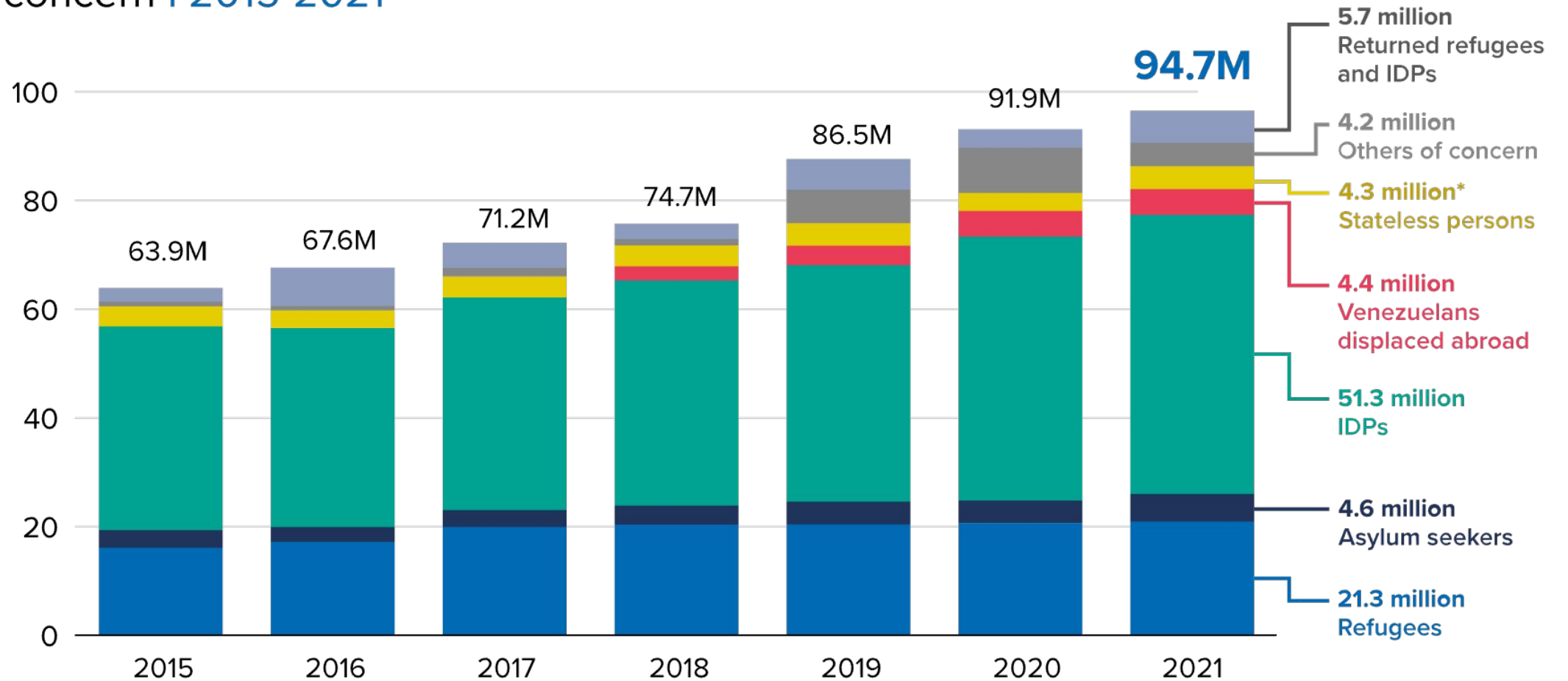




IDEAS ACADEMY INTRODUCTION

People of concern | 2015-2021



Refugees in Malaysia

They risked everything for a second chance in life

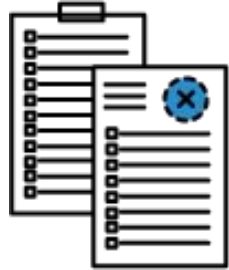


UNHCR
The UN Refugee Agency

Asia Pacific
* as of 31 May 2022

46,570*

Refugee Children below the age of 18



They are denied access to state schools and healthcare



182,960*

Refugees and Asylum-seekers registered with UNHCR

2 of 133

Community centers are specific secondary education centers

30%

(11,800 of 39,997)

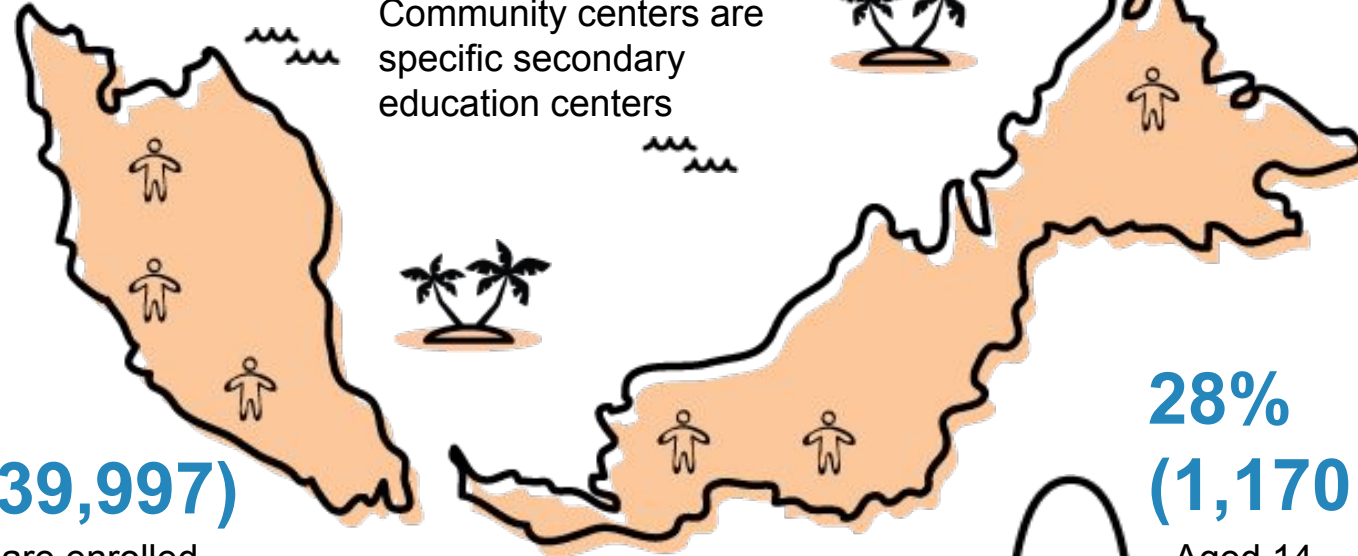
of school-going age are enrolled in 133 community learning centers in West Malaysia



28%

(1,170 of 6,160)

Aged 14 – 17 children are enrolled in secondary education



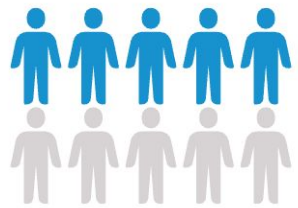
Education in Malaysia



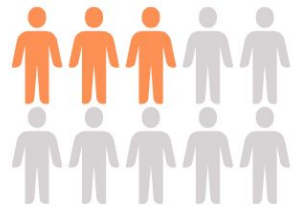
- Refugee and stateless children in Malaysia are not permitted to enroll into government schools. But they don't have enough money to pay for private schools either which are too expensive.
- Most alternative learning centers are at primary level.
- There are only a few secondary level centers for refugee and stateless children.
- Almost all Alternative learning centers are run by volunteers.

