.

***Other sources of income can also increase or decrease by changing the prices.

****The income from franchisees may appear not in the first years.

Current Expenses in a year

№	Statements of expenses	Calculation	Expenses year, million euro	Notes
1	Teacher's and staff salaries	400 staff × 5000 euro monthly × 12 months	24,0	Salaries are adequate to the labor market
2	Maintenance expenses	600 000 euro monthly, 12 months	7,2	According to the existing market costs
3	7WS buses, transfers	20 buses, 500 euro per day, 200 days.	2,0	According to the existing market costs
4	Residences and campuses for the teachers and students	For 300 students and 100 teachers	2,0	To maintain the buildings and campuses
5	The cost of depreciation of the equipment	16% cost of equipment (25 million)	4,0	Speedy depreciation of the equipment
6	Science labs	200 persons (scientists, teachers, programmers, etc.) 5000 euro monthly, 12 months.	12,0	The creation and upgrade of the KH and other facilities, lessons, cases, etc.
7	Administrative and overhead costs	10% from the current calculation	6,4	Light, water, electricity, gas, security, medical services, cleaning, internet, telephone, etc.
8	Advertising, promotion, PR and consultancy	5% from the current calculation	3,2	Implementation of new technologies into big amount of ordinary schools.
9	Exchanges of the teachers, students, personal, IT-specialists (travelling, studying).	Coaches/students	0,6	To support the high status and high level of the 7WS, for the competitions and exchanges – local and global.
10	Unforeseen expenses	5% from the current calculation	3,2	

Total current expenses in a year

**64,6
million euro**

Totally common expenses I year = 189,6 million euro, i. e.

Initial one time expenses

125,0 million euro

Current annual expenses

64,6 million euro

The Balance of incomes and expenses by years (million euro)

Years	1-st	2-nd	3-d	4-th	5-th	6-th	7-th	...	10–12-th
Income	84,3	109,2	140,1	163,5	187,5	211,5	235,5	...	326,0
*Current expenses	64,6	71,1	78,2	86,0	94,6	104,1	114,5	...	156,6
Current profit	19,7	38,1	61,9	77,5	92,9	107,4	121,0	...	159,4

*Expenses automatically increases because of possible inflation (annually 10%).

This calculation shows the results as follows:

During 7 years total current income will be 1131,6 million euro.

Current expenses during 7 years will be 613,1 million euro.

Initial expenses 125,0 million euro.

Total expenses during 7 years – 738,1 million euro.

Profit will be $1131,6 - 738,1 = 393,5$ million euro.

8. Benefits for the Investors

The financial benefit consists in an attractive ROI of 5–7 years. Going forward, the profitability increases to 50–70%.

There are also the image benefits, which consist of the best in the world model of the real Future Schools. The students, creators and investors will be involved into the world elite. The image of innovative people will be multiplied together with new exclusive opportunities.

The financial attractiveness of 7W school Project is in the modern technology, where the processes of studying and researches of the education content are created as vertically and horizontally integrated structure. It will be the first step to occupy the huge global education market by new technologies.

There will be a synergetic effect because of geographical extension of the 7W schools. Moreover there will be prestigious clubs created that will give new exclusive opportunities.

Risks

The risk that 7W project will be unprofitable or unbeneficial is minimized, because campus buildings will have a good liquidity. It may be transformed into university, hotel, trade or cultural centre.

9. The Board of Trustees

The Board of Trustees includes investors, organizers, author, outstanding world known personalities and recognized specialists in future education systems. The attraction of international team of personalities and gurus is caused by the following factors:

- ▶ The necessity of International recognition of the Global 7*****-star 7W school Network and receiving the International Accreditation Certificate for each 7W in every country or city.
- ▶ Implementing the system of exchanging of teachers and managers from different countries inside the 7W school Corporation Network.
- ▶ There will be a practice to invite specialists from other branches of different industries (services and production).

