

BRAND HIGH JUNIOR

FRANCHISE PROPOSAL 2026

AI Young Innovator Program | Class 4 to 10

Annual Franchise Fee: ₹1,00,000

Curated by an IIM-Certified Trainer, Alumnus of IIM Indore

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THE PROGRAMME

Two tracks. One certified pathway for Class 4 to 10.

CLASS 4 TO 7

GiggleByte AI

Focus: using AI tools confidently

- AI basics: what AI is and how it works
- ChatGPT, Grammarly and NotebookLM
- Canva design, Suno music and Kling video
- Ethical and safe use of AI

CLASS 8 TO 10

MindCraft AI

Focus: building and creating with AI

- Advanced prompting with Claude, Grok and Gemini
- AI voice and avatars with ElevenLabs and HeyGen
- AI agents and no-code apps with Lovable
- Machine learning with Teachable Machine

70%

practical, hands-on learning

10+

real AI tools in every track

CEITRC

NCT Delhi approved certification

Two ways to run the programme

12

MONTHS

Weekly format

48 sessions

- Complete syllabus for every class
- Dedicated project and showcase phase in Months 9 to 12
- Final assessment, showcase and certification

3

MONTHS

**Daily-session
format**

24 sessions

- Compact 24-session syllabus
- Two assessments and mini projects
- Showcase and certificate ceremony

Both formats carry the same brand, CEITRC-certified certificates, digital materials and session recordings.

SYLLABUS

A different syllabus for every class

Class	Track	How the learning is pitched
Class 4	GiggleByte AI	Visual and hands-on: circle, draw and match activities
Class 5	GiggleByte AI	Written reasoning and mind maps
Class 6	GiggleByte AI	Debate preparation, impact ratings and structured arguments
Class 7	GiggleByte AI	Analytical essays, stakeholder matrices, ethics tribunal verdicts and 150-word articles
Class 8, 9, 10	MindCraft AI	Advanced prompting, AI agents, no-code apps and machine learning, with class-level workbooks and assessments

Every class receives its own workbook, worksheets and assessments, delivered in soft copy.

12-month roadmap at a glance

GiggleByte AI | Class 4 to 7

M1	Introduction to AI
M2	Prompting and smart tools
M3	AI writing and research
M4	AI design with Canva
M5	AI creativity tools
M6	AI fun tools: music and video
M7	Collaboration with Miro
M8	AI ethics and safe usage
M9-12	Project, showcase, certification

MindCraft AI | Class 8 to 10

M1-2	AI fundamentals and prompting
M3-4	Research and productivity: Gemini, Perplexity
M5-6	AI content creation: ElevenLabs, HeyGen
M7-8	AI agents and no-code apps: Lovable
M9-10	Data and ML: Power BI, Teachable Machine
M11-12	Final project and certification

The 3-month programme uses the compact 24-session syllabus with the same certification.

What you get for ₹1,00,000 per year



Brand licence

Right to operate as AI Young Innovator by Brand High Junior, with logos and creatives



Class-wise syllabus

A separate syllabus for every class under GiggleByte AI and MindCraft AI



Soft-copy materials

Workbooks, PPTs, worksheets, project guides and assessments in digital format



Session recordings

Video recordings of training sessions for students and trainers



Trainer training

Onboarding, trainer handbook, certification and continuous updates



LMS and certificates

Lifetime student LMS access and CEITRC certificates for every student



Marketing toolkit

Creatives, launch support and national campaigns to drive admissions



Dedicated support

Relationship manager, monthly strategy reviews and weekly community calls

All materials in soft copy, with session recordings



Soft-copy materials

- Workbooks for every class, 4 to 10
- Session-wise PPTs and teacher copies
- Worksheets, activities and project ideas
- Assessment guidelines and marksheet formats
- Certificate formats and trainer handbook



Video recordings

For students

Recorded sessions on the LMS for revision, with lifetime access.

For trainers

Recorded onboarding and training sessions to revisit anytime, so every trainer delivers to the same standard.

Meet your franchisor trainer and director



Trainer and Director

Brand High Junior

IIM-certified trainer

Alumnus of IIM Indore

8+ years in the industry



Curriculum you can trust

Syllabus curated by the franchisor trainer, with the IIM-certified credential on all brand material.



Trainer onboarding to one standard

Your trainers are prepared and certified by the same expertise that built the programme.



Credibility with parents and schools

CEITRC (NCT Delhi approved) certification plus BHD affiliations with Skill India, NSDC and Google Partners Academy.

