

ENGLISH LANGUAGE CENTRE

Your Future Begins Here

FRANCHISE OPPORTUNITY

I CAN READ 



“Revealing the joy of reading.
Equipping children for the rest of their lives.”

I Can Read Centres





The I Can Read Story

- I Can Read was founded in 2000 by Australian Educational Psychologists Tony Earnshaw and Annabel Seargeant, based on 15 years of research into reading difficulties
- Professor Bryan Byrne, author of *The Alphabetic Principle*, hailed I Can Read as in line with current research into optimum ways to teach reading
- We have a unique teaching methodology implemented by highly qualified Reading Specialists
- We offer a full range of English Literacy courses for students aged 2.5-12 years old
- More than 170,000 students have successfully completed our I Can Read Reading Course
- Today we have over 80 centres in 8 countries



The I Can Read Methodology

The I Can Read System is a scientifically developed teaching methodology which uses a unique approach, giving children the literacy and communication skills they need. Students develop their English linguistic abilities in a natural way, similar to the manner in which we learn our first language. This style of learning has proven to be highly effective.

Students are able to use the 26 letters of the alphabet to read and pronounce all 44 sounds of the English language.

Once a child can blend single sounds into words, they progress onto more difficult letter combinations, building upon their successes along the way.

Our small class sizes mean students receive a high degree of personal attention, building their confidence and maximising their potential.

With over 80 learning centres across 8 countries, I Can Read is one of the leading English learning systems in the world. Through our unique teaching methodology, we ensure that our students develop long-term excellence in all four skills – reading, writing, speaking and listening.

Why is the I Can Read method successful?

- Courses are structured and progressive
- Students are given the skills to read independently, which promotes confidence
- Courses are ability-based and individually focused
- I Can Read students learn how to read effectively and fluently

Where is I Can Read now?



