

From left to right:  
franchisees Aman Lalla and  
Tanya Kakei, president and  
CEO Michael Bateman and  
franchisee Manish Rughani.

Photo by Tim Fraser Photography

# A Love of Learning

## Embrace education with Grade Learning and Grade Math Programs

**M**ichael Bateman, president and CEO of Grade Learning and Grade Math Programs, has been thriving in the business of learning for nearly 20 years. Now, he's on a mission to educate prospective franchisees about the fun, freedom and flexibility his two concepts can offer franchisees just like you.

"We've created two franchise concepts that are both based in education, but that attract two different types of owners," Bateman says of his similar yet distinct brands.

### Creating a new concept

While Grade Learning has been in business since 1993, the company's most recent evolution came in the form of a new franchise opportunity, Grade Math Programs. It was created after Bateman and his team noticed a lack of affordably priced supplemental educational services in the marketplace.

"When we looked at lower-price-point tutoring services, we saw an opportunity in that there was really only one major player," he

explains. "There's a whole segment of individuals who require help but can't afford expensive tutoring."

When the new math curriculum was introduced in Ontario in 2004, Bateman looked to create a concept that fell in line with the strict new standards, placed an emphasis on critical thinking and tailored its approach to each student.

"A child comes into our program and completes an academic assessment; then we consult with the parents to determine an individualized program of study based on what their child's goals and needs are, combined with what their assessments results were," Bateman says.

### One franchisor, two opportunities

With the addition of Grade Math, Bateman says more franchisees can have the opportunity to join his company's growing ranks.

Grade Math, which requires 20 hours per week and can be largely run from a home office, is a better choice for stay-at-home parents looking to start a business or those with full-time jobs looking