

From the desk of Genius Mind Consultancy Australia–

Harry Wong

Genius Mind Consultancy (GMC) Australia offers you to be part of this educational project. We need dynamic and open minded partners all over Australia. We offer a 5 year contract with an initial investment of \$ 100,000. This contract can be renewed at the end of the contract. The fee excludes GST, business office, training room, equipment, and other supporting facilities. Every month, the partner will need to provide monthly progress reports and provide royalty fee of 40% from the gross income of the GMC Center.

GMC Australia will provide support, training, and consultation which are needed within the contract period. GMC Australia will also provide support, in the form of printed and electronic media nationwide. All programs and educational support materials will be provided after you agree and sign an agreement with the GMC Australia. Your rights and responsibilities will be written in the business contract.

As the owner of the GMC office in the location that you choose, you will need to maintain a good reputation and the highest level of customer satisfaction. You also must inform the GMC Australia about class schedules.

Education business is a business that is not affected by crisis. Education is one of the most important investments for the future of our children and Australia's future. Your decision today will determine your family's future and even someone else's future. Take this opportunity as we only appoint a fixed number of GMC Centers in each city.

Sincerely,

Harry Wong
Director
Genius Mind Consultancy Australia Pty Ltd
ACN# 142.449.090



Genius Mind Consultancy – Australia

Business Plan

Harry Wong

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Executive Summary

Genius Mind Consultancy Australia uses the latest learning method. This learning method is the only method in Australia that makes your child a genius through the activation of the midbrain. As a result, maximum results can be seen in a relatively short time. Children can immediately show the results to their family, friends, teachers, and parents. This is an outstanding breakthrough by Genius Mind Consultancy (GMC) and a major step forward for mankind.

This midbrain activation method is based on psychology, recent extraordinary genius mind engineering, neuro-linguistic, communication science, behavioral science, and advanced computer technology. With these tools, GMC can activate the children's mid brain from ages 5 to 12 years.

The training session consists of a 1 ½ -day session. This training session will help children "see" blind folded. After the mid brain has been activated, the mid brain can transmit brain waves. These brain waves are used to sense objects around the child. The children can recognize objects, alphabets and colors around them with their eyes closed.

What does Genius Mind Consultancy offer children?

- Memory can be improved.
- Concentration will be better.
- Creativity increases.
- Kinetic movements are improved.
- Hormones are balanced.
- Good emotion control.

Also, this mind activation method has been found to have significant effect on hyperactive children and children with weak memory.

With these advantages, GMC will improve children's memory, concentration, creativity, kinetic movements, and emotion control as compared to other learning methods. Parents and teachers, our customers, will soon be amazed with this education phenomenon. This has definite marketing advantage for us. Parents want the best for their children. With time and success, parents and teachers will automatically promote GMC to their friends and acquaintances. When this happens, GMC's profits will not only soar, but exceed projections.

Section One: Business Overview

The purpose of the Genius Mind Consultancy Australia business plan is to provide a clear picture of the direction and goals of the business for future business partners (GMC Centers). The business plan will serve as a useful tool for GMC Centers.

Genius Mind Consultancy Australia was formed by a dynamic professional who has a combination of technical, business, and operational expertise gained from many years of studies and practice. GMC Australia’s vision is to “cultivate the genius mind in all children”.

Harry Wong is Genius Mind Consultancy Australia’s CEO and majority stockholder. Harry maintains good relationships with his business partners. He brings:

