



# START AT THE FINNISH AMAZING INTERNATIONAL PRESCHOOLS

**CORPORATE PROFILE**

**25 SCHOOLS**  
**15 COUNTRIES**  
**8 LANGUAGES**

# INSPIRATION & PERSPIRATION

## FINLAND EDUCATION. GLOBAL PERSPECTIVES

### Company Overview:

Kipinä is a global leader in early childhood education, offering a unique blend of the Finnish curriculum with international perspectives. Founded on the principles of play-based learning and guided instruction, Kipinä provides children with a nurturing and stimulating environment that fosters imagination, creativity, and confidence.

### History:

Kipinä emerged in 2013 with a vision to revolutionise early childhood education. Our founder, Kieran Galvin recognised a significant gap in the educational system and was motivated to address it, drawing inspiration from Finland's esteemed education system, known worldwide for its excellence.

Starting with Finland's National Curriculum for Early Childhood Education & Care as the foundation, Kipinä ventured beyond Finland, launching preschools in numerous countries worldwide.

We meticulously tailored the curriculum to suit diverse international contexts, developing comprehensive academic curricula, lesson plans, resources, and tools.

Additionally, we invested in training hundreds of teachers to effectively implement our Finland-based curriculum in their daily teaching practices.

Kipinä opened its first pilot school in 2015, marking the beginning of an ambitious journey that has so far led to 25 operational schools in 15 countries and dozens more scheduled to open in the next three years.

# CULTURE & VALUES

## THE SPARK

“Kipinä” is a Finnish word that means “the spark” in English.

### Culture:

Kipinä's culture is rooted in respect, inclusivity, and continuous learning. The organisation values the holistic development of children, focusing on emotional, social, and cognitive growth. Kipinä promotes an environment where children feel safe, valued, and inspired to explore and learn.

### Mission:

Kipinä, with its inspiring, clutter-free learning environments, qualified staff, seamless apps for greater parent/teacher

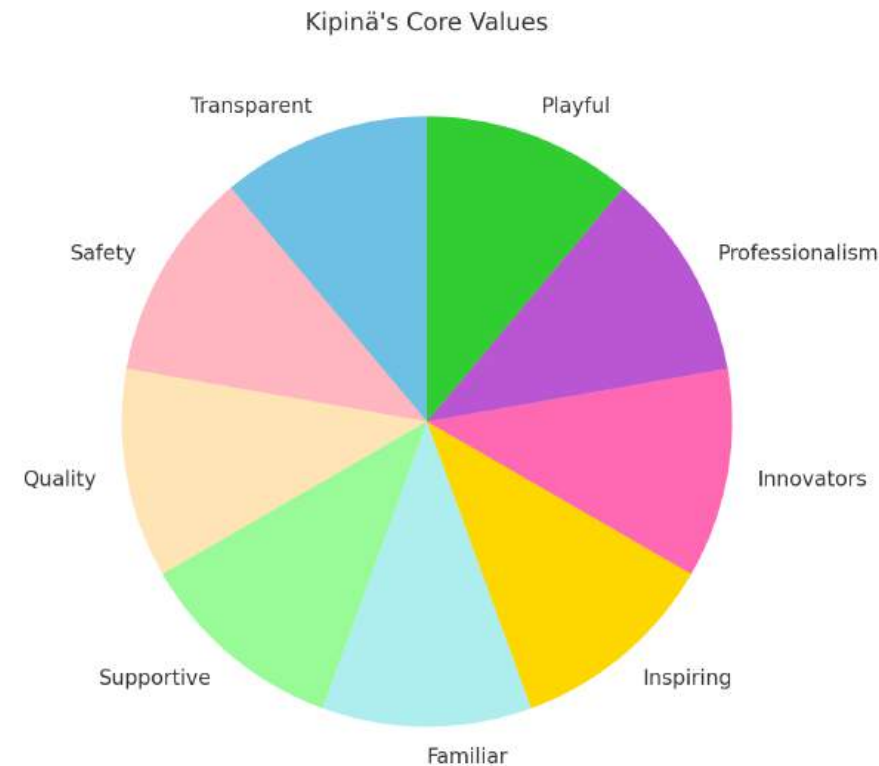
communication, and intentional individualised planning, uses an enhanced Finland curriculum that balances play and guided learning with focused instruction, to spark 21st-century skills.

