



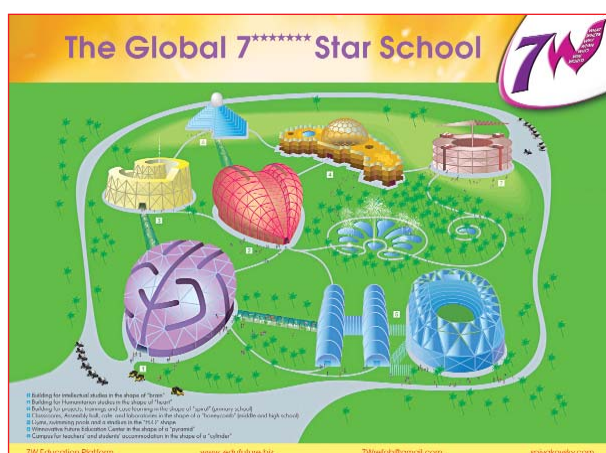
7W Education system and 7*****-Star Schools

<http://3d.edufuture.biz/>

(Full description and business-plan)

1. 7W Education System – strong and stable

We introduce a Project of 7*****-Star School, where the best education technologies will be implemented: top winnovative methods, modern content and curriculum, progressive teachers-coaches, motivate learning design, creative environment and futuristic architecture, international links, financial profitability, champion graduates results and attractiveness of the world.



Qatar achieved unprecedented world level progress because of desiring to be always the first and the best, accomplishing impressive breakthroughs in all fields of social and business life, always taking into consideration formula «Think out of the box».

One more reason to accomplish 7*****-Star School in Qatar is that there are a lot of new architecture design buildings are erected to prepare to the Football World Championship 2022. Therefore, such school will be a diamond in this diadem.

Today Education becomes a key point of world's leadership agenda because there is more potential to achieve world leadership by getting Top positions in PISA and other important rankings.

One of the ways is to create an outstanding attractive 7*****-Star School, that does not exist in the world yet.

It will meet five main criteria: the highest quality of education, financial attractiveness

(ROI 5-7 years), architectural design uniqueness, global network, and leadership of the country.

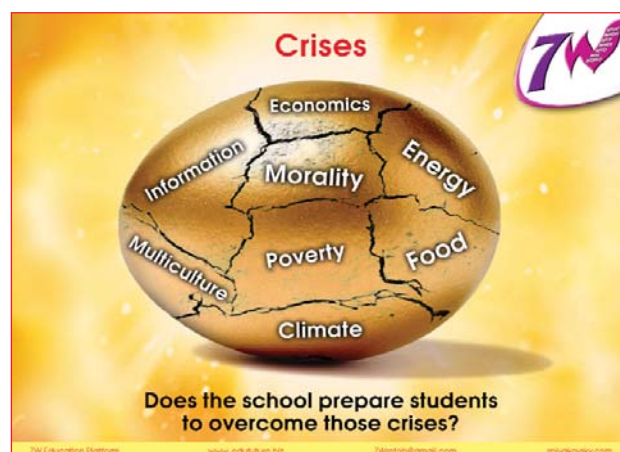
Why we are sure? Because we have accomplished a lot of basic work in developing of all the parts of the 7W Project and implementing them.

Furthermore, many elements of this concept (case studies, accelerative learning, smart technologies, etc.) have got wide approbation and delivered desirable results. On the map of Ukraine, there are now 679 schools, using cases, with 10% of monthly increase. Why? Because our education platform www.edufuture.biz is useful and usable. So, students, parents, teachers, authorities and investors trust us. That is the base of the strength and stability of our approach.

2. How education should reflect the Future?

There are two significant crises in global education. The first - Is dissatisfaction of society with the low level of knowledge and skills of the graduates who are not able to meet modern challenges. Therefore, many countries are searching for the brand-new Education system.

The second – is uncertainty of the education system trends in future. Unfortunately, the period between learning and application of knowledge is about 15-20 years. Therefore, we have to predict future environment and obstacles and build adequate education system. At the same time, we have to make it flexible worldwide. That's what we do in 7W.



