

Mission & Vision

Our mission is to empower students by fostering their innate curiosity, engaging their parents, and promoting optimum learning by collaboratively developing a personalized learning program for each student.

Wisconsin Pioneer's Academy was created and is operated by parents. We understand that every child is on a personalized educational journey. Our talented teachers work hard to incorporate a rich diversity of skills development, curriculum, and extracurricular activity into each day. And our staff works hard to direct our school's resources where our students need them most.

We value

- Parent choice and involvement
- Using the community as the classroom
- Fostering a child's innate creativity
- Collaborating to achieve goals
- Building relationships
- Personalizing learning

As a charter school, we are part of the solution to a better education system. We are dedicated to ensuring that we leave no student behind!

Description of School/ Program

Wisconsin Pioneer's Academy is a nonprofit organization that is independently operated. Wisconsin Pioneer's Academy will utilize the freedom to design classrooms that meet our students' needs.

Wisconsin Pioneer's Academy will focus on college prep, as well as following the STEM curriculum. Wisconsin Pioneer's Academy will be in the inner city of Milwaukee, WI to accommodate families with no vehicle. Wisconsin Pioneer's Academy will be a uniform only school.

Wisconsin Pioneer's Academy will consist of strong, dedicated teachers, because our school's focus matches their child's needs, or simply because their child was struggling in their assigned public school. Wisconsin Pioneer's Academy will be allowing parents to take a more active role in their child's education.

Wisconsin Pioneer's Academy is looking to enroll about 200 students in the first year of enrollment. At Wisconsin Pioneer's Academy our student to teacher ratio will be 30:1 with a teacher aid in every class to assist with students who may need some extra 1:1 support.

Wisconsin Pioneer's Academy marketing plan will have several components:

- total recruitment goals.
- marketing calendar.
- Selling our story during community events.
- Speaking to families in different locations.
- Promotional activities

ADMISSIONS AND ENROLLMENT POLICY

- I. Introduction The goal of the admissions policy of Wisconsin Pioneer’s Academy (WPA) (“School”) is to attract, enroll and retain at the school the broadest spectrum of students and families in the local community. The school will be nonsectarian in its programs, admissions policies, employment practices and all other operations. The school will not charge tuition and the school will not discriminate in admissions against any pupil based on disability, gender, gender identity, gender expression, nationality, immigration status, citizenship, national origin, race, ethnicity, religion, sexual orientation or any other legally protected characteristic or category.
- II. Admission and Requirements for Admission the School is open to any student in the State of Wisconsin who meets the admissions requirements described herein. If the number of pupils who wish to attend the school exceeds the school’s capacity, attendance (except for existing pupils of the charter school and their siblings) shall be determined by a public random drawing, the process for which is described below.
- III. Admission Eligibility and Requirements In order to be eligible for enrollment in the school, students must meet the following eligibility requirements:
 - All students must have been fully immunized and present the appropriate health examination record in accordance with the Wisconsin Health and Safety Code.
 - No student will be charged for tuition.
 - All students shall reside in the State of Wisconsin.
 - A student that has been previously expelled from the school or another educational institution may be admitted to the school at the discretion of the Governing Board on a case-by-case basis. To ensure that all students will be placed appropriately and benefit fully from the education program, the following pre-admission procedures will be enforced. Failure to comply with any of these procedures will result in denial of admission. An admitted student will be removed from the school if failure to comply with these procedures is discovered after admission has been granted. All eligible students must meet the following requirements:
 - Complete applications for admission must be timely submitted to the school no later than the deadline given by the office for that student.
 - The application for admission shall include, but is not limited to, the following:
 - I. Indication of whether the student may require special education or related services, the student’s home language and whether the student may be an English Language learner.
 - II. Authorization for the School to request and receive student records from all schools the student has previously attended or is currently attending.
 - III. Proof of full immunization or exception from the requirement.
 - IV. Proof of health examinations and oral examinations required by the Health and Safety Code.
 - V. Proof of age.
 - VI. Proof of Parent/Guardian identification; Student Admission and Enrollment Policy
 - VII. Free/Reduced Lunch Application
 - VIII. Proof of residency.
- Only parents or legal guardians are allowed to register students. It is not necessary to bring your child(ren) with you for the registration process. Legal guardians must bring valid court documents to prove their relationship to the student(s).
- Parents/guardians/caregivers shall attend a post-admission Orientation Meeting or its equivalent.
- A signed Receipt of Family Handbook, and other binding documents must be returned to the school. Each application will be reviewed by qualified and trained staff to ensure it is complete before the student will be considered for admission. Each application will include a description of the school’s formal dispute resolution process. Any student that has been denied admission for failure to meet the School’s Admission Requirements and Process may avail him/herself to this process for reconsideration.

