



CARFAX
EDUCATION

Reflections on British Education

Matthew Goldie-Scot

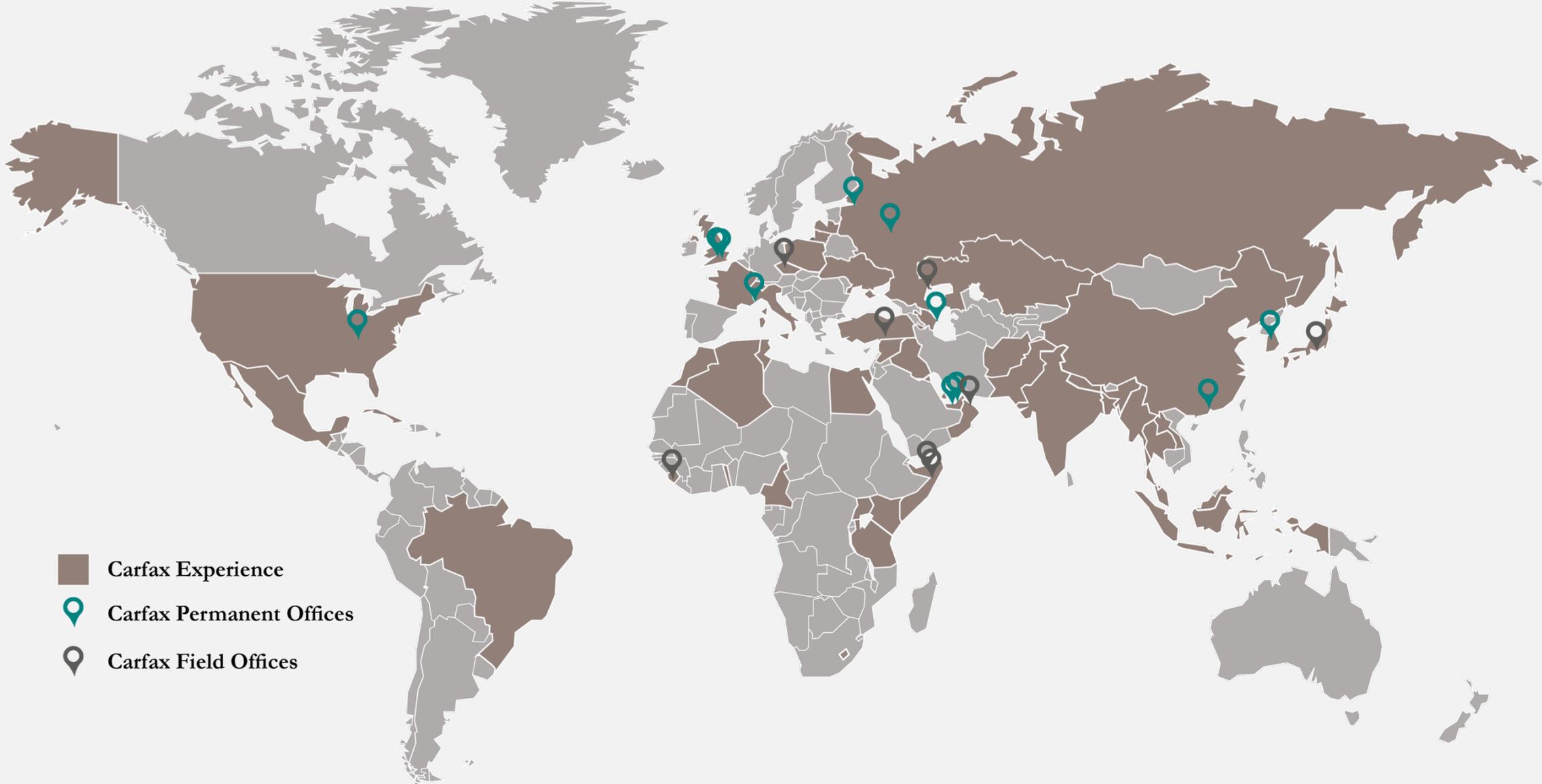
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About **Carfax Education Group**

