

Dear Reporter,

“To tuition or not”, is one of the most common questions parents ask... this issue is also a part of the national debate recently. We do not dare to say that we are the solution, but we aim to revolutionize the tuition industry to provide an answer to these woes.

At first glance, many may think we are just another one of those thousand over tuition centers in Singapore, but we are in fact made up of unique features, put together by a team of committed and passionate people who educate from the heart.

The common struggles that parents of Singaporean children deal with include that they:

- Do not wish for the child to be overly reliant on tuition.
- Do not wish to increase the stress that children are already receiving in school.
- Do not wish for children to fall behind just because they don't go to tuition classes.
- Do not wish for children to be buried by homework every day.

We have designed our whole learning center focusing on answering the woes of our Singaporean parents and helping them overcome the guilt of letting/not letting their children go to tuition classes.

Potential headlines that you can generate from this media release includes:

- NIE/NTU Top Scholar Sets Out to Revolutionize the Tuition Industry
- Cooperative learning, character education, speed reading, motivational tools all in one, are you ready for the tuition revolution?
- A tuition center that aims to increase family time
- Research-based tuition center
- A tuition center that promises to remove your guilt in sending/not sending your children to tuition classes
- First learning center in Singapore to sit students on gym balls to improve concentration
- Others (open to discussion)

Looking forward to speak with you on this. You can also contact me at 98150436 if you have any questions.

Best regards,

Clarice Lim (MPhil)

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[Achievement Center](#)



To members of the media

A Tuition Revolution for Singaporeans

Opening of I Love Learning Achievement Center

2 Dec 2013

Contents

Media Statement	3
News release	4
Company factsheet	6
About I Love Learning Pte. Ltd.	6
Key Products	6
Key Markets & Customers	10
Employees	11
Management Factsheet	11

Media Statement

By Ms Clarice Lim

Managing Director

Founder of I Love Learning Pte. Ltd.

2 Dec 2013

It is with great anticipation and honour to announce the opening of I Love Learning Achievement Center. This first branch is only the beginning of our strive to revolutionize the tuition industry for it to be not simply a 'results-churning' avenue for 'kiasu parents', but also a high quality complement of the education system to mould character and to ensure peak performance of our future Singaporeans.

First of all, we would like to thank Capitaland and the management of Westgate for giving us the opportunity to be a part of this wonderful new mall. Capitaland has offered many promotional and advertising options for us to reach out to many more parents than what we could have done on our own so more children can benefit from our uniquely designed curriculum.

As part of this new center, we will be pushing out 2 main programs, the ILLAC Program™ and the High Flyer Program™. These 2 unique programs are specially designed to help children rediscover their love for learning, become more motivated in school, develop great personality and character and truly develop their hidden talents. In order to ensure the highest quality of our delivery, we engage only the best, most qualified facilitators, to deliver the programs. These facilitators go through our rigorous training and will be put through a people development program for skills development for the long run. We hire based on passion and would like to thank all our facilitators for their dedication in making this revolution a dream-come-true.

With the support of our customers, we will endeavor to become accessible to all Singaporeans in all parts of the country in the timeframe of 10 years. Because with geographical accessibility, we would be able to reach out to more students, thus giving all, the equal opportunity to gain access to our revolutionizing tuition approach.

Thank you for your support, together, we can rediscover children's love for learning.

News release

FOR RELEASE ON 1 DEC 2013

A Tuition Revolution for Singaporeans Opening of I Love Learning Achievement Center

Singapore – 1 Dec 2013, I Love Learning Achievement Center will be officially opening on 2 Dec 2013 at the new mall beside Jurong East MRT Station, Westgate.

