

Business Plan



Renaissance Institutes

“The Future Of Secondary Education”

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Executive Summary

Overview

“Every measure of human progress can be traced to someone having the courage, the imagination and the determination to challenge the status quo to create a better way.”

Renaissance Institutes, LLC (“RENAISSANCE”) has been founded to exploit “for profit” business opportunities in the secondary education markets. The RENAISSANCE business strategy is to develop and employ proprietary academic, socialization and instructional methodologies in a professional office environment with a culture that fosters personal growth, emotional maturity and higher achievement.

The focus of the education process will be shifted away from traditional high school approach to a more comprehensive and professional preparation of students to fully exploit opportunities in the university and free enterprise systems. Curricula and teaching techniques will be more oriented toward knowledge acquisition and skill set development rather than memorization. Athletic oriented extra curricular activities will be replaced by academic, socialization and physical fitness alternatives that remove unproductive distractions and contribute directly to skill set development and career success.

Education is a \$1.1 trillion annual industry in America that is failing to develop the human resources of the USA to meet the requirements of the job markets and the demands of the global economy. America has doubled its education expenditures since 2000 with no discernible improvement in education outcomes. Almost everyone would agree that the education systems are underachieving but no one is offering a comprehensive restructuring of education methodologies that will produce superior outcomes.

RENAISSANCE asserts that these major issues with the education status quo represent opportunities for profitable investment exploitation by entrepreneurs. RENAISSANCE will be free from the resource, traditions and political constraints of public schools and will employ proprietary development methodologies that are designed to achieve optimum student outcomes. The goal is to create a superior secondary education template that can be replicated in markets across America.

The poor state of America’s education and economic systems are strong evidence that public and “not-for-profit” schools are unlikely to lead the major innovations that are required to meet the challenges and opportunities of the 21st Century. RENAISSANCE is designed to exploit this great void and opportunity.

The Business Development Progression

Year one will be devoted to the further development of RENAISSANCE proprietary education and socialization methodologies. In years two and three, these systems will be employed and validated for efficacy of results at the first RENAISSANCE Institute in Dallas, Texas. RENAISSANCE will offer strong points of positive differentiation to other private education alternatives at 80% of the market tuition maximum and 106% of the market tuition average.

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At these tuition levels, superior ROIs can be delivered to students, clients and RENAISSANCE investors in the Dallas market with full capital investment recovery in early year four. Annual income annuities thereafter should exceed the initial capital investment to deliver extraordinary ROI outcomes. Expansion into target markets across the nation will elevate ROIs to extraordinary levels with full capital investment recoveries expected in year two of school operations in new markets. The income annuities thereafter will be enhanced by expansions into online, corporate and criminal justice markets as well as public and private school licensing agreements.

The end game is to create a national network of institutes and product offerings that can have a material impact on the quality of secondary education in America while delivering superior ROIs to students and investors.

Exploiting Investment Opportunities In The Education Markets

RENAISSANCE is a “for profit” business enterprise that is executing an exploitative business plan that includes the following key elements:

- Investment in the development of proprietary education curricula, systems and methodologies
- Creation of the first RENAISSANCE Institute facility in Dallas, Texas
- Confirmation of the RENAISSANCE methodologies at the first Institute
- Application of the methodologies in a nationwide network of Institutes
- Marketing of the methodologies to adult, corporate, institutional and school markets
- Delivery of superior returns on investment to students, clients and RENAISSANCE investors

RENAISSANCE advocates a foundational restructuring of the education and social development process to ensure that students acquire the knowledge, insights and skill sets to achieve their life ambitions and maximize their prosperity potential.

This concept is not some theoretical or idealistic abstraction that is unachievable. It is a real world process of engaging the human imagination to create and employ the optimal instructional and socialization techniques in the education process. This system integrates the life potential of individuals with superior teachers, innovative curricula and advanced academic and socialization methodologies that will prepare students to fully exploit their potential in the business and free enterprise systems of the future.

The RENAISSANCE program offers students a path to overcome their socioeconomic and personal challenges in a nurturing environment with professional educators who have been trained to address the academic and developmental needs of each individual. This approach prepares students for financial independence, facilitates their success as adults and encourages them to make thoughtful inquiry into the world around them while challenging the status quo in productive ways.

Outstanding Teachers + Superior Systems + A Culture of Excellence = Superior Life Outcomes

Education in America – A Big Problem & A Major Business Opportunity

At a macro level, America cannot continue to allow its most brilliant minds to become the victims of failed education systems and the socioeconomic conditions of their families. Regardless of their adverse circumstances at home, every child should be able to attend a school that is designed to provide them with the skill sets and opportunities to reach their full life potential. The endless cycle of self-perpetuating poverty, crime, government dependence and underachievement must end in America's collective self-interest. RENAISSANCE will offer the systems to make this national imperative a reality.

Traditional education systems are not well designed to help young Americans develop the awareness, the self-discipline and the skill sets to make the most important choices of their lives as they emerge into the challenging realities of the modern free enterprise system. The RENAISSANCE system is structured to help students transcend the many distractions of family, culture, the conventional high school environment and extracurricular activities to prepare for high achievement in university and beyond. This objective is accomplished through superior education methodologies and a highly focused commitment to academics and personal development in a professional business environment.

It is a very big vision but it becomes a reality by removing the artificial constraints of conventional education thinking to create innovative curricula, methodologies and processes. Unlike the public school systems, this privately chartered campus, supported by business interests and professionals, is designed to develop one successful school that emphasizes personal development, reasoning and organization skills needed to succeed in an advanced economy. The demonstrated success of the first Institute will serve as a template for a national network and a renaissance in American education and prosperity.

It costs a lot less money to educate a child for success than to subsidize an adult for failure. The present value of the long term benefits of a RENAISSANCE education will far outweigh the costs of tuition. RENAISSANCE will be the best investment any parent can make in their child's future.

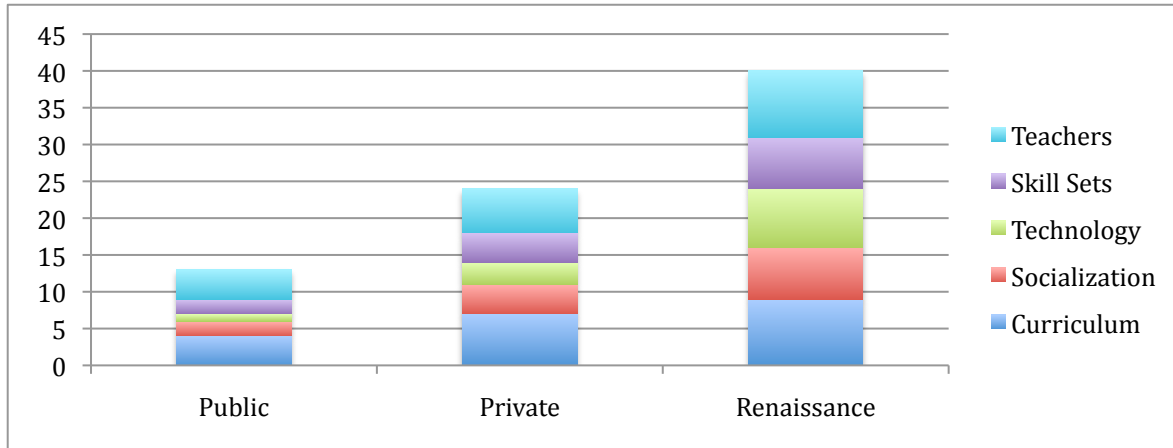
Conceptual Insights

RENAISSANCE is the launch platform for a new system of private secondary education that skillfully integrates superior educators with proprietary curricula, instructional methodologies, advanced socialization techniques and technology to deliver superior educational outcomes. The goal is to produce graduates who possess the advanced knowledge, skill sets and emotional maturity to fully exploit career opportunities in the free enterprise system and optimize their life potential. RENAISSANCE is designed to develop and inspire the leaders and innovators of tomorrow who will create a better future for all.

One key concept is to better integrate the education, social and free enterprise systems to achieve superior career, business, scientific and life results.

The RENAISSANCE objective is not to join the thousands of public and private schools that largely operate within the confines of the underachieving education status quo in America. Even the best public and private schools fall significantly short of delivering the optimum education, socialization and skill set

development experience. By contrast, RENAISSANCE intends to offer superior strategies, technology and education programs that significantly enhance the education experience for RENAISSANCE students. Please consider the following chart that simulates a comparison of current public and private education programs to the RENAISSANCE system:



The above chart is not grounded in exact empirical data but it offers a reasonable comparison of the three alternatives on average for illustration purposes only. It also highlights the opportunities for educational improvement that RENAISSANCE is designed to deliver to its students.

RENAISSANCE will develop, integrate and employ advanced methodologies to optimize student performance in each of these five categories. The methodologies are the key elements of the RENAISSANCE value proposition and differentiation from its public and private competitors.

RENAISSANCE believes that its education and student development goals can be achieved at tuition rates that compare favorably to existing private schools while delivering superior end results to its students. The present economic value of superior RENAISSANCE education will permit a successful market entry and ultimately allow RENAISSANCE to become the preferred education alternative as results match or exceed expectations.

There is a major disconnect between America’s socialized education system and its free enterprise economy. This dynamic must change to achieve excellence in education and economic performance.

This systemic disconnect is measured in the ever increasing numbers of non-employed adults (over 90 million) and government dependents as well as the millions of young Americans who are unprepared to compete for skilled careers that produce prosperity. It is also manifested in the declines in collective prosperity, individual well-being and global competitiveness as well as persistent economic stagnation.

These problems can be traced to education processes that are too often grounded in the obsolete techniques of the past rather than the free enterprise requirements of the future. The academic culture too often fosters memorization to pass base line achievement tests rather than the acquisition of knowledge

and skill sets to thrive in the job markets. Prosperity is a direct reflection of quality education systems that produce productive skill sets that businesses value.

There is little education improvement in America because there are no financial or other incentives in public and not-for-profit systems to innovate better education methodologies and systems.

For most educators, there is no financial cost for mediocrity or benefit for excellence in student outcomes. 100 years of socialism experiments have confirmed that economic outcomes do not improve until the profit motive is introduced. This is true in education systems as well.

America's education systems are in need of a major restructuring to match the requirements of the free enterprise system. However, substantial advancements in education processes are constrained by resources and self-serving political and education elites who benefit from the status quo. These problems are compounded by the absence of a profit motive in the education system that would reward productive innovations and the dearth of direct corporate involvement in the education process.

RENAISSANCE will not be constrained by these artificial factors and will invest substantial resources and imagination into the development of advanced academic, instructional, technological, cultural and socialization methodologies. RENAISSANCE will also seek to partner with corporations to better integrate curricula and skill set development with business requirements. Business professionals will be solicited to regularly participate in classrooms to convey real world insights to students.

The Investment Opportunity

The investment goal for RENAISSANCE is to create a new paradigm for education investment, student development and business practices that will exploit the many flaws and opportunities in the existing education systems to deliver superior ROIs to RENAISSANCE investors. The end game is to produce a successful private school educational template, confirm it with superior results and expand it within RENAISSANCE or franchise its programs to education entrepreneurs across America and beyond.

At the school level, the strategy is to hire the most qualified teachers and support them with superior compensation, technology, curricula and other resources. Once the RENAISSANCE system is perfected, classroom sessions will be video taped and made available to students and parents as well as other education markets by subscription through internet access. One ambition is to create the finest educational experience and make it available to as many students as possible.

Ultimately, many of these techniques can be employed in public education with RENAISSANCE revenue derived from school districts that are prepared to invest in superior education methodologies for their students. A compelling case will be made that investing in the RENAISSANCE system will be the most cost effective investment they can make to raise the performance of their students and teachers.

The above strategies represent an exploitive business strategy to fill the void of advanced secondary education systems and methodologies to deliver superior education outcomes and very exciting ROIs.

Target Markets Scenarios

“The Market For Cost Effective Learning & Skill Set Development Methodologies That Achieve Superior Outcomes Is Virtually Unlimited.”

The creation and operation of advanced private schools will be the primary market entry device for RENAISSANCE. The proprietary methodologies and financial success of the initial institute in Dallas will set the stage for replication of the academic and business template for multiple institutes in markets across America. These schools will be structured to deliver superior ROIs to students and investors on a stand alone basis. This primary business strategy will be expanded into the following additional markets as the RENAISSANCE brand is developed:

- Private Schools – Franchised
- Public & Private School Licensing
- Online Class Access Licensing
- Video Markets
- Night Education & Self-Improvement Markets
- Corporate & School Consulting & Licensing markets
- Criminal Justice System Markets

The creation of the highly differentiated and proprietary systems, methodologies and techniques that could allow exploitation of these markets requires the commitment of significant capital and other resources by insightful investors. RENAISSANCE believes that its concepts and the market and ROI opportunities warrant such investments.

The primary research and development process is a one time capital cost that is necessary to create a strong value proposition to support the launch of the first RENAISSANCE institute in Dallas and to pursue institutes in other markets. Pursuit of the additional target markets listed above should not require additional capital investments. The nominal costs of pursuing these secondary target markets will be covered from the operating cash flow of the first RENAISSANCE Institute in Dallas. Success in these additional markets will lift ROIs from superior to very extraordinary levels.

Return On Investment Scenarios

RENAISSANCE is a “for profit” corporation that is highly focused on delivering super returns on investment to students and investors. The Base Case capital and operating budgets for the first four years are grounded in conservative assumptions that produce exceptional ROIs. The Base Case capital and operating budgets for the first 4 years can be summarized as follows:

Description	Year 1	Year 2	Year 3	Year 4
Capital Budget	(\$2,957,417)	(\$430,000)	(\$430,000)	\$0
Operating Budget				
Revenues	\$0	\$6,000,000	\$9,000,000	\$12,000,000
Expenses	\$0	(\$4,780,280)	(\$6,691,040)	(\$8,768,960)
Pretax Income	\$0	\$1,219,720	\$2,308,960	\$3,231,040
Net Capital (Invested) Gain	(\$2,957,417)	(\$2,167,697)	(\$288,537)	\$2,942,303
Plus: 20% Contingency	(\$591,483)	(\$433,539)	(\$500,000)	\$0
Net Capital At Risk	(\$3,548,900)	(\$2,602,236)	(\$788,537)	\$0

The research, development and start up capital budget of \$3 million is projected to be recovered early in the third school year which is the fourth year of business. The third school year is projected to create pretax income in excess of \$3 million per annum which should remain a perpetual annuity after all capital is recovered. Accordingly, the annual annuity amount should exceed the initial capital investment to deliver a very extraordinary ROI profile. These results are achieved with revenues assumptions at 80% of the market tuition maximum and 106% of the market tuition average.

An exceptional return on investment must be delivered to students and their parents in terms of superior scholarship, university, career and life performance. If this goal is achieved, the demand for a RENAISSANCE education will be enormous and the brand name will deliver very extraordinary ROIs to investors.

Key Investment Goals

- **Primary**
Create a RENAISSANCE institute in Dallas, Texas that produces annual pretax income that is greater than the one time capital cost to create it.
- **Secondary**
Create a national network of institutes that replicate the income success of the first institute.
- **Tertiary**
Add income from other target markets to enhance the primary and secondary ROIs.

Methodologies - Creating The RENAISSANCE Value Proposition

“Obsolete academic & socialization methodologies are the root cause of poor performance in America’s education & economic systems.”

RENAISSANCE is the launch platform for a new system of private secondary education that skillfully integrates superior educators with proprietary curriculums, instructional methodologies, advanced socialization techniques and technology to deliver superior educational outcomes.

The RENAISSANCE value proposition will be grounded in the investment of time, money, resources and imagination into research and development of proprietary, "state of the art" methodologies that integrate advanced education, socialization, instruction and technological techniques into a cohesive student development process that achieves superior outcomes to other education alternatives.

