SMARTY KIDS



Sales Training Program

Abacus Teacher License Programme

Official India Partner



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18+ Years in K–12 Education

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History of Abacus. What is Mental Arithmetic?

Arithmetic is a division of Mathematics that studies prime numbers (whole numbers, natural numbers and rational numbers), their mutual relations and properties. The subject matter of Arithmetic is the concept of number, its origin, development, and properties, as well as measurements, calculation operations and computational techniques (addition, subtraction, multiplication and division).

Mathematics is a fundamental science about structures, order and relations that has been formed historically on operations of calculations, measurements and descriptions of object forms.



The first counting device was invented about 4th century BC. The name of the scientist who invented it was Abacus, and the device was named after him. It presented a clay plate with furrows where small stones were put to indicate digits. One furrow served for units, the other one served for tens. The Greek word “abacus” means a counting plate. And now “abacus” may refer to any device that is used for counting in decimal notation. So, the word “abacus” may be used to call a familiar counting frame, a sheet of paper with lines drawn on it, or a classroom blackboard with nails battered in it in order to hang cards with digits on them.





Benefit

Area	What happens	Potential benefit to the child
Fine Motor Skills & Broca's Area	Moving abacus beads requires precise finger movements and stimulates fine motor activity.	Supports handwriting, manipulation skills and coordination.
Internalization	Children first calculate physically using the abacus and gradually shift to mental calculation.	Converts a physical activity into an internal thinking process.
Concrete Learning	Young children work with actual objects rather than abstract numbers alone.	Makes number concepts easier to understand.
Brain Plasticity	Younger children's brains have high capacity for forming and strengthening neural connections.	Creates opportunities for developing cognitive skills through repeated practice.
Both Brain Hemispheres	Using both hands and visualizing the abacus engages multiple forms of processing.	Encourages coordination of visual, motor and cognitive processes.
Multiple Activities Together	Children simultaneously touch, move, observe, listen and calculate.	Builds multi-sensory learning and divided attention.
Prefrontal Cortex / Executive Functions	Tasks require sustained attention, working memory, self-control and problem-solving.	Supports concentration, persistence, planning and self-regulation.
Thinking Abilities	Children gradually move from physical beads to an imagined abacus.	Develops visualization, memory, attention, mental calculation and imagination.

What Is SmartyKids?

SmatyKids Mental Arithmetic program - one of the leading curriculums worldwide

350+

Centres worldwide

11

Countries

20,000+

Children trained

1,000+

Certified educators





What Children Gain — Stage by Stage

Published milestone outcomes — the proof points behind every parent conversation

After S–M–A

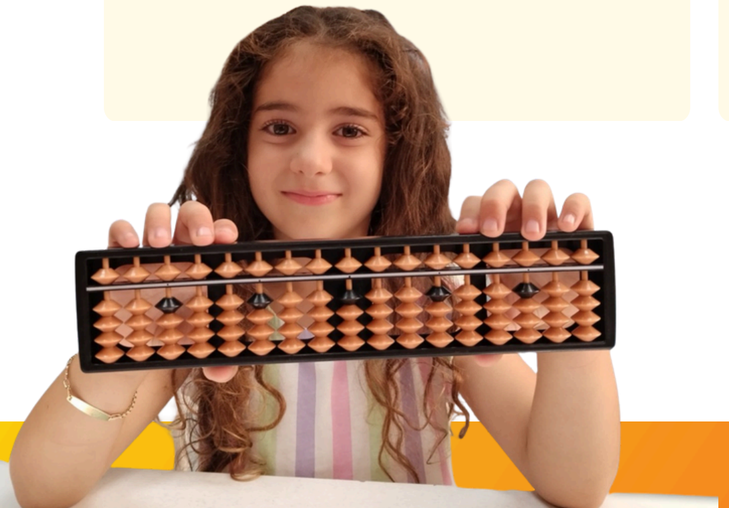
- Fine motor skills
- Photographic memory
- Better concentration & attention
- Progress in speech articulation

After R–T

- Agile mental calculation
- Stronger analytical ability
- Independence & self-esteem
- Many win competition /Olympiad awards

After Y

- Leadership skills
- Solves tasks in & outside school
- Improved school performance





The Curriculum: 6 Modules, 7 Kit Levels

Ages 4–12 · Approx. 2 years · Classes of 4–10 children · Module A split into kits A1 + A2 (one shared exam)

