

DaVinciBricks

Franchise Report



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Da Vinci Bricks Brochure

Introducing Da Vinci: Meet the education revolution

It's a world where technology is constantly developing and improving. A world where parents understand the increasing importance of giving their children the best education possible in the fields of Science, Technology, Engineering and Mathematics (STEM). Here at Da Vinci Bricks we strongly believe in supporting and helping parents (and kids) realize that goal, by preparing for an evolving environment, one where inventing, creating and initiating are the names of the game and what a fun game this is! To this end, Da Vinci Bricks is here with the education revolution. We strengthen the development of thousands of children around the world through our unique edutainment (education + entertainment) curricula.

Here is how the revolution works:

Our STEM courses start out teaching children fundamental scientific theories and progress to advanced engineering and problem-solving topics, as they move through our curricula. By allowing children to immediately apply the theories they learn at the start of our classes by building motorized LEGO® bricks models, ones that demonstrate the theory in action, we ensure that they receive a comprehensive understanding of the topic at hand while having fun! Using this method, we equip children with the tools and skills necessary to contribute to STEM fields, and to engage in the complex challenges posed by the ever-changing demands of the 21st century's workplaces. Are you still here? Join the education revolution today so your children will build their future. Da Vinci Brick by Da Vinci Brick.



Personal Development. It ain't hard!

STEM subjects aren't the only areas in which children receive a huge head-start. They're also developing a whole host of other amazing capabilities from interpersonal skills to hand-eye coordination. Every child, who participates in any of our courses, is strengthening their (here's the long list): Motor skills Hand-eye coordination Spatial awareness Communication skills Problem-solving abilities Teamwork abilities Creative thinking Confidence The unique combination of these 'soft skills' with the technical proficiency gained from our course content is what gives Da Vinci Bricks graduates the advantage they need to stand out in the future as innovators.



The Courses

The class structure above is present throughout each of our curricula, which are run as weekly sessions over a 10-month period (Yes we know there're 2 months more! keep an eye out later in the report for what you can do with the 2 months that are left over in the summer!):

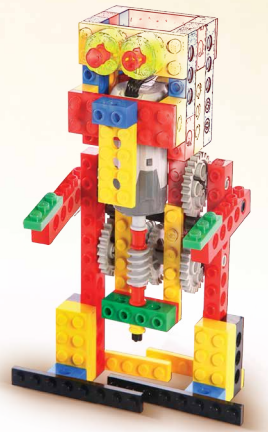
Cool Clickers

- Aimed at children aged 4 – 6.
- 45-minutes classes.
- Uses special pre-school kit
- Children build individually.
- Teaches children about fundamental scientific principles and the natural world around them.



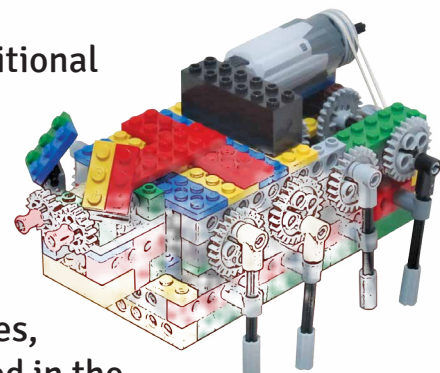
Bricks Lab

- Aimed at children aged 6 – 9.
- 75-minutes classes.
- Uses our unique DaVinciBricks kit, exclusively developed by our own Research & Development team.
- Children build individually, or in pairs if assistance is needed.
- Teaches children the basics of engineering, with the subject matter advancing as the course progresses.
- Models are motorized, giving children the opportunity to see engineering and physics principles in action.



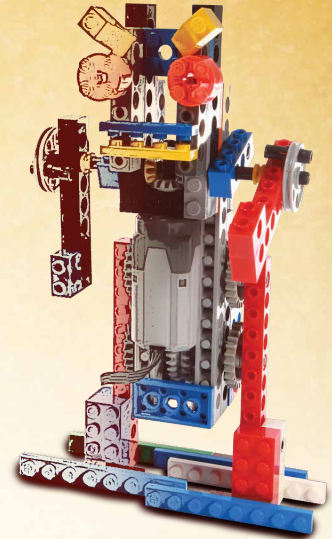
Bricks Experts

- Aimed at children aged 9 – 12.
- 75-minutes classes.
- Continues with the exclusive DaVinciBricks kit, using additional parts to build larger and more complex models.
- Children build individually or in pairs, depending on the theory/model of the day.
- Teaches children more sophisticated engineering processes, and goes further into investigating the mechanics involved in the model-building.
- Models are motorized, giving children the opportunity to see engineering and physics principles in action.



