

**B**RIGHT

**E**NDEAVORS

**N**OW

**BUSINESS PLAN**

## **EXECUTIVE SUMMARY**

Bright Endeavors Now Ltd Preschool/ STEM program is a Science Technology Engineering and Math (STEM) based Montessori school that is well located in Mikocheni Plaza in Dar Es Salaam. We are a preschool that provides education services for children ages three to six to prepare them to enter school. Aside from the fact that we will operate a preschool center, we also have an existing After School STEM program that will work to support our preschool.

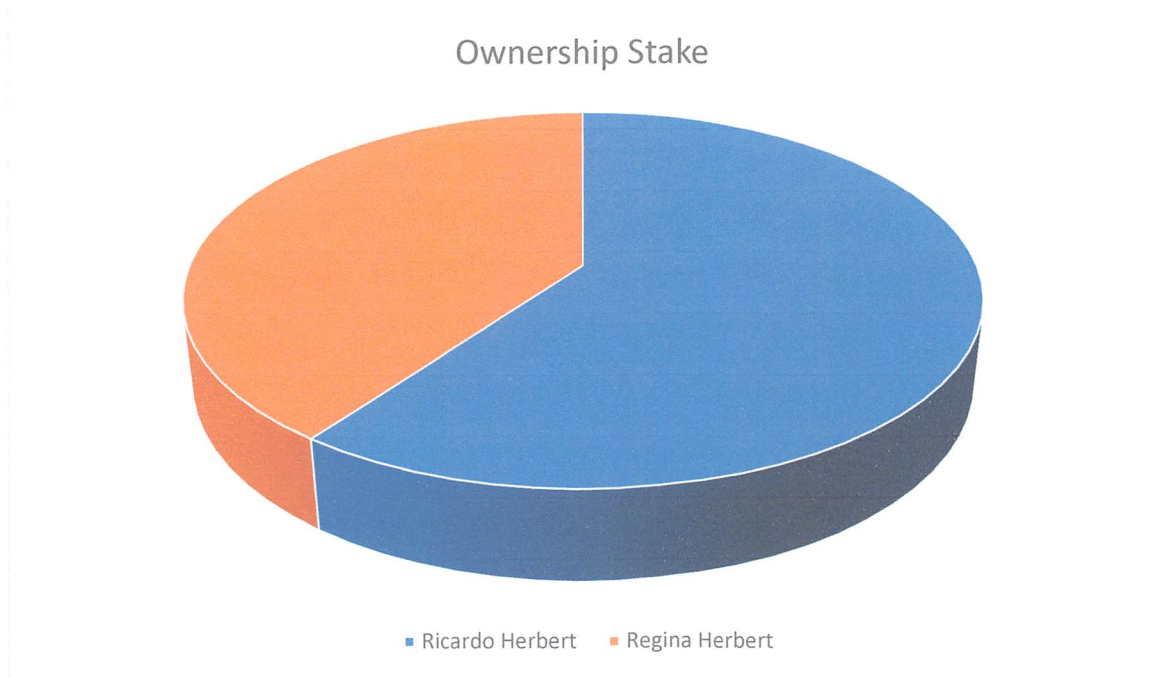
Bright Endeavors Now Ltd Preschool/ STEM program is a student-focused and result driven preschool that provides broad-based learning approaches and experience at an affordable fee that will not in any way put a hole in the pocket of our clients (parents). We will offer a standard and professional STEM and Montessori preschool services for children in a highly secured, neat and conducive learning environment. We will ensure that we work hard to meet and surpass all our parents' expectations and educational goals whenever they enroll their kids in our preschool/ STEM program.

At Bright Endeavors Now Ltd. Preschool/ STEM program, our kids' and their parents' overall best interest would always come first, and everything we do is guided by our values and professional ethics. We will ensure that we hire professional teachers and caregivers who are well trained to handle kids that are of preschool age in various stages of development.

Bright Endeavors Now Ltd Preschool/ STEM program will at all times demonstrate its commitment to sustainability, both individually and as an educational organization, by actively participating in our communities (Appendix C) and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by

meeting our parents needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach for our employees and for our students.

Bright Endeavors Now Ltd Preschool/ STEM program is founded and wholly owned by Mr. Ricardo Herbert and Dr. Regina Herbert.



Mr. Herbert has a Bachelor's Degree in Electronic Engineering, a Master's Degree in Transportation Planning and a Master's Degree in Business Administration. Dr. Regina Herbert has a Bachelor's Degree in Biotechnology and a PhD in Molecular Biology. Between the two of them they have over forty years of teaching, laboratory, and corporate experience. So, they have a wealth of experience to help build Bright Endeavors Now Ltd Preschool / STEM program to enviable heights.

