



Hello, world. **It's me.**



“The best way
to predict your
future is
to create it.”

Dennis Gabor



“My aim is to promote meaningful English learning, giving voice to the concerns of our students at every stage of their development.”

Meaningful learning should be a fundamental right, as should responding to the individual needs of each student, so that all students can experience the joy of learning.

Their future starts to be built today!”

Natàlia Perarnau
Founder of Kids&Us



Natàlia Perarnau, founder of Kids&Us, created her own method and tested it on her daughter.



Proud of Kids&Us

+190,000

Students

+650

Schools

11

Countries

+86%

Loyalty rate

+16,000

External students

+600

Partner schools
and nurseries



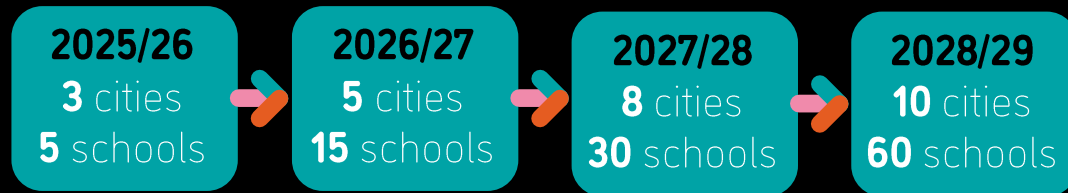
Spain, Andorra, Italy, France, Belgium, Czech Republic, Poland.

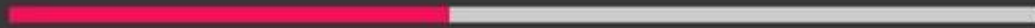


Mexico, Myanmar, Vietnam, Japan.

Poland

New Kids&Us country opening in 2025







The pillars of the Kids&Us method

The Kids&Us method is based on the natural process of mother tongue acquisition, a learning journey that follows a specific, natural and spontaneous order.

1. Listening
2. Understanding
3. Speaking
4. Reading
5. Writing






The pillars of the Kids&Us method

- Dynamic classes 100% in English
- Courses for ages 1 to 18
- Small groups
- Dynamic classes
- Daily exposure to English
- Digitalisation
- Gamification
- Innovative and continuously improved
- Quality control to ensure excellent teaching and learning
- Educational model with a quality seal









































K Our courses

Objectives

Structure, course and age

							
We start familiarising ourselves with English from day one.	We explore and stimulate our senses in English.	We discover our immediate environment through stories, games, and songs in English.	We play, sing, and talk about our day-to-day life in English.	We tell stories and learn English through play.	We talk with our classmates in English.	We gain confidence and fluency when expressing ourselves in English.	We start reading and writing in English, making sure not to forget to speak it too.
 45 minutes	 45 minutes	 1 hour	 1 hour	 1 hour	 1 hour	 1 hour	 1,5 hours
 1 day per week	 1 day per week	 1 day per week	 1 day per week	 1 day per week	 1 day per week	 1 day per week	 1 day per week
 5 max.	 5 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.
Pre-A1 CEFR Level*	Pre-A1 CEFR Level*	Pre-A1 CEFR Level*	Pre-A1 CEFR Level*	Pre-A1 CEFR Level*	Pre-A1 CEFR Level*	A1 CEFR Level*	A1 CEFR Level*
Mousy	Linda	Sam	Emma	Oliver	Marcia	Pam & Paul	Ben & Brenda
1 year	2 years	3 years	+4 years**	+5 years**	+6 years**	+7 years**	+8 years**

Our courses

									
We discover the wide variety of animals on our planet and start to figure out how English works.	We continue to explore the world and gain fluency in talking about ourselves and our immediate environment in English.	We delve into stories that relate to our own reality and expand our vocabulary in English.	We enhance our communication skills in English, both written and spoken.	We solve mysteries while improving the accuracy and correctness of our spoken and written English.	We continue to improve our written and spoken English and gain a better understanding of how the language works.	We use meaningful English to express our opinions on a wide range of social topics and in different conversational contexts.	We enrich our English in order to express what we consider relevant with greater precision and correctness.	We express ourselves fluently and correctly in English in any communicational situation.	We perfect our written and spoken English to be able to communicate whatever we want, whenever we want.
 1 hour	 1 hour	 1,5 hours	 1,5 hours	 1,5 hours	 1,5 hours	 1,5 hours	 1,5 hours	 1,5 hours	 1,5 hours
 2 days per week	 2 days per week	 2 days per week	 2 days per week	 2 days per week	 2 days per week	 2 days per week	 2 days per week	 2 days per week	 2 days per week
 8 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.	 8 max.
A2 CEFR Level*	A2 CEFR Level*	B1 CEFR Level*	B1 CEFR Level*	B2 CEFR Level*	B2 CEFR Level*	C1 CEFR Level*	C1 CEFR Level*	C2 CEFR Level*	C2 CEFR Level*
Animal Planet 1	Animal Planet 2	Fairy Tales 1	Fairy Tales 2	Mysteries 1	Mysteries 2	The Future 1	The Future 2	Subscription 1	Subscription 2
+9 years**	+10 years**	+11 years**	+12 years**	+13 years**	+14 years**	+15 years**	+16 years**	+17 years**	+18 years**