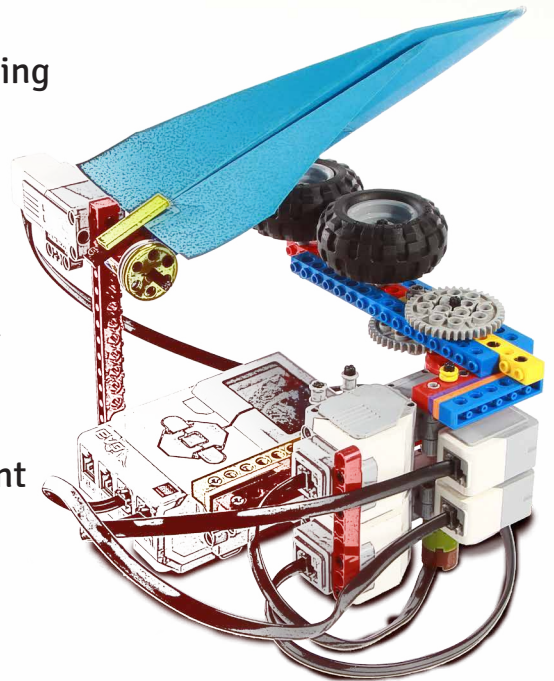
RoboTech

- Aimed at children aged 9 – 12 or graduates of one of the DaVinciBricks mechanical engineering programs.
- 60/90 minutes classes.
- Develops algorithmic thinking.
- Develops procedural thinking.
- Learn English software engineering terminology.
- Develops self-confidence and a sense of self-efficacy.
- Submit a final project.
- Develops presentation skills and nurture rhetorical capabilities.
- Develops the 21st century skills: working in teams efficiently, Computer orientation, acquiring information system and media literacy, develop High order thinking skills with an emphasis on critical and creative thinking.



Robot College

- Aimed at children aged 12 – 15.
- 90-minute classes.
- Uses LEGO's NXT programming software, which interfaces with our models.
- Students write their own software code.
- Work is done in teams of three – one programming and two building (rotates throughout the year).
- Models are motorized, giving children the opportunity to see engineering and physics principles in action.
- Teaches children Object Oriented Programming (OOP) and software programming, in addition to further exploring engineering (the level of the course is equivalent to a first/second year university degree in engineering).

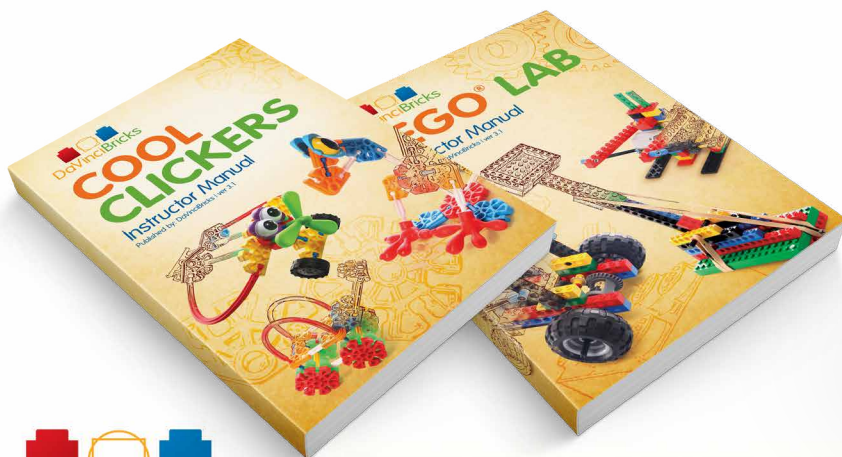


The Methodology

It sounds like a big word, but we like to think of it as a really big idea. We put children at the heart of the educational experience. Unlike standard school lessons, where the teacher is dominant 85% of the time, in our classrooms, the instructor delivers the theory at the beginning and then hands over to the students. Our emphasis on making learning fun creates all the positive associations needed to ensure that children absorb and retain the theories we teach them and by that to help them shape their attitude towards their education as a whole. The use of entertaining stories to explain theories helps keep children engaged and enables them to situate what they are learning within the reality of day to day life, thereby emphasizing the relevance of what they are being taught.

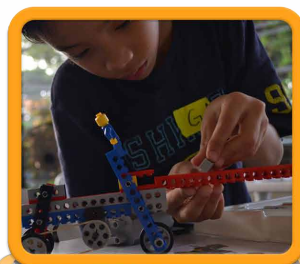
Building the engineers of the future

At Da Vinci Bricks our focus is on developing the next generations of engineers and scientists. Our original and unparalleled approach to assisting the STEM experts of tomorrow is through the provision of engaging educational solutions at the early stages of cognitive development.



