



# Empowering Global Care through Partners

*Dear Prospective Partner,*

*I hope this message finds you well. I am Sudhamoy Khasnobis, the Chairman of iCare Life, and I am reaching out to share an exciting opportunity that reflects both our ambitions and commitment to global healthcare education.*

*At iCare Life, we are dedicated to elevating the standards of caregiving through comprehensive training and certification programs. As part of our global expansion strategy, we are looking to partner with like-minded entrepreneurs and business leaders to launch our franchise operations, particularly in the dynamic regions of Africa and Eastern Europe.*

*Our franchise model offers a robust platform for growth and profitability, backed by iCare Life's proven educational methodologies and cutting-edge technologies. By becoming a franchisee, you will not only embark on a lucrative business venture but also play a critical role in addressing the pressing need for qualified healthcare professionals worldwide.*

*The potential for personal and professional growth is immense. Together, we can foster a well-trained workforce that is equipped to meet the evolving demands of the healthcare sector. We are committed to supporting you at every step, ensuring that your journey with iCare Life is both rewarding and impactful.*

*I invite you to consider this opportunity to make a significant difference in the world of healthcare. Let us join hands to expand access to quality care and create sustainable solutions that benefit communities globally.*

*Thank you for considering this partnership. I look forward to the possibility of you joining our network and contributing to a future where quality care is accessible to all.*

*Warm regards,*

**Sudhamoy Khasnobis**  
Chairman, iCare Life

## Executive Summary: iCare Life Franchisee Opportunity

**Introduction:** iCare Life is actively expanding its global footprint by inviting prospective franchisees to collaborate in delivering premium healthcare training and caregiving services. This initiative targets strategically chosen regions in Africa and Eastern Europe, leveraging favourable market conditions and significant growth opportunities within the caregiving sector.

**Strategic Positioning:** The franchise model is anchored in providing accessible, high-quality educational programs that equip caregivers with essential skills and certifications. This approach not only addresses the acute global shortage of skilled caregivers but also caters to the increasing demand in developed economies where healthcare services are essential yet scarce.

**Operational Roadmap:** Franchisees will be integral to our mission, operating as local hubs that deliver our standardized training programs. Each franchisee benefits from:

- Comprehensive support and training from iCare Life, ensuring adherence to global standards.
- Access to iCare's curriculum and innovative teaching tools, including AI-enhanced educational platforms.
- Opportunities to grow within iCare's expansive network, gaining regional exclusivity in the dissemination of accredited courses.

**Financial Overview:** At the core of the financial model for franchisees is a clear, mutually beneficial system:

- An estimated initial investment of approximately \$50,000 covering set-up costs and mandatory deposits.
- A robust ROI of 90%, calculated on realistic throughput assumptions of 1,200 students per year, with significant margins drawn from the Eldercare Competency Course (ACE Product).
- Structured revenue generation through commissions and potential bonuses for exceeding enrolment targets.

**Market Insights:** The choice of Africa and Eastern Europe as primary markets is underpinned by:

- Language compatibility for training deployment using AI technology.
- High receptivity to international caregiving standards due to cultural alignments and existing educational frameworks.

- Untapped market potential in regions with growing health service demands but insufficient local training infrastructure.

**Community Impact and Growth:** Franchisees will directly contribute to local and global healthcare solutions by:

- Providing essential training that transforms under-skilled workers into certified caregivers.
- Creating employment and self-employment opportunities within their regions.
- Enhancing the overall quality of life for countless individuals through improved care services.

**Commitment to Partners:** iCare Life commits to each franchisee's success, offering:

- Ongoing operational and marketing support.
- Regular updates and upgrades to training content and delivery methods.
- Transparent financial dealings, with clear accounting for investment costs, returns, and operational overheads.

**Conclusion:** The iCare Life franchise opportunity is designed for entrepreneurs who are passionate about making a tangible difference in global healthcare. By joining our network, franchisees embark on a financially rewarding journey that also satisfies a critical social need. This partnership is not merely a business venture but a chance to be at the forefront of healthcare innovation and community service.