### Vision:

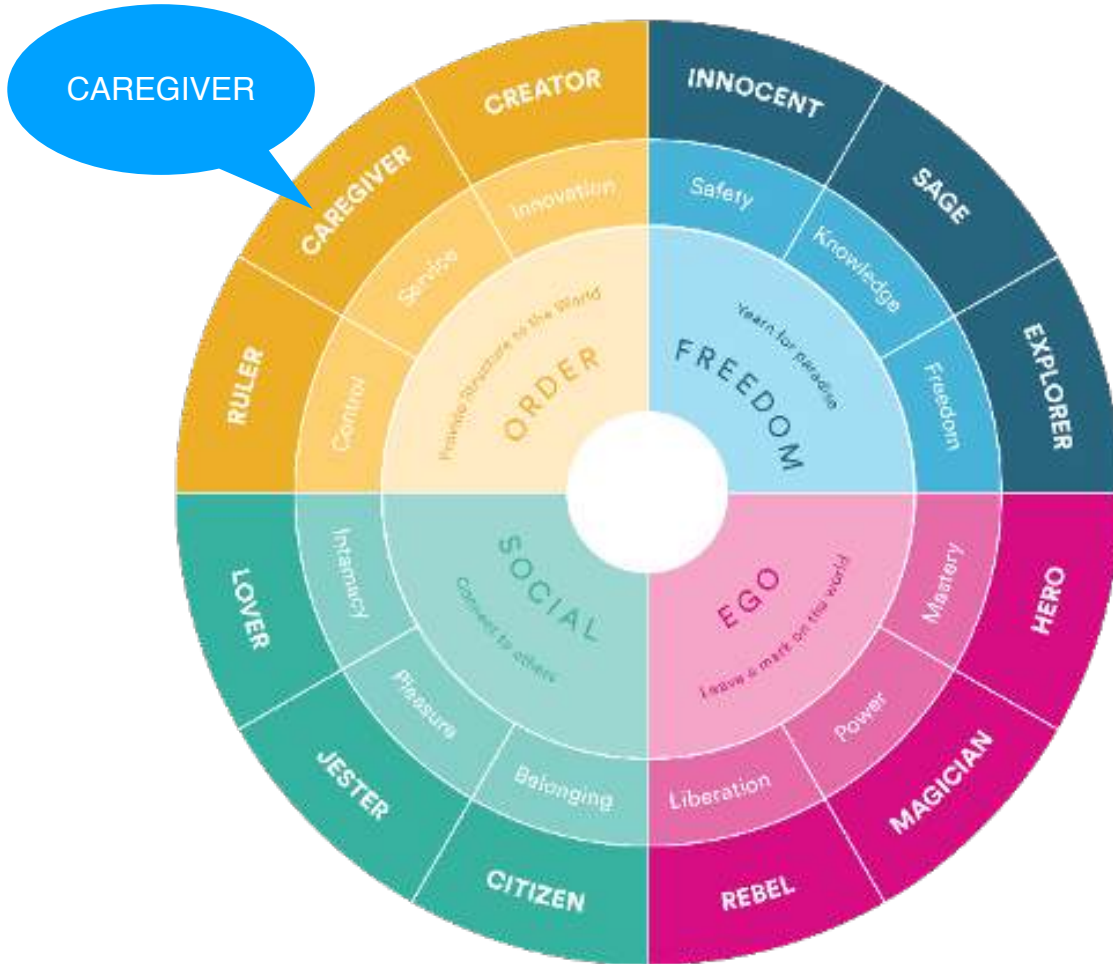
Kipinä strives to create a lifelong love of learning in every child.

### Values:

The brand values are the core principles that define the brand and guide everything Kipinä Kids does. These brand values represent who we are, what we stand for, and how we strive to make a positive impact in the world.



# BRAND ARCHETYPE



Kipinä's brand personality is characterised by warmth, friendliness, and a pioneering spirit.

As a brand, Kipinä Kids is innovative and forward-thinking, continuously exploring new ways to enhance learning and development.

We maintain an open, honest dialogue with parents, reflecting our transparent and trustworthy nature.

Our inclusivity shines through our welcoming attitude towards all families and children, including children with special needs, fostering an environment of acceptance and diversity.

# CORPORATE HEARTS & MINDS



**Kieran Galvin**  
CEO - WORLDWIDE

Kieran Galvin CMgr MCMI, MIoD, MCIM, FRSA is the originator of the Kipinä concept and brand and has more than 25 years of business experience across the UK, Australia, and the Middle East. His entrepreneurial leadership has been instrumental in Kipinä's global expansion through franchise partnerships and joint ventures.

