INTRODUCING

e² YOUNG ENGINEERS

WELCOME TO THE EDUCATION REVOLUTION

Technology is always changing, and parents are realizing the growing importance of STEM education. Parents are looking for programs that focus on science, technology, engineering and mathematics. Our programs provide all of this while also encouraging students to be inventive, creative, and take initiative. At e² Young Engineers, our goal is to prepare students for the 21st century. By utilizing our take on edutainment (education + entertainment), we can produce the engineers of the future.

Our STEM courses teach children the fundamentals of science as well as advanced engineering skills and problem-solving techniques. Children improve their skills as they move through the curriculum. They apply what they’ve learned by building motorized LEGO® models.

We ensure our students receive a comprehensive understanding of the topics while also having fun! Our method equips children with the necessary skills needed for today’s workplace. By joining the education market today, you too can reap the benefits of the scientists of tomorrow!

FRANCHISES IN OVER 40 COUNTRIES

ACROSS 5 CONTINENTS
SOFT SKILLS/PERSONAL DEVELOPMENT

When joining the Young Engineers family, children get a head start in STEM subjects and also develop the following skills:

- Motor skills and hand-eye coordination
- Spatial awareness
- Communication skills
- Problem-solving abilities
- Teamwork abilities
- Creative thinking
- Confidence
- Interpersonal skills

The ‘soft skills’ and technical proficiency gained from our courses give Young Engineers graduates the edge they need for their future.

SHAPING THE ENGINEERS OF THE FUTURE

Our focus is to develop the next generation of engineers and scientists. Our original approach to producing the STEM experts of tomorrow is through providing educational solutions in the early stages of cognitive development.
CLASS CONTENT

Each lesson begins with an engaging, theoretical explanation of a specific scientific subject. Following the introduction, bricks kits are handed out to the children. The children then use these pieces to build a model that demonstrates the theory they have just learned.

Children experience the fun of education and get to apply their new knowledge by building a model. This ensures students have a firm grasp of the material. Children can also add ‘enhancements’ to their models, encouraging them to take a creative approach to science and problem-solving. We set aside time for the students to play with their models, so they are able to experiment and learn naturally. Each model they build relates to something from their everyday lives. As a result, students understand the significance of what they are learning and how it fits into the world around them. At the end of class, children take apart their model and put the pieces back into the kit. This adds another layer of development to their fine motor skills and teaches students about responsibility.
OUR COURSES

Our courses begin with a theoretical explanation. Children then have time to build, play, and analyze their model. The lessons are held over 10 months of the year and occur on a weekly basis. The 2 months off are during the summer months when school is not in session.

Big Builders is for children 4-6 years old and introduces them to the world of STEM in a fun and exciting way. The class runs for 45 minutes and uses our specially designed kits to teach children new skills and subjects. These include:

- Nature and the environment
- Basic scientific concepts
- Creative and independent thinking
- Developing their self-reliance skills
- Developing problem solving skills
- Improving teamwork and group play skills.

We build models using colorful, flexible pieces that reflect that day’s topic. Big Builders inspires our little ones to continue discovering and exploring the wonders of our world!
Bricks challenge for children ages 6-9. This class runs for 75 minutes and uses our specially designed LEGO® kits. Our Research and Development department designed our kits for children to be able to build the models together or individually. Children learn the basics of engineering and are increasingly challenged as they progress through the course. Some models are motorized, providing children the opportunity to see engineering and physics principles in action.

Children improve upon the following skills and subjects:

- Motor and spatial skills
- Planning and time-management skills
- Interpersonal skills
- The laws of physics and the natural wonders of the world
- Develop a sense of self reliance
Galileo dives deeper into STEM as the students build more advanced LEGO® models. They learn to view the models from an engineer’s perspective and how to figure out mathematical and engineering problems. Children learn to apply the theories they have been taught to their everyday lives. This course helps children improve upon the following skills and subjects:

- Creative thinking and problem solving
- The laws of physics and the natural wonders of the world
- Develop a sense of self-reliance
- Interpersonal skills
- Teamwork
Robo Bricks prepares kids for the real world! Children build a robot using LEGO® bricks. Students use the LEGO We-Do program to create algorithms and pseudo-code that enables the robot to move. The students must practice coding and work in teams in order for their robot to function. This program encourages students to use their critical and creative thinking skills while also building their self-confidence. Children improve upon the following skills and subjects:

- Introduction to robotics and computer science
- Problem solving
- Critical and creative thinking
- Self-reliance and self confidence
Children take their coding skills to the next level as they build sophisticated models using LEGO® bricks! Robotics teaches STEM in depth and allows the engineer to put their skills to the test. Teamwork is required to build all the models, teaching students that teamwork produces something amazing. Our program prepares students for the future as it is based on actual university engineering courses. Students use the LEGO® EV3 program to solve difficult challenges and improve upon the following skills:

- Coding skills
- Advanced algorithmic thinking
- Problem Solving skills
- Engineering perspective
- Teamwork
EXTRA!

In addition to our yearly curriculum, we have several fun and exciting activities to offer!