**Call to Action:** We invite enthusiastic entrepreneurs to join us in this transformative venture. We are looking for by way of equity participation as Partnership in iCare Life, the Indian Company.

Together, let's shape the future of healthcare by educating and empowering the next generation of caregivers, ensuring a caring future for all.

## About Us

In the rapidly evolving healthcare landscape, the importance of skilled support services cannot be overstated. At iCare Life, our core mission is to redefine the standards of care support services. We have embarked on a transformative journey, powered by our innovative training programs that strive to meticulously train the vast pool of under-skilled health workers into adept, reliable caregivers.

Our meticulously crafted curriculum is a testament to our unwavering commitment to global excellence. It not only imbibes the essence of worldwide caregiving practices but is also infused with cutting-edge AI and Care Management Technology. This unique blend

ensures that our trainees are not just skilled in traditional caregiving techniques but are also proficient in utilizing modern tech tools that elevate the caregiving experience to new heights.

As a socially conscious venture, we are determined to build a future where caregiving is as much about emotional intelligence as it is about technological proficiency. Our vision encompasses training over a million caregiving professionals, all equipped with the knowledge to wield AI tools effectively and the wisdom to impart care that touches lives deeply.

**We're not just training – we're equipping caregivers for a better tomorrow!**

### **Mission**

Our mission is couched in our resolve to nurture a community of a million certified professional caregivers, geared towards meeting the demands of a caring future society.

### **Vision**

Our vision focuses on leveraging AI technology to provide an affordable Care Management Framework, that enriches social capital and enhances community.

### **Values**

At iCare Life, we uphold the cardinal value of *CARE* in today's world, ensuring our efforts aim to improve lives and cultivate a society built on compassion, empathy, and care.

## **Long-Term Care (LTC) Industry Overview**

The Long-Term Care (LTC) industry is pivotal in addressing the needs of an aging population, those with chronic illnesses, disabilities, or rehabilitation needs. Globally, LTC services are increasingly in demand due to demographic shifts towards older populations and the rising prevalence of chronic diseases.

**Informal and Community Care:** Much of the global LTC is provided by informal networks, including family members and community volunteers. In many countries, especially in low and middle-income regions, formal LTC services are scarce or financially out of reach for many, leading to a reliance on unpaid care from relatives or community members. While this informal care is a cornerstone of support, it lacks standardization and formal training, often leading to inconsistent care quality and caregiver burnout.

**Absence of Organized Corporate Intervention:** The Long-Term Care (LTC) industry largely remains untapped by corporate interventions, which are more common in other healthcare sectors. Instead, efforts within LTC are predominantly led by government bodies, NGOs, charitable groups, or religious organizations. These groups typically

prioritize care based on ethical or community-centered values and view their involvement as part of their Environmental, Social, and Governance (ESG) commitments or social responsibilities. Often, their focus is on funding operational expenses as acts of charity rather than on making investments intended to address long-term structural issues in the sector. Consequently, the potential for combining caregiving with advanced technological solutions is often overlooked, leaving significant gaps in efficient care delivery.

**Training for Caregiving:** The critical role of caregivers in the LTC sector underscores the urgent need for structured training programs that provide caregivers with necessary skills and knowledge for effective care. These training programs typically encompass a range of competencies from basic caregiving skills to specialized care for conditions like dementia or mobility challenges. Despite the importance of these programs, formal training for informal caregivers is sparse, with most initiatives led by non-profit and government programs focusing solely on immediate skill provision without embedding long-term, sustainable caregiver support mechanisms or technological integrations. This approach often misses opportunities for significant systemic improvements in caregiver education and service delivery, crucial for elevating the overall standard of care in the LTC industry.

**Adoption of Technology in LTC:** The integration of technology into LTC is still at a nascent stage but has begun to accelerate due to the COVID-19 pandemic, which highlighted the need for remote caregiving solutions. Technological solutions in LTC currently include telemedicine, health monitoring apps, and automated reminder systems for medication management. These tools can enhance the efficiency and effectiveness of care, offering caregivers support and empowering patients to manage their health more proactively.

