

# START YOUR EDUCATION BUSINESS

Low risk



**Successful business and happy children**  
Abakus Center Franchise

**Abakus Europe**

mental arithmetic and brainfitness center

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# ABAKUS TODAY

Abakus mental arithmetic  
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20712

**Pupils**  
are studying in  
our centers

15

**Countries**  
Including the UK, Germany, Austria, Czech Republic,  
Slovakia, Poland, Romania and Greece in Europe

204

**Locations**  
where you can find  
Abakus Center

5

**Competitions**  
were provided by  
Abakus Center

*according  
to Sept 2019  
evaluation*



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# OUR CORE VALUES

Abakus mental arithmetic  
and brainfitness center

Our values shape the culture of our organization and define the character of our company. We live the core values through individual behaviors. They serve as the foundation for how we act and make decisions.



## Always improving

Leveraging the power of global insight, relationships, collaboration and learning to deliver exceptional service to clients wherever they do business.



## Respect for the Individual

Valuing diversity and unique contributions, fostering a trusting, open and inclusive environment and treating each person in a manner that reflects Abakus Center's values.



## Client Value Creation

Enabling clients to become high-performance businesses and creating long-term relationships by being responsive and relevant and by consistently delivering value.



## Investing in people

Attracting, developing and retaining the best talent for our business, challenging our people, demonstrating a «can-do» attitude and fostering a collaborative and supportive environment.





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# OPEN AN ABAKUS CENTER

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## **Low risk**

85% thrive and continue with us beyond the first 12 months



## **Minimal investment**

From €500 to €15000  
depending on the package



## **Profit**

High-profit margins  
20-30% on average



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# MAKE A PROFIT FROM

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## ○ Courses

Courses in your educational center

## ○ Partnership

Courses in Public and Private schools

After-school clubs

Partnership with other organizations  
(e.g. Language courses or Robotics schools)

## ○ Other

Income from the sale of books, abacuses

Income from the online-platform



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# OFFER THE BEST QUALITY WITH

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Detailed program for 2.5 years  
prepared by professionals



Online  
platform



International  
Competitions



Carefully  
prepared materials



Gamification





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# WHAT IS MENTAL ARITHMETIC?

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Mental Arithmetic is a tested way of developing a child's academic abilities and creative thinking in a balanced way, allowing them to reach their full intellectual potential.

At the beginning of the course, an abacus is used for children to learn the techniques. Later, children learn to do calculations in their head by forming a mental image of a number on the abacus and can do all mathematical operations (addition, subtraction, multiplication, and division) with any numbers in mind.

**Peer-reviewed studies with control groups  
have shown that the Abakus program leads to:**

- + Achieve excellent academic results
- + Increased ability to foreign languages
- + Greater self-confidence
- + Better fulfillment of intellectual and creative potential
- + Fast Calculation Skills



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# GAMIFY WITH BRAINFITNESS

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We believe that gamification makes the learning process more meaningful and motivating. That's why throughout the whole course we use various BrainFitness games: board games, video, and online games, physical movement, and logic and brain games. Every game has been tested by our team to be sure it meets our high standards.

Our centers create a welcoming atmosphere,  
with children enjoy learning.





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# INNOVATE WITH OUR ONLINE PLATFORM

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We created a versatile online platform where you can open access to your students and teachers and manage groups in a few clicks.

Teachers can easily see the results of students and determine what to focus on in class.

All the apps are designed to engage students to practice mental arithmetic more at home.

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## BOOKS

We designed our books for each level of mental arithmetic. Every book has been carefully prepared by mental arithmetic professionals to ensure we provide only the highest quality education.

Our teachers and students are delighted to use them because it makes teaching and learning easier and more fun.



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# MOTIVATE WITH ABAKUS COMPETITIONS

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The Olympiad is a place where students can show their capabilities and compete with each other. Thus, we regularly organize our international competitions as well as compete in other competitions.



