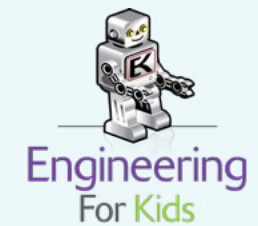



**LaunchLife**  
International Inc.

Launching lives through learning





Welcome to the  
global leader in  
franchised education

LaunchLife International

is a Canadian EdTech company  
with support offices in  
Toronto, Florida, England

We champion world-class education  
platforms and brands

# Why franchising?



“Investing in a franchise system **reduces the risk** of starting a new business. Having an **established system** in place increases your likelihood to succeed. You gain the benefit of an established reputation and image, proven management and work practices, access to national advertising and **ongoing training, leadership and support.**”

Darryl Simsovic  
CEO, LaunchLife International Inc.





# Why invest in education?

Education is a high-demand, rapidly growing sector

- Global education spending makes up **over 10% of the world's GDP**.
- It's estimated that **1/3 of the workforce** will transfer into new occupations over the next five years.

It's recession-proof

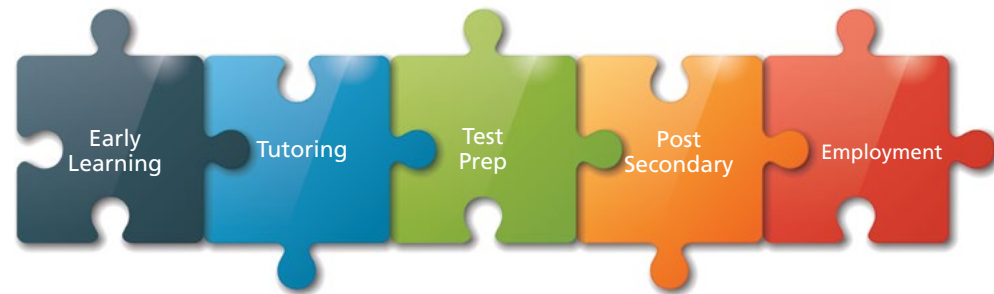
- The cost of education has increased **2x the level of inflation** over the past two decades, creating a shift in the format and delivery of education **from traditional skills to the lifelong learning skills** students need to be successful in the digital era.
- As the rise in automation and technology increases, so too will the need to re-skill and up-skill, **shifting education spending across the span of an individual's career**.

*It's rewarding and fulfilling!*

# Why LaunchLife?

## We specialize in education

From early learning to employment, **LaunchLife offers a variety** of franchise opportunities.



## We have technologies

LaunchLife gives you the benefit of the **most innovative, cutting edge educational systems and technology** for all stages of the learning journey.

## Our Total Care pledge

**Total Care** is an ongoing program to support our franchise partners.

With our 360 approach we provide all the elements to drive the success of the business:

- training
- advice and administrative support
- tools and materials
- help desk and personal support
- and much more

### Our 360° approach





# Our global reach



## Academy of Learning Career College

- 50 locations



## Pitman Training

- 15+ countries  
- 90+ locations



## School is Easy Tutoring

- 6+ countries  
- 50+ locations



## Engineering For Kids

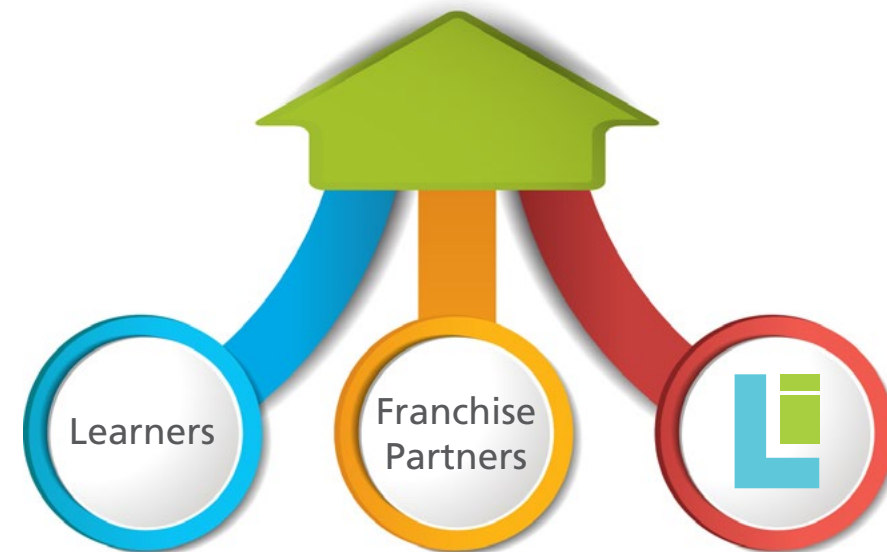
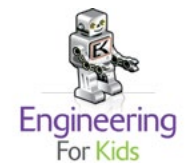
- 37+ countries  
- 75+ locations

