



INDO-AMERICAN  
Montessori Pre School

## Business Proposal

An initiative to awake the  
**Genius** in every child

**LAMPS :**  
**INDO-AMERICAN**  
**Montessori Pre School**



## Preface

This Proposal has been designed for our valuable investors who are planning to become a part of the Indo-American Montessori Pre School.

The sole reason to present a précised description of our investment proposal is to make the investors conscious about the integral step they are taking towards a successful project.

In order to enhance their faith on the organisation, we have tried to come out with the best qualities and potentialities.

In this manual we have tried our best to provide all the micro & macro information to enable the investor to take an informed decision.

Imagine a business in which

1000<sub>s</sub> of

Smiles Blossom

Everyday!

# All Investment Proposals are not Business Proposals



All Businesses are  
not Truly Investment  
Proposals



So why you  
must choose  
us?

IAMPS is proposing an Investment in Right Direction with Futuristic Vision, Service to Nation and World and the most important Achievement, Re-discovering Yourself.

IAMPS has a plan to bring your thoughts, dreams, views, vision & mission in reality.

## Why Invest in Education with IAMPS?

- The nightmares you always have - “will my invest be safe”?
- The doubt which always stops you - “are they the right business partners”
- The thought is making you restless - “how can I contribute to the nation, world & to humanity”?
- The thought which is disturbing you - “money & profit can even come from just any routine business”?
- The thought which is giving you sleepless nights - “which business suits me & will enhance my profile, image & credibility in society”?
- The thought which is frustrating you the most “there are so many pre-schools in the area, but not a suitable one”?



# Why Education is the Right Investment Decision?

- You think about any giant corporate business house - they have invested in education
- You think about any visionary- they all have talked about investment in education
- You think about any parent- they all are concerned & prepared to invest in right education for their child.
- You think about any building which is respected the most - it is always a school
- You think about one common thing globally which is respected credible - investment in education
- You think about one investment which is self rewarding & energizes you - investment with kids. They don't say "Thanks" they smile & each & every smile is more than any amount of money. Imagine 1000's of smiles blossoming everyday in your building



# Why IAMPS is an Excellent Exciting Investment Opportunity?

**Distinctive Environment:** IAMPS provides unique environment of Learn - Share - Earn. You learn from our intensive training, share your thoughts & plans and start Earning. IAMPS values & respect your ideas.

**Distinctive Support System:** Professional & experienced team of IAMPS will hand - hold you and provide all types of strategic support to make your venture profitable & successful.

**Distinctive Marketing Plan:** IAMPS believes in “niche & individuality” so IAMPS makes exclusive marketing plan for individual investment. “One Size Doesn’t Fit All”.

**Distinctive Curriculum:** Most accepted & trusted Montessori Curriculum adapted worldwide for making our children “Global Citizens”.

**Distinctive Magic Stick:** Our seasoned Teams are always with you for all your needs.



# Integrated Aspects

## Mission statement



IAMPS wants to be among the best Pre School education institutions

To be a major contributor to value creation in business and society

Develop new research-based knowledge in partnership with Child Care Institutions and other related organisations

## Strategic goals



International profile based on a regional foundation

Intensified partnership with the business community

Being a Learning Platform



# What makes IAMPS incomparable?

## Our USP

India is the world capital for Intellect & Wisdom.

At IAMPS we bring the amalgamation of the two and give our students a unique combination of Indian Value Based Education System & Modern Environment for Global Adaptation.

America is the world capital for bringing dreams to reality.



# Montessori Education-Origin

It was in the year 1907, when Maria Montessori opened the Casa dei Bambini, or Children's House in Rome. The ideas that were implemented in this children's house became a new style of philosophy that created buzz worldwide. That philosophy came to be known as the Montessori Style Of Teaching.

Maria Montessori was an Italian physician, educator, and innovator, acclaimed for her educational method that builds on the way children naturally learn. Her unique approach to education grew from a single preschool to a worldwide movement in the space of 20 years.

What makes this kind of education unique from others is the orientation of the complete Montessori concept prepared by Dr Maria Montessori. IAMPS being the faithful disciple of this notion has also worked upon its various aspects, Montessori labs and the teaching tools are the two essentials implemented for the holistic progress of the children.



