

# FRANCHISE of programming and design school for children **CODDY**

Special for our future partners



# THE FUTURE is here!

CODDY



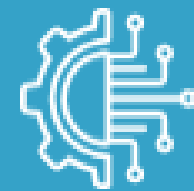
**We live in the era of modern technologies, which are rapidly changing before our eyes!**

Over time, the pace of change in IT **will only intensify.**



**In a few years,**

a lack of understanding of technology and programming will be equated with today's **illiteracy** and **a lack of basic mathematics.**



**The standard school curriculum does not keep up with the rapid IT development.**

When students graduate from their school, the majority of them have little knowledge of modern high technologies and how they are used in everyday life.

# What do we know now?

Today, **60% of the most in-demand modern professions are related to computer technology.**

So it would be great if children could start learning these skills as soon as possible.

01

**According to the latest research on the labor market,** there is a massive need for IT workers all over the world.

02

**4 of the 10** highest paying jobs require programming experience. The average salary of IT specialists is 2 times higher than other professions on the market.

03

That is why now **children and their parents** need to think about considering a profession that is either directly or indirectly related to information technology.

# CONTRIBUTION CODDY

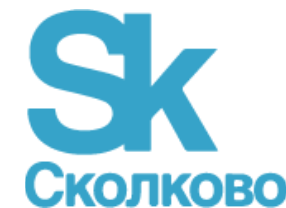
**CODDY solves the problem of quality IT education for children.**

We work directly with leading Russian and international IT companies. Therefore, our courses are as practical as possible, continually updated, and only provide relevant information and knowledge.

# CODDY



2016



**CODDY** – one of the first programming schools for children in Russia.

Established in 2016 by Oksana Selendeeva, ex-marketing director of Sberbank.

Accredited by Microsoft. Official educator of Roblox 2019-2020.

Member of resident «Skolkovo». CODDY has an official educational license №041789.



# ADVANTAGES CODDY



## Strong and recognizable brand:

our trademark is officially registered in more than 30 countries around the world



## Wide branch network around the world:

presenting 23 countries and more than 180 cities



## High standards of quality and customer service

## Extensive experience in managing business:

online and offline platforms

## The world's largest number of courses:

over 90 specialities

## Strong business community of CODDY franchise partners



We equally successfully conduct training **in groups and individually, online and offline**

# OUR PRODUCT -

programming and design courses for children from 4 to 18 years.

