



GMA FIRST INDIA PVT LTD

DELHI, INDIA

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UNIT

FRANCHISEE

PROPOSAL

SSDTM

SSRTM

SBTTM

SCPTM

MMA

MMK



ABOUT GMA FIRST INDIA (P) LTD.



Our Vision

Have a loving and intelligent society of midbrain dominant individuals



Our Mission

To raise a new generation of people who know how to maximise their brain power



Our Goals

To help children improves in memory, concentration, creativity, perceptivity, and emotional stability.



Our Dream

To set up a one-stop self-development academy throughout the world to improve the quality of life among children and parents.



Our Approach

Based on the fact that humans learn and develop better if both, left and right side of the brain are being stimulated; we balance all our activities on the balance of left and right brain. We use the powerful right brain approach in all our teachings, thus laying a foundation for higher learning for all the students who come to be trained by GMA.

When both the right and left brain are properly utilized, we are raising a new generation of people who are loving and intelligent.

A GMA centre is the nesting ground for people, both young and old to be trained to maximize their brain capabilities.

We want to unleash the genius that has been imprisoned by all the negativity created by the left brain approach that dominates the present 'scientific approach' around us.



The Keys to Accelerated Learning

- Meet the needs (physical, emotional, intellectual, spiritual)
- Maximize the brain power by creating an environment that is happy, relaxed, enthusiastic and provides higher sensory perception



About Our Technology

The sound used by *Genius Mind Academy* is based on our own research and development.

We are using a wide variety of waves over a different length as to maximize the vibration caused in the brain and production of hormones necessary to create lasting results.

Our technology is state-of-the-art and works effectively only in combination with our accelerate learning methods.

Intellectual Property





Dr. David Ting

Managing Director,
Genius Mind Consultancy Sdn.Bhd.



Dr David Ting is one of the founders of Genius Mind Consultancy in Malaysia. He holds a Doctorate degree in Business Administration from the United Business Institutes, Belgium. He is certified brain trainer by the Korea Brain Research Institute of Neuro21, Councillor GCP researcher and investigator by CRC Malaysia, NLP practitioner. He is the creator and Master Trainer for SSD, SSR, MMA, MMK, SBT, SSM programs.

After more than 30 years as an educationist, he is passionate about helping children and parents to solve their problems. Through much studies and research, he comes up with different techniques and programs to enhance learning capabilities. Dr. Davit travelled extensively to different countries to give lectures about what he is doing. Currently he is writing a book about self development.

MESSAGE FROM: - **Mr. Anubhav Arora,**
Managing Director, GMA FIRST INDIA PVT LTD, India

It gives me immense joy to bring **Genius Mind Academy** to children in India. The first time I was introduced to the wonders of GMA, I thought to myself: if children in Australia, Taiwan, Hong Kong, Malaysia, Singapore, china , Ecuador, Indonesia and many other countries could benefit so much, why not our **Indian children ?**

There is a **GENIUS** in every child waiting to be explored!

The key to opening and unleashing the genius in your child is in your hands.

GMA India Endeavour to make your children academically Competent, Emotionally Confident and Socially Responsible citizens of tomorrow. And to achieve this, we have to begin now!



What is the Midbrain ?

The **midbrain**, also called the mesencephalon, is a small region of the brain that serves as a relay center for visual, auditory, and motor system information.



The midbrain is located above the brain stem of human beings. It is responsible for the perception of stimuli and the subsequent communication with the right and left hemispheres to process this perceptive information.

Typically, as part of the lower brain centres, the mid brain is not subject to an individual's conscious awareness.



Dr Makoto Shichida who devoted more than 40 years of research into the functioning of the brain, actually uses the term "Interbrain" rather than Midbrain. We will keep to the use of the term "**Midbrain**" as this has been popularised by recent developments.