### LaunchLife global reach:

Austria, Australia, Azerbaijan, Bahrain, Brazil, Canada, Cayman Islands, Chile, China, Egypt, Hong Kong, Indonesia, India, Ireland, Kenya, Kuwait, Kosovo, Malaysia, Mexico, Mongolia, Myanmar, Nigeria, Oman, Pakistan, Palestine, Panama, Russia, Saudi Arabia, Scotland, Singapore, South Africa, South Korea, Thailand, UAE, UK, USA, New Zealand, Zimbabwe

# Our Community

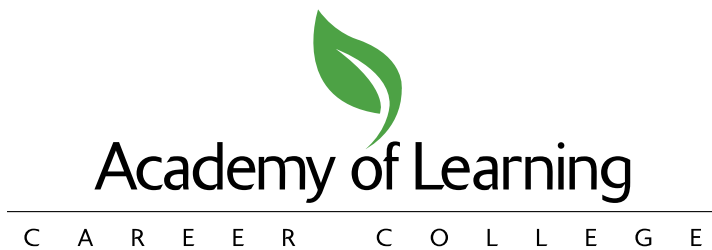
**Our highly motivated and passionate community** enables networking and mentorship, including the exchange among franchise partners on experiences, best practices, and success stories.







- 01 | What is **Academy of Learning**?
- 02 | Why Partner with Us
- 03 | Building Blocks of Success
- 04 | Unique Brand Value
- 05 | Content/Curriculum
- 06 | Technology





# 01

## What is Academy of Learning Career College?

AOLCC is a **network of Private Career Colleges** that provides vocational and technical adult education in high-demand areas in the job market, such as business, digital media, marketing, IT, legal and healthcare.





# 02 |

## Why partner with us?

### **AOLCC is Canada's Largest Career College Network.**

- Leader in private adult education for **35+** years.
- We know franchising, and we are experts in the career college business.

### **We provide a turnkey operation that includes:**

- Start-up assistance – We help you establish your AOLCC franchise.
- Established curriculum – It's multi-modal, online-integrated and meets the provincial registration requirements.
- Ongoing support – You own your franchise but you're never on your own.

### **We're passionate about creating new opportunities through education.**

Dream job, promotion, or re-training, AOLCC franchise partners can feel confident that graduates are equipped to excel in the skills that employers and communities need, backed by Canada's recognized leader in private education.

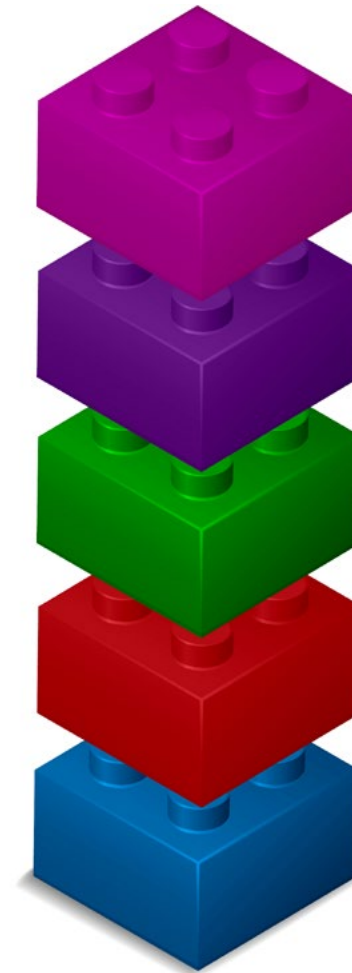


03

## The building blocks of AOLCC's success

  
High standard  
Canadian curriculum

Total Care



 **LaunchLife**  
International Inc.

 **ILS** | myAOLCC

Learning Management System

 **AOLCC**  
Community



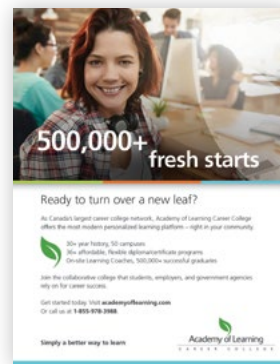
# 04

## Unique Brand Value

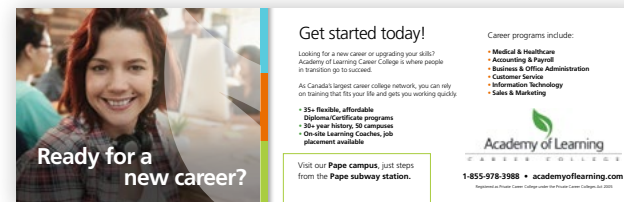
### Branding and marketing support

AOLCC's tone and manner is confident, warm, and down-to-earth. It engages and inspires learners – people who are looking to launch a new career – with training that empowers them to achieve their goals.

