



# DIAS LEARNING INTERACTIVE LTD.



JOHN DIAS, PRESIDENT  
OCT, MA, B.ED., HONS.BA

DIASLEARNING.COM  
JOHN@DIASLEARNING.CA  
647-822-7414



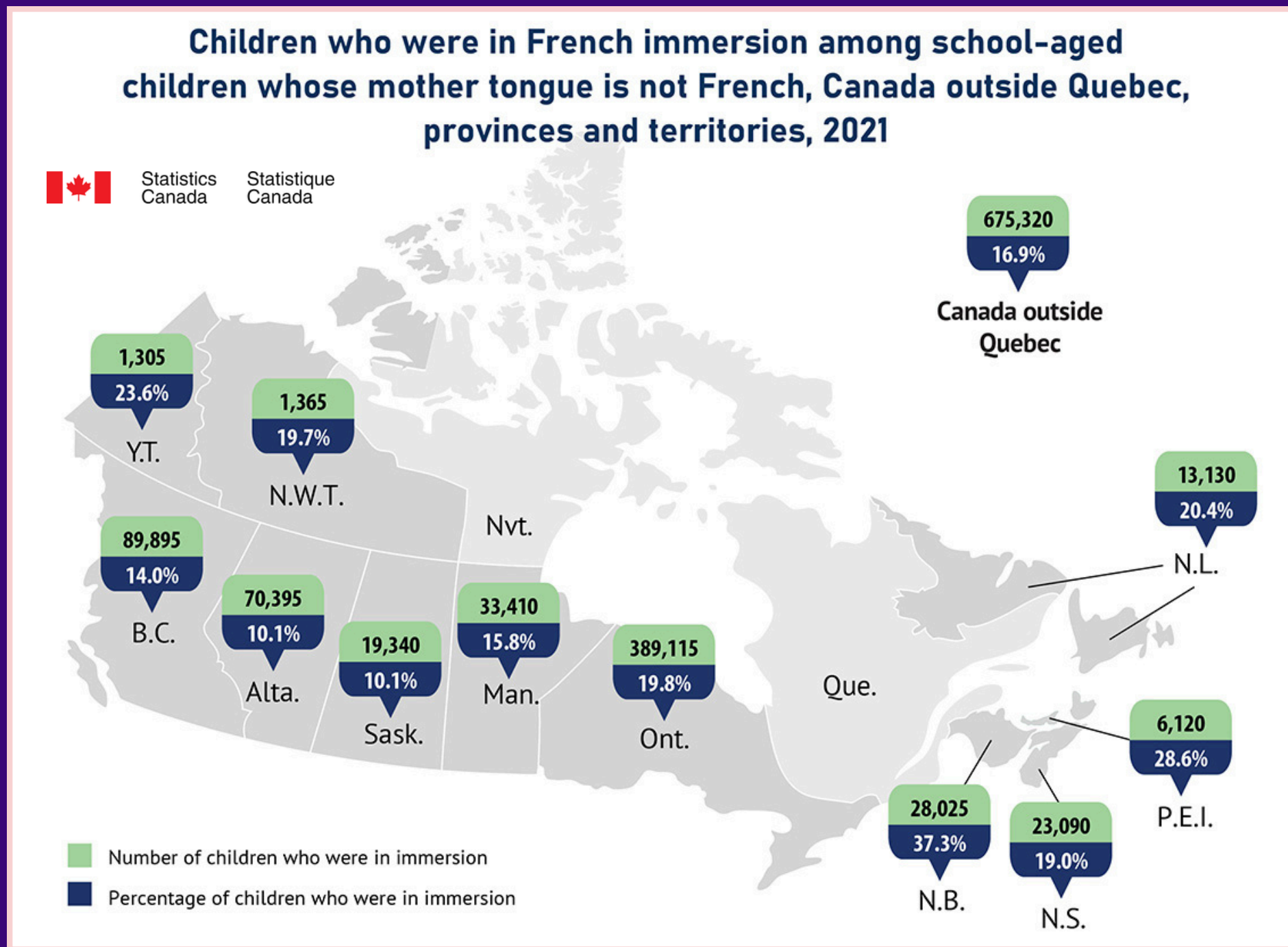


# PROBLEM/OPPORTUNITY



*Massive shortage of French teachers across Canada despite a **76.4% increase in FRENCH IMMERSION (F.I.)** enrollment in the last two decades.*