**2016**

Seoul, South Korea



**2017**

Johannesburg, South Africa



**2018**

Warsaw, Poland



**2018**

Kuala Lumpur, Malaysia



**2019**

Moscow, Russia



**2019**

Bangkok, Thailand

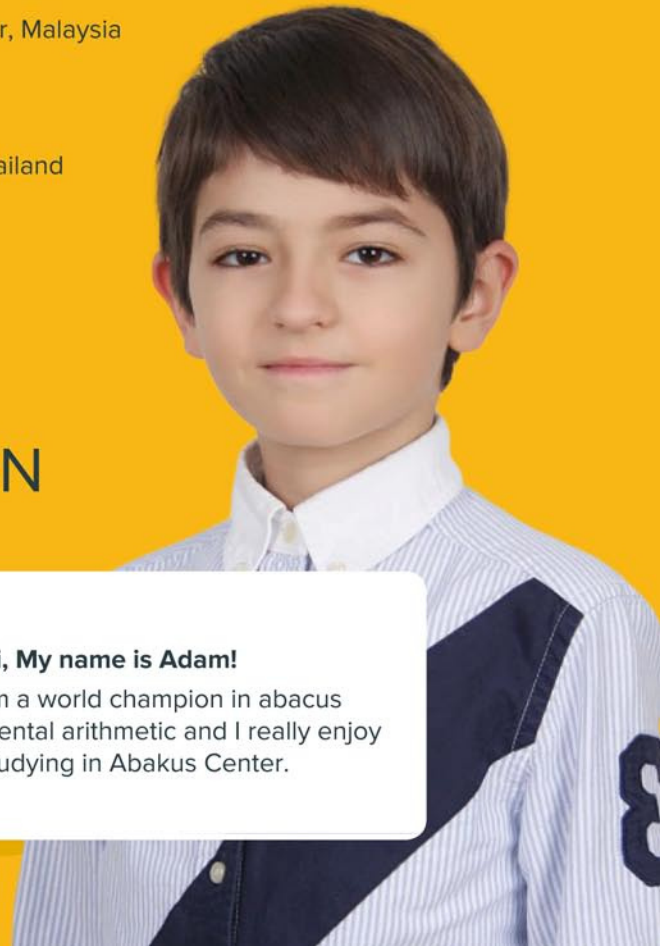
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# ASSESS THE PROGRESS WITH ABAKUS CERTIFICATION

To ensure we provide the highest quality, Abakus provides certification for students and teachers.

**Hi, My name is Adam!**

I'm a world champion in abacus mental arithmetic and I really enjoy studying in Abakus Center.



# GET BUSINESS SUPPORT

Abakus mental arithmetic  
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We understand that starting a business is a serious investment for you. We do our best to make your business successful. Our team of marketers, sales and business support specialists will guide you.

## What you get:

- + Registered trademark
- + Strategy and plan how to start
- + Selling tools
- + Lead-generation tools
- + Promotional materials
- + Access to the online platform for students, teachers and managers of your center
- + Exclusive Abakus X website for your center
- + Training from experts
- + High-quality books
- + Methodological support
- + Teaching materials
- + Financial model
- + Marketing model
- + Lesson plans
- + International competitions
- + International certification for students and teachers
- + Marketing materials
- + Business support service
- + Abakus Mental Arithmetic Programme
- + BrainFitness

## Natalie Partner (5 years of partnership)

*The team at Abakus Center is very responsive and helpful at every stage of the process. They provide professional training for partners for a smooth launch of the course. Their well-structured educational program has proven results valued by our teachers, students, and their parents. Ongoing support, a constant update of teaching materials and regular training sessions for administrative and teaching staff help us offer remarkable educational services*



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# EXCEL IN BUSINESS WITH NETWORKING EVENTS

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In an ever-changing business climate, it is important to keep up with the target market conditions as well as overall trends in the industry.

Attending our workshops and networking with other partners regularly will help you stay current and implement new ideas.



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# IMPROVE YOUR INSTRUCTORS WITH TEACHING SUPPORT

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Great teachers help create great students. It is crucial to keep teachers's knowledge up to date, so they can deliver high-quality teaching. That's why we pay close attention to teachers and support both new and experienced educators, which in turn, helps improve students' learning.

- + Cloud-based materials
- + Certification
- + Methodological support
- + Curriculum and Instructional materials
- + BrainFitness Games
- + Workshops and trainings
- + Access to the online platform





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# GET MORE CUSTOMERS

To succeed in business, you need a steady supply of qualified leads.

## Integrations:

### + Social Media

Facebook and Instagram

### + Website

### + Advertising

### + Abakus X

Lead generation tool

## Manage in a click

All the leads will be displayed on our partner's page of the online platform where you can manage them.

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**Discover Abakus X**






















# FRANCHISE PACKAGES FOR EVERYONE

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-  option is included
-  no option in this package

			EXCLUSIVE	NOT FRANCHISEE
	Abakus Light	Abakus Standard	Abakus City	Partner Teacher
Entrance fee	1 599 EUR	3 999 EUR	6 000-15 000 EUR	600 EUR
Teacher training and certification	2 teachers	5 teachers	10-20 teachers	1 teacher
The right for activities under the brand «Abakus»				
Royalty / monthly	259 EUR	650 EUR	1 250-3 000 EUR	25% of total
Number of branches/students with no additional fee	Up to 50 students	5 branches or franchise exclusivity for a territory	NOT LIMITED for a territory	Max. 50 students in total
Cost for additional teacher training	350 EUR / 1 teacher	250 EUR / 1 teacher	180 EUR / 1 teacher	
Access to online-platform for classwork				
Discount for all the educational materials from the retail price	25%	35%	40%	15%
Franchise exclusivity for a territory				
Right to sell subfranchise				

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# THE PROVEN PATH TO SUCCESS