The goal is to produce graduates who possess the advanced knowledge, skill sets and emotional maturity to fully exploit career opportunities in the free enterprise system and optimize their life potential. RENAISSANCE is designed to develop and inspire the leaders and innovators of tomorrow who will create a better future for all Americans.

To achieve these goals, all of the methodologies will be focused on the creation of points of positive and productive differentiation from existing education alternatives.

Key Positive Points Of Differentiation At RENAISSANCE

"The creation, articulation, marketing and delivery of superior points of positive differentiation are the keys to success in any business endeavor."

Establishing a superior value added proposition for the RENAISSANCE system is vital to attracting students and their parents to invest in a RENAISSANCE education. It is also critical to reaching attendance goals, creating a successful brand name and exceeding ROI goals for all RENAISSANCE stakeholders. Accordingly, the business strategy is grounded in positive points of differentiation from existing public and private schools.

A key RENAISSANCE imperative is to deliver superior end results to its students relative to other education alternatives that more than justify the expense of a RENAISSANCE education. Below are some key points of positive differentiation in the RENAISSANCE education alternative:

- **Superior Teacher Resources**

"Superior Educators must be successfully sourced, trained and motivated to achieve excellence in education outcomes."

RENAISSANCE will be investing substantial time, money and resources in the sourcing, training and development of its Educators and instructional methodologies. This process will include the design and implementation of unique teaching techniques as well as the education of teachers in RENAISSANCE methodologies and the effective applications of technology to the learning

process. The goal is to develop the most excellent Educators in secondary education and to inspire and compensate them in ways that produce superior student outcomes.

Strong teacher resources are vital to achieving superior educational results. RENAISSANCE will employ a multifaceted approach to identifying excellent teaching resources:

- RENAISSANCE will systematically the top teachers in their fields of study and entice them to join RENAISSANCE with a combination of higher compensation, profit sharing, better resources, superior students and the opportunity to be a part of creating a new paradigm in education excellence. RENAISSANCE will also offer career progressions into career development and administrative positions.
- RENAISSANCE believes that there is a large pool of highly qualified professionals who have completed their primary careers and would be interested in pursuing second careers in education to contribute to society while supplementing their retirement incomes. Therefore, RENAISSANCE will actively recruit professionals who have completed successful careers in math, the sciences, arts, law, medical practice, business and other disciplines to serve as teachers and teaching resources.
- All RENAISSANCE Educators will be trained in the application of advanced technology to the learning process.
- RENAISSANCE will offer flexible scheduling that will allow for active industry professionals to teach courses at night and for working students to create income.

The goal of this approach will be to elevate the quality of teaching and insights delivered to students while offering strong connectivity between the educational curriculum and real world applications. The endgame is students who have been exposed to a far superior educational experience that interfaces well with real world applications and career opportunities. This approach will also assist in helping students to better understand the realities of career alternatives.

- **Superior Application of Technology Resources**

“The Effective Use of Technology In All Courses Of Study Is Integral To Achieving The Optimum Learning Outcomes In the Modern Age.”

RENAISSANCE will invest substantial capital and resources in the development and application of technology to enhance and advance the learning experience.

- A staff of top technology specialists a will be employed to develop proprietary software applications that are specifically designed to match the goals of the RENAISSANCE education process.
- All RENAISSANCE Educators will be trained in the application of advanced technology to the learning process.

- All classrooms will include advanced video and audio equipment as well as internet access.
- All students will be issued laptops for use in all classrooms and online at home.
- **Advanced Proprietary Curricula**

"The content and structure of education curricula must match the requirements of the free enterprise system to achieve superior career outcomes."

RENAISSANCE will be investing very substantial time, money and resources in the development of proprietary curricula that is designed to integrate student progressions with the expectations and needs of the free enterprise system. All state required courses will be offered but they will be enhanced with proprietary content and presentation methodologies. Specialized and advanced electives will be offered and tailored to match the course of study choices of students.

- **Proprietary Structured Socialization Methodologies**

"The introduction of positive structured socialization to the education process is vital to achieving major improvements in education outcomes."

RENAISSANCE will be investing very substantial time, money and resources into the development of proprietary structured socialization methodologies that are designed to convey higher intellectual awareness, self-discipline and compelling insights to students. This process is structured to advance the academic, social, emotional maturity and skill set development progressions of students to achieve superior student development outcomes that exceed university and business expectations.

- Emphasis will be placed on conveying the wisdom, insights and experiences of successful adults to RENAISSANCE students to advance successful life progressions.
- Students will be educated to avoid self-imposed limitations in all aspects of their lives from education to family to careers to their personal lives. Developing the skills to consistently make the optimum life choices will be emphasized.
- Exposure to career professionals in their fields of study will be offered to provide a superior level of career awareness that will be very advantageous to RENAISSANCE students.
- Development of positive social skills and public speaking abilities will be encouraged.
- A culture of positively challenging the status quo in all things will be used to stimulate innovation to achieve higher and more cost effective productivity.
- Excellence in behavior and academics will be the minimum standard for all RENAISSANCE students. The importance of self-reliance, self-discipline and self-motivation will be stressed.

The RENAISSANCE student development programs will be designed to offer students a structured approach to discovering and exploiting their core aptitudes to their maximum advantage. They will also insure that students develop well-balanced knowledge, emotional maturity and skill sets that are the keys to success in life and the free enterprise system.

- **A Structured Collegiate & Business Atmosphere – Office Building Facilities**

“A professional venue is the best environment to expedite the development of young professionals.”

RENAISSANCE will offer a collegiate culture with flexible college type scheduling to prepare students for university. However, the process will include a much more structured regimen than can be found in most universities that largely leave students to their own devices to optimize their educational experience. This system will imbue RENAISSANCE students with the self-discipline and insights to allow them to super-achieve in their university and professional careers.

RENAISSANCE will not be a traditional high school campus with supporting extracurricular activities. It will be located in an office building environment to simulate professional circumstances for students who are highly focused on optimizing their academic and career performance. This situation will be enhanced by age appropriate social settings and events that will foster social development. Physical fitness, weight training, dance, yoga and similar activities will be encouraged and provided for within the facilities. Students will be encouraged to compete on an academic rather than an athletic level. Regular competitions will be structured to foster this culture.

- **Career Development Specialists**

RENAISSANCE will focus on matching its curriculum to the aptitudes of students and the needs of the free enterprise system in the future. All RENAISSANCE students will be assigned a career development specialist to assist them in optimizing their education, career and life opportunities.

The specialists will be very proactive in identifying core aptitudes as well as designing the curriculum of each student to match their strengths and optimize their university scholarship and career potential. They will track education and social progressions while identifying areas for improvement and opportunities to enhance the career and life potential of students.

One goal is to help students recover the costs of their RENAISSANCE education through university scholarships. The specialists will be responsible for interfacing with university scholarship entities and corporate human resource professionals to design the ideal strategies for optimizing the academic and career opportunities for RENAISSANCE students.

- **Student Evaluation Systems That Are Grounded In Skill Set Proficiencies**

RENAISSANCE will issue grades to meet third party requirements but the primary focus of student evaluations will be advanced measurements of skill set proficiencies for each subject and other performance progression measures. The goal is not to measure how well a student can memorize materials to make grades or complete standardized tests but how highly developed their skill sets are in each area of study. The focus will be more on understanding as it relates to practical use functionality. Students will also engage in regular self-evaluations as part of their development.

- **Effective Application Of Superior Technical & Professional Resources**

Superior teachers will be supported by state of the art video, internet and other advanced technologies that will be integrated into the classroom and home learning experience for students. One end goal is to create access to the most excellent educators, teaching and documentary resources available regardless of their geographic origins.

One plan is to use professionals in various career fields through video conferencing into the classroom environments. This will support advanced learning as well as practical applications of course materials. RENAISSANCE will seek the support of corporations in this endeavor.

Billions of dollars are invested in education technology each year that is never effectively employed into the learning process. RENAISSANCE will resolve this issue to the benefit of its students by integrating state of the art technologies into the classroom and home learning environments.

- **Courses Of Study**

RENAISSANCE will offer courses of study that meet state and national requirements and permit the full development of knowledge, insights and skill sets of a successful life. This core required curricula will be enhanced with electives that are significantly more advanced and career relevant than typical public or private high school offerings. This advanced curricula will focus on developing students for careers that are in the most demand in the free enterprise system:

- Business - Management, systems, capital markets, trading, finance and accounting
- Entrepreneurship
- Economics
- High technology - Hardware and software
- The Sciences
- Mathematics
- Engineering
- Medical

Students will be offered exposure to these career paths with introductory courses that are designed to help students discover their optimum career interests and opportunities. After initial exposure, students will elect advanced courses in the subjects that interest them the most and match their core strengths and aptitudes. The goal is to offer a structured approach to discovering their optimum education and career paths for their future.

There will be an emphasis on a culture of challenging the status quo in all of these professional disciplines in positive ways to achieve innovative solutions that enhance cost effective productivity and contribute to a better world. All students will be exposed to an advanced understanding of the arts as a point of reference for creativity and a dynamic educational experience.

- **Dual College Credit Courses**

RENAISSANCE will offer dual credit certifications for much of its advanced curriculum so that students who can function at the collegiate academic level can accumulate college credits while still in high school. The volume of college level courses may be expanded as demand supports it. Night classes will eventually be offered as well.

- **Education Progression**

RENAISSANCE will ultimately offer a four year course of study from ninth through twelfth grades. However, RENAISSANCE will commence with a ninth and tenth grade classes only as a basis for validating the RENAISSANCE education and socialization methods. This is necessary because the RENAISSANCE program will not achieve its desired results without at least a three year progression:

Ninth grade – Core subjects + Electives + Basic structured socialization concepts

- The goal here is to imbue students with a higher awareness and positive socialization concepts to convey skill sets that will advance their education and life progressions.

Tenth grade – Core subjects + Electives + Developing skill sets of a successful life

- The structured socialization focus shifts to career and life paths. Development of strong choice making, emotional maturity, professional and social skills will be important.

Eleventh grade – Core subjects + Focus on early completion of high school credits

- The focus shifts to application of acquired socialization skill sets to early completion of core academic requirements at advanced levels to prepare for dual credit in twelfth grade.

Twelfth grade – Advanced college level courses for dual credit

- The focus shifts to completing college level course credits while refining self-discipline, self-organization and self-motivation skill sets to prepare for an independent life in university.

Throughout their tenure at RENAISSANCE, all students will be immersed in a positive structured socialization environment and courses that will advance their awareness, emotional maturity, skill sets and productivity progressions to levels well above their public school peer groups.

The end goal of this progression is students that possess a much higher life and societal awareness along with the advanced skill sets to help them optimize their university, career and life outcomes.

- **Student Screening – Aptitudes, Suitability & Commitment**

- The RENAISSANCE education program is very demanding and requires students that have high levels of emotional maturity and a desire to pursue their full life potential in a serious and

determined way. Accordingly, prospective students and their parents will be required to fill out a questionnaire and undergo interviews to determine if prospective students and their parents are well suited to the educational demands and regimen of the RENAISSANCE program.

- Students will not be primarily evaluated based on their prior academic performance or intellect but on their temperament and the strength of their desire to learn and excel.
- The goal of this process is to identify those students from all elements of society who can benefit the most from the advanced education and socialization programs at RENAISSANCE. The objective is to assemble well-diversified groups of students who share a common desire and commitment to maximizing their career and life potential.
- This process allows students at RENAISSANCE to be surrounded by other students who are committed to excellence in all aspects of their lives to create a self-reinforcing culture of high expectations. Student performance will be evaluated regularly and students will be expected to achieve reasonable achievement levels to remain in the RENAISSANCE program. Standards of personal behavior will be a component of the evaluation.
- The screening process is also important to minimize the drop out rates to insure continuity in validating the RENAISSANCE education systems, especially in the early years.

The RENAISSANCE student profile will be different from their age peers in fundamental ways:

- They will exhibit awareness of their environment, commitment to excellence in learning and an eagerness to use their talents in productive ways.
- They will be able to transition seamlessly and effectively from individual and group learning scenarios that require real world problem solving.
- They are individuals who desire a variety of advanced support and structure as they prepare for adult learning and job related challenges.
- They have a high level of respectful self-confidence and want to exploit their full potential.
- They welcome the opportunity of an environment that provides them with superior resources and methodologies that challenge them to excel.
- They recognize that a traditional high school environment is not the best alternative for developing their productive knowledge and skill sets to achieve their full career and life potential.

The end game is for all RENAISSANCE graduates to fall into the top 1% of their national peer group regardless of their performance level when they arrived. Yes, this is an ambitious goal but expectations must be set high to achieve them.

- **Scholarships**

A limited numbers of scholarships will be made available to exceptional student candidates who do not possess the financial means to attend RENAISSANCE. These scholarships will largely be used to insure diversity in the make up of the student body and to validate the RENAISSANCE education systems. RENAISSANCE will seek corporate, foundation and private sponsorships for scholarships.

- **A Culture of Excellence Through Higher Awareness & Commitment**

The RENAISSANCE system will focus on the vital importance of reaching high levels of emotional maturity and making excellent choices in all phases of the student's life. First among choices is the decision to make education and personal development the primary concern among their priorities in the interest of preparing themselves to make the right choices to advance the process of reaching their full potential. Students will be surrounded by peers who have the same priorities and this will support a culture of high achievement and productive competition.

- **Leadership Focus**

The RENAISSANCE culture will be very focused on developing leadership qualities and skill sets in all its students. This approach will optimize their personal development and opportunities while creating the leaders of the future.

- **Internship Programs**

RENAISSANCE will interface with corporations to create internship programs for senior level students to expose them to real world business environments and insights.

RENAISSANCE will not be constrained by the conventional wisdom and practices of the failed education status quo. Therefore, RENAISSANCE will be free to design the optimum educational experience for its students within reasonable financial resource parameters that preserve the cost effectiveness of the education value proposition.

That value proposition will be measured in the present value of university scholarships, early entry to careers, superior job performance that is rewarded by higher incomes and faster advancements through professional progressions. Most importantly, it will be manifested in greater success and happiness in all facets of life.

“The RENAISSANCE system is designed to provide students with the insights, resources, knowledge and skill sets to succeed regardless of who their parents or teachers might be.”

Education Outcomes

“Think of a RENAISSANCE education as an “Olympic” level training regimen to successfully compete and succeed in the free enterprise system.”

Understanding the profile of RENAISSANCE education graduates is key to grasping education and business opportunity that RENAISSANCE represents. The goal is to produce graduates who will be defined by the following characteristics:

- A fundamental understanding of the free enterprise system and how to exploit it.
- A high level of emotional maturity that is grounded in profound life insights.
- A desire and determination to master all the elements of a successful life.
- A self-awareness that embraces reflection, perpetual growth and achievement.
- A higher intellectual awareness that is the foundation for the mastery of any situation.
- A yearning to accumulate productive knowledge, skill sets and insights.
- A character that is grounded in all the human virtues.
- An inquisitive mind that craves the accumulation of knowledge in many things.
- The ability to discern the essence of all situations and make the best choices.
- A desire to challenge the status quo to devise innovative solutions to complex problems.
- An understanding of the difference between memorization and learning.
- A high level of mental energy, self-motivation and productivity.
- A master of time and stress management.
- The aptitude to convert thoughts and imagination into productive outcomes.
- The skill to identify self-imposed limitations and the relentless desire to avoid them.
- The determination to overcome all obstacles to achieve success.
- A desire to master as many abilities and skill sets as possible.
- An ability to listen and communicate at high levels in many scenarios.
- Diverse and tangible skill sets that are valued by the free enterprise system.
- The ability to discern the intrinsic merit of concepts and ideas and act accordingly.

