

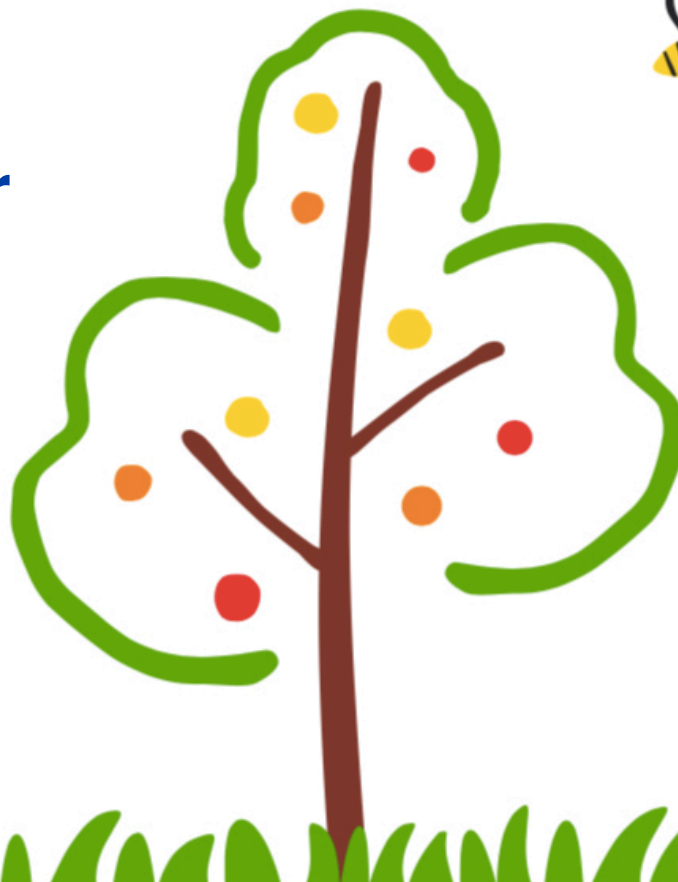


GOVORUSHA
speech therapy center



Franchise:

Speech Therapy Center
Govorusha





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Elena Dashkovskaya



- founder and executive director of the Speech Therapy Center *Govorusha* in Saint-Petersburg
- leading specialist of the Center
- speech therapist and special education teacher
- specialist in speech therapy massage
- 30 years of work experience:
 - speech therapist and special education teacher in a state preschool educational institution during 10 years
 - head of a state preschool speech therapy institution during 10 years
 - social business during 10 years
 - author of the book *My child does not speak. Who should I contact for help? A guide for parents about delayed speech development.*





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We work with children with developmental problems:

- Speech disorders
- Communication disorders
- Behavioral disorders
- Intellectual disabilities

Age of children is from 0 to 14.

More than **6,000** children have been helped by our great specialists for **over 10 years of the Center's work!**

We have approximately 100 children on remedial therapy **at the same time.**





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The state and *Govorusha*

We work with children of 0-5 and 7-14, that is where the state can do very little while the need is extremely high.





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Our team

- speech therapists
- special education teachers
- psychologists
- specialists in speech therapy massage
- a specialist in adaptive physical culture
- a behavioral therapist (ABA therapy)
- physical therapist (PT)
- a neurologist





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15 programs:

- Primary Consultation
- Morning Speech Group
- Evening Speech Group
- Mini Speech Groups
- Communication Group
- Intensive preparation for school
- Attentive Child Group
- Speech Therapy Tours
- Comprehensive Support Program (CSP)
- Behavior Correction Program (BCP)
- Individual support of a speech therapist
- Individual support of a special education teacher
- Individual support of a psychologist
- Speech therapy massage
- Adaptive Physical Culture





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Speech Medical Examination

- project of ANO Govorusha in 2019;
- mass examination of speech and mental processes for children from 1 to 14 years old to diagnose developmental problems on early stages;
- free of charge;
- qualified specialists (psychologist, special education teacher, speech therapist);
- competent information and support for children and parents;
- options for solving problems.



