

One-Pager

Facts

- Homestay is an old practice used by visitors and students to quickly adapt to a particular country's culture... and language, either as part of a short-term stay or an ongoing education.
- A child's education with quality secure care is a top priority for most parents.
- Children living alone with a foreigner family often times feel left out and misunderstood, resulting in a strong longing to return to the safety and comfort of their home in China.

Concept

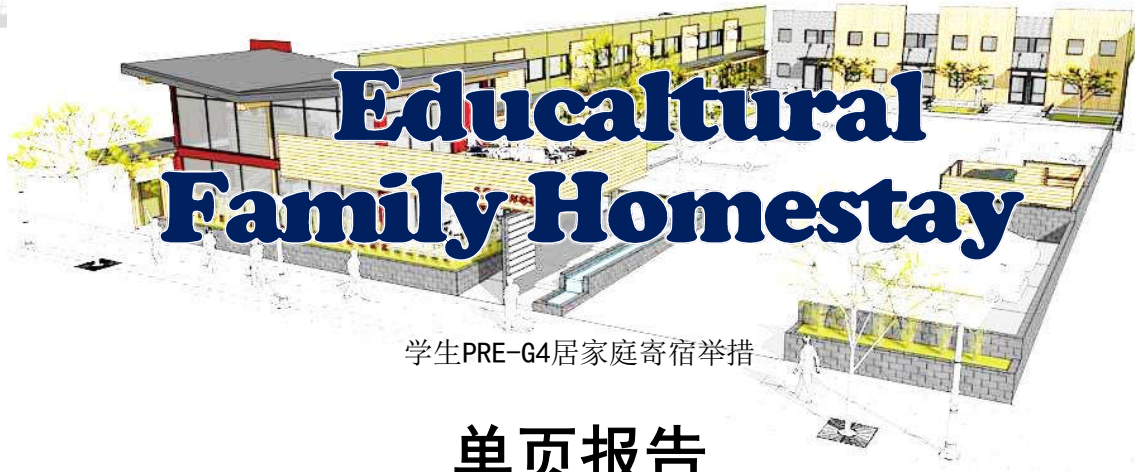
- S.E.I.'s **Educultural Family Homestay (EFH)** will be a true "home away from home" environment that will provide a limited number of students with the security and care that parents seek for their only child.
- The management, monitors, health and tutoring staff will be adults with a vested interest in maintaining a caring-sharing environment that provides ongoing help with studies as well as lifestyle choices.
- The EFH concept's advantages are: (a) secure housing; (b) caring services; (c) personalized services; (d) motivated management, monitors, health-givers and tutors; and (e) option to stay in Canada after graduating to look for a job, and eventually apply for permanent residency.
- E.F.H is a proof-of-concept initiative to highlight the merits of the **G4Habitat** concept (see separate One-Pager) that focuses on education and culture, with the proper living and learning environment.

Market Targets

- The S.E.I. EFH will cater to foreign students who prefer to pursue their high school or university **education in Canada**, the **2nd best country in the world** according to *USNews* with BAV and Wharton (<http://www.usnews.com/news/best-countries/canada>) and also second on the *Social Progress Imperative's 2016 Index* report (<http://www.theglobeandmail.com/news/social-progress-index-canada-isalright/article30647376/>), meaning BEST native English speaking country.

Homestay Costs (@ yearly) (all prices approximate as of October 24, 2016)

		¥81,104	\$16,000
<i>Exchange Rate as of 16.10.24 : 5.069</i>			
Homestay (@ \$880 / mt, including meals, shared room, health care, etc.)	10	¥44,607	\$8,800
Registration & Orientation	1	¥2,028	\$400
Custodian service	1	¥5,069	\$1,000
Security deposit (refundable at end of homestay)	1	¥4,461	\$880
Pick-up @ Ottawa airport (Toronto pick-up extra \$100)	n/c		
Medical insurance	1	¥3,041	\$600
Transportation @ \$80 / month	10	¥4,055	\$800
Student lifestyle expenses @ \$80 / week	44	¥17,843	\$3,520



学生PRE-G4居家庭寄宿举措

单页报告

现状和问题

- 家庭寄宿是一种传统的快速融入异国文化，了解异国语言的手段。它是留学深造或短期游学的必不可少的一部分。
- 孩子们的生活品质和安全往往是家长在出国游学中最关心的事情。
- 学生到国外家庭中生活常常感觉被忽视和误解，导致让他们想尽快回到中国安全舒适的家。

我们的理念

- S.E.I的教育文化寄宿家庭是一个真正的“远离家的家”。她能保障孩子们的安全并提供全面的悉心照顾，这也是独生子女父母所期待的。
- 我们的工作人员从管理人员到监督者，从健康服务人员到辅导人员都热衷于为孩子们营造一个关怀与分享氛围的成年人。这种氛围将有助于孩子们学习和生活。
- 教育文化寄宿家庭的理念的优势在于：1. 保障住房；2. 提供贴心服务；3. 提供满足个性化需求的服务；4. 积极上进的工作人员：管理层，监督者，健康服务人员以及辅导人员；5. 提供毕业后在加拿大就业并获得永久居住权的机会
- 教育文化寄宿家庭印证并凸显了 G4 栖息地理念（请参照另一份单页报告），这一理念聚焦于教育和文化两个方面以及营造良好的生活学习氛围。

目标客户

- S. E. I. 教育文化寄宿家庭适合希望就读加拿大中学和大学的留学生. 根据美国新闻, BAV 和沃顿学院的报道(<http://www.usnews.com/news/best-countries/canada>)以及 2016 年社会进步必备因素指数(<http://www.theglobeandmail.com/news/social-progress-index-canada-isalright/article30647376/>), **加拿大排名第二**, 最留学生出国选择在最佳英语国家。

费用 (@表示年) (所列开支均参照 2016 年 8 月 23 日之前的水平)

		¥81,104	\$16,000
家庭寄宿费用 (@880美元/月, 包括伙食费, 租房, 医疗保险等等)	10	¥44,607	\$8,800
报道注册和入学情况介绍	1	¥2,028	\$400
监护服务费	1	¥5,069	\$1,000
保证金 (寄宿家庭结束时可退款)	1	¥4,461	\$880
接机费@渥太华机场 (多伦多机场接机费额外收取100美元)	n/c		
医疗保险	1	¥3,041	\$600
交通费@80美元/月	10	¥4,055	\$800
学生日常生活开支@80美元/周	44	¥17,843	\$3,520

