



The owner of the Teddy Eddie brand – a licensed method of teaching English to children aged 2-7



# PARTNERSHIP PROPOSAL



MORE THAN YOU EXPECT

## WHO ARE WE LOOKING FOR?

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A Teddy Eddie licence can help you grow your language school, regardless of whether you have already started your business or you are still at the planning stage. A reliable and experienced partner like Edu Bears will enable you to build a solid sector of courses for children that will win long-term clients and make you stand out among your competitors. Even if you don't yet have an offer for the very young or you think that you don't have enough groups to invest in a licence, don't wait! Teddy Eddie will help you to achieve success!

We are all well aware that language school owners have to take care of everything. That's why the Teddy Eddie teaching method licence means not only excellent courses for children, but also comprehensive support for licensees that includes: tools for recruiting, training and managing teachers; procedures for maintaining contact and good relations with parents; materials for promoting the courses; plus graphics, projects, content, information, agreements, forms, ideas and much more.

Our offer is addressed to clients who are interested in a course that is rich in content and comes with a guarantee of the highest standards. In addition, the Teddy Eddie method sets out how and when to verify and assess your teachers' work. Methodological support constitutes an element that has a positive effect on lesson quality and ultimately on the number of parents interested in the language course for their children.

Furthermore, as part of our cooperation, partner schools are guaranteed exclusivity in their area of operation, making it easy for them to differentiate themselves from their competitors and stay ahead of them

**All in all, a Teddy Eddie licence gives you a complete system for teaching children which will help you to build up the offer of your school!**

### **This invitation to work together is addressed to:**

- language school owners who want to create or expand their children's course sector and stand out from their competition,
- language school owners who are experienced in running a business but need a structured method of teaching that teachers will find easy to use,
- resourceful teachers/freelancers who are planning to open their own school.

**If you are in one of these groups, contact us!**

# WHY EDU BEARS & TEDDY EDDIE?

The Edu Bears flagship product is a method of teaching English to children aged 2-7: Teddy Eddie.

In the 2023/2024 school year 51000 little students in 5 countries across Europe are taught using our methods!

As our business partner you will receive lots of advice and guidance on how to run a language school. The licence to use our teaching method means transparent rules of cooperation, enormous amount of support and simple terms.



Edu Bears gives you everything that is needed to create a solid foundation for a language school, build a powerful sector of children's courses and provide the school with long-term support for its plan. We know how to run a language school and we love sharing our knowledge with our partners!

51 000  
STUDENTS  
5 COUNTRIES

## Teddy Eddie – licensed English for children aged 2-7.

Teddy Eddie is a licensed method of teaching English to children aged 2-7 years old.

Our primary goal is to combine real education with lots of fun. Therefore, Teddy Eddie classes are full of genuine, communicative language which is triggered by the things children like the most – games, plays, songs, stories, dramas, pictures and toys.

