



GradePower Learning is... A Smarter Career Choice

Education Opportunities In Your Hands!



The Franchise Tutoring System That Makes a Real Difference

A message from Nick Whitehead, Franchisor,
GradePower Learning® and President, G. B. Tokani, Inc.

Thank you for your interest in a GradePower Learning® franchise. This package contains information concerning the supplemental education programs offered by GradePower Learning.

The following pages do not obligate you in any way—they are the first step in determining if a GradePower Learning franchise is right for you.

After reviewing this package, we can further discuss your potential partnering with GradePower Learning.

Our mission is to help children achieve their highest potential. We accomplish our mission through the dedication and passion of our franchisees as well as the application of our unique curriculum and teaching methodologies.

Thank you for taking the first step toward a future with GradePower Learning.

For more information, you can visit our website at franchise.gradelearning.com or call 1.844.475.7323.

We look forward to speaking with you.

Sincerely,

Nick Whitehead

President, G. B. Tokani, Inc.





A Different Way to Learn

The idea of GradePower Learning® began in the 1980s when the founding group of cognitive scientists and educators gathered to discuss the latest trends in education, particularly the emerging science of cognition—learning about learning or how the mind learns. The challenge was to find a better way to teach and test students using the latest brain science. Mindless repetition until mastery was still the order of the day, as it often is today. Our group of founders knew there was a better way to teach the way that children learn and understand, not just memorize. They developed a cognitive approach to turn on the power of the active mind.

Using this better approach to learning as the foundation, GradePower Learning developed its proprietary system.

The new system included creating a brand new way to teach (that we call Interactive Coaching) and developing a proprietary assessment that allows us to understand academic achievement as well as learning strengths and weaknesses. With that achieved, we set about building a unique curriculum that embedded the science of cognition right into the scope and sequence of the material. This is still unprecedented in the tutoring world today. And, it's available only through GradePower Learning.

With this innovation, a new era in teaching and tutoring was born.

With over 20 established tutoring centers and rapid expansion plans, a GradePower Learning franchise is your opportunity to get in on the ground floor of this exciting academic revolution, make a difference in your community, and improve children's futures as well as your own.

The GradePower Learning Approach



Dynamic Assessments

We work to understand the bigger picture of a student's learning strengths and weaknesses. We know what it takes to bring success in any learning environment.



Cognitive Learning

We develop a learning plan emphasizing thought and growth, working towards students' academic goals.



Developing Confidence

We create an environment where students can take chances with learning. We want students to challenge themselves using what they have learned.



Are You A Good Fit?

To become a GradePower Learning franchise owner, you must have a satisfactory financial rating and the financial capability to open and operate your GradePower Learning franchise. The approximate cost of opening a GradePower Learning tutoring franchise ranges from \$90,000 to \$155,000, depending upon your location. This amount comfortably covers your start-up expenses and equipment needs.

Furthermore, we suggest that you allocate additional funds for working capital if needed.

Our Franchisees:



Value Education

Our franchisees must hold education as a key life value and prioritize it accordingly.



Help Students Succeed

Our franchisees must possess a desire to play a critical role in helping children overcome educational challenges.



Are Flexible and Compliant

Our franchisees must adhere to existing protocols and adapt to changes within the system as required.



Demonstrate Leadership

Our franchisees must lead a strong team to become as committed as you are to your vision and your location's success.



Forge Meaningful Customer Relationships

Our franchisees must demonstrate honesty and reliability and strive to build trust with their clients with every interaction.



Take an Active Role in the Community

Our franchisees must help make their community stronger and more vibrant through volunteering, sponsorships, and active participation in local events.





Why Invest in Education?

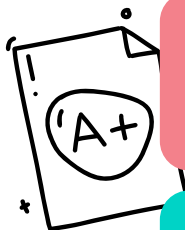
School budget cutbacks. Fewer teachers. Crowded classrooms. Standardized testing. Falling test scores. Increased global competition. The pandemic. All these—and many more—are among the factors driving the tutoring industry's growth.

Coupled with a swing in educational trends that sees parents assuming more responsibility for their children's education and relying less on public education systems, this growth makes sense. Even when homeschooling, parents are turning to supplemental support to get their kids to the finish line. GradePower Learning's full scope of programs offers the solutions parents seek.

The tutoring industry presents an exceptional opportunity for supplemental education providers—especially GradePower Learning franchise owners. Our business is built on a solid pedagogical foundation and continuously supported with research, leading to new, innovative, and responsive programs.