However, the widespread adoption of such technologies faces hurdles. These include a lack of familiarity among users, accessibility issues, and the need for initial high investments in technology deployment which many non-profit or community-based organizations might find prohibitive.

### **Combining Technology with Compassion**

A promising approach in the evolution of the LTC industry is the harmonious integration of technology with the compassionate aspects of caregiving. This synergy *aims to use technology not as a replacement for human interaction but as a facilitator that enhances the caregiver's ability to provide empathetic, efficient, and effective care.*

For instance, AI-driven analytics can help in creating personalized care plans that adjust to the changing needs of patients, while IoT devices can monitor vital signs and alert caregivers to potential health issues before they become acute crises. Simultaneously,

*maintaining the 'human touch' in caregiving helps preserve the dignity and quality of life for those dependent on LTC services, underscoring that care is primarily a service of compassion.*

## **Conclusion**

The future of the LTC industry lies in recognizing and enhancing the value of caregivers through training and support, integrating useful technologies that complement human care, and maintaining a clear focus on the well-being of care recipients. As the world continues to grapple with the challenges posed by an aging population, the role of well-trained, technologically empowered caregivers will be crucial in shaping a compassionate and efficient LTC landscape.

## **Company Overview**

**Incorporation and Early Development:** iCare Life Pte. Ltd. was incorporated in 2012 in Singapore. It focused on education and training in the healthcare sector from the very beginning, crafting training programs based on service standards that were developed with global benchmarks in mind.

**Establishing a Subsidiary:** iCare Learning Private Ltd (iCare Life)., the Indian subsidiary of iCare Life Pte. Ltd., became an essential part of the organization's framework in late 2013. It has been pivotal in bringing iCare Life's vision to India, aligning with the country's national occupational standards for healthcare sector training.

**Gaining Recognition:** iCare Life's training curriculum for caregivers received acceptance from the Agency for Integrated Care (AIC) Singapore, as well as the Healthcare Sector Skill Council (HSSC) of the Indian Government. This recognition affirmed the efficacy and standards of the training programs offered by the organization.

**Strategic Partnerships:** In addition to its accreditation achievements, iCare Life has formed associations with Tata Community Initiatives Trust (Tata Strive), contributing to the caregiving landscape and potentially expanding its influence in the training of caregivers.

**Expanding Reach and Impact:** Throughout the years, iCare Life has trained a significant number of caregivers, with a commendable placement rate of over 80% for trained candidates. This milestone showcases the real-world impact and success of its training programs.

**Innovative Training Approach:** By employing blended learning pedagogy and digitized training modules offered through tablets, iCare Life has enabled learners to study at their own pace, furthering education access and convenience for those seeking to enter the caregiving profession.

**Pursuit of Quality and Certification:** With its meticulous approach to training and assessment, iCare Life has consistently worked on enhancing the value of its certification, contributing to the professionalization and quality of service in the caregiving industry.

**Franchisee Approach:** iCare Life's partnership with Xalco Limited in Kenya, as a franchisee operations model set up in 2018 has exemplified the strength and scalability of its franchise model in transforming the healthcare training landscape. The growth trajectory, starting with marginal operations and growing to profitability post-pandemic, is reflective of the underlying strength of iCare's franchisee model that supports scalable education ventures. The steady increase in trained and certified nursing attendants has realized modicum of traction, with numbers growing from 824 in 2022-23 to 1228 in 2023-24, and an estimated 2500 for the year 2024-25. iCare's comprehensive training, certification standards, and innovative Hub & Spoke Business Model has been central to this progress. This venture aligns with iCare's mission to enhance social capital by creating a certified, competent, and caring professional healthcare workforce, reflective of its vision for a future caring society.

## Elevating Care through EQ Development

At iCare Life, we elevate the competence of healthcare workers to meet and exceed global service standards. Our curriculum, benchmarked against international expectations, is tailored to enhance caregivers' skills with an emphasis on Emotional Intelligence (EQ), crucial as technology reshapes industry paradigms. Our graduates acquire essential life skills, positioning them as invaluable contributors in the future care-centric economy. Their human touch remains vital for income-consistency and stability, even in the face of AI's growth.

