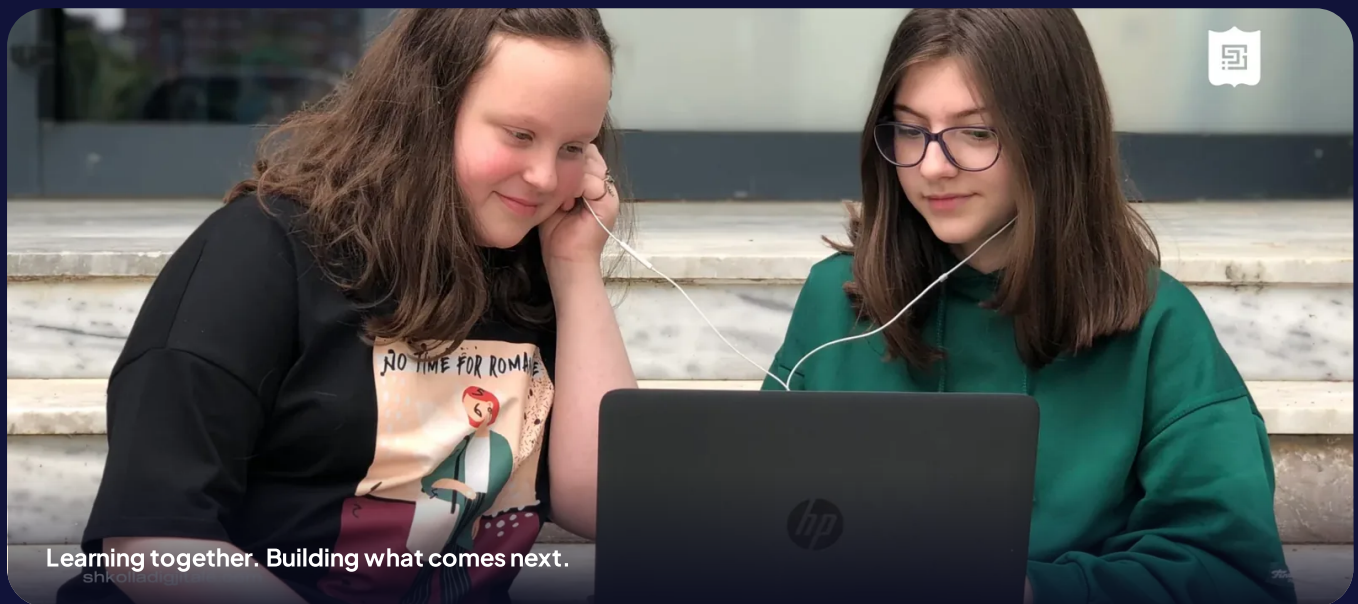


INTERNATIONAL FRANCHISE

Build a school. Shape the future.

Open a Digital School for learners typically aged 7–18, with programming, digital skills and AI programmes, instructor guides and tools for running the school.



What partners build on

Teaching and technology

A learning path, a lesson plan and tools for the school day.
Connected through the work of learners, instructors and school teams.

A model for local schools

Local teams lead enrolment, teaching, family relationships and school operations.
Shared resources with defined partner responsibilities.

Programming and digital skills

A cumulative pathway from coding foundations to websites, applications and AI projects.
Typical ages 7–18, with placement based on age and experience.

Instructor preparation

Lesson-by-lesson guides, practical tasks and challenges for different learning paces.
A shared reference for preparation and classroom review.

[Discuss your market ↗](#)

Start with your location and the centre you want to build.

WHAT A PARTNER RECEIVES

A teaching model and the tools to deliver it.

Start with a shared curriculum, lesson guides and school tools, then build the local team and customer relationships. Your written package identifies the programmes, services and licences for your location.

01

Curriculum

A cumulative path from programming logic to web, app and AI projects, with lesson guides, practical assignments and assessment materials.

02

Training

Instructor preparation built around the teaching guides, lesson delivery and challenges for different learning paces. School teams also prepare to use the operating systems.

03

Brand

The Digital School identity, brand guidance and shared marketing resources. Discuss the localisable website template and launch materials for your school.

04

Technology

DBlox for learning, Houses for participation, the parent app for communication and DSOS for school operations. Product access and licences are specified in your package.

05

Continuing support

Teaching manuals, curriculum updates and channels for instructional and technical questions. The support plan defines how your team accesses help and reviews delivery.

Responsibilities on both sides.

Local leadership and teaching need to work together. Use this division to plan your team; the package and agreement set out the detailed responsibilities.

Owner responsibilities

- Local recruitment and staffing
- Facility readiness and local compliance
- Enrolment and local marketing
- Day-to-day management and delivery
- Parent relationships and local communication

Franchisor responsibilities

- Curriculum, lesson guides and assessment materials
- Instructor preparation and programme updates
- Systems access as defined in the package
- Launch resources and agreed support channels
- Brand guidance and shared marketing materials

[See what the franchise includes ↗](#)

INVESTMENT

Understand what opening a Digital School involves.

Investment depends on the market, operating format and agreed scope. Explore the main cost categories, then discuss the requirements for your proposed location.