I Love Learning Achievement Center offers 2 kinds of programs (on going lessons) and 2 types of workshops (short classes) for children aged 9 to 12. Aimed at promoting a love for learning, the center's main selling point is its focus on increasing family time through a psychologically proven method to increase accountability in studying, studying techniques that has been proven to increase speed of understanding and the adoption of the "NO HOMEWORK POLICY". The center also uses gym balls as chairs to increase concentration so students can absorb more in less time, and adopts the cooperative learning style where students will learn in a cohesive and friendly environment. Most importantly, the center specializes in character education, tapping on the higher order thinking abilities of children in high-level moral dilemma discussions, thus ensuring the development of good character in our little ones.

"To deliver good quality programs is not just a service, it's a passion, a personal drive for excellence, which I am committed to. I truly believe in the power of education and will deliver only the best, most successful and researched –upon teaching strategies to you."

Clarice Lim
Founder of I Love Learning Pte. Ltd.

Heavily backed by research studies, all pedagogies adapted are proven to work by scientists all over the world. I Love Learning Achievement Center is the center where children will no longer despise learning as a deprivation from play but a reinforcement to ensure more opportunities of play due to their increased free time from the absence of tuition homework, and an increased speed in tackling school's work through the speed reading component of the program.

At an estimated rate of \$30 per hour, students will be getting:

1. Speed reading training every single session
2. Character strength analysis for customized goal-setting (monitored and reviewed continuously with the child throughout the program)
3. Cooperative learning teaching style
4. Study Map™ training and adaptation
5. Character Education
6. Small class size of only 6 students

7. No tuition homework
8. Follows MOE syllabus in English, Maths and Science

The whole program focuses on consistency and follow-up to ensure achievement of program objectives. Our program runs twice a week, 2 hours each. Special discounts are available for those who sign up on the day of opening, 2 Dec 2013.

For more information about the center, please contact:

Media Queries

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Company factsheet

About I Love Learning Pte. Ltd.

We are more than a tuition center/learning center and more than a coaching center!

Apart from following the MOE syllabus, we will also be training children in study skills which they will need in order to excel in school. However, that's not all, we also have specific strategies to ensure children develop good character, become more self-disciplined and embrace a love for learning.

Most importantly, all of these will be achieved with parents having more family time with their children. Unbelievable? Check out our programs and workshops below and we'll tell you how they are achieved at I Love Learning Achievement Center.

Key Products



The ILLAC program™ is designed to ensure children are able to learn more in less time, develops good character, becomes more disciplined, able to finish homework in no time and lastly, achieves excellence in school.

How is it possible that so many benefits can be achieved in just one program?

The solution can be summarised using 3Es

Environment

Exposure

Enjoyment

ENVIRONMENT

Children learn best in a friendly and stress-less environment and we create this environment through

1. Co-op Learning™

A carefully planned out learning environment only possible with a team of well-trained facilitators (aka tutors). With a small classroom (6 students at most), students learn to teach and work with each other to understand concepts and sums, such that they are not only able to understand the question at hand, they understand the principle behind the question. This understanding will allow them to tackle any other questions that test the same concept.

2. Gym balls

Yes, balls that you find in gyms, balls that you use for aerobics exercises, will be used in our classroom instead of normal chairs. Why? Because it has been found that these balls helps to enhance students' concentration. How? While keeping their balance, all the small movements help

stimulate one's brains, therefore keeping the brain focused and alert. We are the first learning center in Singapore to implement this!

Not comfortable with the balls? It's ok! Feel free to opt out for a normal chair.

3. Small class size

Learning is best done in groups but when the group gets too big, learning diminishes with each extra person. A class of 6 helps to ensure individual monitoring of each and every student thus providing all the necessary guidance needed for the child to succeed.

EXPOSURE

We believe in the use of the right tools to tackle problems, just like you wouldn't use a book as a hammer for a nail. In the ILLAC Program, we will be teaching students 4 unique study skills and ensure their success in using the skills through weekly follow-up. They are

1. Super Reader™

Using our specially designed app which can track not just the speed, but also the level of understanding from the speed reading, students will be trained to read so fast that ... well, the sky's the limit! The best outcome from this will be the amount of time saved from doing homework, so children will have more time for family time, fun and games!

