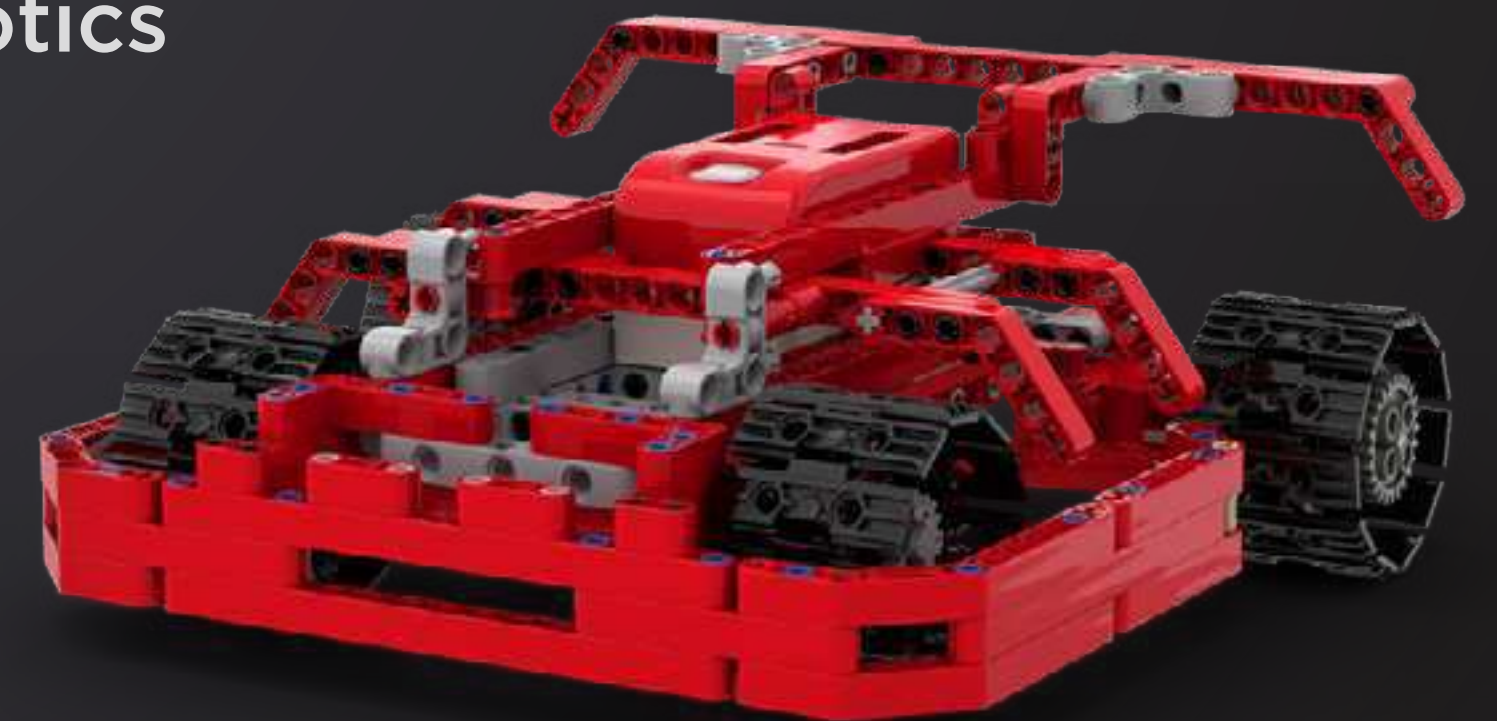


RED

ROBOTICS EDUCATION

International Educational Platform for Robotics
and IT and Training Centers Network



ABOUT US



The R:ED LAB company is an educational project, structural subdivision of the ARMAN HOLDING Corporation, which has been developing technical and robotic solutions, predictive technologies, designing and integration of energy and telecommunications systems in Russia, CIS countries, India, Singapore, Netherlands, UAE for almost 20 years.

The R:ED is the first educational project in Russia operating in the Educational Development segment, which includes an educational platform for robotics and IT, software, educational and methodological complexes and robotics kits of various modifications.

