

Global Discovery Schools

Corporate Introduction Deck

Executive Summary

GDA has launched a fast ramping breakthrough innovation for creating new “schools of tomorrow” to meet India’s huge K-12 school demand via its highly differentiated/scalable platform

Our Vision

- Revolutionize school education in India and be #1 K-12 education brand in the country
- Be foremost innovator by operating world class education philosophy at non-premium price point
- Operate schools by unique Roadmap to My Dreams pedagogy & tech platform that systematically helps children discover personalized career trajectory along the way

India K-12 Schools Sector

- K-12 schools - \$20 billion market growing at 14% annually IDFC SSKI
- Sector well known for its stable long term cash flows counter-cyclical to recession, Low-risk high 50%+ margin
- 300 million+ middle class puts high premium on modern education & willing to spend
- Not easy for Incumbents to reposition themselves
- Tectonic shift - Govt aided schools losing clientele to private sector in huge numbers

GDA Product and Differentiators

- Unique “Roadmap To My Dreams” platform supported by ten towers (Pedagogy, Technology, Architecture, Admissions, HR, Supply chain, etc)
- Deploying sciences that lead to discovery of life roadmaps; helping children walk on the same and soar ahead early on in life
- End to end accountability of running the school including commissioning, admissions & operations

Current Status

- Strong acceptance of GDA brand and philosophy as witnessed in strong admissions across cities
- Very high parent satisfaction; 80+% parents rating GDA as “School of tomorrow”
- GDA growing from 1 to 15 schools in less than 4 years across Gujarat, TN, Maharashtra, MP, Orissa, Punjab, Andhra, UP, Telangana
- Scalability of Processes, Technology and Pedagogy established



POWERED BY **ROADMAP**™ TO MY DREAMS

DISCOVERY LAUNCHPAD™
Nurturing & Empowering Programs in Classrooms



GDA Board / Key Management

Globally experienced Board & Leadership Team. Backgrounds: Fortune 500 & US Silicon Valley Ventures
K12 Sector, Technology Platform, School Operations, Franchising, Social Media



Rajeev Minocha
Chairman

- MBA, IIM Ahmedabad, Stanford Business School
- 25+ years global experience: C*Level, Franchising & Serial Ventures
- Hindustan Lever / Lipton, Perfetti, Parsec, EXL



Kapil Kapoor
Director

- MBA, IIM Ahmedabad
- 25+ years global experience
- Chairman, Non-executive Director Info Edge (Naukri.com), Former COO Timex Group USA, Chairman TGIL
- Director Ashoka University.



Pankaj Bindra
Founder & Executive Vice- Chairman

- MBA, Kellogg School of Management
- 20+ years experience in Strategy, Finance, Marketing & Innovation with L&T, ABN Amro, Oracle, HP
- 12+ years founder education ventures
- Track record of Process Platform Innovations



Neel Ratna Srivastav
Director

- MBA, IIM Kozhikode
- 16+ years experience in Reliance, L&T
- 12+ years Founder of Education Venture
- Specialist higher secondary education delivery



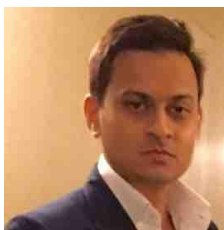
G. Vanna Vadivan
Chief Product & Operating Officer

- MBA, IIM Ahmedabad
- 12+ years experience IT, ITES and Education Sectors
- Former COO - Fitkids Education, Former Vice-President (Operations) - Everonn Education
- Accomplished Operations & Process Management professional



Rajesh Ahuja
Director

- Managing Director, Koshambh Multitred Pvt. Ltd (one of the biggest export house of Vadodara),
- an engineering graduate with vast experience in sales, manufacturing and exports.
- Board member of five companies



Raj Shah
Director

- London School of Economics and Political Science
- MD, Silver group - large fixed income enterprise in Mumbai
- Experienced in high value Real estate, architecture, supply chain
- EP development charter



Sonal Bhati
Head - Brand Communication & Customer Engagement

- Graduate in History, PG International Business - IESEG, France, HR Management YMCA, Delhi
- Leader of Marketing, Brand, Mass communication
- Sodexo, Embassy of France, Auspice Advertising and Management Consultancy

