

# RUTHERFORD PRIVATE SCHOOL

Presents



## CANADA ZOOM SCHOOL

### Agency Package

RECRUIT MORE STUDENTS



CANADA  
ZOOM SCHOOL



RUTHERFORD  
MIDDLE & HIGH SCHOOL

ICEF Berlin 2021

## WHO WE ARE

We are a private school that has a solid reputation and wealth of experience working with regional and international recruitment agencies across the globe. Our primary objective is to develop our partnership with agencies by providing high-quality education and customized academic plans to students. Having been in the education industry for more than a decade has given us the ability to create products that are unique and easy to sell through agencies.

## RUTHERFORD PRIVATE SCHOOL

We are a Toronto, Canada-based private school approved by the Ontario Ministry of Education with BSID# 665178. There is a great variety of students at the school, including students from Canada, Russia, Iran, Saudi Arabia, Egypt, Vietnam, China, Romania, Singapore, and more. We offer exceptional academic programs that are taught by highly qualified teachers with real-world experience.



**In-person  
Classes  
Grades 6-12**



**Over 500  
Successful  
Graduates**



**Dedicated and  
Experienced  
Teachers**



**Record of 100%  
Acceptance to  
Universities**



**STEM  
Oriented  
School**

## CANADA ZOOM SCHOOL

Canada Zoom School is a virtual distribution of the Rutherford School developed during the Pandemic period. The school offers academic programs from Grades 6-12 to international students worldwide. Students can take part-time or full-time classes at Canada Zoom School while attending their home school in their own country.



**ALL CLASSES ARE CONDUCTED  
BY LIVE TEACHERS**

## BENEFITS FOR STUDENTS

- Cost-Effective Solution
- A study from the comfort of your own home
- Waived Foundation program and A-Level tests
- Excellent experience with other international students
- Come to Canada ONLY after being accepted by a university
- **No** visa, **No** accommodation, **No** insurance, **No** air tickets
- Improve academic English
- Studio, virtual lab, and Teens Chat workshops facilities



PROVIDING STUDENTS WITH  
**TOUCH-SCREEN LAPTOPS AND DIGITAL PENS**

## RECRUITMENT CHALLENGES

The recruitment of international students is more challenging now than it has ever been. In most cases, parents cannot afford to pay for their child's in-person education abroad in a long-term plan. As a consequence, you may spend much time for little gain.



### Visa Rejection

You will **not be paid** if your student is unable to obtain a study permit.



### Slow Process

Your commission can only be received once your student attends school in-person.



### Expensive Product

It's hard to sell it since lots of families cannot afford this product.

## OUR SOLUTIONS

Offering an affordable product that provides a high-quality education can be a great solution for families who wish to send their children abroad to study.



### Guaranteed Commission

We offer affordable products that are easy to sell and don't require visas.



### Easy & Fast Process

You will receive your commission once your student joins virtually.



### Affordable Education

Many families can afford to pay the tuition fees for virtual programs, whether it is part-time or full-time.

## WHY CANADA ZOOM SCHOOL

Applications are accepted all year round

	STUDY IN-PERSON	CANADA ZOOM SCHOOL
<b>Tuition Fee</b>	\$18,900 CAD	\$14,900 CAD
<b>Commission</b>	Based on the Agency Plan	Based on the Agency Plan
<b>Accommodation</b>	\$20,000 CAD	—
<b>Meal Plan</b>	\$4,000 CAD	—
<b>Air Ticket</b>	\$2,000 CAD	—
<b>Insurance</b>	\$700 CAD	—
<b>Visa</b>	\$3,000 CAD	—
<b>Easy Sale</b>	✗	✓
<b>Guaranteed Commission</b>	✗	✓

**SAVE AT LEAST \$30,000  
FOR YOUR CLIENT!**

ASK US ABOUT OUR  
ACCELERATED PROGRAM  
TO SAVE MORE!

# WHAT MAKES US STAND OUT FROM OTHER PUBLIC AND PRIVATE SCHOOLS

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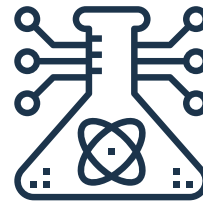
## STEM ORIENTED SCHOOL

### HIGH QUALITY EDUCATION

#### GRADES 6-12

Our mission is to offer high-quality education to students from around the world, regardless of where they live

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## AFFORDABLE EDUCATION

### EASY & FAIR SALES

#### MORE SALES MORE MONEY

Families can save at least \$30,000 CAD each year by having their child study virtually with us

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## LOYALTY COMMISSION

### GUARANTEED COMMISSION

#### NO VISA REJECTION

You will receive your commission plus any other sales that take place while your student is with us

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## PROVEN STRATEGY

### MARKETING SUPPORT

#### PROMOTE UNIQUE SERVICES

Assist you with promoting and selling our programs by sharing our marketing experience

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## LIFETIME VALUE

### CUSTOMER SERVICE

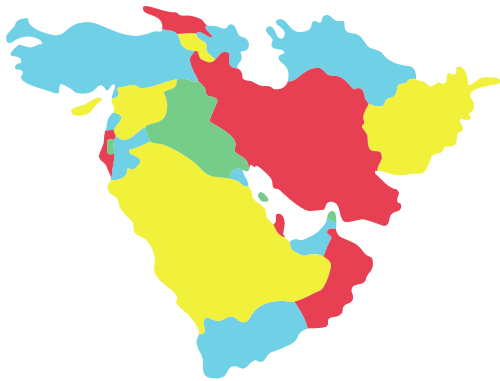
#### TRAINING SESSIONS

Keep in touch with us at any time and in any situation with no delay while your students are with us