- STATSCAN



- Soaring demand for educational French programs
- Widespread struggle to hire French teachers
- Scarcity of French resources, especially for kids with Learning Disabilities





# SOCIAL ISSUE

## *Unfair access to quality education*

- The quality of F.I. is dropping. →
- Families feel pressured to pay for costly French tutors, but many cannot afford it.



### **Schools have a long way to go to offer equitable learning opportunities, especially in French immersion**

Parents in a study about the accessibility of French immersion programs discussed inadequate support for learning to read and feeling pressured to pay for expensive tutors.

 The Conversation / Aug 30

## *Marginalized students suffer most*

- Students with Learning Disabilities fail French disproportionately.
- Many students are excluded from F.I. due to lotteries and capping systems.



# UNIQUE VALUE PROPOSITION



## *Multimedia Educational French Programs*

**Dias Learning** is a social venture striving to teach children and train aspiring teachers through inclusive multimedia French programs.

## *Our French Programs*

- French programs & magazines at public libraries
- Multimedia educational French resources
- Internships for U of T French students
- After-school programs, tutoring & camps
- Premium content and books







# TRACTION



Print publication of  
8 magazines and 1 book



Birduyen joins  
our team



Promotion in media and  
library programs  
surpassing max capacity

Approved use in  
public schools



- Businesses in this industry succeed thanks to:
- Endorsements from experts in the field
  - Convenience, adaptability, ease of access
  - Teacher certifications & additional qualifications

Strong community outreach & engagement





# TARGET DEMOGRAPHIC

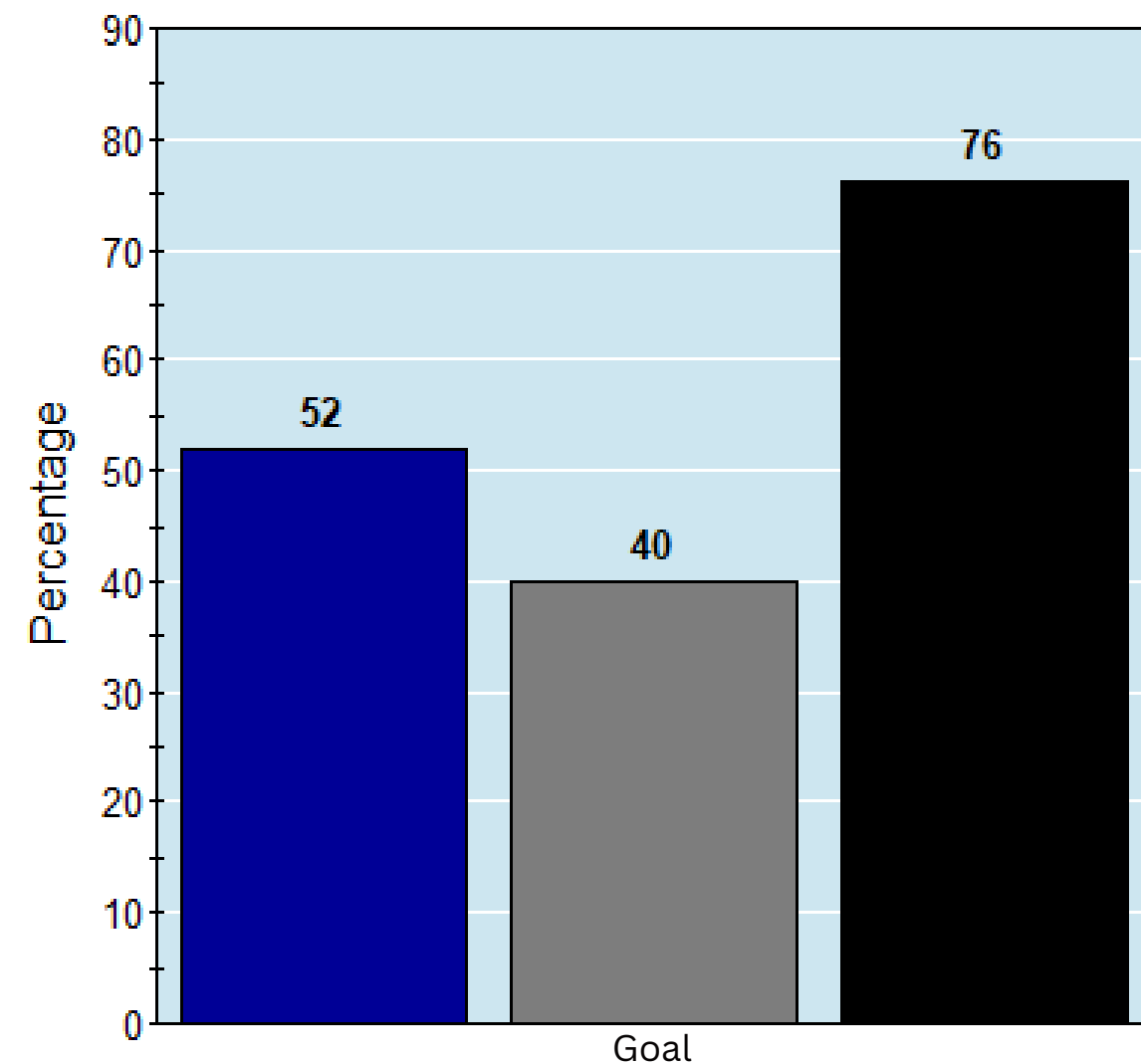
- Primary children (ages 6 to 9)
- Junior children (ages 10 to 12)