Designated a Chartered Manager (the highest management qualification in the UK), Kieran's credentials also include membership in prestigious organisations such as the Chartered Management Institute, the Institute of Directors, the Chartered Institute of Marketing, and fellowship in the Royal Society of Arts, reflecting his dedication to innovation and community impact.



**Jeannine Laubner**  
PRESIDENT OF GLOBAL EDUCATION

Jeannine Laubner MAT is a fourth-generation educator with over 20 years of experience, Jeannine Laubner holds a Master's degree in Teaching and a Bachelor's degree in Psychology.

As President of Global Education at Kipinä, Jeannine has been instrumental in developing and refining the Kipinä Enhanced Finland Curriculum, ensuring its adaptability across 15 countries and eight languages. She has led the creation of innovative teaching tools and professional development programs, empowering over 500 teachers worldwide.

Jeannine's deep understanding of pedagogy and psychology underpins her commitment to fostering high-quality early education and supporting Kipinä's mission to set new standards in global preschool learning.



**Sudino Lim**  
CEO - ASIA

Sudino Lim MBM brings over 30 years of leadership experience in education and business in Asia. As the former CEO of INTI College Indonesia, he successfully transformed it into Pradita University and oversaw operations across academic, financial, and compliance functions. Currently, he serves as International Division Head of APTISI Region 3, fostering global collaborations in higher education.

Sudino is the partner and driver of Kipinä's rapid growth in Indonesia and will lead our growth across Asia, leveraging his deep knowledge of the region's regulations and competitive landscape.

Among other qualifications, he holds a Master's in Business Management.



## ENHANCED FINLAND CURRICULUM

## AVAILABLE IN 8 LANGUAGES

# FINLAND'S CELEBRATED EDUCATION FOR THE WORLD

Kipinä has taken Finland's National Core Curriculum For Early Childhood Education & Care and Enhanced it with: Focussed Instruction, 21st Century Skills, and Explicit Character Development.

Our proprietary curriculum covers all ages from 4 months to 6 years and is supported with; Weekly Lesson Plans for all ages, Calendars, Themes, Songs, a proprietary Nature Phonics program, and amazing teacher tools and resources, including AI-enabled software.

**Kipinä tracks between 160-200 skill indicators for each child, each year. The skills are scaffolded and help develop children academically, socially and emotionally.**

Kipinä features play-based **guided** learning. This means all activities are **intentional** and expected to lead to desirable learning outcomes.

Kipinä also uses **Focussed Instruction** methodology to work one on one with each child (or very small groups) every day.





# PLAY BASED

## TEACHER GUIDED



# 21ST CENTURY SKILLS

## READY FOR ANY BIG SCHOOL

Naturally Kipinä uses play-based guided learning to teach children pre-literacy and pre-numeracy skills in preparation for entry into big school.

In a world where no-one can predict the future, especially with the emergence of AI, Kipinä emphasises **21st Century Skills** (Communication, Collaboration, Critical Thinking and Creativity.)







# EMPHASIS ON CHARACTER DEVELOPMENT

**Character is the basis for all relationships.**

Kipinä has designed and integrated a special Character Development program which helps children develop positive character strengths across 27 areas, of which the primary ones are: Respect, Responsibility, Bravery, Empathy, Peacefulness & Gratitude.



# HAMK

## Häme University of Applied Sciences

# UNIVERSITY CERTIFIED TEACHERS

### INDEPENDENTLY ASSESSED & CERTIFIED



Kipinä Teachers are trained in Finnish Pedagogy at post-graduate level by our partners Hamk (Häme University, Finland).

Each teacher is assessed independently by the university.

Hamk uses special modules jointly developed with Kipinä which are specifically designed to transition foreign-educated teachers into the Finnish way of teaching and guiding children.

The modules are provided online and supported by Finnish professors with evidence-related projects assessed by the university. The program earns European Credits that may be used in other universities.

There is no need for our teachers to attend the university in Finland in person.

### Kipinä Academic Training & Workshops

In addition to the Hamk University training, Kipinä provides additional courses for teachers, managers and teaching assistants.

This training is supplemented by onsite training workshops at each school and annual learning conferences in different regions.

Teachers are also required to undertake Continuous Professional Development each year in order to stay certified.



# STYLE

INSIDE









# INDUSTRY LEADING

## SOFTWARE & APPS

Using smart algorithms and leveraging artificial intelligence, Kipinä's integrated school management software, teacher and parent applications, make tracking children's development simple. Not to mention making communication a breeze.