## **BUSINESS/ INVESTMENT OBJECTIVE**

### **Product and Services**

Bright Endeavors Now Ltd Preschool/ STEM program is going to offer preschool services within the scope of the education board in Tanzania. Our intention of starting our preschool is to soundly prepare students between the ages of 3 and 6 for school and of course to make profits from the education industry and we will do all that is permitted by the laws of Tanzania to achieve our aim and business goal.

Our service offerings are listed below:

- Montessori based Preschool services for children between the ages of three and six years old
- STEM based educational services
- Licensed Preschool Center

### **Vision Statement**

Our vision is to build a highly competitive preschool that will become the number one choice for parents in the Mikocheni area. Our vision reflects our values: integrity, service, excellence and teamwork.

## **Mission Statement**

Our mission is to provide professional, safe and conducive preschool and learning environment to our students. Our overall business goal is to position ourselves to become a leading preschool brand in the Tanzanian educational industry.

Bright Endeavors Now Ltd Preschool will build a solid business structure that can support the growth of our preschool. We will ensure that we hire competent people to help us build the business of our dream. The fact that we want to become a leading preschool brand in the Tanzanian educational industry makes it highly necessary to deliberately build a well – structured business from the onset.

At Bright Endeavors Now Ltd. Preschool we will ensure that we hire people that are qualified, hardworking, creative, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

## **Job Creation**

In view of the above, we have decided to hire qualified and competent employees to occupy the following positions;

- Head of The Pre – School / School Coordinator
- School Administrator
- Marketing and Sales Executive
- Client Service Executive

## Roles and Responsibilities

### Head of the Preschool / School Coordinator:

- Responsible for providing direction for the preschool / daycare center
- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing fees and signing business deals (partnership)
- Responsible for signing checks
- Coordinates all arms of the preschool
- Evaluates the success of the preschool

### School Administrator/Teacher

- Responsible for overseeing the smooth running of HR and administrative tasks for the preschool
- Design job descriptions with KPI to drive performance management for all staff members
- Hold meetings with key stakeholders (parents and owners) to review the effectiveness of the schools' Policies, Procedures and Processes
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defining job positions for recruitment and managing interviewing process

- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Oversee the smooth running of the daily activities.

### Marketing and Sales Executive

- Identifies, prioritizes, and reaches out to new parents, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
- Writing winning proposal documents, negotiate fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluate new plans for expanding increase sales
- Document all customer contact and information
- Represents the company in strategic meetings
- Help increase sales and growth for the company

## Client Service Executive

- Welcomes toddlers and their parents by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with parents (e-mail, walk-In center, SMS or phone) provides them with a personalized customer service experience of the highest level
- Through interaction with parents on the phone, uses every opportunity to build their interest in the school's products and services
- Manages administrative duties assigned by the school coordinator in an effective and timely manner
- Consistently stays abreast of any new information on the schools' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to students when they make enquiries
- Receives parcels / documents for the Preschool
- Handles any other duties as assigned by the school authority

## **INDUSTRY ANALYSIS**

Bright Endeavors Now Preschool engaged the services of a Mr. Ricardo Herbert who has a Master's Degree in Business Administration (MBA) and almost twenty years' experience in the area of corporate business engineering consulting to perform its SWOT Analysis

Here is a summary from the results of the SWOT analysis that was conducted on behalf of The Bright Endeavors Now Preschool;

### **Strength:**

Our core strength lies in our power to offer innovate STEM and Montessori based education. Cutting edge education will be responsible for training the next generation of technical trained and highly qualified professionals. Our existing STEM afterschool program will well position us to offer a level of technical programming that our competitor won't be able to match.

### **Weaknesses:**

As a new type of pre – school, it might take some time for our organization to break into the market and gain acceptance in a saturated preschool / education industry; that is perhaps our major weakness.

### **Opportunities:**

The opportunities in the preschool / education industry in general is massive considering the number of parents who would want their kids under school age to be in safe place and to get them prepared for kindergarten. As a STEM based preschool we have an opportunity to fill a large gap in the technical education of children.

### **Threats:**

Some of the threats that we are likely going to face as a preschool are the arrival of a competitor within our location of operations and an economic downturn which usually affects spending /

purchasing power. There is hardly anything we can do as regards to these threats other than to be optimistic that things will continue to work for our good.

## **MARKET STRATEGY**

### **Market Trends**

The trend in the preschool line of business is that the key to attracting parents to enroll their children is the safety, cleanliness, location and of course the overall comfort of their children.

The trend in the daycare center industry is such that players in this industry can now comfortably start their preschool business in an shopping plaza; a place where it is easier for working class parents to drop off and pick up their children.

The demand for preschools is driven by the fact that most parents work or are engaged in businesses that takes them away from their kids that are under school age and one of the options left is to enroll such kid in a preschool center.

Because time for these parents is limited, locating near other necessary service providers such as fast food restaurants, supermarkets, or fitness gyms is key. Mikocheni Plaza is conveniently located near Palm Village and offers a range of services for parents to consume when they pick up their child.