PISA. World Rating. 2015

1. Singapore	21. Denmark	41. Malta
2. Japan	22. Poland	42. Slovakia
3. Estonia	23. Portugal	43. Greece
4. Taipei	24. Norway	44. Chile
5. Finland	25. USA	45. Bulgaria
6. Macao	26. Austria	46. UAE
7. Canada	27. France	47. Uruguay
8. Vietnam	28. Sweden	48. Romania
9. Hong Kong	29. Czech Republic	49. Cyprus
10. Shanghai	30. Spain	50. Moldova
11. South Korea	31. Latvia	51. Albania
12. New Zealand	32. Russia	52. Turkey
13. Slovenia	33. Luxembourg	53. Trinidad and Tobago
14. Australia	34. Italy	54. Thailand
15. United Kingdom	35. Hungary	55. Costa Rica
16. Germany	36. Lithuania	56. Qatar
17. Netherlands	37. Croatia	57. Colombia
18. Switzerland	38. Argentina	58. Mexico
19. Ireland	39. Iceland	59. Montenegro
20. Belgium	40. Israel	60. Georgia

The solution to overcome these crises comes from sincere answers to the following 7 basic key questions:

- a) Why learn? (To make healthy and wealthy yourself, your family, your company, your country and the world)
- b) What to learn? (Modern content, combining all necessary knowledge and skills)
- c) Where to learn? (In creative environment)
- d) How to teach? (By progressive technologies)
- e) Who will teach? (Advanced teachers-coaches)
- f) How to finance? (According to results)
- g) What will be the results at the end of the day? (Graduates, who are ready to modern life and its challenges)

For getting answers, we predicted and composed:

- 100 future professions
- 100 future businesses
- 100 future competences and skills
- 100 future education technologies
- 500 future cases



The full presentation reflects the structured algorithm of 7★★★★★-Star education and shows what particular learning technologies we must use to follow High Standards.
<http://3d.edufuture.biz/>

3. Innovative Education trends

Innovative future symbiosis of 7W education content and Digital Technologies

In future, the education system will cease to be chaotic. On the contrary, there will be several tablet computer Brands with all needed education material set up, that will compete for customers (similar to Nokia, Apple, Samsung, Xiaomi, etc...). It will be a new word in education.

We predict that some company can become a world leader in the electronics market segment for schools by attracting additional tens of millions of customers (students) who will benefit from special school-educational applications, for example, case studies and other lessons. The market is ready and is waiting for it.

The secret is that yet nobody decided to create a «special education device». And one billion of the pupils and students in the world have to carry bags full of books daily. Now we have a solution to that.



Part of the education data should be kept inside of the computer, part of it in the clouds and part of it outside in USB. In addition, there must be a quick access to all parts of the knowledge data. Now it is possible to have «all the school in one place» with the variety of options.

7W gives an advantage in occupying the new segment of the global education-digital market.

Innovative Educational Platform

We have created an educational web platform www.edufuture.biz, with 200 000+ visits per day from 58 countries worldwide. This platform contains educational and auxiliary materials that are well structured. They call it the Knowledge Hypermarket.



Interdisciplinary cases

We have developed 500+ special forward-looking cases. That is the biggest collection of cases in the world. Hundreds of schools in different countries already use them. For instance, it is well known that Finland declared itself as a country in which cases are partially implemented instead of ordinary subjects. In addition, Finland became one of the leaders of World PISA Ranking. These cases are now favorite with the students.



4. Education transformation

We have developed (and implemented) the Strategy for educational reform in Kiev' region of Ukraine (750+ schools), with detailed algorithm. Moreover, it is intensively expands all over the country and worldwide.

What are the advantages of 7W schools?

- Contemporary model and design of the 21-st century
- In-depth knowledge, skills and competences
- Effective proportion of expenses and results
- Worldwide network
- The Global leadership

The School of Future 7W

This 7W project combines the most advanced and valuable ideas of «smart schools» similar to smart homes. These schools will set powerful new trends becoming the brand name and a benchmark for educators, who still are waiting when the first major breakthrough appears.