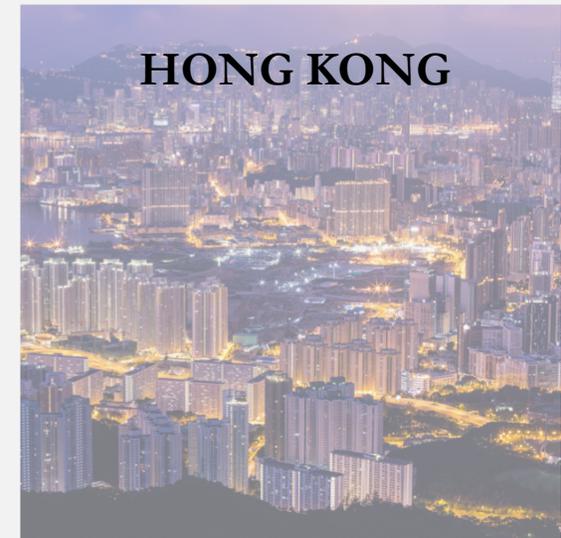
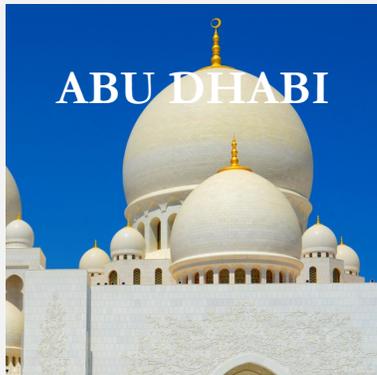


Carfax Education Group comprises a number of educational enterprises and institutions, each focused on bringing the best of British, American, and Swiss education to private and corporate clients around the world. The group, founded in the United Kingdom, has established a strong international presence with a growing network of offices in London, Oxford, Monaco, Dubai, Abu Dhabi, Moscow, St. Petersburg, and Baku. From engaging private tutors for the world's most demanding families to advising and operating prestigious schools, from university admissions counselling and school entry guidance for ambitious applicants to delivering education projects for governments and NGOs, sometimes in the world's most challenging places, everything that Carfax Group does is based on the Carfax Approach that accepts no compromise on academic excellence.

Carfax Education is a group with a **global presence.**



Carfax Office Locations



Corporate Divisions and Service Lines (1/4)

All of Carfax's existing and future businesses are organized into five divisions: private clients, schools, institutions clients, overseas, and online.

CARFAX CONSULTANTS

Carfax Consultants advise and support pupils and families seeking admission to the world's leading educational institutions. For university applications, Carfax specializes in admissions to the strongest universities in the UK and the US, including Oxbridge and the Ivy League. At school level, particular areas of expertise are entry to the most selective British independent schools, such as Eton, Winchester, and Wycombe Abbey; exclusive Swiss boarding schools, such as Le Rosey; and America's strongest Prep schools.

CARFAX TUTORS

Carfax Tutors offer highly capable and talented tutors to those requiring supplementary or full-time individual tuition in person or online. Carfax tutors can be engaged to work anywhere in the world. Live-in tutors are available for short- and long-term residential placements, including home schooling, and can accompany families or chaperone pupils on trips in any part of the world.

Corporate Divisions and Service Lines (2/4)

CARFAX PROJECTS

Carfax Projects is the institutional clients' business of the Carfax group, providing strategic and operational education consultancy to national and regional governments, international organizations, and educational providers and private investors. In the private sector, Carfax Projects supports clients interested in establishing educational institutions or investing in educational opportunities. The business also assists schools throughout the world with operational management, raising standards, and school-improvement initiatives.

CARFAX RECRUITMENT

Carfax Recruitment specializes in hiring professional staff for international educational institutions. Carfax Recruitment has successfully placed teaching, academic, and senior staff for private clients, universities, and international schools, including British nurseries and schools overseas, multinational corporations, international organizations, and NGOs in Europe, China, Russia, the Middle East and other countries and regions.