The work we do

Refugees enrolled in Education*



54%
refugee children aged below 13 years enrolled in primary education



28%
refugee children aged between 14 to 17 enrolled in secondary education

* Source: UNHCR data as of May 2022

ideas ACADEMY

Sarah, aged 16
3 years in the Academy

- Excels in Math
- Loves to learn new languages
- Learns karate & gymnastics

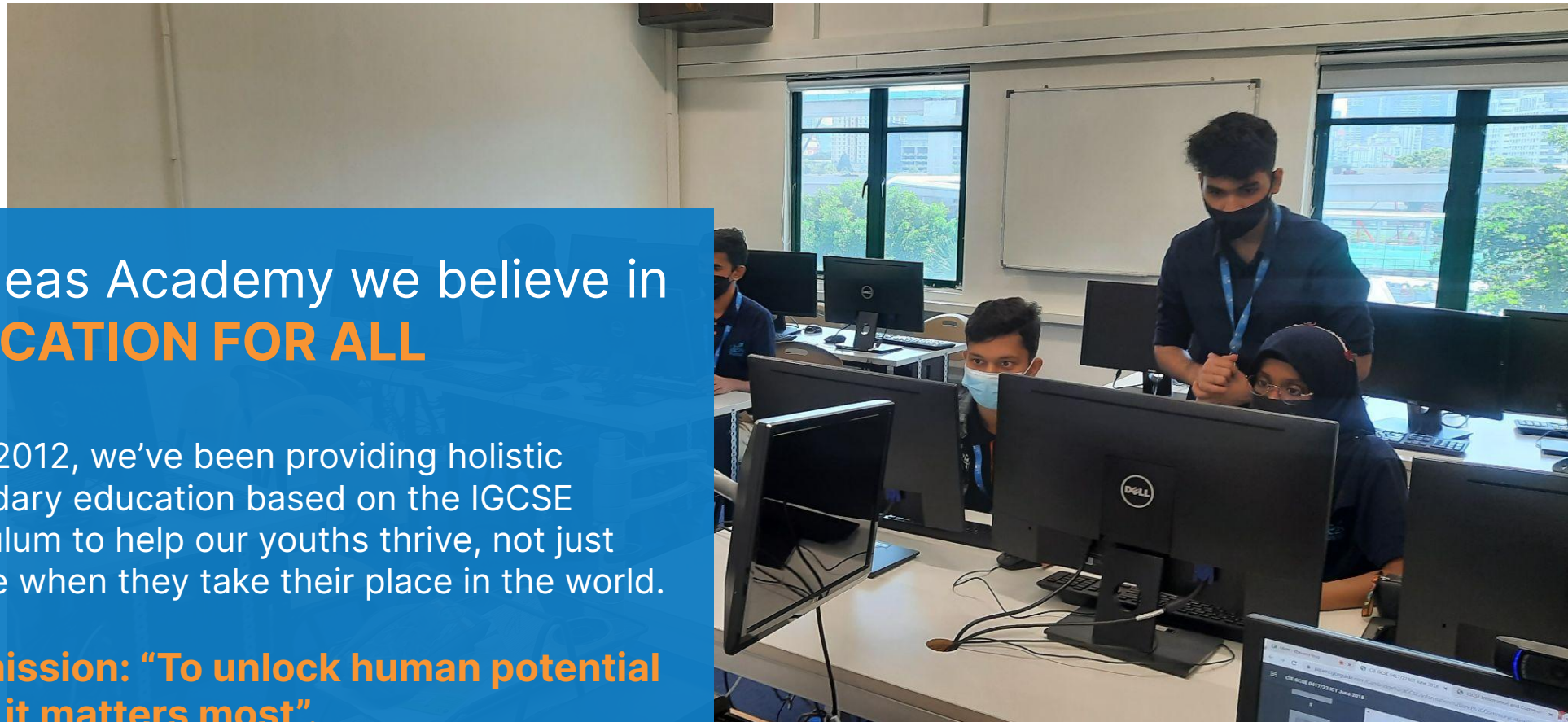
Ambition
Olympic Gymnast
Electronics & Mechanical Engineer

About Ideas Academy

At Ideas Academy we believe in
EDUCATION FOR ALL

Since 2012, we've been providing holistic secondary education based on the IGCSE curriculum to help our youths thrive, not just survive when they take their place in the world.

Our mission: "To unlock human potential when it matters most".



About Ideas Academy

TECH



**Most affordable
IGCSE curriculum**



**Science Lab &
Coding spaces**



**Hybrid classes by
qualified teachers**

HUMANITY

IGCSE + Humanity + Tech

Unlocking Human Potential; the social tech leaders of the future.
Allows students to be workforce ready anywhere in the world.

1. **Cambridge/ IGCSE:** English, Bahasa Malaysia, Mathematics, Science, Social Studies, Computing Studies, Art & Physical Education.
2. **Humanity** focuses on supporting students on developing their identity through a holistic approach with Social Emotional Learning, Debating, Communication skills, etc.
3. **Tech** encompasses exposing all students to coding, data science, UX/ UI designing etc. with extra sessions and boot camps for those who excel.

