



School Research in US

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The Learning Experience

The Learning Experience



Overview

- **School Name:** The Learning Experience
- **Website:** <https://www.thelearningexperience.com/>
- **Founder:** The Weissman Family
- **Foundation Year:** 1980

Location Details

- The school is located in 18 states with 225 centers across the US
- **States:** AZ, CA, CO, C, FL, IA, MA, MD, MI, NC, NJ, NY, OH, PA, RI, SC, TX, VA
- **Center Details:** [Read More](#)

Key Facts

- **Revenue:** \$48.1 million
- **210% increase in 5 year** system-wide revenue growth
- **45.5% compounded 5 year** annual revenue growth
- **300+ corporate partners** who refer their employees to The Learning Experience
- **170+ centers** open and operating
- **35+ centers** opening annually

Tuition Fee Details

- The average tuition fees in a month is \$860

Capacity

- The average licensed capacity in each center ranged between 200-300
- The Learning Experience at Warren, NJ has licensed capacity of 255. [Read More](#)

Why The Learning Experience?

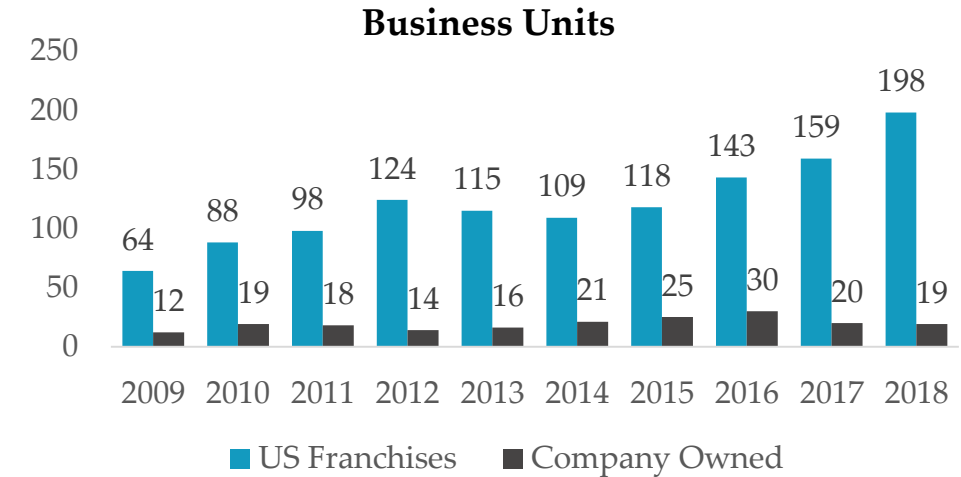
- Focus on programs that advance scholastic preparation
- Prepares children academically and socially via innovative scholastic and enrichment programs such as the L.E.A.P. curriculum
- Organizes advance learning programs, such as philanthropy, Yippee 4 Yoga™, Music 4 Me®, Movin' N Groovin'®, manners and etiquette, and foreign language

The Learning Experience – Business Model and Competition



Business Model Overview

- The school operates in both franchise and company owned setup model. However, majority of the business is running through franchise model.
- The company began franchising in 2003. Presently, in 2018, it has 198 franchises across US
- The Learning Experience chooses to take on a new franchise – for a cost of about \$500,000, including working capital almost \$768,000
- The company is also planning to open its first international center in UK in 2019



Market Competitors

- KinderCare, owned by the Swiss Partners Group AG
- Bright Horizon
- The Learning Care Group, owned by American Securities LLC (which now runs the Weissman's former company, Tutor Time)

2018

- In 2018, the Golden Gate Capital (“Golden Gate”), a leading private equity investment firm acquired The Learning Experience. The amount is undisclosed. [Read More](#)

2015

- The Learning Experience, in Blackwood, NJ has partnered with the USDA's Child and Adult Care Food Program (CACFP) to offer free nutritious meals and snacks to qualifying infants and children. [Read More](#)
- Ironwood Capital completed a subordinated debt and equity investment in The Learning Experience (TLE) of Boca Raton, Florida, in support of a buyout of the company led by Norwest Venture Partners. [Read More](#)
- The company made its first public investment offering through a partnership with leading crowdfunding site, CircleUp. [Read More](#)

2014

- In December 2014, the company sold a controlling share to Norwest Venture Partners in a \$120 million series B. [Read More](#)

2013

- The company entered into a partnership with BoeFly, the premier online portal connecting franchisees with lenders. [Read More](#)