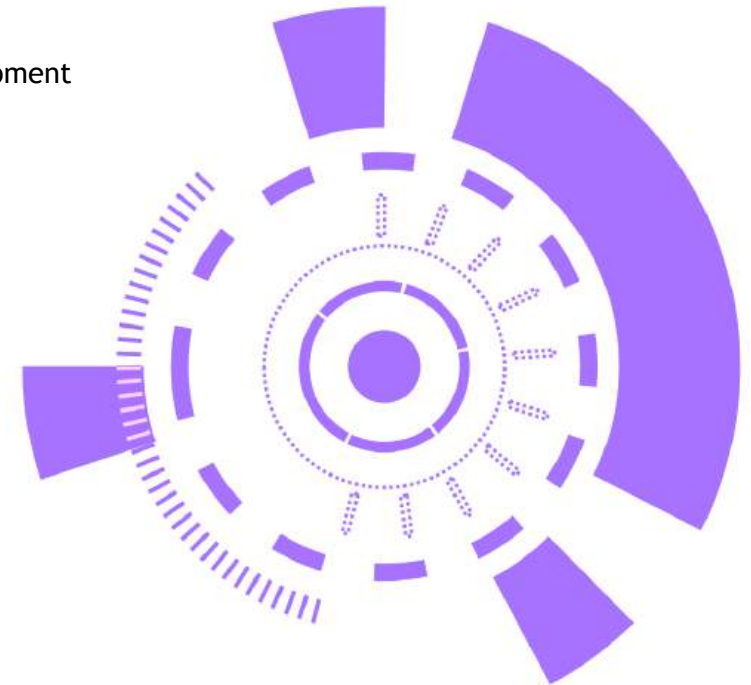
Our technology does everything you'd expect ... and more. From tracking attendance, to sharing photos, texts, videos and voice notes with one (or several) parent(s) to recording dining, sleeping and bathroom events. But that's just the beginning.

Our teacher app comes embedded with Weekly Lesson Plans and teachers use it to track a wide range of age-appropriate development skills. On average 160-200 skills sets per child per year. These data points allow us to identify learning difficulties and preferences and individualise teaching in our Focussed Instruction sessions.

We also use our apps to check in emotionally with children and to ensure that Character Development is omnipresent for our teachers and not an abstract idea.

Parents receive daily emotional-state updates, progress tokens, character medals, along with rich media.

In this way parents are intimately aware of what is happening in our preschools every day and can reinforce their child's learning and experiences at home.



# PROTECTED TRADEMARKS

## PROPRIETARY RESOURCES



Kipinä Trademarks are registered in the EEA, USA, Australia, Canada, Asia, Africa and more than 100 countries worldwide. Our name and logo are strongly protected. Our partners can rely on the exclusivity we grant to them.



Kipinä also owns the trademarked slogan “Start at the Finnish.”

Apart from the legal protections afforded by a properly protected brand, Kipinä also owns our proprietary curriculum, lesson plans, songs, phonics program, software, and mobile apps.

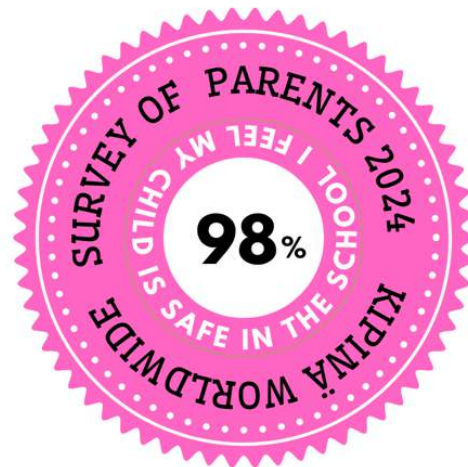
A modern school building with a yellow and brown facade. The word "Kipinä" is written in large, colorful, 3D letters on the upper left side of the building. Above the letters is a colorful logo consisting of several overlapping, fan-like shapes in shades of pink, green, blue, and yellow. The building has several large windows with dark frames. The sky is a pale, overcast blue.

Kipinä

# SUCCESS

From Romania to Azerbaijan, Abu Dhabi to Indonesia, Kipinä has succeeded. With 25 schools open and 5 more expected to open in 2025. The brand is expected to reach 50 schools within the next 3 years across at least 20 countries. Strong growth is expected in the ASEAN region.