The evolution of our method

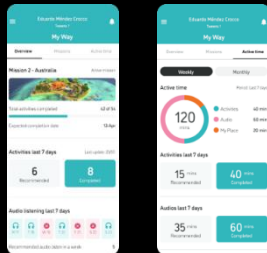
We offer a comprehensive, unique, and quality learning experience that combines the best of the analogue world with a responsible and ethical use of technology to boost our students' English learning and achieve a **personalised, gamified** and **interconnected** experience.



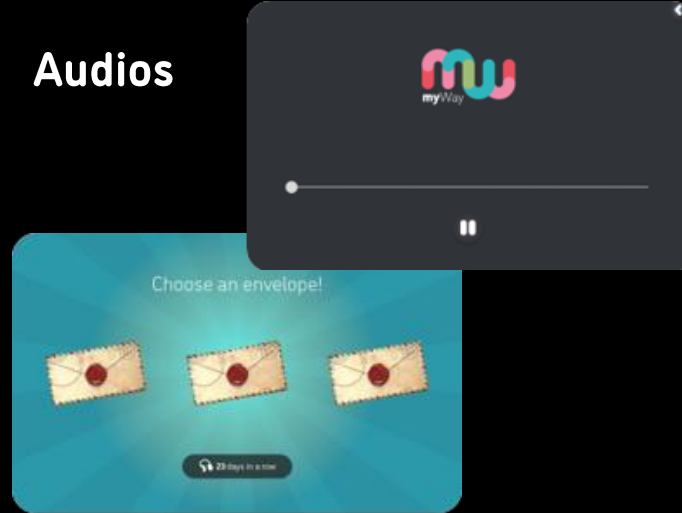
My Way is the new digital world of Kids&Us

- Adaptive learning tool
- Gamification model
- Sense of community
- Sense of accomplishment
- Use of AI to offer a personalized path for each student

Learning follow up dashboards



Audios



My place



Adapted activities



Avatar and Ki-Bot



KIDS&US
my English

KIDS&US
my English



Our schools

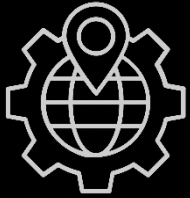








Initial support



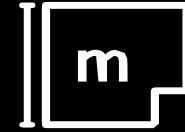
Geomarketing

We use advanced geomarketing tools to analyze the area of influence where you want to open your school



Looking for premises

We help you find the most suitable location and premises in the city



Layout

We help you with the structuring of the space and the layout design according to our concept



Business Plan

We built the Business Plan together and we offer constant support for the start-up of the business



Credit access

We collaborate with different banking entities and we can guarantee special conditions



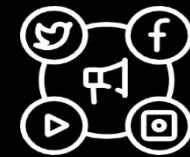
Initial training

We offer a 360° initial training with online courses, webinars and face to face trainings



Human Resources

We help you with the staff selection and training: teachers, academic coordinators, school directors...



Marketing

We support you with contents and marketing strategies focused on students acquisition

Constant support



Follow up

We provide individual support and constant follow up on your results to guarantee the business success



Quality control

We carry out audits and periodic controls to ensure the quality of the method and compliance with company standards



Academic management

We support you with continuous training for proper academic management



Brand awareness

We create new campaigns to promote the Brand both locally and globally

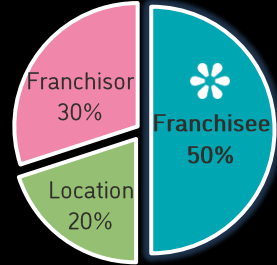


Continuous development

We guarantee innovation with the continuous development of new services, products and educational materials