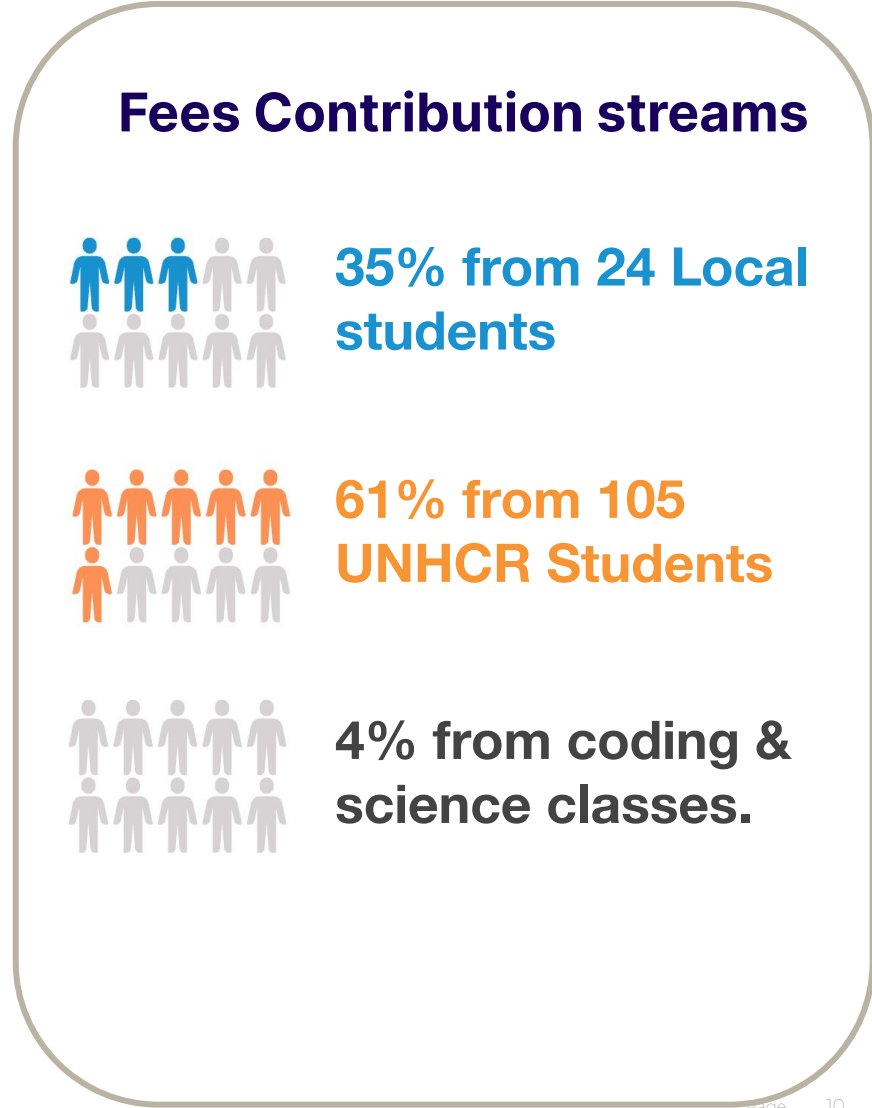
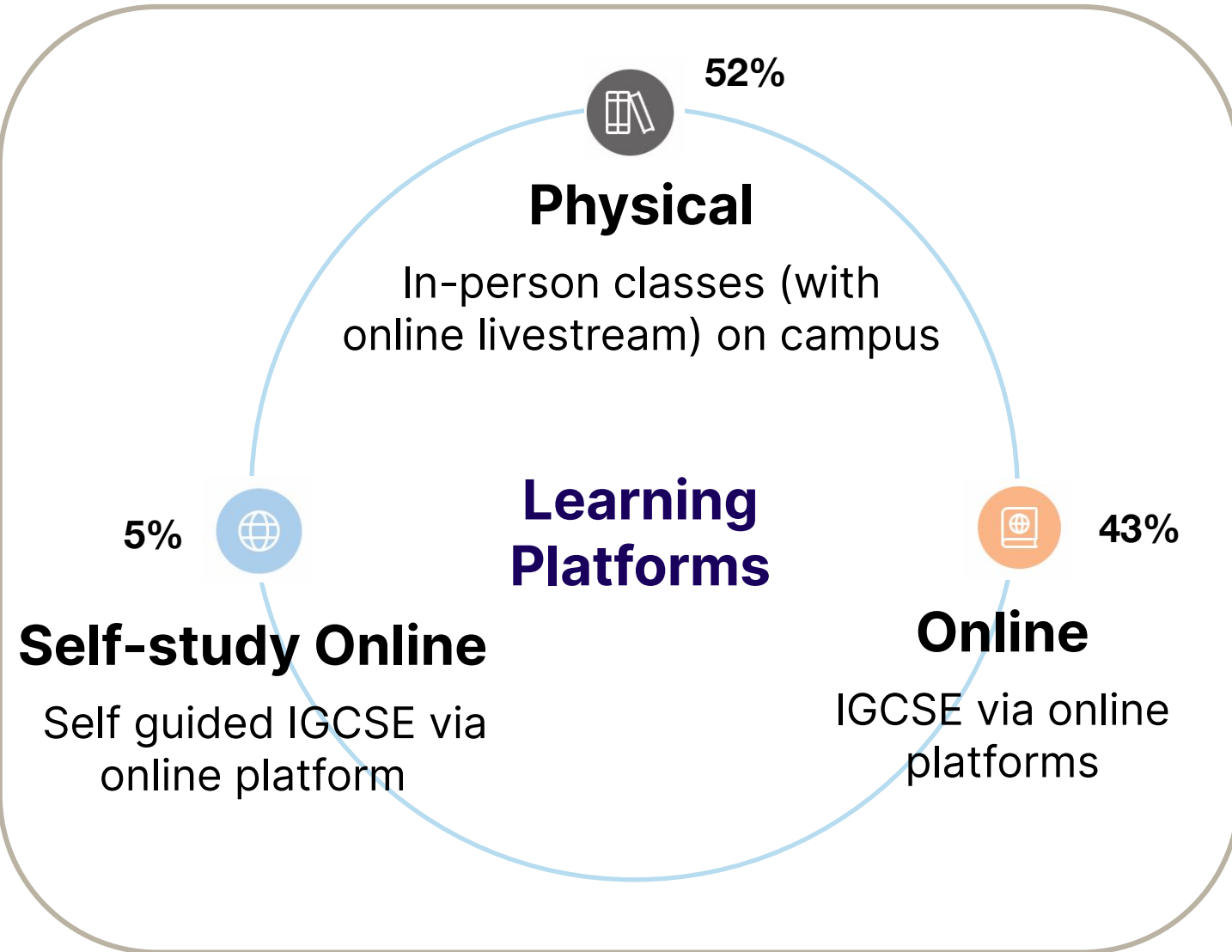