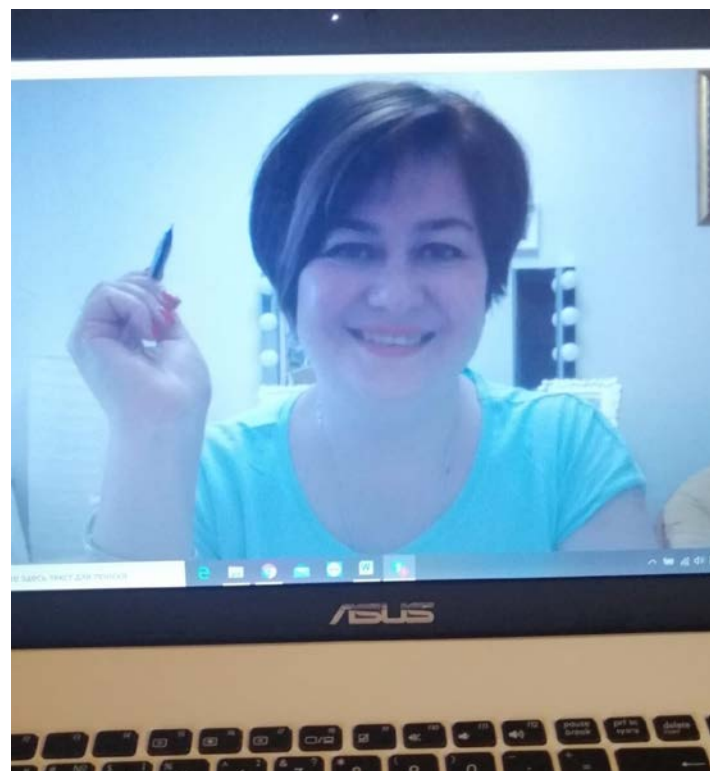


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Pandemic! Business was transformed into online format in 1 week:

1. We developed the technology of work;
2. We trained specialists;
3. We trained parents;
4. We implemented some Internet services;
5. Designed our corporate identity of work.





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Online programs:

1. Primary consultation;
2. Individual sessions with a speech therapist;
3. Individual sessions with a special education teacher;
4. Individual sessions with a psychologist;
5. Online CSP;
6. Training parents in speech therapy massage.





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Online speech medical examination:

On a free basis, I made speech medical examination of 62 children from 12 regions. **100% of children have been diagnosed with speech and other mental functions disorders!**





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Center's work formats



OFFLINE:
15 programs

ONLINE:
6 Programs





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Since September 2020:

ONLINE format



Programs for parents:

1. Open live broadcasts;
2. Private meetings in ZOOM;
3. Individual support of parents.

Programs for specialists:

1. Private meetings in ZOOM;
2. Individual support of specialists;
3. Training in speech therapy massage



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According to statistics:

1. Every year there are more and more children with developmental disorders;
2. Speech pathology is getting younger;
3. Every second child in the senior preschool age needs remedial help.





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The goal of the franchise:

Opening a network of commercial Centers for early detection and early start of comprehensive high-quality care for children with speech disorders.

Opening:

**in 2021 – 3 Center
in 2022 – 5 Centers**





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Our partners:

1. **Qualified specialist (speech therapist, special education teacher, psychologist).** You have a big experience and you want to break the limits of a wage worker. You want your practice becomes a business but you don't know how to do it.
2. **Entrepreneur.** You are good at business models and business processes but now you're interested in a new noble purpose.
3. **Entrepreneur in child sphere.** You want to expand your range of services and develop in this direction.