Eminent Advisory Council & Investors



Sanjeev Bikhchandani

Board of Advisor

- MBA, IIM Ahmedabad
- Founder, executive vice chairman InfoEdge (Naukri.com), 99acres.com, extra marks.com, Jeevansathi.com, Briji.com, Allcheckdeals.com, Shiksha.com, Ashoka University
- Strategic investor : Policybazaar.com, Meritnation.com, Zomato.com, Mydala.com & 99labels.com



Akhil Shahani

- MBA, Kellogg School of Management
- "Bharat Shiromani" award winner
- Leads Education-focused PE firm, Kaizen
- Runs non-profit SAGE Foundation (Education and skills training in rural Maharashtra)



M. K. Kaw

- Former member of the IAS – 1964 batch
- Secretary, Human Resource Development, Govt. of India
- Education Secretary, Himachal Pradesh
- Held important posts like Director of Industries, Deputy Commissioner, Secretary Personnel, Finance etc.
- Has written 15 books including a novel, short stories, poetry, plays and middles



Varun Bhatia

- XLRI (Human Resources) , Xavier's) , Shriram College, Delhi, Organisational Behavior from Harvard, Corporate Finance from London Business School member of the Human Resources Policy Institute, Boston University, former co-chair of the American Chamber of Commerce, Human Capital Committee in Singapore, former member of the Asia Pacific Human Resources Management Council, The Conference Board.
- 30 years of HR experience that includes Chief HR Officer at Levi Strauss & Co., Vice President - HR Kraft (APAC region), Gillette, P&G



Arjun Malhotra

- B.Tech (IIT) - Gold medalist, AMP, Harvard Business School
- A pioneer of the Indian IT industry, Co-founded the HCL group in 1975 which today is one of India's largest IT corporations
- Served as Chairman of Headstrong's Board of Directors before its acquisition by Genpact
- Founded TechSpan; Served as CEO and Chairman of Techspan
- Serves on the board of several Educational Institutions in India



Jyoti Pande

- MA Economics from Delhi School of Economics
- Columnist & Writer incl in Education & Healthcare
- Financial Journalist with The Economic Times, Dow Jones Newswires, content for the Wall St Journal
- British Foreign and Commonwealth Office Chevening Scholarship winner, London, 1995..



G Balasubramaniam

- An ex-Director (Academics) at CBSE associated with CBSE for over a decade & Chief Vigilance Officer of the Board
- Runs his own consultancy - Educational Systems and Innovations
- Has authored several books for schools in Science & IT



Anjali Grover

- MBA (IIM A) , Masters from INSEAD
- 20 Years of business strategy and brand development
- Advisor to Singapore owned Statutory Boards on Education

- About 100 accomplished Global Discovery Schools investors / advisors from USA, UK, Hong Kong, Singapore, Turkey & India.
- Educational background from IIM, Kellogg, Wharton, Chicago GSM
- Ability to regularly inject innovative technology, teaching content, learning space design improvements across the foot print of our schools



GDA OPERATES SCHOOLS END-TO-END

GDA OFFERS ITS EDUCATION PARTNERS
A 1-STOP DESTINATION FOR EVERYTHING NEEDED
TO BUILD AND RUN SCHOOLS

We hold your hands from the beginning till the end, safeguarding your investment and time like no one else does. We are inviting franchise proposals for the schools of tomorrow because building schools make an excellent future.

GDA schemes are structured to meet your risk appetite and financial exposure. In any case, GDA incentivises itself based on the school performance to ensure GDA has high stake in your school's success.

GDA is designed as one-stop shop for busy HNI interested in launching a visionary education venture but are short on time or expertise to innovate/manage the institute

Overall Summary

► Overall Arrangement:

- GDA provides key concepts. You recruit your detailed design architect & agency to construct the school. You create your trust & onboard trustees; GDA partners with you & trust as “school IP” and “school management” company via a 3 party management 30 year contract to operate and grow the school revenue with responsible cost management.

► Financial Arrangement:

- You are expected to have necessary land, bring the capital to construct the school and fund movable assets as well as operational expenses including a city studio.
- All monies from parents to be split via mutually setup Escrow account linked to trust bank account
- GDA will charge
 - (a) one-time **Intellectual Property Fee** (upfront IP fee),
 - (b) **Servicing fee** (revenue share) for all the services it provides to the trust. Additionally, to net off the direct costs, GDA also bills
 - (c) Lump sum **Setup, management & maintenance cost** to Trust.
- Trust must pay all applicable taxes as well.