Learning with Da Vinci Bricks is easy as one, two, fun!

Welcome to the class you never knew. Every lesson in our edutainment programs begins with a clear and concise theoretical explanation of a scientific subject. Following the introduction, the children are given their LEGO® parts kits and move on to the practical stage of the lesson (yay!) This is where the real fun begins. This section involves building a model that demonstrates the theory they have just been taught. The positive experience of having fun while directly applying the knowledge they have just acquired ensures a firm grasp of the subject matter. Wait. There's more! Children also have the opportunity to add 'enhancements' to their models, encouraging them to take a creative approach to science and problem-solving. They also have time to play with their models, allowing them to experiment and learn naturally how the theory of the day works, just like in the real world. Each model that children build throughout the Da Vinci Bricks courses is of something they will recognize from their day-to-day life. This will help them understand the relevance and significance of what they are learning and how it shapes the world around them. At the end of each class, children disassemble their model and put the pieces back in the correct place in the kit. This not only adds another layer of development to their motor and hand eye coordination skills, it also instils the good practice of looking after possessions and putting them back where they belong. Yes parents, we always have you on our minds.



To have a corner on the educational market

What's the status?

Over the past few decades, as the demand for scientists and engineers has grown in response to our increasingly technology-driven world, the 'talent pool' for these fields has shrunk considerably. Additionally, the standard of teaching in STEM subjects is on the decline: in a recent World Economic Forum survey, the US ranked 49th in the world for the quality of its science and math education. Furthermore, standard teaching methods hold children back by focusing on conformity and standardization, rather than focusing on finding each child's unique way of learning and encouraging creativity. This denies children to engage in the kind of complex, interdisciplinary thinking that is crucial to meet the demands of an increasingly challenging workplace.

The Potential of growth

The market for children's development and educational programs has increased drastically during the last decade. Growth is now predicted at an average annual rate of 3.1%; what's more, this expansion has occurred during a time of recession, highlighting that this market sector is relatively insulated from economic downturns. Additionally, the boom in the market for children's learning apps and educational video games demonstrates an ever-growing trend towards combining learning and entertainment, and adding digital technology into the mix.



Extraordinary Technology. APParently.

The drive for innovation is an ever lasting one, therefore our Research and Development team has crafted the unique Da Vinci Bricks 3D app. This is a powerful learning tool for all our curricula, offering children the opportunity to develop their understanding of digital technology while learning all the material that is presented in our courses. By being able to view each model in 3D with the app as they build, children benefit from a combined process of hands-on constructing and getting to grips with using touch screens, which is an increasingly in-demand capability in today's world. This is a pioneering offering from Da Vinci Bricks – we are the only company that has developed our own app for our curricula. Yes, you read that right. Plus, of course, as with all our other products, using the application is fun as well as educational! (if only all things in life were)...

The Products

- Pre-school exclusive DaVinciBricks kit
- DaVinciBricks exclusive LEGO® bricks kit (Bricks Lab + Bricks Experts)
- DaVinciBricks Robotics and Software Engineering kit
- Tablets with exclusive DaVinciBricks 3D app



Bring in 'da Brick, Bring in 'da Fun!

There's never too much fun and we have more fun and exciting activities to offer, some of which will bring the grown-ups into the picture!

Fun includes:

Summer camps: Our summer camps revolve around the world of science and engineering. In addition to building our unique models, campers will also take field trips to examine real-life versions of the models we build. Parents, prepare to be jealous. We will visit for example, candy factories, car and transportation museums, amusement parks and more.

DaVinciBricks Birthday Parties: Different themed parties present the perfect opportunity to give children a birthday celebration they'll still be talking about when the next birthday comes round! (Sorry mom and dad, we know we're setting a pretty high standard).

Company parties: Team-building activities that are fun and productive are becoming increasingly popular in the workplace. Da Vinci Bricks is joining the fun by offering company-oriented workshops.

Special workshops: We reach out to wider audiences by offering special one-off workshops, such as family days, activities for the golden age community and sessions for those with special needs.

