

# How to Start a Preschool?

with Teeny Beans



**50% of preschools closed in the last 20 months**

\*Times of India 14 Jan 2021. <https://tinyurl.com/3e8ndjdw>

Which is the opening opportunity for new players in the market

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**\$ 3.27 Bn**

**is the expected incremental growth for 2024**

Source: Preschool Market India 20-24 (Technavio)

**The  
Opportunity**

# Key Drivers

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Exit of players  
from the market  
due to pandemic



Rising  
number of  
nuclear families



Increasing  
participation of  
Women in Labour force

# Steps to Start: ZERO to ONE



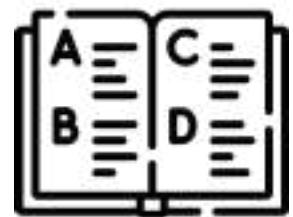
## Location

Choosing the location & understanding the demography and competition



## Business Model

Deciding either to run the business on a franchise model or by self. Planning investment



## Curriculum

Deciding what to teach the students keeping in mind the young learners & the demography



## Operations

Planning out the daily operations, recruiting teachers & other staff, training them, counseling parents



## Branding & Marketing

Creating brand identity, Creating social media & local presence. Performing marketing activities to generate admissions

# Factor for Location

## NEIGHBOURHOOD

Should be a residential area with young toddlers

## SAFETY & SECURITY

Should be safe and secured for young kids

## LOCALITY

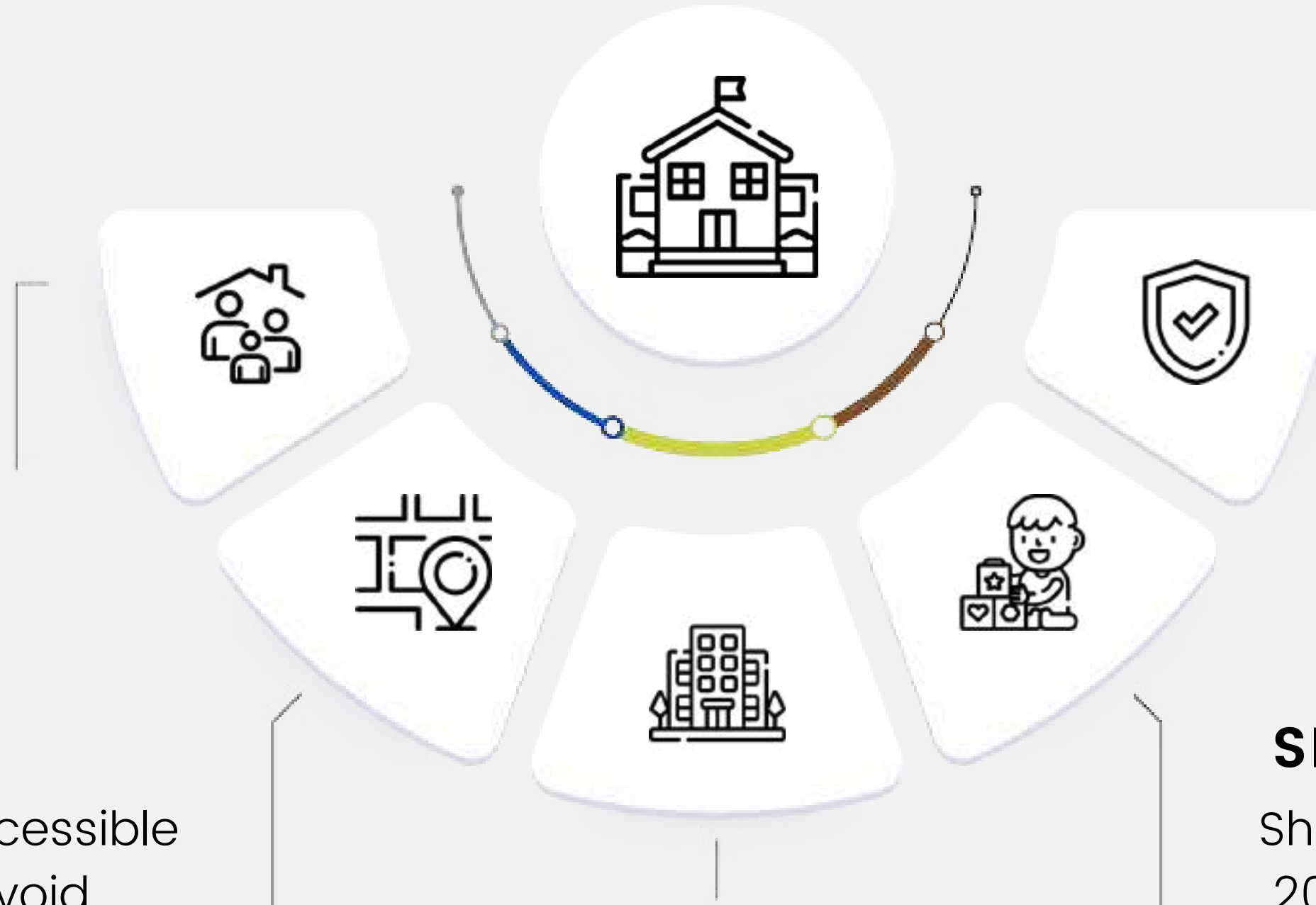
Should be accessible to parents, avoid congested place

## SPACIOUS

Should have minimum 2000 sqft where kids can interact freely

## COMPETITION

Should check how many preschools are there in the same locality



# How to enter in the Preschool sector

To start a preschool business, one must choose between franchising and partnering with a reputable solution provider with a proven business model.

## FRANCHISE

- Working under Franchiser Brand

Franchise Fee ₹5 – ₹6 Lakhs per tenure

- Royalty on every admission

Royalty Fee in between 15 – 20%

- Prohibitive rules set by the franchisor

Inflexible policies make decisive actions difficult



## NON-FRANCHISE

- Building your own Brand name

Long term. Cost efficient. Better resource utilization.

- No Profit Sharing

Saving can be utilized to upgrade the service

- Own set of Rules

Scaling the preschool on your own terms

# How **Teeny Beans** can help you



## **Academic**

British EYFS Curriculum (NEP compliant), Training & Development, Podcast and Seminars



## **Administrative**

Remote ILC manager, Enquiry Management, Admission Counselling, PTM Management



## **Marketing**

Logo Creation, Social Media Marketing, Design Studio Services, Micro Website creation, Local Marketing

# Key Takeaways



## **Robust Business Model**

A Non-Franchise Zero royalty model that will help the business to grow



## **British EYFS Curriculum**

Providing an international British EYFS Curriculum (NEP compliant) and an Augmented curriculum



## **Handholding with Right Guidance**

Providing 360° Assistance in academics, administrative, digital marketing & local marketing



# About Teeny Beans

Teeny Beans is a non-franchise and zero-royalty based holistic solution for new and existing preschool franchise practitioners in the space of early childhood education. We help set up and operate international early learning centers that are globally benchmarked centers of excellence.

Sign up with Teeny Beans and live the journey of creating an everlasting brand that YOU OWN.





# Our Associations

Teeny Beans is a brand of Beanstalkedu, which is a proud member of the pioneering communities in early childhood education, the International Montessori Council (IMC), United States, and the International Montessori Society (IMS), United States.



# Contact Us

Reach out to us for inquiries



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