



# Schoolala Academy

Business Plan Outline, March 2007

The Jockey Club Scholars Alumni Association (JCSAA) is a non-profit organization comprised of recipients of The Hong Kong Jockey Club Scholarship. It is committed to serving the society through high-value and original community services.

This proposal is targeted towards the said organization, and intends to suggest how we can **transform** its highly successful community service project, "Schoolala", from a small-scale, traditionally funded project into a self-sustaining social venture.

**William K.Y.Hui**

with

**Harmon Wong**

**Lily Chan**

## Mission: Youths of Hong Kong

Below is a true story illustrating how the youths these days make their life choices.

In a certain secondary school, some alumni are invited to deliver a talk on their experience with different degree programs to the Form 7's. Students are given a form on which they can write down the degree programs and the corresponding salaries that the alumni are earning. Then they are told to sort the list by the salary and pick degree programs (for JUPAS) according to their rank in class. For instance, if you are around mean in class, you should pick a degree program with the median salary, the teacher told them.

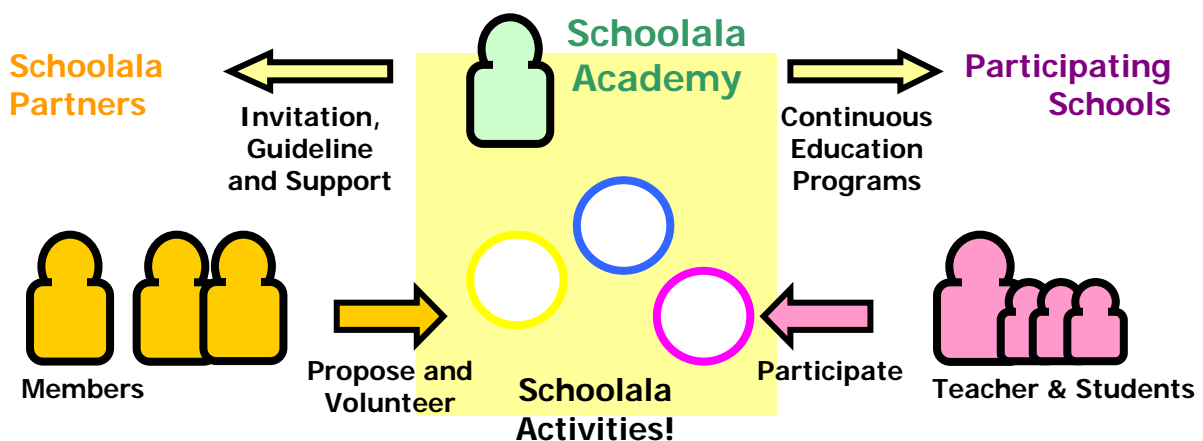
Why would the teacher come up with such a ridiculous method for the kids to handle an important life choice? Because a large amount of kids have no ideas at all when asked what they want to do in the future.

Admit it. The society as we know is getting **increasingly complex**, with contradicting information coming from media everyday. Even adults are having difficulties with the ever-changing society. We need to give the youth exposure to the society, the diverse choices of life, **outside the classroom**. We hope, through out-of-classroom exposure, youths can develop **a sense of direction, a personal ambition, a dream**. It is, however, unrealistic to increase the workload and stress of local school teachers. A social enterprise could be a viable solution.

## Solution: An Open Platform for Out-of-Classroom Education

Schoolala Academy is a non-profit educational social enterprise that organizes education programs for local youths of 13-16 years old in which **volunteers** from the society provide short (half-day), 10-20 student activities about **adulthood, career, society, and life in general**. These **out-of-classroom activities** are not centrally designed or assigned, but to be **proposed, prepared and "hosted" by the volunteers**. Schools that participate in the Academy's programs are offered a wide range of activities which teachers and students can thus choose from and participate together.