## **Target Market**

As a STEM based Montessori preschool, Bright Endeavors Now Ltd. offers a wide range of preschool services hence we are well trained and equipped to serve a wide range of kids at different growth levels.

Our target market as a preschool cut across parents with kids under school age of different class and people from all walks of life. We are coming into the preschool / education industry with a business concept that will enable us work with the children at different learning stages.

Below is a list of the parents / children that we have specifically design our preschool services for;

- Working class parents with children under school age
- Parents with children under school age who run their own business and are too busy to take care of their children during business hours

## **Competitive Advantage**

### **Smaller Classrooms**

This field is a highly intense one because of the level of quality service offerings by the preschools who are more pressured to deliver better services. Due to this pressure, there is a jostling amongst the different preschools to get more parents to enroll their toddlers in their daycare center, thereby increasing their earnings as well. While we prioritize earnings like any other business we also know having too many children per classroom will not be conducive to

their learning experience. So, we have made it compulsory that our classes are small and we have a high teacher to student ratio.

### Scientific and Inquiry based Learning

We are quite aware that to be highly competitive in the preschool / education industry means that you should be able to deliver consistent quality education, parents should be able to experience remarkable difference and improvement in their children. For example, below are some of the salient learning goals achieved by STEM Robotics/Coding education:

#### 1. Sensory Learning

Children learn with all of their senses, and robotics aligns more naturally with the active, hands-on development of students. Studies have shown that a multisensory approach activates a larger number of cognitive connections. Robots encourage students to touch, build, measure, follow, run, skip besides, avoid obstacles or launch balls. Students are emotionally and physically engaged, making increased neural connections that result in active learning and enhanced long-term experiential recall.

#### 2. Improved Socialization

Social learning is nothing new. Back in the 1970s, Albert Bandura established the most well-known theory of modern social learning. Communication and collaboration are critical skills to prepare young people for the world outside the classroom doors. Robotics challenges offer students opportunities in all forms of socialization,

including and most importantly, developing burgeoning listening skills, and considering and evaluating alternate perspectives.

### 3. Opportunities for Hands-On Innovation

Daniel Pink theorizes that the 21<sup>st</sup> century has witnessed an altered mindset in the global market. In this new world, the MFA is worth more than the MBA. While computers can be programmed to attend to logical, linear outputs, creativity and innovative thinking can never be automated. This gives rise to costly implications for our students. While preparing them to calculate, spell, and recall the names and locations on a map, are we balancing the curriculum with opportunities to problem solve and ask the questions that bring forth innovations? Robotics challenges offer students exciting opportunities to build and express their imaginations. There is an authenticity of purpose inherent in bringing the seed of an idea to fruition, from the brainstorming phase to construction of artifacts that have real-world value.

### 4. A Higher Level of Rigor

The highest levels of Bloom's Taxonomy are application, analysis, synthesis, and evaluation. At these peak levels of thinking, students begin to consider real-world applications for knowledge. Facts and ideas become building blocks with which they can construct innovative applications, products, and inventions. Jobs in the 21st

century will require our students to perform at the highest levels of thinking. Yet how often are we providing them with these opportunities?

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We are mindful of the fact that there is stiff competition amongst pre – schools and hence we have hired a marketer to handle our sales and marketing.

Our marketer will be trained on a regular basis so as to be well equipped to meet their targets and the overall goals of Bright Endeavors Now Ltd Preschool. We want to build a first-class preschool that will leverage on word of mouth advertisement from satisfied parents.

Our goal is to grow our preschool to become one of the top 10 preschools in the Tanzania which is why we have mapped out a strategy that will help us take advantage of the available market and grow to become a major force to reckon.

Bright Endeavors Now Ltd Preschool is set to make use of the following marketing and sales strategies to attract clients;

- Introduce our preschool by sending introductory letters alongside our brochure to parents / household.
- Print out fliers (Appendix A and B) and business cards and strategically drop them in play areas and parks
- Use friends and family to spread the word about our preschool
- Post information about our preschool center on bulletin boards in places like supermarkets and churches

- Place a small or classified advertisement in the newspaper, or local publication about our preschool center
- Advertise online by using advertising platforms such as Google AdWords,
- Advertise our preschool in relevant online blogs and message boards
- Encourage word of mouth marketing from loyal and satisfied parents

### **Publicity and Advertising Strategy**

We have been able to work with our brand and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market.

Below are the platforms we intend to leverage and promote Bright Endeavors Now Ltd.

Preschool;

- Place adverts on both print (community-based newspapers and magazines) and electronic media platforms
- Sponsor relevant community-based events / programs
- Leverage on the internet and social media platforms like; Instagram, Facebook, Twitter, YouTube, Google + et al to promote our brand
- Install our Bill Boards on strategic locations around Dar Es Salaam.
- Distribute our fliers and handbills in target areas
- Passing general information via our social media handles like twitter, Facebook, Google hangouts etc.
- Ensure that all our staff members wear our branded shirts and all our vehicles are well branded with our schools' logo et al.