In the human cerebrum, there is a section called the interbrain that lies between the left and right hemispheres. It is crucial to awaken this so-called third brain in order to improve the capabilities of the human brain. The interbrain, located at the centre of the cerebrum, links and consolidates the functions of each part of the brain. It also allows the work of each file of the brain to appear onto consciousness.

The interbrain acts as a sort of control tower of consciousness and is equipped with highly advanced intelligence. If a person develops his interbrain, he will acquire a memory that will allow him to never forget whatever he has seen or heard once.

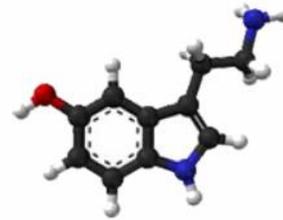
The interbrain is in charge of controlling the entire human organism including the viscera. The deep human consciousness controls the interbrain. Once you learn how to access the interbrain, you can become a super human. In order to awaken this part of the brain, it is necessary to stimulate a hormonal discharge by sending a special vibration.

So what do you mean by "activating the midbrain"?

As stated in the previous paragraph, the interbrain has to be awakened by stimulating a hormonal discharge. In the human body, it is the pituitary gland that regulates the hormone secretions and this function has to be awakened. For this, it is necessary to activate the neighbouring pineal body. The pineal body secretes two hormones: melatonin and serotonin.

The secretion of melatonin increases in the dark and decreases when it is bright.

Serotonin is said to be very closely related to the evolution of species and has the capacity to increase the intelligence of the right brain. Since the midbrain is responsible for communication with the left and right hemispheres of the brain, the process of "activating" the midbrain will result in better communication with the left and right hemispheres.



As individuals grow older, the brain has the tendency to automatically assign one hemisphere of the brain to become more dominant in performing certain tasks (a process known as lateralisation). This means we end up using much less of our brain than we actually could! The process of "activating" the midbrain reverses this trend and allows us to use our brain more efficiently, hence the improvement in cognitive abilities.

Another interesting effect of midbrain activation that it allows children to sense the visual properties of objects without actually seeing them with their eyes (**blindfolded**).





What will the child achieve at genius mind academy?

- have increased and improved memory
- gain higher self confidence and belief
- have improved learning capability
- have more creative mind
- be more motivated and positive
- have better concentration and focus
- balances right and left brain
- develop blindfold reading abilities
- have confidence
- being creative
- Makes one emotionally stable and balanced.



COURSE INFORMATION:

1. SSD – SUPER SENSORY DEVELOPMENT

Description: Midbrain activation course. After the course, the participants are blindfolded and train their sensory perceptions. The visual dominant people are able to SEE the colors and details in a flash card while blindfolded. The auditory dominant people are able to HEAR the colors and details in a flash card while blindfolded. The touch dominant people are able to know the colors and details in a flash card by touching. The smell dominant people are able to know the colors and details in a flash card by smelling. Those who are taste dominant people are able to know the colors and details in a flash card by putting the flash card near to the tongue. When the brain power increases, the sensory perception improves. When the senses improve, the ability to comprehend is heightened. The five “radars” are able to capture information from outside easily and download into the brain, hence improves learning capabilities.

Age: Suitable for children between 5-15 years old.

Detail: Two-day intensive + twelve follow up sessions within 3 months.

Benefits:

1. Improves memory,
2. improves concentration,
3. more confidence,
4. emotional stability,
5. improves sensory perceptions
6. improve motor skills
7. Easy to relax



2. SSR – SUPER SENSORY READING

Description: After the sensory perception has been heightened, a person can be trained to use the senses to capture the information in a book at super high speed. The brain is able to process information at unbelievable speed. It is not impossible to finish a book in about five minutes.

Age: Suitable for children between 8-15 years old. Those who are good in SSD will learn faster.

Details: Two-day intensive + 12 follow up sessions within 3 months.