Superior student outcomes are the focus of the RENAISSANCE education system and the foundation of the investment opportunity. The education progression will be grounded in proprietary methodologies that are designed to make the above profile a reality for every student.

Can “For Profit” Secondary Education Succeed?

“For profit enterprises are the source of almost all productive innovation. Altruism is admirable but it is seldom the path to achieving highly productive results.”

The University of Phoenix (APOL) and Devry (DV) are large public companies that have well established the income producing potential of “for profit” education systems. Their target markets are post secondary school education markets of students who cannot afford traditional university or other job skill training alternatives. Please consider the following data on these companies as of August 2013:

	<u>Market Cap.</u>	<u>TTM EBITDA</u>	<u>Net Income</u>
University of Phoenix (APOL)	\$ 2.06 Billion	\$758 Million	\$276 Million
Devry (DV)	\$ 1.78 Billion	\$339 Million	\$124 Million

These companies pursue different target markets than RENAISSANCE will serve but they are public companies that have established the for profit education business approach even in the lower socioeconomic range. The success of “for profit” education in the secondary school markets is not visible in the public stock markets but it is apparent in the hundreds of private schools across America that are thriving and would not continue if they did not produce positive cash flows for their owners or sponsors.

The Montessori education approach has spawned hundreds of independent, for profit private schools across America that have thrived for many years. RENAISSANCE is taking a similar approach to creating a unique education methodology that will serve as a basis for creating and licensing numerous schools across the country. However, RENAISSANCE will offer a much more advanced, comprehensive and free enterprise oriented approach to achieving optimum education outcomes.

RENAISSANCE will also target higher income markets augmented with corporate and private sponsored scholarship programs to insure student body diversity. RENAISSANCE will further enhance ROIs through consulting services and system level licensing products to serve its much broader target markets.

The RENAISSANCE strategy is to:

- Create cost effective proprietary systems and methodologies with very compelling points of positive differentiation from any other education alternatives.
- Offer programs that focus on the comprehensive academic, career and life development of students to position them to understand and fully exploit the best opportunities in the free enterprise system.
- Create and execute professional marketing and distribution strategies to exploit all of its potential target markets.
- Deliver superior ROI outcomes to all RENAISSANCE stakeholders.

Success in any one of these markets should insure attractive ROIs. Success in all target markets would deliver extraordinary ROIs.

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The capital investment required to complete the RENAISSANCE research and development process and validate it through the first RENAISSANCE Institute is very nominal relative to the enormous market potential of offering powerful real world solutions to America's underachieving education status quo. RENAISSANCE will offer parents the opportunity to offer their children huge advantages in life. That is the definition of every concerned parents ambitions for their children and the basis for rational optimism that RENAISSANCE can succeed as a "for profit" education enterprise.

Public & "Not For Profit" Mythology In Education

"Secondary education outcomes will not significantly improve until the profit motive is successfully introduced on a large scale."

RENAISSANCE rejects the notion that government and "not for profit" institutions will ever devise the best methods to achieve the optimum education outcomes in a free enterprise system. The underachieving status quo of America's education and economic systems is strong evidence that supports this assertion. The idea that governments and altruism can lead major innovations in education defies common sense.

The education and economic problems in the USA are huge and they are not being addressed with the major innovations in education methodologies that are needed to resolve the issues. Freedom from the self-serving political and education elites and the presence of financial incentives that reward innovations that drive high productivity are necessary to lead education innovation and create the optimum outcomes.

The Execution Strategy

The RENAISSANCE educational programs, curricula, methodologies and systems are in an advanced conceptual phase and ready to move into full development. Full development will require financial resources to insure that the RENAISSANCE concepts are properly written, developed and organized into an operational plan that maximizes the potential for success of the business plan. Additional human, technology, equipment, facilities and other resources will be required to complete the development process over the course of the first year. The business plan involves a phased approach as follows:

Phase 1 – Core Research & Development

- Finalize the research and development plan
- Hire the core development team and acquire supporting resources
- Secure corporate, religious and/or private partners to finance core development and scholarships
- Articulate the education and structured socialization culture and the methods of fostering it
- Define the counseling, mentoring and career development methodologies
- Fully develop and write the proprietary systems, curricula, books and teaching materials.
- Design the RENAISSANCE education, socialization and skill set development methodologies.
- Design the technology systems and other resources to support the education programs.

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- Complete a course of study and textbook review and summary for each item in the curriculum.
- Devise the details of the comprehensive student progress evaluation and measuring systems.
- Develop and write the screening protocols for RENAISSANCE admission.
- Design teacher screening and development methodologies.
- Complete a review of facilities options for the first Renaissance Institute.
- Create a highly detailed execution plan for operations and supporting budgets.
- Create a detailed marketing and publicity plan and related materials.
- Create a dynamic marketing video that conveys the power of the RENAISSANCE system
- Write teacher and student handbooks.
- Design security systems and protocols.
- Develop strategies for recruiting students – including those with disabilities and members of low income areas.
- Develop performance metrics for the organization, employees and students.

Phase 2 – Operational Preparations

- Secure access to the school facility. Complete the essential modifications.
- Create Educator compensation and benefits packages. Define qualification requirements.
- Identify teachers, counselors and administrative personnel. Secure their employment.
- Educate the teachers to the RENAISSANCE methods, resources, curricula and technologies.
- Execute the marketing and publicity plan to secure students.
- Complete the student screening process.
- Secure tuition commitments from the desired number of students.
- Finalize curricula, methodologies, resources and courses of study with teacher input.
- Finalize textbooks, course materials and lesson plans
- Acquire and install required hardware, software, video, desks, furniture and other materials.

Phase 3 – School Operations

- Execute the detailed operational plans at the first RENAISSANCE school.
- Create a classroom video library for marketing purposes.
- Create a positive structured socialization video for sale.
- Enhance the curricula and methodologies through experience and teacher/student feedback
- Complete curricula and methodologies for the upcoming sophomore class.

Phase 4 – Validation

Empirically validate RENAISSANCE system results and complete broad market exploitation plan.

Phase 5 – Pursue Secondary & Tertiary Markets

Market the validated RENAISSANCE systems to the target markets.

The RENAISSANCE development process will follow well-defined research goals, protocols and validation regimens. The goal is to create strong validations of all RENAISSANCE systems and methodologies in support of the expansion of the business, marketing and brand development plans.

Capital Requirement Summary

• Phase 1 – Research & Development Process	\$ 1,000,000
• Phase 2 - Operational Preparations & Capex	\$ 2,000,000
• <u>Phase 3 – Working Capital</u>	<u>\$ 500,000</u>
Total Capital Requirement	\$ 3,500,000

School Accreditation & Student Course Credit

RENAISSANCE academies will seek accreditation through the Independent Schools Accreditation of the Southwest and the Texas Association of Non-Public Schools. These organizations insure portability of courses across public and private schools.

Parallel to the accreditation process, RENAISSANCE will do what is necessary to meet the requirements of colleges and universities for higher education dual credit when appropriate. Additionally, RENAISSANCE will offer courses for advanced placement college credit.

Summary

The RENAISSANCE business plan has been carefully designed as a means to exploit a major industry to deliver very attractive returns on investment to insightful investors. It is also conceived as a strategy to ultimately resolve the major underachievement issues in the American education systems and beyond to deliver superior life results that will benefit all Americans. These goals will be attained through the development and implementation of state of the art education and socialization systems that are designed to achieve superior education, career and life results for RENAISSANCE students.

The RENAISSANCE systems and curricula will be developed outside the constraints of the largely underachieving public and private education systems. Even the best schools in the current systems all falling short of delivering the optimum education and socialization results and RENAISSANCE will raise the bar for excellence in the education industry.

RENAISSANCE is taking a phased development approach as follows:

- Phase 1: Complete the design of its core systems, methodologies and curricula
- Phase 2: Convert them into and operating plan at a single RENAISSANCE private school

- Phase 3: Successfully execute the operating plan in the first Institute
- Phase 4: Validate the positive results of the RENAISSANCE approach
- Phase 5: Market the validated RENAISSANCE systems to the education markets

Better structure and integration of the education and socialization systems with the free enterprise system will produce students with higher awareness and skill sets that will allow them to more rapidly advance their career progressions and fully exploit their professional and life potential. The end goal is a comprehensive new education and socialization system that delivers superior life results to its students and exciting returns on investment to RENAISSANCE investors.

A Reality Check On Modern American Education

It is vital to understand the realities of America and its education issues to grasp the market and investment exploitation opportunities that are the core of the RENAISSANCE business strategy.

A highly educated, informed, self-reliant, economically productive and motivated populace is vital to the success of any democratic form of government and free enterprise system. Despite this self-evident reality, Americans acquiesce to mediocre education systems that fail to develop productive knowledge and job skill sets that are vital to the success of the free enterprise system and individual achievement. Poor education is the breeding ground of chronic government dependence, poverty, crime and high government deficits that have become a debilitating drag on the prosperity of all Americans and a fiscal threat to the society as a whole.

Everyone has seen the flights from inner city public school districts to the suburbs and from public to private schools. Almost everyone is unhappy with the poor state of public education and intuitively understands that it is not providing the superior levels of education, socialization and skill set development to meet the challenge and seize the opportunities of the modern economy. As a result, the American economy and its people are losing ground to the rest of the world. This underachievement is manifested in a dysfunctional political systems and persistently poor economic performance that drives high poverty, underemployment and non-employment rates.

There is likely a consensus in America that the public school systems are not providing their children with the educational opportunities to maximize their life and prosperity potential. Despite this awareness, there is no groundswell to dramatically upgrade the performance of public schools. Americans correctly sense that the doubling education expenditures since 2000 has not improved education outcomes. This reality has combined with the persistently poor state of the economy and massive increases in federal debt to foster a prevailing mentality that America cannot afford to spend more on education.

In truth, America cannot afford to keep spending ever more money on failed education and socialization systems that create increasing government dependency rather than increased economic productivity. America must redesign its education and socialization systems to create much more productive human resources on smaller levels of expenditures. This is not impossible but no individual, group or entity has emerged to design the new systems and lead the way. RENAISSANCE is designed to exploit this void and opportunity.

The RENAISSANCE conceptual vision is grounded in the assertion that the above realities represent a huge investment exploitation opportunity. Very superior ROIs are achievable if capital is invested in the creation of new education and socialization systems and methodologies that are focused on optimizing education, career and life outcomes of students rather than the perpetuation of self-serving political and personal agendas.

Education Mythology

Understanding the truth of the failed status quo is an important reference point for designing solutions to any problem. The prevailing wisdom fostered by self-serving teacher unions and education elites is that education performance is poor because teachers are not paid enough to attract great teachers. While this is a factor, the doubling of education expenditures since 2000 has not produced better education outcomes. In truth, the poor performance of the public education system can be traced to the following key factors:

- Government, education and social systems that perpetuate a culture of low expectations rather than high achievement. Curricula are too often designed to move people through the system rather than to optimize their knowledge and skill sets to levels that produce career success.
- The absence of positive socialization from curricula and the widespread failure of parents to provide these vital elements.
- The failure to educate students about the expectations and rules of society and the requirements for success in a free enterprise system.
- The failure to match education curricula and student development with job requirements.
- The failure to foster a culture of productivity and competitiveness.
- The failure to educate and motivate students to effectively pursue their own self-interests.
- The failure to challenge students to excel and to provide them with the tools they need to succeed.
- The failure to introduce innovative education systems and advanced technologies into every classroom. There is no technological impediment to exposing all students to the most excellent teachers, curricula, socialization and teaching methods.
- Too much emphasis on teaching subjects and passing achievement tests and not enough emphasis on creating social and job skill sets.
- The failure of the society to recognize that excellence in education is imperative and demand it for all Americans as a societal and fiscal necessity. Every government dependent is an issue for all Americans especially in a nation where over 90 million adults are not in the work force.
- The determination of education and political elites to perpetuate poverty and government dependence as a means to maintain and expand their incomes and political power.

There is a clear imperative to redesign the American education system to address all of the above issues and meet the requirements and opportunities of the future in an ever more sophisticated global economy. However, in a time of economic stagnation and government budget issues, the prevailing wisdom is that America cannot afford to address all of these things and no one wants to pay more taxes to achieve them.

This is especially the case because almost everyone senses that ever more money is being spent on education without materially improving educational performance, knowledge, skill sets and career success. This reality creates an understandable resistance to invest a lot more money into education without evidence that it will create better results.

In substance, these prevailing mindsets are ones of acquiescence to a failed status quo that is detrimental to the prosperity of all Americans. Poor education systems are a source of all the major problems America is facing today and not addressing education means that the problems will persist.

Nothing significantly improves in education because one side of the great partisan divide likes the status quo that produces government dependent voters for them and the other side is determined not to raise taxes and prefers to leave education issues to local authorities. The American people and their future prosperity are the clear victims of this ineffectual political stalemate.

Education Issues In America - A Challenge & An Opportunity

America's education system is failing to prepare the vast majority of students for the challenges and opportunities of the global economy of the 21st century. Too many students languish in flawed public school systems that are designed to ensure equity instead of promoting excellence for all. This failure to fully prepare students to succeed in the competitive realities of the modern free enterprise economy perpetuates dependency in the name of social justice rather than self-reliance in the cause of individual achievement and productivity. American children are losing ground in education performance to other nations because the education culture is built on the premise that student rights should subordinate high achievement as the goal for all children.

Since the 1960's, the public education model in the USA has been designed to produce student conformity and dependency as opposed to the optimization of learning and self-reliance. While obsessive about protecting individual rights, the public school systems demand that almost all students learn at the same pace, use the same tools and adhere to group performance criteria built around government testing protocols.

As a direct result, performance and productivity suffer as public schools fail to prepare students for higher education and the labor market. Public education in America too often fosters "group think" designed to advance political agendas as opposed to creating and rewarding the transfer of knowledge in ways that support economic success.

By contrast, RENAISSANCE places learning, effective inquiry and use of data to solve practical problems at the center of instruction. Far from promoting ideological points of view, the RENAISSANCE focus is to prepare students for a world where success at home and on the job depends on the ability to acquire "real" knowledge and valuable skill sets as well as sound reasoning and decision making skills.

America has very serious political, economic and social problems and almost all of them can be traced to the poor state of America's education systems. Poor education outcomes foster government dependency that serves the personal ambitions of certain political elites. Perpetual underperformance drives demands for more investment in education. This serves the ambitions of certain education elites and teacher unions who understand that better outcomes would reduce the pressure for more education investment that would benefit them.

The labor market is deficient in workers with the knowledge, skill sets, creativity and mental agility to achieve superior productivity that is the source of prosperity. There is also a pervasive lack of adaptive skills needed to not only “get along” in the work place but to ensure employees are able to approach problem solving in a seamless way through effective communication, creativity and organizational trust. In this regard public schools are failing students, the business community and other social institutions.

Huge amounts of human potential is being lost because the American education system divides people into groups, actively subordinates the essence of learning to the process of indoctrination and designs curricula to meet minimum requirements as opposed to fostering excellence for all students. This flawed system focuses on student “rights” as opposed to meeting student instructional and development needs.

RENAISSANCE emphasizes the need for teaching organizational skills that promote “organized thinking” about instructional material. In this way knowledge is acquired through classical education practices that are effective, the introduction of new methodologies that facilitate better outcomes, the integration of technology into the education process and nurturing by educators with strong content knowledge and an appreciation for different student learning styles.

Reality Check Summary

RENAISSANCE is a new company that will have limited resources and it cannot magically correct all the flaws in America’s education, socialization and political systems overnight. However, it is important to understand the realities of the flawed education status quo in order to grasp the enormous potential of creating a successful template for advanced education systems that can effectively address the flaws and ultimately achieve much wider implementation in the future.