2. Character education

Children will engage in higher order thinking and discussions and be exposed to different opinions every single session as they tackle different situations and dilemmas presented to them. These discussions will widen their horizons, sharpen their moral decision-making skills, and help develop tolerance for differences in opinions.

3. Strengths Bridging™

We don't just teach goal-setting like every other centers, we teach students to use their character strengths (a full report of your child's character strength will be available upon registration, and it's FREE) to work towards their goals, not just once, but we follow-up with your child EVERY SINGLE SESSION. Why? Well, what's a goal for if you can't even remember it or see it come true?

4. Study Mapping™

All other centers that teach mapping uses the mind map method taught by Tony Buzan, which is devised in the 1960s. In this day and time, especially in Singapore's rigorous education system, the method needs modifications in order to prove itself useful and we have come up with the modifications together with proven record that it works. Your child will learn to summarise the entire textbook onto one sheet of paper and score an 'A' in exams with just that.

ENJOYMENT

The love for learning is the most important outcome of ILLAC and it cannot be achieved if children do not enjoy learning. Ensuring enjoyment also ensures motivation to follow-through with the program and help children achieve a happy state of mind. Enjoyment is achieved through our

1. NO HOMEWORK POLICY™

NO WAY! How can I ensure that my child is still catching up without enough practice?!

They are still getting their practices, just that they will be able to finish their work in the center and not need to bring it home. In fact, doing them in the center ensures more learning in less time (see [Co-op Learning](#)™) Children will thus have more time for fun and games, which is the most important thing in the growing up process. Parents will also face lower stress every night not needing to ensure children are able to finish their homework.

Furthermore, the school's homework is more than enough, too much homework will only fetch diminishing returns.

Ultimately, at ILLAC, we believe that learning should be fun, can be fun and will be fun. With strong support and involvement of the parents, we hope to build a community of children who genuinely loves learning and at the same time, have plenty of time to achieve what they wish for in life.



The **High Flyer Program**™ is specially designed for children gifted in the area of English or Maths. Adapted from the GEP syllabus, children enrolled in this program will develop higher order thinking, acute literary sense or a good grasp of the various heuristics methods in Maths. Children will love coming to this program not just for preparation for PSLE, but for the love of doing English/Maths!

There is no screening test for this program but children will need to be interviewed for this program to ensure that they are enrolled due to their love for English or Maths.

Parents should not see this program as a sure-path to the GEP program, because this is not a preparatory program for GEP class. This program aims to develop the gifts of children in English or Maths, to ensure they achieve their fullest potential in their gift.

The High Flyer Program is a complementary program of our ILLAC Program™. Due to the intensive demands of the program, students of this program will benefit more if they are exposed to the skills taught in the ILLAC Program™. Specific skills such as speed reading, group ethics, group discussion etc. will be better developed in the ILLAC Program™ and used intensively in the High Flyer Program for higher attainment.



The **High Achiever Workshops**™ are specially designed to aid high functioning children to achieve greater heights through proper guidance. Besides study skills and knowledge, these high functioning children need to know how to further develop their potential in order to reach their peak performance. They also need lots of space to develop and to know how to tap on their strengths.

We are offering a total of 2 workshops under this group. They can be taken together as a package or taken individually as per child's needs.

The 2 workshops are

Workshop	Duration	What will your child be learning?	Class Size
Achieving my Peak Performance	3 hours x 3 sessions	<p>Your child will become more aware of his/her own strengths and how to use it to achieve his/her fullest potential. Specific skills that they will be learning include</p> <ul style="list-style-type: none"> • Strengths utilisation • Visualisation • Stress and anxiety management • Individualised learning styles 	16
Super Gifted Kids	3 hours x 5 sessions	<p>Your child will be given the opportunities to explore current affairs like the political systems, global warming, technology advances etc. in a problem-based learning setting.</p> <p>They will be given all the resources required to answer a question given to them and learn how to work effectively independently and in a group.</p> <p>At the end of each session, students will make group presentations of what they have learnt to the class.</p> <p><i>Parents are invited to attend a special presentation put up by participants on a separate day. Members of the public are welcomed too!</i></p>	16



The **Study Skills Acceleration Workshops™** are specific study skills that will help accelerate students' ability in studying. With the acquisition of the right skills and techniques, learning time can be largely discounted to make way for other more important things like family time!