### ELTons

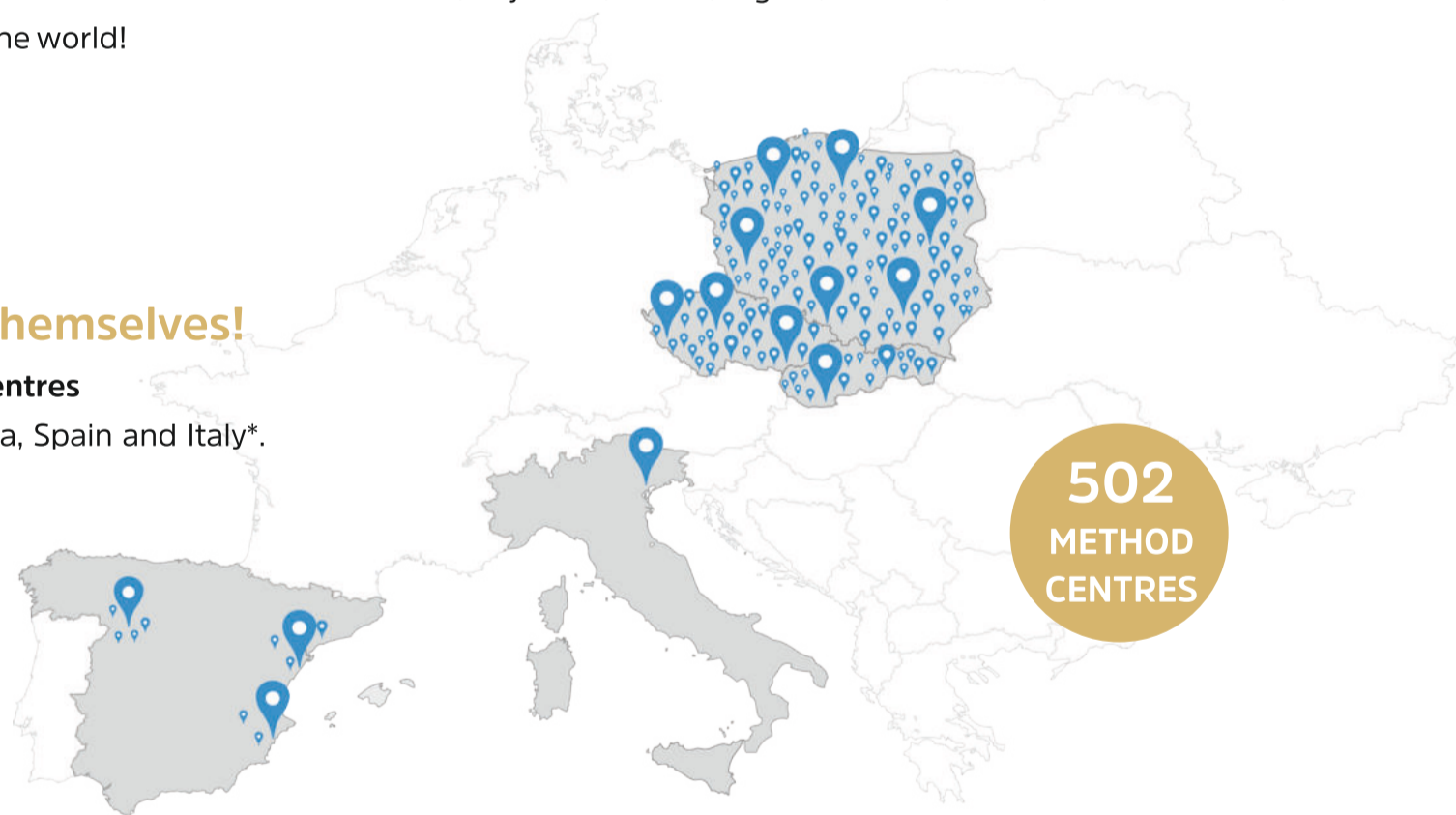
ELTons international award nomination – Teddy Eddie was recognised as one of the most innovative courses in the world!



## The numbers speak for themselves!

More than **502 accredited Method Centres** in Poland, the Czech Republic, Slovakia, Spain and Italy\*.

\* data as of 2023



502  
METHOD  
CENTRES

## Teddy Eddie levels



You will gain an ambitious education plan in the sector of children's courses. When you introduce the Teddy Eddie method in your school, you will expand your offer with a children's course that you can rely on.

**With Teddy Eddie you will win long-term clients!**



# TRAINING

## Dedicated onboarding process

A dedicated onboarding process that is tailored to the individual needs of our new business partners and is specially designed for them. The aim is to introduce language school owners and managers to our licensing rules and provide them with essential guidelines for preparing an offer and launching Teddy Eddie courses.

You will learn how the Teddy Eddie licence can help your school stand out in the marketplace, which materials from our extensive database you can use, and how to communicate with clients to convince them to choose your school's offer.

We will discuss possible objections from students' parents, so that you know how to explain the price of the course and why lessons take place twice a week. You will see that the Teddy Eddie Method is a finely tuned, complete system for teaching children and at the same time extremely convenient for teachers.



## Teachers' Workshops

Training for teachers consists of three steps: theory, practice and webinars. Participants learn about the basics of the Teddy Eddie method, lesson elements, levels and the Playground, which is our educational application for children. During their training teachers learn to plan and conduct the most important elements of a Teddy Eddie lesson. We also discuss the measures that can be taken to ensure contact with parents.

Participation in the training is also encouraged for those in non-teaching roles, such as school owners, managers or office workers responsible for contact with the clients. Taking part in the training facilitates a better understanding of the method which, at a later stage, helps in presenting the offer to parents and translates into an increase in course sales.

# LICENSING OFFER AND PRICE LIST

The transparency of our licence agreements is of the utmost importance to us. There is a one-time licence fee which guarantees you territorial exclusivity. All training fees are charged only in the first year of the agreement.