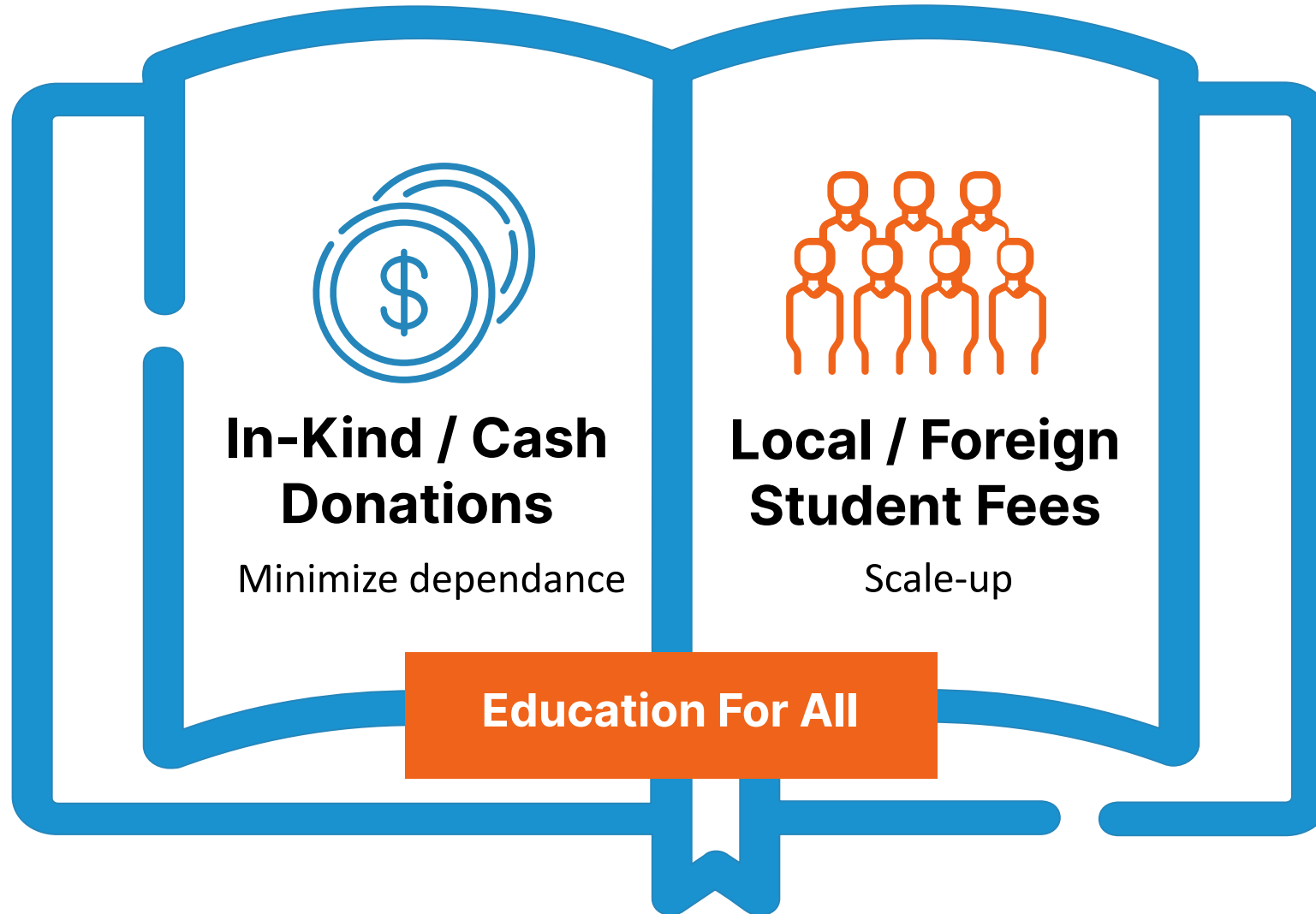
Extra curricular activities:
music, chess, sports, theatre & more

AS OF 2022 WE HAVE...

19% LOCAL & 81% REFUGEE students

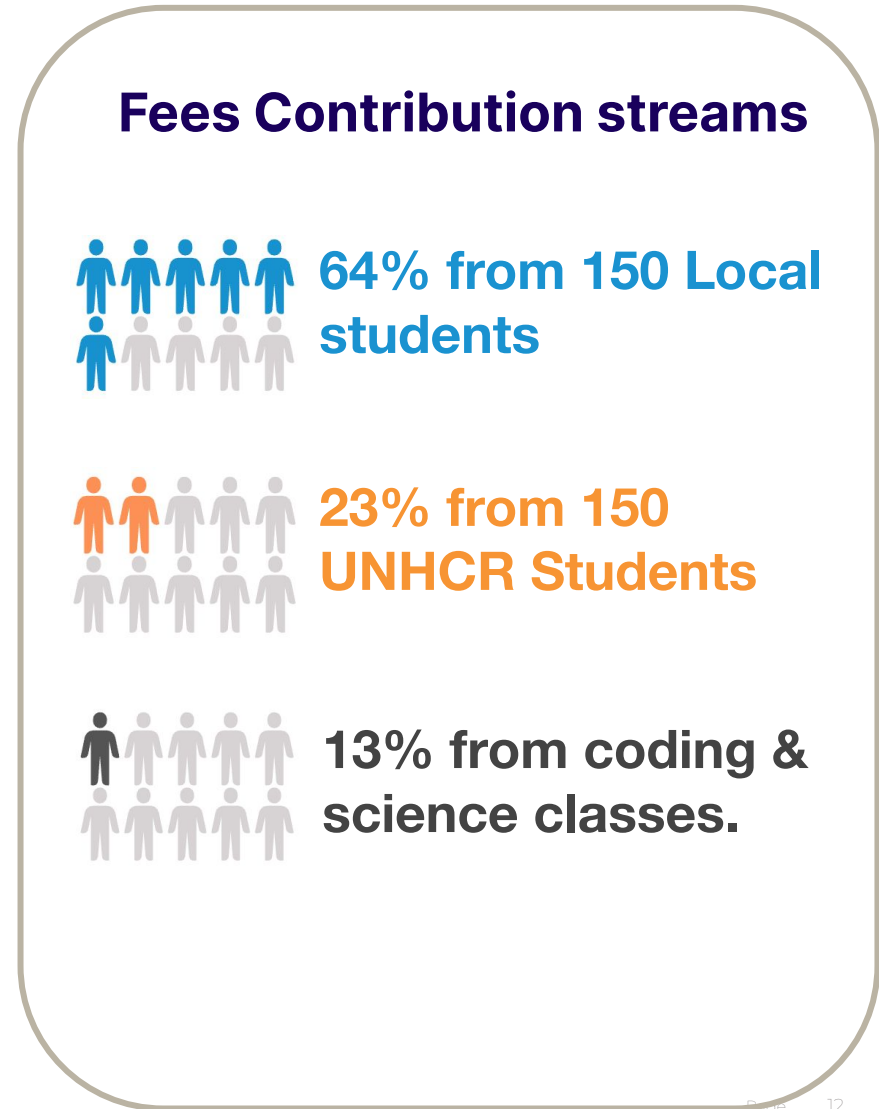
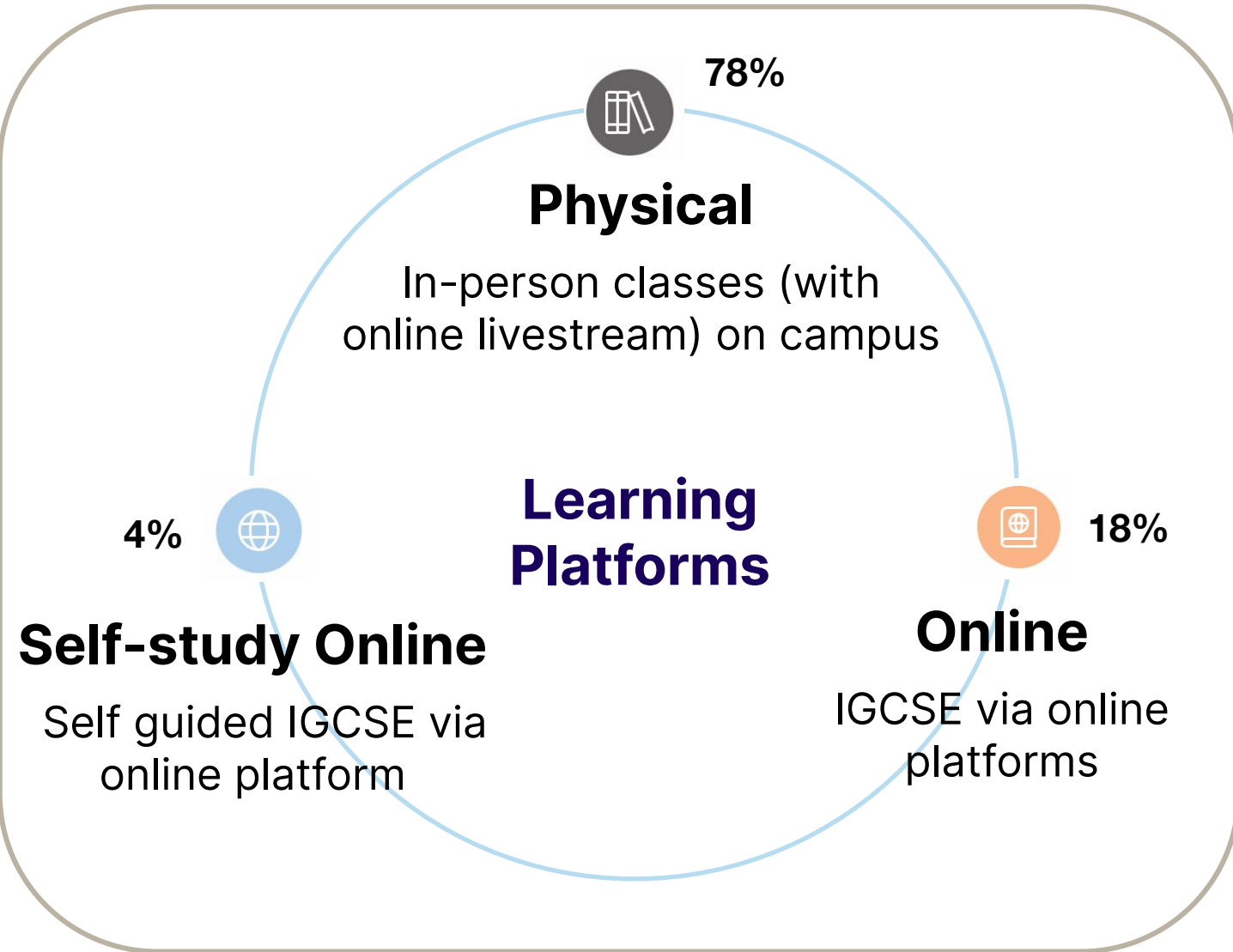