## PROGRAMMING

Creating games, websites, applications and cartoons

## PERSONAL DEVELOPMENT

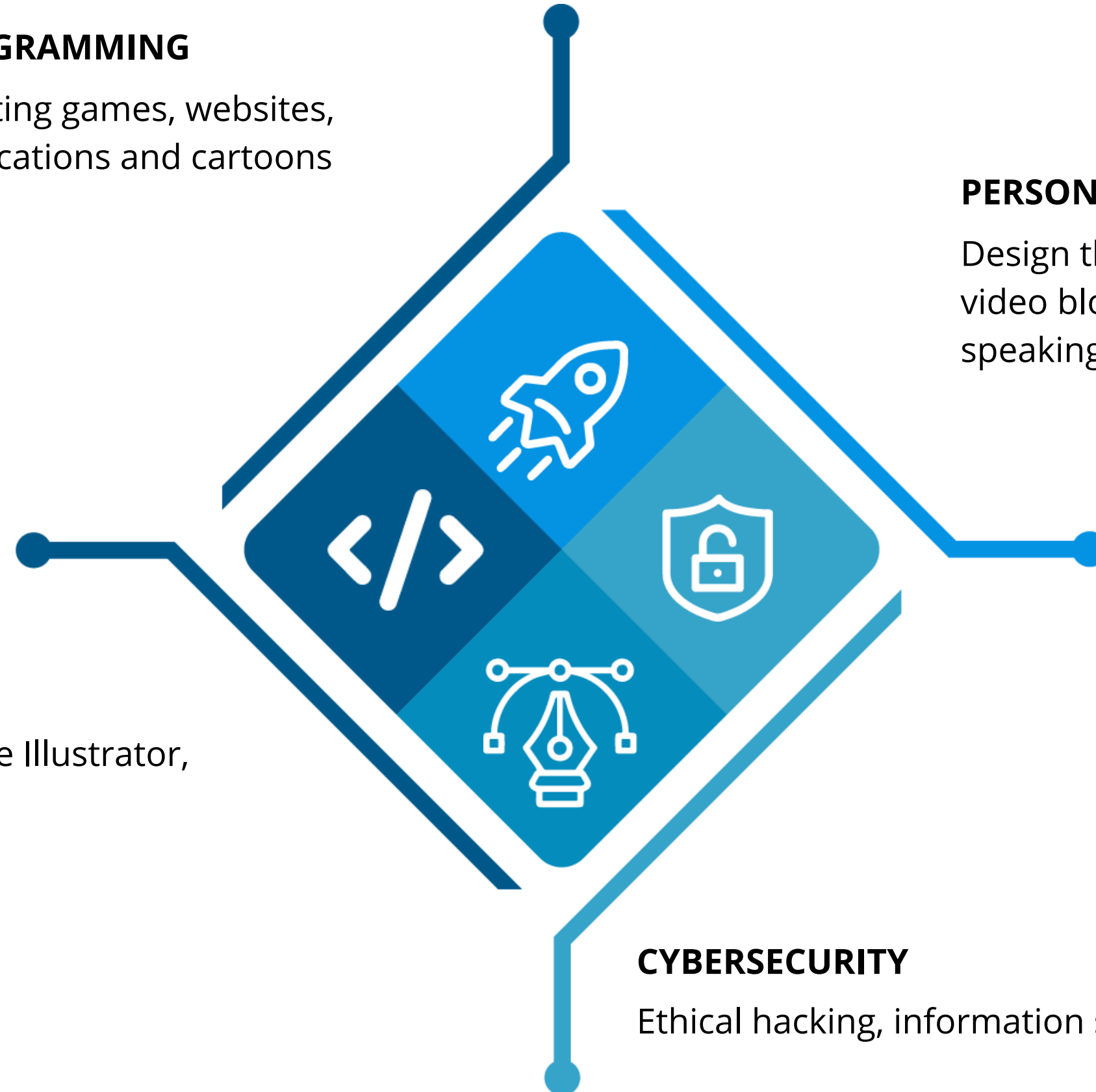
Design thinking, online entrepreneurship, video blogging, presentations, public speaking