Benefit:

1. Super speed reading
2. High retention
3. Best for revision



3. SCP – SUBCONSCIOUS PROGRAMMING

Description: Midbrain activation and super sensory development is emphasized in this course. Those who are successfully activated will be able to perform the blindfold skills just like the children. Apart from the conscious mind, we have the subconscious mind which controls us by 90%. We MUST have healthy subconscious mind if we want to have healthy lifestyle. This course instructs the participants to do effective programming. This is a life-changing course every adult must attend.

Details: Two-day course + 2 follow up sessions within one month.

Age: Adults and children above 12 years old.

Benefit:

1. Change your subconscious, change your behavior.
2. Build positive character and change habits.
3. The answer to success.
4. Super sensory development



(4) MIND MANAGEMENT COURSE (MMK)

This is a two-day course designed to relaxation, stress management, the subconscious mind programming and the pathway to success. Its aim is to remove mental blocks and magnetize a person's dream. It's going to be a life changing course that helps a person to learn the technique to penetrate the subconscious mind and download the intended information into it. This course is suitable for entrepreneurs to create a healthy mindset to face all the challenges in the marketplace. Parents would know how to effectively communicate with their children and nurture children who are after their own hearts. This is a course all parents and entrepreneurs must attend.



(5) MIND MANAGEMENT COURSE (MMA)

This is a life changing course for adults. Relaxation, state training and the most important issues to be dealt with is the techniques to download information into the subconscious mind that controls a person by 90%. MMA will change the future of a person, becomes a magnet for wealth and health. Whatever he/she desires, he/she is able to obtain it with the techniques taught in the MMA course. A must for successful people.



(6) SUPER BRAINWAVES TRAINING (SBT)

This is a six months course (three sessions per week) designed to improve the brain function that will directly affect learning and working capabilities of a person.



We will do a monthly test to scientifically analyze the self-regulated ability of the brain system through the data obtained from the neurofeedback training. Neurofeedback does not require any drugs in maximizing the function of the brain. It's amazing effects had been proven through clinical studies for the past 40 years. It is also believed that this technology will eventually be a part of human's evolution.

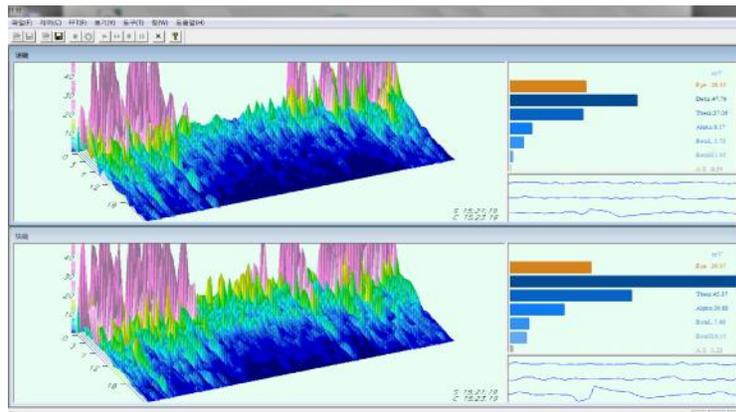


BRAIN FUNCTION ANALYSIS (BFA)

The Korean product known as Neuro Harmony Device is able to measure the brainwaves of a person in real time and derive the brain health from the readings on a graph. From the EEG data, we are able to analyze the brain function under the following categories: Basic Rhythm Quotient (Determine the development, stability and aging of the brain,) Self-regulation Quotient (Determine the self-regulated ability of the neural network,) Attention Quotient (Determine the consciousness of the brain,) Activity Quotient (Determine the activity of the brain,) Emotion Quotient (Determine the balance state of emotion,) Stress Quotient (Determine the stress level of the physical and mental state,) Correlation Quotient (Determine the balance of the right and left hemisphere,) Brain Quotient, (Gather all the quotients to determine the function of the brain,) 3-D Brain Wave Graph

Our brain is the control center of our physical body and we need to understand our brain function in order to fully understand our physical health and abilities.