**The Definition and Role of the Caregiver:** A caregiver is a trained professional who helps patients or the elderly with daily living activities. They fill a crucial role in healthcare, providing support that was traditionally performed by family members. As a trained liaison, caregivers act both in home settings and assist nursing staff within hospitals, ensuring basic needs and activities are managed in a scientific and compassionate manner.

**Global Demand for Caregivers:** The global population is aging, and with this comes an increased need for caregivers. The World Health Organization and the World Bank predict a demand for 40-50 million new health and social care workers by 2030 to reach universal healthcare access. Factors like an aging Baby Boomer population and increased life expectancy add to the urgency for more trained caregivers globally.

**iCare Academy's Online Training Process:** iCare Academy offers a flexible training model that enables individuals to learn through an online platform, combined with

practical, hands-on experience. The preliminary theoretical knowledge is imparted through e-learning, accounting for 75% of the training. The method is designed to be adult learner-friendly, allowing for training consumption from any device, at any time, and from any location. After completing the theoretical portion, students undertake a summative test and subsequent practical assessments, ensuring a well-rounded education for prospective caregivers.

**iCare Academy's Certification Process:** Certification is essential to affirm the caregiver's proficiency. Post the theoretical online course and testing, iCare offers a certification that initially qualifies a caregiver based on their knowledge. The certification process culminates with a practical assessment, often involving a local registered nurse, to provide a stamp of approval that the caregiver can effectively carry out required tasks such as patient transfers and personal care. For those aiming to work in Europe, iCare has partnered with the German certification agency TÜV for a Level 2 certification process, adhering to international standards and expanding employment opportunities for certified caregivers.

## Health Caregiving Market Study: 2024-2034

**Executive Summary:** The global health caregiving market is slated for robust growth from US\$ 218.5 billion in 2024 to US\$ 722.5 94.0 billion by 2034, with a notable CAGR of 12.7%. This surge is driven by an escalating demand for personalized, technologically advanced caregiving solutions and an aging global population in need of continuous healthcare support.

### Market Dynamics:

#### Key Drivers:

- Increasing geriatric population necessitating chronic care and consistent medical attention.
- A significant gap in the healthcare workforce addressed by training and certifying new caregivers to meet WHO projections.
- Technological advances enhancing remote care capabilities and caregiver efficiency.
- Global health expenditure growth indicating enhanced investment in health and caregiving sectors.

#### Market Challenges:

- **Absence of Organized Corporate Intervention:** The caregiving sector significantly lacks corporate investment, particularly in structured interventions

that could streamline and enhance caregiving services. Without corporate backing, innovative caregiving tools and technology fail to reach a substantial portion of the elderly population, who would benefit from such advancements.

- **Inadequate Caregiving Infrastructure:** Many less developed regions suffer from a lack of advanced caregiving infrastructure, impeding the delivery of efficient care services. This limitation is further exacerbated by minimal focus from investors on long-term solutions to address these structural deficiencies in the caregiving industry.
- **Resistance to Technology Adoption:** Traditional caregivers often show resistance towards incorporating modern caregiving technologies. This reluctance stems partly from a lack of training and partly from ingrained practices that undervalue technological integration in caregiving routines.
- **Training for Caregiving:** The industry faces a critical gap in professional training for caregivers. Despite the urgent need, there is insufficient attention from stakeholders towards funding comprehensive training programs that equip caregivers with necessary skills and knowledge for modern care techniques.
- **Under-Penetration of Advanced Tools:** The slow adoption rate of advanced caregiving technologies among the elderly can be attributed to the underdeveloped infrastructure and the sector's focus on immediate, operational needs rather than investing in long-term technological **upgrades**.