# THE SUCCESS THAT MATTERS MOST IS WHAT PARENTS THINK



2024 WORLDWIDE PARENT SURVEY





## PURPOSE-BUILT SCHOOLS

Ranging between 1000m<sup>2</sup> to 2000m<sup>2</sup> of built up space Kipinã purpose-built preschools can accommodate between 250 to 350 children. There are some even larger campuses in Jakarta which have capacity for 450 children.

All schools come with amazing facilities.





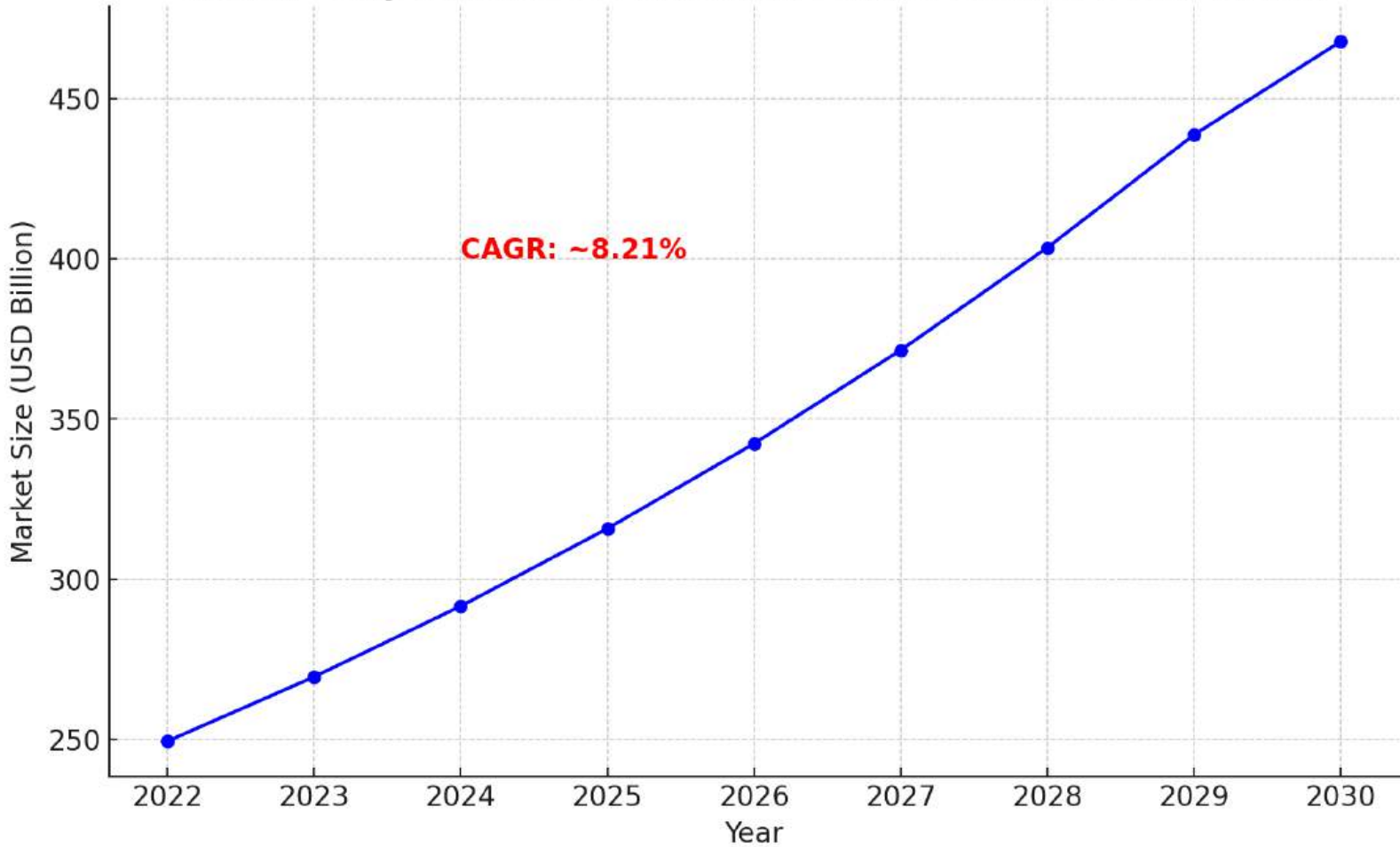
# RE-PURPOSED COMMERCIAL PROPERTIES

Kipinä also works with property owners to refit existing commercial properties, ranging from this property in the Summarecon Mall, Jakarta to a former bank building in Abu Dhabi.