What opening costs are made of.

Separate one-time opening costs from recurring expenses. Build estimates around your premises, team and enrolment plan, then review the franchise and software charges for the proposed package.

01 Initial franchise fee

The agreed fee for joining the franchise and using the specified rights. Budget for it alongside the cost of setting up and running the school.

02 Premises and fit-out

Lease deposit, renovation, furniture and preparing the classrooms. Use local quotes for the premises you are considering.

03 Equipment

Computers, internet and network equipment, plus classroom and office essentials. Match quantities to the proposed teaching setup.

04 Local launch marketing

Advertising, local outreach and the work of following up enquiries before and after opening. Connect the budget to an enrolment plan.

05 Training and travel

Instructor and team preparation, staff time and any required travel. Confirm the training format and which costs are included.

06 Staffing before opening

Recruitment and salaries before the first classes. Include management, enrolment and preparation time as well as teaching hours.

07 Working capital

Cash for rent, payroll and other expenses while enrolment develops. Include a slower start in your planning.

08 Recurring franchise and software charges

Continuing franchise and software costs. Review the amount or calculation basis, payment timing, tax treatment and any required local spending.

Connect the opening budget to everyday operations.

Tuition is the operator's revenue. A useful plan connects enrolment and course pricing to the cost of running the school, including franchise and software charges. Use local quotes and test more than one enrolment scenario.

Your centre and team

- Proposed location, classroom space and opening hours
- Lease deposit, fit-out, equipment and internet costs
- Instructor, school manager and enrolment responsibilities
- Salaries, preparation time and training needs
- Local permissions, insurance and other operating costs

Enrolment and cash planning

- Families you want to reach and local course alternatives
- Course pricing, class capacity and the local school calendar
- Launch marketing costs and the path from enquiry to enrolment
- Monthly costs, tuition payment timing and cash needed before enrolment grows
- A slower enrolment scenario, alongside your expected case

PROGRESSION

From foundational logic to building with AI.

The pathway is designed for learners typically aged 7–18, with later projects building on earlier concepts. Age bands guide entry; placement also considers experience and readiness. Courses and schedules are confirmed locally.



Foundations

ENTRY:

typically ages 7–11; no prior coding experience needed

SKILLS:

sequencing, programming logic and visual coding

PROJECT:

a story or game that turns a plan into working instructions

ASSESSMENT:

explain the logic, find a mistake and improve the result



Intermediate

ENTRY:

typically ages 12–15; placement considers experience and readiness

SKILLS:

HTML and CSS, web projects, JavaScript, Python and an introduction to AI

PROJECT:

a website responding to a brief, including possible community or local-business projects

ASSESSMENT:

explain the solution and review it against the brief



Advanced

ENTRY:

typically ages 16–18; placement considers experience and readiness

SKILLS:

advanced web development, object-oriented programming, mobile apps and applied AI

PROJECT:

an application or AI-enabled product designed for a user

ASSESSMENT:

demonstrate the product, test it and explain the decisions behind it

PRODUCT ROLES

Tools for each role in your school.

Students, instructors, families and school managers use different tools for different tasks. This guide connects each product to its day-to-day purpose.

DBlox

Learning

Students practise programming through interactive tasks and challenges.

Parent app

Family communication

Lesson updates, questions to ask at home, attendance and teacher notes make progress easier to discuss.

Houses

Participation and motivation

Complete missions, contribute points to a shared house and earn recognition for participation.

DSOS

School operations and insight

Follow classes, attendance and school activity so your team can review the context and take action.

LEARNING IN PRACTICE

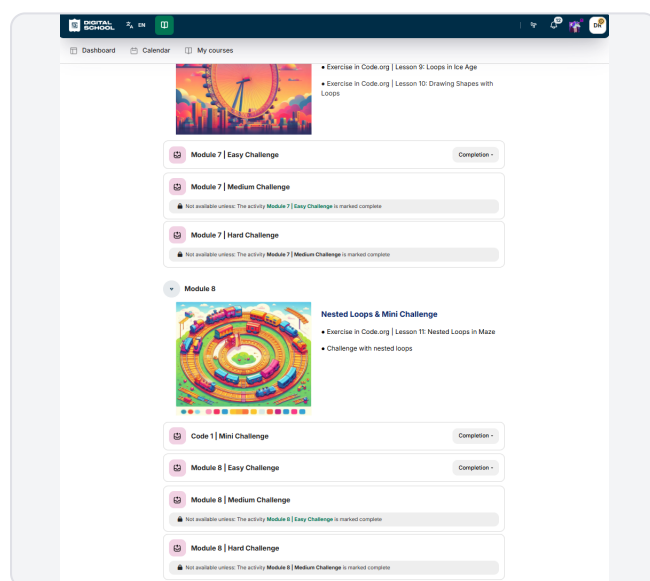
Learning everyone can see.

A practical challenge. A teaching guide. A conversation at home. Explore the learning experience from three perspectives.

Student

Build it. Test it. Explain it.

Turn a programming concept into something you can try. The learner's view brings lesson activities together with progressively harder challenges.



