

**LITTLE
LUMINARIES™**

October,
2025

Presented by

Alex Hao

littleluminaries.club

LITTLE LUMINARIES

*A replicable premium early
childhood education brand
& highly certain early years asset*



THE PROBLEM

IN THE UK AND MIDDLE EAST
PREMIUM NURSERY MARKETS,
SCALABILITY AND LUXURY
INDIVIDUALITY RARELY COEXIST

Market Pain Points – UK (London) & Middle East Premium Nursery Segment

- **Supply:** In Marylebone and central London, nurseries offering both quality and distinctive care remain in short supply.*
- **Demand:** Among affluent families in the UK and Middle East, the early education market is showing a clear K-shaped polarization*
- **Brand:** No existing brand in the UK or Middle East has successfully combined 「*premium experience*」 with 「*scalable growth*」 in this niche segment.

Central London's premium nursery market urgently needs a brand that offers a boutique experience while remaining replicable and ready to scale.

THE SOLUTION

LITTLE LUMINARIES ENTERS THE PREMIUM EARLY EDUCATION SEGMENT WITH A BRAND AND SYSTEM THAT COMBINE LUXURY AND SCALABILITY

Our Solution for the Premium Nursery Market in London

- **Standardized Premium School System:** A replicable premium early education model blending design, curricular depth, and distinctive character.
- **Luxury Care & Education Experience:** Bespoke design, aesthetic wellbeing, and parent community, turning early education into a luxury experience.
- **Brand Strength with Risk Control:** We go beyond Ofsted standards, ensuring safety, health, and transparency for sustainable growth.
- **Asset Flexibility:** Flexible asset strategy combining freehold and leasehold models.

Little Luminaries enters the premium nursery segment with a distinctive luxury experience, scaling growth through a flagship-to-city-cluster strategy.

MARKET

HNW ELITE

KA

OPPORTUNITY

£ 3B
UK / Middle East
premium early
education market

1000+
MARYLEBONE (LONDON)
HNW Families
& Corporate KAs

OUR FOCUS:
A high-end early education brand
combining luxury experience with
scalable growth in the UK and Middle
East premium nursery segment.

OUR OFFERING

“

Built on Montessori, EYFS, etc., blending design, nature, and culture to create a replicable premium education model.

— a system and a brand, not just a school.

	Brand & Market Fit	Pedagogy & Language	Care & Enrichment	Environment & Safety
Core	Premium nursery Experience Marylebone flagship	EYFS; Montessori; Reggio Emilia Multilingual immersion	Small cohorts High staff–child ratio Daily portfolio	Elegant interiors Eco-friendly facilities Ofsted safeguarding standard
Premium Experience	Private membership Guaranteed capacity Premium pricing	Atelier curriculum STEM & Music Holistic developmental philosophy	Organic chef-led cuisine Mindfulness & Yoga Forest school trips	AI-powered monitoring & analytics; Clinical partnerships Parent dashboard APP
Systems & Assurance	Signature design system Partnership halo Flagship-to-cluster rollout	Bespoke curriculum Continuous teacher training Quality audit	Operating playbook Standby care Impact reporting	Smart monitoring Clinical partnerships Compliance & Parent Advisory Board

01 Little Luminaries Flagship Proof of Model*

Our first flagship in Marylebone, London brings together top educators, design-led spaces, and innovative curriculum. It validates the unit economics, service quality, and parent acceptance of our premium model.

At 85% occupancy, EBITDA margin is expected to reach ~60%, with cash flow breakeven within 15 months.*

HOW WE BUILD GROWTH 「FLAGSHIP」 TO 「BRAND」

02 City Cluster Expansion

Flagship-led replication across London's prime neighborhoods (Chelsea, Kensington, etc.)

03 International Growth

Global rollout in Dubai, Singapore, and Milan via franchise or JV model,

MARKET STRATEGY

A relationship-driven growth strategy built on trust, design, and community, not traffic.

60K+

high-income parents reached
Achieved through precision-targeted campaigns on Google, Instagram, TikTok, and lifestyle media, capturing qualified leads within affluent districts.

**CURATED DIGITAL
PRESENCE**

>35%

of enquiries from partnerships
Secured 10+ partnerships with luxury estate agencies, maternity clinics, and private clubs to build trusted, high-conversion acquisition channels.

**STRATEGIC
PARTNERSHIPS**

Low CAC

by Invitation referral program
Invitation referral program leveraging existing families to drive organic growth and reduce acquisition costs.

**COMMUNITY
REFERRALS**

2+/Mo

Quarterly open-house salons
and curated storytelling campaigns introduce families to the Little Lionhearts experience through design, dialogue, and community.

**EXPERIENTIAL
OUTREACH**

COMPETITIVE LANDSCAPE





Alex Hao

CEO & CMO

Over 10 years of international experience in marketing, branding, and cross-border business development.



Rosy

PR relations
& ex teacher for 8 years



Wang

COO over 10 years
experience in nursing care



Lan

CFO
ex McKinsey & Co

THE MINDS BEHIND LITTLE LUMINARIES

A team guided by love and driven by responsibility.

October, 2025

**Under a disciplined financial framework, our model delivers resilient and high-margin performance, as reflected in the following core metrics.*

WE'RE RAISING £ 750K TO BUILD OUR RUNWAY

85%

Steady-State Occupancy

15 Mo

Cash Flow
Break-even Timeline

35%

Break-even Occupancy

~35%

Staff Cost / Revenue (M12)

~60%

EBITDA Margin (M12, pre-
rent) Well above UK sector
benchmarks

1.7×

Projected ROI
(3-Year Flagship)

Let's shape the future , together.

**THANK
YOU**

October,2025

**LITTLE
LUMINARIES**TM

Get In Touch

Alexhao102ky@gmail.com
+44 (0)7985 781871
littleluminaries.club
6 york place, SW113JD
London