Success Factors


 **The Franchisee's
Contribution to the
Business**



 **Conservative
and safe
investment**

**Sustainable
investment
over time**



 **The continued strong growth of
the education sector**

 **Profitable
model**

**High Return on
Investment**

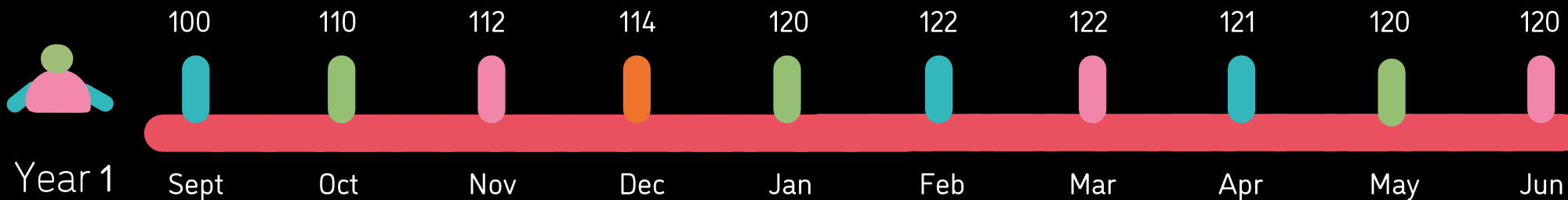


 **Speaking English is becoming
increasingly necessary**

K Success factors

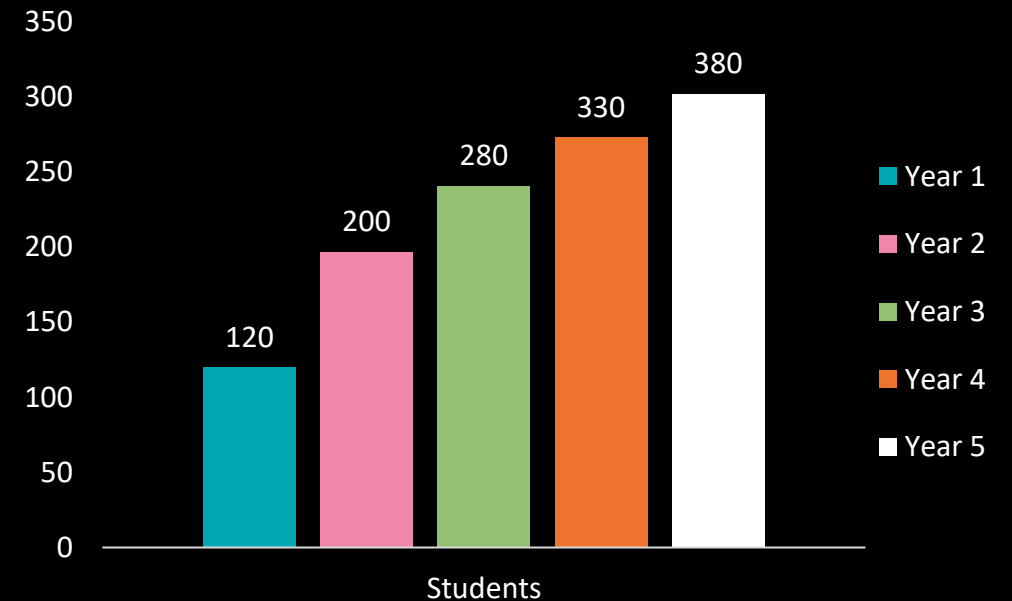
✿ No uncertainty

- Results are predictable from day one.
- In contrast to other business models, such as retail or restaurants, our customers are the same throughout the whole school year.
- We do not depend on external factors or on how many people visit us every day.
- As a result, the revenue of a Kids&Us school remains stable on a monthly basis and growing strongly year after year.



Loyalty rate
86%

Business Plan · 5 years



Next steps

1

First visit

At one of our Kids&Us schools

2

Business Plan

Sharing of the Business Plan and the pre-contractual information document

3

Discovery Day

Meet our team and discover all the departments

4

Contract signature

Signing of the contract and start of construction works

5

OPENING



Key figures



Initial investment

Aprox.: 80.000€



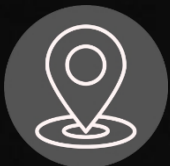
Contract length

6 years



Premise size

150 m²



Location

Ground floor



Area of exclusivity

Yes





**We ignite children's futures
to unleash collective hope**

Do **YOU** want to **GROW** with **US**?



Hello, world. **It's me.**

KIDS&US
my English