## **FINANCIAL PROJECTIONS**

### **Investment Funds Expenditure Breakdown**

#### **Year 1**

Below are the start-up materials and equipment cost for the **preschool** for the **first six months**;

- Business incorporation/ registration/tax/licensing fees– \$500.
- The budget for Liability insurance, permits and license will cost – \$1,500
- Rental property (6 months’ rent) cost – \$6,000.
- Equipping the office area (computers, monitors, tv’s, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$20,000
- The budget for paying staff members and utility bills for at least 6 months – \$6,000
- The budget for start – up learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$25,000
- Launching an official preschool Website will cost – \$500
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- **Total for 6 months- \$64,500**

The start-up cost for the **existing STEM program** (In operation since Feb 1<sup>st</sup>) must be added into the start-up cost of the preschool. The itemized costs for the STEM program is similar to itemized start-up costs of the preschool above. If we adjust the costs above to reflect 4 months

of cost and if we factor in the purchase of our Vehicle (17 seat people mover Van). The cost is as follows:

- Rental property (4 months' rent plus security) cost – \$5,000.
- Equipping the office area (computers, monitors, tv's, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$13,200
- The budget for paying staff members and utility bills for at least 4 months – \$3,960
- The budget for learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$16,500
- Launching an official STEM Website will cost – \$500
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- 17 seat people mover van - \$10,000
- **Total for 4 months- \$54,160**

The start-up cost for the remainder of the year one is:

- Rental property (2 months' rent plus security) cost – \$2,000.
- Equipping the office area (computers, monitors, tv's, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$6,600
- The budget for paying staff members and utility bills for at least 2 months – \$1,980
- The budget for learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$8,200

- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- **Total for 2 months- \$23,780**

**Total for 1<sup>st</sup> year- \$142,440**

## **Year 2**

We anticipate many more students coming to our school in comparison to year 1. We would like to expand our transportation offerings by buying a full-sized bus. In addition, we will continue expanding our educational offering through the purchase of addition STEM and Montessori toys. We are also going to purchase more desks, chairs, electronics, and furniture for future expansion. Our intention is to store these items until we move in the middle of year 3.

Below are materials and equipment cost for the **pre-school** for the **next year (2<sup>nd</sup> year)**;

- The budget for Liability insurance, permits and license will cost – \$1,500
- Rental property (12 months' rent) cost – \$12,000.
- Equipping the office area (computers, monitors, tv's, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$30,000
- The budget for paying staff members and utility bills for 12 months – \$20,000

- The budget for learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$40,000
- Maintenance of official preschool Website will cost – \$500
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- School Bus - \$30,000
- Vehicles Insurance, registration and gas- \$5000

**Total for 2<sup>nd</sup> year- \$144,000**

### **Year 3**

Our lease expires in the middle of the year three and we would like to move to a much larger facility. We also would like to expand our transportation fleet by buying a 2<sup>nd</sup> full sized bus. Since we will occupy a much larger space some the cost below in some cases doubles.

Below are materials and equipment costs for the **preschool** for the **year 3;**

- The budget for Liability insurance, permits and license will cost – \$1,500
- Rental property (12 months' rent) cost – \$30,000.
- Equipping the office area (computers, monitors, tv's, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$60,000

- The budget for paying staff members and utility bills for 12 months – \$40,000
- The budget for learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$80,000
- Maintenance of official preschool Website will cost – \$500
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- School Bus - \$30,000
- Vehicles Insurance, registration and gas- \$5000

**Total for 3rd year- \$252,000**

## **Year 4**

We expect to be settled into new larger facility. Although our rent may triple we expect to cash flow in this year because we have a greatly reduced office area equipment cost, learning material cost, and School Bus cost.

Below are materials and equipment costs for the **preschool** for the **year 4**;

- The budget for Liability insurance, permits and license will cost – \$1,500
- Rental property (12 months' rent) cost – \$36,000.

- Maintaining the office area equipment (computers, monitors, tv's, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$5,000
- The budget for paying staff members and utility bills for 12 months – \$40,000
- Maintaining the learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$5,000
- Maintenance of official pre-school Website will cost – \$500
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- Vehicles Insurance, registration and gas- \$5000

**Total for 4th year- \$98,000**

## **Year 5**

We expect to cash flow in this year because we have a greatly reduced office area equipment cost, learning material cost, and School Bus cost in comparison to year 1 thru 3.