*65% of parents with children aged 6 to 12 are millennials (ages 25-45); they are the decision makers and the “money spenders”*

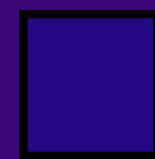


## Top Parenting Life Goals

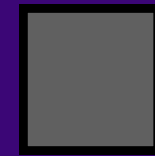
Source: Mintel



## So what most impacts their spending?



52% : ensuring child's happiness



40% : supporting child achieving their own goals



76% : balancing “realistic goals” and “sentimental goals”

## Millennial parents are statistically more:



Invested in social causes



Digitally-connected



Budget-conscious



Convenience-oriented

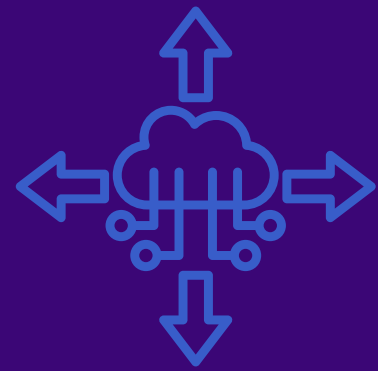


# COMPETITIVE ADVANTAGES



## High scalability

Programs can be implemented at any TPL branch, including those in low-income areas.



## Strong community outreach and internships

Widespread grassroots support for our French programs for kids, where U of T interns gain practical teaching skills.



## Effective appeal to three customer segments

- Afro-Carribean Francophone immigrants
- Asian Immigrants with Canadian-born children
- New Allophones Immigrants

IBISWorld



## Engaging user experience tailored to market research

- Multichannel & highly interactive
- Lets users customize & personalize activities
- Participatory & linked to real life experiences



Source: MINTEL





# OUR TEAM



**John Dias**

President and Founder  
OCT, MA, Hons. B.A, B.Ed.

French Immersion Teacher  
Editor-in-chief of *Dias Learning Magazine*  
Author/Illustrator



**Daniel Isakovich**

Vice President  
OCT, Hons. B.A, B.Ed.