Characteristics of Wisconsin Pioneer's Academy

A Comprehensive Behavior Policy

As one disruptive student can destroy the focused learning environment and negatively impact all the other students in a classroom, Wisconsin Pioneer's Academy will have a "no excuses" behavior program in place that everyone in the school follows (including a zero-tolerance policy for potentially dangerous activities). These high expectations and accompanying consequences will be communicated openly to everyone and will be fair.

Community Accountability

Wisconsin Pioneer's Academy knows that we are responsible to not only their students and staff, but to the families and wider communities. Wisconsin Pioneer's Academy will send out family and student satisfaction surveys and post the results publicly. We will have parents on the board, and, if your teachers are not part of a collective bargaining associate, we will have teachers on the board as well. By giving our teachers in the policy decisions, we want to strengthen their sense of ownership in the school's mission. This also helps ensure that the board's resolutions are realistic solutions to any actual problems at the school. Finally, Wisconsin Pioneer's Academy will speak to the wider community, including people whose children are not at our school.

Parental Engagement

It is well-known that there is a huge benefit to children and their schools when parents are involved members of the learning community. Wisconsin Pioneer's Academy wants to work hard to cultivate strong relationships with parents/caregivers and the wider community. This means actively keeping parents engaged and widely disbursing the message that the whole school is an extended family.

High-Dosage Tutoring

While Wisconsin Pioneer's Academy will be a relatively new program, high-dosage tutoring has been shown to dramatically increase in success in terms of the academic development of its most challenged students.

Wisconsin Pioneer's Academy will follow the public school district calendar but will have early release every Wednesday. Wisconsin Pioneer's Academy will start its school days at 8am and end at 3pm daily and on Wednesday's school will end at 1:30pm

Wisconsin Pioneer's Academy understands that there is a great need for our school in Milwaukee County.

Philosophy

The philosophy of Wisconsin Pioneer's Academy is to build a solid foundation in business education and provide a stepping-stone to successful careers that will encourage critical thinking and reflective approaches to learning.

Wisconsin Pioneer's Academy has established the following four foundational philosophy stepping-stones of teaching and learning that will provide administration, teachers, and students the framework to meet the mission of Wisconsin Pioneer's Academy.

- Interest and explanation
- Appropriate assessment and feedback
- Clear goals and intellectual challenge
- Independence, control, and active engagement

Wisconsin Pioneer's Academy will utilize the STEM teaching methods.

Wisconsin Pioneer's Academy Project-Based Learning will help encourages students to learn skills and apply their knowledge by taking part in a project. They work for an extended period to research and create a solution to a problem or query. The teacher's role is to be a facilitator and encourage students to take full control of their projects from start to finish. Some examples of project-based learning in STEM could be designing an app or building a model of a bridge.

Wisconsin Pioneer's Academy will utilize Problem-Based Learning there are similarities between this method and project-based learning, but the key difference here is that the students must analyze and evaluate a problem that is posed to them. This requires a high level of thinking, as there is not usually one clear answer to the problem. This approach encourages creativity, teamwork, and leadership. An example of PBL is getting your students to create their own business plans to solve a societal need.