Executive Details

Name	Designation	Brief	Profile Link
Richard Weissman	Chairman of the Board/CEO	<ul style="list-style-type: none"> Presently associated as the chairman of board and CEO of the company 	https://www.linkedin.com/in/richard-weissman-34b91552/
Sonya Brown	Board Member	<ul style="list-style-type: none"> Active board member of The Learning Experience Board Member of Kendra Scott, PCA SKIN, My Alarm Center She was associated as a board member of Central Security Group, Inc., Snap Fitness 24/7, Sparta System Inc., and Aramsco General partner of Norwest Venture Partners 	https://www.linkedin.com/in/brownsonya/
Robert McNeill	Director of Construction & Facilities	<ul style="list-style-type: none"> Currently associated with The Learning Experience since 2017 Previously he was associated with multiple companies, such as Facilities Director at Starboard Management Group, Facility Leader at Burger King Corp. 	https://www.linkedin.com/in/robert-mcneill-18829311/
Alyson Ginesta	Director of Brand Marketing	<ul style="list-style-type: none"> Associated with The Learning Experience since 2013 Previously associated with multiple companies, such as H7R Block as marketing Coordinator, Marketing Assistant at Hitachi Europe She completed her masters in marketing management from ESIC Business & Marketing School in 2011 	https://www.linkedin.com/in/alyson-ginesta-82214621/
Sandy Levine	CFO	<ul style="list-style-type: none"> Associated with The Learning Experience since 2009 She had completed her bachelor degree in mathematics from Boston University and master degree in applied mathematics from Harvard University 	https://www.linkedin.com/in/sandy-levine-54153082/
Andrew Alfano	President & COO	<ul style="list-style-type: none"> Currently associated with The Learning Experience since 2015 He is still active as a board member of companies like Make-A-Wish, The Culinary Institute of America, United Way of New York City, He was SVP at Starbucks and his association with the company was from 1999 to 2012 	https://www.linkedin.com/in/andrewalfano/

The Learning Experience - People



Executive Details

Name	Designation	Brief	Profile Link
Robert Hagaman	President	<ul style="list-style-type: none"> Associated with The Learning Experience since 2008 He is also president & CEO of Hagaman Companies, Hagaman Property Development LLC, and President of Hagaman Insurance Group Inc. 	https://www.linkedin.com/in/roberthagaman/
Jenna M.	Director of Education	<ul style="list-style-type: none"> Associated with The Learning Experience since 2015 Previously she served as in multiple institutes, such as Temple Bnai or, Township of Parsippany – Troy Hills, etc. She completed her master degree in Early Childhood Education - Leadership, Management, and Administration Dates attended or expected graduation in 2015 	https://www.linkedin.com/in/jenna-m-a6612a1a/
Nick Vanella	EVP - Real Estate	<ul style="list-style-type: none"> Associated with The Learning Experience since 1994 	https://www.linkedin.com/in/nick-vanella-a291ab29/
Scott Anderson	SVP US Business	<ul style="list-style-type: none"> Associated with The Learning Experience since 2016 Served as CEO at Crisper, Fresh Alternatives LLC, Director of Panasonic, VP Operations at Wendy International 	https://www.linkedin.com/in/scottawen/
Traci Wilk	SVP People	<ul style="list-style-type: none"> Associated with The Learning Experience since 2018 Previously worked as chief human resource officer at rug & bone, senior director human resource at Coach, Director Human Resource at Starbucks, Senior Director Human Resource at Bolt Inc. She completed her Masters in Counseling Psychology from Fordham University 	https://www.linkedin.com/in/traci-wilk-703768b/
Essie Kronstat	VP Franchise Development	<ul style="list-style-type: none"> Associated with The Learning Experience since 2009 She was SVP at Children of America, Director at Tutor Time 	https://www.linkedin.com/in/essie-kronstat-a2161730/

Children's Lighthouse



Overview

- **School Name:** Children's Lighthouse
- **Website:** <https://www.childrenslighthouse.com>
- **Founder:** Pat Brown and Mike Brown
- **Foundation Year:** 1997

Location Details

- The school is located in 7 states across the US
- **States:** Alabama, California, Florida, Illinois, Kansas, North Carolina, Texas

Key Facts

- **Revenue:** \$35 million
- In 2017, accredited early learning school has more than **45 locations** across US
- The company getting revenue primarily from the franchise model.