OUR MISSION:

- **To create innovative and high-quality educational products in the sphere of new technologies, robotics and IT.**
- **To raise a new generation of successful, independent, and competent professionals who will make the future world a better place.**

INTRODUCTION



Today R:ED LAB is not only an educational project designed for 5-7 years duration with detailed educational and methodological materials, but also its own, Russian, in many ways, an unique robotics kit R:ED. It was developed taking into account all needs of children from 4 to 16 years old who are engaged in robotics. I will talk about it separately later.

Join a large-scale international project dedicated to the shaping of a bright future for our children!

Find your dream, follow it to the end and then it will definitely come true! Since my childhood, I have been following the motto: «Shine to others, burning yourself, demanding no reward in return!» Therefore, I consider my personal mission to help the younger generation choose the right priorities and become successful.

Our educational project ultimate goal is forming up of financially independent and successful young professionals who can earn money and reach great heights in their business already from an early age, doing what they love to do.

**Founder of ARMAN HOLDING Group of Companies
Serikbay Bisekeyev**

OUR VALUES



1. Accessibility and openness

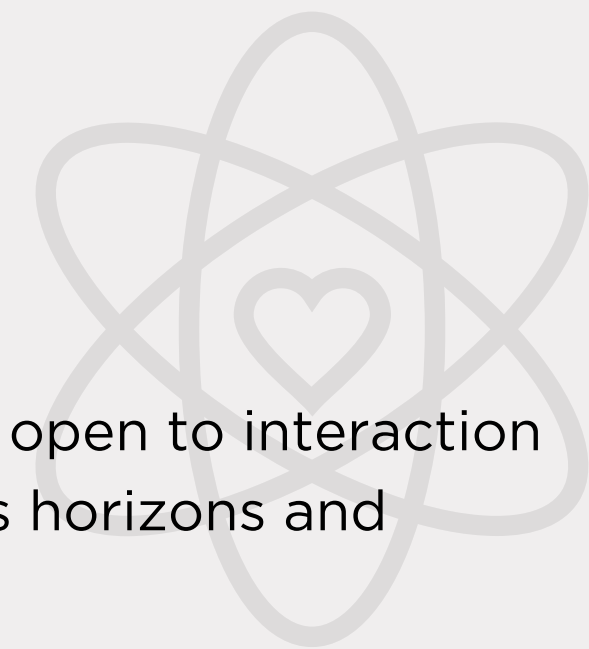
We create solutions that are accessible to everyone and open to interaction with other educational products, expanding the students horizons and enlarging the range of educational programs.

2. Independence

We create products that allow each user to become a free and financially independent member of society: a student can become an in-demand specialist, a partner can become a successful businessman.

3. Benefit to society

Our solutions are aimed at forming a new generation of socially responsible people who strive to make the future world a better place.



R:ED TODAY IS



**International network
of educational centers**



10,000+ trained children



10+ educational products



Own educational platform

EDUCATIONAL PLATFORM R:ED

Educational platform R:ED is a set of solutions



R:ED robotics kits – different modifications for different age groups and different educational programs: from robotics to copter building



R:ED CODE software – an educational environment with built-in lessons, the possibility to program robots in various programming environments



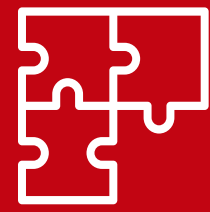
Educational and methodological complexes for multiple educational programs (from robotics and programming to the basics of working with CNC machines)