Corporate Divisions and Service Lines (3/4)

CARFAX GUARDIANS

Carfax Guardians provide practical support and pastoral oversight for overseas pupils and international students to ensure that their experience of studying abroad is positive and rewarding. They offer a range of bespoke guardianship packages that can be tailored to suit any support requirements at every education stage, from prep school all the way to university. In addition to the UK, Carfax guardianship support is now also available in Switzerland and the USA.

CARFAX COLLEGE — OXFORD —

Carfax College is a small independent school in the centre of Oxford. It provides bespoke individual and tri-torial tuition programmes in all regular school subjects, at all levels, and of any duration throughout the year. Carfax College offers one- and two-year courses in all GCSE and A level subjects with full careers and UCAS guidance. Carfax College also prepares pupils for entrance examinations to selective schools and universities in the UK and abroad. Bespoke individual courses are provided on request throughout the year.

Corporate Divisions and Service Lines (4/4)

CARFAX ONLINE

Carfax Online is a bespoke Carfax platform based in the cloud, developed to help Carfax tutors and consultants deliver their support to clients all around the world, without physical constraints. Carfax has developed its own interactive learning environment, as well as a range of custom online content and materials to be used for online tuition and consultancy. Additional interactive services are currently being developed.

CARFAX PUBLISHING

Carfax has a strong background in educational publishing, materials development, and curriculum design. Previous work has included the development of textbooks for a leading international school group and leading the development of curriculum and teaching resources for use in government schools for a country in the Middle East.

Carfax Schools and Summer Schools



Maysville Academy
of Science and Technology
Virtus et Scientia



PHILEAS FOX
MULTILINGUAL NURSERY SCHOOL

In addition to owning Carfax College Oxford, Carfax Education Group operates two additional educational institutions: Maysville Academy of Science and Technology, located in Kentucky, USA, delivering the best of UK and US education to families in and around of Maysville; and Phileas Fox - a British nursery school in central London that combines a unique bilingual learning experience with excellent childcare provision and facilities.



SUMMER GUIDE

Summer Guide offers unparalleled support in planning the perfect summer for Carfax clients and their children. Carfax team of experts know the intricacies of the world's best summer camps, schools, and university programmes, which are relied upon extensively during planning of the summer school programmes with Carfax. Carfax provides the client with a hand-picked list of options for their children.

Carfax's success is driven by its core values.

Hiring the Best and the Brightest

- ❖ Carfax has brought together a team of world-class educationalists drawn from top universities, with experience in a range of cultural and geographical contexts, as well as across sectors: from education to business and finance.

Fast Deployment and Turnaround

- ❖ Carfax consultants' experience, discipline, and expertise allows them a degree of flexibility beyond that of all competitors. There is no typical project length or expected time requirements. Carfax consultants are always available for rapid deployment, even in some of the most challenging parts of the world and deliver uncompromising results with to tight deadlines.

High Quality Reporting

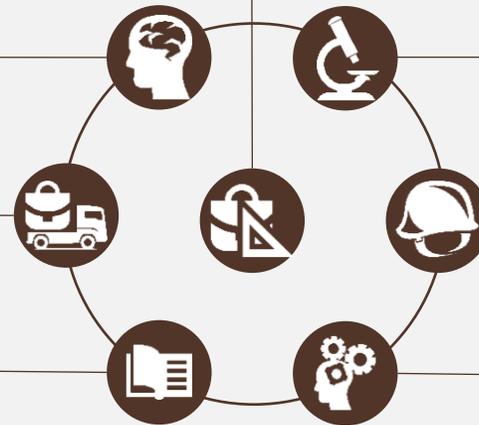
- ❖ Carfax has authored, edited, and published a wide range of professional reports, textbooks, educational resources, and other materials. As a result Carfax consultants have accrued significant world-class experience in delivering rigorous analytically written documents, that are clearly structured, and well-thought-out in terms of communication and service design.