► GDA Accountability:

- Provide the expertise to set up, consult on securing necessary permissions, drive admissions and run the school as well as offer value added education programs to the run the institute profitably
- Run entire school operations; dashboard the operations & various controls; ensure quality
- Provide grant to use IP & provide host of services
- Accountability for maximizing admissions / revenue and optimizing cost

GDA takes full accountability for getting pedagogy/academics, admissions, teachers, trainings, technology, processes/monitoring/dash-boarding , supply chain, architecture/interior concepts, parent servicing/ communication, guiding on compliances/permissions, managing day to day operations of the school.

Commissioning

- ▶ Architecture blue-print created after consulting with world renowned school architect firms (concept designs only)
- ▶ Access to best in the class vendor partners including architects, lawyers, interior designers & school furniture vendors
- ▶ Provide books, uniforms, experiential learning gadgets & other infrastructure carefully selected after a review with nationwide vendors

Admissions

- ▶ Execute the entire marketing and sales campaign to ensure admissions as per targets
- ▶ Provide strategic management expertise-crucial to carefully design overall comprehensive school campaign including targeting positioning & pricing strategy
- ▶ Provide marketing collaterals and support established after deep market research and tie-ups with leading advertisement agencies including print, radio, bill-boards and other forms of marketing campaign

Operations

- ▶ Deploy its general manager to the school. Hire principal, teachers and other school staff
- ▶ Pedagogy, curriculum & teacher training designed to deliver aHa moments to students
- ▶ Technology platform designed to support and run day to day operations
- ▶ Various tie-ups & access to our research and management network
- ▶ Access to entire ecosystem of vendors and partners providing value added services
- ▶ Reporting / dash-boarding school operations & economics to partner every month



VIEW FROM LEFT



VIEW FROM THE BACK



VIEW FROM THE SIDE

GAZEBO



TELL TALE (Play Zone)

Interior layouts emphasizing on Creativity, Colour, Light, Ventilation and Economic options; design catering to the importance of Fun learning, Interactive creative, Group activities, Role-plays, Performances to tap the Child's potential.



Caves & Dens, Student Jury

Quiet areas for thinking and Personal Spaces. When students are investigating options for dealing with bullies, victims and bystanders, they may take different perspectives to develop a realization of the responsibility for fairness and respect that they all share.



Unique Classroom internal layouts catering to:

1. Collaborative learning,
2. Teamwork,
3. Personal alcoves,
4. Research corners,
5. Activity setups,
6. Smart boards used for presentations,
7. Performance alcoves,
8. Soft flooring corners with casual seating.

Learning studio

A classroom that is functioning responsive to the children's interests, provide opportunities for children to make their thinking visible and then foster further learning and engagement.