The buildings on the map reflect recognizable shapes:

- a) «Brain» shape (for intellectual studies);
- b) «Heart» shape (for humanitarian studies);
- c) «Spiral» shape (for classes, learning laboratories, elementary school);
- d) «Honeycomb» shape (classes for secondary school);
- e) «H₂O» shape (for Sports facilities);
- f) «Cylinder» shape (campus for the staff and students residences);
- g) «Pyramid» shape – Winnovative Institute of Future (WIF), for creating super modern education materials, technologies, international exhibitions and conferences.

By the way, the best teachers-coaches will be selected from different countries, and Qatar will earn an additional fame compared to the world football movement of nowadays.

5. Investments in Education Branch

Education left the only branch in the world that was not touched by the technologic progress in comparison with the other branches and industries. That's why it looks weak and irritable. We can change this situation, because it becomes now clear how to invest, in order to get and see the results.

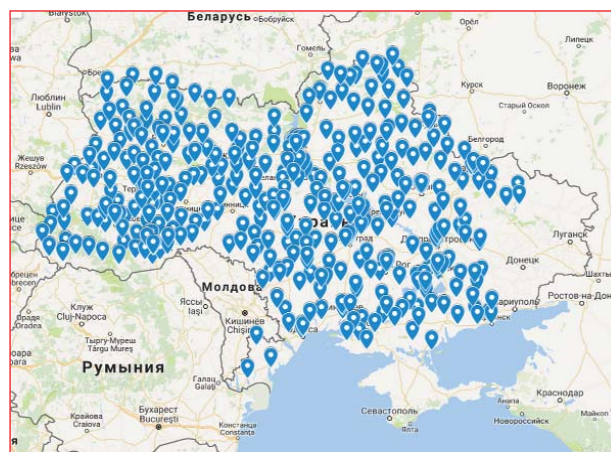
Investments should be shared in three sections:

1. Main school cores (content, technologies, equipment, personnel),
2. Environment (architecture design, interior, infrastructure, services),
3. Speed and Usability of getting knowledge (combining school devices-tablets with education information, in order to get more needed knowledge in less time and less expenses).

Why education often is boring and ineffective? Because textbooks are tedious, technologies are sluggish, and requirements are conservative. We must change it.

Why there is so small motivation to learn? Because there are no optimal proportions between fundamental knowledge, practical skills and gaming. It is pity that simulators and games do not deeply implement in classes. We must change it.

Why education now is out-of-date? Because modern studying protocols and procedures are not tuned online and offline. We must change it.



That's where investments should be done. Then new education model will come into sight. It will be synchronized to the present and adequate to the future. Moreover, it will acquire high value and desirable capitalization, which will give accelerated return on investments.

6. Expected results

As a result of implementing 7*****-Star schools and 7W, the country can strengthen its leading position in the world of education. This will attract investments and will have significant economic and social benefits. Students will receive a quality education that will reduce unemployment, identify and lift smart and gifted students and contribute to the country's progress.

Why is our Project worthy of attention? Because it is smart, deep, attractive, realistic and profitable.

* * * * *

Business Plan

1. The Grounding

Many people are unsatisfied with the education system: parents, teachers, students, governments.

Enormous amounts of money are wasted and the results are miserable. This situation must change. We believe that if there was a better way of providing education, and then investors, customers and governments will accept it.

We introduce the 7W Project, a chain of the Global 7*****-star schools Network.

The essence of the project is to create a new style of schools, the main features of which are as follows:

- a) Progressive education technologies, that provides not only core knowledge, but also soft skills, experience and competences of the 21-st century.
- b) Searching, filtering and processing of information.
- c) Modern content of deep and fresh knowledge (developed as in Wikipedia).
- d) Multi sliced lessons-cases.
- e) Progressive new roles of the teachers-coaches.
- f) Stable system of moral vital values.
- g) New architecture-style buildings for 7W schools.
- h) Financial goal: fast payback, and compatible profitability.
- i) Education goal: highly competent graduates and progress of the country.

The country that will be the first to build the chain of 7W School, will occupy a new global beneficial and prestigious business niche.

2. The main sections of the Project

All preliminary work is already done.

