

# MindChamps®

## preschool



### MARKET

MindChamps Preschool grew from a vision to provide the world's best early childhood curriculum and care. Its intent is to give every child the opportunity to become the best they can be by developing what its eminent collaborator, Professor Emeritus Allan Snyder, terms the 'Champion Mindset'.

As an educational institute that continually endeavours to be ahead of the curve, MindChamps invests in innovative research, development and training, so that children have access to quality curricula, teachers, and resources. The breakthrough S.M.I.L.E.S.™ curriculum emphasises the holistic nature of the MindChamps approach, where curriculum and environment collaborate to create an engaging, experiential learning process, which creates enthusiastic life-long learners. As a result, it has grown rapidly to take the number one position in the premium range of Singapore preschools, with 39.5% of the total market share.



Poised for global expansion, the preschool's vision has also attracted the attention of media powerhouse Singapore Press Holdings, who chose to become a significant shareholder in MindChamps Preschool in 2014 — after investigating and comparing all the preschool market leaders in Singapore.

### ACHIEVEMENTS

In recognition of its achievements with the children in its care, MindChamps has been honoured with some of the most sought-after awards in the Singapore education sector, and industry-wide recognition in the fields of intellectual property management, franchise management and branding. These include: The Influential Brands Top Brands Award (Preschool Education Category). MindChamps has won this award for 3 consecutive years, 2014–2016, as a top-of-the-mind brand well-loved and voted for by Gen Y; The 2015 IPOS Award for its Trademark Portfolio, accorded by the World Intellectual Property Organization (WIPO) and the Intellectual Property Office of Singapore (IPOS); The Superbrands Mark of Distinction from 2014-2016 (Early Learning and Preschool category), its third consecutive award from Superbrands; Franchisor of the Year 2013, accorded by the Franchising & Licensing Association (Singapore); and for the fifth consecutive year, from 2011–2015, MindChamps has been ranked in the top 1% of Singapore's leading corporations and SMEs (Small & Medium Enterprises) based on financial performance. The ranking was conducted by DP Information Group, the national ranking body for top 1,000 companies in Singapore.

### HISTORY

MindChamps was first launched as an educational research centre in Sydney, Australia in 1998. In 2002, it established its global headquarters in Singapore. Its cutting-edge 'Learning How-to-Learn' and 'Champion Mindset' programmes introduced a unique approach to learning, and MindChamps rapidly grew to become a leader in the field of enrichment programmes for primary to tertiary school students.

From the beginning, it has been the MindChamps vision to make a difference in the lives of children by providing the best in early childhood curriculum and care. This was based on research findings that many of the challenges faced by school-going children could be traced back to their early childhood years.

By synthesising and distilling the more than 10 years of extensive research in enrichment programmes, the MindChamps research and programme-development team developed a preschool curriculum that rapidly grew to its current industry-leading position, evolving into the S.M.I.L.E.S.™ curriculum, in use in all MindChamps Preschools today.

### PRODUCT

MindChamps is the only educational institution to collaborate with world-renowned neuroscientist Professor Emeritus Allan Snyder from the Centre for the Mind, University of Sydney. Professor Snyder studied the lives of world champions such as the late Nelson Mandela and Sir Edmund Hillary, which helped him identify and develop an understanding of the 'Champion Mindset' — a term which he coined — and a concept that is



incorporated into the MindChamps curriculum.

MindChamps also assembled its International Board of Advisors, a team of global experts, with years of extensive experience in the domains of Early Childhood Education; Neuroscience; Psychology and Theatre. Combining their input with the expertise of its multi-disciplinary research and programme-development team, MindChamps developed a ground-breaking preschool curriculum where children are nurtured with proprietary academic and enrichment programmes including Neuromoves, Music for the Mind and Gourmet Moments, as well as Reading & Writing. MindChamps Preschool students are distinguishable by the 10 characteristics shown in the diagram on the cover.

However, a curriculum is only as good as the teacher delivering it, so MindChamps invests heavily in teacher training and development. In fact, it is the only preschool where teachers — no matter their previous training or experience — are required to complete up to 200 hours of mandatory training in MindChamps' unique curricular approach, leading to an accreditation.

