



bloom



Business Tutors

Teaching the skills that matter

Welcome to Bloom

Welcome

In today's world of exams and box ticking it's easy to lose sight of the things that matter. Here at Bloom, we offer teachers the resources and support they need to impart practical knowledge and ensure students are equipped to make the most of life's opportunities. What's more, you could earn up to **£20,000 extra per year by investing just a few evening's work per week.**

Developed by business experts in conjunction with education professionals, our certified courses are not only fun to teach but are designed to foster creativity and innovation within the classroom. All our courses have been built with flexibility in mind and can be easily taught around a full time schooling position. We know just how precious your time is and our focus is always to ensure courses work for you both practically and financially.

No marking, no lesson planning just adventurous teaching every step of the way.

Become a Centre Director with Bloom to earn the income you've always wanted and rediscover the joys of teaching.



Jenna Burr, MBA

CEO Bloom Business Tutors

What is Bloom?

Bloom Business Tutors is an exciting new way of preparing children for life after school. Centring on business, Bloom classes open children's eyes to the way the world works.

Our courses focus on the skills that are widely sought after by universities and top employers. When a student moves on from school it's not only their grades they take with them but their ability to think creatively and approach new situations with confidence. We have worked hard to create a truly valuable syllabus that will equip students with the contextual awareness they need to succeed in later life.

Bloom courses take students on a journey where they learn from the ground up precisely how the world works, from the basic concept of an economy to how businesses compete on a global scale. By the end of our program each and every student will not only be able to see the bigger picture but will understand the part they play within it. In our classes as is so often the case in life, it's not only answer but the approach to solving the problem that matters.

Our courses focus on:

Practical skills

Real life examples

Independent learning

Problem solving

Syllabus

Whilst integrating a wide range of life skills, our courses are designed to build a strong base knowledge in five key areas:

- **Management, people and leadership**
- **Finance and the law**
- **Marketing**
- **Economics and strategy**
- **Operations**

By building a core understanding of these topics, students are able to quickly pick up more advanced concepts in later life. As well as gaining the head start they need to succeed in a business career, students learn important life skills such as:

How to search for jobs, present themselves, develop interview skills and make informed career decisions

Learning in a fun and interactive way (yes, really) what tax is and what it means for them

Personal finance skills including budgeting, being credit card savvy and how mortgages work

Understanding successful entrepreneurship and how to start a business

Course Structure

Bloom courses are aimed at 13-16 year olds and are split into levels 1 and 2, each of which require completion of two 10 week semesters. In addition to this, you may choose to also teach our springboard programme which is designed for students about to move on from school or sixth form.

Each class has a duration of one hour meaning multiple levels may be taught flexibly and by only dedicating a few hours per week to teaching.

Level 1

- Age 13-14 approx.
- 2 x 10 week semesters

Foundation certificate upon completion with >80% attendance and homework participation.

Level 2

- Age 15-16 approx.
- 2 x 10 week semesters

Advanced certificate upon completion with >80% participation and successful completion of coursework project.

Springboard Programme

- For ages 16-18
- Advanced course covering key life skills
- Professional advice on applications, further education, CVs, career options and personal finance

How much can I Earn?

As classes can be run flexibly and as each tutor has their own commitments it's impossible for us to state how much you might earn. It really depends on how much time you can dedicate and how many students you expect to sign up for each class (this usually depends on effort put into marketing and size of local target audience).

However, you can use the information in our revenue guide below to work out a projection for yourself based on the number of courses you expect to have time to run and the number of students you expect to recruit per course.

Courses per Annum	10 Students p/c	15 Students p/c	20 Students p/c	25 Students p/c
1	5000	7500	10000	12500
2	10000	15000	20000	25000
3	15000	22500	30000	37500
4	20000	30000	40000	50000
5	25000	37500	50000	62500
6	30000	45000	60000	75000

Classes are charged at £25 per lesson and each class may accommodate up to a maximum of 25 students. Each child requires 20 lessons (in 2 x 10 week semesters) to pass each level and if you have an excessive number of sign ups you may choose to run courses simultaneously e.g. consecutively one evening per week.

What will Bloom Provide Me with?

Bloom Business Tutors will provide you with **everything** you need to get up and running fast. Timing is up to you, however typically new Directors will join us in September and use the period up until Christmas to market their services ready to start classes in the New Year.

Your Centre Director Pack will include:

- Marketing materials to get your name out there. This includes both physical materials such as business cards, flyers and posters for distribution along with soft copy materials for online marketing.
- You'll get a full step by step guide to finding students and communicating with parents.
- Training materials to ensure your knowledge on the Bloom curriculum is up to date.
- A practical guide to finding a venue for classes and staying organised with the least time input.
- Full and detailed lesson plans for every class as well as a course guide showing you the overall structure for each course so you don't need to spend any time developing teaching materials.
- Textbook style materials, printables and student worksheets so you have absolutely everything you need to run classes from day 1.
- You'll be set up as a Centre Director on our online learning portal so that when students complete their homework online

you will be sent progress reports and updates letting you know how everyone is getting on (we mean it, you get full visibility without having to do any marking!)

- We'll set you up your own company email to make communicating easier and more professional.
- You'll be linked up to our online store meaning you won't have to handle any cash payments as parents will be able to buy courses online and you'll be paid directly into your bank account (which makes for easy accounting too).
- You'll be included in our nationwide marketing for which we will never ask for any additional marketing fees, we reinvest our own revenue in building Bloom brand awareness.
- You'll get detailed information on how to set up and run the centre as your own business including templates for accounting, tax returns etc. It doesn't matter if you haven't run your own business before, our templates and tools make the process easy and stress-free so you can focus on teaching.
- You'll get access to 7 day a week support. We are always here to help with any query you might have and offer a call back service even at weekends. You'll always have the support you need to set up a successful centre.
- We handle all of the student certification admin, you simply send us student names to approve at the end of each level and we then send you graduation packs.

What is expected of me?

- In order to attract students, a successful centre requires continuous marketing. You'll be expected to use the materials provided in order to advertise in your local area.
- You'll need to find a suitable venue for classes. In order to help you find somewhere fast, we provide a list of approved venue types in your starter pack.
- As you'll be your own boss and not an employee of Bloom, you'll be responsible for your own tax affairs. To help you get started, our templates make keeping on top of things nice and easy.
- You'll need to be organised and run classes when agreed. We gather parent and student feedback on a regular basis and reserve the right to act if feedback is poor.
- You'll be expected to follow business guidelines as set out in our franchise agreement. This covers terms of business conduct, a legally binding copyright agreement and payment terms.
- Most of all, we expect you to join the business with bags of enthusiasm to build your own successful centre!

Licensing Fees

The total franchise fee for becoming a Centre Director will be £5000 per annum for the school year commencing September 2017. Discounts and payment plans are available for those joining us in our pilot scheme running from September 2016, please contact us for details.

What next?

If you'd like to find out more about becoming a Centre Director and see some of our materials for yourself, go straight to the top by emailing our CEO at jenna@bloombusinessstutors.com

Need some more info? We love questions! If you've got a general enquiry, get in touch by emailing hello@bloombusinessstutors.com and we'll get back you ASAP.

We look forward to hearing from you!