- a) **Standards.** The basis of the project is The High Standards of education. It is already developed and all main parameters and requirements are defined in 7W School.
- b) **Content.** The Knowledge Hypermarket® (KH) on the web site www.edufuture.biz is created. There is an entire school materials where everyone can choose appropriate data
- c) **Teachers-coaches.** The International Guild of Teachers-coaches is created (already 580 members). All of them are experienced in advanced education technologies. They can teach the High Standards. Ai International Council (USA) carries out accrediting the 7W schools and licensing of teachers-coaches.
- d) **Equipment.** All the technical equipment exists; it is tested and shows clear potential to make a real breakthrough in education. Internet, PC's, smart phones, science labs, etc. It changes the knowledge transfer system perfectly and dramatically.
- e) **Case studies.** New types of lessons are also created: cases, trainings, innovative lessons, video conferences, and a big variety of experimental workshops. They have given outstanding results.
- f) **Management.** The team of crises managers is created together with international guild of teachers-coaches. They are ready to accomplish this project.
- g) **Business plan.** The full business plan is clear, transparent, understandable, and is «win-win». ROI is 5-7 years, with further compatible profitability (50-70%). There will be involvement of investors in the project, scientists and prominent people from different countries.
- h) **PR support.** The powerful, creative and original PR support is also provided.
- i) **Future.** This project will influence on all future education systems and become the leader.
- j) **Architecture.** There is architecture projects exist: very attractive, innovative and impressive. World level designers will create them in local spaces.

3. The Pilot Project

The Pilot Project consists of creating worldwide 7*****-star school Network in several countries simultaneously. It will be a Chain Corporate Business, combining commercial and education benefits.

4. The high level of profitability is based on the formula 3 in 1:

- a) Direct parent's fees, sponsorships, special services, courses, budget donations, advertising, etc.
- b) Subscription on the Knowledge Hypermarket on the special web-site. It will serve thousands regular schools worldwide. New Knowledge and new curriculum will be created in 7W corporate Winnovative Institution of Future.
- c) Franchising 7W Schools abroad.

5. Social benefits

Social benefits will include spreading new knowledge to ordinary schools by training their teachers through internet.

Therefore there will be a chain reaction of many other schools that will desire to have something similar for them.

In 3-5 years, the education system in the country will dramatically change: it will become smart, modern and efficient.

6. The Mission of 7W Schools: «To overcome the challenges of civilization»

New generation of 7W school graduates will be able to master the fresh knowledge fundamentals and apply it to solve the hard social crises: financial, poverty, food, energetic, economical, climate, and fairness.

7. The Description of 7W schools. First – one school, then – the global chain

7*****-Star school – is not an ordinary school. It is a complex-conveyor of super modern blocks of buildings and inner content, that are involved into a magic education process proceeds: future technologies; smart students; the net of clever buildings, using the solar energy; modern gadgets; the fruitful work of progressive teachers-coaches; extracting and delivering of needed data – as a benchmark of Information Era. All together, it fills the students by intellectual vitamins and creative aura.

All parents do watch the real upgrade of their kids daily and by the end of the school.

This creative campus will stand in one row with Sydney Opera, Dubai Burj Khalifa Tower and Disney Park. It will be an excellent place, where parents from many countries will

dream to send their kids to, for its modern technological leadership, up growing intellectual environment and excellent perspectives.

Spacious buildings will hold at least 3000 teenagers, where they can perform a variety of tasks: simple, difficult and competitive. Then, there will be a global chain of such schools.

Why do we need attractive picturesque buildings? Some people say that it does not matter where kids should study. If only, there would be good textbooks and teachers. As mathematicians say, this condition is necessary but is not enough.

Actually, learning should be accompanied with emotions and motivation. It is a modern trend. Therefore, we combined education and edutainment. Efficiency of learning greatly increases when students «live and learn» in creative environment. Moreover, visualization becomes the main source of different kinds of information. That's why we create a school as a park, that greatly influences on motivation of children.

8. Knowledge

In 7W School the knowledge is not just getting by students. In Information Era, they have to search for it, and then dig it, extract, recognize, filter, analyze, enrich and design new knowledge together with a coach.

Such kind of received knowledge is reminded forever and promotes the notable growth of personality. At last, boring lessons we substitute partly by the cases. To this point, a large number of «winnovative lessons» already created and will be implemented in thousands of schools.