Our brain condition is affected by our genetic make-up, surrounding environment, medication and past experiences. However, our learning and working capabilities are affected by the brain function.



The brainwaves recording is a scientific method to measure the quantitative activity of the brain such as attention, concentration, relaxation, learning abilities, balance of the left and right brain. Such brain analysis helps us to understand our brain function and we are able to choose a suitable solution to solve the problems. This will accelerate learning and improves performance.



What makes genius mind academy unique?

- a. GMA India is in collaboration with GENIUS MIND CONSULTANCY SDN BHD, Malaysia.
- b. GMA has earned the reputation of being the pioneer institution in the field of MID BRAIN ACTIVATION COURSE. (SSD)
- c. GMA is affiliated with International associations.
- d. Member, Franchising Association
- e. The syllabus is finely structured and designed by GMA curriculum development department, Malaysia.
- f. GMA technical knowhow is guarded from MALAYSIA .
- g. GMA methodology is internationally proven well researched and updated.
- h. GMA was specially invited to present its excellent achievement to Minister's office, Kuala Lumpur, Malaysia.
- i. GMA is a reputed education institution with international presence with many centers spread over more than 10 countries and with an enrolment of over 4 million children worldwide.
- j. GMA India faculties are well trained, competent and certified to impart courses to children.

Description of a Franchisee Business

LICENSING involves one party developing a successful business format, which is then licensed to another party to set up and run a identical venture in a particular area for a specific period of time. The party granting the license is the **LICENSOR** or **FRANCHISOR** and the party taking the license is called the **LICENSEE** or **FRANCHISEE**.



A substantial, exclusive reputation and goodwill exists in the name of GENIUS MIND ACADEMY. The Licensor (GMA) holds right to the intellectual property.

The Licensee is one who desires to obtain the benefit of knowledge, skill and experience of the Licensor upon the terms and conditions set out in our legal agreements

The Licensee or Franchisee is permitted to use the GMA trade name, image, systems, and procedures and operating manual for the duration of the License, ownership of which lies with the Licensor. GMA would be entitled to exercise complete control over their usage by the Franchisee.

Options for those looking to become a franchise owner for an Educational program are more diverse than ever. You don't have to be relegated to investing your money and time with a franchise you truly don't have a passion for. More people who have business skills and also appreciate the value of Academics and children are viewing children's Educational franchises not only as an investment in and of themselves, but also in the community and its children.

This interest in children's Educational franchises is growing from both a need and a want, from both prospective franchisees and parents looking to enrich their children's lives. Something all parties involved, recognize the importance of MID BRAIN ACTIVATION and its continued presence in a child's life. These franchises cannot be underestimated as just glorified tuition centers. They are true valid business models with high potential.

GMA India already boasts of a franchisee roster with a highly educated staff of owners. Our franchisees consist of men and women who vary in ages, educational and cultural backgrounds and who may or may not be parents. The thread that connects them is that they are comfortable in marketing and being in a leadership role.



Many of **GMA** franchisees are predominantly people who have left the corporate world after having worked under stressful conditions. They like to work in a healthy business that matches up with the time in their life with children and community involvement. Though some educators are among GMA franchisees, a certified elementary teaching degree is not required. It is more important for someone to be a managerial, community-involved, people person.

Art, Singing or Dance aren't the only activities parents are looking to get their children involved in, it seems, but franchises in Educational programs are definitely reaping the benefits of parents who want more well-rounded kids. The trend has grown with programs being offered in Science, gymnastics, art, drama etc. Perhaps it's a sign of the times, when getting back to basics is a welcome respite from our fast-paced digital world. Kids need an outlet other than video games and computers.

In addition to wanting to sign up their kids for these classes, people are looking to also sign themselves up as franchisees. Esp. parents buying these franchises are a big trend. They're so excited to play a role in the community, have the quality of life they want, have a great business and do things they couldn't do in a structured work environment. The franchise is about more than just a business -"it's about having a phenomenal, educational experience for a child."