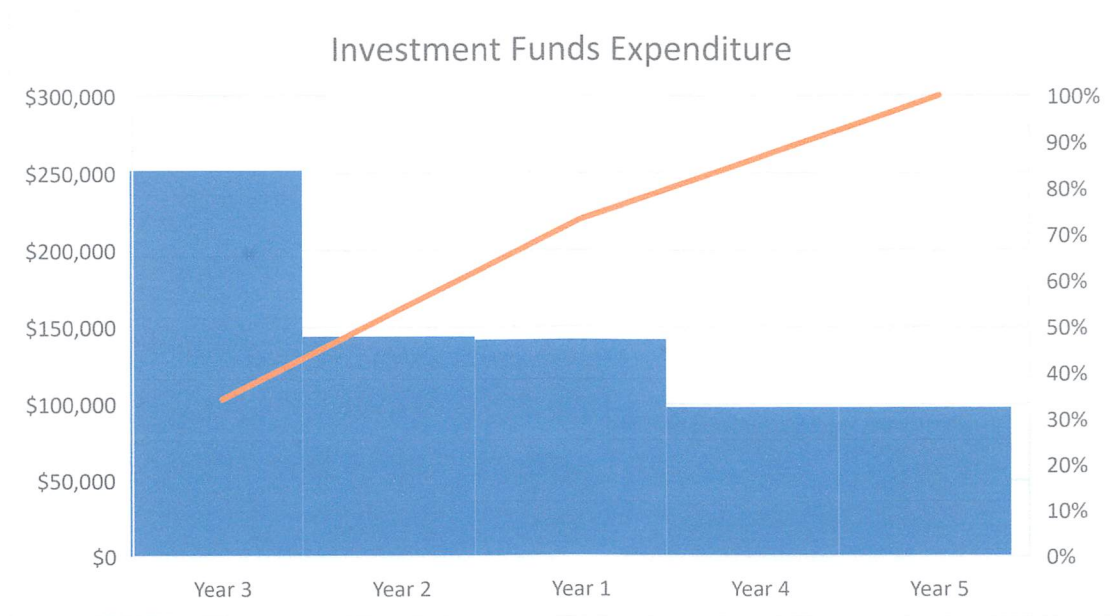
Below are materials and equipment costs for the **pre-school** for the **year 5**;

- The budget for Liability insurance, permits and license will cost – \$1,500
- Rental property (12 months' rent) cost – \$36,000.

- Maintaining the office area equipment (computers, monitors, tv's, printers, desk tables, desk chairs, cabinets, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – \$5,000
- The budget for paying staff members and utility bills for 12 months – \$40,000
- Maintaining the learning material inventories (stem toys, Montessori toys, tablets, keyboards) – \$5,000
- Maintenance of official pre-school Website will cost – \$500
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – \$5,000
- Vehicles Insurance, registration and gas- \$5000

**Total for 5th year- \$98,000**

**Total 1 thru 5 - \$734,440**



Going by the projections above over a three-year period, we will need about five hundred and thirty-eight thousand four hundred and forty thousand dollars to set – up a medium scale well equipped preschool.

### **Sources of Income**

Bright Endeavors Now ® Preschool is established with the aim of maximizing profits in the preschool / education industry and we are going to go all the way to ensure that we do all it takes to attract parents on a regular basis. Bright Endeavors Now ® Preschool will generate income by offering the following services;

- Provide pre-school for children between the ages of three and six to prepare them for school.
- Providing transportation for pre-school children
- Running a STEM after-school program
- Delivering STEM based programming to schools

### **Sales Forecast**

One thing is certain; there will always be parents who want their kids under school age to be in safe place and to get them prepared for school. As a safe and highly comfortable preschool center, we are ready to take advantage of any opportunity that comes our way.

We are well positioned to take on the available market in Dar Es Salaam and we are quite optimistic that we will meet our set targets.

We have been able to critically examine the preschool / daycare center market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to similar startups in Dar Es Salaam.

Below is the sales projection for Bright Endeavors Now Ltd Preschool, it is based on the location of our daycare center and of course the wide range of preschool/STEM services that we will be offering;

## **Year 1**

Below is the estimated revenue;

- STEM afterschool program sales revenue (assuming 40 students are enrolled for an average of 2 classes per week)-\$27,012
- STEM program delivery to schools and community centers sales revenue (assuming 3 schools and 3 classes per week)- \$10,129
- Preschool sales revenue (assuming we have an enrollment of 10 students)- \$25,974
- Transportation sales revenue- (assuming 8 students take transport)- \$7792

**Total for 1<sup>st</sup> year- \$70,907**

## **Year 2**

Below is the estimated revenue;

- STEM afterschool program sales revenue (assuming 60 students are enrolled for an average of 3 classes per week)-\$60,779
- STEM program delivery to schools and community centers sales revenue (assuming 5 schools and 5 classes per week)- \$16,883
- Preschool sales revenue (assuming we have an enrollment of 20 students)- \$51,948
- Transportation sales revenue- (assuming 16 students take transport)- \$15,584

**Total for 2<sup>nd</sup> year- \$145,194**

### **Year 3**

Below is the estimated revenue;

