

1. THE EXECUTIVE SUMMARY

Thailand's Services Sector is the country's most important contributor to the economy representing 47% GDP and 37% of the labor force, employing 12 million people. However, most of these staff have never received formal services training. Only limited numbers of university-level schools focus on services skills at the graduate level, while ironically, the majority of the demand for trained services staff is at the vocational level where training programs are limited. Service industries are facing a critical problem in identifying qualified service staff for this huge and growing segment. Hotel operators, for example, see the most important foundation to providing quality to their customers as the service attitude and behavior of their staff. The results of poor training are staff turnover rates reaching up to 60%, skyrocketing recruitment and training costs, and declining service quality. At the same time there are approximately 160,000 job seekers in Thailand that have indicated their desire to work in the service sector – but don't have the required skills to do so and no way to access these employers. These job seekers typically have limited financial resources for higher education. A fundamental opportunity exists to train and employ lower to middle level employees in Thailand largely due to a unique limitation in the Thai educational system. If Thai students are not from families with good financial means, they have little opportunity for university education beyond high school.

Unlike much of the western world, ambitious and intelligent Thai students cannot find sources of funding for higher education other than those provided by their families. This means that there is a large supply of capable, motivated potential employees for the service industry that have no access to training due to financial limitation. The service industry values these people if they were properly trained. We intend to provide a financially feasible path for such Thais to change their lives while meeting this unmet demand. "CareerCreate" will offer affordable, proprietary supplementary education courses specifically focused on fundamental service thinking and attitudinal based behavior modification, directly addressing the industry's needs. Using a proven training method in the "**Pro found**" courses, we will provide vocational level employees significantly better opportunities to work in the service sector, while providing employers up to 50% cost reduction in their recruitment and training practices for basic service staff levels. **Profound** will also directly link and create career opportunities by matching service employers with proactive students looking to enter this sector. The **Pro-found** on-line "CareerConnect" will be a value added proposition offering our graduates preferential hiring from our hotel and service chain partners, while offering these employers prescreened and trained candidates, resulting in better quality of employees and lower hiring costs.

The Market

Currently, 12.6 million workers are in the service industry and the demand is growing by 5% per year driven by full government support to prioritize the Thai tourism industry. On the average, there are nearly 1 million people seeking jobs in Thailand including graduating "diploma" students; and 160,000 of these people

specifically desire to work in the service sector. 72% from our survey of 141 diploma students intend to further study with **Pro-found** because they believe that it would help them increase the chance to work in service sector. This is an inviting opportunity for a training center to practically enhance and develop service skills for the unemployed. At the same time, the course creates a reliable career path for those who want to enter this industry. 100% of international level hotel respondents indicate a great interest in participating in the program from the employer perspective.

The Management Team

The key team players and advisory board members are proven entrepreneurs and bring extensive experience in service training and information technology. Especially our Managing Director, Roselyn Charoenwongse, who has spent nearly 20 years in Human Resources development. She currently is HRD consultant to both private and government sectors such as the Department of Labor and the Stock Exchange of Thailand. Our board members also have experience in designing and implementing experiential attitudinal training programs to large targeted groups.

The Marketing Strategy

To build brand reputation and establish a vast database, **Pro-found** initially will align with well-known hotels and restaurant chains and we are in discussion to co-brand with a leading online employment portal. The proposed alliance creates a synergetic opportunity to create awareness for our training services along with creating greater employment exposure for our graduates. Sales teams will be deployed to approach potential students at both individual and corporate levels. Business-to-Business team will approach corporate entities encouraging them to use **Pro-found** to efficiently find qualified employees and create business alliances. In return, they gain benefits by finding or developing qualified personnel without large time commitments on their part. **Pro-found** graduates gain a competitive edge, access to enter their desired service sector and connections with industry leaders for potential hiring opportunities.

The Operations

Pro-found will operate cost effective walk-in based training centers in business areas located in urban and suburban locations around the city. The abundant numbers of qualified teachers in Thailand are recruited to deliver content; this will leverage the current gap of unappointed teachers due to the government's limited quota system. The centers will earn generous margins in a standardized and low overhead training business model. Initially, specialized trainers will rigorously train and continue to coach the incoming teachers to ensure the course quality. We plan to be operating 9 training centers in rented premises by 2011. Our "CareerConnect" database will add to our strategic alliances by creating effective information that accurately match qualified employees with the suitable jobs.

The Investment Opportunity

“CareerCreate” is seeking THB29 million in capital from private investors to be used to fund start up operations and working capital requirements to establish its first branch in Thailand. The founders are investing THB3 million of personal funds in addition to the substantial efforts involved in bringing this project to market. The investment being offered will provide 35% equity in the company. The investment will yield a projected project IRR of 80% and investor IRR of 39%. We recognize a minority proposition and are therefore receptive to discussing minority shareholder protections and some form of a minimum preferred return to investors.