



Executive Summary

What is EDUCA?

We are a privately owned social franchise institution to prevent children in vulnerable communities from failing academically or dropping out of school. To achieve this goal we are dedicated to the creation and implementation of an academic framework to be adopted by preschools for children between the ages of 2 and 6, facilitating access to quality education which also contributes to the education system itself.

Our goal is to improve the quality of life in these areas, by reducing poverty, while stimulating childhood development for a much better future for the community. The following factors are what make our business model unique: Education in a second language, education by way of games and dynamics, nutritious meals for a healthy lifestyle, low-cost education, energy-efficient facilities, and finally, empowering of the local community.

What is our journey?

Our goal is focused on becoming a social franchise which can provide consultancy and support to our network of schools in vulnerable areas of the world. Before that, we need to test our educational methodology and management through the implementation of a pilot project.

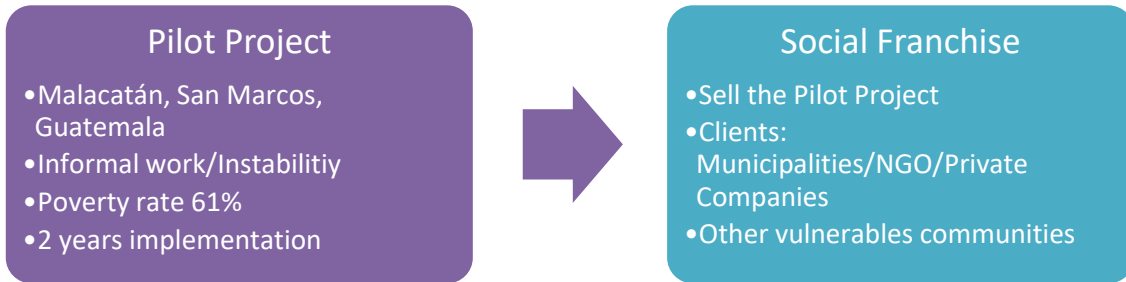
Pilot Project

During the first 2 years of our entrepreneurship, we will implement and carry out a preschool institution in San Marcos, Guatemala. In the first academic year, we will be offering 2 classes with 15 children in each. In the second academic year we will increase the amount of children to 45, which means we will then be offering 3 classes.

How will EDUCA work as a social franchise?

Once the pilot plan has been proven effective, we sell the project to the municipality. After our success, we aim to get hired by other municipalities, private companies, or NGO's. This way we can provide our 'know-how' so that they can implement their own preschool institution while having our brand.

However, EDUCA will not completely relinquish the project once it is implemented. Instead, we'll be providing ongoing consulting services and solving any doubts or problems that our franchisees may have.



Sustainable Development Goals

As an institution, we are committed to the development of the 2030 Agenda for Sustainable Development. We envision a business that does not harm the environment and stimulates children's cognitive abilities which promotes and facilitates their ability to enter, remain and succeed in primary school and beyond. We also contribute to social justice for all people. We contribute to the reduction of inequality by providing access to job opportunities. We train our employees and educate them on how to care for the environment while actively promoting the use of clean energy. While we contribute several of the UN's SDG's, we have identified eight where we can have the biggest impact.




Marketing Plan

Our market is centered on vulnerable communities in developing countries, where education is scarce or non-existent. Here we can find three important target groups: the community, the government, and the private sector.


The best way to reach them is with clear, concise and pertinent information to foment a sense of pride in the fact that our clients are taking on this challenge and making a difference in their community. Our potential clients for the Pilot Project are the following:





Communities

- They lack access to internet or modern technology, the reason we are reaching out to them by traditional media such as radio and newspaper. In fact, the most effective form of communication here is word of mouth.



Government & Private Sector

- This segment has easy access to technology, internet and social media, the reason we will contact them using digital media, along with events and personalized meetings. The latter will help us position Educa in the market while providing us with additional referrals.

Once we finish the pilot project, and every year after that, we will have a conference/cocktail party, in which we invite people from specific target groups, like the Government and the private sector. In those meetings we plan to present our social results and prove how much of a positive impact we can have on the community.

Financial Plan

➤ **Pilot Project**



The financial plan for EDUCA is based on assumptions from existing social companies, market research and experience in the sector. The pilot project will last two years, between 2022-2023, and EDUCA will manage the financing needed to cover its costs.

Financing will be obtained in the following way: To cover the implementation costs we will seek an initial loan along with a donation. After that, during the operational phase, costs will be covered by donations from private and public companies, monetarily or in kind, and with the help of an affordable monthly fee paid for by the families benefiting from our education model. Our objective is to obtain sufficient financing to make sure the school has a positive cash flow.

Financing and Implementation	
Initial Loan	€ 24.542,00
Initial Donation	€ 16.463,18

Operational Budget			
Total Costs		Total Donations	
2022	2023	2022	2023
€31.828	€41.724	€31.828	€41.724

➤ **Social Franchise**



As EDUCA business partners we will invest €10.550,00, which corresponds to 50% of the projected operational expenses in 2024, which include our salaries for that year. This can be considered retained earnings. Earnings for this period will be from the sale of our franchises. Each franchise will cost €10.000,00 in 2024 and will go up to €15.000,00 in the two subsequent years, 2025-2026. New franchises will continue to have this price.

	2024	2025	2026
Earnings €	20.000,00	75.000,00	150.000,00
Number of franchises	1(+1)	2(+3)	5(+5)

In 2024 and 2025 our fixed costs will be for the following: salaries for EDUCA partners, marketing costs and those incurred for the necessary trips to implement and support new franchises in specific locations. In 2026 we want to bring two interns onboard, an accountant and a marketing expert.

The result of the financial plan as of 2024 is the following:

Initial Investment	€10,.550	NPV	€29.381,56
Year 2024	€33,06	IRR	41,62%
Year 2025	€17.283,06	MIRR	14,48%
Year 2026	€20.100		

Our Team

We are a multidisciplinary group of 5 students from the Industrial Organization School. The group consists of the following: Food Engineer, Environmental Engineer, Psychologist, English Professor and an Electrical Engineer. This diversity of expertise will allow us to cover all our necessities in the implementation of this project.



*Virginia
Cabanillas*



*María Jesús
Puelma*



*Alejandro
Viejo Real*



*Karime
Bassila*



*Roberto
Guerra*