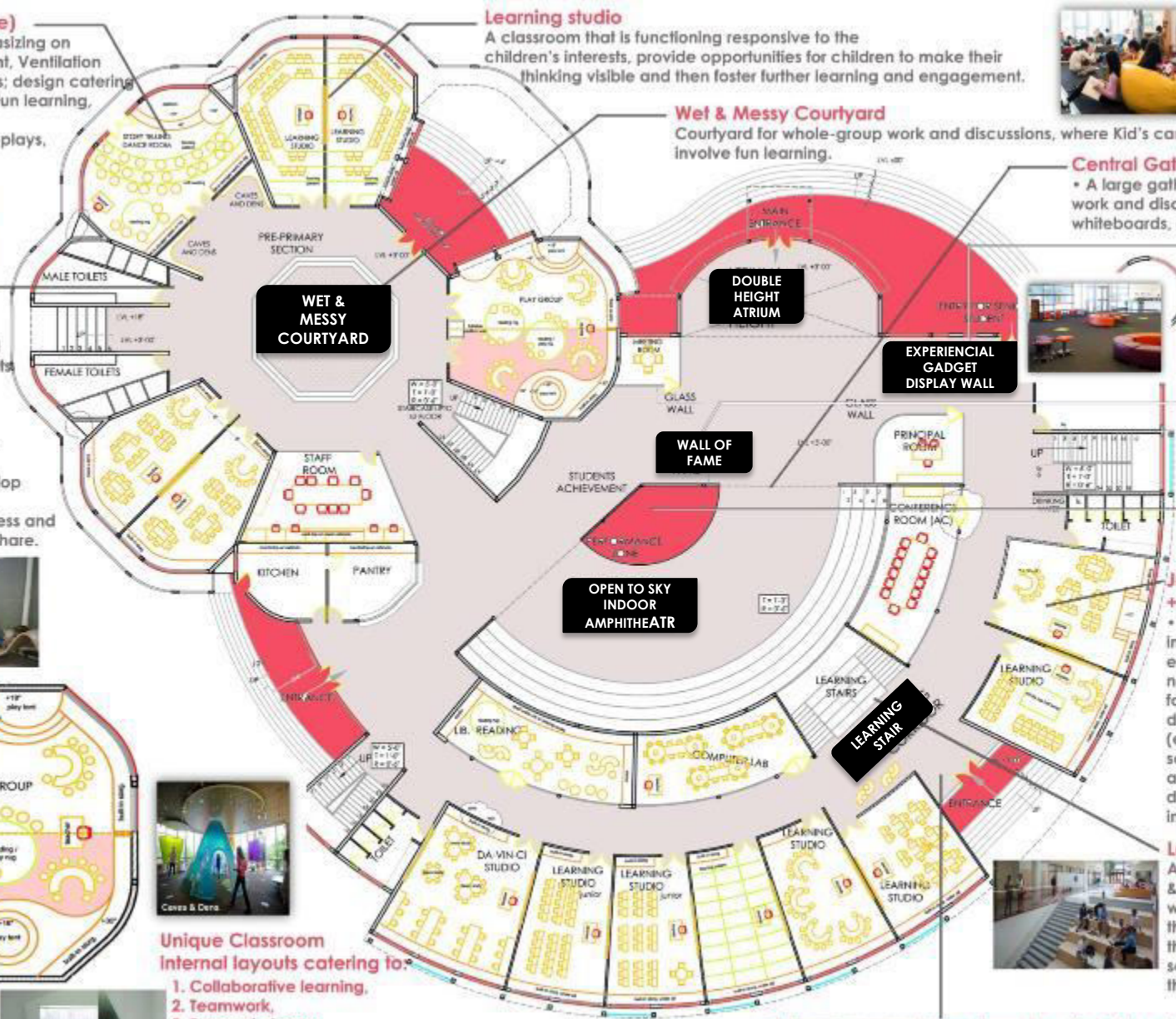


Wet & Messy Courtyard

Courtyard for whole-group work and discussions, where Kid's can also play with activities that involve fun learning.

Central Gathering Courtyard

A large gathering space for whole-group work and discussions, located near whiteboards, easels and/or projector screen



Junior Science & Discovery + Aryabhata Lab

Active areas for inquiry, investigation, wonder and exploring technology – all areas need to be accessible to students for communicating and documenting their own learning (e.g., computers, computer software, tablets, digital cameras and video recorders, document cameras, interactive white boards).

Learning Stairs

A gathering space for small- & whole-group discussions – where students can see clearly the representations of learning that are posted on boards or screens & hear classmates as they share ideas.