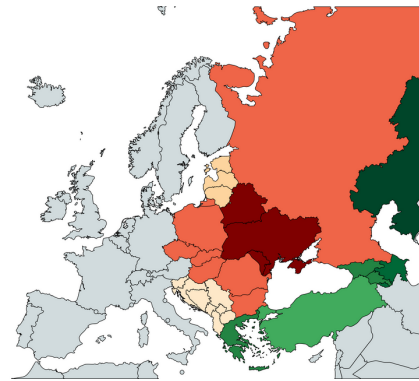
# OUR TARGET MARKET

Better Education in Diverse Populations



## Middle East

Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, and United Arab Emirates



## Eastern Europe & Central Asia

Belarus, Bulgaria, Czechia, Hungary, Moldova, Poland, Romania, Russia, Slovakia, Ukraine, Kazakhstan, Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan

**WE WELCOME  
COLLABORATION WITH  
ANY OTHER REGION**

# LET'S GROW TOGETHER

Our goal is to reach 500+ students in 3 years through 30 centers worldwide

## BRANCHES AVAILABILITY

Locations are limited!  
**APPLY NOW!**

**Russia**

5 Centres

**Iran**

4 Centres

**Qatar**

1 Centre

**Belarus**

1 Centre

**UAE**

1 Centre

**Turkey**

2 Centres

**Ukraine**

2 Centres

**Kuwait**

1 Centre

**Bahrain**

1 Centre

**China**

3 Centres

**Brazil**

2 Centres

**Egypt**

1 Centre

**Uzbekistan**

1 Centre

**Saudi Arabia**

1 Centre

**Kazakhstan**

2 Centres

**Vietnam**

2 Centres

# BUSINESS PERSPECTIVES

Proven Business Model

## CZS STARTUP PROJECT

**2020** First year

## NEXT STEPS

**2022**

Partnership with **200** Agencies  
Revenue: **\$1.5 M**  
**Goal: 20 New Agencies/Month**

**2021** Revenue: **\$500 K**  
Enrollment: **1 Student/Week**

**2025**

Globalizes to **30** Centres  
Revenue: **\$5 M**  
**Goal: 1 Branch Opening/Month**

## LET'S PARTNER UP!

We guarantee high rates of return on investment

## WORK WITH US:

- **As An Agency:** Start with the Bronze plan and progress to the Gold plan to enjoy the full benefits!



### BRONZE

Starting from 17%  
Sales up to \$35,000 CAD



### SILVER

Starting from 23%  
Sales up to \$70,000 CAD



### GOLD

Starting from 27%  
Sales more than \$70,000 CAD



- **As A Business Partner:** Be an exclusive Service Provider of CZS in your region



### OPEN & OPERATE

Be an exclusive representative of CZS for 10 M population in your region



### COMMISSION + TUITION

Receive a portion of the tuition fee in addition to the commission



### STOCK OPTION

Get stock options for Canada Zoom School at fair market value

## MEET OUR EXECUTIVE LEADERSHIP TEAM

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**MEHRNOUSH TAHERKHANI**

مهرنوش طاهرخانی

Vice Principal | CMO  
Persian - Canadian



**Master's Degree in Architecture**

Digital Marketing Management  
University of Toronto



**IGOR SARJINSKY**

Игорь Саржинский

Principal | CEO  
Russian - Canadian



**PhD in Computer Science**

Leading School  
Harvard Business School

## GETTING INTO THE TOP 100 UNIVERSITIES

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We are proud that all of our graduates are accepted to prestigious universities every year



Virtual Graduation - June 2021  
Rutherford Private School



In-person Graduation - June 2019  
McMichael Canadian Art Collection



Queen's  
UNIVERSITY



UNIVERSITY OF  
TORONTO



UNIVERSITY OF  
WATERLOO

YORK  
UNIVERSITY

McMaster  
University



# RECRUIT **ONCE** UPSELL **MANY TIMES** GET **LOYALTY COMMISSIONS**



GRADES 9-12  
**DUAL DEGREE  
PROGRAM**  
PART-TIME  
ON ZOOM

GRADES 9-12  
**CANADIAN HIGH  
SCHOOL DIPLOMA**  
FULL-TIME  
ON ZOOM | IN-PERSON

GRADES 6-10  
**ENGLISH**  
TWICE A WEEK  
ON ZOOM

GRADES 6-10  
**MATH &  
CODING**  
TWICE A WEEK  
ON ZOOM

GRADES 11-12  
**IELTS PREP**  
TWICE A WEEK  
ON ZOOM

GRADES 8-12  
**SUMMER  
PROGRAM**  
JUNE | JULY | AUGUST  
IN-PERSON

GRADES 8-12  
**SCHOOL  
VISIT**  
ALL YEAR ROUND  
IN-PERSON

LAST YEAR OF SCHOOL  
**UNIVERSITY  
TOURS**  
ALL YEAR ROUND  
IN-PERSON

## CONTACT US

Let's get to know each other better for future collaborations



**Toronto, Ontario, Canada**



**+1 (855) STEM-RPS**



**info@rutherfordschool.ca**



**<https://rutherfordschool.ca>**



**\$1,000.00 CAD  
BONUS**

FOR EACH NEW STUDENT

EXPIRY DATE: SEP 2022