**Maria Montessori**

## Affiliation to The American Montessori Society



Our organisation is privileged to become the active and optimistic member of the American Montessori Society. The affiliation is an indication of our dedication towards the society to serve quality education. The Indo American Montessori Pre School has the authentication to impart its children with international recognition. We also feel proud to be the one of Indian Schools to acquire the membership for a better administration.

**The American Montessori Society (AMS)** is the foremost advocate for quality Montessori education, an innovative, child-centered approach to learning. AMS sets the high professional standards that inform Montessori education as practiced in AMS-accredited schools and taught in AMS-affiliated teacher education programs.

# BreathEasy Schools

Pollution being a serious concern all over the globe has become an imperative issue that needs to be taken into notice. As an organisation, whose prime focus is on the children believes to create an environment free from the pollutants drilling the human bodies every day. The Indo-American Montessori Pre School believes in subtle and effective measures required for the comfort and security of its children.

The reason these classrooms are the **Breathe Easy** classrooms, because we shall be planting some special plants inside to filter the interiors from chemicals and pollutants present in the air. There are few plants that have abilities to filter the environment by absorbing the pollutants of the surrounding. These plants would be placed all over the school premises and inside the classrooms so that the children breathe easy and stay healthy.

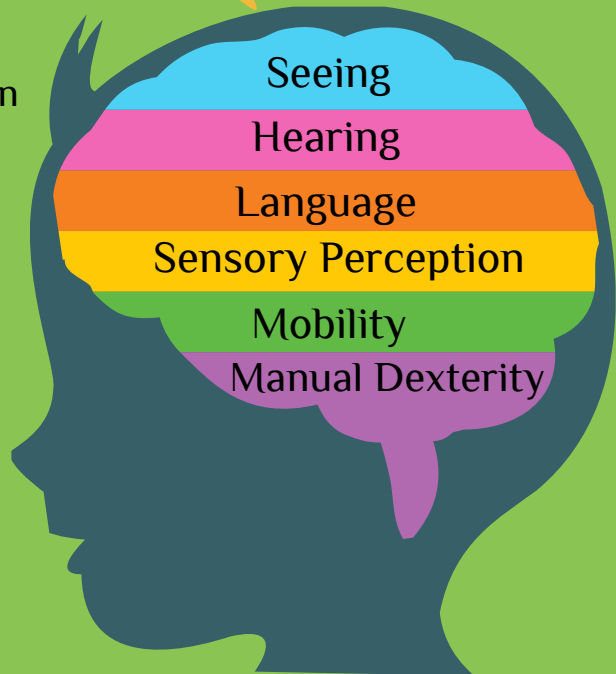
# Mid Brain Development

Accelerate the power of your child's brain

Brain Stimulating  
Exercise for the  
children of 2 to 5 years  
of age

7 Stages of Brain  
Development  
that can be  
measured in

**6** Distinct  
Areas



# IAMPS' Quality Circle



# Integrated Aspects

## IAMPS Learning Lab



The primary aim of IAMPS Learning Labs is to work for a continuous enhancement of quality in study programs and teaching.

## Quality Indicators



Study programs have relevant and operational goals

Variation in forms of teaching and examination with integration of ICT (Information and Communications Technology)

Teaching is oriented towards practise

Teaching is research-based

High student activity based on students being responsible for their own learning processes

Study programs are interdisciplinary

Consistency between goals, study activities and forms of examination

# Our Seasoned Professional Team

## Experience

LAMPS is led by top performers from industry and professional services organisations. With 20 years of average experience across our Firm Leadership, LAMPS provides seasoned professional advice and guidance for each project. Ensuring quick ramp-up, immediate impact and actionable results.



## Trusted Partners

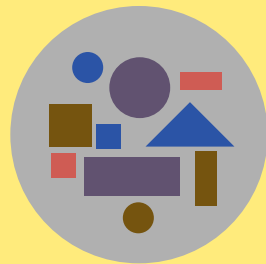


Our seasoned, professional Team Members take appropriate time to understand your strategy and goals, and then apply experience, methodologies and execute to help you achieve success. While strategy without execution is a hallucination, execution without strategy is aimless



## Tailored Solutions

IAMPS team members are well versed in industry best practices, methodologies and frameworks for program, project, and change management. We tailor and leverage these best practices to achieve consistent, repeatable success for our brand.



## Knowledge Transfer



At IAMPS, we feel pride on working side by side with brand resources in order to ensure the sustainability of our solutions through appropriate transfer of key knowledge. We understand that one of the best indicators of a professional services firm is the self-sufficiency of its brand.