- Professionalism
- Clear and strong vision
- Creative business strategies

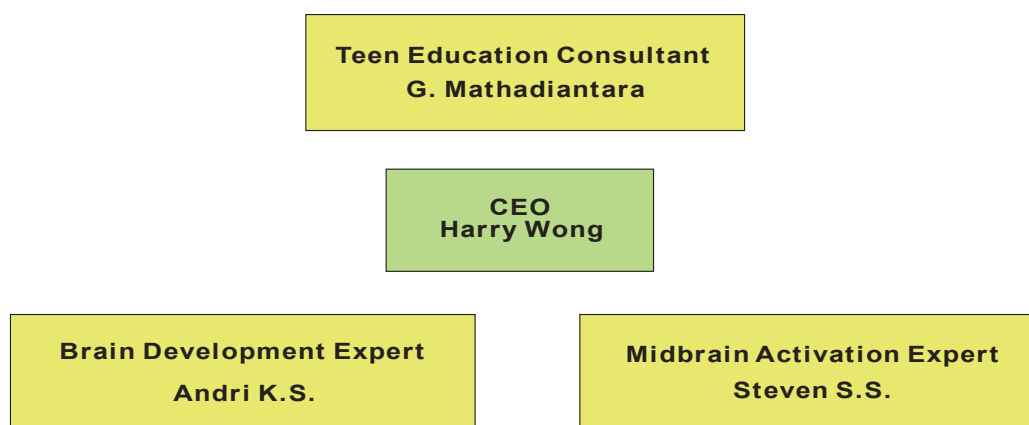
Currently, Genius Mind Consultancy Australia targets customers mainly in Perth, Brisbane, Melbourne and Sydney. Below are three reasons why parents and teachers rely on Genius Mind Consultancy Australia:

- Technologically advanced learning method
- Reliable services offered with proven results
- Competitive prices for a unique learning method

Genius Mind Consultancy Australia is located in Australia. There will be GMC Centers in several Perth, Brisbane, Melbourne and Sydney locations. GMC Australia has business partners. Below is Diagram 1 which details Genius Mind Consultancy Australia’s business partners.

Diagram 1 – Genius Mind Consultancy Australia’s Business Partners

GMC Australia Business Partners



Section Two: Strategic Direction

After careful, upfront research, Genius Mind Consultancy Australia found that their prices are very competitive and the product is unbeatable since it has the highest success rate. The product enables the children to have blindfolded reading capability. As a result, Genius Mind Consultancy Australia’s current business model will be very profitable. The key was to contact and research many different businesses in Perth, Brisbane, Melbourne and Sydney to find the best quality services and competitive prices. Below is the how Genius Mind Consultancy Australia organizes its business solutions:

NetSuite CRM+ – Client tracking software.

Learning method – Blind Fold Reading Method.

Below are Genius Mind Consultancy Australia’s competitive strengths, weaknesses, opportunities, and threats.

Diagram 2 – Genius Mind Consultancy Australia’s SWOT analysis

Strength	Weakness
<ul style="list-style-type: none"> • Engage students • Vast potential • Unique learning method • Quality services offered 	<ul style="list-style-type: none"> • Start-up • Resources • Funding • Marketing campaigns
Opportunity	Threat
<ul style="list-style-type: none"> • Ability to attract other markets • Introduce method to education institutions • Future GMC Centers 	<ul style="list-style-type: none"> • Lack of sales • Competition • Not enough students

While GMC Australia is in the start-up phase, we will solicit the assistance of consultants and experts within the industry to ensure that we are providing quality services and improving our product. Currently, GMC Australia’s business partners are experts within Mid Brain activation, adolescent motivation, Business strategies, and Human brain potential development. Having business experts within GMC Australia is crucial. The partners will be resources for future GMC Center partners.

Section Three: Objectives and Goals

The three key drivers to the business goals for Genius Mind Consultancy Australia Corporation are:

- **Assess current marketing strategy**
- **Begin to understand other markets that GMC Australia**
- **Continue to develop the service offering**

Genius Mind Consultancy Australia’s key drivers, **ABC**, have been developed to ensure that the business remains profitable and the business continues to provide the highest level of services to our customers.

Objective	Assess current marketing strategy
Strategy	Assess current marketing strategy annually.
Key actions	<ul style="list-style-type: none"> • Establish a marketing strategy. • Review progress against the marketing strategy quarterly.
Timeframe	Yearly – Q1
Responsibility	GMC Australia

Objective	Begin to understand other viable markets for GMC Australia
Strategy	Research other potential markets/centers.
Key actions	<ul style="list-style-type: none"> • Document current centers. • Research other potential centers. • Research competition in those potential centers.
Timeframe	Yearly - Q1
Responsibility	GMC Australia

Objective	Continue to develop the service offerings
Strategy	Review current marketing methods
Key actions	<ul style="list-style-type: none"> • Assess current marketing methods. • Rank marketing methods per customer base. • Determine which methods work best in each customer base. • Provide recommendations based on key learning’s.
Timeframe	Yearly - Q4
Responsibility	GMC Australia

Section Four: Marketing

While creating this business plan, Genius Mind Australia researched the competition and found that there are 5 similar types of businesses that exist today that attempt to provide memory learning methods. It was found to be true that the competition provides some sort of learning method; however, GMC Australia's product is by far the most advance product found in the market.