#### **Regional Analysis:**

- **North America:** Continues to lead the market with advanced healthcare infrastructure and significant health-related expenditure, projecting a CAGR of 15.2%. The region benefits from systematic investments in healthcare innovations and caregiver training programs.
- **East Asia:** This region is poised for substantial growth, bolstered by improvements in caregiving facilities and the increasing integration of technological solutions in care practices. Expected to grow at a CAGR of 11.8%, East Asia is actively overcoming its historical lag in caregiving infrastructure through strategic developments and investments.

**Segmentation Insights:** Services related to daily essential activities remain prevalent due to increasing necessities for basic caregiving services. The geriatric end-user segment primarily drives the market, reflecting needs for comprehensive health maintenance tailored for the elderly.

**Competitive Landscape:** The caregiving market features a diverse mix of established healthcare providers and innovative startups that concentrate on technology-driven

solutions. However, there is a noticeable gap in how these technologies integrate with comprehensive caregiver training. Many startups are launching tech tools focused on self-management, which are often not feasible for elderly users who require assisted care. This disconnect underscores the need for solutions that not only innovate in technology but are also accessible through trained caregivers who can effectively implement these tools for the elderly.

#### **Recent Developments:**

- Adoption of advanced technologies like AI for predictive healthcare management.
- Expansion into all-encompassing home care models catering to diverse needs from chronic illness management to post-surgery recovery.

**Forecast Strategy:** Based on current technological trends, evolving patient needs, and regulatory frameworks influencing caregiving practices globally. Potential market trajectories are envisioned considering strategic partnerships and government support across regions.

**Investment Opportunities:** *Growing caregiving market presents numerous investment opportunities, especially in tech-driven caregiving solutions that bridge traditional and modern healthcare practices.* Emerging ventures in remote health monitoring and AI-driven patient care are particularly lucrative.

**Conclusion:** Anticipated transformation in the health caregiving market is driven by demographic trends, technological innovation, and increasing global health expenditure. The market offers vast opportunities for service innovation and expansion, particularly in personalizing care and enhancing service delivery through caregivers training and technology.

**Highlight:** *The growing need for 'last mile' service delivery in caregiver training underscores the importance of preparing caregivers equipped with new technology, ensuring they are ready to meet the high global demand for skilled professionals.* This aligns with the projected caregiver shortage of 18 million health workers by 2030 as assessed by the World Health Organization (WHO). This demand is fuelled by an aging global population growth, increased prevalence of chronic diseases, and the expanding scope of healthcare services requiring personal care support emphasizing the critical need to enhance training, certification, and deployment of caregiving personnel worldwide.

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**Source:** *Fact.MR, a leading market research firm, offering detailed analysis and insights for strategic business decisions and investment planning.*

## **Partner Franchisee Structure for iCare Life**

**Introduction:** iCare Life is actively expanding its global reach by inviting franchisees to join in delivering top-notch healthcare training and caregiving services. Focusing primarily on Africa and Eastern Europe, iCare Life capitalizes on these regions' favourable market conditions, which offer scalable opportunities for growth in caregiving training. The choice of these regions is strategic, leveraging simpler language adaptation for training materials through AI technology, unlike the complex linguistic diversity found in Asia.

Furthermore, the disciplined work ethic and the educational emphasis within the East African workforce, combined with the ingrained Christian values, resonate well with iCare Life's stringent training standards. This alignment fosters a fertile ground for the implementation of iCare's franchising ethos, which includes:

1. Anywhere, Anytime, Any Device - training course delivery designed to minimize productivity disruption.
2. Alignment with the global mission of "Healthcare for All."
3. Certification under iCare Life Singapore, allowing for potential co-branding opportunities with local provider organizations.

The franchise operation model is particularly robust, benefiting from a meticulously crafted Assessment Protocol that rigorously evaluates knowledge, skills, and competency. This ensures that graduates meet the exacting standards required to deliver competent healthcare services. Advanced assessment techniques, practical evaluations, and feedback mechanisms are employed to ensure that certifications are meritoriously awarded.

In Kenya, the franchise model has been optimized through a Hub & Spoke Business Model which effectively facilitates broad-scale deployment. Strategic functions such as planning, process ownership, central advertising, promotion, and placement support services are managed at the hub. In contrast, localized activities, including mobilization, classroom and practical training, and assessments, are managed by the spokes.

