

# Coding Giants

Programming courses for kids and teenagers



# About us

- Coding Giants is a school with a mission, at which **we are focused on an innovative form of education.**
- We are the undisputed **leader on the market of extra-curricular programming activities for children and youth in Poland.**
- Our **proprietary courses** created based on the latest trends in terms of programming and educating children as well as teenagers, are vastly enjoyed by both students and their parents.
- Classes are carried out by **professionally active programmers** -enthusiasts, experienced in working with children and teenagers.

## Coding Giants stands for:

- more than **5 years of experience** in teaching programming,
- more than **250 class scenarios**,
- **33 courses** for age groups from 7 to 19 years old,
- more than **20 000 satisfied customers**,
- **115 branches in Poland** (both own and franchise branches),  
1 branch in **Spain** (Barcelona), 1 branch in **Slovakia** (Pezinok)  
and 1 branch in **Croatia**.

# Our mission and goals

- Our goal is to train a young person literate in terms of computer science, who in the future will be able to function on the modern labor market without any complexes.
- **We want to inspire as many young people as possible with the passion for programming**, because we believe that learning programming develops not only digital skills that allow for a better start in the future, but - more importantly - stimulates the development of logical thinking.
- The mission of our school is to make this knowledge available to the widest possible range of young people, broadening their horizons, giving space to develop creativity, as well as continually supporting students in creating their own future.

# Why is it worth to learn programming at our school?

- The Coding Giants school is a perfect place for every child who wants to start a programming adventure.
- **Our teachers are real enthusiasts** who in a uniquely interesting way teach students about the secrets of programming as well as how to design games and applications limited only by the imagination, thanks to which learning programming becomes an exciting adventure, and students eagerly return to following classes during which they often build lasting relations with peers sharing their interests.

# What and who do we teach?

- Coding Giants courses are designed for **primary, junior high, and high school students,**
- both people **who have never had any contact with programming,** as well as **those who already possess some experience in the programming world,** are going to find a level that suits their needs.

## **A student of Coding Giants will:**

- possess knowledge in the field of computer programming,
- increase his or her digital competence,
- develop the ability of logical thinking,
- stimulate his or her creativity,
- execute an unlimited number of ideas.

# The most important assumptions

- Each class is conducted by a **qualified programmer** who, thanks to the possessed experience, can **adjust the level of knowledge to match the level of the group**.
- Groups include **5 to 12 people**. Thanks to the small number of participants, the teacher approaches each student individually.
- Classes are held **once a week, two class hours each** (45 minutes) + 5 minutes between classes.
- The provided contents are prepared and precisely developed by the teacher in advance, based on the **provided scenarios**.
- Each student has a **personal computer station to work on**.

# Why is it worth cooperating with us?

- We want to **share our knowledge and experience with the widest possible range of young people**, which is why we decided to carry out the Coding Giants courses also in a **franchise model**.
- We invite everyone who wants to **be a part of the much-needed popularization of programming activities for children and young people**, at the same time possessing the right capabilities and predispositions for this.



## What do we expect from a Franchisee?

- at least basic programming skills and knowledge of the IT market are recommended,
- understanding the local educational market,
- motivation and willingness to act on a large scale,
- a facility with an area of at least 30 m<sup>2</sup> in an attractive location (own or rented),
- diligence and loyalty in running a business,
- experience in running a business is a welcomed advantage.

# What will you get as a franchisee?

- You will take advantage of a nationally recognized brand - Coding Giants
- You will save time and money by taking advantage of our experience and know-how
- You will learn the time-proven standards of managing an educational facility
- You will receive training scripts for classes and educational materials for students
- You will receive templates of documents and marketing materials
- You will receive access to an extensive CRM system that facilitates the handling of entries, payments, and communication with clients

# Conditions of cooperation (Master Franchise) - benefits

- The purchase of the Master license entitles the Master Franchisee both to develop its facilities throughout the country and to independently acquire franchisees and offer them the purchase of the license to use the brand and use the know-how.
- The Master Franchisee builds and manages the network of all national facilities and supervises them. Thanks to this, it increases its profits, because the revenues of the Master Franchisee come from its own facilities and from franchise fees charged to franchisees.
- In almost every country, only one Master license can be purchased. The exception are countries with a very large population, such as Germany, Italy, etc.