Professional development program for teachers



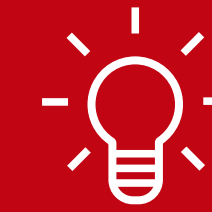
R:ED PLATFORM CLASSES DEVELOP IN A CHILD



**LOGIC AND
ALGORITHMICS**



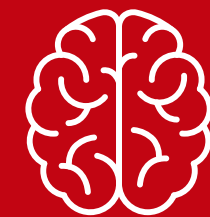
**ENGINEERING
THINKING**



**CREATIVE
POTENTIAL**



**KNOWLEDGE
OF EXACT
AND APPLIED
SCIENCES**



**COMPUTER
LITERACY**



**CODING
SKILLS**



R:ED BEST FITS FOR

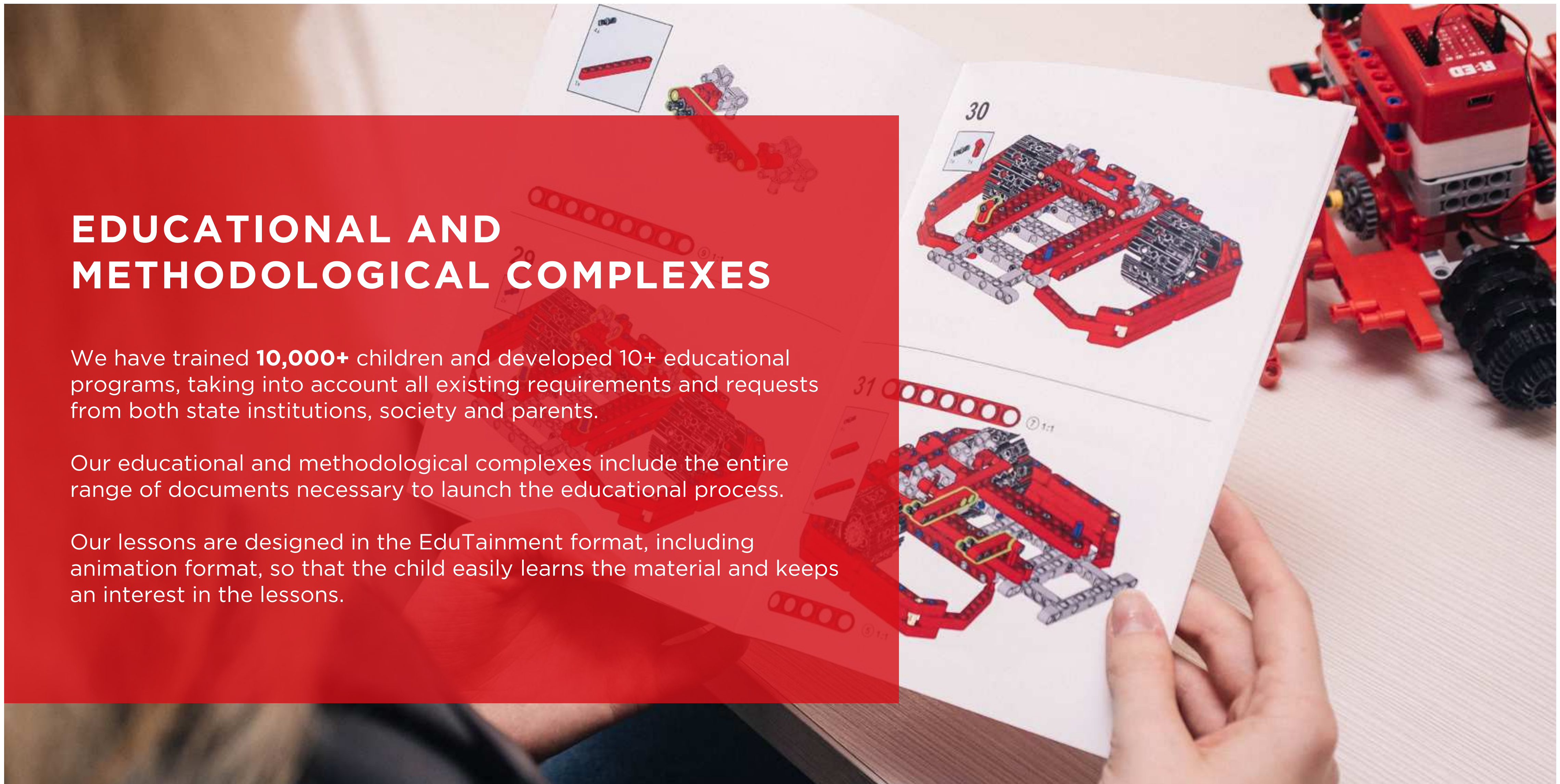
- ✓ **Self-training of a child to new technologies using STEM approach**
- ✓ **Children aimed at the participation in international competitions**
- ✓ **Creating your own successful and prospective business (educational enrichment center) in any region of the world**
- ✓ **Launching new educational programs in state schools and private owned training centers**

EDUCATIONAL AND METHODOLOGICAL COMPLEXES

We have trained **10,000+** children and developed 10+ educational programs, taking into account all existing requirements and requests from both state institutions, society and parents.