- STEM afterschool program sales revenue (assuming 90 students are enrolled for an average of 3 classes per week)-\$90,779
- STEM program delivery to schools and community centers sales revenue (assuming 5 schools and 5 classes per week)- \$16,883
- Preschool sales revenue (assuming we have an enrollment of 30 students)- \$77,922
- Transportation sales revenue- (assuming 24 students take transport)- \$23,378

**Total for 3<sup>rd</sup> year- \$208,962**

### **Year 4**

Below is the estimated revenue;

- STEM afterschool program sales revenue (assuming 90 students are enrolled for an average of 3 classes per week)-\$90,779
- STEM program delivery to schools and community centers sales revenue (assuming 5 schools and 5 classes per week)- \$16,883
- Preschool sales revenue (assuming we have first year enrollment of 45 students)- \$116,883
- Transportation sales revenue- (assuming 35 students take transport)- \$34,092

**Total for 4<sup>th</sup> year- \$258,637**

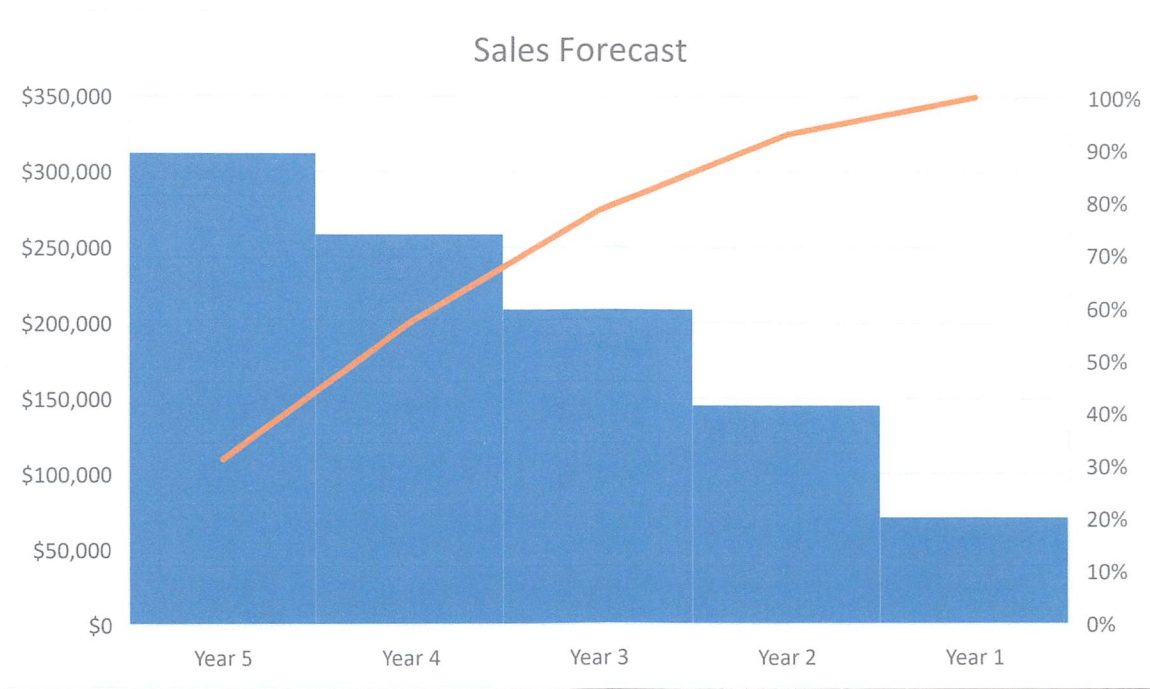
## **Year 5**

Below is the estimated revenue;

- STEM afterschool program sales revenue (assuming 90 students are enrolled for an average of 3 classes per week)-\$90,779
- STEM program delivery to schools and community centers sales revenue (assuming 5 schools and 5 classes per week)- \$16,883
- Preschool sales revenue (assuming we have first year enrollment of 60 students)- \$155,844
- Transportation sales revenue- (assuming 50 students take transport)- \$48,702

**Total for 5<sup>th</sup> year- \$312,208**

## Total 1 thru 5 - \$995,908



This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown/lockdown, natural disasters or major competitors offering the same services as we do. \*Please note that the above projection might be lower and at the same time it might be higher.

- Our Pricing Strategy

Generally, for preschool services a flat fee on a monthly basis is what is obtainable. As a result of this, Bright Endeavors Now Preschool Ltd. will charge our parents who enrolled their toddlers in our daycare center flat fees.

At Bright Endeavors Now Preschool Ltd. we will keep our fees below the average market rate for all of our students by keeping our overhead low and by collecting payment in advance. In addition, we will also offer special discounted rates to all our students at regular intervals.

- Payment Options

At Bright Endeavors Now ® Preschool, our payment policy will be all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients;

- Payment via bank transfer
- Payment via online bank transfer
- Payment via mobile money
- Payment with cash

### **Generating Funding / Startup Capital**

Bright Endeavors Now Pre – School is a private business that will be wholly owned by Mr. Ricardo R. Herbert and Dr. Regina Herbert. They are the sole financial resource for the business which is why they decided to restrict the sourcing of the start – up capital for the business to just four major sources.