## PRICE LIST 2024

is valid from 01.01.2024

### LICENCE FEE

*Paid once during the whole period of cooperation.  
Guarantee of the licence's area and ongoing methodical support.*

**4 100 €**

One-time payment with 0 licence costs afterwards.

*We propose the licence to be paid in convenient instalments.*

**12 x 360 €**

monthly for one year,  
with 0 licence costs afterwards

**24 x 185 €**

for the period of 2 years  
with 0 licence costs afterwards

### TEACHERS' TRAINING

*mandatory in the first year of cooperation;*

ONE DAY TRAINING FOR  
THE TEACHERS

**190 €**



the first person

**180 €**



the second person

**160 €**



the third person

**150 €**

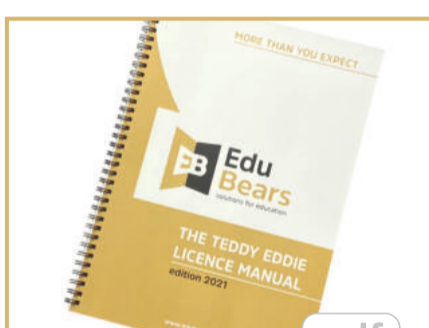


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and the following

## FREE MATERIALS FOR THE START



ACCREDITED CENTRE  
CERTIFICATE



THE LICENCE MANUAL



EDUCATION PACK



TEACHER'S SET



EDDIE'S BOX  
STARTER



EDDIE'S BOX  
REFILL

Invest in your own language school and let the Teddy Eddie licence bring you success!

# STEPS IN THE LICENSING PROCESS

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## Step I

### FIRST CONTACT

Please contact us by phone or email, and we will check for you if the area in which you would like to conduct Teddy Eddie lessons is available. We will discuss the licensing terms and you will decide whether a licence for the Teddy Eddie method is right for you. Don't wait! Many areas have already been taken!

## Step II

### A MEETING

We will arrange an online or face-to-face meeting so that we can get to know each other better and talk about every aspect of working together. We will show you what is included in the licence fee and tell you how we will support your school's development. We will also discuss the licence price list. This meeting will give you the opportunity to find out more about how to become our partner.

## Step III

### CHECKING THE DETAILS

Once you are familiar with the licence agreement, please ask us any questions that you may have. We want your decision to buy a licence to be based on full information. We guarantee the transparency of our licensing rules.

## Step IV

### THE AGREEMENT

Sign the agreement and become a licensee of the Teddy Eddie method! Congratulations! Now you can describe your school as an Accredited Centre of the Teddy Eddie Method. The last thing to do is to participate in the Method Manager Training and teacher workshops, and then you will be able to develop your business and increase your numbers of groups with the constant support of the Edu Bears team.

## RECOMMENDATIONS

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How does the Teddy Eddie method work and what are the benefits of working with Edu Bears? Find out about the opinions of the owners of the Accredited Method Centers.

*Our collaboration with Edu Bears started in July 2021 and since then our Academy has flourished. In less than a year the number of our young learners has risen significantly. Additionally, we can always count on their methodological, logistical and entrepreneurial support.*



Agata and Joanna - ACADEMIA WONDERLAND  
Villamayor, Spain



*I am very satisfied with cooperation with Edu Bears! Thanks to them, I got what I was looking for - an excellent teaching method - Teddy Eddie that meets my high demands for quality, which I want to provide to my little pupils. At the same time, the whole team is very friendly and whenever I need something, they willingly help me and support me.*



Hana Hrubá - CREDUO  
Kralupy nad Vltavou, Czech Republic

*Smiling Snake and Teddy Eddie, it was love at first sight. We met in February 2020, just before the coronavirus outbreak. Although 2020/2021 was the hardest year for our language school, it was also the most successful one. I can't imagine it without all the support, help and know-how we got from Edu Bears.*



Dana Dobšíčková - SMILING SNAKE  
Zahorska Bystrica / Bratislava, Slovakia



**Want to hear more feedback?**

**Ask about us at any Teddy Eddie Accredited Method Center:**

<https://edubears.com/localizations/>



# Any questions? Contact us!



**Adam Jańczak**

International Sales Manager  
Mobile / WhatsApp: +48 726 204 762  
adam.janczak@edubears.com

LICENSING TEDDY EDDIE







**Visit our website:**

**[www.edubears.com](http://www.edubears.com)**