Our educational and methodological complexes include the entire range of documents necessary to launch the educational process.

Our lessons are designed in the EduTainment format, including animation format, so that the child easily learns the material and keeps an interest in the lessons.



TRAINING CENTERS

R:ED LAB

R:ED LAB is an international network of training centers with well-established business processes and verified training methods, developing on a franchise model basis.

Each training center has more than a hundred children studying robotics, programming, circuit engineering, IT disciplines and participating in the international competition R:ED FEST.

Our centers are a balanced socially significant and in-demand business that allows our partners to look to the future with confidence.



R:ED ACADEMY

is an institution created for the purpose of forming a solid pedagogical staff reserve in the field of robotics and programming.

In 2021, within the framework of cooperation with a number of leading Russian universities, advanced training courses for teachers in robotics, programming, 3D-modeling and other IT disciplines have been launched for both public and private educational centers.

Professional trainers of R:ED ACADEMY have the highest level of qualifications and a huge teaching experience for children and adults, they are active teachers and trainers in the framework of all-Russian and international competitions in robotics.



COLLABORATION FORMATS

R:ED LAB is a sustainable and socially significant business in the most dynamically developing segment of the world economy - EdTech - with an annual growth rate of 20-25%.

- **Successful, proven model.**

Our centers have demonstrated a stable profit level and resistance capacity to external factors for more than 3 years.

- **Full automation and fine-attunement of all business processes.**

R:ED LAB business model consists of six main business processes, five of which we fully fine-tune and cover for our partners. The only one remaining to franchise is accounting.

- **Well-established business processes.**

R:ED LAB business model running consists of 6(six) main business processes, 5(five) of which we fully cover for our partners. The partner-franchise is in charge only of accounting.

- **International holding belonging.**

R:ED LAB is part of the ARMAN international holding, whose technical expertise and solid financial footing allow partners to feel confident in the future.