GMA India offers a complete business format franchise in the field of skill, whole brain development and educational services. The unique franchise concept provides individuals with complete know how to build and operate a successful GMA Learning Center.

It is an awesome privilege to be part of a child's life and make a difference that will last. Such an experience surely touches your heart and gives a sense of achievement. You too can have this rewarding experience and be closely associated with GMA, by becoming a franchisee. This is an excellent business, which can be offered in your own locations.



From The Franchisor

GMA India offers certain special features for its franchisees:

- ❖ The goodwill of the GMA brand. The Franchisee will be able to use the strong brand name, which is globally accepted for quality education and fun learning programs on the field of child education.
- ❖ The franchisee will be provided a standard operating procedures manual (SOP) which will guide you in the business processes, systems, accounting procedures, marketing and management techniques necessary to run a successful GMA learning centre.
- ❖ The franchisee will have advantage of an internationally proven, well-researched curriculum by the global expertise for the GMA program and you will have an exposure to the latest education concepts through GMA.
- ❖ Training for the curriculum and the business process. The Franchisee will receive training in the concepts of the business and the basics for running a successful enterprise.
- ❖ As an GMA franchisee you will be receiving your franchisee kit shortly after signing the legal agreement. The franchisee kit includes GMA marketing CD's, company logo, certificate copy, quality policy, info booklet, sample student kit, display materials and much more...
- ❖ Marketing help including designing templates for all marketing collaterals, and local advertisements, running promotional campaigns and advertising campaigns for the centers as per company norms.



- ❖ A public relations unit, which will run central promotional melas, conferences, business-idea sharing sessions, will take care of press, publications, television coverage and other media-related issues of the GMA programs.
- ❖ Continuing research and development. The Franchisee will receive training/ curriculum development, product enhancement, and access to new products at a nominal cost.
- ❖ The GMA learning center will be listed on a global website which is accessible anywhere in the world.
- ❖ Get access to customer helpline **No.9873062098**
- ❖ Each franchisee will be provided unique mail id in GMA WEB DOMAIN. You are hereby requested to communicate through the specific mail id only.
- ❖ All materials i.e. marketing materials education materials and promotional materials supplied by the company is 100% Quality Checked
- ❖ There is a SMS messaging system available in GMA when your indent is getting dispatched as well for all the general circulars.
- ❖ Selected franchisees will undergo an extensive training program on the business strategies for owning and operating a successful Learning Center. In addition to these, franchisees and their staff members will receive initial and subsequent continual training for the GMA curriculum and the delivery method.
- ❖ course content AND teaching methodology



SITE SPECIFICATIONS

You will need to possess a minimum area of 600-1000 sq feet (self owned or rented) in a quiet and peaceful locality. The premises should be ideally in a semi commercial area with a good visibility and frontage. The premises should also have independent access, attached toilet facilities and should be well ventilated. The premises if rented must have a Rent / Lease arrangement for the tenure of the agreement



FACTS TO KNOW TO BECOME A FRANCHISEE

- I. The prospective **Franchisee** has to enter into an agreement initially for a period of (5) FIVE years with the **Franchisor (GMA INDIA)** thereafter it can be renewed depending on the performance to be assessed by the **Franchisor**.

II. **NON-REFUNDABLE LICENSE FEE STRUCTURE:**

Franchisee Fee	Visit website for Master Franchisee (state-wise)
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Note: However, this sum does not include pre-operating expenses such as rental, staff, marketing etc.