Wisconsin Pioneer's Academy will also utilize Inquiry-Based Learning The main purpose of inquiry-based learning is to emphasize the student's role in the learning process, so they are encouraged to ask as many questions as they like surrounding the subject matter. Skills that are developed from this type of learning include critical thinking, questioning and problem-solving. As it is student-led, the students will need to decide what inquiries they want to make. The teacher's role is to spark curiosity and prompt reflection.

Wisconsin Pioneer's Academy of the more than 1,300 studies identified as potentially addressing the effect of teacher professional development on student achievement in three key content areas which are mathematics, reading, English/language arts, and science and reviewing the evidence on how teacher professional development affects student achievement these has made the What Works Clearinghouse evidence standards. This report finds that teachers who receive substantial professional development an average of 49 hours in the nine studies can boost their student's achievement by about 21 percentile points.

Wisconsin Pioneer's Academy Business Plan

1. Industry Overview

Charter schools offer primary- and secondary-level education funded by public sources but are afforded more flexibility in curriculum design and implementation than traditional public schools. Charter schools receive most of their funding from federal, state and local governments, so revenue can fluctuate significantly based on budgetary decisions. However, many charter schools are funded on a per-pupil basis, allowing schools to increase enrollment without having to worry about financial support. Recent reports released by IBISWORLD shows that over the past five years, the Charter Schools industry has grown by 9.8 percent to reach revenue of \$41bn in 2018. In the same timeframe, the number of businesses has grown by 5.6 percent and the number of employees has grown by 8.8 percent.

As a result of explosive growth in charter school interest and enrollment, industry revenue is anticipated to grow at an annualized rate of 9.8 percent over the five years to 2018 to reach \$40.8 billion, including a 9.2 percent increase in 2018 alone.

In the United States of America, the Charter Schools industry is indeed a large and thriving industry. Statistics has it that the industry is worth \$41 billion, with an estimated growth rate of 9.8 percent annually between 2013 and 2018.

There are about 7,975 registered and licensed (accredited) charter schools scattered all around the United States of America and they are responsible for employing about 427,934 people. Aside from Los Angeles Unified School District which has the largest enrollments, no other charter school can boast of dominating the market; every player in the industry can comfortably compete in the industry.

It is important to state that the barriers to entry into the Charter Schools industry are high. As a matter of fact, the industry is difficult for new entrants to establish themselves. So also, the reputation of the school is of utmost importance, as charter schools that have a good history of getting students into prestigious colleges often have the best reputations hence good enrollments.

Reputation indeed is imperative to parents' decisions when shopping for charter school for their wards. This is so because the quality of education cannot be assessed until after it is complete. As a major marketing tool, schools need to show parents a track record of admission to elite colleges and universities. Even though this might seem like a highly competitive industry, the industry is still pretty much open for aspiring school proprietors to still come in and compete. As a matter of fact, if you conduct your research and feasibility studies very well before starting your own charter school, coupled with impressive profile of your faculty members, you are likely going to struggle less to make headway in the industry.

2. Executive Summary

Wisconsin Pioneer's Academy is a standard education charter school that will be in a well populated residential estate in Milwaukee, WI. We are a standard charter school that is composed of primary (kindergarten through eighth grade) this educational institution that will be predominantly funded by government and of course from other private sources.

Wisconsin Pioneer's Academy is a client-focused and result driven charter school that provides broad-based learning approaches and experience at a free fee.

We will offer professional teaching services in a highly secured and conducive learning environment to all our students that is primary (kindergarten through eighth grade). We will ensure that we work hard to meet and surpass all our students' expectations and educational goals whenever they enroll in our charter school.

At Wisconsin Pioneer's Academy, our students' overall best interest would always come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hire professional educationist cum teachers in various subjects who are well experienced and passionate in imparting knowledge to students at various learning ladder.