A major renaissance in education and socialization is a national imperative that must start somewhere outside the entrenched status quo. RENAISSANCE is a “state of the art” education solution in search of insightful educators, corporations, politicians and investors who grasp the imperative of reforming America’s education systems and the opportunity of leading the transformation.

The public education systems in America are deeply flawed and ineffective yet approximately 90% of Americans are educated in public schools. Improvements in public education systems are constrained by outdated resources, technologies and methodologies that are perpetuated by self-serving education and political elites. These realities define the profile of the largest competitor RENAISSANCE will face and represent a huge market entry, exploitation and investment opportunity.

The Education Market Opportunity

Education is an over \$1 trillion market in the USA that is poorly serving its customers.

Total education spending in the USA will exceed \$1.1 trillion in 2013 with over \$100 billion of that amount being spent on private education. The 2013 education spending amount represents a 100% increase in spending since the \$552 billion that was spent in 2000. Despite this massive increase in spending, studies at Harvard University's Kennedy School in 2010, 2011 and 2012 measured educational performance in 49 developed nations (not including India and China) from 1995 through 2009 and reached the following paraphrased conclusions:

- Spending and achievement gains have a slight positive relationship, but the 0.12 correlation between new expenditure and test-score gain is of no statistical or substantive significance and may be explained by other factors.
- On average, an additional \$1,000 in per-pupil spending is associated with a trivial annual gain in achievement of one-tenth of 1 percent of a standard deviation.
- Their 2010 report found that only 6 percent of U.S. students performed at the advanced level in mathematics, a percentage lower than those attained by 30 other countries.
- In 2011, they showed that 32 percent of 8th graders in the United States were proficient in mathematics, placing the United States 32nd when ranked among the participating international jurisdictions.
- While 24 countries trail the U.S. rate of improvement, another 24 countries appear to be improving at a faster rate. Nor is U.S. progress sufficiently rapid to allow it to catch up with the leaders of the industrialized world.
- Although the USA is not among the 9 countries that were losing ground over this period of time, 11 other countries were moving forward at better than twice the pace of the USA. All the other participating countries were changing at a rate similar enough to the USA to be within a range too close to be identified as clearly different.

The data is consistent with other studies and the intuitive perceptions in the American public. One thing almost everyone in America agrees on is that the education system is underperforming. This reality is not directly or largely the fault of teachers or inadequate teacher compensation. It is the result of an education system that is dominated by a majority of politicians, unions and educators who have tied their careers and fortunes to perpetuation of the underachieving status quo.

What is clear from the data is that the USA is far from leading the world in educational achievement and thus at a disadvantage in global competitiveness. It is also not getting performance value in exchange for its huge investments in education. RENAISSANCE believes that this reality represents a potentially huge market entry opportunity for insightful business professionals, educators and investors.

In truth, America has a lot of great teachers who are forced to operate with poor resources and curricula in a system that is not well designed to help them or their students achieve at the highest levels. Their compensation is largely disconnected from education outcomes and is often inadequate to draw top educators to teaching.

America's stagnant economy, its poor prosperity performance and its government dependence and entitlement problems are directly tied to the failures of America to fully educate its citizens about free enterprise and foster a culture of high achievement in the education process. More tragically at a time of high unemployment, millions of high skill jobs go unfilled in the USA or move overseas because Americans are not qualified to perform them.

Almost all politicians proclaim the need to improve education but none of them are determined to lead the sorts of visionary changes in education systems, socialization, culture, curriculum and technology that would be required to make America the world leader in knowledge accumulation, innovation, economic competitiveness and prosperity in the future. Very few if any are acting on the great advances in culture, curriculum and technology that are available and needed to maximize America's human resources in the cause of prosperity. Real innovation and progress must originate from private enterprise.

Nothing is likely to significantly improve in education and socialization as long as American society continues to rely on school districts, educators and governments to innovate the methods to dramatically improve education outcomes. The RENAISSANCE approach resolves these issues by 1) introducing the profit motive to further develop innovative education methodologies, 2) partnering with corporations who have a vested interest in creating education systems that produce highly qualified and productive human resources for their businesses and 3) tying teacher income to education outcomes.

The market demand for superior education solutions is enormous and only limited by the ability of insightful business and education minds to devise cost effective education strategies and systems that can achieve broad market penetration and achieve improved education outcomes. The RENAISSANCE business plan is designed to exploit this huge void of innovative leadership in the education industry by developing and delivering comprehensive new education and socialization systems that can achieve wide market acceptance.

The end game of the RENAISSANCE business plan is to challenge the underachieving education status quo with a new paradigm for optimizing the performance of America's human resources and the life performance of individual Americans. If even a small fraction of this goal can be achieved, it will result in very exciting returns on investment for RENAISSANCE students and shareholders.

Integrating The Education & Free Enterprise Systems

“The education process must be tailored to meet the requirements of the labor market.”

There is a large and growing disconnect between the human resource requirements of the free enterprise system and the abilities of students who emerge from the public and private education systems. As a result, there are countless jobs in science, computer science, engineering and mathematics that cannot be filled in the USA. This is an especially important problem because these disciplines are the sources of the innovations that drive higher productivity and prosperity.

America’s success in innovating more cost effective and productive ways of doing things has been at the root of its ability to create and sustain superior levels of prosperity throughout the history of the USA. However, the failure to innovate more productive strategies for developing America’s human resources to match the dynamic and ever changing requirements of the modern free enterprise system and global economy is causing the USA to lose ground to other nations. America’s global competitors are aggressively exploiting the USA’s failure to fully develop its human resources and skilled jobs are being exported by corporations to nations who can offer the skill set they need on a more cost effective basis.

While there are major systemic problems with the USA’s education and socialization systems, there are significant socioeconomic issues that are retarding America’s ability to productively develop its human resources:

- **The Upper Socioeconomic Quartile**

As a general statement, the modern youth of America in the upper socioeconomic quartile have been raised in superior economic circumstances that would be considered as affluent by their direct ancestors and over 95% of people on earth today. Affluence is certainly enjoyable for young Americans but too often it results students who are not highly motivated to develop their career and life skill sets. This is especially the case in the technical professions that require a much higher level of intellectual engagement and hard work to master than more socially focused careers. Too often, young Americans in this group take prosperity for granted and do not invest their energy and determination into preparing themselves to productively compete in the free enterprise system.

- **The Lower Three Socioeconomic Quartiles**

This segment of young American society is relatively better off compared to most of the rest of the world. However, the economic status of this group has become largely stagnant to deteriorating over the last decade as the national economy has languished. They typically grow up in public education systems and cultural settings that are not well structured to develop their skill sets and prepare them to exploit opportunities in the free enterprise system and life itself. Too often, these education systems are more focused on processing students through to pass achievement tests and graduate rather fully developing the skill sets of a successful career and life.

The persistently poor economy has reduced the quantity and spectrum of professional career opportunities that would allow these young people to meet or exceed the economic success of their parents. This problem is exacerbated by the disconnect between the education and socialization support available to them and the increasingly complex career requirements of the free enterprise system. They too often drop out or graduate from high school with job and life skill sets that do not match the needs of the highly competitive job markets.

Generally speaking, the further down a student resides on the socioeconomic scale, the poorer the state of the available education and socialization resources. Almost half of these children grow up in broken home situations that further limit their development. This reality is the breeding ground of government dependence, social strife, underachievement, crime and persistently poor economic performance. **It is also the circumstance where too many of the brilliant minds of American discovery, innovation and leadership become lost to the collective detriment of society. The end effect of the above realities is an economy and a society that are languishing in underachievement and disillusionment.**

A large part of the problem is the failure of the education system to systematically match the abilities, development and skill sets of individuals with the job requirements of the job markets rather than the adolescent desires of the moment and the social preferences of the education elites.

While corporate America has spent decades pressing for major changes in the education system, the labor market remains filled with low skill level workers and large numbers of college graduates who pursued “soft skilled” degrees at odds with the needs of a successful economy. University curricula are falling far short of developing the advanced skill sets that businesses require. To address this issue, corporate America must do more than be a silent partner in the education of the nation’s youth. These organizations must become directly involved in supporting the systems and methodologies to develop the productive human resources of the next generation.

The RENAISSANCE program is designed to integrate the development of students with the opportunities of the free enterprise system of the future. This will require the direct involvement of corporations, small business and professionals in the education process. RENAISSANCE will interface with the business and scientific communities as well as individual professionals to achieve this goal. The objective is to integrate their financial and professional human resources into the RENAISSANCE education process.

“The career insights of experienced business and technical professionals can be an important resource in improving education outcomes and career decision making.”

The Positive Structured Socialization Imperative

Young Americans grow up in a culture where they are surrounded by countless forms of negative socialization in the news media, movies, current events, music, television, politics and video games. Too often these media focus on the most negative and violent aspects of human nature and behavior in ways that adversely affect the social and life progressions of young Americans.

Regrettably, there is almost no positive counter-culture and media to be found outside the family and religious institutions. Increasingly, religious faith is fading as a positive force in the lives of most young Americans. At the same time, the American family system is deteriorating with ever higher divorce rates, domestic neglect and violence as well as increasing numbers of single parent families and parents that work longer hours to make ends meet.

The end result of pervasive negative socialization and much less positive socialization is the deterioration of American society and its economic and social performance. This is manifested in increasing unemployment, underemployment and non-employment as well as rising poverty and crime rates. It is reflected in persistent poor economic performance and the erosion of American productivity and global competitiveness. The prosperity of almost all Americans is adversely affected by these realities.

The child development status quo in America largely assigns academics to schools and leaves socialization to parents, families, churches and communities. This system might function well in a perfect society of equal education opportunities and positive family and social circumstances that do not exist in the modern world. In reality, there are very large disparities in educational opportunities as well as family and social circumstances. Almost 50% of marriages end in divorce and over half of Americans grow up in single family homes without the benefit of strong father figures. Countless millions grow up in much less than ideal economic, family and social circumstances.

Almost all Americans live in economic, family, career and/or social circumstances that are far below their intrinsic life potential. RENAISSANCE believes that this regrettable reality can largely be traced to the absence of positive structured socialization in the lives of most Americans. Schools employ very limited and often misdirected socialization tactics that are designed to serve the desires and interests of the education and political elites rather than the development needs of students. Too many parents do not possess the time, the inclination, the knowledge or the skill sets to offer their children the optimum positive structured socialization to maximize their life potential.

Accordingly, the RENAISSANCE education approach involves providing students with positive structured socialization that will position students to fully exploit their life and career potential. This aspect of the RENAISSANCE approach is a very positive point of differentiation to existing public and private schools. RENAISSANCE intends to exploit this positive differentiation to create and validate a template of positive structured socialization that could ultimately be used throughout the American education and business systems. This concept represents a large societal opportunity for America and a strong investment opportunity for insightful RENAISSANCE investors.

Overcoming Concerns About Structured Socialization

Students of history will have legitimate concerns about the concept of structured socialization in schools. Communism, Fascism and Naziism all employed negative forms of structured socialization as tools to enforce conformity within their destructive totalitarian regimes. Given this disastrous track record, it is important to differentiate positive structured socialization from negative structured socialization.

Defining Negative Structured Socialization

Negative structured socialization is dangerous because it seeks to manipulate citizens into the service of the destructive ideologies of an exploitive ruling class. Modern America is languishing in the grip of negative socialization as fostered through the dominance of the education systems, the media, culture and entertainment by political, media and education elites who advocate government dependence as a political strategy rather than individual development, innovation and achievement.

The RENAISSANCE Vision Of Positive Structured Socialization

RENAISSANCE advocates positive structured socialization methodologies that have the opposite intentions as negative structured socialization. It seeks to convey higher awareness and the skill sets of a successful life to all students so that they can individually maximize their career, life and prosperity potential. It recognizes that the systematic fostering of life success in all citizens is the key the maximizing the collective success of everyone in a society.

This vision is key to creating a culture of excellence and a proprietary value proposition for RENAISSANCE:

- It is the foundation of a culture of individuals pursuing excellence in all aspects of their lives and embracing excellence in education to help them achieve their goals.
- It encourages self-reliance, self-discipline, self-motivation, self-confidence and good choices in all things. It requires reliability, responsibility and accountability.
- It is grounded in the individuality and challenging the status quo in innovative and positive ways.
- It discourages acquiescence to a failed or mediocre status quo in any significant endeavor.
- It rewards productive inquisitiveness, imagination, innovation and higher awareness.
- It focuses on overcoming adverse circumstances and removing self-imposed limitations.
- It offers a tangible, structured path to achieving success regardless of socioeconomic factors.
- It systematically fosters all human virtues from moral, cultural and self-interest perspectives.
- It nurtures the development of communication, listening and social skills.
- It facilitates the setting of high goals and standards of conduct.
- It stresses respect and compassion for others.
- It emphasizes emotional maturity and leadership skills as vital to reaching the highest levels of success at the earliest possible time.

This list is not complete and is intended to convey a sense for the culture of the RENAISSANCE system. While this list may seem self-evident it is not the reality of most modern adolescents. These success elements will be integrated into a highly structured system and culture of excellence that is made tangible and relevant through exposure to the demanding expectations and opportunities of the free enterprise system.

At a macro level, this vision is grounded in the belief that:

- Every child has a self-evident right to excellent education and socialization opportunities.
- It is in society's intrinsic interests to provide everyone with the means to reach their full life and prosperity potential regardless of their birth, family or socioeconomic circumstances.
- It embraces the belief that all students should be offered the means to develop the skill sets to succeed in a dynamic free enterprise society.
- It is shortsighted to believe that anything less than excellence in education and socialization is in America's national interests.

The current approach to socialization is a manifestly inadequate method for optimizing life outcomes. Leaving students to their own socialization devices will never be the best approach to maximizing the life productivity of a nation's human resources or the prosperity of individuals.

One key strategy is to systematically convey a lifetime of positive axioms and insights to adolescents as a means to advance the process of achieving emotional maturity and acquiring the skill sets of a successful life. Proprietary RENAISSANCE methodologies and curricula will be employed to achieve this goal.

“RENAISSANCE will develop and convey the highest forms of positive structured socialization to its students as a highly productive means to improve education and career outcomes.”

Creating the Skill Sets of a Successful Life

It is a self-evident truth that it is in the best interests of every society to optimize the life success of all of its citizens. To achieve this goal, society should provide equal opportunity of an excellent education and positive structured socialization to all of its citizens. It is also self-evident that the costs of investing in the resources to provide excellence in education and socialization will be more than recouped in the higher productivity and lower costs of government dependency of its citizens.

These principles can be converted into an optimum reality through a system that consistently conditions students to understand and implement the success factors of life in their own lives. An excellent education is very important but it is only one major factor in a successful life. Creating a “higher awareness” about the success factors of life is key to achieving optimum life success. Please consider the following life success factors that are typically beyond the curriculum of public schools:

• Societal expectations awareness	• Obstacles are opportunities to excel
• Free enterprise success factors	• Overcoming obstacles & circumstances
• Self-confidence & leadership skills	• Understanding the “Big Picture” of life
• Self-evaluation and personal growth	• Advanced emotional maturity
• Self-reliance & personal responsibility	• Making and adapting to changes
• Self-motivation & resourcefulness	• Recognizing & exploiting opportunities
• Selflessness & compassion - secular	• Making excellent choices
• The importance of being well informed	• Mastering life’s challenges
• Hard work - smart work - team work	• Positive short cuts to success in life
• Developing & articulating sound opinions	• Learning vs memorizing
• Stress & behavior management	• Communication & listening skills
• Embracing all the human virtues	• Productive & rational optimism
• Developing social skills	• Mastering positive behavior
• Positive competitiveness	• Setting high goals & standards
• Creating personal competitive advantages	• Overcoming self-imposed limitations
• Creativity, imagination & innovation	• Life planning
• Productively challenging the status quo	• Exposing false assumptions & perceptions
• Discovering competencies & exploiting them	• Common sense axioms & guiding principles

This is only a partial list that will be developed to include many other elements that drive success. Every item is an opportunity for the creation of ongoing socialization curriculum that delves deeper into the concepts and helps students and adults convert them to second nature in their behavior and the choices they make in their lives. While most Americans are exposed to these success factors, there is no structured approach to converting them from abstractions into meaningful life necessities of behavior and choice making.