We intend to generate our startup capital and capital for expansion;

- From our personal savings

- Sale of personal stock options
- Income generated from work employment separate from the business
- Capital paid for pre-school/STEM program

### **Startup capital – 1<sup>st</sup> year**

Capital from our personal savings - \$10,000

Sale of personal stock options - \$100,000

Income generated from work employment separate from the business - \$110,000

**Total for 1<sup>st</sup> year- \$220,000**

### **Expansion capital – 2nd year**

Capital from our personal savings - \$10,000

Income generated from work employment separate from the business - \$110,000

**Total for 2<sup>nd</sup> year- \$120,000**

**Expansion capital – 3rd year**

Capital from our personal savings - \$10,000

Income generated from work employment separate from the business - \$110,000

Cash from home refinance and Wife's employment income - \$ 34,440

**Total for 3<sup>rd</sup> year- \$154,440**

**Expansion capital – 4th year**

Capital from our personal savings - \$10,000

Income generated from work employment separate from the business - \$110,000

**Total for 4<sup>th</sup> year- \$120,000**

## Expansion capital – 5th year

Capital from our personal savings - \$10,000

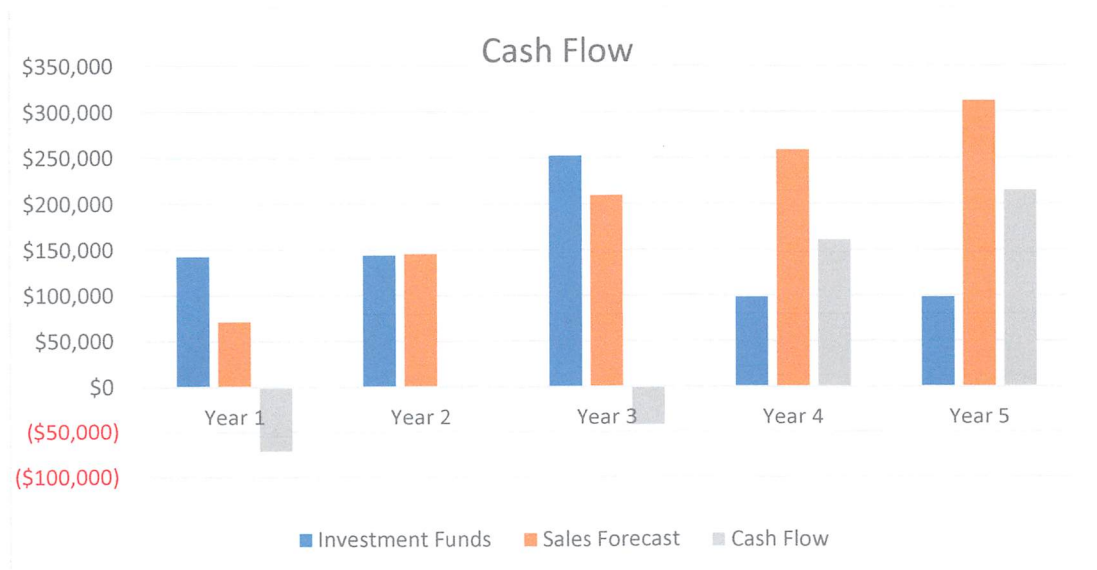
Income generated from work employment separate from the business - \$110,000

## Total for 5<sup>th</sup> year- \$120,000

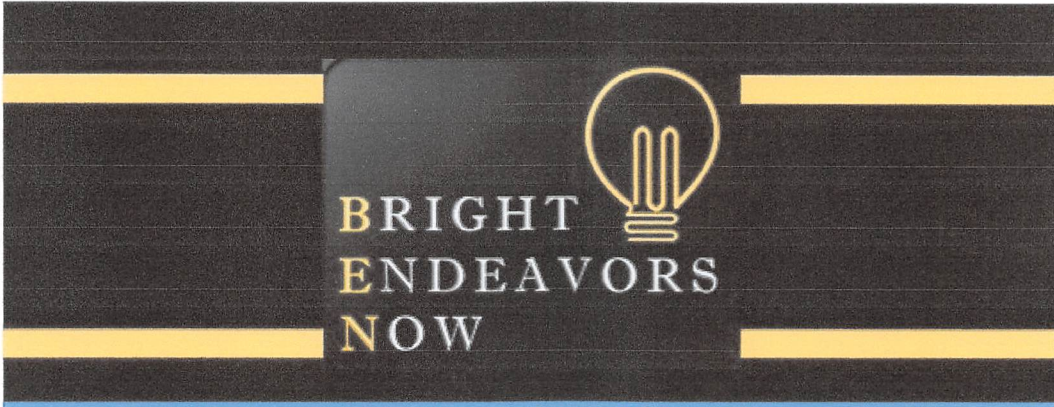
## Total 1 thru 5 - \$734,440

### Cash Flow


Because of our aggressive start-up and expansion plans we have committed ourselves to operating in a negative cash flow zone during our first three years of operation. This has caused our office area equipment, learning materials, and School bus expenditures to be greatly inflated during those years. We anticipate entering a positive cash zone in year 4 and year 5.