BUSINESS MODEL



AS OF 2026 WE WANT...

50% LOCAL & 50% REFUGEE students



Historical Track Record

Past Credential

- Project Name: - Ideas Academy since 2012
- Project Description: - The academy has been operating since 2014. In our first year with 1 class of 24 students housed internally at HELP College, it has grown to 175 students with its own building including ICT rooms, Libraries, Coding spaces and a science lab, is a UNHCR partner school and is currently obtaining an international school license.
- Project Impact/ Achievement: - The academy has successfully been able to provide full time high quality education for 8+ years to over 1400 underprivileged students.



Meet Ali, a student from the very first group of students who is now a full time (Senior) Programmer at Creating Winners Sdn Bhd.

Team & Leadership



Jain Barthi
Head of Studies



Stephanie van Aken
Operations Director



Sharmalah Bala
Finance Manager



Jan-Willem Smulders
Executive Chairman



Board of Directors



Mr. Jan-Willem Smulders

Based in Malaysia, Kuala Lumpur for 13+years, Jan Willem is the founder of AQ Services International, a global mystery shopping & market research company, and Founder & MD of Creating Winners, an ICT development company specialised in serious gaming.

Jan-Willem co-founded Ideas Academy and has been acting as its chairman since 2014.



Mr. Fang Wei Lim

Based in Singapore, Lim Fang Wei is founder of Gravitas Energy Resources, an oil & chemicals consultancy and an Investment Manager at Clarion Newlife Capital, a social impact investment fund.

For the past 33 years, he had leadership roles in the aerospace, private equity and oil trading industries. He is a Fellow of Singapore Institute of Arbitrators; and member of Singapore Institute of Directors. He serves on the boards of several non-profit organisations and private companies.



Mr. Bhavanash Sharma

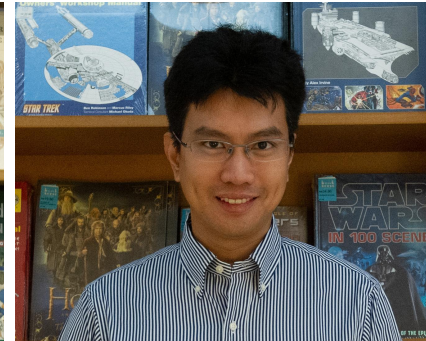
Founder & Partner Bhavanash Sharma is an accomplished and skilful litigation and trial lawyer. Called to the Malaysian Bar in 2002, he has eloquently handled countless trials and appeals at all tiers of Court including the highest court of the land, the Federal Court.

Almost 20 years in practice, today Bhavanash Sharma is a sought-after advocate with a carved niche in Employment Law. He also specialises in Contract Law, Land Law and Tort (Defamation, Negligence and Fraud) as well as Injunctions (Anton Piller, Mareva, Mandatory & Prohibitory).

CHAIR

Dato' Dr. Sharifah Maimunah Bt Syed Zin

Sharifah Maimunah Syed Zin (Dato', PhD) is an educationist with more than 35 years experience in education specialising in curriculum development. She was Director of the Curriculum Development Centre and Permanent Delegate of Malaysia to UNESCO. Upon retirement she joined the University of Malaya as a lecturer. Her last position was Director of the International Science, Technology and Innovation Centre for South-south Cooperation under the auspices of UNESCO (ISTIC). She still maintains a strong interest in what happens in the classroom.



VICE-CHAIR

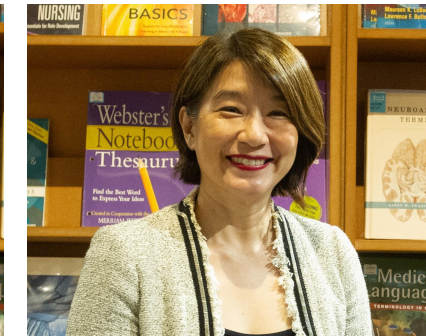
Tunku Zain Al-'abidin Ibni Tuanku Muhriz

Tunku Zain Al-'Abidin is Founding President of the Institute for Democracy and Economic Affairs; a Trustee of Yayasan Chow Kit, Yayasan Munarah, the Jeffrey Cheah Foundation and the Genovasi Foundation; an Independent Non-Executive Director of Allianz Malaysia Berhad and Kian Joo Can Factory Berhad; an advisor or patron to numerous educational and musical organisations; a committee member of several societies; a columnist in three newspapers and a Royal Fellow of the National University of Malaysia.