**Summer camps:** Our summer camp program revolves around the world of science and engineering. Campers will build unique models and go on field trips to see real-life versions of the models they’ve built. We visit interesting places such as candy factories, car and transportation museums, and amusement parks.

**Birthday Parties:** Different themed parties are the perfect opportunity to give children a birthday celebration they will never forget!

**Company parties:** Team-building activities are becoming increasingly popular in the workplace. e² Young Engineers offers team building activities that are both productive and lots of fun.

**Special workshops:** Reach a wider audience by offering special one-time workshops including family days, activities for adults 55+, and programs for those with Autism Spectrum Disorder (ASD).
Build Up is our newest program and was designed for children on the Autism spectrum and was developed by an occupational therapist who specializes in children with autism and with developmental delays. Our vision was to create a program suitable for autistic children that would bring out the best in them and help them develop their skills.

She noticed a link between the power of LEGO® and autism, saying it can be used as a tool to strengthen motor skills, how to work in stages, and how to better complete tasks.

Our research highlighted the key facts of autism such as social reciprocity, lack of eye contact, inability to share emotions, and a lack of understanding social cues.

Skills improved in this program:

- Teamwork
- Refined motor skills
- Social skills
- More confidence
- Social interaction
Programming is becoming an important part of our society as a result of the increase in technology. Young Engineers has developed Algobrix for children ages 5-13. It turns coding into play. Algobrix allows children to code without the use of a computer. Children can have fun while also discovering the basics of software engineering. They use function and parameter blocks, similar to in real coding. Algobrix imitates code just without the scripts of code. Children build their Algodot, then code and program it using the blocks. The robot will do exactly what you’ve coded it to do via Bluetooth.

Algodots can be programmed to move around, light up, and make sounds. The sensors react to light, noise, light and proximity. Algobrix’s compatibility with LEGO®, means that you can always build and code something new.

Algobrix comes with activity cards and has missions for children to complete. Through Algobrix, children learn:

- Algorithmic thinking
- Programming and coding robotics
- Multi-threading
- Mechanics
- Kinetic Energy, Potential Energy, and Elastic Energy
- Teamwork
- Creative thinking
Business Development Department

Our business development team consists of an operations specialist, financial analyst, and a marketing specialist. They will work closely with you to assist you throughout your journey as a franchisee. Our team provides you with the necessary tools for you to have a smooth launch and assistance with your day to day operations.

When you become a Young Engineers franchise, we will provide you with a website, Young Engineers email address, Facebook page, and the marketing materials needed to promote in your market.
METHODOLOGY

Our classes place children at the heart of the educational experience. The everyday school system involves a teacher explaining a topic and then the students ask questions. In our classes, the instructor teaches the theory first, then students have the opportunity to build for remainder of the lesson. This method allows students to be inside the learning experience as they are building exactly what they’ve been taught. Our emphasis is placed on providing a fun and positive learning experience. This allows children to absorb the theories they are being taught while also creating a positive attitude towards education.

CUTTING-EDGE TECHNOLOGY

PARENT-TEACHER APP

Our drive for innovation has resulted in our research and development team creating the first e² Young Engineers 3D app. This powerful learning tool is available for all of our programs and offers children the opportunity to further their understanding of digital technology.

Technology is vital for the 21st century child and we are excited for our students, instructors, and parents to use our new app. The app allows children to see animated videos, the model in 3D and provides pictures of the models in each building stage. The app also allows the instructor to see each lesson and plan ahead. e² Young Engineers’ pioneering technology is the first of its kind. We are the only company that has developed an app for our curriculum.
THE CHILDREN’S EDUCATION MARKET

CURRENT STATUS
As technology evolves, the demand for scientists and engineers has increased. However, there is currently a shortage of people with the needed skills. The standard of STEM education has decreased despite the rising demand.

GROWTH/POTENTIAL
There is a lack of quality STEM education available. Standard teaching methods focus on conformity and standardization, holding children back and denying them the opportunity to engage in complex thinking. Our unique method focuses on finding each child’s distinct way of learning and encouraging their creativity.

The market for children’s development and educational programs has increased dramatically over the last decade. Growth is now projected at an average annual rate of 3.1%. This expansion occurred during a time of recession, highlighting that this is a growing market. The rise in children’s learning apps and educational video games also demonstrates the growing trend for combining education and entertainment.
NEED FOR e² YOUNG ENGINEERS

Children who are just beginning their educational journey do not consider what career opportunities and challenges they will face in the future. We believe that the best way to prepare children for the future is to adopt an abstract approach. We provide our students a variety of experiences that develop their critical thinking skills, their sense of curiosity, and their ability to problem-solve. These skills are crucial in reversing the lack of engineering talent today. The opportunity to experiment and build in a creative environment nurtures a passion for learning.

