



‘Above-average profits and joy of teaching’

- Create your own educational business as a franchisee or masterfranchisee with the company ‘Galileusz’

Franchising in Galileusz...



Content- franchise

- I. About us.
- II. Benefits and advantages.
- III. Requirements for the franchisee.
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Content-masterfranchise

- I. Benefits and advantages.
- II. Requirements for the masterfranchisee.

I. About us.

Who are we?

The founder of the Galileusz company, Leszek Lewandowski - an author of a nationwide mathematics student book. His twentyfive years of experience ensured the success of the Galileusz company. Therefore, it should be assumed that this fact will also contribute to the development of the franchise system and will guarantee the success of future franchisees.

Another argument for opening branches of the Galileusz company in other cities is the fact that the company successfully operates on a very difficult market in Włocławek, where there is very high unemployment and low wages. This means that in cities with greater potential, achieving high profits becomes much easier. The company's clients are mainly three groups of young people: college students, high schoolers, and young children from age of 6up to 12 (run as part of Galileusz Junior).

The following types of classes are conducted in the company:

- Individual or small group tutoring;
- Matura exam courses, both at basic and extended level;
- Preparation courses for the primary school-leaving exam;
- Additional consultations for students;
- Solving tasks and complex problems on demand;
- Science workshops for children aged 6-12.

The assistance includes the following subjects: mathematics, physics, chemistry, biology, geography, Polish and foreign languages both at the basic and extended level.

It is crucial to notice that the company eliminated competition on the local market. In addition, pupils and students from surrounding cities are often clients of Galileusz. This situation indicates interest in educational services provided by Galileusz, not only in Włocławek. This fact proves the need to open new units in Poland.

Since January 2014, the Galileusz network has acquired 40 franchisees.

What makes us different from others?

- A partnership approach to the students – we treat them as a clients. Students have access to free educational content made by teachers conducting the classes in paper or electronic version, which is available at www.galileusz.com.pl;



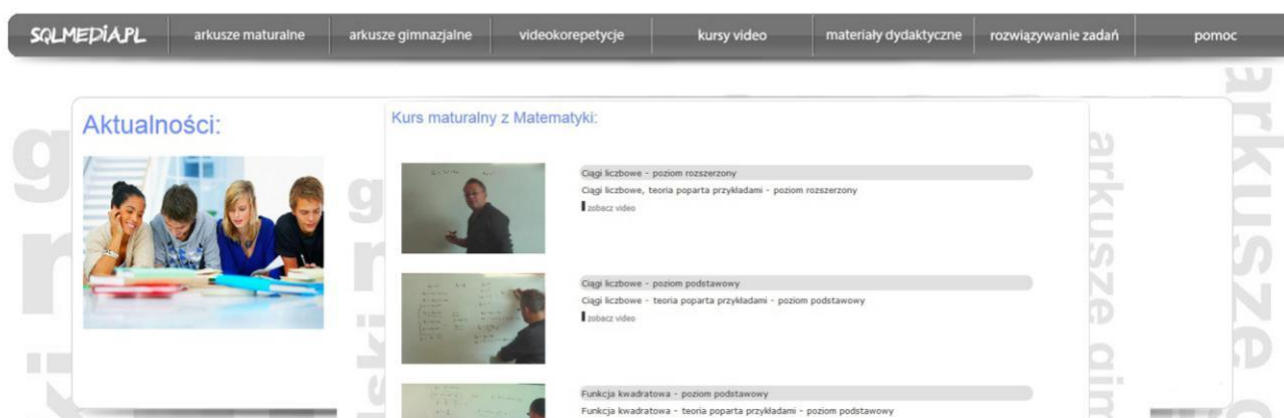
- Facilities with access to hot and cold drinks, bathrooms, and waiting rooms for students and parents;
- The way of conducting classes. Lessons are conducted in an unconventional way and break with the current teaching methods, which are used in public schools. Knowledge is not passed in a massive and quantitative way. The pace of classes is adapted to the student's intellectual abilities. Each issue is discussed precisely, what allows the student to understand questions or phenomena. The lectures are conducted in an accessible way with frequent jokes. There is time during classes for humour, but the main purpose of the lesson is to pass the necessary knowledge to the student.
- The experimental nature of every conducted class. Natural sciences lessons are always supported with practical classes, experiments;
- The staff working at Galileusz is consisted of balanced people who like youth and have extensive knowledge in their field. Teachers easily make contact with the students and have the ability to transfer knowledge in a simple and understandable way;
- A carefully tested business model and proven customer service standards, ensures above-average profitability and a fast return on investment.
- An IT system that allows automatic recruitment of students and provides panels to facilitate the company unit such as classroom management, designated teacher's area, Google Drive storage plan, and a control panel, which allows you to make changes on the page by yourself.