## DESIGN

Adobe Photoshop, Adobe Illustrator, 2D animation in Adobe

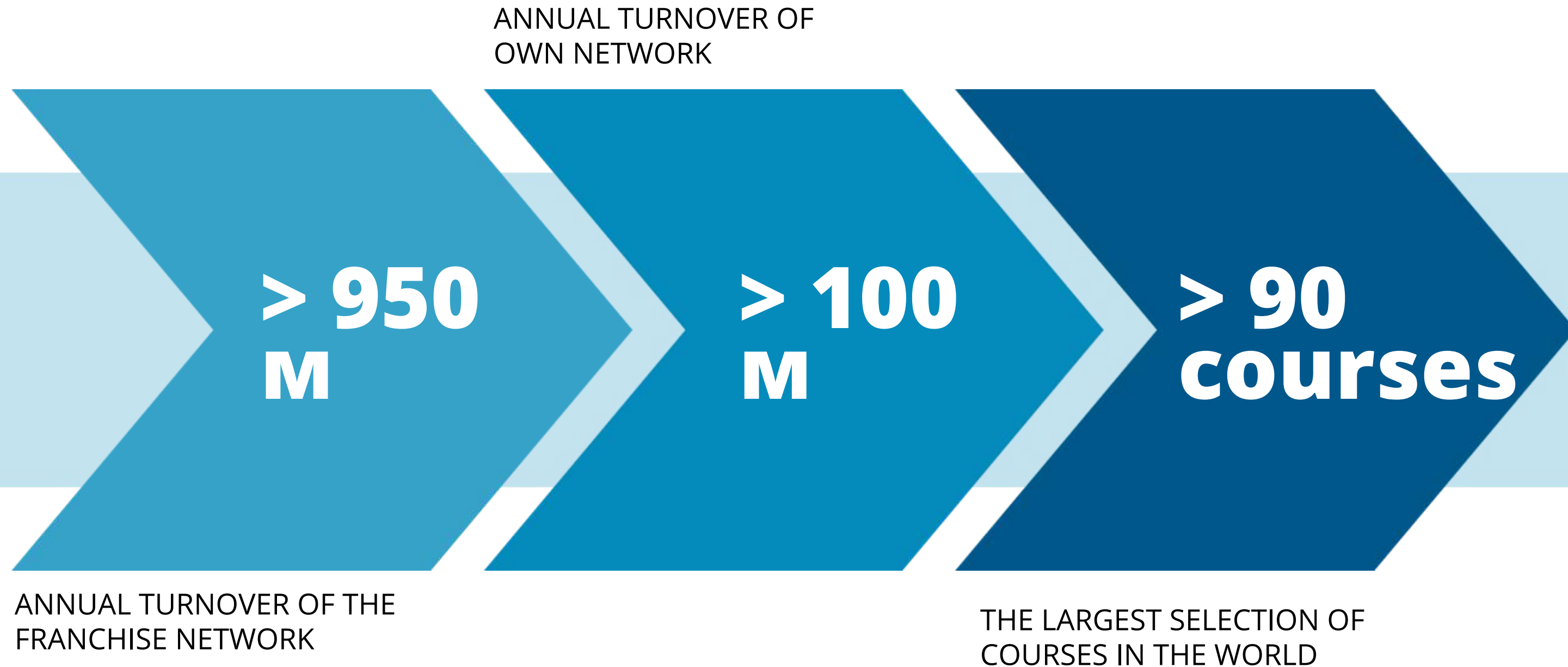
## CYBERSECURITY

Ethical hacking, information security



# CODDY: NUMBERS

**23 countries, 180 cities**







Russia  
Armenia  
USA  
Azerbaijan  
Latvia  
Georgia  
Germany  
Ukraine  
Israel  
Belarus  
Moldova  
Kyrgyzstan

Estonia  
Kazakhstan  
Uzbekistan  
France  
Spain  
China  
Turkmenistan  
Tajikistan  
Turkey  
Cyprus  
Montenegro

# GEOGRAPHY CODDY

The logo for CODDY features a central white circle with the word "CODDY" in blue, uppercase letters. This is surrounded by a blue ring, which is itself inside a larger white ring. The entire design is set against a dark blue background that also contains a smaller blue ring in the bottom-left corner.

**CODDY**

# Franchise terms & conditions



**It is important for us to maintain the quality and atmosphere of CODDY in any city and other places in the world.**

**01**

For us franchising is a partnership.

**02**

Our partner should be inspired by the idea of children's education, follow all the trends in this area, and be "in the subject". The main thing is we need to trust our partner, otherwise, It won't be **CODDY**.

**Oksana Selendeeva,  
Founder of CODDY**

# Concept

The **CODDY** franchise is an opportunity to open a branch by one of the leading companies in IT education from anywhere around the world.

# Franchise benefits. 1

## Free to make personal decisions

You are independent and free to determine the trajectory of doing business on your own.

## No royalty

You don't need to give us a part of your profits, which you dispose of at your discretion. Every month, you just pay only for "subscription" fee for the selected courses. This allows us to constantly update and refine methodological materials.

## Differentiated Approach

Flexible financial terms depending on the size of the city where your business is launched. Our most popular courses are already included in the franchise fee.

## Partner's personal account

You do not need to think about what methods to use and how to start business processes. We have collected all the necessary materials and instructions for you in one place.

## Personal manager

On the launch and growth of the school, you will be assisted by a personal manager-consultant with vast expertise in launching a business in several areas, including overseas.



# Franchise benefits. 2

## Recognizable brand with a great reputation

You'll find it easier to surf the web with a brand that already has a great reputation. CODDY is one of the leaders in the industry and a trendsetter for the entire market.