PARENTS OF e² YOUNG ENGINEERS STUDENTS

Here is what parents of e² Young Engineers students have to say:

“Our son just completed Bricks Challenge. He LOVED it! My son reads below average and has dyslexia – he dreams of being an engineer, and your class made him feel confident and that his dream is achievable!” Kathleen and Ron Anderson – USA

“My child loves the program and is continuing! It is inspiring him to build more involved creations with his thousands of LEGO’s at home. Keep up the awesome work!” Julie Torrie – USA

“Jackson absolutely loves this class. Thank you so much for doing this in our area!” Jennifer Stafford – USA

“Great course! Develops lots of important skills – organization, following instructions, concentration, and all while having fun.” Nataly Mogilevsky – Israel
STATISTICAL DATA

Don’t just take parents’ and our word for it – we also have statistical surveys that prove our methods work! Key findings include: Children attending our classes are generally “successful” or “outstanding” students in school. 81% of children attending our classes learn how to organize their day more efficiently. 1/3 of the children who participated in e² Young Engineers programs have seen a direct improvement in their grades due to their attendance. 93% of children are satisfied or very satisfied with the classes. The classes help students develop creative thinking and a sense of personal empowerment, including self-confidence through attending our classes. You can read the full summary here. here.
WHO CAN BE AN $e^2$ YOUNG ENGINEERS FRANCHISEE?

We are looking for partners with passion, motivation, and the commitment to teach children the fun side of STEM topics. Someone who understand the importance of STEM topics is key for any $e^2$ Young Engineers franchisee. We require our franchisees to demonstrate a level of responsibility and the ability to contribute to our common goal. We take on franchisees who keep to our high standards and who are committed to excellence. Basic management skills and outstanding interpersonal and communication skills are essential to becoming a successful $e^2$ Young Engineers franchisee.
TESTIMONIALS

Switzerland - “My name is Avigail Khan, and I am running Young Engineers Schweiz Ltd. We started our operation in August 2012. Our team consisted of two people and a lot of help from headquarters. After almost 2 years of hard work, we have over 60 courses a week. Our courses are in public and private schools as well as community centers. In addition, we work with the ministry of education in Zurich. We have run holiday camps, special events for large international companies, and workshops in schools. The sky is the limit!”

Nigeria - “My name is Ojo Francis, I am the Operating Director of Young Engineers Edutainment Nigeria Limited. YE Nigeria started in January 2013 with a goal of developing African children. Our aim was to engage the children with an innovative hands-on learning experience. We wanted to teach Science, Technology, Engineering, and Math in a fun way. This approach was perfect for solving Nigeria’s socio-educational and economic problem. Within 18 months of operation and with support from YE Israel, we have achieved huge success. Our partnerships with schools, after-school programs, government projects have aided our success. The most fascinating part of the business is its unlimited opportunities. For the participants, it’s a brand-new world of excitement and invention.”

Netherlands - My name is Shirley, I have a franchise in the Netherlands. My goal is to provide an exciting way of studying STEM. I explain interesting stories and riddles and the children really get excited about science. We run camps, special events and Young Engineers have really helped me move my business forward. I love working with them they are always there when I need support, their business development team really care about the progress of my company and they have been a pleasure to work with.
### START-UP COST

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<th>Amount</th>
<th>When Due</th>
<th>To Whom Payment Is To Be Made</th>
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<tr>
<td>Initial Franchise Fee</td>
<td>$25,000</td>
<td>At signing of franchise agreement</td>
<td>Us</td>
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<tr>
<td>Renovations &amp; Improvements</td>
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<td>Before beginning operations</td>
<td>Contractor, Suppliers</td>
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<td>Office Equipment &amp; Supplies</td>
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<td>Program Tools &amp; Equipment</td>
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<td>Uniforms &amp; Shirts</td>
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<td>Computers &amp; Software</td>
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<td>Training</td>
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<td>During training</td>
<td>Airlines, Hotels &amp; Restaurants</td>
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<td>Insurance</td>
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<td>Licenses &amp; Permits</td>
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<td>Legal &amp; Accounting</td>
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<td>Shipping Costs</td>
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<tr>
<td>Additional Funds (3 months’ working capita)</td>
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IT IS NOW EASIER THAN EVEN TO START YOUR OWN BUSINESS. WE HAVE 5 DIFFERENT START UP PACKAGES TO BETTER SUIT YOUR BUDGET. YOU CAN ENJOY THE FULFILLMENT OF STARTING YOUR DREAM BUSINESS AND BECOME YOUR OWN BOSS. OUR PACKAGES INCLUDE THE FRANCHISE FEE AND THE COST OF EQUIPMENT STARTING FROM $19,500.

<table>
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<tr>
<th></th>
<th>Beginner</th>
<th>Standard</th>
<th>S+</th>
<th>Robotics</th>
<th>Pro</th>
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<td>BC</td>
<td>BC + GT</td>
<td>BC + GT + RB</td>
<td>2BC + BB + GT + RB + R &amp; SE</td>
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<td><strong>$35,500.00</strong></td>
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NEXT STEPS

The next step is to arrange a meeting with you. An e² Young Engineers representative will contact you to set up an introductory session where you will be able to ask any questions you may have. Following the preliminary conversation, we will guide you through our efficient and thorough planning process. Each step of the way, we will help you make the right decision and decide together how you too can run an e² Young Engineers franchise. Good luck and we look forward to working with you!
THANK YOU!

+1-248-602-3162 | +972-74-701-9939

www.youngengineers.net | franchise@e2youngengineers.com