Prof. Dr. Kamila Ghazali

Vice-Chancellor & CEO of International Universiti Malaya-Wales. Prior to this she was at Universiti Malaya (UM) holding the position of Deputy Vice-Chancellor (Academic & International).

Kamila spent more than 30 years of her career in UM as a lecturer in the area of linguistics. In about 20 of those years, she held management positions at the Chancellery of the university.



Ms. Tania Tai

Managing Director Brand, Design & Culture at Deloitte Business Advisory. Co-Founder & CEO of DIA Brand Consultants.

Tania has been active as a director for Ideas Academy for over 5 years. "Branding brings meaning to life because it's about helping organisations, products or services find their greater purpose, and then helping them make a difference wherever they can."

Dr. Jason Pandya-Wood

Dean of the Faculty of Arts and Social Sciences and an Associate Professor of Social Policy at University of Nottingham Malaysia.

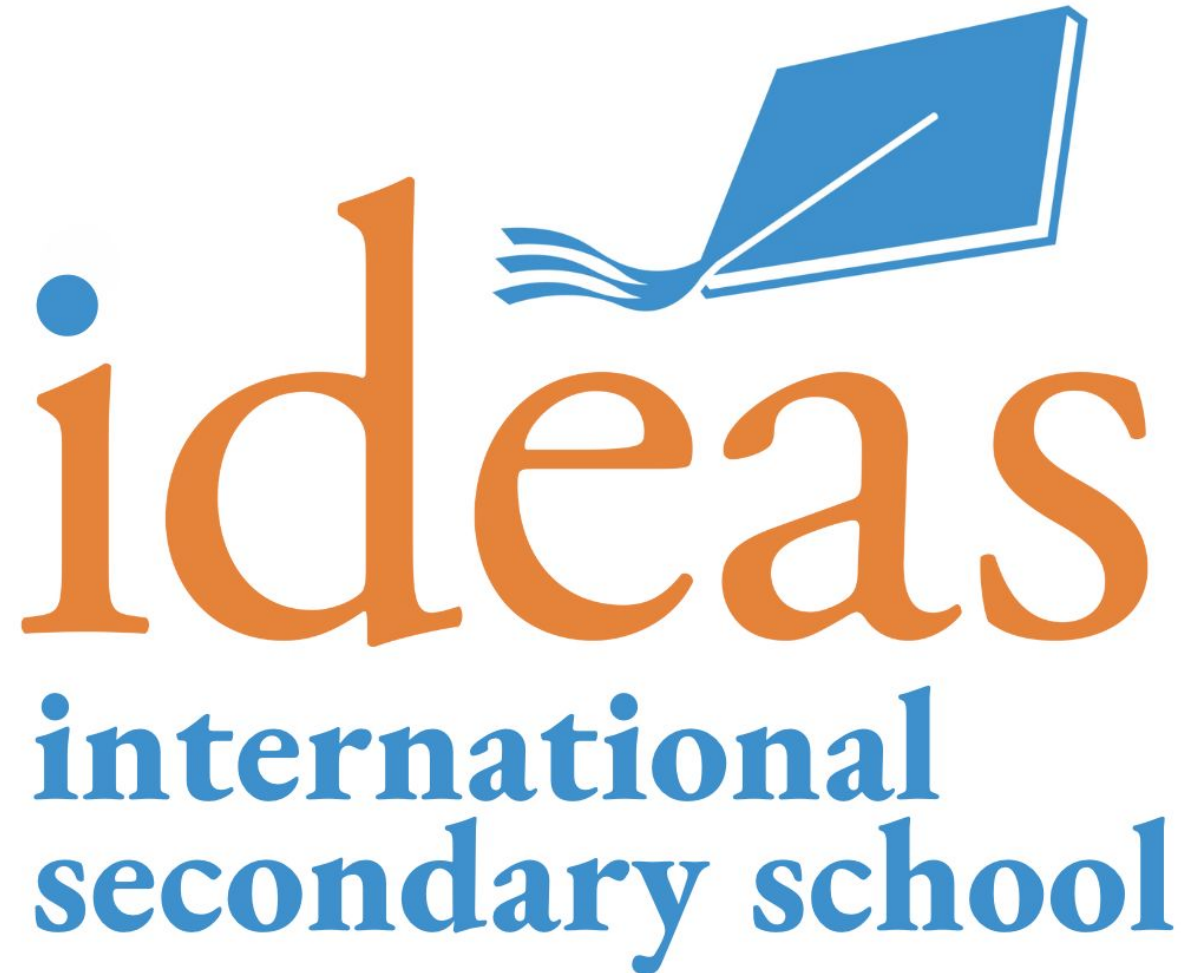
Jason's research and teaching interests are in the broad discipline of social policy. He is currently researching two areas: broad-based organising in civil society and the place of compassion in social policy. His professional background is in youth and community development work.