This strategic structure not only amplifies our footprint in the designated regions but also aligns with international standards, making iCare Life a compelling proposition for potential franchisees in OECD countries including Canada, Australia, and New Zealand. This approach ensures a consistent and standardized training experience across all locations, fostering trust and reliability in iCare Life's certifications and contributing significantly to global healthcare solutions.

**Rationale for Geographic Focus:** The focus on African countries is strategic, considering the increasing global demand for caregivers, especially in developed economies where visas and work permits for healthcare workers are more accessible. This initiative aims to

mobilize individuals from economically lower zones to countries with higher healthcare affordability.

**Market Demand:** The global demand for caregivers is on the rise, exacerbated by aging populations and an increased prevalence of chronic diseases. Some countries are experiencing significant shortages and have opened their borders to caregivers from abroad, often through immigration programs specific to healthcare workers. The LTC industry is poised for rapid expansion, with estimates suggesting that the current workforce of 55 million caregivers will likely double in the next decade years.

The countries that currently face a substantial shortage of caregivers and are known for allowing immigration of caregiving professionals from other countries:

**United States, Canada, Germany, United Kingdom, Australia, France, Japan, Singapore, New Zealand, Netherlands & the Nordic Countries**

These countries not only exhibit a high demand for caregivers but also provide favourable immigration conditions to help fill vacancies in their healthcare sectors. The policies often include work visas specifically for caregivers, alongside possibilities for permanent residency based on employment.

**Training and Certification:** iCare Life intends to standardize caregiver training across its franchise network while incorporating advanced tools and AI technology. This approach ensures consistency and high quality in training, reflecting the company's commitment to excellence. iCare provides all necessary training content, tools, and support to franchisees,

ensuring that they can deliver state-of-the-art training effectively.

**Partner Franchisee:**

- **Role:** Commits to a minimum number of enrolments per month and manages more comprehensive responsibilities, including setting up classroom facilities and ensuring practical training.
- **Investment:** Requires a deposit and investment in setting up training facilities.
- **Commission:** Earns higher commissions due to greater involvement and responsibilities.

**Operational Model:**

- **Content and Methodology:** iCare provides a comprehensive curriculum that covers 75% of course requirements online, with the remaining 25% conducted in classrooms or through practical hospital training.
- **Certification:** Partners with reputable certifiers like TUV of Germany to grant internationally recognized certificates. Provides both standard course completion

certificates and more advanced certifications based on eligibility and training level.

- **Technology Integration:** Utilizes advanced AI and technology to enhance training delivery and management.

**Support and Resources:** iCare ensures that all franchisees receive the necessary support to succeed, including access to sophisticated training materials, marketing tools, and ongoing operational guidance.

**Conclusion:** By partnering with iCare Life, franchisees enter a robust network poised for growth and success in the healthcare training industry. The strategic focus on select geographic regions ensures alignment with global demand trends, making this partnership beneficial for all involved stakeholders.

## Pricing of iCare Life Learning Products including Level 2 Certification and Explanation of Assumed Average Pricing

**Overview:** iCare Life has strategically structured its product offerings to address a broad range of caregiving educational needs through three main courses. The pricing strategy is purposely designed to be inclusive, catering to diverse market segments while enhancing the educational value delivered to the learners.

### Product Categories and Pricing Structure:

#### 1. Eldercare Competency Course (ACE Product):

- Price: \$299 (including TUV certification)
- Market Proportion: Approximately 30-35% of the total clientele
- Details: Serves advanced caregivers; includes certification recognized globally, heightening career prospects.

#### 2. Basic Eldercare Course:

- Price: \$139
- Market Proportion: 50-55% of the customer base
- Details: Targets newcomers seeking fundamental caregiving skills, with affordability bolstered through a limited discount strategy.

#### 3. Childcare Course:

- Price: \$79
- Market Proportion: About 10%

- Details: Geared towards young parents and caregivers focused on child care, complemented by basic certification.