Genius Mind Consultancy Australia differs from most conventional learning methods. It is does not involve eLearning, but does enable blindfolded reading capability in youth ages 5 to 12 years old. GMC Australia plans to promote the product via:

- Seminars
- Book publishing
- Television
- News

By using the above marketing forms and providing unyielding service, we estimate having a 10 % market share within the first 5 years. The cost for the product will be \$1,000 per student for the 2 day training session plus \$2,000 for the six month brain development activity sessions. We target each center having up to 40 students each month.

Section Five: Information and Technology

Below are the current resources required for the GMC Centers:

- One phone number for the business on Skype.
- One desktop computers.
- One laptop computers.
- One projector.
- One Audio System with 15” Speaker

Below is Table 1 which shows the estimated IT resource costs.

Table 1 – GMC Center’s IT resource

Item	Quantity	Unit Cost	Total Cost
Phone	1	\$200	\$200
Projector	1	\$1,200	\$1,200
Computers	1	\$700	\$700
Router	1	\$315	\$315
AV system	1	\$3,500	\$3,500
Internet Connection	1	\$500	\$500
			\$6,415

These IT costs are present during the first year and won’t be carried over into subsequent years unless new equipment is needed. These costs are an estimate of what would be needed to ensure success of the program.

Section Six: Financials

Below is Table 2 which shows the estimated monthly charges and the company's expenses.

Table 2 – GMC Center's monthly charges and company's expenses

Expense	Daily	Monthly	Yearly
Office Rent	\$90	\$1,800	\$21,600
Administrator's Salary	\$150	\$3,000	\$36,000
Legal/Accounting	\$43	\$850	\$10,200
Marketing/advertising	\$25	\$500	\$6,000
Insurance	\$28	\$550	\$6,600
Office supplies	\$5	\$100	\$1,200
Travels	\$8	\$150	\$1,800
Miscellaneous	\$20	\$400	\$4,800
Total	\$368	\$7,350	\$88,200

Below is Table 3 which is the proposed income forecast.

Table 3 – GMC Center's Proposed forecast

License Fee (5 Years, excl GST)		\$ 100,000.00
Training Center Renovation Cost		\$ 12,500.00
Sound System + IT		\$ 6,415.00
Total Investment		\$ 118,915.00
Income from Course Fee		
Income from Each Student		\$ 1,000.00
Marketing Cost	-5.0%	\$ (50.00)
Royalty Fee	-40%	\$ (400.00)

Each Student's Expenses		\$ (130.00)
Net Income per student		\$ 420.00
# of Student for each center per month	40	
Total Income From Students per Month		\$ 16,800.00
Other Expenses		
Monthly Overhead Cost		\$ (7,350.00)
Total expenses		\$ (7,350.00)
Profit per Month		\$ 9,450.00
Return on Investment	12.6	Months

Foods & Drinks		\$ 50.00	
Mentor		\$ 50.00	
goody bag & Gift		\$ 30.00	
Total Cost / Child		\$ 130.00	
Trainer	4	\$ 150.00	\$ 600.00
Technical Support Personel	14	\$ 100.00	\$ 1,400.00
			\$ 2,000.00
Mentor Cost / Child			\$ 50.00

Table 3 shows that after 12.6 months, the GMC Center will have its return on investment as the Center attracts up to 40 students per month and has a monthly overhead cost of up to \$7,350.

Section Seven: Other Information – GMC International photos



Former Malaysian Prime Minister



One of GMC class



Dynamic mentor



GMC at Kindergarten



GMC Exhibition



Graduation