Commitment to Excellent Education

- ❖ A passion for excellence in education underlies all Carfax work;
- ❖ Highly positive feedback from clients positively demonstrates that each and every project Carfax has supported has fostered a drive for distinctive and excellent education.

Delivering Impartial Expertise

- ❖ Carfax provides its clients with in-depth sector expertise where it is needed most; **Clients' interests are put before those of Carfax**, even when this means providing advice the Clients may not want to hear;
- ❖ Carfax's unique expertise is exemplified by its **continuous strong growth**; having opened offices in around the world;



Project Management Excellence

- ❖ In terms of logistics, planning and process management, all Carfax consultants can draw on their wealth of professional and personal experience that has crystalized as a result of working on complex projects in some of the world's most challenging contexts.

Operating in challenging environments

- ❖ Carfax consultants are considered world-class in terms of their efficiency and abilities, as these are often in some of the world's most challenging environments. Carfax has delivered tangible and crucial impact to organizations and nations in fragile, conflict, and post-conflict settings, as well as remote and underserved areas. Example countries include Afghanistan, Sierra Leone, Somalia, Pakistan, provincial Russia, and rural Kazakhstan.

Carfax History

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- 1997** AN's first pupil accepted to Oxford
- 2000** AN works for the first head of state client, who became a reigning monarch. (Eight more members of royal families have become clients of Carfax since)
- 2003** AN's starts charging for education advice and becomes a guardian of two pupils
- 2004** AN starts charging for guardianship
- 2005** First pupil admitted to Eton
- 2005** AN's Educational Consultancy starts trading as a company in London (consultancy and guardianship)
- 2006** First pupil admitted to Winchester
- 2007** Changed name to Carfax Educational Consultants
- 2008** Carfax Moscow opens
- 2008** Carfax Tutorial Establishment opens in Oxford
- 2009** Carfax St. Petersburg opens
- 2010** Carfax Monaco opens
- 2010** Carfax Private Tutors is established
- 2011** CEC splits as a separate company from CPT and CEG. Carfax Education is established as a separate holding company
- 2012** Carfax Educational Projects is established
- 2012** Carfax Dubai opens
- 2013** AN founds the 'Tutors' Association, the first professional body for tutors in the UK with Carfax being the Founding Member
- 2013** Carfax Baku opens
- 2014** Carfax Monaco stops trading for restructuring
- 2014** First pupil accepted to Harvard
- 2014** Carfax Educational Recruitment is established
- 2015** Minor rebranding of divisions to Carfax Consultants, Carfax Tutors, etc.
- 2015** Carfax Abu Dhabi opens

Key Points to Consider International Education

- ❖ Transitions – *Location*: internationally mobile families, relocating from one location, and sometimes from one curriculum, to another;
- ❖ Transitions - *Phase*: pupils transition from primary to secondary, and from secondary to university;
- ❖ Specialist Support: Pupils with special educational needs / high attaining pupils;
- ❖ Security and Privacy: Some pupils may need to undertake their schooling outside the context of traditional schooling.



Trends Emerging International Education

- ❖ More British and European pupils applying to leading United States Universities for Undergraduate Study;
- ❖ More United States / Americas candidates applying to leading British Universities for Postgraduate Study;
- ❖ Increasing interest in Home-schooling in the Middle East, and the C.I.S.;
- ❖ Increased international provision in 'Branded' schools, or in 'Dual curriculum' settings, particularly in C.I.S. and the Far East.



Family Offices / HNW

Specific Areas of Interest

- ❖ Executive Education for Family Members (M.B.A. / E.M.B.A., A.M.P., Succession Planning, Bespoke Courses);
- ❖ Long-term planning for families' educational aims and ambitions;
- ❖ Crisis Management (Expulsion, Illness, Security Concerns, Poor Examination Results, Missed Offers, etc.);
- ❖ Strategic Support with Philanthropic Ventures in Education; and
- ❖ Investments in the Education Sector.





Carfax Projects

helps investors set up and operate excellent educational institutions, from nurseries, to K-12 schools, to technical and tertiary institutions around the world. Carfax's expertise is sought by schools, investors, and governments on a range of educational issues.