We are offering a total of 3 study skills under the Study Skills Acceleration Workshop. These skills will effectively help them through not just primary schools, but secondary schools or any other learning paths in time to come. They can be taken together as a package or taken individually as per your child's needs.

The 3 workshops are

Workshop	Duration	What will your child be learning?	Class size
<u>Study Mapping™</u>	3 hours	Learn how to summarise and map out the entire textbook onto a single sheet of paper. Not only will your child be able to understand concepts better, your child can also remember better with the map, scoring an 'A' is thus as easy as 1,2,3.	16

Super Memory™	3 hours	Learn the memorization techniques used by memory champions all over the world. Discover how easy the technique is and be amazed how your child can memorise 100 items in just one session with us.	16
Super Reader™	3 hours	Learn how to read 20 books in a week! Impossible? Well, speed reading is a skill and practice makes perfect, and perfect practice (with the right techniques) makes perfect skill!	16

All pedagogies adopted have been proven to work before our implementation in the center. We are serious about our research work and strives to ensure the best from all over the world are made available for Singaporeans.

Key Markets & Customers

Our first and only branch is now located in Westgate (right next to Jurong East MRT Station). Our customer base is thus children living in the vicinity. Besides teaching from the center, I Love Learning Pte Ltd. is also involved in school programs. The most recent project being an assembly talk in Pei Tong Primary School, teaching them about the techniques of Super Memory.



Children in the talk were subsequently able to recite a list of 10 items with details to each items not

just forward, but backwards! Click here for our school program flyer:



FLYER.pdf

Employees

Facilitators employed by the center are required to go through a compulsory training conducted in-house before they are allowed to teach. This is a part of our rigorous quality control. Facilitators are continuously monitored to ensure all necessary upgrade in skills are catered to to better meet the needs of the children they are teaching. We have a total strength of 6 facilitators so far, only to be growing in size by the month.

Management Factsheet

Managing Director/ Founder



Clarice Lim

Clarice Lim is an exercise psychologist by training and also an educator of 13 years. She has taught various levels of students from Primary, Secondary to Polytechnic. Her expertise in subject teaching is hence immense and varied, covering from the usual English, Maths, Science, to Health Behaviour and Psychology Theories. She is also a certified Health Fitness Specialist.

Over the years of her service in education, she was able to mentor and coach many students in reaching their fullest potential, especially proven from the number of awards she has earned (Most Appreciated Mentor for 3 consecutive years). She was also awarded the Excellent Service Award in 2012 and again in 2013 for her commitment to excellent service.

Clarice's success in life wasn't a given though, she had failed her 'A' levels once and took it again as a private candidate while teaching full-time in schools. Her hard work and determination however, took a toll on her health and she was diagnosed with Pneumonia in the peak of her 'A' Levels examination schedule. Refusing to give up, she applied to seat for her paper in a separate room and struggled her way through intense cough and high fever to finish her paper. It was precisely this ordeal that sparked her determination to do really well in the university which she had painstakingly applied to enter. With pure determination and grit, Clarice became the first graduate from the National Institute of Education (NIE) to earn 4 academic gold medals from Nanyang Technological University (NTU), 2 of which are the Lee Kuan Yew Gold Medal and the NTU Scholar's Award, for her excellent achievement in attaining first class honours for her Bachelor studies.

With great passion in teaching, Clarice is committed to share her immense experience and knowledge with as many children as possible wishing that they too, can enjoy peak performance and achieve their fullest potential.