

Market Place.

Marwah und Partner GmbH Elisabethstrasse 26, 1010 Wien, Austria



Major Ed Tech Private Equity player Mark Bandak (Valian Capital International) to guide advisor Actus Partners, UK, as Series A fund raisers just appointed for CORE Worldwide.

If we are really setting out to 'future proof' our kids, isn't it time for EdTech to start to focus on knowledge-retention rather than just knowledge delivery? "With pure 'knowledge-*delivery*' EdTech companies (like Byju's, Unacademy and Yuanfudao) now attracting sizeable funding lately, it's great to see a truly innovative 'after-school enrichment' start-up like CORE Worldwide set such a complete focus on achieving 'knowledge-*retention*' of purely STEM subjects. We like that they pilot-tested it in-market in Dallas for two years straight." said **Mark Bandak, CEO, Valian Capital International (VCI).**

Advisor Mr. Murat Tasci of Actus Partners, UK, continued, "Globally, the EduTech space has been seeing most of the venture funding action worldwide these last few months (see links below). And of course, no one can predict the "next Big Thing". But some educators are increasingly unsure if simply replacing the Victorian era's 'talking teacher' at the head of the classroom with the Digital era's 'talking head' on the screen of your laptop is the best we can do for 'future-proofing' our kids. CORE Worldwide's global franchise idea turns that old 'knowledge delivery chain' into a live 'knowledge retention connection'."



At a virtual function welcoming VCI's involvement in his company and the appointments of VCI and Actus Partners, Donald Lemon, CORE Worldwide Founder and CEO, explained the genesis of the CORE concept: "Along with a couple of educators (who some dubbed 'academic eggheads' at that time!), we set out to bring to life an idea we found replicated - in one fashion or another - in three separate studies: Bill and Gates Linda Foundation, one from Harvard, and a study funded by the Canadian Government. The CORE Worldwide Franchise Teknasium model, geared to fire up kids aged 3-14 years old about STEM subjects, now has the 'child do all the choosing'. Students personally choose the project they like from the CORE library of 320 'hands-on' STEM projects, each chooses his/her own 2 or 3 collaborators and, importantly, even choosing 'if and when' he/she would ask the 'Facilitator' for help. This gives the child 'personal ownership' of the project - with what becomes a **self-motivated** hunt for knowledge. And that is what makes him or her more interested in those same subjects in their 'regular' school class the next day. "This self-driven 'knowledge hunt', as some studies clearly show, springing from the child's own deeper personal interest, is what increases the retention of that knowledge by something like 14% to 31%! While the child can also work later online with his parents on the project from home through our Digital Portal with his/her Dad or Mom - for some meaningful child/parent bonding - we insist on the child's physical presence in our Teknasiums for at least two hours a week, because that is where we first fire his or her imagination. Certainly, CORE's 2-year in-market pilot test proves that CORE Worldwide's EdTech Franchise program is a major step forward in after-school enrichment. The CORE Digital Portal also drives a remote subscription-based model, as well as continued offsite child involvement."

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MARK BANDAK,
CEO, VALIAN CAP INTERNATIONAL:

Mr. Bandak has close to a decade of global experience investing in the education sector, particularly PreK-12 for-profit schools. Mark co-founded Valian Ltd in 2014 which completed investments such as GEMS Education, the



largest , K-12 school group, which was successfully exited to CVC Capital; Kindred Nurseries, a London-based early learning group; Britus Education, a MENA-based K-12 school platform; and HWIS. In addition, Mark founded Sandbox & Co, an EdTech investment firm, which acquired the digital learning assets of Pearson plc, among others. Prior to Valian, Mark was a partner at Investcorp and the Blackstone Group, where he spent 13 years. He also worked at a family office. and the NYC Economic Development Corporation. Mark earned an MBA and BS in Engineering from Columbia University

Links to Byju's fascinating latest taped 'founder interview plus funding and goals:

- 1/ <https://techcrunch.com/2020/09/15/indian-decacorn-byjus-ceo-talks-about-future-acquisitions-coronavirus-and-international-expansion/?guccounter=1>
- 2/ https://wap.business-standard.com/article/companies/we-are-nowhere-close-to-saturation-in-edtech-space-byju-s-founder-ceo-120091000040_1.html
- 3/ <https://www.livemint.com/companies/news/-fundraise-to-help-finance-byju-s-inorganic-growth-11600736735081.html>

Link to Unacademy's latest acquisition: <https://www.vccircle.com/unacademy-strikes-third-acquisition-of-2020-buys-majority-stake-in-mastree/>

Link to Yuanfudao's funding: <https://technode.com/2020/04/02/yuanfudao-is-now-one-of-chinas-most-valuable-ed-tech-startups/>

Link on 'how to teach math and science': <https://theconversation.com/future-teachers-often-think-memorization-is-the-best-way-to-teach-math-and-science-until-they-learn-a-different-way-142448>

Prof. Dr. Martin Maltais, CORE Worldwide's Advisory Board Chair, the 'academic guide' for the 2-year in-market pilot test and now 'architect' for our ED Tech project going forward, appointed to the think tank of the "University of the Future" project in Canada.



Le professeur en financement et politiques d'éducation Martin Maltais.

Professor of Financing and Education Policies Dr. Martin Maltais will participate in the work of the **Think Tank on the University of the Future** as a representative of the Quebec university world. This committee was created at the initiative of the Chief Scientist of Quebec. Professor Maltais' contribution to the committee's reflection concerns in particular the transformations induced by digital technology in the production of scientific results and their dissemination, but also on the circulation of knowledge initiatives to accelerate the enrichment of learning environments and training as well as graduation, inter-sector collaboration in the university network

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Marwah und Partner GmbH (MUP) was originally founded in 1999 in Vienna, Austria, as an advisory company to leverage Mr. Marwah's worldwide network, and to provide a vehicle for his private investments. After Mr. Marwah closed some successful and quite large M&A transactions, we have recently focused Marwah und Partner GmbH on smaller transactions providing advisory services for companies with unique technologies seeking global expansion. At Marwah und Partner GmbH we take an active role in each client or investment, and provide access to world class international marketing and management expertise. Marwah und Partner GmbH has several European investments/clients and is currently exploring opportunities worldwide, seeking key private or state owned companies that are looking for capital and know-how to expand into international markets.

MUP Chairman/CEO Raj Marwah also has more than 21 years of worldwide advertising and marketing experience, working globally for multinational accounts in Sydney, Hong Kong, Toronto, Auckland, Dubai, Vienna, Bangkok, and New York. Raj was Chairman/CEO in New Zealand and Canada producing outstanding results. For the last 15 years, Raj has executed major mergers and acquisitions in Europe and Asia on behalf of multinational clients based out of Hong Kong, Germany, and the USA.



Mag. Michael Klinger, MBA, International Associate, is an experienced senior manager having served as CFO for several US corporations, most recently was the Financial Officer on the Management Board of a large Gas Distribution Company in Central Europe, and has also been the Regional (Europe) Vice President for Western Union International. Austrian-born Michael brings his hands-on corporate experience towards enhancing our ability to deliver the highest quality corporate services to clients, and to companies in which Marwah und Partner GmbH (MUP) occasionally invests.

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Elisabethstrasse 26, 1010 Vienna, AUSTRIA**

Our company was founded in 1999 and is registered in Vienna/Austria
Firmenbuch/Commercial Register Number: FN 189016 s UID/VAT-Number: ATU48636105

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