French Immersion Teacher  
Editor of *Dias Learning Magazine*



**Yuri Curumthaully**

Community Outreach Director  
B.Sc.

President of the Canadian  
Mauritian Business  
Professional Association



**Theresa Uyen Le  
"Birduyen"**

Lead Artist  
B. Sc.

Birduyen, Business Owner  
Instagram.com/birduyen  
(422 thousand IG followers)



**Richard West**

Social Enterprise Architect  
B. Fin. & M.A.

Bachelor of Finance  
& Masters of International  
Relations

## UNIVERSITY OF TORONTO ADVISORS & CONTACTS



**Dr. Karen McCrindle**

Associate Dean & Associate Professor  
Director, Centre of Teaching and Learning  
University of Toronto



**Dr. Corrine Beauquis**

Associate Professor,  
Teaching Stream, Acting Chair  
University of Toronto



**Saddaf Syed**

Experiential Learning Coordinator  
University of Toronto

### Magazine Designer

*Abbie Siu*

### Artists

*Janice Lao*

*Cecilia Tse*

*Rebecca D'mello*

### Editor

*Edoardo Leone*

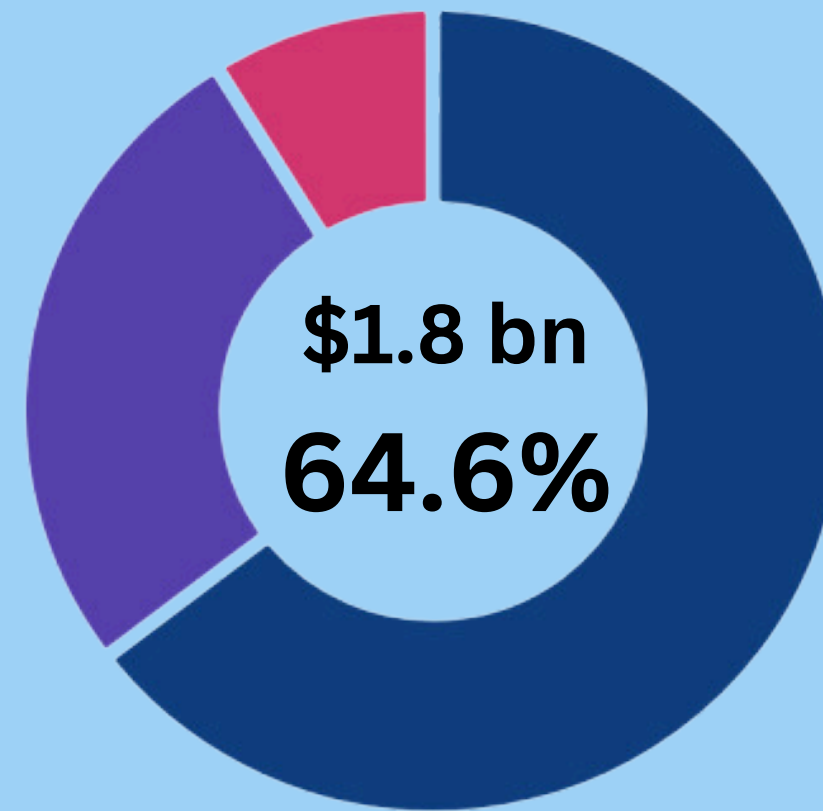
Interns from the  
University of Toronto  
St. George &  
Scarborough



