



One-Pager

G⁴Habitat

An educultural student & seniors' home away from home.



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.
- Homestay is more than just a "babysitting" service. It is an introduction to a particular country's lifestyle... including practical real life experience with all the nuances of the native language and culture.
- More and more Chinese students are being sent abroad, either for higher education or just for a deserved vacation. A child's education and quality secure care is a top priority for most parents.
- Parents are concerned with their child's well-being and security while they are in a foreign country.
- It is well known that most students who study abroad, especially the younger ones, have great difficulty in adapting. Part of the reason is that most are not independent minded enough nor mature enough to take responsibility for their needs and actions.
- 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

- The **G4Habitat** will be a "home away from home" environment that will provide students with the security and care that parents seek for their only child.
- Some parents would like to combine their child's stay in a foreign country with a possibility for them, the parents, to travel to and stay with their child... on a short-term basis.
- Parents would like their child to study in a foreign country from an early age and prefer English speaking countries that also have secure and mature societies, such as Canada.
- The **G4Habitat** concept includes homestay for seniors who will act as surrogate grandparents to the students, thereby ensuring a unique quality "family" type environment.
- The management, monitors 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.
- **G4** refers to the fact that the concept encourages interactions between different "age groups", that is children, teenagers, adults and seniors, which research shows leads to a better "rounded" education, not just formal education, but also familial and social informal education.

Market Targets

- The **G4Habitat** will cater to: (1) foreign pre-18 students who prefer to pursue their high school education in Canada; (2) foreign 18+ students wishing to attend a Canadian university; and (3) seniors eager to move into a "communal" family type environment.
- The **G4Habitat** concept's niche revolves around people looking for: (a) secure housing; (b) luxury accommodations; (c) caring services; (d) personalized services; and (e) motivated management, monitors and tutors.





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教育和文化的学生寄宿家庭和老年人的家



现实和问题

- 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。
- 家庭寄宿绝不等同于保姆，它是学员融入异国语言 and 文化的起点和基石。由于母语环境和文化的优势，有家庭寄宿经历的学员往往更容易融入的外国的学习环境。
- 随着日益增多的中国孩子出国留学或游学，孩子们的教育品质和生活质量和安全已经成为家长在出国问题中最关注的焦点。
- 众所周知，我们的学生特别是低年级学生很难快速的融入到异国的环境，这主要是因为他们的思想和身心都还不成熟，无法独自面对问题。
- 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。

我们的理念

- 我们将提供一个远方的家让家长可以完全不用担心孩子的身心和安全
- 很多家长都希望可以陪同前往或者短暂陪读。
- 主流家长首选的留学目的地都是成熟，发达，安全稳定的英语国家，加拿大就是最有力的竞争者之一。
- 我们的教育+教育家庭寄宿首创了这种全新的理念将四个不同阶段的学员放在一起，全面照顾到新生的教育和文化学习和生活的需求。让他们更有家的感觉。
- 我们从管理人员到老师都只有一个目标，就是为孩子提供最贴心和最专业的帮助，让他们可以更快的适应外国的学习，生活。
- 我们的理念就是将不同年龄的学员放在一起，激发他们之间的联系，鼓励他们互相交流，研究表明这样让他们得到更好，更全面的教育。这不仅仅是学科教育，更包含了素质和社交能力。

目标客户

- 在 G4Habitat 将满足：谁愿意继续在加拿大的高中教育（一）外国前 18 名学生；（二）希望参加加拿大大学的外国学生 18 周岁以上；（三）老年人渴望进入一个“社区”家庭式的环境。
- 在 G4Habitat 概念的利基围绕人们寻找：（a）保障的住房；（b）豪华住宿；（c）贴心的服务；（d）个性化的服务；（e）积极性的管理，监控和导师。