# Curriculum

## Basic Beliefs

- Constructive, purposeful play is a vehicle for meaningful learning.
- The development of social competence is a key focus of the preschool years.
- Curriculum and assessment must be linked.
- Families are partners in children's learning.
- The teacher's role is vital in connecting content, teaching and learning.
- All children, including those with special needs, can thrive in an appropriate preschool classroom.
- An educational program that implements principles of developmentally appropriate practices that are based on current knowledge about child development and learning.
- And more....it's what you teach, how you teach it, and how you know that kids are learning.



# Infrastructure

- **Montessori Studio**

All the teaching tools and equipment will be available in the Montessori Studio for the children.

- **Creativity Arena**

Creativity Arena is the best place to enhance the child's interest learning interesting craft work.

- **Common Corner**

In order to inculcate good habits and living room manners in the children, this room will be the centre for the children to learn the social etiquettes and also relax for some time.

- **Tot's Odeum**

There is an actor in every child. Tot's odeum is a place for the child to act and react with the other children.

- **Mini Opera**

The recreational activities like dancing & singing make them more active and positive. Mini Opera is a room to perform all the dancing and singing activities.

# Infrastructure

- Smartcentre

Matching the steps with the present tech-savvy generation, it has become crucial to keep the children updated with the latest development around them. For the smart children of a smart school, IAMPS have introduced Interactive Boards for the children to enjoy the pictorial description of images. This is an effective style of making children smart and wise with the help of visuals.

- Puppet Play Corner

Puppet Play corner is also available for puppet show which is a perfect mode to impart basic etiquettes and manners to the children.

- Kindergym

We care for child's Well-being. The exclusively designed Kindergym have equipment like treadmill, Double twister, power rider, scooty, stepper and fitness cycle.

- Mini's Cafe

It is the dining area where, the children will not only have food but they will be trained with the table etiquettes and good eating habits and sharing habits.

- Ball Tub

The best thing for the children is to play with balls. It is loved by children of all age group. With a view to make it more exciting for the tiny tots, there are giant tubs filled with balls of all size. That is the Ball Tub.

- **Kiddie Pool**

The best way to make the child a good swimmer is to let him in a pool. The Kiddie pools are designed to allow the child to enjoy in water and learn how to swim.

- **Tiny desert**

Small artificial sand pits pretending like deserts are for the development of gross motor and fine motor of the children.

- **Classrooms**

A colourful and bright atmosphere with lots of toys and posters all around the walls of the classrooms. Anti-pollution plants will not only beautify the surrounding but it will also amplify positivity in the atmosphere. The classrooms are the BreathEasy Classrooms. This will rejuvenate the children and help in the smooth learning process.

- **Fairyland**

An area devoted for the swings, slides, rockers, rides and mini-wheels where children can play around happily and enjoy the small rides designed keeping in mind the safety of the children.

And much more....

# Classrooms

LAMPS has designed the classes for the children depending on their age group. The core curriculum includes a right selection of activities to help kids achieve the goals of learning. The unique concept for a Play School syllabus includes various aspects of nurturing early childhood education and care.

## El Vivero

As the El Vivero children will be the youngest in the group, the school will be providing every facility necessary for their development. The age group for children shall be 2 years to 3 years.



## El Chico

Promoting the children from El Vivero to El Chico, the bar will be raised a little. Keeping in mind the age group of 3 years to 4 years, the duration and syllabus will be upgraded accordingly.



## El Kinder

It is the senior most section of the pre-school. The age group of children will be varying from 4 years to 5 years of age.



# Exclusive Support System



As we stand on the threshold of exponential growth, you as our franchisee business partner will be a part of our IAMPS family where our Exclusive Support System will ensure mutual growth and success.

# 3S

## Solid Structure Support

- Dedicated assistance by the School Support Manager who is the contact point for day-to-day queries and will work with you for the set up and operations of your IAMPS
- Guidance in your IAMPS design and renovation, incorporating best practices to build futuristic facility
- Assistance in procuring materials such as equipment, furniture and fixtures along with standardised specifications
- Advice on installation, maintenance and up-gradation of IT hardware, software and systems
- Supply of admission kit, student kit and forms, formats and templates to help establish systems and processes in your pre-school



# Layers Of Support

1

## Interior Support

Site survey, Site visit, Interior support, Interior Manuals, etc.