10. The Future and Perspectives

The Global 7*****-star 7W school Network will immediately influence the rest of the schools and social education environment. It will implement innovations, in a whole format, and it will result in a chain reaction to create an excellent level of education in ordinary schools.

The same time the Global 7*****-star 7W school Network will extend in other countries worldwide, producing it and delivering «on a turnkey basis» to the customers in different countries. The teams of teachers, coaches, managers will be prepared in advance. New style architectural projects of 7W school will appear.

The predictions show, that at 2030 there will be 3–5 brand education leaders (similar to Apple, Samsung, Nokia, Xiaomi i-phones ...) that will compete. Therefore our 7W platform will have significant competitive advantages.

11. Organization structure

The «copyrights» on the idea and Project of the Global 7*****-star 7W school Network belongs to the «S.V.S. International Corporation» and to the author of the Project Vladimir Spivakovsky.

The Project consists from parts as follows:

Architectural sketch project

Architectural projects will be designed in conjunction to local and national conditions and traditions, and with the participation of foreign and local architectures. For each new 7W school an international competition will be announced.

Teachers-coaches

There will be special trainings of the staff, their selection and international licensing. There are more than 200 attendees are ready to work in 7W schools.

Education contents of cases, lessons and disciplines

Knowledge and learning data downloaded in KH, where the all fundamental information and all super modern knowledge will be represented, as well, as all practical materials.
www.edufuture.biz

KH simultaneously reflect all the needed requirements of the national curriculum, and some – surpasses it, by switching on the extra curriculum.

Licensing

All patents and copyrights are in good standing.

The licenses to a functioning of 7W school will be issued by local authorities, if necessary.

Technologies

The most modern effective technologies are implemented, by which students are not only «studying and learning». But also searching, extracting, analyzing, filtrating, enriching information and then constructing a new one, evaluating it and using it.

Equipment

The most modern equipment is supplied to 7W school – computers, multiboard, smartphones, simulators, gaming science labs, communication network, webinars, video, trainings, aimed on the excellent final results.

Financing

The Finance system provides investment attractiveness, benefits for the 7W school development and its self-sufficiency.

Management

The effective managerial system is provided, as it works in real business corporations, in order to optimize education and service processes.

Service

All needed services are on the good level: feeding, mediatheque, transfers, journeys, medical services, security, insurance, cleaning, renovations, etc).

Extra services. There will be related trainings for new recruiting teachers-coaches, selling of education software, upgrade of managerial skills, practicing students from the Pedagogical universities, etc, for the extra price.

Franchising

There are options to create and open 7W school in other countries and cities and to be involved in the Global 7★★★★★★-star schools Network.

Organization form

There can be different types of organization structure:

- Private
- Private-state partnership, etc.

The partnership may consist of investors, creators, author, outstanding persons, top participants, local authorities and others.

12. Applications

- ▶ The description of the 7W school Project.
- ▶ Knowledge Hypermarket®. 4,5 million visits per month.
www.edufuture.biz
- ▶ 7W school in 3D video format, and 3D Print.
- ▶ The Book and Video «The Education Blast». 1 200 000 viewers in Google.
<http://spivakovsky.com/books/>
- ▶ The First in Ukraine private school Grand. Rating #1.
www.grandschool.com.ua
- ▶ The author of the Global 7*****-star schools Network Project Vladimir Spivakovsky.
http://spivakovsky.com/?page_id=29

***Fasten your seat belts.
You are departing to the Future.***

The Global 7*****-star school Network Project 7W

Vladimir Spivakovsky, Ph.D,
Researcher, entrepreneur, author
President of Grand Corporation

E-mail: spiv@grand.kiev.ua
www.edufuture.biz (English, Russian, Arabic)

38, Zhilyanska str., Kiev, 01033, Ukraine
Tel.: + 380 67 465 69 02 mob,
+ 380 44 287 61 28 office.

www.spivakovsky.com