S

Addition & Subtraction

FIRST STEPS

- Meeting the abacus
- Calculating with beads
- First formulas

M

Addition & Subtraction

BUILDING SKILL

- Formulas with confidence
- Bigger numbers
- Start of mental visualisation

A

Addition & Subtraction

MASTERY

- Complex tasks, short time
- Confident mental calc.
- All formulas mastered

R

Multiplication

NEW OPERATION

- Multiplying on the abacus
- Fast use of tables

T

Division

NEW OPERATION

- Dividing on the abacus
- Applying division formulas

Y

Advanced Numbers

FINAL MODULE

- Negative numbers
- Decimal numbers
- Square roots



The Programme Offer

What a partner pays, and what it buys

ENTRY PACKAGE

₹90,000

· one-time

- 45 student kits (Levels S, M, A1, A2)
- Teacher training — free (worth ₹42,000)
- Certification for 4 levels — free
- Lifetime resource repository
- Zero franchise fee, zero royalty
- No long-term contract

Cost breakdown

45 kits × ₹2,000	**₹90,000**	Levels S, M, A1, A2
Teacher training & certification	**Included free**	Worth ₹42,000 separately
Lifetime repository access	**Included free**	252 lesson plans + resources
Reorder kits (as students enrol)	**₹2,000 / student / level**	Ongoing, as you scale
SmartyUniverse platform	**₹100 / student / month + GST**	Optional, recurring
Advanced levels (R, T, Y)	**₹2,000 / kit each**	After completing S–A2

Inside the Student Kit

Textbook

A4 landscape · 68–72 pages · full colour · 90 gsm offset · 300 gsm gloss cover



Activity Book

A4 landscape · 48 pages · full colour · matching cover spec



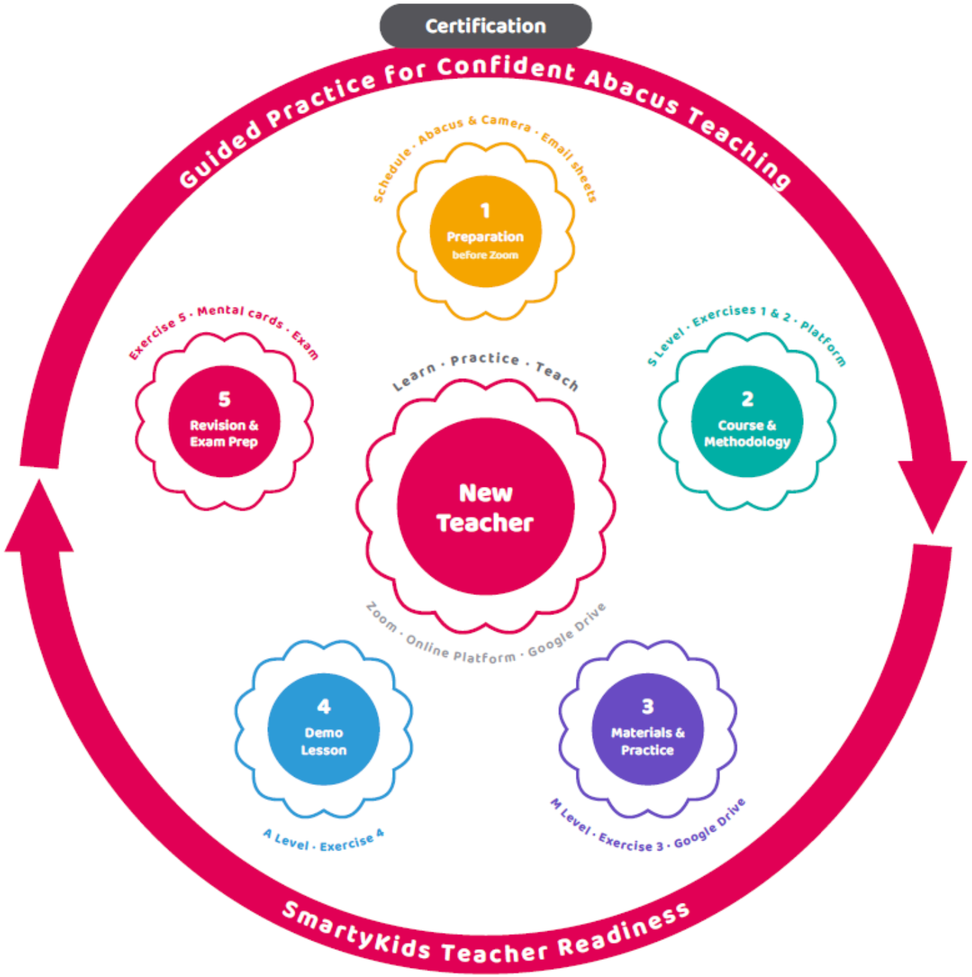
Gamification Cards & Stickers

Included





Teacher Training & Certification





Overview

Training is followed by a study period and an assessed teach-back exam — the teacher actually demonstrates teaching, not just a written test. A certificate is issued per level on passing.