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1

Discussion of package  
details and making  
a decision

4

Confirmation of dates  
and providing training

7

Forming study  
groups

2

Choosing an appropriate  
franchise package

5

Adaptation and certification  
of a Franchisee's teacher(s)

8

Booking  
materials

3

Signing the Franchise  
agreement, making  
a payment

6

Promotion  
and Advertising  
of your courses

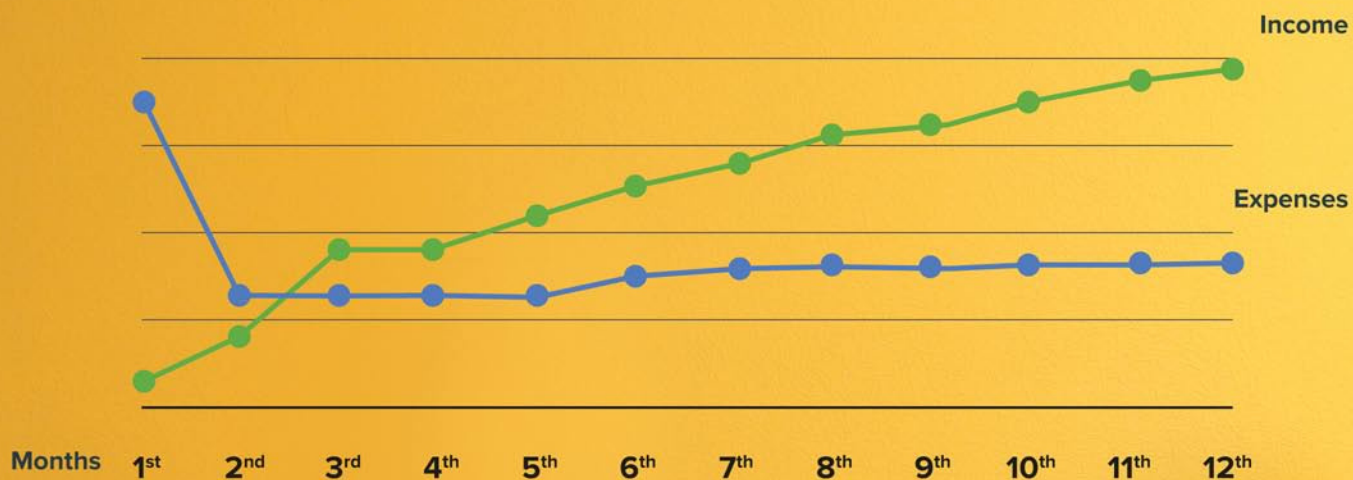
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Starting the Abakus  
courses and beginning  
to make a profit



# PROFITABILITY RATE

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# PARTNER SUPPORT TEAM

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Our specialists are always ready to assist your business



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**Katarzyna**

Partner Assistant



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**Anvar**

Regional Director



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**Marek**

Marketing Director

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# TESTIMONIALS

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*Working with Abacus Center is very comfortable. You always have a contact person, who advises you in all matters and helps you solve all emerging problems. Everything can be planned freely, but using all the materials from the cloud and working with magnificent books is just great and easy to perform.*

**Stefanie Ehser**, Germany, Cologne



*My first steps as an entrepreneur I've taken with Abacus Europe a while ago. I am delighted with the cooperation, mainly because I received great substantial business support. I have received all the necessary materials and access to the platform where I can refresh my knowledge and download/print materials for lessons. Also, business and marketing training is very inspiring and useful. We share our experience with other franchisees.*

*As of today, I highly value the fact that If I have any problem I know whom to call and I always receive help and good advice. Thanks to Abacus Europe, I'm a successful entrepreneur and a teacher with no previous experience. I wish all of you such fruitful cooperation as mine.*

**Monika Kuriata**, Poland, Wroclaw



*Abakus Europe is a partner that provided us with the best conditions for cooperation in Slovakia and from the very beginning responds promptly to all our methodological and material requirements. We like to train with an excellent online platform which is a very popular tool for our abacus lecturers and students. I especially appreciate the professional and friendly approach of the Abakus Europe team based on personal contacts with our NGO. I believe that our cooperation will continue to develop to improve the intellect and wisdom of children in Slovakia.*

**Miloš Vincík**, Slovakia, Bratislava

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# RESEARCH

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Effects of Abacus training on the intelligence of children.

Research duration: **34 weeks**

First published: **3 August 2008**

Using a sample of 3185 children, this study investigated the effects of abacus training on intelligence, assessed using standard progressive matrices (SPM). The children were divided into two groups: one group received two hours of abacus training a week for 34 weeks, while the control group did not receive any training.

The two groups were retested at the end of the study period and, controlling for practice effects, the experimental group on average gained 7.11 IQ points, a 10.6% increase and a statistically significant result. The children who had completed the training also performed much more quickly (+4.6%).

## Authors:

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# **SUCCESSFUL BUSINESS AND HAPPY CHILDREN**

Abakus Center  
Franchise

