

MindChamps PreSchool: Taking the No.1 Premium Position from Singapore to the World

This feature documents the journey of MindChamps PreSchool from the early days in 2008 when the first centre was opened in Toa Payoh, Singapore and how we quickly became the talk of the town with all available vacancies being filled up.

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FLAsia 2017 Supplement inside

MindChamps
Discover the MindChampion in You

Taking the No.1 premium position from Singapore to the world
Building MindChamps PreSchool into a global presence

David Chiem
Founder, Chairman & Group CEO

Singapore 新加坡	48.5	China 中国	1000.00
United Kingdom 英国	146.00	USA 美国	100.00
Malaysia 马来西亚	148.00	India 印度	100.00
New Zealand 新西兰	123.00	Australia 澳大利亚	48.00
Thailand 泰国	148.00	Taiwan 台湾	48.00
Cambodia 柬埔寨	48.00	Japan 日本	48.00

8 Cover Story 封面故事

MindChamps® preschool

让新加坡第1高端品牌 走向世界



迈杰童幼儿园 (MindChamps PreSchool) 在过去10年日新月异, 茁壮成长, 从2008年的零起步一路发展, 成为在新加坡竞争激烈的高端学前教育领域的第一品牌。

迈杰童幼儿园在2008年首次推出之后, 很快成了人们所瞩目的话题, 它的各个中心迅速扩张, 并且还有大量的等待入学名额。

迈杰童幼儿园还打破常规, 在大巴刹开设自己的首个远端中心之滨。

如今, 该机构拥有36个中心, 市场占有率为38.5%, 令人印象深刻, 使其成为新加坡学前教育领域最大的运营者和领导者。

迈杰童的成功秘诀其实是让家长幸福满意, 也能让孩子积极参与, 并实现终身目标。

大约2/3的加盟商是那些父母, 见证自己的孩子的成长得到充分发展, 而且, 许多加盟商还开设了第二、第三、甚至第四个中心。

Lynn Cheu和Gail Lim这两位好朋友就是亲身体验的众多加盟商中的一员。Lynn说: “我把小孩送到迈杰童幼儿园, 是因为我对这里的学习环境和课程在深刻的印象, 并且因为我完全信任这个品牌, 我相信我和我的好朋友一起从事迈杰童幼儿园特许经营。”

品牌背后的女人

从一开始, 创始人兼集团董事长David Chiem的愿景就是通过提供最好的幼儿教育和服务, 让孩子们的生活有所不同, 这个愿景以很多儿童在他们小学与中学阶段的诸多成就都是源自幼儿园生活这样一种研究开发为基准。

詹先生出身于精英家庭, 他对教育的重要意义总是有自己的理解。詹先生和他的团队研究团队认为“超等学习”的技巧以及培养对学习的积极关系(学习者的态度)比单纯的内容更加重要。

通过把教育与服务、心理学及神经科学方面的实证研究结合起来, 詹先生和他的团队已经创造了专家们所推崇的“21世纪教育新动向”。

他14岁在观看学习电影和戏剧开始, 一直在这个领域从事各种工作, 并将自己的独特观点带进了教育的工作中。

处于前沿的研究型课程

通过将儿童课程力量超过20年的广泛研究加以综合与提炼, MindChamps的研究及课程开发团队开发了一系列独特的学前教育课程, 追求达到其目前所处行业领先地位, 确保课程为多模态的S.M.I.L.E.S.™课程, 目前正在迈杰童幼儿园的所有中心使用。S.M.I.L.E.S.™课程涉及儿童发展的感官、运动、智力、语言、情感和社会等方面, 作为基础课程, 它能培养学龄前儿童的三种思维(逻辑思维、学习思维和创新能力)。

奖励与表彰

这种在培养年轻人思维方面追求卓越不懈的努力迈杰童在新加坡教育领域获得的奖项, 并获得多项重要的奖项, 并且在知识产权管理、特许经营管理 and 品牌建设等领域得到世界普遍认可。

全球扩展

其十分成功的早期学习课程吸引了许多著名全球投资者的注意, 他们助力迈杰童幼儿园在全球扩大其特许经营品牌。

其中一位投资者是区域媒体巨头新加坡报业控股(Singapore Press Holdings), 该公司于2014年选择成为迈杰童幼儿园的大股东。大型商业地产开发商Bloom Holdings购买了在纽约的联合创始人(陈联雄)的特许经营权, 并于2017年8月在阿布扎比开设了第一家迈杰童幼儿园。第二个中心预计在迪拜开业, 并计划在2018年推出更多中心。

澳大利亚

2017年, 迈杰童在悉尼拥有4家学前教育中心, 两间阅读和写作中心正在运行, 准备在2018年进一步扩展。

菲律宾

2017年, 迈杰童幼儿园在菲律宾扩展其业务, 在宿尼的四个旗舰中心均开设中心, 这是在具有巨大未来增长潜力的令人瞩目的扩张。

中国

凭借其强大的品牌知名度, 处于前沿的课程和稳健的商业模式, 迈杰童的愿景已经吸引了许多实力雄厚的最佳合作伙伴, 筹备于2018年在大陆大规模扩张。

当被问及迈杰童的愿景时, 詹先生说: “在迈杰童, 我们总是继续进行深入的研究, 不断提升我们的课程, 以确保我们看到我们的品牌成长, 并能始终保持领先地位。”



Over the years, we grew our presence through the franchise business model, making MindChamps PreSchool the largest operator and franchisor of premium range preschools in Singapore.