Thanks to the new Cloud technologies, it is easy for the students to master all the spectrum of fundamental knowledge, all the set of twisted cases, and radial exotic lessons of wealth, happiness, charisma, responsibility, character, smart, cleverness, imagination, senses, lifestyle and the quality of life.

Nowadays thousands of schools and teachers are using very structured lessons in the special Knowledge Hypermarket on our education platform www.edufuture.biz, where there are lessons on any sense exist: perfect lessons, full, ordinary, video, nano, computer, STEMI, etc.

Everything is directed to assimilate competences and soft skills.

No one in the world ever decided how the school lessons should download in the Internet as dynamic and mobile data – not just simply by the ordinary boring textbook. We did it. Now all the lessons in the Knowledge Hypermarket are always fresh and cool.

For this purpose, the lessons in the Knowledge Hypermarket are renewed daily by the corrections and additions that our experts and volunteers from the whole world send to us. It is a new word in upgrading the learning information up to date.

The graduates of such 7W schools will receive much more powerful «life guidance ticket» and earn more than their peers.

9. Megabrand

7W schools become a Mega Brand, together with lyceums, colleges, and ordinary schools. Now they will say: «I go to 7W», «What's new in 7W»?

10. Why 7W?

I. Because it solves 7 key education problems:

- a) Why learn?
- b) What to learn?
- c) Where to learn?
- d) How to learn?
- e) Who will teach?
- f) How to finance?
- g) What results to expect at the end of the day?

II. Because it is based on seven fundamental principles: trust, added value, dignity, adequate, motivation, achievements and «just do it».

III. Because it takes into consideration 7 world trends of future education:

- 1. From education of knowledge to education of understanding;
- 2. From subject to cases;
- 3. From offline to online;
- 4. From texts to information;
- 5. From curriculum to education design;
- 6. From duty to motivation;
- 7. From processes to results.

IV. Because 7W school now meets the main challenges of civilization. It will smoothly transform new skills of students – into competences, competences – into personal growth, personal growth – into powerful «life guidance ticket».

V. Because the main outstanding advantage of 7W school is its Think Tank (Pyramid shape campus, with 300-500 scientists and educators), where the best-new world-level educational materials will be created.

VI. Because they will combine theoretical with practical, width with depth, motivation with responsibility, cleverness with imagination, local with global, online with offline, process with results.

VII. Because this unique education service will earn millions of subscribers worldwide – students, teachers, schools. Therefore, it will be useful and beneficial.

Moreover it will be one of 7 Wonders of the modern world.

11. Incomes and Expenses

In this business plan, the financial formula 3 in 1 is used, when the three sources of income are formed:

1. Fees. The pilot Project of 7W school: 3000 students. The fees are 25 000 euro annually (all inclusive).

2. Subscription on learning data. This education information will be created by the special Winnovative Institute for Future (WIF) in different languages, on the special web site www.edufuture.biz.

Thousands of ordinary schools from different countries will subscribe on the production of WIF. Subscription will cost 60 euro per one year, per one student.

These subscriptions will be paid by parents, by the budget, or by the school.

3. Franchising. There will be Commercial Franchising Centre organizes. It will sell franchises on a «turnkey basis» to the customers in different cities and countries.

Our Project is a «win-win» Project, where every side wins:

- The country and Government receive the best 7W school System in the world together with a modern education system.
- Students get excellent education skills of high level standard and a perspective «life guidance ticket»
- The parents get well-educated and intelligent kids (and heirs), who armed with knowledge, communications, and a good «life guidance ticket».
- Investors and creators of the 7W school Project get significant turnover with 30-50% of profitability.

There also will be enough earnings to spend part of income to the development of all needed education infrastructure or grants/stipendiums to the gifted children from poor families. Furthermore, it will be beneficial to reinvest it for the research labs in order to lead in the education innovations in the world.

Initial investments are **125 million euro**, «on a turnkey basis».

- The constructing and design of buildings and purchasing the land (10 hectares), **100 million euro.**
- Education useful space 50 000 sq. m.
- Recreation space (corridors, halls, stairs, infrastructure, etc.) – 10 000 sq. m.
- Green territories (sports, stadiums, parks, etc.) – 40 000 sq. m.
- Modern equipment, teaching of the coaches and staff, PR, administrative expenses – 25 million euro.