II. Benefits and advantages of cooperation

Benefits of joining the Galileusz franchise system:

- The franchisee receives ready-made action plan (know-how) allowing one to achieve profitability in a very short time. Due to low costs and lack of payment freezes, which often occur in other companies, earning money with us is hassle-free;
- Graphic designs such as logo and website materials;
- A website based on the CMS system, which gives the possibility of making changes on the website without any intervention of an IT specialist. The website www.galileusz.com.pl gives students the option of registering for online classes and has a panel that allows you to manage classrooms and lesson plan, introduces teacher's area, administrative panel for CMS service and several additional functions that allow you to better suit serve customers;
- The website and its content (eg. bookmarks) will be adapted to the education system in a given country.
- Using a shared server (of which Galileusz is the owner), hosting, domain and an e-mail name.surname@galileusz.com.pl or city@galileusz.com.pl;
- IT, marketing and legal assistance throughout the whole contract;
- Access to educational helps - ready outlines of practical classes (eg. pig organs or experimental physics and chemistry classes for children)
- Common teaching materials that we own;
- Assistance in the recruitment of new teachers- our presence at the recruitment meeting.
- The Galileusz company is the owner of the nationwide educational portal www.sqlmedia.pl. The portal's customers are the potential target group of the network. The portal has the largest database of exam sheets on the Internet;



- One-day training, on which we provide all the details about the business and reveal the secrets of Galileusz success;
- Administrative assistance in the field of business;
- Business consulting assistance, to avoid the franchisee's common mistakes;
- We provide a professional assistance in conducting business also in English;
- Exemption from monthly fees during the holiday period (July, August) and in the first month of operation.

Advantages of joining the franchise system...

- Low cost of opening the unit (it can even be a two-room apartment in a block of flats);
- Low fixed costs for this type of business;
- Fast return on investment (about 5 months);
- Less risk and more credibility based on standards. Research and experience of Western markets proves that the number of bankruptcies of enterprises operating under franchise systems is much lower than those operating independently;
- A wide range of services that the company offers to its clients;
- A significant target group of clients (from 6 to 21 years old);
- Resistance of this type of educational company to market conditions. Despite of the crisis in family budgets, child education is a priority;
- Franchisee's exclusivity on a given market;
- Steadily increasing market demand for this type of services due to the weak efficiency of the Polish educational system.

Indicators of Galileusz success ...

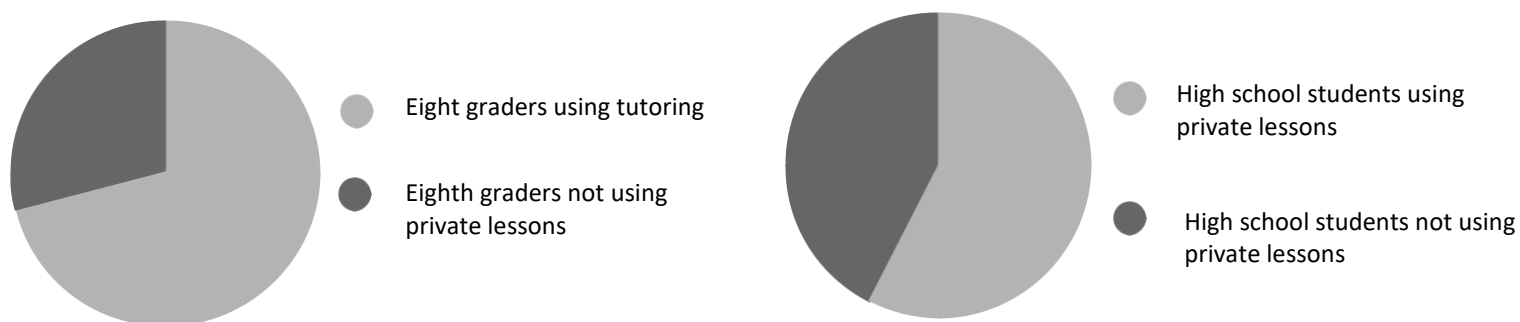
Reports on the state of Polish education are not optimistic. They point out many mistakes in the Polish educational system. The Polish school is outdated and teachers demotivate their students and do not develop their individual talents. The current school is not a place where the student gets full and precise knowledge but can be an outline for the student's development. Knowledge is often transmitted in a chaotic, random manner and is not supported by practical skills at all. Another problem of education is the lack of time to implement the curriculum. This fact results from poor organization and waste of time.

In 2019, just over 247,000 students took the matura exam. Only 80.5% passed one; namely 199 056 people.

Low results from final exams (mainly in science) illustrate the state of the Polish education system and the growing demand for professional tutoring services.

These factors mean that students are increasingly using the services of institutions such as Galileusz. Numerous reports and studies show that most of students benefits from additional lessons. The presented conclusions are confirmed by the statistics.

Diagram 1. Structure of eighth graders and high school students using and not tutoring in 2019.



Source: Own study based on: www.ekorki.pl

III. Requirements for the franchisee

Franchisee's profile ...

- Do you have a managerial skills/verve?
- Do you want to run your own business?
- Do you enjoy working with children and young people?
- Are you interested in pedagogy?
- Do you want to improve your financial status?