#### 4. Level 2 Eldercare Certification:

- Standalone Price: \$149
- Details: For individuals seeking specialized advancement in eldercare beyond Level 1, validated by PersCert TÜV, Rhineland, Germany. This certification acknowledges prior learning and professional growth, making it a high-value proposition for experienced caregivers aiming to elevate their credentials.

Franchisee and Retail Distribution Strategy: iCare Life employs a balanced approach between direct retail sales and franchisee partnerships, with detailed projections:

- Retail Customers: Targeted to make up about 60% of total sales, directly benefiting from structured pricing and discounts tailored to encourage wider access and participation.
- Franchisee Network: Expected to cover 40% of the sales, acting as a crucial arm for spreading practical training and localized support, thereby enhancing the training's applicability and reach.

Discount and Commission Structure for Franchisees:

- Commission-Based Franchise: Offers a 30% commission on direct course sales, fostering an inclusive growth opportunity for smaller entrepreneurs and educational consultants.
- Partnership & Profit-Sharing Franchisee: These partners commit to a minimum enrolment quota, maintaining a deposit reflecting their commitment, and benefit from increased commission rates post-quota fulfilment.

Financial Projections and Pricing Strategy: The assumed average pricing per student stands at \$125 for retail customers and \$100 for franchisee sales. This assumption is based on:

- Product Mix: Considering the proportion of each course within the sales strategy, with higher-end courses priced to reflect their added value.
  - Discount Levels: Strategically set to optimize enrolments while maintaining profitability.
  - Market Penetration Goals: Aiming for substantial market reach and effectiveness, particularly within designated regions predisposed to higher educational investment in caregiving.
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***Note: iCare Life do not expect any share of placement revenue from the franchisee, however there will be small charges for supporting the placement activity for keeping the student data updated and accessible. This has not been considered in the current Business Model.***

**Conclusion:** iCare Life's pricing strategy and structured educational offerings are tailored to maximize reach and impact. By differentiating course levels and incorporating recognized certifications like those from TÜV, iCare ensures its credentials are respected globally, thus promoting career advancement for caregivers worldwide. This strategic pricing and product structuring allow iCare to meet its objectives of wide accessibility, high-quality training, and sustainable business growth.

## Operational Viability for Partner Franchisee

The financial feasibility for a Partner Franchisee is determined through a detailed analysis, predicated on projected figures for a franchise set-up in Africa or other strategic regions. It's important to note that these assumptions may differ based on the specific country context.

The following assumption is based on iCare Life's experience in Nairobi, Kenya.

### **Assumptions for Initial Setup and Financial Overview:**

1. **Student Throughput:** The franchisee is expected to handle a throughput of 1,200 students in the 1<sup>st</sup> year based on the operations of one central Hub and no Spock.
2. It is assumed that the Franchisee shall sell only the Eldercare Competency Course (ACE Product) which is priced at \$299 (including TÜV certification and the commission earning for each student's enrolment shall generate \$149.50 for the franchisee.
3. **Total Franchisee Commission Earned:** With the given throughput and commission rate, the total commission earned by the franchisee amounts to \$179,400.

### **Initial Investment Requirements:**

- **Training Equipment & Infrastructure Cost:** \$10,000 is needed for the necessary training equipment and related infrastructure as per iCare Standard.
- **Deposits for Rent, etc.:** Deposits for rent and other similar overheads are estimated at \$5,000.
- **Setup Cost:** Setting up the training shall require an additional \$5,000.

- **Adjustable Franchise Deposit:** A deposit at 10% of the committed number of student enrolment works out at \$29,900 , which is adjustable based on specific terms agreed upon with the franchisee.
- **Total Initial Investment (Upfront):** Summing up all initial costs, the estimated total upfront investment rounds to approximately \$50,000.

#### **Ongoing Operating Costs:**

- **Fixed Cost:** The fixed cost, including operational overheads like salaries, utilities, and rent, is projected at \$44,400.
- **Variable Cost:** Costs that vary with the number of trainees and the level of activity, such as materials and incremental staff costs, amount to \$60,000.
- **Total Operating Costs:** Combining fixed and variable expenses, the total operating cost is projected to be \$104,400.