Wisconsin Pioneer's Academy will always demonstrate her commitment to sustainability, both individually and as an educational organization, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our students' needs precisely and completely.

We have plans in future to also offer learning platforms to people with both learning disability and physical disability. Our overall business goal is to position our charter school to become the leading special public school brand in the educational industry in the whole of Milwaukee, WI, and also to be amongst the top 10 charter schools in the whole of the United States of America within the first 20 years of operation.

This might look too tall of a dream, but we are optimistic that this will surely come to pass because we have done our research and feasibility studies and we are enthusiastic and confident that Wisconsin Pioneer's Academy is the right place to launch our charter school Wisconsin Pioneer's Academy is founded by Alexcis Cunningham.

3. Our Products and Services

Wisconsin Pioneer's Academy is going to offer varieties of educational services within Milwaukee, WI Our intention of starting our charter school is to soundly educate people in various subjects and of course to make profits from the education industry and we will do all that is permitted by the law in the US to achieve our aim and business goal.

Our service offerings are listed below.

- Teaching basic literacy and numeracy
- Establishing foundations in science, mathematics, geography, history, and other social sciences
- Constantly working hard to meet regulatory accreditation standards
- Administering public – private funding efforts
- Providing access to extracurricular activities
- Retailing of Educational Books and Materials

4. Our Mission and Vision Statement

- Our vision is to build a highly competitive charter school that will become the number one choice for both parents and students in Milwaukee, WI.
- Our mission is to provide professional and conducive learning environment to students at different levels of learning.
- Our overall business goal is to position Wisconsin Pioneer's Academy to become the leading charter school in the educational cum charter school industry in Milwaukee, WI and to be amongst the top 10 charter schools in the United States of America within the first 20 years of operation.
- Our mission is to empower students by fostering their innate curiosity, engaging their parents, and promoting optimum learning by collaboratively developing a personalized learning program for each student.
- Wisconsin Pioneer's Academy was created and is operated by parents. We understand that every child is on a personalized educational journey. Our talented teachers work hard to incorporate a rich diversity of skills development, curriculum, and extracurricular activity into each day. And our staff works hard to direct our school's resources where our students need them most.

5. Our Business Structure

It is a known fact that the success of any business is to a larger extent is dependent on the business structure of the organization and the people who occupy the available roles in the organization. Wisconsin Pioneer's Academy will build a solid business structure that can support the growth of our charter school. We will ensure that we hire competent hands to help us build the charter school of our dream. The fact that we want to become one of the leading charter

schools in the industry in Milwaukee makes it necessary for our organization to deliberately build a well – structured business from the onset. Below is the business structure that we will build Wisconsin Pioneer’s Academy.

- Head of The Charter school (School Proprietress)
- School Administrator
- Tutors for Various Subjects – Secondary (seventh through 12th grade)
- Tutors for Various Subjects – Primary (kindergarten through sixth grade)
- Accountant / Bursar
- Client Service Executive / Front Desk Officer
- Cleaners
- Security Officers

5. Job Roles and Responsibilities

Head of the Charter school/School Coordinator:

- Responsible for providing direction for the college
- Responsible for fixing fees and signing business deals (partnership)
- Responsible for signing checks and documents on behalf of the charter school
- Coordinates all arms of the charter school
- Evaluates the success of the charter school
- Reports to the board of the charter school

School Administrator

- Responsible for overseeing the smooth running of HR and administrative tasks for the charter school
- Designs job descriptions with KPI to drive performance management for tutors (teachers)
- Maintains office supplies by checking stocks, placing and expediting orders
- Ensures operation of equipment by completing preventive maintenance requirements, calling for repairs.
- Defines job positions for recruitment and managing interviewing process
- Carries out induction for new team members
- Responsible for training, evaluation, and assessment of employees
- Responsible for arranging travel, meetings, and appointments
- Oversees the smooth running of the daily activities of the charter school.