The purpose of these lists is to illuminate the magnitude of success factors that are largely being left to parenting and the resourcefulness of each individual. A systematic approach to conveying these success factors to students through advanced education systems and resources can only have a very positive effect on the life performance and prosperity of students who aspire to success but lack the insights to achieve it on their own.

The Key Elements Of a Successful Life

A systematic approach to optimizing the life success of its students is a key feature of the RENAISSANCE education process. The education philosophy is grounded in the belief that success is achieved through the mastery of key elements of a successful life. This process involves the development of a higher awareness of the importance of these success elements and converting them into positive

personal traits that become second nature to students in their self-interest. It also involves a greater awareness of negative traits that should be shunned to avoid self-imposed limitations on the student’s success potential.

Key Success Elements	Positive Traits	Negative Traits
• Wisdom	• Insightful	• Foolish
• Imagination	• Innovative	• Unimaginative
• Determination	• Resolute	• Irresolute
• Courage	• Confident	• Timid
• Integrity	• Trustworthy	• Untrustworthy
• Compassion	• Empathetic	• Self-Centered
• Emotional Maturity	• Judicious	• Immature
• Reliability	• Responsible	• Irresponsible
• Higher Awareness	• Leader	• Follower
• Social Effectiveness	• Affable	• Shy
• Knowledge	• Educated	• Ignorant
• Skill Sets	• Productive	• Unproductive

The above chart is not exhaustive and is intended to be for illustration purposes only. The concepts should be intuitive to everyone based on the obvious intrinsic merit of the assertions. However, mastery of the success factors and avoidance of self-imposed limitations is not second nature to most high school students or adults.

The RENAISSANCE system involves a structured approach to achieving success through the choices a student makes in every aspect of their lives. It is a positive process of programming student minds to avoid negative distractions and traits and to systematically make the best choices in their lives to optimize their success potential.

Choices

“Fate creates our circumstances and offers us obstacles and opportunities but it is the wisdom of the choices we make that determine our destinies and the quality of our life experience.”

Mastering the ability to make excellent choices is the most important success factor in life. Every other success factor is a direct result of choices that we make.

Several key points can be made about choices:

- All choices reveal our character and emotional maturity.
- Every choice we make has a potential benefits and consequences.
- Benefits should always be weighed against all consequences.
- Sometimes there is a choice between the easy way and the right way.
- Often there are choices between short-term gratifications and long term consequences.
- Some choices can compromise our integrity.
- Always make the honorable choice with the most intrinsic merit.
- Bad choices always produce poor results.
- Great lives are the end game of great choices.

Americans live in a democratic republic where the voting and life choices of other people can have direct and indirect consequences in our lives. Therefore, it is in the interest of all Americans to help other Americans make good choices in their lives. The systematic development of sound and constructive choice making skills and the avoidance of self-imposed limitations will be major points of focus in the RENAISSANCE development process.

“The difference between mediocrity and success in any endeavor is the choice to not acquiesce to the status quo.”

Self-Imposed Limitations

“The greatest obstacles to success in life are self-imposed.”

American socialization conditions everyone to conform to the prevailing political, social and governing status quo. It is a form of pervasive brain washing that is designed to suppress action to change the status quo by fostering the belief that it is futile to challenge it. People must adapt to the status quo rather than attempt to change it. Therefore, the first conditioned reaction of most Americans to this document would be to dismiss it as an exercise in idealistic futility that is unworthy of any action beyond reading it.

This psychology is vital to perpetuating the underachieving status quo of the education systems. In substance, it is a self-imposed limitation at the societal level because there are real ways to effect productive change to the education, governing and political status quo that almost all people make the choice to ignore.

Self-imposed limitations are the greatest obstacles to excellence in any human endeavor and the most difficult to overcome. They are a manifestation of a life long socialization process that causes people to have low expectations for themselves and their society. It is the product of a negative cultural system that fosters acquiescence rather than promoting the vital necessity of challenging the status quo to force it to higher levels of innovation and excellence.

Self-imposed limitations are pervasive in American society in part because the political and education elites foster them as a means to perpetuate their self-serving agendas. They understand that the typical human mind is lazy and avoids difficulty and conflict by nature. Like water, it normally seeks the path of least resistance to reach its destination. It is naturally more inclined to acquiesce to a failed status quo than to invest the time and energy in the effort or conflict required to change it regardless of the benefits that might be achieved. The difference between success and mediocrity is a direct reflection of a person's ability to overcome these natural instincts in any endeavor.

The key attributes of successful people and societies are the willingness and determination to overcome obstacles to challenge the status quo to increase productivity and prosperity. The key goal of political elites is to enhance their own power and prosperity at the expense of society on the whole. Therefore, this form of insidious tyranny is in perpetual conflict with excellence and general prosperity.

The maximization of prosperity and social harmony are the intrinsic interests of every society as are the fostering of excellence over acquiescence and the promotion of productive innovation in all things. Achievement of these goals requires a system that penalizes self-imposed limitations and the rewards productive innovations and high achievement in all endeavors.

The RENAISSANCE process will raise awareness of self-imposed limitations, identify them in a student's behavior patterns and convey a systematic approach to eliminating them from their lives. The avoidance of poor choices and self-imposed limitations can dramatically advance and elevate a student's education, career and life progressions and performance.

Emotional Maturity Is A Vital Point Of Success Differentiation

Emotional maturity may be the most important element to achieving success in any endeavor.

- It is a very important point of positive differentiation in the job markets because the emotional maturity of employees is a very positive point of differentiation and productivity in competitive business markets.
- The ability to think rationally and make good choices based on facts, logic and insights rather than emotions is a key to success in every endeavor.
- Age does not determine emotional maturity. Some people achieve emotional maturity as adolescents. Most people struggle to consistently achieve it all their lives.
- Emotional maturity is vital to sustaining productive relationships with other people.
- Successful relationships are integral to achieving personal and collective productivity.
- Society values emotional maturity because it contributes to productivity and prosperity.

Many people often allow their emotions to be a primary driver in their choices. People who learn to master their emotions and make insightful choices have a big competitive advantage. The RENAISSANCE process will take an innovative approach to advancing the development of emotional maturity in students. It will also prepare them to perpetually advance their maturity progression throughout their lives through exposure to a higher awareness of the success factors of life.

Acquiescence To The Status Quo Is A Formula For Mediocrity

The status quo is the most powerful obstacle to societal and individual progress.

- Challenging the status quo is the only means to improve productivity and general prosperity.
- Settling for the socially acceptable or normal performance level of peers in school or career endeavors is not a success strategy.
- Society does not provide superior rewards to persons who embrace the status quo of mediocrity.
- Society rewards persons who successfully challenge the status quo in productive ways because it is the only path to reaching maximum prosperity.
- It is human nature to acquiesce to the status quo rather than challenge it. People who overcome this reality achieve the greatest success in their lives.

Persons who seize the opportunity to challenge the status quo in a productive ways will have a strong competitive advantage over those who do not. Therefore, RENAISSANCE will foster a culture that encourages students to productively challenge the status quo in all things.

Productive Innovation Is The Most Valuable Skill Set To Society

Improved productivity is the only reliable path to improved prosperity.

- Collective prosperity should be the primary goal of any society.
- Economic productivity is the foundation of societal prosperity.
- The ability to create cost effective innovations is the primary factor in determining a society's economic productivity.
- A successful society is designed to reward its most productive and innovative citizens.

The free enterprise system greatly values the ability of a person to innovate creative and productive solutions to difficult problems or to devise more cost effective means to achieve the same results.

Socialization Summary

This section has been included to highlight the importance of positive structured socialization in the success equation of all people. RENAISSANCE asserts that there is an overwhelming amount of negative socialization in American society through the media and prevailing social norms. There is also a great void of positive structured socialization beyond families to act as a dominant offset to all the negative

influences in the lives of young Americans. The “sink or swim” approach of leaving positive socialization of young Americans to parents and their own devices is not the path to maximizing the life and prosperity potential of all Americans.

Very few parents understand the broad spectrum of business and free enterprise realities or the optimum ways to prepare their children to exploit them. Most parents at the lower end and middle of the economic scale are struggling to make ends meet and often working more than one job. Many parents at the upper end of the economic scale got there by working long hours in their chosen professions.

Over 40% of children grow up in single parent homes that further limit positive socialization. Parents at all points on the economic scale share a common desire to see their children succeed. The demands of work in the modern world often limit the time and energy that parents can invest in the optimum development of their children to succeed in the free enterprise system. Too often, the end effect of these realities are students that underachieve their full life potential.

Even the best families can benefit from a more structured approach to advancing the awareness, insights, emotional maturity and skill set development of their children. RENAISSANCE has developed its positive, structured approach to socialization as an enhancement to the normal education and parenting process. These techniques will benefit parents in addition to RENAISSANCE students.

The end game of this process are young adults with high levels of emotional maturity, awareness and skill sets that will prepare them to super achieve in college, in the free enterprise system and in their lives.

Free Enterprise Success Factors

Every young American faces the task of transitioning from the dependency of childhood and adolescence to the social and financial independency of adulthood. A successful conversion requires the accumulation of knowledge, awareness and skill sets that are valued by the free enterprise economic system. Despite this daunting reality, modern education systems seldom focus on developing the vital skill sets to expedite this transition and almost never offer curricula that are well designed to facilitate this process to optimum conclusions.

Most young Americans emerge from high school with little understanding of the expectations and requirements of the free enterprise job markets. In their minds, the free enterprise economy remains an abstraction that they may have heard of but it is not a system that they understand well enough to exploit to their personal advantage. They have learned how to memorize and pass tests in basic subjects but they have not mastered the basic skill sets of a successful life. They are largely unaware of the huge differences between passing the requirements of high school and exceeding the expectations of the business world.

Understanding the role of society and the free enterprise economy is important to optimizing success in these systems. A vibrant free enterprise system is the vital engine of any successful society but free enterprise is not self-creating, self-regulating or self-sustaining. It requires that the society and its government facilitate its success factors. The key success factors of a free enterprise system can be summarized as follows:

- **Superior Education Systems**

A highly developed education system that fosters higher knowledge and achievement is vital to maximizing the prosperity in any society. Superior knowledge is vital to the creation of superior innovations.

- **Superior Socialization Systems**

Socialization is the process of helping all citizens to understand, function well and succeed in a society. Formal education is one component of socialization but it is of less value if a person does not understand societal expectations or success factors or possess the ability to convert education into skill sets that are valued and rewarded by society. The most brilliant mind with the best education will not reach its full potential if it does not possess the social skills and societal awareness to exploit these attributes.

- **Superior Human Resources**

Highly educated, motivated and innovative human resources with productive skill sets.

- **A Competitive Culture**

Prosperity cannot be maximized without vigorous competition among members of a society as well as private and public enterprises. A culture of competitiveness is the key driver of innovation that improves productivity and prosperity.

- **A Culture of Innovation**

Innovation is the driver of productivity because better ideas create superior and less costly ways of doing things. Acquiescence is the enemy of innovation so a culture of challenging the status quo and finding better ways is key to all innovation and prosperity creation.

- **A Culture of Excellence**

A culture that encourages vigorous competition, strong education, positive socialization, productivity, higher achievement, innovation, self-reliance, good choices and excellence is essential to maximizing prosperity. Everyone should be encouraged and provided the means to reach their potential.

- **Technological Productivity & Cost Effectiveness**

Productivity is the measure of how cost effectively any task is accomplished. Lower costs for the same tasks and raw materials create and preserve prosperity. “State of the art” technology and the ability to innovate it are vital to optimizing the productivity and cost effectiveness of any business, activity, resource or society.

- **Cost Effective & Productive Governance**

Effective and insightful governments should efficiently facilitate rather than impede all of the other free enterprise success factors.

The Relationship Of Education To Free Enterprise

There is a great and increasing disconnect between the requirements and needs of the free enterprise system and the skill sets of the young adults that the American education system is producing. Too many American high school and university students do not possess the knowledge or skill sets or insights or emotional maturity to meet the requirements of the free enterprise and business systems. Very few understand how to master the factors that produce early success in job markets. This reality causes businesses to invest huge amounts of money to develop these attributes or to shift to foreign human resources that possess them with greater cost effectiveness.

America is languishing with high unemployment and non-employment rates as over 90 million adult Americans are not in the work force. This reality is in large part a direct reflection of the poor state of America’s education and socialization systems. Countless millions of skilled jobs remain unfilled because there are not enough skilled adults to do the tasks required. This reality is a national travesty that can only be addressed through vastly improved education, socialization and decision making techniques.

The setting of the education, career and life goals are the most important decisions a person will make in their lives. Many of these vital choices must be made during the high school years when adolescents are unaware of free enterprise realities and unprepared to make the best choices for their lives. Parents can assist but often they are unaware of key elements of life decision making in the ever more complex and constantly evolving modern economy. As a result, students often fail to make the optimum education and career choices. Leaving students and parents to their own devices is not the best approach to achieving the optimum life outcomes. RENAISSANCE resolves this issue by providing a systematic approach to understanding and making the best university and career path choices.

RENAISSANCE program is structured to help its students maximize their skill sets to fully exploit the highly skilled opportunities in the free enterprise economy. This is accomplished through superior teaching resources as well as innovative curriculum and career development systems that are designed to align the aptitudes of students with the requirements and opportunities of the free enterprise system. This is the best approach to optimizing the career choices and life outcomes of RENAISSANCE students. It also is an important point of positive differentiation from the education system status quo and a strong competitive advantage for RENAISSANCE students versus their peers.

Every RENAISSANCE student will be required to take a course in ninth grade that introduces them to the realities of society and the free enterprise system and the ways to exploit them to their advantage. This knowledge base will be augmented and further developed until graduation. In the end, all RENAISSANCE students will be better prepared to exploit opportunities in the free enterprise job markets than anyone else in their peer groups. This higher awareness will represent a significant competitive advantage.

Redefining Key Education Process Concepts

Traditional secondary education strategy has emphasized classroom teachers imparting knowledge to students and checking for understanding. Basic knowledge acquisition skill sets are stressed as a basis for acquiring employment or gain entry into college. The knowledge base typically includes reading and math abilities, basic knowledge of science, history, geography, economics and various vocational abilities. School has been about ensuring students could support themselves and their future families. Most students learned at the same pace and derived meaning from teachers and used it in practical ways to solve problems. Often, education goals are adopted along different “tracks” – college or vocational being the most common.

Current secondary education strategy operates on the belief that students become successful when they feel good about themselves, work cooperatively and productively in groups and adopt post-modern adaptations and beliefs about the society they inhabit. Today social development and cultural indoctrination subordinate the acquisition of productive knowledge and job skill sets that needed to sustain a robust free enterprise system. Students are largely on the same track irrespective of how well or how fast they master curriculum objectives. Academic credit acquisition and passing minimal state assessments are the primary objectives for students.