Our brand is expressed through a number of channels: advertising, print collateral, email, and our website.



print ad



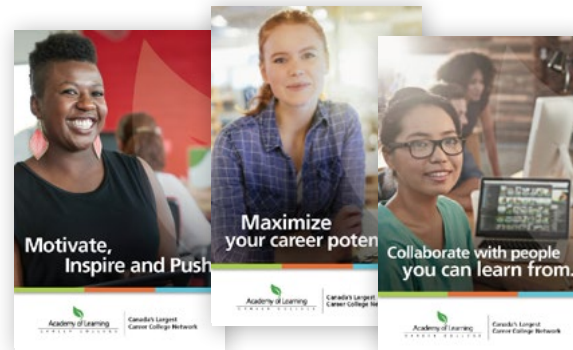
transit ad



word cloud (leaf)



postcard



in-campus branding



## Content/Curriculum

### Canadian curriculum, approved in **7** provinces

For each campus we have available **more than 350+ courses** equivalent to more than **10,000 hours of learning**.

Our courses have been crafted with state-of-the art curriculum design practices

We offer our students a self-directed, multisensory learning experience that allows students to:

- progress at their own pace
- design their own schedule

### Unrivalled program choice

No other private post-secondary college can match the **variety of programs** that Academy of Learning Career College offers.

AOLCC offers career-focused vocational training with over **40 high-demand, provincially registered diploma programs and 350+ courses**.

- **Business**
- **Information Technology**
- **Healthcare**
- **Accounting**
- **Legal**
- **Community Support Services**
- **Web & Graphic Design**

Based on the employment market, we regularly update and add new programs.

# 06

## Technology

### ILS: our competitive advantage

Our exclusive **Integrated Learning® System (ILS)**, combines the best parts of online learning with a classroom environment. Recognizing that every student is unique, the system is designed to accommodate a variety of learning preferences.

Dynamic and engaging multimedia content offers an all-encompassing experience.

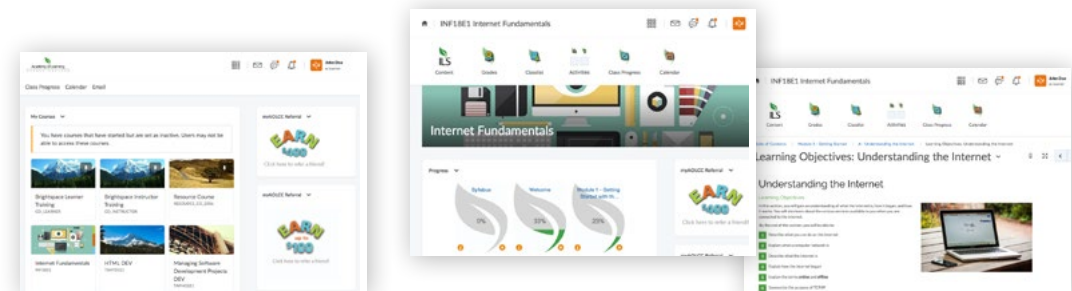
- Self-directed digital content
- Hands-on exercises
- Competency-based exams
- On-site, qualified Learning Coaches
- Virtual instruction and support

Our graduates have successfully completed over two million training courses to date.



### myAOLCC learning hub

- **Robust and reliable** with a service commitment of 99.9% uptime
- **State-of-the-art technology** that allows seamless integration with EdTech platforms
- Fresh, clean, and **easy to navigate**







**LaunchLife**  
International Inc.

**Chris Gignac**

Managing Director, Academy of Learning Inc.

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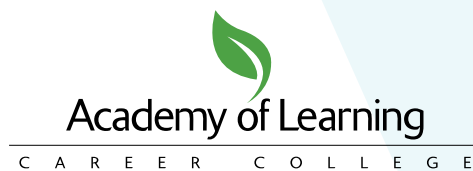
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