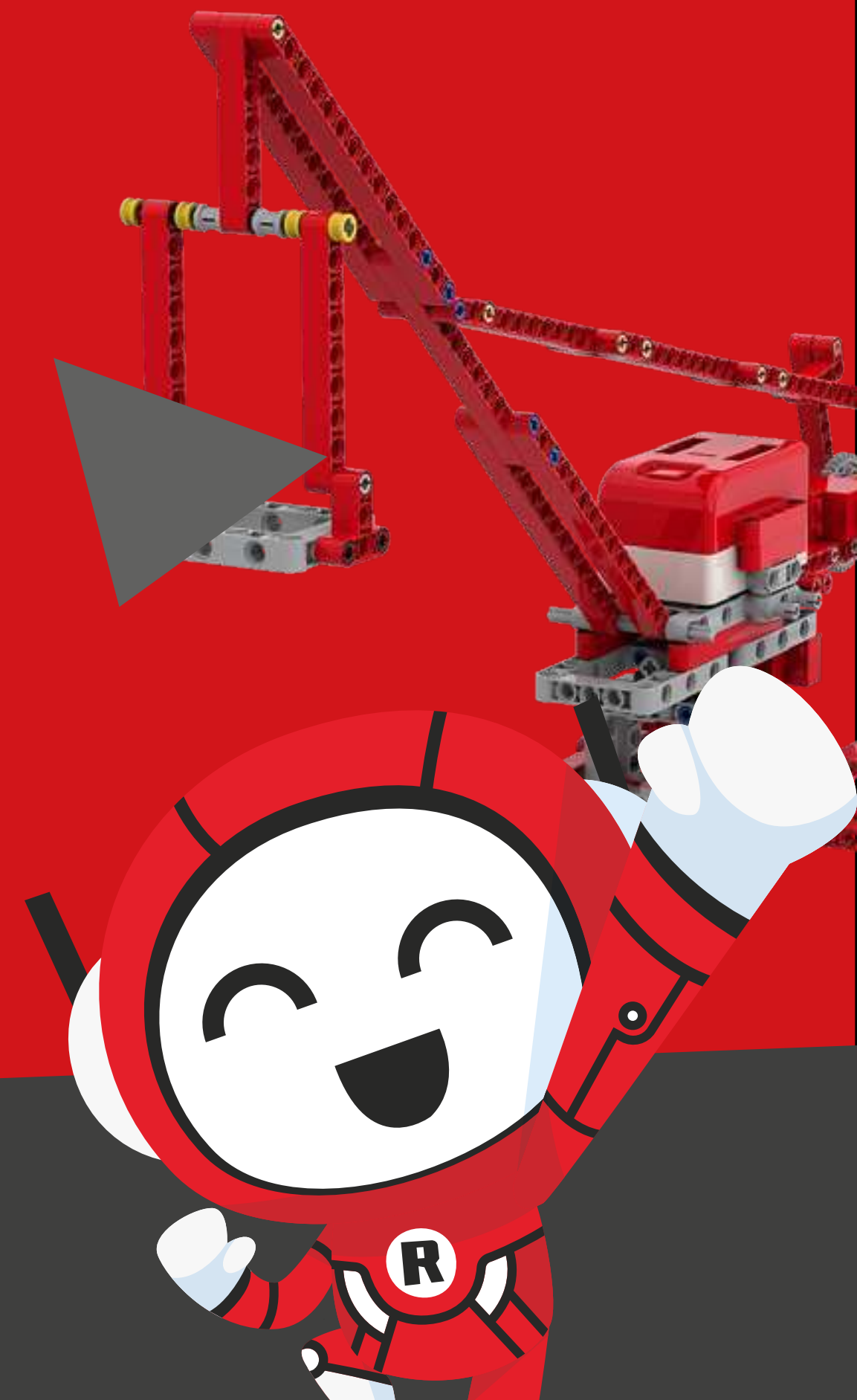
R:ED LAB FRANCHISE IS A SUCCESSFUL BUSINESS, IF YOU MANAGE IT PROPERLY

R:ED LAB Financial Assumptions








Initial Investments*	from 25,000 €
Lump-Sum Payment*	from 6,000 €
Payback period*	10-12 months
Breakeven*	5-6 months
Turnover**	10,000-12,000 €
Average Check**	100 €
Number of students**	100-120

*subject to specific countries

** per month within 24 months range



THE FRANCHISE PACKAGE CONTAINS

-  R:ED LAB Franchise Launching Guide
-  Fine-tuned business operations
-  Annual, Quarterly, Monthly Activities Plan
-  Job Descriptions of Teachers
-  Organizing and Conducting Training Courses for New and Existing Employees
-  Online Courses/Offline Courses in Robotics
-  Curriculum for enrichment educational programs
-  Content Plan for Social Media
-  Demonstration Materials Kits
-  Technologies for transferring customers from the marketing department to the sales department
-  Sales Scripts
-  Offline/Online Platforms for Attracting Customers
-  Legal and HR Documents Templates
-  Business Analysis and Forecasting Documents

R:ED LAB FRANCHISE ADVANTAGES



CRM PLATFORM

We provide our own CRM system and configure it for our franchisees for free



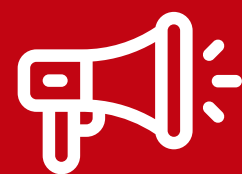
END-TO-END ANALYTICS AND REPORTING

Transparent and detailed analytics for all metrics, including call recording and analysis



CUSTOMER SERVICE

A corporate owned and managed call center allows you to avoid unnecessary costs without dropping in customer service quality



MARKETING

Franchisee gets a working website with full technical support, social media customization, integration with all geo-services, and a full set of marketing materials (from layouts to the standard of the center design)



PERSONAL MANAGER

A personal manager is assigned to each partner, who provides all the necessary support for business development