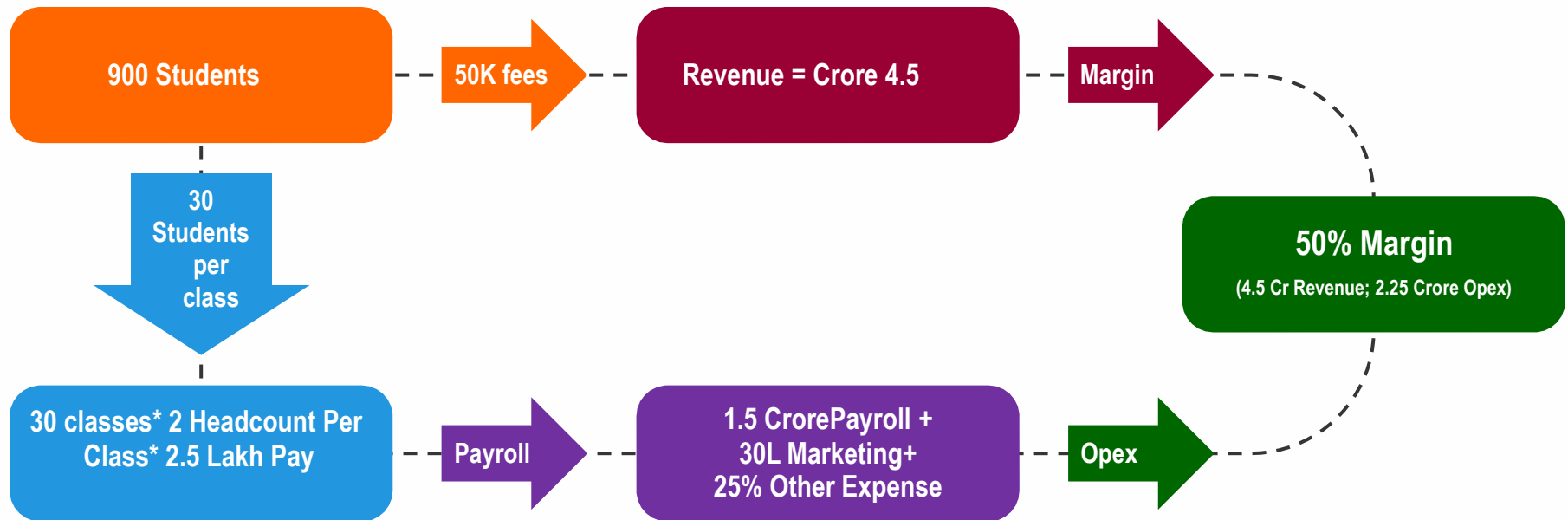
Peer Learning, Fire Side setups

Flexible and reconfigurable space for small-group collaborative work and inquiry – space must allow for groupings of various sizes, such as pairs, triads and groups of four or more.



K-12 School - Typical Operating Margin

Once school crosses 700-800 students, Operating Margin in excess of 50% can be realized



Disclaimer: The numbers above are for illustration purpose only. There can be variations based on city, site location/size, competition, target pedigree etc.

Economics of a typical new age Indian Tier-2 K-12 school

- Education Partner (Brings Land + Building + Funds) and A School IP & Mgmt Co.
- Investment of Rs 5 Crore over first 3 years returns 100+ Crores in pre-tax cash flow to EP over next 15 yrs.
- IRR = 45%+*; NPV = Rs 40+ Crore post IP & Mgmt Co Costs
- Stable and predictable recession proof cash flow once school ramps-up
- More than 50% operating margins once school reaches 700-800 students

(* IRR calculation does not take into account Land value)



Expected Cash Flow (Rs Lakh)

Year =>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Ramp-up																
Student Count (#)	0	180	360	540	720	900	1080	1260	1440	1620	1800	1800	1800	1800	1800	1800
Avg Fee Rs 000/Student		47	55	64	75	83	91	100	109	119	130	140	151	163	175	187
Cash Flow																
Revenue (Fee + Non Fee) Lakh	0	112	229	383	582	790	1033	1318	1634	1996	2410	2551	2755	2975	3183	3406
Opex incl IP, Rev Share, Setup mgmt Cost	193	182	233	274	323	390	479	575	680	810	953	1005	1068	1135	1203	1274
Operational Cash Flow (pretax)	-193	-70	-4	109	259	400	554	743	954	1186	1457	1,545	1,686	1,840	1,981	2,132

Note: A School needs 30,000 Sq feet of construction every 3rd year (total 70-80000 sq feet) @ Rs 1350 – Rs 1600 / sq feet fully loaded cost for most Tier 2 cities

Disclaimer: The numbers above are for illustration purpose only. There can be variations based on city, site location/size, competition, target pedigree etc.

Why build a school is like asking

- Why be a visionary / Why immerse in nation building ?