2

## Marketing Support

Pre-launch, Launch & post launch



3

## Recruitment Support

Teachers, Counsellors, Centre head & other staff



4

## Training Support

For teachers, Counsellors as well as for partners



5

## Inaugural Support

Invitations, Press release, hosting inaugural ceremony



6

## Regular Assistance & support

Daily feedback, departmental specific aids, progress reports, resolving issues, training updates and much more..



# Marketing Guidance

- Guidance in marketing and promoting your IAMPS with campaigns for launch and ongoing admissions / enrollment-building programmes
- Access to professionally developed advertising, promotion, marketing and communication material including artworks and publicity material
- Advice on planning, implementation and reviewing the marketing plan
- Unique parental involvement initiatives and event plans resulting in healthy community relations and brand awareness
- Designing & executing events to promote IAMPS



# Knowledge Transfer



## Recruitment & Training

IAMPS Orientation Programme is designed to educate you on our philosophy, approach, curriculum, operational practices, staff hiring, IT system, finance, quality assurance, marketing, training and customer service

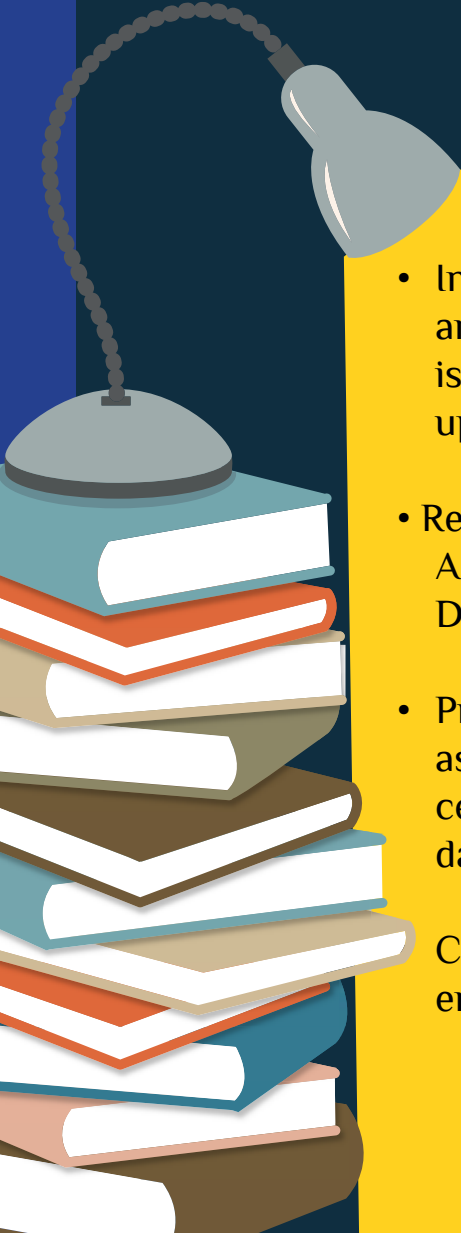


Constant support in identifying and recruiting qualified staff

Comprehensive teacher training program on curriculum, setting up the environment and documentation conducted at regular intervals



# Academic Research & Development



- Internationally accepted, broad and balanced curriculum, which is continuously researched and updated
  - Regular interactions with Academic, Research and Development teams
  - Process manuals for morning assembly, outings, activities, celebrations, annual day, sports day, excursions and other events
- Continuous monitoring system to ensure quality

# Requirements

## • Area

Minimum area required to open up our franchise is 2500 sqft onwards.

2500 sq ft



## Investment •

12-20+ lac depending on the city, town, etc. This is inclusive of Brand fee, school renovation cost, furniture fixture, marketing and promotion, inauguration as well as taxes as applicable.

## • Royalty

15% of the gross collection (plus taxes as applicable)



## Agreement •

The agreement is for five years between the franchise and the organization (After the 5-year term gets over, the agreement may be renewed on mutual understanding)

The Honorable  
Chief Minister  
of Delhi,  
Mr. Arvind  
Kejriwal





Gave his best wishes to the  
tiny tots and staff of  
INDO-AMERICAN  
Montessori Pre School



## **INDO-AMERICAN Montessori Pre School**

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Disclaimer:  
\*\*\*All the facilities mentioned above aren't specifically accessible to all the schools. The facility may vary from area to area depending on their preferences, situational reasons and requirements.