Batch plan and monthly expenses

Programme	Batches	Students	Fee income
3-month programme (daily sessions)	2 new every month = 24	288	₹34,56,000
12-month programme (weekly sessions)	3	36	₹4,32,000
Total	27	324	₹38,88,000

Estimated yearly fee income

₹38,88,000

Franchisee expenses

Own premise

Rent ₹0

Light bill ₹5,000

Trainer salary ₹12,000

per month

₹17,000 a month

₹2,04,000 a year

Assumes 12 students per batch on average and ₹12,000 average fee per student, with one trainer. Each extra trainer adds ₹12,000 a month. If you rent a premise, add the rent.

What a franchisee can earn in Year 1

₹33,89,600

Estimated yearly profit

Fee income ₹38,88,000

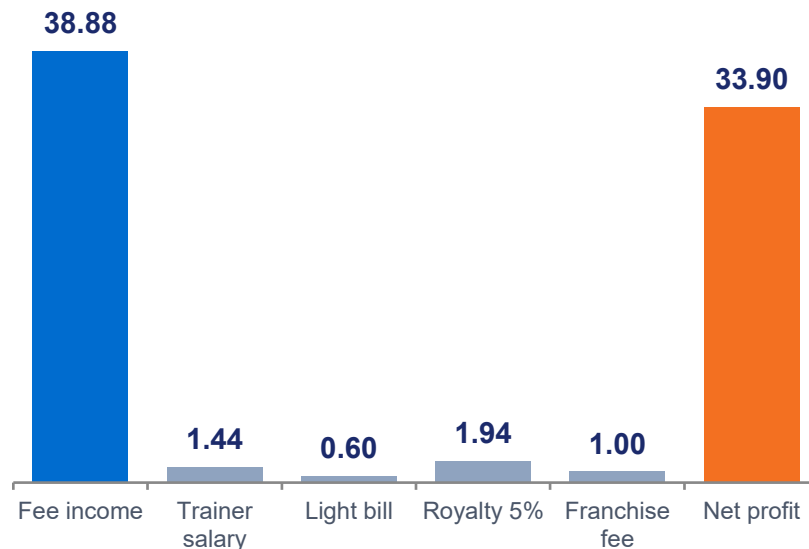
Trainer salary - ₹1,44,000

Light bill - ₹60,000

Royalty to Brand High (5%) - ₹1,94,400

Annual franchise fee - ₹1,00,000

Year-1 economics (₹ lakh)



Illustrative estimate: 27 batches a year (2 new batches of the 3-month programme every month, plus 3 weekly 12-month batches), 12 students per batch on average, ₹12,000 average fee per student, own premise with no rent, one trainer. Actual results vary.

Every batch builds your profit

Revenue per batch

₹1,44,000

12 students x ₹12,000

Royalty (5%)

₹7,200

paid to Brand High per batch

Monthly running cost

₹17,000

trainer ₹12,000 + light bill
₹5,000

Average monthly profit

₹2.8 lakh

yearly profit divided by 12

The first 2 batches cover the franchise fee, royalty and 3 months of running costs.

Annual profit at different batch volumes (same expenses)

12 batches

₹13,37,600

18 batches

₹21,58,400

27 batches

₹33,89,600

Illustrative estimates based on the Year-1 model. Actual results vary.

WHO CAN JOIN

Who can get the AI Junior franchise



Home tutors

Add a premium, future-ready AI course to your existing students without new infrastructure.



Tuition and coaching owners

Fill idle time slots and add a fresh revenue stream alongside your current classes.



Computer and skill institutes

Extend into school-age learners with a ready curriculum and a certified trainer path.



School owners and educators

Offer AI as an after-school club or Saturday special and build a future-ready name.



Freelancers and homemakers

Start a respected education business from home or a shared class space, fully trained.



Retired teachers and professionals

Turn your teaching experience or spare hours into a steady, high-impact business.

No technical background required. The programme is designed for educators and entrepreneurs, not just tech professionals.

Performance-driven growth, with you at the centre

- ✓ Monthly target planning with your relationship manager
- ✓ Access to campaigns, leads and expert mentoring
- ✓ Weekly franchisee calls and a performance leaderboard
- ✓ Incentives and referral rewards for high performers
- ✓ Priority access to new AI programmes and workshops
- ✓ Optional CRM and WhatsApp automation upgrade

First-mover advantage

For early franchisees in each city:

- Exclusive area positioning
- Strong local brand visibility
- Leadership status in AI education

Flexible setup: operate from home or a shared class space.

Simple, transparent investment

₹1,00,000

Annual franchise fee

5 years

Agreement, renewable

5%

Royalty on revenue

Year-1 payable to Brand High (at 27 batches)

₹1,00,000 fee + ₹1,94,400 royalty = ₹2,94,400

Includes the brand licence, class-wise syllabus, soft-copy materials, session recordings, trainer training, student LMS, certificates, marketing toolkit and dedicated support.

GETTING STARTED

Be the first AI Young Innovator in your city

- 1 Discovery call
- 2 Agreement and onboarding
- 3 Trainer training
- 4 Launch your first batch



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