The duration of paper design and building works will be 2-3 years. During this time, income from common massive subscriptions on the lessons and cases from Knowledge Hypermarket can come consequently.

Income

- Fees. The quantity of students is 3000. Payment 25000 euro annually. Totally 75 million euro in a year.
- The Subscription for lessons, cases, other education options created by WIF (fees are 60 euro per student per year). First, there will start at least 200 schools where approximately 500 students. Then the other will join. The income will be $200 \times 500 \times 60 = 6$ million euro.

From the second year, there will be 1000 new schools-subscribers, inside and outside of the country. The income will be 30 mln euro. And then increase 1,5-2 times every year.

Extra incomes:

- Seminars and conferences all year round for the visitors worldwide will be organized. Calculation. 50 persons weekly x 52 weeks x 500 euro per week = 1,3 million euro annually.
- Advertising will ring money from such branches as computer businesses, food, sports, medicines, furniture, etc. In addition, sponsors. 10 companies-sponsors x 100 000 euro in a year = 1 million euro annually.
- There will be personally named classrooms and buildings (paid), district budget support (taking into consideration city creating factor), services for tourists-visitors, and other sources. Approximately 1 million euro each year.

Totally income (in the 1-st year): 84,3 million euro (75+6+1,3+1,1+1=84,3)

- Franchising.

The Demand on 7W school education format of High Standard is very high. The cost of Franchise could be 10% of the project-price, that is 8 million euro, besides the order to create national versions of the Knowledge Hypermarkets in the native languages for the additional price.

**The Structure of Income,
by years, million euro**

Years	1-st	2-nd	3-d	4-th	5-th	6-th	7-th
Education Fees*	75,0	75,0	75,0	75,0	75,0	75,0	75,0
Subscriptions**	6,0	30,0	60,0	70,0	80,0	90,0	100,0
Others*** (seminars, ad, sponsorship, etc)	3,3	4,2	5,1	6,0	7,5	9,0	10,5
Franchise****				12,5	21,5	37,5	50,0
Total income	84,3	109,2	140,1	163,5	187,5	211,5	235,5

Notes

*The Fees may increase and/or decrease according to inflation and situation.

** The sales of the soft in first years can have higher speed. Therefore years later the progression will go slower .

***Other sources of income can also increase or decrease by changing the prices.

****The income from franchisees may appear not in the first years.

Current Expenses in a year

Nº	Statements of expenses	Calculation	Expenses year, million euro	Notes
1	Teacher's and staff salaries	400 staff x 5000 euro monthly x 12 months	24,0	Salaries are adequate to the labor market
2	Maintenance expenses	600 000 euro monthly, 12 months	7,2	According to the existing market costs
3	7WS buses, transfers	20 buses, 500 euro per day, 200 days.	2,0	According to the existing market costs
4	Residences and campuses for the teachers and students	For 300 students and 100 teachers	2,0	To maintain the buildings and campuses
5	The cost of depreciation of the equipment	16% cost of equipment (25 million)	4,0	Speedy depreciation of the equipment
6	Science labs	200 persons (scientists, teachers, programmers, etc.) 5000 euro monthly, 12 months.	12,0	The creation and upgrade of the KH and other facilities, lessons, cases, etc.
7	Administrative and overhead costs	10% from the current calculation	6,4	Light, water, electricity, gas, security, medical services, cleaning, internet, telephone, etc.
8	Advertising, promotion, PR and consultancy	5% from the current calculation	3,2	Implementation of new technologies into big amount of ordinary schools.
9	Exchanges of the teachers, students, personal, IT-specialists (travelling, studying).	Coaches/students	0,6	To support the high status and high level of the 7WS, for the competitions and exchanges – local and global.
10	Unforeseen expenses	5% from the current calculation	3,2	

Total current expenses in a year

64,6 million euro

Totally common expenses I year = 189,6 million euro, i. e.