GDA - Vast existing/new school market, Breakthrough IP/Delivery Model, High margins, Low risk in long term

HIGH DEMAND

- ✓ K-12 schools - \$20 billion market, growing at 14% annually (^ IDFC SSKI India Research)
- ✓ Tectonic shift – Govt aided schools losing clientele to private sector in huge numbers ^TOI Nov 4, May 29 2013
- ✓ Independent schools need IP/Service partner to stay competitive
- ✓ Culturally parents willing to spend on quality education
- ✓ Wealth effect expanded the size of middle & upper-middle class

RECESSION PROOF LONG TERM GROWTH @STABLE / HIGH MARGINS

- ✓ High margins as school is able to avoid direct cost of innovation / platform
- ✓ Long term margins protected by strong entry barriers - platform R&D leveraged across multiple schools, brand building, process maturity, high ROI
- ✓ GDA institutionalized tremendous learnings via scalable playbook housed in the cloud
- ✓ High Standardization , process and quality control metric leveraged across all schools

STRONG CUSTOMER VALIDATION OF UNIQUE SCALABLE INNOVATION

- ✓ A revolutionary pedagogy & technology platform built over 7 years to drive scalability
- ✓ High acceptance of Roadmap to My Dreams innovation by parents/school owners as observed in Web traffic, Facebook likes, parent satisfaction indices, job applicants, channel partners, new business pipeline
- ✓ Unique business model that provides one-stop destination to build & run the schools for the Education Partner
- ✓ Strong support from prominent leaders for the great cause ; opportunity for GDA Education Partners to get involved in nation building
- ✓ Globally experienced, highly motivated leadership team & board



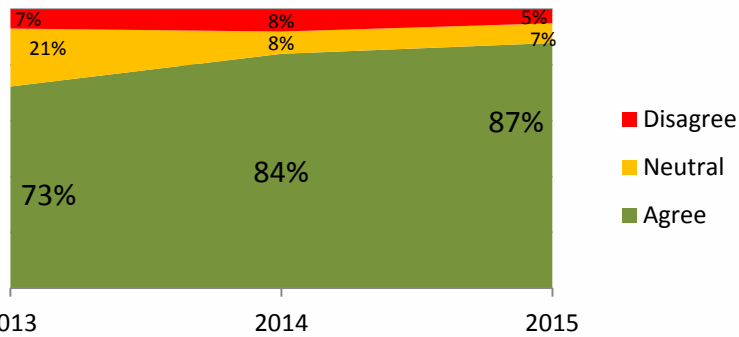
GLOBAL TM
**DISCOVERY
SCHOOLS**
The School of Tomorrow, for India

APPENDIX

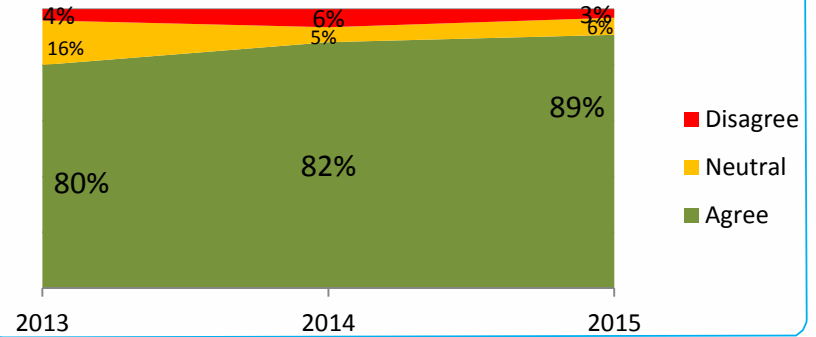
Consistent Parents' Vote of Confidence

Year after Year (Independent Parent Satisfaction Survey)

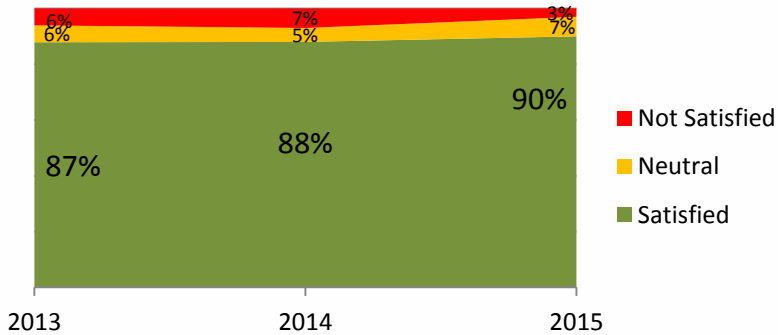
Child's Future is in good hands ?