Student platform example: loops, nested loops and progressive challenges.

Inside this example

- Explore loops through practical exercises.
- Work through easy, medium and hard challenges.
- Move on to nested loops and a mini challenge.

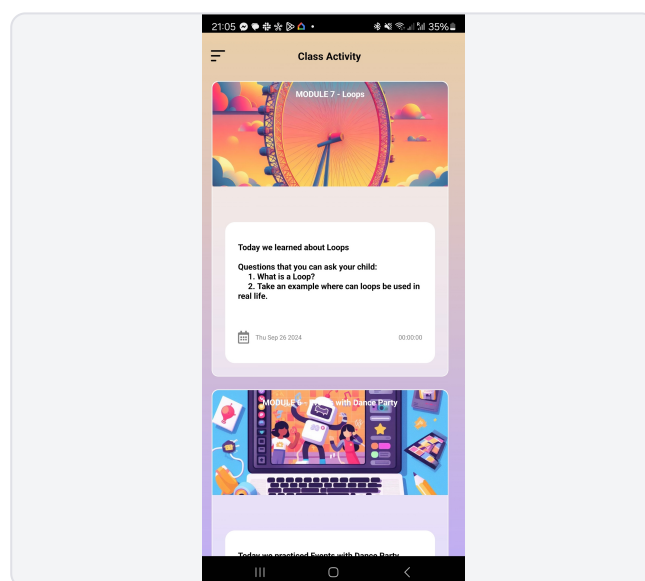
Teaching and platform examples from Digital School's presentation. Screens show the versions illustrated there; product access for your centre is defined in your proposal.

[Explore the learning examples ↗](#)
[Instructor support ↗](#)

Parent

A better question than “How was class?”

The class feed explains what the lesson covered and gives families a way to continue the conversation. This loops update includes questions a parent can ask at home.



Parent app example: a class update about loops and suggested questions for families.

Questions that travel home

- What is a loop?
- Where could you use a loop in real life?
- Ask your child to explain the idea in their own words.

FOUR PHASES

Preparation, launch, operation, development.

Lesson guides, operating manuals, instructor preparation and technical help give the opening plan substance. Confirm the resources, delivery format, language and any separate charges in your package.

01

Preparation

Instructors prepare with lesson-by-lesson guides, practical tasks and assessment criteria. Manuals introduce placement, class administration and school systems. Your local team recruits the people who will use them.

02

Launch

Opening resources include brand guidance and a localisable website template. Discuss remote lab and system setup for your format. Connect this work to premises readiness, staff preparation and local enrolment.

03

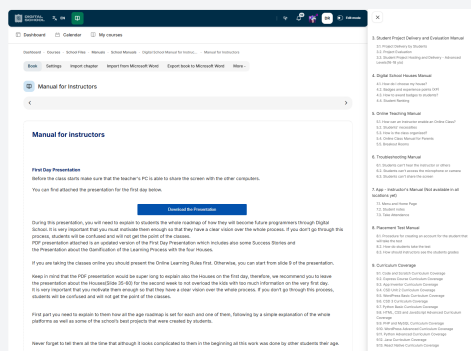
Ongoing operation

Teaching and technical questions have different support needs. Use the agreed channels to raise them, and review classroom delivery against the lesson guide. Your support plan sets the contacts and response arrangements.

04

Development

Updated teaching materials connect programme changes to the lessons instructors deliver. Review the new content, prepare the team and bring classroom feedback into the next programme or product discussion.



A guide to teach from.

Preparation goes beyond knowing the technology. Instructor resources bring teaching guidance, project evaluation and practical classroom procedures into one place.

A general instructor manual, shown separately from the loops examples. Some app guidance is marked as location-dependent.

HOW TO BECOME A PARTNER

From a first conversation to opening day.

Assess the fit, build your local business plan and prepare the people and premises. Each step gives you the information needed for the next decision.

01

Market discussion

Share your location, intended learners and operating role. Identify the programme and delivery format to explore, the questions about scope and the local information needed for the next decision.

02

Assessment

Review the learners you want to serve, local alternatives, possible premises and the team. Check the programme fit and existing market arrangements.

03

Business case

Bring local cost estimates, course pricing and enrolment assumptions into an opening and operating budget. Review the proposed franchise package alongside it.

04

Agreement

Review the contracting entity, territory, programmes, software, support, fees and terms. Confirm the responsibilities and rights you are taking on.

05

Launch preparation

Prepare the premises and instructors, localise launch materials and set up the school systems. Connect the opening date to team readiness, class scheduling and enrolment.

06

Opening and beyond

Run the school, stay close to families and review teaching and enrolment. Use the support process and programme updates included in your agreement.

DISCUSS YOUR MARKET

Let's discuss Digital School in your market.

Tell us where you would like to operate and what you want to build. Start with the location and your plans; detailed financial information can follow during evaluation.

[Discuss your market ↗](#)digitalschooleu.darsej.com/contact

What happens next?

The first discussion identifies the programme and delivery format to explore, the package questions to resolve and the local cost and market information needed next. You can then decide what to evaluate further with your team.