Tutors for Various Subjects – Primary (kindergarten through eighth grade)

- Effectively teaches subject / subjects as assigned by the school administrator
- Teaches basic literacy and numeracy
- Establishes foundations in science, mathematics, geography, history, and other social sciences
- Accesses the progress of students under their care
- Ensures that students abide by the rules and regulations of the school administrator
- Contributes his/her quota towards growing the charter school
- Receives complaints from parents and channel it to the appropriate quarters
- Handles any other duty as assigned by the school administrator.

Marketing Executive

- Identifies, prioritizes, and reaches out to new students, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts
- Documents all customer contact and information
- Represents the company in strategic meetings
- Helps to increase growth for the school

School Bursar (Accountant)

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for one or more properties.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for Wisconsin Pioneer's Academy
- Serves as internal auditor for Wisconsin Pioneer's Academy

Client Service Executive

- Welcomes/receive parents and students by greeting them in person or on the telephone, answering or directing inquiries.
- Ensures that all contacts with parents and students (e-mail, walk-In center, SMS, or phone) provides the parents and students with a personalized customer service experience of the highest level
- Through interaction with parents and students on the phone, uses every opportunity to build parent's interest in the schools' products and services
- Manages administrative duties assigned by the HR and Admin Manager in an effective and timely manner
- Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to parents and students when they make enquiries
- Receives parcels / documents for Wisconsin Pioneer's Academy
- Distributes mails in the organization
- Handles any other duties as assigned by the School Administrator.

Cleaners:

- Responsible for always cleaning the school facility
- Ensures that toiletries and supplies don't run out of stock
- Handles any other duty as assigned by the school administrator

Security Officers

- Ensures that the school facility is always secured
- Controls traffic and organize parking
- Patrols the building on a 24 hours' basis
- Submits security reports weekly
- Any other duty as assigned by the school administrator.

6. MARKET ANALYSIS

• Market Trends

The trend in the charter school line of business is that the keys to attracting students is the educational performance and the pass rate of their students in national exams. Any charter school that has good records will always thrive. The demand for charter schools is driven by the fact that most public cum government owned schools cannot accommodate every student or potential students in a given geographical location.

In some cases, students with special needs cannot cope in public schools hence the need for charter schools. Private schooling offers an alternative for households with higher income, as these institutions often come with a high price tag.

Rising household income levels increase enrollment in private schools, potentially hampering enrollment in charter schools. In 2018, the number of households earning more than \$100,000 is expected to increase, representing a potential threat to the industry.

Charter schools are overwhelmingly located in urban areas. Over one-half of all charter school students reside in urban environments, compared with less than one-third of students at traditional public schools. Growth in the percentage of the overall population living in urban areas increase demand for charter schools. The US urban population is expected to increase in 2018, representing a potential opportunity for the industry.

The economic downturn hasn't really affected this industry, especially in countries that believe in the efficacy of education. The areas you would need to spend heavily on is in ensuring that your school is up to standard, your advertisements, and on insurance policy cover.

Lastly, it is trendier to find charter schools engaging in extra – curricular activities and as a matter of fact, a charter school that thrives in sports can leverage on that to attract students who are sports inclined.

7. Our Target Market

As a standard charter school, Wisconsin Pioneer's Academy is going to offer varieties of educational services. Our intention of starting our charter school is to soundly educate people in various subjects and of course to make profits from the industry

Our target market as a charter school cuts across people of different class and cultural background whether African, White, Caucasian, Latinos, Indians, and Asians. We will work with the students at different learning stages residing in and around Wisconsin.

Our competitive advantage

Indeed, the charter school's industry is highly competitive, and the entry barriers are high. As a matter of fact, it is difficult for new entrants to establish themselves. So also, the reputation of the charter school is of utmost importance, as charter schools that have a good history of getting students into prestigious colleges often have the best reputations hence good enrollments.