The “Restorative Education” concepts that RENAISSANCE advocate challenge the individual to perform at a much higher level by introducing them to following cornerstones of learning:

- Sound personal organizational skills
- Effective information collection and application practices
- Well developed reasoning skills for solving problems
- The application of state of the art technology to the learning process
- Self motivation, discipline and advocacy
- Avoidance of self-imposed limitations
- Challenging students to achieve their full life, academic and career potential
- A culture of excellence, inquisitiveness and challenging the status quo to create productive innovations
- Acquisition of highly productive skill sets that are valued by the job markets
- Identification, development and matching of student aptitudes with the needs of the free enterprise system

Unlike other education organizations, RENAISSANCE maintains that education is both art and science. Recognizing this, it will hire the best teachers and compensate them very well with the understanding they produce students who not only pass but demonstrate consistent superior skills in all areas of learning. RENAISSANCE makes no attempt to educate all children. Instead, the system focuses on two groups –

high achievers who are not challenged by current secondary schools and the silent group of students with supportive families who can find excellence in the right learning environment.

RENAISSANCE classrooms will have the appearance of a professional training environment. Its schedules will be more like universities to create flexibility and prepare students to excel in a university environment. The instruction and focus is on the areas of science, technology, engineering, math and business enhanced by superior teachers and meaningful use of productive classroom technology. Far from concentrating on simple classroom instruction, learning will be divided into multiple dimensions:

- Short, focused classroom instruction
- Instructional labs emphasizing individual and small group work
- Appropriate distance education experiences
- Regular interface with industry professionals
- Exposure to advanced education and socialization curricula, teachers and techniques
- Evaluation systems that focus on functional skill set competencies rather than memorization
- The use of advanced computer software, online resources and communication systems
- Connectivity between class materials and real world applications

In this way RENAISSANCE will prepare students for life in the professional work environment and adult learning system. The end game is students who are employable in aligned professional environments, well prepared to exploit career opportunities that maximize their life and career potential.

All prospective students must pass through a careful evaluation and screening process to insure that they are well suited for the challenges of the RENAISSANCE educational process.

Phase 1 of the RENAISSANCE development process will advance these concepts into detailed processes, curricula, methodologies, schedules, academic progressions, teaching materials and action plans.

Market Entry – Competition – Target Markets

RENAISSANCE will commence operations in Dallas, Texas through the creation of a single Institute that will serve as the test platform to validate and advance its concepts, techniques and systems in a real world secondary education setting. The first RENAISSANCE Institute will be a secular, private, for profit school so it must compete directly with other private school options in the Dallas markets. The market entry and competitive strategy will be as follow:

- Market the many points of positive differentiation that have been summarized in this business plan
- Offer competitive private school tuition rates with a superior product offering
- Collaborate with corporate sponsors to subsidize scholarships for disadvantaged student candidates
- Partner with religious or corporate entities to provide the initial development and school facilities
- Expand RENAISSANCE facilities as demand, income and academic results justify the investment
- Promote RENAISSANCE as an opportunity to participate in creating the future of education

The first Institute will allow RENAISSANCE to refine its education, business and marketing techniques in preparation for the ultimate opening of RENAISSANCE academies and franchise affiliates across the country. It will also provide the platform for creating both real time and video recordings of actual RENAISSANCE classroom sessions that can be marketed online to throughout the USA and beyond.

One goal is to create an online content and licensing system that will allow access to RENAISSANCE curricula and classroom content to public and private schools in markets across the country. The achievement of this objective will allow the elevation of education systems and outcomes throughout America while delivering superior ROIs to RENAISSANCE investors.

While K-12.com and other providers offer online education content, no one is offering the comprehensive approach to education and socialization as well as career and life development that will be available through RENAISSANCE. They are also not offering the option of real time and recorded video content directly from the state of the art RENAISSANCE classrooms and superior teachers and resources.

The Dallas Private School Market

The validation of the business plan in Dallas is key to creating the credibility to advance the RENAISSANCE brand and systems into countless other markets. Below is a chart that summarizes the primary private schools in the Dallas market where the first RENAISSANCE Institute will be operating. There are many well-established private schools in the market and most of them have excellent education ratings. None of them offer the comprehensive and innovative approaches to education, socialization and preparation for university, careers and life that RENAISSANCE will offer.

Highly sophisticated marketing plans will be developed in phases 1, 4 and 5 of the development process.

Name	Location	Basis	Rating	Grades	Students	Tuition
Westwood	Midway/Spring Val.	Secular	****	PK-12	255	\$17,995
Jesuit College	Inwood at 635	Religious	*****	9-12	1,034	\$15,385
Bishop Lynch	Far East Dallas	Religious	****	9-12	1,043	\$12,800
Bishop Dunne	South Dallas	Religious	****	6-12	657	\$11,640
Lakehill	Lakewood	Secular	****	K-12	400	\$17,525
Dallas Lutheran	Off Forest near 75	Religious	*****	7-12	276	\$11,900
Dallas Institute	Whiterock	Secular	****	1-12	177	\$18,270
Ursuline	Preston Hollow	Religious	****	9-12	809	\$16,600
Trinity Christian	Addison	Religious	N/A	K-12	1,523	\$17,750
Shelton School	Arapaho at Hillcrest	Secular	*****	PK-12	845	\$23,150
Fairhill School	Preston at Keller Spr.	Secular	****	1-12	234	\$15,750
Walden Prep	Farmers Branch	Secular	****	9-12	N/A	N/A
Bending Oaks	Greenville at Forest	Secular	*****	8-12	52	N/A
Hockaday School	Preston Hollow	Secular	****	PK-12	1,041	\$25,050
Winston School	Preston Hollow	Secular	****	1-12	223	\$26,200
Lobias Murray	Far South Dallas	Religious	****	K-12	300	N/A
Episcopal School	Midway Near Royal	Religious	****	PK-12	1,132	\$26,190
Covenant School	Near Hillcrest & LBJ	Religious	****	K-12	330	\$16,230
St. Marks	Near Royal &	Religious	****	1-12	845	\$26,004
Skyline Career	Far East Dallas	Secular	*****	9-12	N/A	N/A
Greenhill School	Near Addison	Secular	****	PK-12	N/A	\$23,900
Parish Episcopal	Carrollton	Religious	****	PK-12	1,160	\$22,300
Cambridge	Walnut Hill /	Religious	*****	6-12	110	\$16,770
Covenant School	Walnut Hill /	Religious	****	K-12	330	\$16,230
Tuition Average	20 schools					\$18,882

In year one, RENAISSANCE Institute will only offer grades 9 and 10. Grades 11 and 12 will be added each year as the first class progresses through the RENAISSANCE process and the systems and techniques are advanced. This incremental approach is necessary because the RENAISSANCE system is a unique and comprehensive approach to education and socialization and each year builds on skill sets and aptitudes that are developed in previous years. No other approach will achieve superior results.

The Dallas private school alternatives are good by traditional private school standards but they most often represent a refuge for students and teachers from the substandard public schools. The teacher quality, facilities, class sizes and social settings are generally better than the public school alternatives. However, private schools typically offer enhanced versions of traditional public school curricula rather than an innovative and comprehensive approach to developing students to achieve their full life potential. They also make very limited use of modern video, course content and internet technologies in the classroom that can greatly enhance comprehension and make course presentations more career and life relevant.

The typical end result of a private school education in the Dallas market are young adults who are better educated and socially prepared for careers and life than they would be as they emerged from most public school settings. However, they have not been systematically challenged and prepared to function at their highest potential level.

The simple example below demonstrates the relative status of students who have completed high school relative to the education alternatives and the optimum scenarios. The numbers represent a proportion of optimum performance with 0% being very poor and 100% being the optimum.

School	Curriculum	Socialization	Skill sets	Teachers	Technology
Public	10% - 50%	0% - 10%	10% - 20%	10% - 50%	10% - 20%
Private	30% - 60%	20% - 30%	20% - 30%	20% - 60%	20% - 30%
RENAISSANCE	70% - 100%	70% - 90%	50% - 80%	50% - 80%	50% - 80%

The above chart is not grounded in exact empirical facts but it is designed as a comparative illustration of the education alternatives as well as the approach RENAISSANCE will take to enhancing education outcomes. The bottom line is that existing private schools typically offer a superior alternative to most public schools but they fall well short of developing students to their full potential.

RENAISSANCE believes that the education should develop students to their highest potential in all of the categories listed above. The approach is structured to produce graduates who will have a substantial competitive advantage versus students in the existing public and private schools. The goal is to produce highly developed students who will excel on SAT and ACT exams and secure full scholarships for their university educations that will offset the investment in a RENAISSANCE education.

More importantly, the endgame of a RENAISSANCE education are students that are prepared to excel and fully exploit career opportunities in the free enterprise system and make the right choices to reach their full life potential.

Target Markets & Scenarios

The RENAISSANCE development and business plan is designed to exploit revenue and income opportunities in multiple markets and scenarios as follows:

- **Private Schools – RENAISSANCE Owned**

RENAISSANCE will create a proprietary private school education and socialization template that will commence with one school in Dallas, Texas but can be replicated in RENAISSANCE owned private school locations anywhere. This market is large and underexploited. The RENAISSANCE brand will be developed and exploited around strong and very positive points of differentiation with public and private school alternatives in any market. The key to success is to offer a value proposition that exceeds the costs of a RENAISSANCE education.

- **Private Schools – Franchised**

Once RENAISSANCE is operational and becomes validated by very positive academic and financial results, the RENAISSANCE brand will be promoted as a franchise opportunity to investors in many markets. This approach has been successful in the preschool markets for decades and will be applied to the secondary private school markets by RENAISSANCE.

- **Online Class Access Licensing**

Once the RENAISSANCE systems have been validated and enhanced and the brand has been established, RENAISSANCE will permit restricted online access to its curricula and classrooms as enhancement to other public and private classrooms as well as home schooling customers.

- **Video Markets**

The positive structured socialization concepts advocated by RENNAISSANCE will include methodologies and content that could be valuable in other education, business, job searching, self-improvement and correctional scenarios. They could also attract individual adult customers who want to enhance the educational performance of their children or improve their own success potential. Structured socialization videos will be created, tailored and promoted for sale to these markets as a source of additional income.

- **Night Education & Self-Improvement Markets**

RENAISSANCE Institute facilities can be used to offer college credit courses that employ RENAISSANCE methodologies to achieve higher learning outcomes. They can also be used for night classes that focus on structured socialization concepts for students, parents or other adults. RENAISSANCE may expand its college level course offerings at its facilities as student demand justifies it and resources permit. There is no reason that RENAISSANCE methodologies cannot be successful in university level courses through the provision of superior curricula in a more structured and productive environment.

- **Corporate Consulting**

Large corporations invest huge amounts of money in consultants to improve the performance of their employees. Structured socialization concepts could be tailored specifically to these markets.

- **Criminal Justice System Markets**

The criminal justice and correctional systems are in dire need of behavior modification solutions. The RENAISSANCE structured socialization methodologies could be tailored into classes to be held in Non-RENAISSANCE facilities or on location as mandatory, court ordered requirements for people in the correction or civil court systems.

- **School Consulting & Licensing Markets**

Any student in any school could benefit from the RENAISSANCE structured socialization techniques. RENAISSANCE could create consulting teams to travel to schools to conduct classes or seminars. RENAISSANCE could also license its curricula, textbooks, methodologies and techniques to other schools outside of RENAISSANCE Institute markets.

The creation of the highly differentiated and proprietary systems, methodologies and techniques that could allow exploitation of these markets require the commitment of significant capital and other resources by insightful investors. RENASSANCE believes that its concepts and the market and ROI opportunities warrant such investments.

Market Summary

The strong points of positive differentiation in the RENAISSANCE education methodologies will position the company to exploit the shortcomings in the existing education alternatives in numerous markets. RENAISSANCE will offer the strongest value proposition in the education markets and seek tuition levels that will reflect that reality within market constraints. Partnerships with corporate and/or religious entities will be used to subsidize scholarships that will allow for a diversity of students from different socioeconomic situations.

Student diversity is very important to demonstrating the power of the RENAISSANCE systems in preparation for marketing to a much larger customer base in Phases 4 and 5. There are almost no limits to the size of the market for superior and cost effective education solutions. This is the great ROI opportunity.

Teachers - Counselors - Administrators

The highest quality teachers, career development counselors and administrators (collectively “Educators”) are vital to the successful execution of the RENAISSANCE business plan. Locating, hiring, training, developing and keeping the best Educators is perhaps the largest challenge RENAISSANCE will face. Please consider the following teacher sources:

Source 1

- **Public Schools – Older Educators**

Public school Educators with many years in the teacher retirement systems are unlikely to abandon the advancement of their retirement benefits to join RENAISSANCE. They are also more likely to be committed to the education status quo and perhaps less likely to embrace the innovations in the RENAISSANCE systems.

RENAISSANCE will selectively seek Educators from this source but it is unlikely to provide a large source of quality Educators who will pass RENAISSANCE profiling and screening requirements.

Sources 2-4

- **Public Schools – Younger Educators**

Public retirement benefits are less of an issue for young educators below 30 and they may be more attracted to RENAISSANCE innovations and the chance to be part of building the future of education.

- **Private Schools**

Private school Educators are more likely candidates to join RENAISSANCE because they do not participate in the state retirement systems. They are also more comfortable with the private school environment and perhaps more willing to embrace innovation.

- **Universities**

Recent university graduates are a potential source of quality educators who can easily adapt to RENAISSANCE methodologies.

RENAISSANCE will aggressively pursue the best Educators from these three sources with careful screening processes to insure matches with RENAISSANCE culture and objectives. Better compensation can be offered as an inducement but RENAISSANCE will be seeking Educators who are excited about being a part of the RENAISSANCE vision.

Source 5

- **Retired Professionals**

Sources 1-4 should offer a pool of strong professional Educators. However, the vast majority of these Educators will not have successful experience in the free enterprise system or real world applications of the knowledge and technology they teach. Therefore, RENAISSANCE will aggressively seek out retired professionals from many career disciplines who have completed their primary careers and would like to augment their retirement incomes and/or “give something back” to future generations.

RENAISSANCE believes that these professionals will be a vital source of professional, career, technical and life insights for RENAISSANCE students and teachers that will greatly enhance education outcomes. The main obstacle is teaching certifications for these professionals so they may often support certified teachers in their areas of expertise.

Educator Compensation

Renaissance will source, hire and develop the best educators and will want to retain them. Therefore, RENAISSANCE will provide attractive compensation packages that will reflect the superior skill sets of its Educators. RENAISSANCE will invest significant amounts of resources in developing its Educators so retention will be a very important issue. RENAISSANCE will offer:

- The opportunity to be part on the cutting edge of education innovation
 - Training in the state of the art RENAISSANCE systems
 - Students who are emotionally mature and highly motivated
 - Tangible career paths through levels of teacher status to counselors to administrators
 - Base salary compensation 25%+ above other market competition
 - Bonus compensation tied to the performance of their students
 - 401k compensation tied to the profitability of their school
 - Pension benefits
 - Competitive health and other benefits
-

Detailed methodologies for sourcing, hiring, developing, compensating and retaining Educators will be refined as part of the Phase 1 Development process.

Development & Execution

Phase 1 - Core Research & Development

The RENAISSANCE educational programs, curricula and systems are currently in an advanced conceptual phase and ready to move into full development. Full research and development will require additional financial resources to insure that the proprietary concepts are properly written, developed and organized into operational, promotion and marketing plans that maximize the potential for success of the business plan. Additional human, technology, equipment, facilities and other resources will be required to complete the development process over the course of the first year.