Tuition Fee Details

- The average tuition fees in a month is \$860

Capacity

- The capacity varies as per the size of the center. However, the minimum capacity is above 200
- The Children's Lighthouse, Missouri City, Texas has a minimum capacity of 256 children [Read More](#)

Why The Children's Lighthouse?

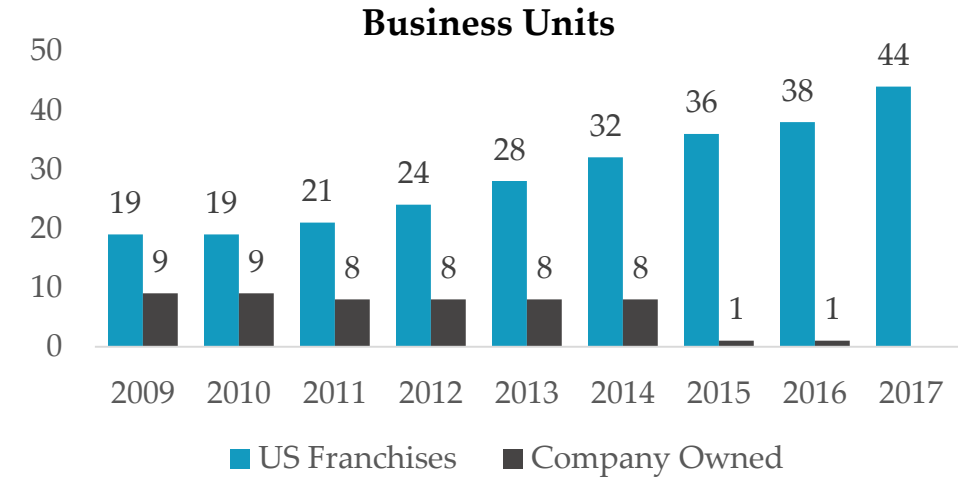
- Children's Lighthouse franchise includes a full suite of support services, including site selection, financing guidance, construction administration and grand opening marketing best practices
- One of the leading early education childcare provider in the US
- Expert panel group for smooth operational activity

Children's Lighthouse – Business Model, Competition and Partnership



Business Model Overview

- The school operates in both franchise and company owned setup model. However, majority of the business is running through franchise model.
- The company began franchising in 1999. Presently, in 2017, it has 44 franchises across US
- The initial investment to take franchise falls between \$635,500 - \$4,511,000
- Presently, the company is planning to expand throughout Mansfield



Market Competitors

- Club Z!
- Bach to Rock
- Brain Balance
- Children's Lighthouse Learning Center
- Mathnasium
- Doodle Bugs!
- Engineering for Kids

Partnerships

- Children's Lighthouse Arlington, Children's Lighthouse Fort Worth, and Children's Lighthouse Grand Prairie has a partnership with Stretch-n-Grow for program enhancement. [Read More](#)



Executive Details

Name	Designation	Brief	Profile Link
Pat Brown	President	<ul style="list-style-type: none"> • Founder of Childrens Lighthouse 	https://www.linkedin.com/in/pat-brown-21a84112/
Michael Brown	President	<ul style="list-style-type: none"> • Associated with Childrens Lighthouse from 2006 • Completed his BBA in Finance from The University of Texas in 2005 	https://www.linkedin.com/in/michael-brown-cfe-93022515/
Dr. Kristi Martin-Smith	Director of Education and Training	<ul style="list-style-type: none"> • Associated with Childrens Lighthouse from 2017 • Earlier, she was associated with Harvest Christian Academy as executive director • She completed Doctor of Education (Ed.D.) in Educational Leadership and Administration, General Grade4.0 from Liberty University 	https://www.linkedin.com/in/dr-kristi-martin-smith-2653aa3b/
Stephen Dixon	Chief Development Officer	<ul style="list-style-type: none"> • Associated with Childrens Lighthouse from 2010 • He was part of board of directors at Wohelo Enterprise • He was also Director of Franchise Development at Gold's Gym International • He is an MBA from University of Denver – Daniels College of Business 	https://www.linkedin.com/in/stephendixon/
Monica Brown	Director of Marketing and Franchise Administration	<ul style="list-style-type: none"> • Associated with Childrens Lighthouse from 2015 • Earlier, she worked as a Secretary at Richardson Independent School District, Legal Assistant at Jackson Allen Williams LLP and Franchise Development Coordinator at Gold's Gym 	https://www.linkedin.com/in/monica-brown-cfe-277a241/