III. **DESIRED QUALITIES:**

The prospective franchisee must have:

- An interest in being an entrepreneur and have a positive attitude to work while maintaining quality. Professional ethics are of paramount importance.
- A keen interest in developing education services for children in your community, state and the country.
- A genuine commitment to strive for growth and expansion that will translate into profits for yourself.
- The aptitude to head your enterprise and manage the Learning Center.
- The ability to devote your time and make GMA your main activity.
- A love for working with children
- Reasonable financial resources
- A college degree



- IV. As a franchisee you will become a part of the highly successful GMA business family and will have an opportunity to own and operate a lucrative business and also share in carrying forward GMA INDIA's mission of "working towards a superior INDIA"

- V. The Franchisee can go in for any number of **School tie-ups** within the Area allotted to them , paying an additional license fee which will be refunded. The monthly student fee has to be decided after getting **prior written concurrence from the Company.**

VI. COURSE TRAINER (CT)

- a. The Instructor / Teacher has to be Identified / Appointed by the Franchisee. A Course Instructor trained and certified by the GMA INDIA only will be allowed to take classes. The Course Instructor has to sign an agreement with the Corporate Office.

- b. **Pre-requisite to become a Course Instructor:** A young and dynamic graduate, preferably a female below 35 years of age, with a pleasing personality, good communication skills, proficiency in English and local language having a flair and passion for teaching and capable of handling children.

VIII. FEE SHARING STRUCTURE:

Call us at +91-9811241083 for details



IX. AGREEMENT SIGNING:

After signing the agreement, GMA INDIA will provide the promotional materials in the franchisee sign up kit:

The other materials to be procured by the Franchisee **at cost** only from GMA INDIA are:

- i. Student Application Forms
- ii. Receipt Book
- iii. CERTIFICATE WITH THE SEAL
- iv. DELIVERY NOTE
- v. PARENT CONSENT FORMS
- vi. and all designs for any other stationeries...

Infrastructure to be provided by the Franchisee at the Learning Centre(s):

- ✳ **Class Room:** A well-illuminated classroom and minimum of 1 class rooms with basic amenities like fans, drinking water and toilet facilities which is to be maintained neatly as per the company standards and lightening as per GMA specification.
- ✳ **The Maximum enrolment for every batch should not exceed more than 40 children. This has to be strictly adhered.**
- ✳ **Seating:** A comfortable seating arrangement for children (as per GMA INDIA's specification) . A chair, table, white board and marker pens for course instructor.
- ✳ **Display :** A display clearly visible to all 40 children in each batch.
- ✳ **A Notice board.**
- ✳ **A Suggestion Box.**
- ✳ **A Waiting hall for Parents with basic amenities.**
- ✳ **Counseling Room**
- ✳ **First - aid kit**



- * **A fire extinguisher**
- * **computers with recommended hardware and software with broadband internet connectivity.**
- * **projector with manual or automatic screen**
- * **music system with speakers and cordless mike according to GMA specification**
- * **invertor or generator**
- * **neuroharmony training device**

XII. BATCHES

The Franchisee can have any number of batches depending upon the student strength and the infrastructure available.

The Franchisee is solely responsible for local promotional activity.

XIII.CHECKLIST FOR LEARNING CENTRE LAUNCH

1) Agreement:

- Stamp Paper.
- Signing

2) Premises:

- Possession Of Site
- Inspection By GMA
- Civil Works
- Infrastructure
- Furniture
- Electrical Fittings
- Inspection On Completion



3) **Recruitment:**

- Ad release
- Final Interview
- Offer Letter

4) **Training:**

- Training Schedule
- Training Commencement
- Instructor Training
- Front Office Training

5) **Deliveries:**

- 1 Courseware Kit(bag, t shirt, books, blindfold band, Uno card)
- Photographs
- CD
- certificates
- Brochures
- Sample Of Stationeries in e format
- Formats of Tech/Front Office
- Designs for Marketing Materials
- Admission Forms sample

6) **Erection of Glow Sign Board**

7) **Inauguration:**

- Short Listing Of Invitees
- Fixing Of Date & Time with GMA INDIA
- Making Arrangements
- Arranging Press Coverage
- Press Note

Note: There is a annexure attached in the subsequent page. Please refer



ANNEXURE – I

SCHEDULE OF EVENTS