If your answer is **"YES"**, that's enough to open your own Galileusz educational institution.



The offer is directed to the following target groups:

- People who are not afraid of challenges and want to conduct educational activities in an unconventional way;
- University graduates who have not found employment, for example in Public Schools, or people who want to quit working in a corporation;
- Parents who know their children's problems caused by the current educational system in Poland;
- Private tutors who want to legalize and expand their business.

Formal requirements for the franchisee:

Own business activity with the following PKD code: 85.59.B, other non-school forms of education, not classified elsewhere or under a different profile of activity enabling such an establishment.

Access to the premises (ownership or rent) with the following parameters:

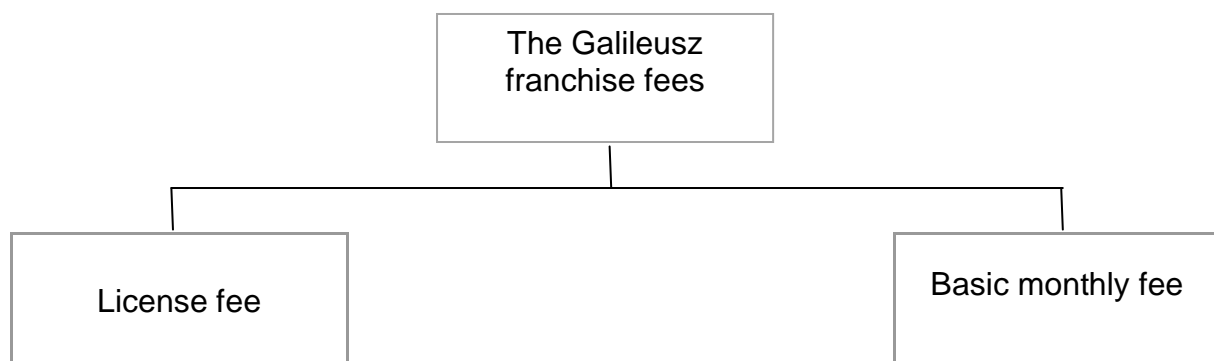
- a) A minimum of two lecture halls (smaller and larger),
- b) Toilet with wash basin,
- c) Waiting room
- d) The minimum area of the large lecture hall - min. 20 sq.m,
- e) The minimum size of the small lecture hall - min. 12 sq.m.

Opportunity to finance the adaptation of premises and to cover franchise fees.

Leave the rest to us and let us manage your career ...

IV. Franchise fees

The Galileusz franchise fees are divided into two types:



The license fee is a one-time fee, which depends on the size of the city. The franchisee is required to pay the license fee after signing the franchise agreement. After making the payment, the recipient receives the Branch Operations Manual and a training course will be conducted, in which we will provide all the details about the business and disclose the secrets of Galileusz success, familiarizing the franchisee with the IT system. The fee is as follows:

Table. The amount of the license fee in the Galileusz franchise system.

Number of inhabitants	License fee[EUR]
up to 20 thousand	1 400
21 - 200 thousand	1 600
201 - 500 thousand	2 100
over 501 thousand	2 800

The basic fee: The franchisee is obliged to pay by the end of each month to the bank account provided in the franchise agreement. The first basic fee is paid in the second month of actual operation. The franchisee is released from the obligation to pay the basic fee in July and August. The basic fee is fixed and amounts to 100€. It is not dependent on the size of the city nor the number of its inhabitants.

The content of this prospectus does not constitute an offer within the meaning of art. 66 of the Polish Civil Code

Master franchise at Galileusz



Content

- I. Benefits and advantages of cooperation
- II. Requirements for the masterfranchisee

I. Benefits and advantages of cooperation

Benefits of joining Galileusz master franchise system...

- The master franchisee will be able to sell licenses in his country and open new branches. In addition it will participate in revenues related to the sale of licenses and basic fees, and as well receive exclusive rights in a given market;
- The domain we own will be called galileo-science.eu;
- The website and its content (eg. bookmarks) will be adapted to the education system in a given country. It will be fully editable and based on CMS;
- We provide the Google Drive Premium version with graphic designs, important documents and files;
- A contract that complies with the law in your country that is extremely beneficial;
- Training to acquire the skills necessary to manage the Galileusz network in a given country;
- We provide professional, remote assistance in conducting business, also in English including marketing, administration and IT issues;
- We will discuss the detailed terms of cooperation during joint talks.

II. Requirements for the master franchisee

Formal requirements for the master franchisee...

- The master franchisee must have great business and managerial skills;
- A very good knowledge of the education industry in a given country or the ability to acquire it is necessary;
- Adequate financial resources to implement the given project;
- A priority should be to open your own branch, which will be a model in a given country for franchisees;
- The amount of the (one-time) fee for purchasing the license:

City population	License fee (EUR)
up to 20 thousand	3000
21 - 500 thousand	4000
over 501 thousand	5000

We invite you to cooperation!

Galileusz

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