Board of Governors



OUR FUTURE







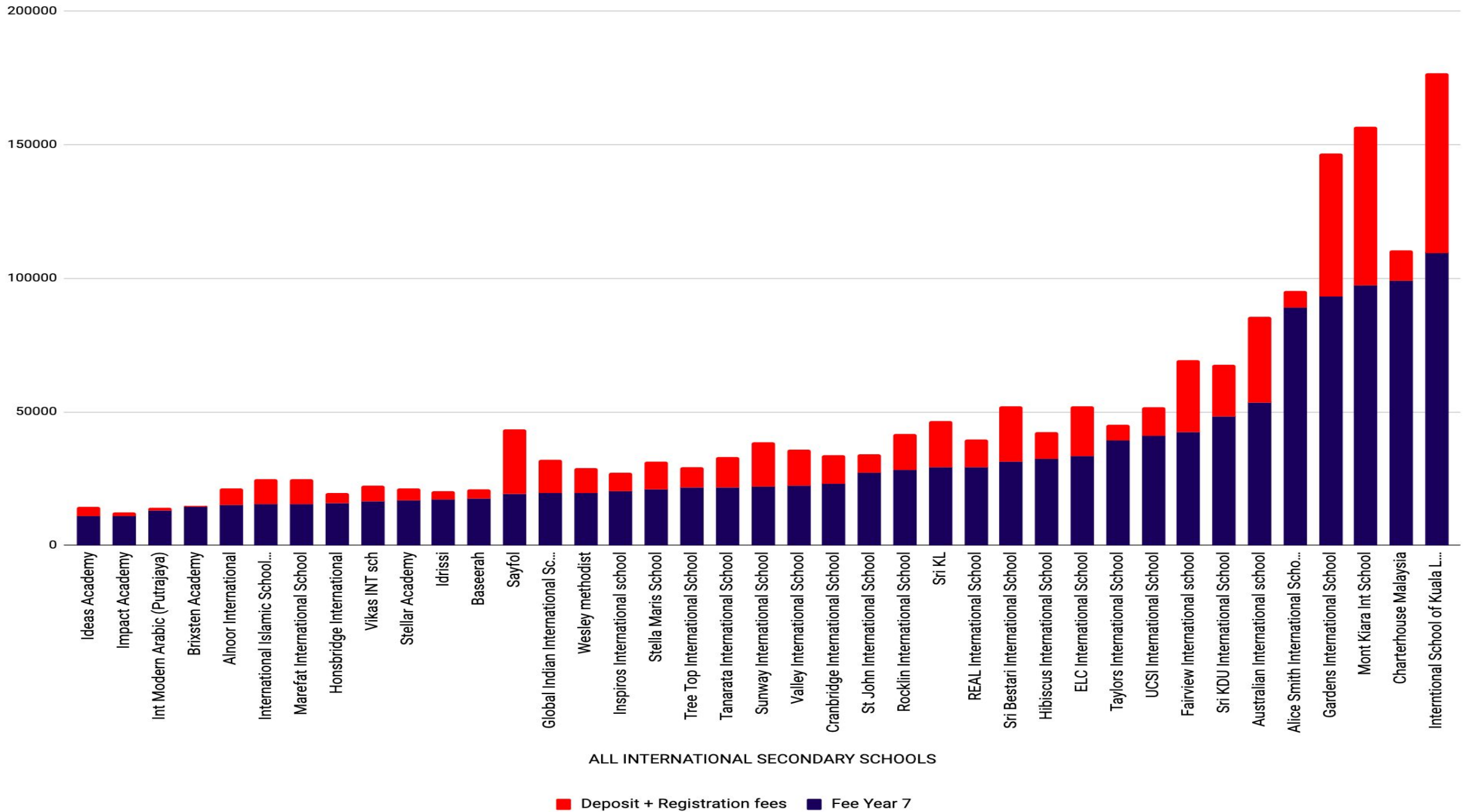


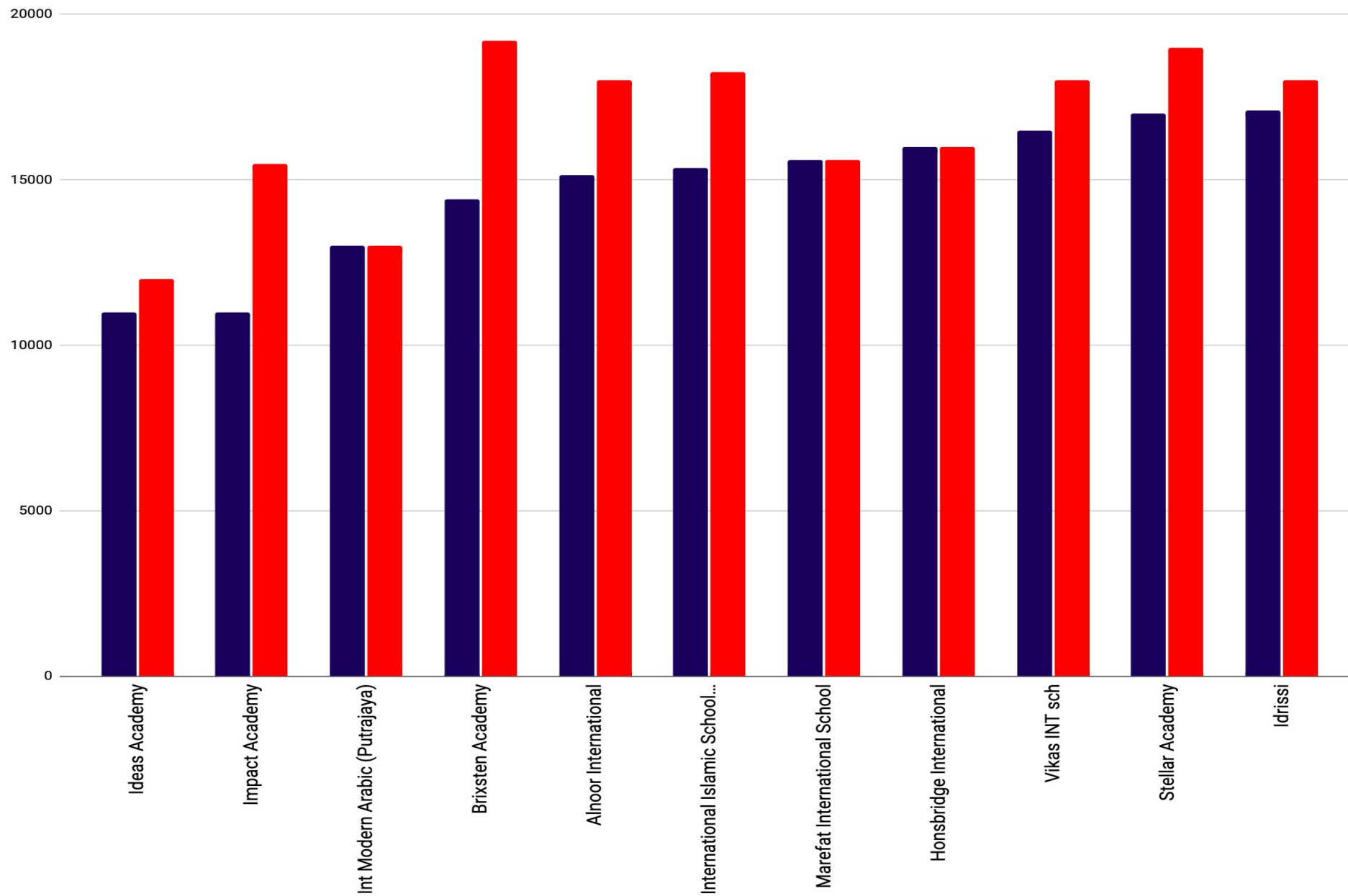
FEE STRUCTURE

The fee structure was approved by LHDN on 21st of november 2022 and has been set to accommodate different target groups while at the same time being able to become self-sustainable.