With this, it is obvious that a new entrant into the charter school industry cannot offer this. Reputation indeed is imperative to parents' decisions when shopping for charter schools for their wards because the quality of education cannot be assessed until after it is complete. As a major marketing tool, schools need to show parents a track record of admission to elite colleges and universities.

We are quite aware that to be highly competitive in the education cum charter schools' industry means that you should be able to deliver consistent quality service, your students should be able to experience remarkable difference and improvement and you should be able to meet the expectations of both students and parents alike.

Wisconsin Pioneer's Academy might be a new entrant into the education cum charter schools' industry in the United States of America, but the management staff of the charter school are licensed and highly qualified educationists/teachers at various levels of learning in the United States. These are part of what will count as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

8. SALES AND MARKETING STRATEGY

- **Sources of Income**

Wisconsin Pioneer's Academy is established with the aim of maximizing profits in the education cum charter schools' industry and we are going to go all the way to ensure that we do all it takes to attract students on a regular basis.

Wisconsin Pioneer's Academy will generate income by offering the following tutorial services.

- Teaching students' various subjects in our charter school
- Teaching basic literacy and numeracy
- Establishing foundations in science, mathematics, geography, history, and other social sciences
- Constantly working hard to meet regulatory accreditation standards
- Administering private funding efforts
- Providing access to extracurricular activities
- Retailing of Educational Books and Materials

9. Sales Forecast

One thing is certain, there would always be parents and students who would need the services of charter schools, and as such the services of charter schools will always be needed.

We are positioned to take on the available market in Milwaukee, WI and we are quite optimistic that we will meet our set target of generating enough income/profits from the first six months of operation and grow the charter school and our student base.

We have been able to examine the charter school market in the United States of America, we have analyzed our chances in the industry, and we have been able to come up with the following sales forecast. Below is the sales projection for Wisconsin Pioneer's Academy, it is based on the location of our tutorial center and of course the wide range of educational cum learning services that we will be offering.

- **First Fiscal Year:** \$250,000
- **Second Fiscal Year:** \$450,000
- **Third Fiscal Year:** \$750,000

N.B: This projection was done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown within the period stated above. Also, there won't be any major competitor offering same services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

- **Marketing Strategy and Sales Strategy**

We are mindful of the fact that there are stiff competitions amongst charter schools in the United States of America; hence we have been able to hire some of the best marketing experts to handle our sales and marketing concerns.

Our sales and marketing team will be recruited based on their vast experience in the industry, and they will be trained on a regular basis to meet their targets and the overall goal of the charter school. We will also ensure that our students' excellent results from national exams and other exams speak for us in the marketplace.

Our goal is to grow our charter school to become one of the top 10 charter schools in the United States of America which is why we have mapped out strategies that will help us take advantage of the available market and grow to become a major force to reckon with not only in Wisconsin but also in other cities in the United States of America.

Wisconsin Pioneer's Academy is set to make use of the following marketing and sales strategies to attract clients.

- Introduce our charter school by sending introductory letters alongside our brochure to schools, parents/households

- Print out fliers and business cards and strategically drop them in schools, libraries and even student organizations.
- Creating a website allows parents to be able to look you up, and allows you to post general study tips, giving you an added advantage.
- Use friends and family to spread word about your charter school
- Introduce Wisconsin Pioneer's Academy to learning specialists, school coaches, school administrators, teachers, guidance counselors especially as they are with students everyday
- Post information about Wisconsin Pioneer's Academy on bulletin boards in places like schools, libraries, and local coffee shops.
- Place a small or classified advertisement in the newspaper, or local publication about Wisconsin Pioneer's Academy
- Use tutorial referral networks such as agencies that will help match students with Wisconsin Pioneer's Academy Join relevant association or body that will enable you network and meet others in same industry.
- Advertise online by using an advertising platform such as Google AdWords, that will allow us place text advertisements alongside on websites with related contents, and along results from search engines.
- Advertise our charter school in relevant educational magazines, newspapers, TV and radio stations.
- Engage direct marketing approach
- Encourage word of mouth marketing from loyal and satisfied clients

10. Publicity and Advertising Strategy

We are aware of the potency of a good publicity strategy hence we have been able to work with our brand and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market.