APPENDIX A



**BRIGHT ENDEAVORS NOW**



**S** Science **T** Technology **E** Engineering **M** Mathematics


*for kids*

**Day and After School Classes for Ages 4 - 12**

- ★ Robotics
- ★ Electrical Engineering
- ★ Coding
- ★ Life and Physical Sciences


**Located at: Mikocheni Plaza Ground Floor,  
Near KFC and Pizza Hut**

**Demo Classes  
begin in January!!**



**Contact us for registration on: WhatsApp +255 763 963 788.  
[www.brightendeavorsnow.com](http://www.brightendeavorsnow.com)**

## APPENDIX B



# for kids

FOR AGES 4 - 16

## MAY CLASSES

### CODING CLASSES

Little Coders: Coding with Botley  
Tuesdays at 3:30 PM or Sundays at 3 PM

Junior Coders: Coding with DASH  
Tuesdays at 4:30 PM or Sundays at 6 PM

### ENGINEERING CLASSES

Little Engineers: Beginners Electric Circuits  
Wednesdays at 3:30 PM or Sundays at 1 PM

Junior Engineers: Intermediate Electric Circuits  
Wednesdays at 4:30 PM or Sundays at 4 PM

Senior Engineers: Advanced Electric Circuits  
Thursdays at 5:30 PM

### ROBOTICS CLASSES

Little Robotics: Lego Chain Reactions  
Thursdays at 3:30 PM or Sundays at 2 PM


Junior Robotics: Lego WeDO  
Thursdays 4:30 PM or Sundays at 5 PM

### SCIENCE CLASSES

Little Scientists: Hands on Messy Science Fun  
Mondays at 3:30 PM or Sundays at 11 AM

Junior Scientists: Exploring Science Fun  
Mondays at 4:30 PM or Sundays at 12 PM

Senior Scientists: Science Lab Fundamentals  
Mondays at 5:30 PM



Our Little Classes are for ages 4 -7.  
Our Junior Classes are for ages 8-12.  
Our Senior Classes are for ages 13-16.

REGISTER TODAY!!


On WhatsApp: +255 763 963 788  
Or  
Email: [brightendeavorsnow@gmail.com](mailto:brightendeavorsnow@gmail.com)

For more information about us visit our website:  
[www.brightendeavorsnow.com](http://www.brightendeavorsnow.com)

**Location:**  
Mikocheni Plaza  
Ground Floor  
Conveniently located  
near KFC, Pizza Hut  
and Taste Me

Register for 3 or  
more classes  
and each class is  
40,000 Tsh for the  
month of April!

CLASSES MEET FOR ONE HOUR ONCE A WEEK  
TUESDAY - THURSDAY CLASSES MEET FOR 4 WEEKS AT 80,000 TSH/CLASS  
SUNDAY AND MONDAY CLASSES MEET FOR 5 WEEKS AT 75,000 TSH/CLASS



**BRIGHT  
ENDEAVORS  
NOW**

## APPENDIX C



*for kids*



**Creating a brighter tomorrow**

# To our Orphanage Outreach Program

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<b>About Us</b>	<b>Chakuwama Orphanage</b>
<p><b>Bright Endeavors Now (BEN)</b> is a STEM Program located in Dar Es Salaam, Tanzania that focuses on teaching children Science, Technology, Engineering and Math (STEM). We know children learn best by doing, so our curriculum and teaching methods incorporate hands-on learning that encourage discovery, creativity, and independent thinking. At BEN, we also want to offer opportunities to learn STEM to children who are less fortunate.</p> <p><b>For more information about us:</b> <a href="http://brightendeavorsnow.com">brightendeavorsnow.com</a></p>	<p>On Saturday, May 15 Bright Endeavors Now will begin its first day of free STEM programming for the <b>Chakuwama Orphanage Centre</b>. The schedule for the Chakuwama children is below:</p> <ul style="list-style-type: none"><li>8:30 am – Children Pickup</li><li>8:55 am – STEM Center Drop off</li><li>9:00 am – Robotics/Electrical Engineering</li><li>10:00 am – Coding Class</li><li>11:00 am – Playground Play</li><li>12:00 pm – Lunch (KFC/Taste Me/Pizza Hut)</li><li>12:45 pm – Face Painting for the Children</li><li>1:30 pm – Children leave STEM Center and are dropped off at Orphanage</li></ul>

**APPENDIX D-1**



**APPENDIX D-2**