#### **Profitability and Returns:**

- **Operating Margin:** After covering all operating costs, the operating margin is set at \$75,000.
- **Amortization of Investment:** The initial investment is amortized at nearly \$30,000 aligning with financial accounting practices to spread the cost over its useful life and adjustment of
- **Net Operating Margin:** Subtracting the amortized investment from the operating margin, the net operating stands at approximately \$45,000.
- **Return on Investment (ROI):** Given the net margin and the total investment, the ROI percentage for the first operational phase is calculated at around 90%, highlighting an effective return from the franchise operations.

#### **Conclusion:**

This financial model outlines the potential viability of a franchise operation under the iCare framework. The substantial ROI and robust operating margin suggest that with effective management and adherence to the franchisor's quality standards, the venture can be financially rewarding while also providing significant value in terms of quality training and development in the caregiving sector.

## Roles and Responsibilities

### iCare Life:

1. **Comprehensive Training Content:** Provide the franchisee enrolled students with access to the educational content and training modules that are up to date with the latest standards in caregiving.
2. **Certification and Accreditation Support:** Facilitate certifications through globally recognized bodies and assist in maintaining accreditation standards to ensure high educational quality.
3. **Operational Guidelines and Support:** Offer detailed operational procedures, quality parameters, and continuous support to ensure smooth functioning of franchise operations.
4. **Marketing and Branding Support:** Provide branding materials, marketing strategies, and promotional campaigns to help the franchisee attract a wider audience.
5. **Technology and Infrastructure Support:** Supply advanced technological tools and systems required for the training programs, and guide in setting up the infrastructure.
6. **Ongoing Training for Franchise Management:** Offer hand-holding support in selection of Trainer(s), provide them periodic training to help them upgrade their skills and knowledge in managing franchise operations effectively.
7. **Financial Oversight and ROI Optimization:** Provide a structured financial model and guidance on managing finances efficiently to ensure a good return on investment.
8. **Quality Assurance & Compliance Monitoring:** Conduct regular audits and quality checks to ensure compliance with the set standards and intervene when deviations occur.
9. **Data Management Support:** Provide maintenance and updates for all student data, making it available to franchisees for a nominal fee to aid in placement and tracking efforts.

### Franchisee:

1. **Enrolment Commitment:** Ensure a minimum number of enrolments as agreed upon to maintain franchise status and optimize operations efficiency.
2. **Ensuring 140 Hrs. of Practical Training:** Ensuring tie-ups with local healthcare establishments (hospitals, hospices, nursing homes, etc,) for students to gain practical experience as trainees.

3. **Local Operations Management:** Help managing day-to-day operations locally, including conducting classes, overseeing practical training, and maintaining the quality of services provided.
4. **Infrastructure Setup:** Set up and maintain training facilities equipped with the necessary educational tools and technology as per the standards laid down by iCare Life.
5. **Marketing and Recruitment:** Carry out local marketing initiatives to attract potential trainees and manage local promotions as per guidelines provided by iCare Life.
6. **Compliance and Reporting:** Adhere to the operational, educational, and ethical standards as prescribed, and report key performance metrics back to iCare Life for assessment and further guidance.
7. **Financial Management:** Handle management of local expenses and ensure the profitability of the franchise operations.
8. **Customer Support:** Provide support and guidance to trainees and address any issues or concerns that might arise during the coursework.
9. **Student Placement:** Facilitate job placements for graduates by collaborating with local employment agencies, enhancing the career prospects of trainees. Franchisees may earn placement fees for successful placements, with no revenue sharing required with iCare Life.

These well-defined roles and responsibilities ensure a cohesive and synergistic relationship between iCare Life and its franchisees, grounding the partnership in mutual responsibilities and shared goals for expanding high-quality caregiving training globally. This partnership structure supports both the educational and employment aspects of caregiving, promoting a robust learn-to-earn pipeline in the caregiving sector.

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