We are set to become the number one choice for both parents and students in the city of Milwaukee which is why we have made provisions for effective publicity and advertisement of our charter school. Below are the platforms we intend to leverage on to promote and advertise Wisconsin Pioneer's Academy.

- Place adverts on both print (community-based newspapers and educational magazines) and electronic media platforms
- Sponsor relevant community-based events / programs
- Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, YouTube, Google to promote our brand
- Install our billboards in strategic locations all around Milwaukee
- Distribute our fliers and handbills in target areas in and around Milwaukee, WI
- Passing general information via our school's social media handles like twitter, Facebook, Google hangouts etc.
- Ensure that all our teaching and non – teaching staff wear our branded shirts, and all our vehicles are well branded with our schools' logo

11. Startup Expenditure (Budget)

In setting up a charter school business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by acquiring a large facility, then you would need a higher amount of capital as you need to ensure that your employees are taken care of, and that your charter school's environment is conducive enough for the students to learn.

The materials and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. However, this is what it would cost us to start Wisconsin Pioneer's Academy School in the United of America.

- Business incorporating fees in the United States of America will cost – **\$750.**
- The budget for Liability insurance, permits and license will cost – **\$3,500**

- Acquiring a large facility that will accommodate the number of classes, playing field, staff offices and parking lots et al (Re – Construction of the facility inclusive) will cost – **\$350,000**.
- Equipping the classes and office (computers, printers, projectors, markers, pens and pencils, furniture, telephones, filing cabinets, and electronics) will cost – **\$50,000**
- Launching an official website will cost – **\$500**
- The budget for the payment of salaries for the first three months of operations: **\$120,000**
- Additional Expenditure such as Running cost, Business cards, Signage, Adverts and Promotions will cost – **\$45,000**

12. Sustainability and Expansion Strategy

It is a known fact that the future of any business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy and of course business structure. If all these factors are missing from a business, then it won't be too long before the business closes shop.

One of our major goals of starting Wisconsin Pioneer's Academy is to build a business that will survive off its own cash flow without injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is to ensure that we offer nothing less than the best to all our students so much so that they can favorably compete and gain admission into Ivy League colleges.

Wisconsin Pioneer's Academy will make sure that the right foundation, structures, and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner of our business strategy.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff, and it will be based on their performance for a period of three years or more as determined by the board of the organization. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Check List/Milestone

- Business Name Availability Check: **Completed**
- Business Incorporation: **Completed**
- Opening of Corporate Bank Accounts: **Completed**
- Opening Online Payment Platforms: **Completed**
- Application and Obtaining Taxpayer's ID: **In Progress**
- Application for business license and permit: **Completed**
- Purchase of Insurance for the Business: **Completed**
- Securing a standard facility large enough to accommodate our design: **Completed**
- Conducting Feasibility Studies: **Completed**
- Generating part of the startup capital from the founders: **Completed**
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents: **In Progress**
- Design of The Schools' Logo: **Completed**
- Printing of Promotional Materials: **Completed**
- Recruitment of employees: **In Progress**
- Purchase of furniture, office equipment, electronic appliances, and facility facelift: **In progress**
- Creating Official Website for the school: **In Progress**
- Creating Awareness for the charter school in Wisconsin: **In Progress**
- Health and Safety and Fire Safety Arrangement: **In Progress**
- Establishing business relationship with vendors and key players in the education industry: **In Progress**

Wisconsin Pioneer's Academy is looking to be located at the Former Fletcher Elementary School / 9500 West Allyn Street & 9102 North 96th Street which the alderman is District 7 Alderman Khalif J. Rainey