Phase 1 of the business plan progression will be devoted to raising capital and completing the development of the proprietary RENAISSANCE methodologies and systems to support the successful implementation strategies as well as defining the parameters for the first Institute and facilities. During this period, RENAISSANCE will not be generating revenues so the development costs must be financed by capital partners. The activities during this phase can be summarized as follows:

- **Secure corporate and/or private partners to finance core development and scholarships**
The development process cannot proceed without the capital resources to finance it. Therefore, securing corporate or foundation sponsors and/or private equity partners is the first objective. Exploring the corporate and private appetite for scholarships will also be an important task because it is vital to creating diversity in the student body that will validate the RENAISSANCE vision of effectiveness among all socioeconomic groups.
- **Hire the core development team and acquire supporting resources**
RENAISSANCE must augment its founders with a core team of educators and resources to complete the development of the RENAISSANCE systems and operational plans. This group will be a subset of the full operational team that will follow in subsequent phases.
- **Fully develop and write the proprietary systems, curricula, books and teaching materials**
The foundational concepts of RENAISSANCE must be converted into operational plans, systems, detailed curricula, materials and resources. This is a major undertaking that is vital to the success of the business plan and it will require significant time and resource investments.
- **Research existing methodologies for adaptation or incorporation**
The R&D team will evaluate advanced education and teaching methodologies for possible adaptation and/or integration into the RENAISSANCE process.

- **Articulate the education and structured socialization culture and the methods of fostering it**
 The education and socialization culture at RENAISSANCE will be unique and vital to achieving the optimum academic, social and ROI outcomes. Accordingly, the culture and the methods for implementing and fostering it must be carefully articulated.
- **Define the counseling, mentoring and career development methodologies**
 RENAISSANCE will offer a comprehensive approach to education, socialization, university preparation and career development for each student. This system must be fully developed and articulated as well as integrated with the school objects and the expectations of the university and free enterprise systems.
- **Complete the design the RENAISSANCE process & development methodologies**
 The full and successful development of the RENAISSANCE education, socialization, skill set development and other methodologies are key to the success of the business plan and the creation of proprietary intellectual property that will support broad market applications of RENAISSANCE technology. This also includes the design of interfaces with business entities and professionals who will support the advanced education objectives.
- **Design technology systems and other resources to support the education programs**
 The RENAISSANCE vision involves the integration of advanced technologies into the teaching process in the classroom and online. These applications must be fully designed and developed.
- **Complete courses of study, textbook reviews and summaries for each item in the curriculum**
 RENAISSANCE will be using advanced courses of study, course materials and textbooks that must be designed or identified and sourced from third parties. Summaries and implementation strategies must be completed for each grade level and each class.
- **Devise the details of the comprehensive student progress evaluation and measuring systems**
 All students must receive grades to meet university and other requirements. However, the focus at RENAISSANCE will be on measurements of knowledge and skill set proficiencies. The details of this system must be created.
- **Develop and write the screening protocols for RENAISSANCE admission**
 The RENAISSANCE education program will be very demanding and many potential students will not be well suited to the regimens and methodologies. Therefore, screening techniques must be created to insure that candidates have the proper profiles to benefit from and excel in the RENAISSANCE program.
- **Design Educator screening, training and development methodologies**
 An important RENAISSANCE goal is to assemble and develop an outstanding team of teachers, counselors and administrators that are prepared and committed to successfully executing the

RENAISSANCE vision to the benefit of students. This objective will require the creation of screening and training methodologies.

- **Complete a review of facilities options for the first Renaissance Institute**

A location for the first RENAISSANCE Institute must be identified and modified. This will require research into facilities options, design work, contract negotiations and other preparations. The capital budget must be prepared and finalized.

- **Create a highly detailed execution plan for operations and supporting budgets**

The development process will reveal the optimum execution strategy and requirements. Final capital and operating budgets must be prepared to match the operational and marketing plans.

- **Create a detailed marketing and publicity plan and related materials**

Innovative marketing plans and promotion materials must be designed and finalized to insure that enrollment targets are met for the first year. This will be a challenge because the first year will require a leap of faith by parents in the RENAISSANCE value proposition.

- **Create a dynamic marketing video that conveys the power of the RENAISSANCE system**

RENAISSANCE is a start up company with an unproven system. Therefore, a compelling marketing video can be a valuable resource to convey the exciting potential of the RENAISSANCE education systems and methodologies. The quality of this video is very important to helping parents to visualize the RENAISSANCE education system, environment and end game.

- **Write teacher and student handbooks**

All employee handbooks must be created.

- **Design security systems and protocols**

Security will be a top priority at all RENAISSANCE facilities so the supporting systems must be carefully devised for implementation.

- **Develop strategies for recruiting students**

Diversity is important so these should include students with disabilities and members of low income areas.

- **Develop performance metrics for methodologies, the organization, employees and students**

Ongoing measurements of methodologies, school, Educator and student performance are vital to achieving success. These metrics and methodologies must be designed and developed.

Phase 2 - Operational Preparations

Once Core Development is completed, the work product must be converted into execution plans for school operations and final preparations made.

- **Secure access to the school facility. Complete the essential modifications.**
The school facility must be accessed and prepared for operations.
- **Create Educator compensation and benefits packages. Define qualification requirements.**
Educator qualification and screening methodologies and employee compensation and benefits packages must be finalized.
- **Identify teachers, counselors and administrative personnel. Secure their employment.**
Plans for the hiring time tables must be finalized and implemented.
- **Educators must be trained the RENAISSANCE methodologies, curricula and technologies.**
The RENAISSANCE systems will be materially different for other schools. As such, Educators must be hired and trained for up to 90 days prior to the first day of school.
- **Execute the marketing and publicity plan to secure students and scholarship providers.**
The marketing and publicity plans must be skillfully executed.
- **Complete the student screening process.**
All student applicants must pass through a careful screening process to insure their suitability for the RENAISSANCE program.
- **Secure tuition commitments from the desired number of students.**
Meeting enrollment goals of numbers of students with the desired diversity is a vital goal.
- **Finalize curricula, methodologies, resources and courses of study with teacher input.**
The RENAISSANCE concepts, curricula and methodologies will be edited and finalized with Educator input.
- **Finalize textbooks, course materials and lesson plans**
All books and course materials must be identified and sourced. Lesson plans must be designed and approved for each class.
- **Acquire and install required hardware, software, video, desks, furniture and other materials.**
All equipment and software must be finalized, sourced, acquired and installed.

Phase 3 - School Operations

The detailed business, academic and operational plans must be executed in a school environment at the first RENAISSANCE Institute.

- **Execute the detailed operational plans at the first RENAISSANCE school.**
The operational and marketing plans must be successfully executed

- **Create a classroom video library for marketing purposes**
Selective classroom sessions will be videotaped and prepared for marketing of online access to other schools and entities.
- **Create a positive structured socialization video for sale**
The positive structured socialization concepts advocated by RENAISSANCE will include methodologies and content that could be valuable in other education, business and correctional scenarios.
- **Enhance curricula and methodologies through experience and teacher/student feedback**
The best conceived plans can always be enhanced by real world experience and feedback from students, parents Educators and professionals. RENAISSANCE will remain in a perpetual state of development and improvement to achieve the optimum systems and outcomes.
- **Complete curricula and methodologies for the upcoming junior classes**
RENAISSANCE will commence Institute operations with only freshman and sophomore classes. During the course of the first school year, the curricula and courses of study will be completed for the junior class in the following school year. This process will continue through the senior level program in years three and four.

Phase 4 – Validation

Empirically validate RENAISSANCE system results and complete broad market exploitation plan.

Phase 5 - Pursue Secondary & Tertiary Markets

Market the validated RENAISSANCE systems to the additional target markets.

The RENAISSANCE development process will follow well-defined research goals, protocols and validation regimens. The goal is to create strong validations of all RENAISSANCE systems and methodologies in support of the expansion of the business, marketing and brand development plans.

Technology

In The Classroom

Tremendous advances have been made in hardware, software and video technologies over the last thirty years. Regrettably, those advancements are seldom optimized in school classrooms because schools fail to plan adequately for how they must be deployed, utilized and maintained. There are very expensive and productive technology in most public schools that is literally never used. Either the teachers have no training in its dimensions or applications or are literally unaware of its presence or potential.

Planning, support, training, maintenance and applications development will be a major priority. The commitment to use technology to its potential is evident in the capital and operating budgets and in the resources and time devoted to the professional development of the technology skill sets of all teachers.

Establishing uniform equipment, practices and access 24/7 for all students, parents, teachers and student development professionals is important to optimizing the outcomes of the RENAISSANCE learning process. This is true for students who may have unfettered access to advanced technologies at home or those who have no access at all outside the school.

RENAISSANCE believes the effective deployment and use of state of the art technologies in the classroom is vital to optimum education outcomes. RENAISSANCE embraces the challenge of training teachers to become fluent and knowledgeable about the technology at their disposal. Too often in public schools, teachers lag well behind their students in technological competencies. RENAISSANCE Educators will be trained in the use and exploitation of modern technologies and their applications in the classroom. Teachers and technical support specialists will convey the methodologies to students.

RENAISSANCE classrooms will have large high definition video screen supported by video players and internet access for all students. These systems will allow the importation of an infinite amount of data and resources directly into the education process. It will also make the curricula more life relevant to modern students. Every student will be required to have a school provided computer laptop in class at all times. All students will learn functionality on Microsoft Office and other course specific software applications.

Online

Some classroom sessions will be video recorded and made available to students and parents online for studying and learning purposes. Syllabi and references to additional learning resources and materials will be provided online in support of the classroom materials. Many homework assignments will be posted and completed online. Tests may be administered and completed online in the classroom.

Evaluations of homework and tests as well as academic and skill set progressions will be created and posted online along with teacher and student development advisor commentaries and recommendations for improvement that can also be viewed by parents. Online interface between teachers, student development specialists and parents will be encouraged to improve student success and progressions. Student account access will be limited to preserve privacy but students will be aware of where they are performing within their peer groups in each subject.

Additional resources will be available to students who want to advance their learning progressions and improve their outcomes.

School Facilities

Optimizing Education Outcomes In A Professional Training Environment

“A professional training venue is the best environment to expedite the development of young professionals.”

A professional training environment will be an important part of the RENAISSANCE education experience. RENAISSANCE is committed to the belief that a business office setting is the best venue to employ a professional approach to education that optimizes outcomes. By contrast, traditional high school settings are not the best environment for eliminating the distractions of high school to create an emotionally mature focus on academic and personal development outcomes.

Extracurricular athletic and other activities have some developmental value but they can also be distractions from academic achievement. Accordingly, RENAISSANCE will limit its offerings to physical fitness, dance and other similar alternatives within and after school hours.

All RENAISSANCE facilities will include professional level workout facilities with trainers who are charged with helping students to develop their physical fitness and healthy living habits. Productive and entertaining social activities will also be an important part of the student development process.

School Location

RENAISSANCE has confirmed that office buildings in workable locations would consider a RENAISSANCE Institute in their buildings at lease rates that would permit attainment of RENAISSANCE profitability requirements. RENAISSANCE is interfacing with the building managers on locations that are centered in the target markets for the first RENAISSANCE Institute in Dallas. They are located in places that would facilitate student ingress and egress to and from school. Lease pricing from these alternatives have been confirmed and included in the RENAISSANCE financial projections. The exact location cannot be confirmed until the capital funding process has advanced further.

RENAISSANCE wants the school facilities to be available to students after school hours as a positive studying and social environment for students. This availability will be fully supervised but it will allow students to interact on academic and social levels with peers who share their commitment to excellence in their academics and their lives. This should also some flexibility to working parents who are concerned about after school supervision.

Capital Budget Summary

The first year of operations for RENAISSANCE will be devoted to research and development of proprietary methodologies, curricula, teaching materials and systems. It will include the training of teachers and student development specialists in the RENAISSANCE process. Substantial resources will be devoted to finalizing and preparing the school facilities for the first RENAISSANCE Institute in Dallas and marketing to potential students.

This process will require a substantial investment of capital prior to the commencement of school operations and revenues. The chart below summarizes the capital budget for year 1:

Year 1	Research & Development							
Employee #	Description	Quantity	Amount	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
	CEO	1	\$ 11,000	\$ 33,000	\$ 33,000	\$ 35,000	\$ 36,000	\$ 137,000
1	R&D Team Leader	1	\$ 10,000	\$ 30,000	\$ 30,000	\$ 10,000	\$ -	\$ 70,000
2	R&D Professional - Curriculum	1	\$ 7,000	\$ 21,000	\$ 21,000	\$ 7,000	\$ -	\$ 49,000
3	R&D Professional - Systems & Methodologies	1	\$ 7,000	\$ 21,000	\$ 21,000	\$ 7,000	\$ -	\$ 49,000
4	R&D Professional - Resources & Other	1	\$ 7,000	\$ 21,000	\$ 21,000	\$ 7,000	\$ -	\$ 49,000
5	Marketing & Public Relations	1	\$ 7,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 84,000
6	Accounting - HR	1	\$ 5,000	\$ 15,000	\$ 15,000	\$ 17,000	\$ 18,000	\$ 65,000
	Administrative assistant	2	\$ 3,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 72,000
7	Technology specialist - 1	1	\$ 9,000	\$ 27,000	\$ 27,000	\$ 29,000	\$ 30,000	\$ 113,000
	Technology specialist - 2	2	\$ 6,000	\$ -	\$ -	\$ -	\$ 36,000	\$ 36,000
1	Academy Superintendent	1	\$ 11,000	\$ -	\$ -	\$ 22,000	\$ 33,000	\$ 55,000
2, 3 & 4	Student development specialist	3	\$ 8,500	\$ -	\$ -	\$ 51,000	\$ 76,500	\$ 127,500
	Teacher Grade 1	10	\$ 7,500	\$ -	\$ -	\$ -	\$ 150,000	\$ 150,000
	Teacher Grade 2	10	\$ 6,000	\$ -	\$ -	\$ -	\$ 120,000	\$ 120,000
	Registrar & HR	1	\$ 5,000	\$ -	\$ -	\$ 10,000	\$ 15,000	\$ 25,000
	Advertising & promotion			\$ -	\$ 50,000	\$ 150,000	\$ 100,000	\$ 300,000
	Hardware & Software							
	Employees	10	\$ 3,000	\$ 30,000	\$ 30,000	\$ -	\$ 69,000	\$ 129,000
	Servers & other technology			\$ 20,000	\$ -	\$ 40,000	\$ -	\$ 60,000
	Classrooms	20	\$ 10,000	\$ -	\$ -	\$ -	\$ 200,000	\$ 200,000
	Classroom Furniture	20	\$ 5,000	\$ -	\$ -	\$ -	\$ 100,000	\$ 100,000
	Office Furniture & Equipment			\$ 30,000	\$ -	\$ 30,000	\$ -	\$ 60,000
	Physical fitness & weight training equipment			\$ -	\$ -	\$ -	\$ 100,000	\$ 100,000
	Insurance			\$ 7,500	\$ 7,500	\$ 42,500	\$ 60,000	\$ 117,500
	Legal			\$ 110,000	\$ 15,000	\$ 110,000	\$ 15,000	\$ 250,000
	Temporary Offices - Monthly Cost Per Sq. Ft.	3,000	\$ 1.67	\$ 15,000	\$ 15,000	\$ 5,000	\$ -	\$ 35,000
	School Facilities Lease - Monthly Cost Per Sq. Ft.	35,000	\$ 1.67	\$ -	\$ -	\$ 116,667	\$ 175,000	\$ 291,667
	Utilities & Maintenance			\$ 3,750	\$ 3,750	\$ 21,250	\$ 30,000	\$ 58,750
	Supplies, Printing & Other			\$ 6,000	\$ 6,000	\$ 18,000	\$ 24,000	\$ 54,000
	Total Capital Budget - Year 1		\$ 2,957,417	\$ 429,250	\$ 334,250	\$ 767,417	\$ 1,426,500	\$ 2,957,417
	Less: Pre-Tax Income Year 1		\$ -					
	Net Capital Invested (Gain) - End Of Year 1		\$ 2,957,417					
	Plus: Contingency		\$ 591,483	20%				
	Net Capital At Risk - End Of Year 1		\$ 3,548,900					

The end product of this first year of development will be proprietary methodologies, materials, systems and curricula that will represent strong point of positive differentiation from all other education alternatives in the target markets that RENAISSANCE will pursue. This compelling intellectual property will form the core of the value proposition that RENAISSANCE will market to students and their parents as well as other adult and corporate target markets that have been discussed in this document.