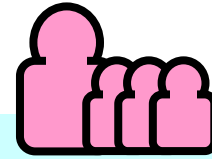
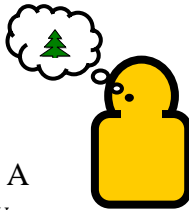
The following figure summarizes the service model:



## How it Works:

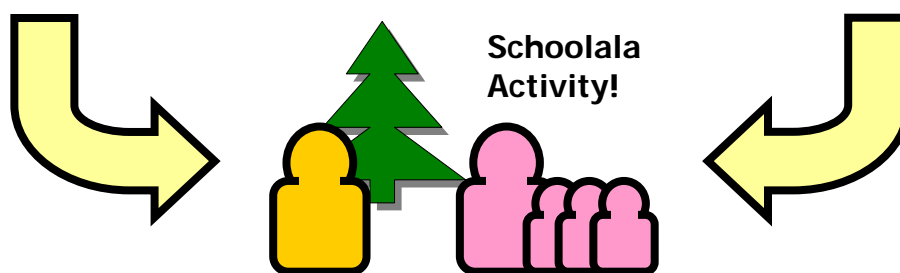
### For Volunteers

1. The Schoolala Academy invites collaboration from local organizations that are either recognized alumni associations (e.g. university alumni) or professional union/organizations (e.g. Dentist Association) as our official **Schoolala Partners**. **Workshops** are held to demonstrate concept and inspiring examples from past activities. These measures give schools and parents the confidence of the quality of the activities.
2. A volunteer from a Schoolala Partner got the invitation and come up with an idea for a Schoolala Activity. He/she **proposes the idea via the web**. A valid proposal has to be half-day, one-time, targeted to 10-20 students with general themes of:
  - a) “Featuring” – a story, a demonstration of unique lifestyle or experience (e.g. sharing from a blind office worker)
  - b) Tour of a workplace (e.g. a Chinese medicine research lab from a researcher)
  - c) Workshop (e.g. a modern dance workshop from a professional theater dancer)
3. The Academy examines the idea. Once approved, the Academy will post it among the list of Schoolala activities and **handles the registration and logistics** involved.



### For Teachers/Students

1. The Schoolala Academy invites participation from secondary schools. An **introductory session** will be held to introduce the students to the Schoolala Academy in a lively and fun manner.
2. Under teacher’s approval, students can join our 1 year **education program** that expects participation of at least several Schoolala activities of their choice, led by a teacher. The program comes with a Starting Ceremony and Graduation Ceremony.
3. Teachers and students from participating schools **view and select activities** that they are interested in. A teacher will stay with students for each activity, and encouraged to incorporate them into formal learning (e.g. English composition).



*Schoolala Academy brings the otherwise scattered efforts of casual volunteers together into a single, continuous education program in the context of students!*

## Why it Works:

**For Students:** "Schoolala", the pilot community service project by JCSAA which this social enterprise idea is based on, has received **great acclaims** from parents, teachers, students and volunteers. We are confident of the impact of these direct social exposures on the development of the kids.

**For Volunteers:** Why we are confident that sufficient volunteers will heed our call? Hong Kong people work long hours. Often a major difficulty in volunteering is to find opportunity that can fit into one's own schedule. To volunteer in Schoolala Academy, you just need to cook up an idea (anytime), propose via web (30 min), wait for approval and host the activity (4 hour) at your own schedule. Five hours of volunteering work is very **affordable**, not to mention that its relatively **high value** (utilizes one's own experience and expertise). Would you be willing to spend five mere hours to inspire some youth with **your chosen time, place and way**?

**For Partners:** On top of the obvious benefits to their members, we will run PR campaigns to promote our partners' contributions to the public, enhancing their image.

## Revenue Model and Sustainability

Schoolala Academy is largely volunteer-based. To be sustainable, we mainly need to cover the administrative expenses. Three major streams of revenue are planned: reasonable fees from students/parents, which would encourage participation and commitment and cover basic activity expenses; schools are expected to subsidize the participation fees; lastly, sales from student/volunteer creations, books, videos about the activities, targeted at parents and general public. All revenue sources scale well with the amount of activities. Traditional funding and donation will also be considered.



Fig 2. Snapshots from an activity from a Performing Arts student in "Schoolala". This project from our target client serves as the reference of our social enterprise proposal.