China

Hong Kong

Thailand

Vietnam

Malaysia

Singapore

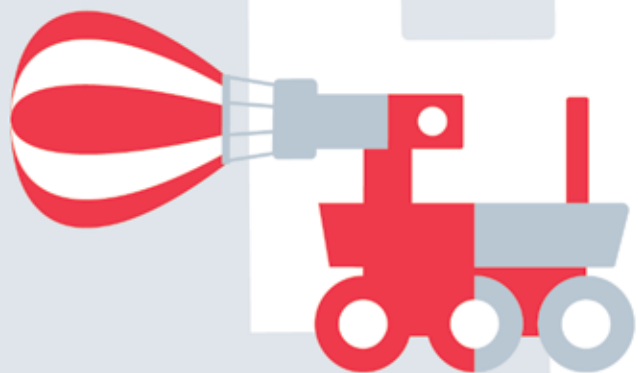
Indonesia

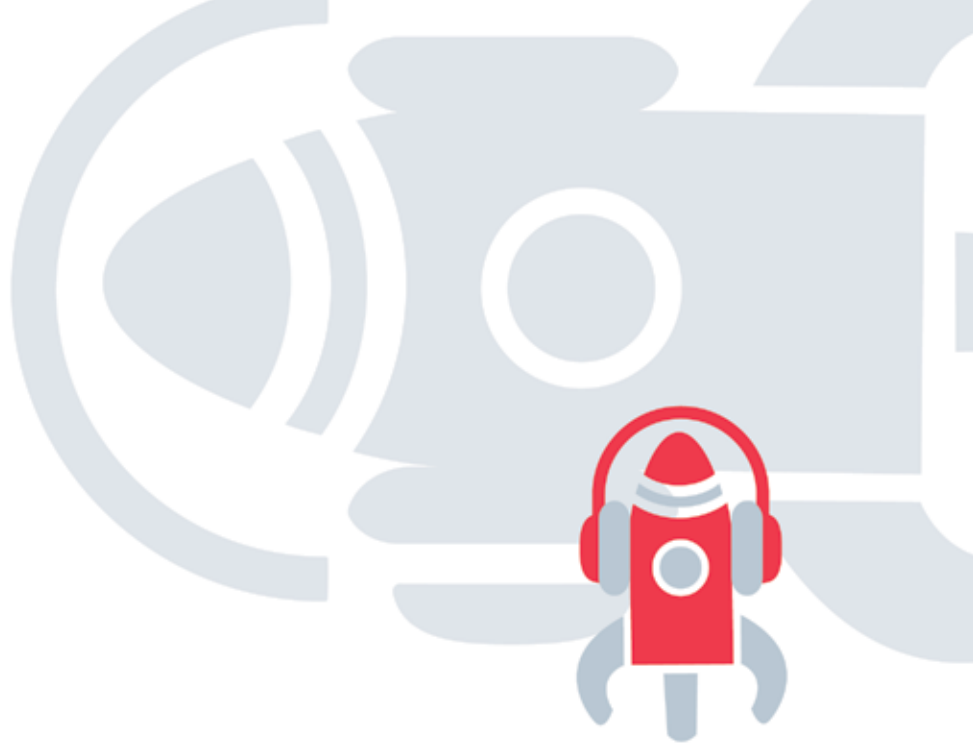
Over **80** centres
in **8** countries
and expanding...

Australia

Why choose to FRANCHISE with us?

- Global brand
- Proven methodology
- Confidence through our 16-year history of success
- Recurring income stream
- Academic team devoted to developing and customising curriculum to suit your market
- Team of committed and experienced HQ staff to support you along the way
- Rewarding business for those who want to help children prepare for a successful future





Our Support

Your franchise contract provides you with:

- A curriculum that has been proven effective
- Site selection, centre set-up and renovation advisory
- Recruitment and training of teaching staff
- Operations training and ongoing support
- Pre-marketing and ongoing marketing support, including design collaterals
- Access to HQ staff in key departments



Franchisee Responsibilities

- Motivation to successfully run an I Can Read centre
- Access to adequate capital for setting up and sustaining the business
- Sourcing the right centre location
- Acquiring the education licenses
- Hiring the operational/administration staff
- Adhering to the I Can Read guidelines set out in the operations manual

Franchisee Testimonies

"I Can Read is established and has a proven curriculum that works. There is also very good support from HQ. We see I Can Read as a beneficial franchise for the local community. It's natural that we would recommend franchising with I Can Read to others as it's an investment that will bring benefits to the students and the investor."

Eddie Chua,
Franchisee in Kota Kinabalu, Malaysia



"I've been a franchisee with I Can Read for over three years, and it has been an amazing journey for me personally. I feel I have achieved several of my life goals by doing this; personal growth, owning a business and making a positive impact on the community.

The system continues to stay faithful to its philosophy and methodology, invests in our people and products, and commits to achieving our mission and vision; to be the best English Literacy system in the world."

Ha Van Phan,
Franchisee in Hanoi, Vietnam



"The I Can Read methodology produces visible results in students' learning; we receive a great deal of positive feedback about the curriculum and student progress from parents.