## Online Tutoring

IBISWorld

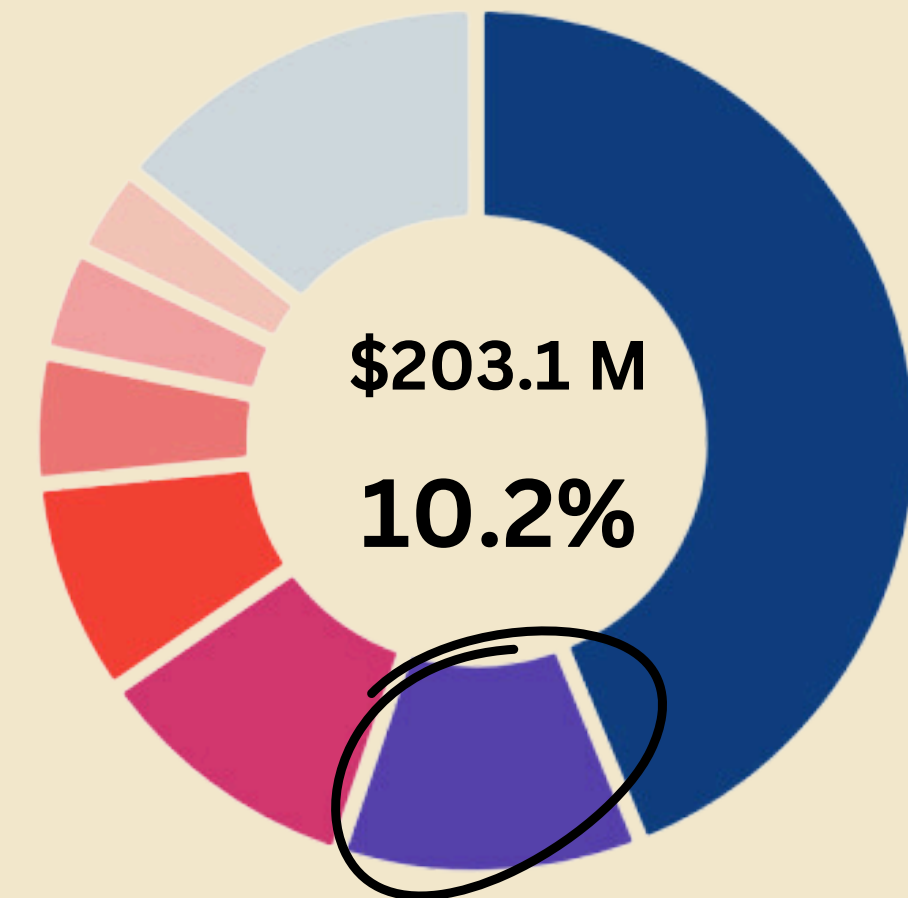
***Biggest portion  
of market :***  
Primary school  
students



## Language Tutoring

IBISWorld

French generates  
the 3rd most  
revenue among all  
language teaching  
services in the US.



## Main expenditures

- Wages (27.2 %)
- Rent (15%)
- Marketing (2.5-4%)

### Snapshot

IBISWorld

Total Revenue  
in 2024



\$1.8bn

Annual Growth  
2019-2024



6.9%

Annual Growth  
2024-2029



3.3%

Number of Businesses  
2019-2024



12.0%

Profit Margin  
in 2024



6.1%

Wages as a share of  
Revenue in 2024



27.2%

FRENCH IMMERSION has  
had an average A.G.R.  
of 5.4 % for fifteen  
consecutive years.



# DIAS LEARNING



- Effective strategies for resolving the F.I. crisis
- Adapted for children with disabilities
- Interactive magazines, books, and creative modules
- Endorsements from professors & education experts
- Free educational public library & community programs
- U of T student training programs & internships
- Partnerships with professional artists
- Private tutoring, afterschool programs & camps

# French Language Tutoring

- Very expensive
- No free resources
- Generally lack multimedia arts-based learning
- Usually do not incorporate gamified learning
- No free community programs



## WHAT MAKES US DIFFERENT?

### Gamified French Ed Tech Programs

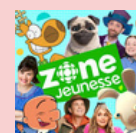
#### *American providers*

- Not adapted to Ontario's curriculum
- Expensive subscriptions
- No community or in-person programs



#### *Ontarian providers*

- Adapted to Ontario's curriculum
- Limited in scope and availability
- Few (if any) community programs and in-person classes



### French Resource Developers

- No free resources
- No community programs
- Only for Ontario's Francophone schools.



- Not adapted to Ontario's curriculum
- No in-person community programs
- No gamified or creative lessons
- Not adapted for learning disabilities