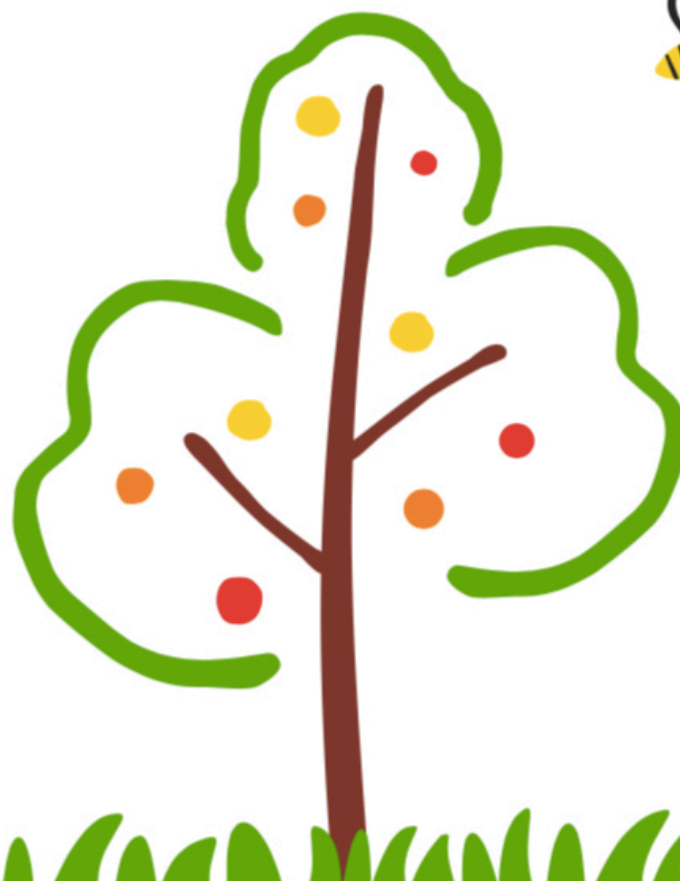
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The number of potential clients is growing every year in any region of the country.

Open your **speech therapy center** and get a stable income.

Join the team that helps to raise a **healthy generation.**





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Why to choose us?

1. We provide **real assistance** for children with developmental problems.
2. We have developed programs of individual support not only for **children** but also for their **parents**.
3. We work with children from the diagnosis to bringing the child to the maximum possible **normal condition**.
4. We work with parents who are in deep anxiety about the fate of their child and make a **clear plan** of the therapy.





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Advantages of franchising:

1. Quick entering the market as you work under an old well-known brand;
2. Stable income: constant marketing support, including a personal page on the site and partial marketing compensation;
3. Minimal legal risks: ready documents for every area of the Center's work;
4. Resources: recruitment, training and supervision of the Center's specialists;
5. Quality standards: process regulations.





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Business model:

Speech Therapy Cabinet *Govorusha* is a simplified model of a Speech Therapy Center *Govorusha*:

Programs:

1. Morning Speech Group (MSG);
2. Evening Speech Group (ESG);
3. Mini Speech Group (MSG);
4. Speech therapy massage (STM);
5. Individual sessions with a Speech Therapist (IST);
6. Individual sessions with a Special Education Teacher (ISED);
7. Individual sessions with a Psychologist (IP);
8. Primary Consultation (PC).





Project implementation stages

Stage I: Preparation for opening (from 1 to 3 months)

1. Searching for the premises: - densely populated place with close public transport stops; - ground floor, commercial premises in a multi-storey building - large hall, two isolated rooms, bathroom and a utility room. - 70 to 80 square meters.
2. Search, selection and training of personnel.
3. Renovation and furnishing of the premises.
4. Events to promote the opening of the Center.





Stages of project implementation

Stage II: Opening of the Center and launching its work (from 3 to 5 months after opening)

1. Active promotion of the Center's Programs both by open doors events and discount system.
2. Creating a flow of people who want to learn about the Center's services and are ready to pass the PC.
3. Building up administrative procedures of the Center.
4. Training of the Center's specialists.
5. Specialist's internship in STC *Govorusha* in St. Petersburg.





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Stages of project implementation

Stage III: Bring the Center to the payback (from 4 to 6 months after opening)

The duration of this stage depends on:

- the time the Center is opened;
- the seasonality of demand for services;
- achieving targets on previous stages.





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Stages of project implementation

Stage IV: Optimization of the Center's operation and achievement of profitability targets (from 6 to 8 months after opening).

The main task of the stage is to prevent poor results of the Center's activity and, at the same time, to achieve an optimal balance of business processes and the center's costs.





CALCULATIONS

Purpose	Amount
1. Fixed costs: rent (70 sq m), utility services, phone, Internet, office services	From 3,200\$
2. Investment costs for the opening of the Center (renovation, signboard, furniture, equipment, web site)	From 10,300\$
3. Staff training	From 2,700\$
TOTAL:	From 16,200\$





Total

1. The size of the start-up capital	From 16,200\$
2. The return of investments	From 12 months

The shown costs are approximate and vary by region. The exact costs can be calculated upon request.





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Franchise

1. Lump sum	28,000\$
2. Royalty – (starting from the 4th month of cooperation)	5% of turnover





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Thank you for your attention!