The National Center for Education Statistics Commissioner states the recent Nation's Report Card results indicate a critical moment in US education. *Source: PBS.Org*



Tutoring is remarkably effective at helping students learn, with over 80% of studies reporting statistically significant effects. *Source: Brookings.edu*



Tutoring can increase achievement by roughly an additional 3 to 15 months of learning across grade levels.

Source: EdResearch For Action



Support From Day One Onward

Starting a new business can be daunting. Our Head Office support team is here to help you from day one—and every day onward! After signing your franchise agreement, the onboarding and site launch specialists will support you during your build-out until the day you open your doors.

Experienced Business Coaches are assigned to every franchisee to provide guidance on the proper application of the System. Our Business Coaches have extensive in-location experience and are familiar with all aspects of the business.

Supporting our franchisees doesn't stop after the initial training is complete. Our extensive training is ongoing and included free of charge to ensure our franchisees have everything they need to run their locations successfully, whether it is your first week or your tenth year of operation.

Comprehensive Support Strategies for Franchisee Success



**Online
Training**



**Manuals
& Guides**



**Regular Webinars &
Roundtables Discussions**



**Proprietary
Software**



**Location
Site Visits**



**One-on-One
Coaching**



**Live Training
Sessions**



**Weekly
Communication**





Ongoing Professional Development

Experienced Business Coaches are assigned to every franchisee to provide guidance on the proper application of the System. Our Business Coaches have extensive in-location experience and are familiar with all aspects of the business.

Proprietary Software

Our software portal allows all franchisees across the system to efficiently monitor system performance and growth in real time, 24 hours a day. Access to this state-of-the-art software makes running your location as simple as logging on.

Whether scheduling students, automating CRM activities, call monitoring, lead nurturing, or reporting, GradePower Learning franchisees have turn-key access to every resource necessary.



Marketing Support & Training

From traditional advertising to social media marketing, our system makes it easy for any franchisee to target customers, convert potential clients, and retain existing customers. We know that marketing can be stressful. That's why we developed a group advertising system that helps our franchisees get the biggest bang possible for their advertising efforts.





Education Is The Key To The Future

As parents and educators, we know how important it is for children to build self-esteem as a foundation for success. That is why we design our programs the way we do and why the demand for our programs is growing. Your GradePower Learning students will learn how to learn—the key difference between GradePower Learning and traditional tutoring or childcare learning franchises. Students build on every success, increasing their confidence with each achievement. At GradePower Learning, we understand just how important that is, so our programs are designed to encourage children and foster their growth.

As a GradePower Learning franchise owner, you will inspire young minds by offering solutions that cannot be found elsewhere. Using researched and time-tested methods and materials, your students will be able to learn how to learn and use their newfound skills to excel in the classroom, improve their grades, enhance interpersonal relationships, and reach their goals. **Successful, confident students and their grateful parents lead to a flow of referrals.**



Long-term Outcomes

Your GradePower Learning curriculum and programs will provide your students with the love of learning and the skills to succeed in school and throughout their lives—in their communities, the business world, and as parents.



Parents

Parents are active participants in the GradePower Learning process. Their support and encouragement sustain what their children experience at your center, and the resulting gratitude and pride they feel when their children excel pay dividends when they refer other parents to you.



I can't begin to express my gratitude for the GradePower Learning team. My daughter had an entrance exam for a private school that she initially did poorly on. With GradePower Learning's help, my daughter passed her exam and will start at the private school this fall. I let them know the day we found out she passed, they cheered and celebrated as if we were their family. This is how we feel here. I recommend GradePower Learning to anyone looking for a program led by a team that cares about their students like they were their own children.

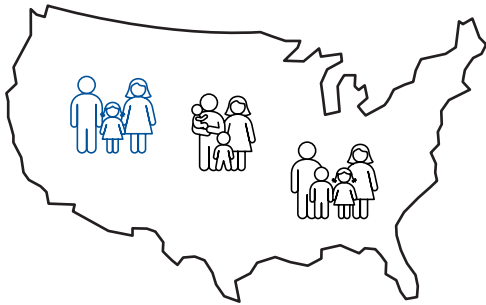
J Mourad – Frisco, TX





A Legacy of Homegrown Success

We are proud to be active participants in communities across the United States, supporting students and their families, both inside and outside the classroom. We are also proud to offer exclusively-developed curriculum and to contribute to the diverse American workforce. But mostly, we are proud of helping American students realize their dreams through better grades, improved confidence, and brighter futures.



The private tutoring market represents only **one-third of all parents** who have hired a tutor for their child.

Source: [Gitnux.com](https://gitnux.com)



A total of 96% of surveyed parents who used tutoring services say they've seen an improvement in their child's performance.