Commitment to excellence

Carfax expertise and experience has merited it numerous awards and accreditations:

Carfax has worked with prominent intergovernmental organisations around the world:



GESS SME of the year award



Education Investor Finalists 2014, 2015, 2016



Dubai One Hundred SME Award



School Start-Up and Strategic Management

Carfax provides support in end-to-end school start-up, strategy and management:

- ❖ Concept Design Development
- ❖ Market Research
- ❖ Feasibility Study
- ❖ Business Plan
- ❖ Investor Search and Fundraising
- ❖ Location Search, Construction Technical Specifications, and Design
- ❖ Government and Authority Approval Support
- ❖ School Management and Operations
- ❖ Strategic Support

School Start-Up and Strategy Management: **Sample Projects**

Market Research and Strategic Consultancy



Carfax has undertaken an extensive market research and strategic consultancy exercise for a leading international schools group. The team evaluated the opportunity for establishing an international school in Greater London, collecting primary data and evaluating secondary research to develop a full scale market research and feasibility study, resulting in the acquisition of the plot by the client and establishment of the new school. Carfax was also later asked to evaluate the performance of one of the group's less successful schools in England, and undertake primary research to identify main causes of declining pupil enrolment and financial performance of the school.

End-to-end School Support Consultancy



Carfax works closely with international education operators and school groups, establishing new schools around the world. Carfax has supported one UK-based operator with greenfield initiatives in Eastern Europe, the Middle East, the C.I.S., East Asia, and Latin America, undertaking a variety of end-to-end support consultancy.

Partner Search and Establishment Support for University in the Czech Republic

Carfax has supported a prominent education investor in the Czech Republic in the concept design of its newly proposed university delivering business and management courses, and made introductions to reputable higher education partners in the United Kingdom, who will validate the programmes on offer, and later provide accreditation for the university's degrees.



Establishment of International Schools

Carfax has supported a number of investors and educational operators with the end-to-end establishment process of international schools throughout the world. Projects included schools in Europe the Middle East, North Africa, United States of America, Russia and the CIS and many other geographical contexts.