What's required

- Webcam
- Microphone
- Stable internet connection
- An abacus

Core training (S, M, A1, A2)

- 3 live sessions × 3 hours
- Consecutive days, 11:00–14:00 IST
- Included free with the ₹90,000 kit

Advanced levels (R, T, Y)

- 2-hour live consultation per level
- 17:00–19:00 IST
- Available after completing S–A2





Teacher Resources — Lifetime Repository Access

Never expires · included free · updated regularly — the single strongest retention argument for a teacher

- Teacher's Methodology Guidebook
- 252 fully developed lesson plans + demo lesson plans
- 300+ additional lesson materials
- 500+ additional exercises (crosswords, riddles, colouring pages)
- Exam criteria for all levels

- Psychological tests — 7 aspects of intellect
- Digital flashcards (numbers 0–1,000)
- Interactive worksheets & progress-tracking tools
- Regular content updates
- Monthly consultation access with the training team



SmartyUniverse — The Practice Platform

₹100 per student, per month · optional · optimised for mobile + GST



T For the Teacher

- Class & homework management
- Student progress views
- Classroom Mode — handle multiple students at once
- Direct teacher–student messaging
- Task generator aligned to course levels

S For the Student

- Daily practice tasks
- XP, ranks & streaks (“Intensive Mode”)
- SmartyCoins, avatars, room customisation
- Achievements linked to completed work
- Transfers if the child switches centres

What's In It For — The Teacher / Centre Owner

Business terms

- Zero franchise fee, zero royalty
- No long-term binding contract
- Keep 100% of your own tuition income
- Run it under your own name / centre brand

Support you receive

- International certification & training
- Lifetime resource repository
- Monthly consultation with training team
- Customised marketing starter kit (flyers, brochure, video, demo deck)

Growth levers

- Add SmartyKids as a new offering to an existing centre
- Resell via IME's 300+ consultant network at 25% margin
- Olympiad participation drives retention & referrals
- Claimed ROI within ~6 months



What's In It For — Parents

Builds the Foundations of Computational Thinking

1 Low-friction entry

- Level exams mark real, provable milestones
- Free demo lesson before enrolling — see the teaching style first
- SmartyUniverse shows what the child does between classes, not just attendance

2 Outcomes they care about

- Better concentration, memory & mental math from an early age
- Complements school — doesn't replace it
- Builds confidence through small-group, low-pressure learning
- Olympiad participation — experience, recognition, healthy competition
- International, SAMA Global-affiliated curriculum, not an ad-hoc local class

3 Visible, verifiable progress

- Speed mental calculation
- Self confidence
- Memory, concentration and attention development
- Logic and analytical thinking
- Interest in math



What's In It For — The Child

The learning experience

- Gamified, storyline-driven lessons (the Smarty character)
- Small groups of 4–10 children
- Learns on the physical abacus, then mentally
- Progression gated by exams — real mastery, not just time served

What they take home

- Own textbook + activity book per level
- Gamification cards & reward stickers (Levels S, A1)
- SmartyUniverse: daily tasks, streaks, avatars, achievements

Beyond the classroom

- Olympiad eligibility from completion of Level S
- Meets peers, builds friendships, tests skill in competition
- Fine motor skills, memory, concentration, speech articulation gains
- Leadership skills & improved school performance by Level Y



Two Ways In: Who You're Selling To

Same ₹90,000 package, two different buyer profiles — pitch accordingly

	Individual Teacher (Home-Based)	Investor / Existing Centre Owner
Who it's for	Independent tutor teaching from home	Existing preschool / tuition / activity centre owner
Who gets certified	You, personally	A teacher on your payroll
Runs under	Your own name / brand	Your existing centre's name & fees
Sales route	Inbound lead → inside sales → demo trainer	IME partner / consultant network → demo & close
Extra upside	—	Can resell via IME's 300+ consultants at margin
Franchise fee / royalty	None	None



Why SmartyKids vs. Typical Indian Abacus Franchises

Factor	Typical Market (UCMAS etc.)	SmartyKids
Entry cost	₹1.2L – ₹6.5L (varies widely by brand/city)	**Flat ₹90,000**
Franchise fee	Common, separate — ₹20K–₹1.4L	**None**
Royalty	Common, ongoing % of revenue	**None**
Structure	Master-franchisee / regional hierarchy common	**Direct product purchase, no territorial layer**
Setup / space cost	Often bundled into total (₹2L+)	**Not included — arrange your own space**
Claimed break-even	3–10 months (varies by brand)	**6 months**

Olympiads — The Engagement Flywheel

Held annually · eligibility begins at completion of Level S · 600+ children per event (global network)

1

New students

Meet advanced fellow students, learn from them

2

Advanced students

Compete, gain experience

3

Centres

Customer loyalty growth, meet peers & partners

4

Instructors

Prove results of their work, extra motivation

5

Parents

Proof of progress, learn about further opportunities



NEXT STEPS

Ready to Explore SmartyKids Further?

Scan the QR Code or Click the LINK in the CHAT



SMARTY KIDS

BECOME A GENIUS



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