With a successful preschool curriculum in place, MindChamps PreSchool expanded its franchise operations worldwide in Australia, the Middle East, Philippines, and soon, China.



MindChamps[®] preschool

Taking the No. 1 Premium Position from Singapore to the world

Growing from ground zero to commanding the number one brand position in the highly competitive premium preschool space in Singapore, MindChamps PreSchool has gone from strength to strength over the past decade.

When MindChamps PreSchool was first launched in 2008, it quickly became the talk of the town. Its centres were rapidly filled, with long waiting lists. MindChamps PreSchool also broke convention when 22 of its franchise licences were purchased before the opening of its first operational centre at Toa Payoh.

Today, the organisation has 36 centres (an impressive 38.5% of market share), making it the largest operator and franchisor of premium-range preschools in Singapore.

MindChamps' success model has been built on a story of happy parents; of being able to engage and deliver on its promises to its students. Evidence of this loyalty factor can be seen in the fact that around two-thirds of its franchisees are parents who have seen their children blossom to their fullest potential – and many have gone on to set up second, third and fourth centres.

Friends Lynn Chew and Gail Lim are among the franchisees who have experienced this process first hand. Lynn elaborates, "I sent my child to MindChamps PreSchool because I was so impressed with the learning environment and curriculum, and because I totally believed in the brand. I was convinced to take up a MindChamps PreSchool franchise together with my friend."



The Man Behind the Brand

From the beginning, it has been the vision of Founder and Group CEO David Chiem to make a difference in the lives of children, by providing the best in early childhood education and care. This vision was based on research findings that many of the challenges faced by children during their primary and secondary school years stemmed from their early childhood experiences.

Coming from a refugee background, David has always understood the vital importance of education. David and the research team he gathered believed that teaching the craft of 'how to learn' and nurturing the development of a positive relationship to learning (the mindset of the learner) was infinitely more important than mere content.

By uniquely synthesising Theatre with empirical research in Education, Psychology and Neuroscience, David and his team have created what experts have described as 'a new movement for education in the 21st Century'.

David brings to his work a unique perspective on education, having worked extensively in that world since he was 14, studying both film and theatre in Sydney.



A Cutting-Edge, Research-Based Curriculum

Through synthesising and distilling more than 20 years of extensive research in enrichment programmes for children, the MindChamps research and programme-development team created a unique preschool approach that quickly progressed to its current, industry-leading position, evolving into the multi-modal S.M.I.L.E.S.[™] curriculum, which is used in all MindChamps PreSchool centres today. Referring to the Sensory, Motor, Intellectual, Linguistic, Emotional and Social aspects of a child's development, the S.M.I.L.E.S.[™] curriculum acts as the foundation to develop the '3 Minds' (the Champion Mind, the Learning Mind and the Creative Mind) in preschoolers.

Awards and Recognition

This unrelenting commitment to excellence in cultivating young minds has led to MindChamps being honoured with some of the most sought-after awards in the Singapore education sector, as well as industry-wide recognition in the fields of Intellectual Property management, franchise management and branding.



MindChamps Nursery @ Abu Dhabi

Worldwide Expansion

Its highly successful early learning programme has attracted the attention of prominent global investors, contributing to MindChamps PreSchool expanding its franchise operations worldwide.

One such investor is regional media powerhouse Singapore Press Holdings, who chose to become a significant shareholder in MindChamps PreSchool in 2014.

Middle East

Bloom Holdings, a major property developer, bought the master franchise for the United Arab Emirates (UAE), and has in September 2017 opened the first MindChamps Nursery in Abu Dhabi. The second centre is due to open in Dubai soon, with plans to roll out several more in 2018.

Australia

With four preschools opening in Sydney in 2017, and two MindChamps Reading and Writing centres already up and running, MindChamps is poised to strongly increase its Australian presence in 2018.

Philippines

In 2017, MindChamps PreSchool grew its footprint in the Philippines to four strategic locations in Manila. This is an exciting expansion in a market with great potential for future growth.

China

With its strong brand reputation, cutting edge curriculum and a robust business model, MindChamps has drawn many strong potential partners to its vision to expand into China in 2018.

When asked what lies ahead for MindChamps, David shared, "At MindChamps we will always continue to engage in deep research, continually upgrading our curriculum to make sure that we live up to our brand promises and stay ahead of the curve."



2014, 2015, 2016, 2017
Winner for four consecutive years



2014, 2015, 2016, 2017
Awarded for four consecutive years



World Intellectual Property Organisation International Property Office of Singapore