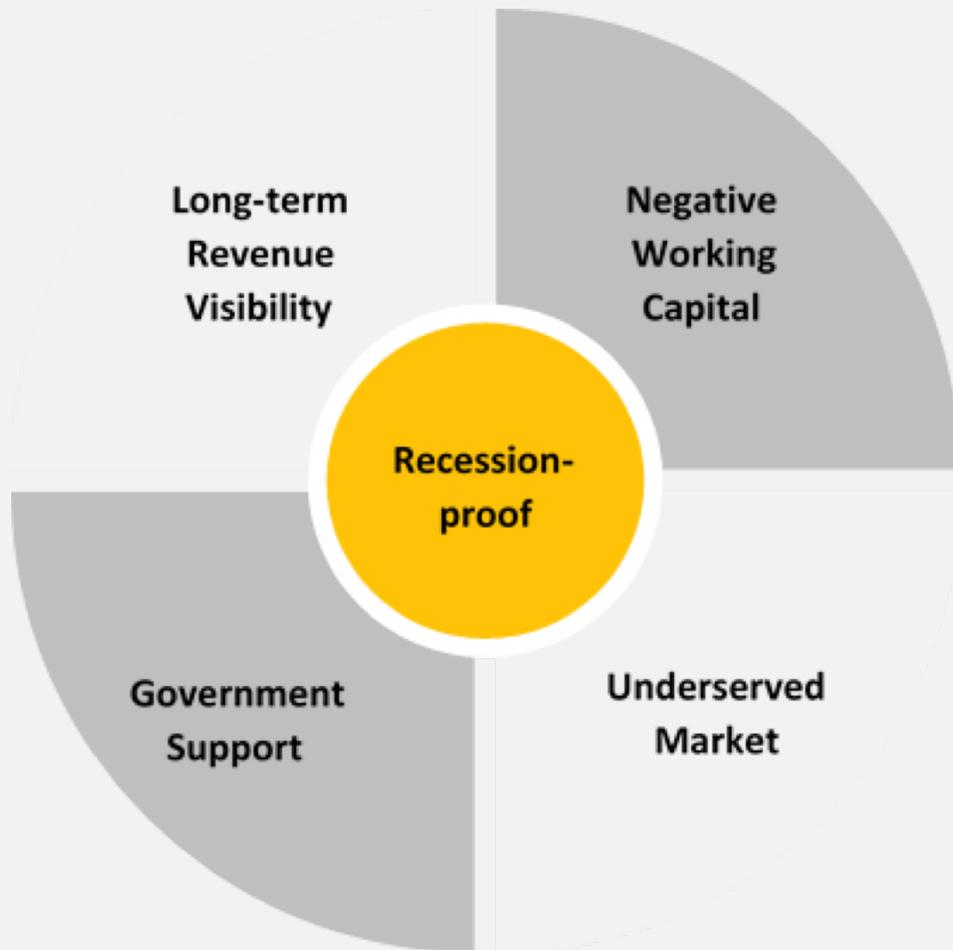


Why is Education a Good Investment?

Educational institutions represent a lucrative investment opportunity for a number of reasons:

1. They have long-term revenue visibility: due to duration of a courses;
2. Their working capital is negative: school fees are always paid in advance;
3. Education market are usually chronically underserved: demand is greater than supply, especially for excellent education;
4. Governments regularly support investment in education: as it offers society-wide benefits.

Education is recession-proof – a major advantage for many an investor, after the recent financial crisis.



Takeaways

Key Points to Remember

- ❖ Remember deadlines - Register children before they are 10 and a half for leading schools;
- ❖ Plan ahead – more time to plan and prepare is likely to leave more ‘doors open’;
- ❖ Seek Advice – particularly if an issue has emerged that derails long-term plans, it may be the situation can be remedied with expert support;
- ❖ Invest Prudently – education is an excellent investment, but beware of pitfalls.



Your Questions



CARFAX

EDUCATION

✉ enquiries@carfax-education.com

📍 33 St. James's Square
London, SW1Y 4JS,
United Kingdom

☎ +44 20 7927 6200

📍 Dubai Knowledge Village,
Dubai, P.O. Box 500709,
United Arab Emirates

☎ +971 4 438 5276



Carfax Approach

The essence of the Carfax Approach is in that **each pupil has their potential and a corresponding optimal educational outcome that they are capable of**. It is the job of the teacher to help them realize their potential to the full and achieve that optimal outcome. Without fail. Without compromise.

Solving social problems though education is all well and good, but this **cannot come at the expense of declining educational standards** in the name of progress or through depriving those who require the highest standards and have the means to pay for them the freedom to receive the education they want and thus give the rest an opportunity to see what good education can achieve and a true standard to aspire to. Carfax only accepts **genuine improvement for progress**. It is a modern organization employing **cutting-edge technology** and sharp thinking to deliver the best education possible. At the same time it does not allow the latest fad in educational theory to cloud sound judgment or let the widely accepted views of the day replace its own **moral and educational compass**. Carfax is a true innovator in the way it connects good education with good business, a leader of the industry, often followed and sometimes imitated. Carfax standards are high and educational excellence is a thoroughly understood norm for everyone at Carfax.

Carfax Future



The demand for Carfax services and approach are **truly global**. Markets in many countries are ready to accommodate a Carfax presence. Future plans for Carfax expansion are based on a measured growth strategy and include taking the Carfax approach and **brand to new locations** in Europe, the rest of the Gulf, China, India, the Far East, Africa, the USA, and Latin America, whilst continuing to provide the **best education expertise** with no compromise on academic excellence. The growth strategy recognizes that in order to deliver consistently the same high education values and standards in any country, the expansion can only occur at the rate of recruitment and training of **outstanding staff**. The other important part of the strategy is **collaboration with investment partners**. To support its growth strategy, Carfax has developed dedicated recruitment and investment partnership programmes.