## Directly Support from the main team

Totally support from our mentors: assistance in marketing, promotion, teacher selection and process organization.

## Successful business model

The format has already been proven in practice in 166 cities and 23 countries (as of September 2022 and every month this figure is growing).

## Powerful business community

In our community, there are already over 200 businessmen that are united by the common goal of developing children's education. You will be able to become a part of this massive movement, by easily following successful examples, sharing best practices with each other, and implementing the experience of successful experienced business colleagues.



# Franchise benefits. 3



## Relevant and Practical courses

We work directly with leading Russian and international IT companies. Therefore, our courses are as practical as possible, continually updated, and only provide relevant information and knowledge.



## Most of the clients are stay

Our programs are designed for long-term training ranging from 1 to 5 years. Because of the modular approach, children can always discover any courses that they are interested in, despite how quickly their interests change. Your customers will stay with you for a long time.



## The widest selection of courses

Over 90 courses in 4 different directions. You can choose any course from our "menu" that will be available at your school.

# FINANCIAL CONDITIONS

You can start your own business in this growing industry with an investment amount based on the size of your city.

AMOUNT OF POPULATION*	LUMP SUM	SUBSCRIPTION FOR MONTHLY COURSE FEE
Up to 50 thousand	\$ 1 875	\$ 134
Up to 100 thousand	\$ 3 125	\$ 134
From 100 to 200 thousand	\$ 3 959	\$ 142
From 200 to 500 thousand	\$ 5 000	\$ 150
From 500 to 1 million	\$ 9 375	\$ 225
FROM 1 TO 2 MILLION	\$ 13 542	\$ 300
MORE THAN 2 MILLION	\$ 19 792	\$ 300

# Calculation of the number

# of courses

Our partner receives methodological materials for the course you have chosen to launch.

AMOUNT OF POPULATION	NUMBER OF COURSE
Up to 50 thousand	4 courses
Up to 100 thousand	4 courses
From 100 to 200 thousand	4 courses
From 200 to 500 thousand	4 courses
From 500 to 1 million	6 courses
FROM 1 TO 2 MILLION	8 COURSES
OVER 2 MILLION	8 COURSES



# WHAT DOES THE PARTNER GET?



## MARKETING AND SALES:

Trademark Permission

Detailed checklist and weekly plan for launching the school

Recommendations for promoting the school

Guidelines and marketing materials

Assistance in creating accounts and maintaining social networks (+SMM)

Scripts and sales rules

Customer Support Standards



## BRANCH WORK SETUP:

Help with choosing a site

Technical advice on choosing and setting up a PC

Corporate website (personal page for the city)

Corporate email

Access to the corporate CRM system

Access to the general chat of partners

# WHAT DOES THE PARTNER GET?



## ORGANIZATION OF THE EDUCATIONAL PROCESS:

Teacher Selection Criteria

Tips for interviewing potential teachers

Interviewing candidates with HR head office

Consultations on the organization of the educational process

Consultations of teachers in the process of work

Auditing the work of teachers



## METHODOLOGICAL MATERIALS:

A package of our most popular courses (from 4 to 8 depending on the size of the city)

Constant updating of courses

Consultations of program directors

Program and step-by-step training manual for each course

Program and step-by-step training methods for master class

Video lessons (for teachers - for each lesson)

Instructions for teachers on additional materials, homework assignments, etc.

# REQUIREMENTS FOR THE LOCATION

01

At least 30 sq meters. It can be a rented or own space, an office of technology companies, a co-working space, a library or a children's center.

02

Attractive building facade.

03

Convenient and strategic location (city center or close to public transport).

04

Parking car access.

05

Windows and ventilation or Air Conditioner.

06

Tea or coffee area, vending machines (if possible).



# TECHNICAL EQUIPMENT



Notebooks - for every student in the class.



Projection/TV screen in every class (for presenting teacher's materials).



Wi-Fi and extension cords.