## RECENT DEVELOPMENTS

The latest psychological research shows that training in theatre helps participants develop Theory of Mind, Empathy and Social Emotional Control — all-important for balanced emotional development in young children and the enhancement of EQ.

In 2017, MindChamps acquired a 50% stake in one of Australia's top theatre schools, Actors Centre Australia (ACA). ACA was founded by creative director Dean Carey, the legendary acting teacher of Hollywood superstar Hugh Jackman, who is both a graduate and patron of the centre.

This partnership has made possible a brand-new initiative, ACA Kids, an initiative that will



build in young children the '3Cs' of Confidence, Creativity and Collaboration — giving them access to the powerful craft of theatre at an age when it can really make a difference to their life-trajectory.

In the Middle East, Bloom Holdings, a major property developer, bought the master franchise for the UAE and by September MindChamps Preschool will be opening two flagship early learning centres — one in Abu Dhabi and one in Dubai, the first step to expansion throughout the UAE.

In 2017, the number of MindChamps Preschools in the Philippines will expand to four centres. This is an exciting expansion in a market with great potential for future growth.

The company's expansion into Australia is progressing as planned in 2017, with two MindChamps Reading and Writing Centres already up and running, the opening of an Australian head office in Sydney and the acquisition of a number of preschools in Sydney. This signals the start of MindChamps Preschools' proliferation into the major capital cities, beginning with Sydney and Melbourne.

## PROMOTION

In its efforts to reach and engage with the parents of preschoolers, MindChamps stays ahead of the curve by utilising an integrated marketing strategy that focuses on digital and traditional media. This includes campaigns on various platforms such as social media, mobile apps, content generation, e-newsletters, online advertising, organic search marketing as well as newspapers and parenting magazines.

Maintaining regular personal contact is the hallmark of the MindChamps Preschool's engagement strategy. It is the only preschool to update parents via its Champion Mindset News video programme, produced entirely in-house.

## BRAND VALUES

The vision of MindChamps is to build a world of champions for the 21<sup>st</sup> Century, to enable every individual to be the best they can be. This philosophy is based on instilling three critical minds — the Champion Mind, the Learning Mind, and the Creative Mind — into every child, to foster future success in school and in life.

**The Champion Mind** — is about celebrating what is unique about oneself. It is about going beyond conventional wisdom and overcoming adversity, even failure, to achieve success.

The Champion Mind also incorporates the MindChamps Education and Life Philosophy of '100% Respect, Zero Fear'. This philosophy promotes respect for rules and for others, whilst maintaining the courage and the confidence to ask questions and voice opinions.

**The Learning Mind** — on the other hand, revolves around optimal learning strategies. This training forms the foundation from which children continue learning and achieving throughout life.

**The Creative Mind** — is about connecting multiple perspectives and synthesising them to generate new ideas, innovate and solve problems of all kinds.

MindChamps prides itself on its adherence to five Core Values, listed in the following order: Heart; Integrity; Prosperity; Growth; and Expansion.

These values were defined by the leaders of MindChamps to collectively express the ideals and principles that unite them as a team. 'Heart' was deliberately chosen as the first core value, and inspired the establishment of MindChamps' Social Charter; a commitment to lift the standard of education, and the social responsibility of this generation of students, for the future benefit of humanity. MindChamps links its prosperity to young minds in developing countries, and to those from less fortunate backgrounds, by creating educational opportunities where they do not currently exist. It has raised funds and provided scholarships and subsidies totalling more than \$1,000,000 to underprivileged and deserving children in Cambodia and Singapore.

[www.mindchamps.org](http://www.mindchamps.org)

## THINGS YOU DIDN'T KNOW ABOUT MINDCHAMPS

- When brainstorming for a brand name, MindChamps' founder and Group CEO David Chiem and his team wanted two syllables that encapsulated what the brand is, and what it does. In choosing MindChamps, they discovered several years later, they had accomplished an amazing feat — if you assign each letter the number of its position in the alphabet: A=1; B=2; C=3; etc. and then add them up, MindChamps equals... exactly 100! Hard to believe? Add them up and see for yourself!