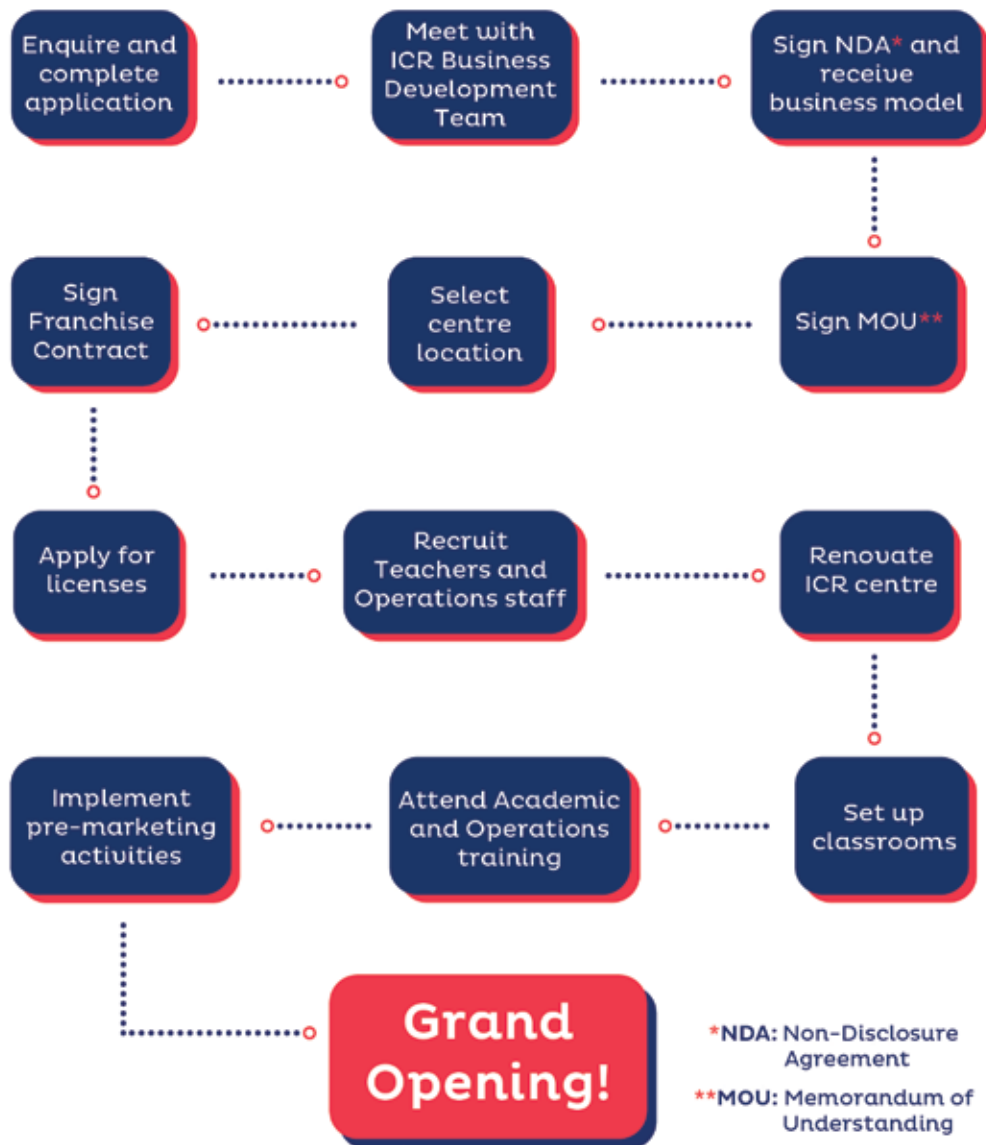
What I enjoy most about being a franchisee with I Can Read is the opportunity to build working relationships with the students, parents, the Master Franchisee and the centre teams. The consistent support I receive in terms of marketing, training, academics and operations gives me the confidence to open another I Can Read centre in the future.

I would recommend franchising with I Can Read as it is a sound business investment in education; the fastest growing area of investment in the world."

Vonny Yapaloma
Franchisee in South Tangerang, Indonesia



Steps to becoming an I Can Read Franchisee



I Can Read Courses

Reading • Speaking • Writing • Listening

PRE-SCHOOL				PRIMARY
I CAN READ ^o Discover		I CAN READ ^o		I CAN READ ^o Plus
Pre-Reading	English Proficiency	Reading	English Proficiency	English
Level 1	Level 1	Level 1	Level 4	Pre-Primary
Level 2	Level 2	Level 2	Level 5	Primary 1
Level 3	Level 3	Level 3	Level 6	Primary 2
		Level 4		Primary 3
		Level 5		Primary 4
		Level 6		Primary 5
				Primary 6





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