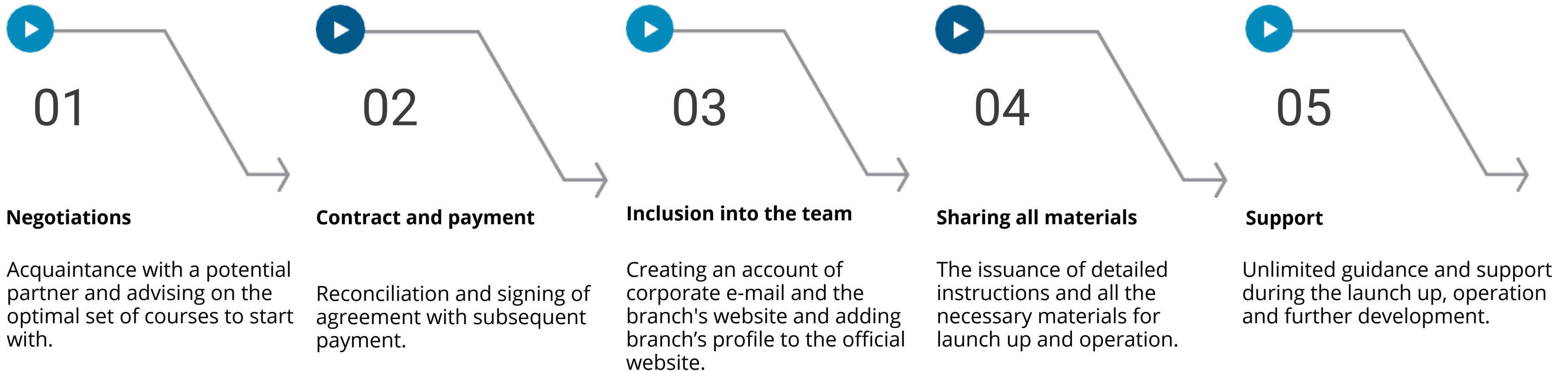


Markers and other stationery.



Flipchart board.

# NEXT STEPS



# REVIEWS OF PARTNERS

It is the best business format I've run in the last few years. Firstly, the global development of IT, my favorite direction, it makes possible to grow and develop every year. Secondly, it is a very good idea that investing in our children from an early age, getting up-to-date skills helps me feel the importance and value of my work.

And, of course, the cool support of **Oksana Selendeeva with a team of professionals** inspired by a common idea gives me confidence that the success of our campaign is inevitable.

Vladimir Shaidurov  
Partner, Irkutsk (Russia)

**CODDY** is something I have never regretted, after every a single day since I made my choice. No, this does not mean that you can sit and the work will be done magically. This is a colossal daily work of the whole team.

But that daily support (in every sense) and the motivation that you have makes you move higher and faster! Glad to be part of a team that loves what they do!

Maria Karachevskaya  
Partner, Simferopol (Russia)

# REVIEWS OF PARTNERS

I am quite satisfied with the cooperation. I will highlight the main advantages:

- + Current and diverse products
- + Flexible scheme of cooperation
- + Greater freedom of action
- + Great support from the **CODDY** team, continuous development
- + Low entry threshold to get started

Thanks to the whole Cuddy team for a great job!

Ilnur Ishberdin  
Partner, St. Petersburg (Russia)

The city of **Yekaterinburg** has been on the **CODDY** team since **2019**. Working is a pleasure! Thanks to the head office for helping with promotion, advertising materials, conducting trainings and webinars, and in general, sharing their valuable experience.

All courses provided are designed in manuals, which have everything you need for the successful work of the team. Oksana and the Moscow team are always in touch, which is very valuable for us.

Anna Yedigaryeva  
Partner, Yekaterinburg (Russia)



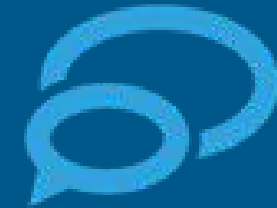
**«An investment in  
knowledge pays the best  
interest»**

Benjamin Franklin

**CODDY. It's time to change the world!**

# IF YOU HAVE ANY QUESTIONS,

we will gladly help you!



## Franchise Dept

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