NO.	TYPE OF STUDENT	FEE YEAR 7 TO 9 PER YEAR (RM)	FEE YEAR 10 & 11 PER YEAR (RM)
1.	FOREIGN	15,000	16,500
2.	MALAYSIAN	12,000	13,500
3.	UNHCR CARD	3,000 (250 pm)	3,000 (250 pm)

Fee Year 7 + Deposit & Registration fees





LOWEST TIER INTERNATIONAL SECONDARY SCHOOLS

■ Fee Year 7 ■ Fee Year 11

FEE STRUCTURE

A few key observations were made based on our analysis:

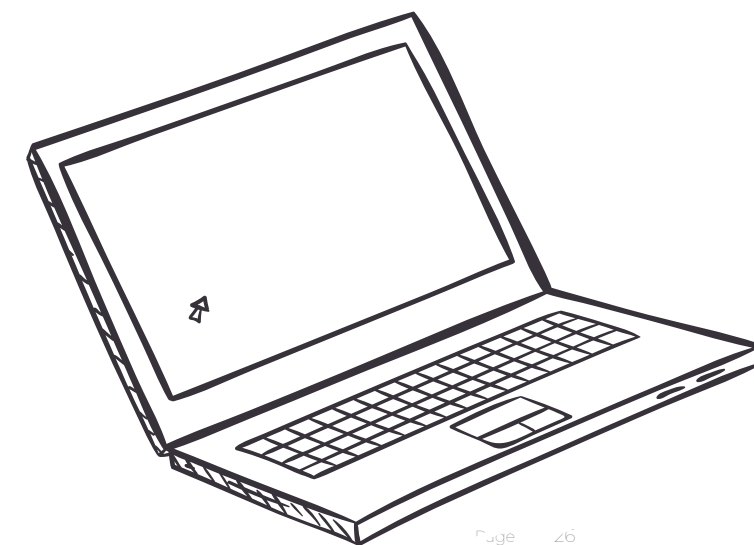
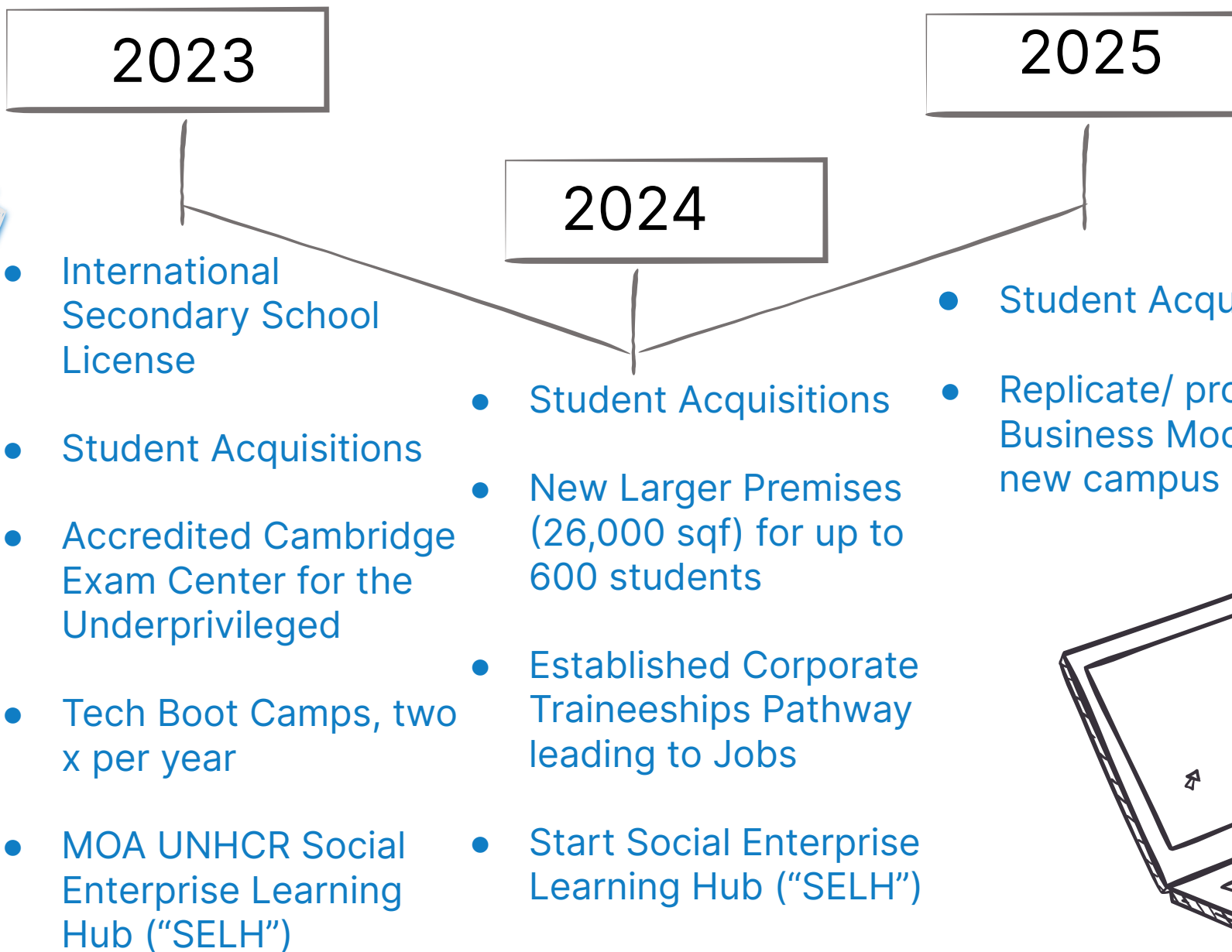
- The cheapest international school within reach of Kuala Lumpur is the “International Modern Arabic School” in Putrajaya. Their fees for Year 7 are at MYR 13,000 per year.
- The lowest offers from tuition centres are from “Impact Academy” in Ampang (MYR 11,000 per year) and “Bright Gates Academy” (MYR 12,000 per year) which is based in Petaling Jaya. Both do not have facilities and offer “homeschooling” with less subjects.
- Within Kuala Lumpur, from our research to date, the cheapest Cambridge curriculum/ IGCSE International school is “Alnoor International School” in Bukit Petaling. Their fees are MYR 15,150 a year (including their technology fee) for a Year 7 student.

Ideas International offers students a place for RM 12,000 per year for years 7 to 9 and RM 13,500 for Years 10 and 11. With these fees Ideas Academy would be significantly cheaper than any other international school in the city.

LOCATION

A few key observations were made based on our analysis:

- Closest International school is Taylor's International school which charges a student fee of 39,300 for Year 7.
- Alnoor International is located to the West of Ideas International and there are no low cost international schools to the East of Ideas International, suggesting that you will have a **large 'catchment area'** that may make a great target audience.
- **Access & Convenience:** our campus is right next to "MyTown" mall which has over 25M visitors per year. It provides a safe underground walking pass to the tram station "Cochrane" and is accessible by highway from various directions.
- **Facilities in immediate vicinity:**
 - Public Football field "SMK Cochrane Perkasa Football Field" next door (0.1km)
 - Public Pool with Olympic sized pool " Pusat Kecemerlangan Paralimpik Kg. Pandan" (1.6km)
 - Sporting complex "Kompleks Sukan Kampong Pandan" (1.5KM)



PARTNER WITH US

Our goal is to reduce dependence on donations by 2026.

To achieve our goals we ask for your support to raise 3.4 Million Malaysian Ringgit to cover renovations of the new campus and to cover the operational deficit of 2024 and 2025.



If you would like to be part of this journey, please contact:



Mr. Jan-Willem Smulders



+6012-6857129



janwillem@ideasacademy.org.my



www.ideasacademy.org.my



THANK YOU