Source: [Gitnux.com](https://gitnux.com)



A meta-analysis of 96 studies found that tutoring led to increased learning, equivalent to advancing from the 50th percentile to nearly the 66th percentile.

Source: econofact.org

Leading The Way To Success With GradePower Learning

Children across America need your help. The pandemic revealed many of the struggles that students now face and have been facing for some time. After-school tutoring program providers, such as GradePower Learning, provide the support students need to overcome educational barriers and forge a path to a brighter future.

As a GradePower Learning franchisee, you will inspire young minds using researched and time-tested methods and materials that help students discover a capacity to learn how to learn effectively.

With new skills in place to excel in the classroom, students improve their grades, enhance interpersonal relationships, increase self-esteem, and reach their goals. Your business grows with every happy student, every happy parent, and every referral given.

Reasons To Become A GradePower Learning Franchisee



Fully-Integrated
Comprehensive
System



Unparalleled
Training &
Support



International
Brand
Recognition



High-Quality
Dynamic
Assessments

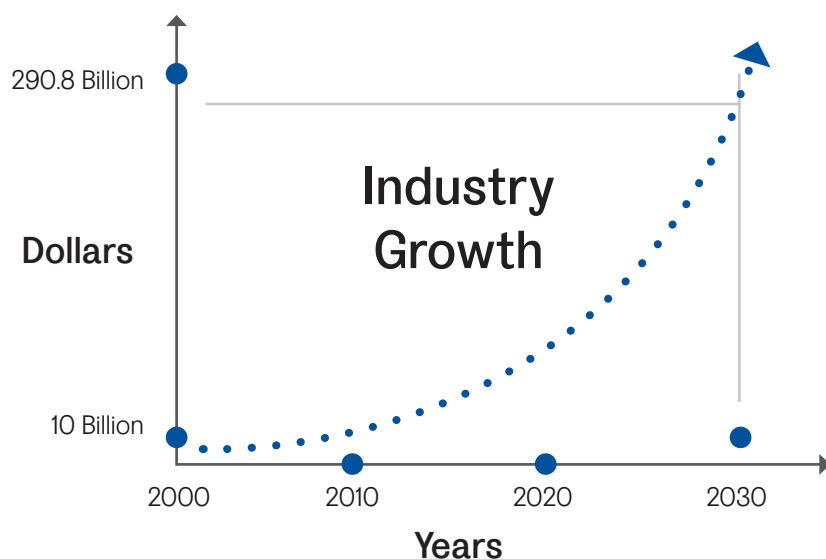


Unmatched
Cognitive-Based
Programs



Proprietary
Curriculum &
Materials

Supplemental Education Facts & Figures



The global market for Private Tutoring, estimated at US\$146.1 Billion in 2022, is projected to reach a revised size of US\$290.8 Billion by 2030, growing at a CAGR of 9% over the analysis period 2022-2030.

Source: Private Tutoring: Global Strategic Business Report



What Our Franchisees Say



For me, franchising is a way to direct my future and control the path to my dreams. My dream has always been to transform lives and make a difference, leave my mark, and GradePower Learning is a fantastic way to do it. The cognitive development piece really changes how kids think and changes their whole future.

Gordon Falk – Austin South, TX



One of the reasons that I wanted to become a franchisee was to take advantage of opportunities like growth potential. There's an obvious monetary component to it; I wanted to make a little bit more money. I also wanted to be free to choose how and with whom I worked. Becoming a franchisee helped me to have more control over that.

Alex Durbin – Naperville & Lisle, IL



We had a student having so much fun coming to class that he didn't realize he was learning how to read. And I think that says a lot about what we do. If we can make kids love learning and want to come, that's one of the most rewarding things I think we will ever have happen.

Randy Haskins, Largo & Palm Harbor, FL





Become a Franchisee Today & Begin Building Better Futures

Apply today! Start forging your way in a meaningful career that
meets both your personal and financial goals.



Corporate Head Office

747 Hyde Park Road, Suite 230 London, ON N6H 3S3

1.844.475.7323

franchise.gradepowerlearning.com

franchising@gradepowerlearning.com



This information is not an offer of a franchise, nor is it a solicitation of an offer. An offering can only be made with a disclosure document, which must be registered first in certain states and foreign countries. Registration does not constitute approval by any agency. This communication is not directed by us to residents of any of those states or countries. If you are a resident of, are receiving this message in, or intend to operate a franchise in any of those states or countries, we will not offer you a franchise until we have complied with any applicable pre-sale registration and disclosure requirements. Check with us to see if offers are not currently being made in certain states and countries. GradePower Learning® and the GradePower Learning Logo are registered trademarks of OX Royalties Limited Partnership.