This research, development and training process is vital to creating a sound foundation for a successful “for profit” education company that can deliver consistently superior ROIs to RENAISSANCE students and investors.

Operating Budget Summary

RENAISSANCE will operate as a “for profit” enterprise with a goal of launching income producing operations at the first RENAISSANCE Institute in Dallas, Texas in the 2014 school year. This is an ambitious goal that assumes that the needed capital and resources can be assimilated by no later than November 30, 2013. The costs of operations prior to the 2014 school year will be funded by capital investors. The operating budget below is grounded in the following key assumptions:

- 300 students at \$20,000 annual tuition. This is 106% of the market average of \$18,882 and 86% of the market maximum of \$26,200. This should be an attractive value proposition for market entry, especially given the superior outcomes profile that RENAISSANCE will offer.
- Superior educators who are paid at levels above public schools with an incentive bonus program.
- Lease rates at no more than \$20 per square foot per annum for 35,000 square feet of space.

Year 2 - First Year Of School Operations							
Description	Quantity	Amount	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
Revenues							Revenues
Student Paid - Annual Tuition	270	\$20,000	\$ 1,350,000	\$ 1,350,000	\$ 1,350,000	\$ 1,350,000	\$ 5,400,000
Scholarship Paid - Annual Tuition	30	\$20,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 600,000
Total Academy Revenues	\$ 6,000,000		\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	\$ 6,000,000
Expenses							Salaries
CEO	1	\$12,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 144,000
Marketing & Public Relations	1	\$7,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 84,000
Accounting - HR	1	\$6,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 72,000
Administrative assistant	3	\$3,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 108,000
Technology specialist - 1	1	\$10,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 120,000
Technology specialist - 2	2	\$6,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 144,000
Academy Superintendent	1	\$11,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 132,000
Student development specialist	3	\$8,500	\$ 76,500	\$ 76,500	\$ 76,500	\$ 76,500	\$ 306,000
Teacher Grade 1	10	\$7,500	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 900,000
Teacher Grade 2	10	\$6,500	\$ 195,000	\$ 195,000	\$ 195,000	\$ 195,000	\$ 780,000
Registrar & HR	1	\$5,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 60,000
Security	1	\$3,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 36,000
Advertising & promotion		\$0	\$ -	\$ -	\$ 45,000	\$ 45,000	
Student laptops	300	700	210,000				
Insurance		\$20,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	
Legal		\$5,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	
School Facilities Lease - Monthly Cost Per Sq. Ft.	35,000	\$1.67	\$ 175,000	\$ 175,000	\$ 175,000	\$ 175,000	
Utilities & Maintenance		\$10,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	
Supplies, Printing & Other		\$15,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	
Total Expenses	\$ 4,486,000		\$ 1,256,500	\$ 1,046,500	\$ 1,091,500	\$ 1,091,500	\$ 2,886,000
Total Operating Income (Loss)	\$ 1,514,000		\$ 243,500	\$ 453,500	\$ 408,500	\$ 408,500	
Less: % of Income Bonus Distribution	\$ (121,120)	8%					
Less: 6% of Salary 401k Contribution	\$ (173,160)	6%					
Net Pretax Income	\$ 1,219,720						
Total Costs	\$ 4,780,280						

The student quantity will grow to 450 students in 2015 and to 600 students in 2016. The facilities, employees and other resources will expand to accommodate the increasing numbers of students. Net Pretax Income is expected to grow from \$1.2 million in 2014 to \$3.0 million in 2016. Advancement of this progression will be considered if warranted by market demand.

Investment Risks & Considerations

RENAISSANCE is an equity investment in a start up company that is pursuing an unproven business strategy. As such, it must be noted that any investment in RENAISSANCE involves significant risks that include but are not limited to the following:

- **Start up risk** – Any new business carries inherent risks
- **Market acceptance risk** – Parents or target markets may not accept products or services
- **Development risk** – There is no certainty that the development goals will succeed in a timely way
- **Human resource risk** – There is uncertainty that key human resources can be sourced and hired
- **Facilities risk** – A facility has not been secured for the first Institute
- **Financial assumptions risk** – All assumptions in the Base Case may be unachievable
- **Budget risk** – Capital and operating budgets may be exceeded
- **Execution risk** – There is no certainty that the timelines can be met with all goals achieved
- **Economic risk** – Deterioration in economic conditions could limit private school demand

The above risks are real but should be reviewed against the following considerations:

- Start up costs are not enormous or complex to identify and should be predictable
- The concepts are grounded in self-evident intrinsic merit that should achieve market acceptance
- The development concepts are well conceived, advanced and intuitively achievable
- The target markets are large and there should be demand for superior education solutions
- Barriers to entry are not severe or insurmountable
- RENAISSANCE will offer very strong points of positive differentiation from competitors
- Executive management has a very successful track record in education in difficult scenarios
- The profile offers substantial inducements for Educators
- Time, risk and cost management will be major management priorities
- The timelines should be achievable
- There is a diversity of target markets that can recoup invested capital
- The facilities risk can possibly be resolved prior to investment with investor involvement
- The rewards for success can be very extraordinary

The Capital Investment Alternatives – Why Invest In RENAISSANCE?

The options for investment of capital to achieve strong ROIs has remained poor since the economic collapse of 2008. Current political realities offer little hope that investment profiles will improve in the near term and there is substantial downside risk. The dramatic shift in America from free enterprise driven economy to a government centric model could hardly be worse for investors. Please consider the following realities:

- Economic growth is stagnant as of Q2-13 despite the expenditure of over \$17 trillion by the USA federal government from 2008 through 2013. Global economic growth has slowed as the EU struggles with its debt crisis and economic growth in China falters.
- Stock markets are overvalued because of excess liquidity from very large money printing by the USA Federal Reserve Bank. The markets also largely ignore the potentially very negative effects of Obamacare implementation. Economic growth is slow and unlikely to improve significantly.
- Bond markets offer no refuge because artificially low interest rates mean that bond values can only go down. Any further downgrades in the ratings of USA debt would be an issue.
- Commercial and residential real estate markets are over built and unlikely to offer a broad based recovery and strong risk adjusted ROIs in a stagnant or contracting economy.
- Energy commodities are unlikely to offer predictable ROIs with natural gas markets over supplied and oil markets over valued relative to global economic realities. Gold has receded.
- High technology remains interesting but government restrictions on start up capital raising and the negative effects of government regulations and Obamacare make it an unlikely investor refuge.

So what is the exciting investment alternative given the above realities? RENAISSANCE asserts that a compelling case can be made for the RENAISSANCE business plan. If its development, execution and market penetration goals are achieved, RENAISSANCE could deliver very extraordinary, risk adjusted ROIs.

Anyone considering investing in any project of this type should consult with their own attorneys, education industry specialists and/or accounting/tax professionals before investing. Potential investors should have a net worth of more than \$1 million dollars or the past two years have individual income in excess of \$200,000. No investor should invest any amount that they cannot afford to lose in its entirety without hardship.

Executive Management Summaries

Donald G. Skipper – CEO / CFO – Renaissance Institutes, LLC.

The CEO of Renaissance Institutes, LLC will be responsible for executive management and oversight of all aspects of the corporation and the execution of the business, marketing and strategic plans. As the CFO, he will act as the primary interface with investors and the capital markets and function as the executive manager of all accounting and financial functions of the organization.

Professional Summary

Seasoned business professional with over 20 years of collective experience in the capital markets.

- Eight years in project/operations management in the energy industry
- Five years at First City National Bank in Houston as a energy relationship manager
- Fifteen years with BMO Capital Markets in executive level corporate sales, relationship development, energy commodities, credit and business risk analysis, and extensive corporate financial transaction originations
- Six years of consulting assignments in multiple industries, most recently as the CFO of a start-up high technology firm
- CEO of Renaissance Studio – Platform for launching a new film development, production, distribution and investment paradigm – www.RenaissanceStudio.org
- CEO of Life Insights LLC – Platform for redefining modern education
- CEO of Renaissance Partners LLC – Financial, risk management, political and business consulting

Key experience can be summarized as follows:

- 23 years – Energy, energy banking and energy commodities experience
- 23 years - Sales, marketing and relationship development
- 23 years - Marketing and strategic interaction with executive level decision makers
- 23 years - Originating and structuring billions of dollars of corporate finance transactions
- 21 years - Analyzing corporate business plans, capital structures and financial models
- 21 years - Risk and credit analysis, deal structuring and financial transaction execution
- 20 years - Leading the negotiation and execution of financial documents and contracts
- 18 years - Leading financial transaction deal teams
- 8 years - International project and operations management in the energy industry
- 5 years - Energy commodities marketing

- 5 years - Consulting assignments
- 1 year - Chief Financial Officer & Co-Founder of a high technology firm

An accumulation of vast experience in project/operations management and corporate finance through the origination and structuring of billions of dollars of corporate finance transactions with no monetary losses.

A long-term successful track record in risk analysis, deal structuring, financial transaction execution, leading negotiations and execution of financial documents and contracts, originating financial transactions and international project leadership and operations management.

Exposure to multiple economic, financial, capital market, political, energy, and energy commodity cycles that provide a sound analytical foundation for evaluating business models and transactions in many industries.

Key Skill Sets

- Seasoned strategic vision and judgment
- Proven ability to see the big picture of complex situations and develop innovative solutions
- Strong imagination with a focus on finding out of the box solutions to difficult problems
- Extensive financial modeling preparation and analysis
- Insightful ability to evaluate credit worthiness and to devise innovative credit structures that resolve issues and create competitive advantages for my employers
- Highly developed understanding of economics and geopolitics as they relate to business
- Well developed knowledge of the capital markets
- Persuasive, professional communicator
- Valuable insights derived from long term exposure to economic, business and capital markets cycles, and to successful and unsuccessful business models across multiple industries
- A sound grasp of the political dynamics at both the governmental and business level
- Strong leadership and interpersonal skills
- Ability to analyze and convert innovative concepts into compelling business plans
- Access to a large network of capital sources and human resources
- Understanding of accounting and treasury management dynamics
- Lengthy operating and project management experience in energy manufacturing & services
- Proven team builder with strong project management skills across the financing and marketing disciplines
- The skill to see the big picture of client and business objectives and to devise transaction structures and business plans that achieve strategic goals and maximize shareholder value

- A highly developed ability to see the core essence of complex situations and to evaluate business opportunities based on their intrinsic merit and commercial potential
 - Extensive interaction with executive level decision makers and investors as well as analyzing corporate business plans, capital structures and financial models
 - Analyst and author of numerous business plans in multiple industries
 - Analyzing business and scientific concepts for intrinsic economic merit and converting them to commercially viable business plans
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Designate – Superintendent – Renaissance Institutes, LLC.

Professional Summary

The Superintendent of Renaissance Institutes, LLC. has been identified and designated but his/her identity cannot be revealed at this time because he/she is currently employed. His/Her responsibility will be to manage the R&D process with the CEO and to lead all operational and academic aspects of the first Renaissance Institute. This position will evolve into oversight of a network of Renaissance Institutes as they are developed.

Experience

Superintendent – A Network Of Charter Schools – Current

- Executive responsible for the management and oversight of a system of eight charter schools with 1600 students located across the state of Texas.
- Assess eight campuses for instructional effectiveness, develop strategies for school improvement within the context of specific student performance metrics and work to increase graduation rate for all students, the majority of which are “at-risk”.
- Restructured leadership team, budget priorities and instructional focus to align with well-researched curriculum and classroom delivery strategies.
- Introduced data driven decision-making process designed to emphasize priority instructional objectives, use of advanced technologies and career readiness for all students.
- Emphasized the need for all leaders and teachers to move beyond “compliance instruction” and emphasize creating learners who take responsibility for their own progress.

Education Leader - Charter School District – 3 Years

- Education leader of a residential treatment facility providing services to students assigned to the unit by the Texas Department of Family and Protective Services, the Texas Juvenile Justice Department and local probation departments from around the state.
- Successfully introduced and sustained a positive behavior intervention system that cut student disciplinary incidents by 80 percent over three years.
- Reconstituted the campus faculty and implemented a balanced curriculum targeting specific areas of instructional weakness.
- Successfully persuaded the district to adopt curriculum-based assessments to track student growth by performance objective.
- Assisted with district wide Response to Intervention strategies that expanded the school day, school year and use of advanced technologies throughout all campuses.
- Supervised budget administration for the campus, aligning campus and district goals with state graduation requirements.

Region Consultant – Education Service Center – 4 years

- Served as the Career and Technology Education consultant for a large education service center working with over 80 school districts and charter schools.
- Managed a 35 school district shared service arrangement for Title I, Part C Carl Perkins funding and compliance.
- Provided compliance training and on site consultation for several school districts involved in state performance monitoring.
- Provided training and support for school districts under Title IV Safe and Drug Free Schools legislation.
- Assisted local districts with federal grant submissions and compliance.
- Assisted school districts with redeveloping career and technology programs to support needed skill sets, career readiness standards and advanced technology programs.
- Planned and delivered multiple training sessions for teachers and administrators from across the regional service area.
- Advised districts on program development related to improving student behavior, success on state testing and teacher training.
- Prepared and delivered dozens of large scale presentations designed to update the skills and knowledge of public education stakeholders.

School Principal – Workforce Supervisor – Juvenile Correctional facility – 7 years

- School principal, workforce supervisor and athletic director for a large juvenile lock-up facility serving the needs of 400 students.
- Supervised a staff of over 40 educators and 50 juvenile corrections officers.
- Reduced disciplinary incidents by over 75 per cent in 18 months and sustained this achievement over 5 years.
- Collaborated with a staff of teachers who had been part of the lowest performing campus in TYC for years, and developed systems and instruction that insured our school met all legislative performance for five consecutive years.
- Increased successful completion of GED by 300 percent, and three times had over 100 students pass the GED in a single 12-month period.
- Developed effective transition services for all students, defining specific benchmarks and establishing methods for follow up that were incorporated into all student exit planning.
- Supervised local budgets for student services, teacher needs, career and technology and athletics.

Teacher – Program Leader – A Major Suburban High School – 10 Years

- Developed effective transition services for all students, defining specific benchmarks and establishing methods for follow up that were incorporated into all student exit planning.

- Taught juniors and seniors from three area high schools college articulated courses in criminal justice
- Managed a criminal justice program that was among the first state wide to award 911-certification and prepare students for licensing as county corrections officers.
- Insured hundreds of students were awarded college credit through tech prep agreements at three area community colleges.

Education

Masters Degree – Education Administration - University of North Texas - 2003

Earned masters degree in education administration and took post-graduate certification courses to successful completion of an SBEC principal endorsement.

Bachelors Degree - Southwest Texas State University - 1985

Earned bachelors degree in criminal justice

Skills

Skills sets include:

- Proven ability to lead secondary education facilities to optimize teacher and student performance
- Extensive interface with the secondary education process on numerous campuses and in difficult education environments
- Long term exposure to what works and does not succeed in secondary education processes, methodologies and systems
- Advanced understanding of student motivational and performance enhancing techniques
- Established ability to align campus goals and practices with student needs, teacher development and parental expectations as well as federal and state oversight requirements
- Grant management and compliance
- Oversight of educational technology and systems development grants to numerous school districts. This exposure is the source of professional insights into the best methods to optimize education technology and systems development and use.
- Restructured low performing campuses to meet required assessment objectives and staff development for Title I, Title IV and broader CTE programming. Worked intimately with districts to insure the developed framework for RTI and PBMAS is sustainable.
- Well-developed ability to professionally and productively communicate with teachers, students, parents and government entities.
- Lengthy and successful experience in identifying good teachers and developing them into highly productive educators.