We take the same care with every project, making sure our preschools are the best available.

# MARKET GROWTH WORLDWIDE

Global Early Childhood Education Market Growth (2022-2030)



THE ESTIMATED POPULATION OF LATAM UNDER THE AGE OF 6 is 9.16%.

THIS EQUATES TO OVER 60 MILLION CHILDREN.

# LATAM SCALABILITY 2025

## MEXICO, CHILE, PERU & BEYOND

### Tailored Growth Opportunities in Latin America

With a population exceeding 200 million under the age of 15, Latin America offers an ideal demographic for high-quality preschool education. Kipinä's proven scalability in diverse markets like ASEAN and MENA positions us perfectly to meet the demand in:

- Mexico: Urban hubs such as Mexico City and Monterrey show immense potential for high-end preschools.
- Chile: Santiago's stable economic environment supports sustainable educational investments.
- Peru: With Lima as a growing cosmopolitan center, demand for premium education is rising.

Kipinä has already identified key cities and locations for expansion, ensuring family offices can enter markets with minimal risk and maximum opportunity.





# INVESTMENT ROI

## LATIN AMERICA

### Proven Financial Success Across Markets

Kipinä's franchise model offers robust financial returns, with franchisees in established markets reporting consistent growth. For example:

- Franchisees typically achieve breakeven within 18-30 months of operation.
- Time from opening to reaching full capacity usually takes less than 24 months.
- A purpose-built Kipinä Preschool is typically 1000m<sup>2</sup> / 250 children.
- EBITDA margins for purpose built schools usually exceed 30% in schools with full enrolment.

By investing in Kipinä, family offices secure a partnership with a brand that combines financial stability with long-term scalability.



# GENERATIONAL APPEAL

## SOCIAL IMPACT

### A Legacy Built on Quality Education

Investing in Kipinä allows family offices to create a legacy through education, directly impacting communities while securing long-term returns. By partnering with us, families can:

- Create sustainable, generational wealth through area development franchise opportunities.
- Contribute to shaping the future of education in their territories.
- Be part of a global network committed to excellence, innovation, and community growth.

### Driving Social Change Through Education

Kipinä aligns with the UN's Sustainable Development Goal 4 (Quality Education), focusing on making premium education accessible globally. Our impact includes:

- Providing world-class education to over 5,000 children annually, preparing them for 21st-century challenges.
- Empowering local teachers through Finnish pedagogy training and continuous professional development.
- Uplifting communities by creating employment opportunities and fostering a love for lifelong learning.

Partnering with Kipinä means making a difference in your community while achieving financial success.

Education is not just an investment; **it's a lasting legacy.**

# INVESTMENT MODELS

Our partnership models are designed to offer family offices flexible and strategic investment opportunities that align with their financial goals and operational preferences. We create mutually beneficial structures that leverage our proven expertise and the family office's local market knowledge. These tailored solutions ensure sustainable growth, attractive returns, and long-term value creation.

- JOINT VENTURE
- DEVELOP AND LEASEBACK
- AREA DEVELOPER FRANCHISE
- REVENUE SHARING PARTNERSHIPS
- BUILD-OPERATE-TRANSFER
- MANAGEMENT CONTRACT
- PERFORMANCE BASED PROFIT SHARING
- EDUCATIONAL TRUST PARTNERSHIP
- HYBRIDS





# EXCLUSIVITY & COMPETITIVE EDGE

## Exclusive Territorial Agreements for Long-Term Security

Kipinä offers family offices the unique opportunity to secure exclusive area development rights in high-potential territories. With over 115 global trademarks and a proprietary curriculum, Kipinä ensures:

- A protected investment with minimal competition.
- Access to cutting-edge technology, including AI-driven tools that simplify operations and enhance educational outcomes.
- A differentiated product that combines Finnish excellence with local adaptability.

By partnering with Kipinä, family offices gain unparalleled access to a proven model with guaranteed territorial exclusivity.



## Partner with Kipinä Today

We invite family offices in Mexico, Chile, Peru, and beyond to join Kipinä in shaping the future of early childhood education. Here's how we can collaborate:

- **Exclusive Briefings:** Schedule a one-on-one session to explore investment opportunities in your region.
- **Customised Agreements:** Work with our team to design tailored franchise or joint venture models that align with your family's vision and goals.
- **Impact-Driven Growth:** Together, we can build a sustainable, socially impactful business that benefits future generations.

**Let's Spark the Future of Education Together.**



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