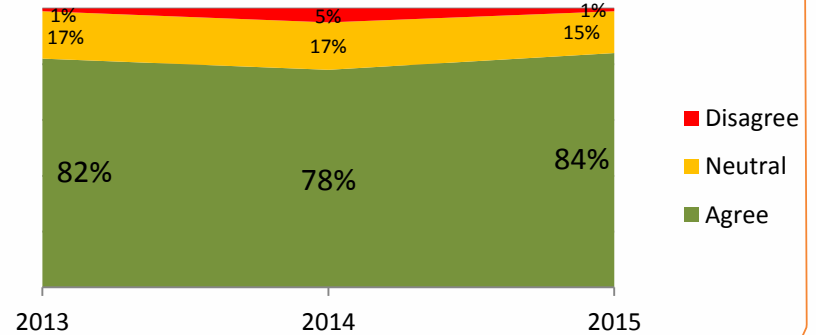
School of Tomorrow



Overall satisfaction



Strong in academics?



7 Years of investments in Scalable Platform have created a huge sustainable competitive advantage



In Summary, GDA Innovation has many IP components & processes which collectively make the product & its impact hard to replicate by a competitor

Albums Robotics Advanced Scheduler
Arduino Android Tablets Blogging
Chapter Sub-topic Level Calendar RTMD APP
Scratch **TECHNOLOGY** Dashboards
Playbook Continuous Evaluation App Cloud Based Back-office
Tech Launchpad Fabrication Lab ERP/CRM
Teacher Validation APP Parent APP Feedback Central

Watering Holes Dome Room Wet & Messy
Dog House Da Vinci Studio Zen Gardens
Fire Side Setups Student Jury system
LEARNING SPACES
Roman Amphi-theatre Peer Learning zones Doll house
Passive Supervision Wall of Fame Nukkad concept
Ubiquitous Technology Performance stages Caves & Dens
Sunken Courtyard Student Lounge

Dimension Values Reggio Emilia Approach aHa Activities
Experiential Learning Gardner's Multiple Intelligence Theory
Worksheets Emergent Pedagogy Home Work
GDA Dimensions Domain-specific Educator Networks (DENS)
20 Modalities of Learning Field Trips Waldorf Theory
GDA Program Guest Lectures Montessori Education
Rigor of Academic Excellence Via Group Competitions
PEDAGOGY
Non Controlling Environment Celebratory Styles
Different Learning Styles Stretch Goals Offline Diary
Life Skills Community Trade Commerce Involvement
Diary Almanac Transparency Self Esteem
Direction Settings by a Council Parents Involvement Values
Leadership & Confidence Student Jury System
Comfort Calls HATS Based Matrix Organization
Performance Measurement Culture Home Visit
Online Diary

- GDA as a brand promises to deliver a tailored, rewarding and happy educational experience
- A powerful brand with an engaging campaign connecting the audience comes post extensive market research & advertising insights reflected its impact in print, radio, outdoor, social media & market communications

I want to be an animator,
a marine biologist and a scuba diver.

WHEN I GROW UP,
I WANT TO BE **me!**

GDA Schools nurture individual talent and help realize your child's unique life goals.

- Psychometric profiling to define and sharpen your child's dominant strengths
- Personalized academic trajectories
- Inspiring learning spaces
- Global experts with years of professional experience

POWERED BY
RSADMAP™ | **aHa™**
TO MY DREAMS



GDA's Digital Footprint

- ✓ [Global Discovery Academy Website](#)
- ✓ [Global Discovery Academy Corporate Video](#)
- ✓ [Global Discovery Schools Facebook Page](#)
- ✓ [First All India U-14 App Making Contest organized by Global Discovery Academy](#)
- ✓ [Sair Punjab Di \(Fastway Channel\) showing GDS as the best school in the area \(Tehsil Shahkot\):](#)
- ✓ [Global Discovery School Hyderabad](#)
- ✓ [Punjab Darpan - GDS Annual Day Coverage \(Malsian\)](#)
- ✓ [Parent Testimonial Video](#)
- ✓ [GDS Tirupur Annual Day](#)
- ✓ [Thought Leadership – ELETS](#)
- ✓ [GDS Students Conduct Water Audits](#)





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**DISCOVERY
SCHOOLS**
The School of Tomorrow, for India

Thank You