Initial one time expenses

125,0 million euro

Current annual expenses

64,6 million euro

The Balance of incomes and expenses by years (million euro)

Years	1-st	2-nd	3-d	4-th	5-th	6-th	7-th	...	10-12-th
Income	84,3	109,2	140,1	163,5	187,5	211,5	235,5	...	326,0
*Current expenses	64,6	71,1	78,2	86,0	94,6	104,1	114,5	...	156,6
Current profit	19,7	38,1	61,9	77,5	92,9	107,4	121,0	...	159,4

*Expenses automatically increases because of possible inflation (annually 10%).

This calculation shows the results as follows:

During 7 years total current income will be 1131,6 million euro.

Current expenses during 7 years will be 613,1 million euro.

Initial expenses 125,0 million euro.

Total expenses during 7 years – 738,1 million euro.

Profit will be $1131,6 - 738,1 = 393,5$ million euro.

Our Project is a «win-win» Project, where every side wins:

- a) The country and Government receive the best 7W school System in the world together with a modern education system.
- b) Students get excellent education skills of high level standard and a perspective «life guidance ticket»
- c) The parents get well-educated and intelligent kids (and heirs), who armed with knowledge, communications, and a good «life guidance ticket».
- d) Investors and creators of the 7W school Project get significant turnover with 50-70% of profitability.
- e) All other schools of the world will get an access to the most advanced education resources.

There also will be enough earnings to spend part of income to the development of all needed education infrastructure or grants/stipendiums to the gifted children and from poor families. Furthermore, it will be beneficial to reinvest it for the research labs in order to lead in the education innovations in the world.

12. Benefits for the Investors

The financial benefit consists in an attractive ROI of 5-7 years. Going forward, the profitability increases to 50-70%.

There are also the image benefits, which consist of the best in the world model of the real Future Schools. The students, creators and investors will be involved into the world elite. The image of innovative people will be multiplied together with new exclusive opportunities.

The financial attractiveness of 7W school Project is in the modern technology, where the processes of studying and researches of the education content are created as vertically and horizontally integrated structure. It will be the first step to occupy the huge global education market by new technologies.

There will be a synergetic effect because of geographical extension of the 7W schools and creating the chains of them in different countries.

13. Risks

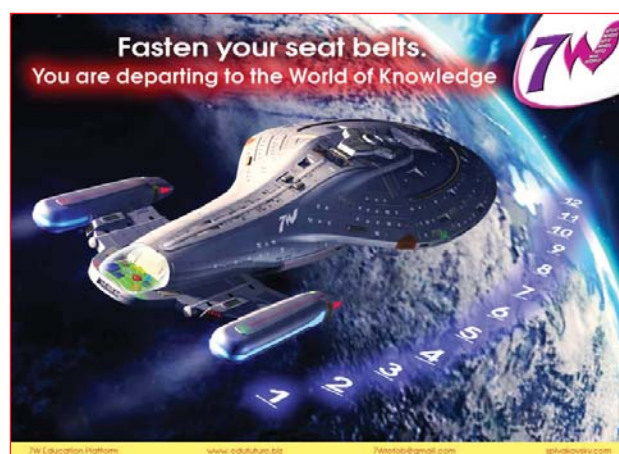
The risk that 7W Project will be unprofitable or unbeneficial is minimized, because campus buildings will have a good liquidity. It may be also transformed into university, hotel, trade or cultural centre.

14. The Future and Perspectives

The Global 7★-Star 7W school Network will immediately influence on the rest of the schools and social education environment. It will implement innovations, and it will result in a chain reaction to create an excellent level of education in all ordinary schools.

The same time the Global 7★-star 7W school Network will extend in other countries worldwide. The teams of teachers, coaches, managers will be prepared in advance. New style architectural projects of 7W schools will appear.

The new era of school design and its fascination results will make the world better.



The predictions show, that at 2030 there will be 3-5 Brand education-platforms as leaders (similar to Apple, Samsung, Nokia, Xiaomi i-phones ...), that will compete. Therefore our 7W platform will have significant competitive advantages.

***Fasten your seat belts.
You are departing to the Future.***

Thank you for your attention and we wish everybody success and prosperity.

Vladimir Spivakovsky, Ph.D,
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(The description, landing, business-plan, video, pictures and animation).

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The Best Education for the Future!