Where statistic speaks louder

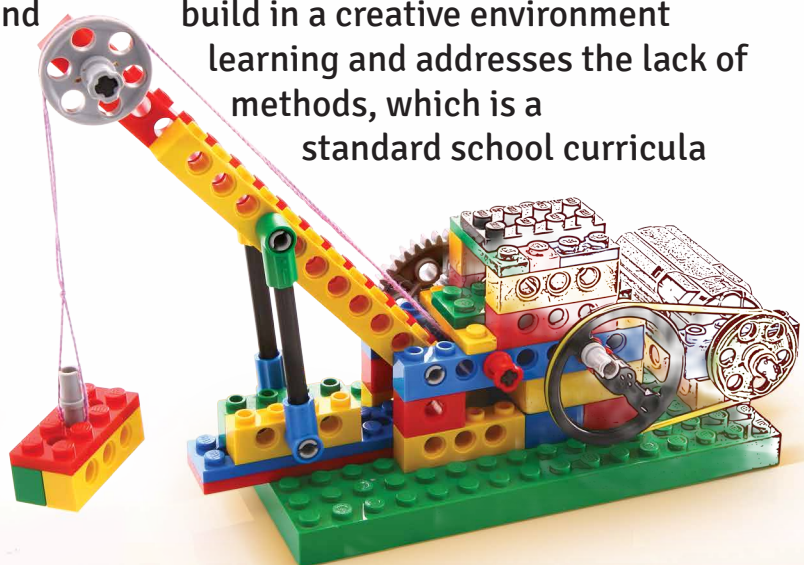
Don't just take parents' and our word for it. We also have a statistical survey proving our courses and methods work! Some of the key findings were:

- Children attending our classes are generally “successful” or “outstanding” students in school.
- 81% of children attending our classes learn how to organize their day more efficiently.
- 1/3 of the children who participate in Da Vinci Bricks programs have seen a direct .
- improvement in their grades due to their attendance.
- 93% of children are satisfied or very satisfied with the classes.
- The classes help students develop creative thinking.
- Children develop a sense of personal empowerment and self-confidence through attending our classes. You can read the full summary [here](#).

Everybody needs some Da Vinci Bricks

Children who are just beginning their journey into elementary education cannot know what career opportunities and challenges will exist 20 years down the line. As such, we believe that the best way to prepare children for the future is to adopt a broad approach. We provide our students with a variety of personal experiences that develop their critical thinking skills, a sense of curiosity and the ability to problem-solve and develop creative solutions. These skills, which complement the comprehensive science and engineering foundation we instill, are crucial for reversing the decrease in engineering talent we are currently witnessing. Additionally, the opportunity to experiment and nurtures their passion for diversity in teaching recognized problem with throughout the world.

build in a creative environment learning and addresses the lack of methods, which is a standard school curricula



Joining the educational revolution

The benefits of Da Vinci Bricks' franchisee are pure science

There are huge benefits to be gained from becoming a Da Vinci Bricks franchisee (aside of course from working with LEGO® parts!): *Fast ROI *Working with a statistically-proven product *Being part of an award-winning company *Using innovative approaches that are being promoted by highly-regarded *academic institutions *Modest investment *operated without the need of establishing a store or a center. *Home-based business *Flexible working hours *Comprehensive training program for new franchisees *Managerial, financial planning and logistical support available *Fast-growing industry *Numerous options to diversify revenue stream

Who are you, the Da Vinci Bricks franchisee?

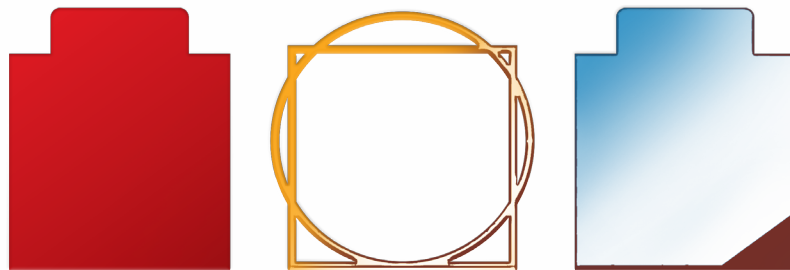
We are looking for you: partners with the passion, motivation and commitment to show our future generations how to have fun while discovering STEM topics. Understanding the importance of these topics and how they are taught is a key starting point for any Da Vinci Bricks franchisee. We require that our franchisees demonstrate a high level of responsibility and can contribute creatively to our common goal of introducing these programs to children across the globe. We are also seeking franchisees who are willing and able to follow and maintain our proven high standards, and who are committed to excellence. Basic management skills and outstanding interpersonal and communication skills are also fundamental assets for a successful Da Vinci Bricks franchisee. So, are you a Da Vinci Bricks material?



So what's next? Probably the future

If you've spent time research Da Vinci Bricks, reviewed the information we've provided and checked out our website and you like what you see, the next step is for us to start a conversation and really talk. A Da Vinci Bricks representative will contact you to set up an introductory session. You'll be able to ask questions and get immediate answers. Following the first conversation, we will then guide you through our effective, efficient yet thorough planning process. At each step of the way we'll help you make the right decision and you'll learn whether opening a Da Vinci Bricks franchise is right for you.

Good luck and we look forward to put the first brick to the future with you!



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