



NHC Education Center

May 2020

Business Plan

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Summary

Market background

Historically China attaches much importance to education and education is one of the most active areas of spending for an average Chinese household. To meet the Chinese people's growing demand for education, we believe that educational programs from advanced nations such as Finland, the US and Singapore have a big potential in China, particularly when they are adapted to the individual needs of Chinese.

Our mission

Introducing educational programs from Finland and other countries to China and localize it to meet the needs of the Chinese people. NHC Education Center strives to play an active role in it.

About us

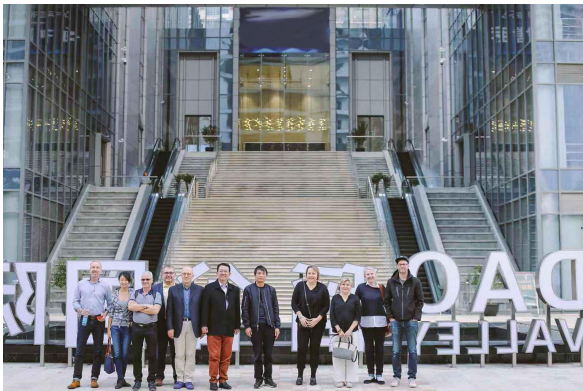
- We boast an international perspective and strive to be a bridge that connects excellent international education resources with China's domestic needs to benefit the Chinese people.
- NHC Education Center will cooperate with well-known universities in the US and Finland to carry out 2+2 Bachelor, EMBA and EDP Programs.
- We have the most experienced teaching faculty and mentors from the world's leading research and teaching institutions. We invite Chinese companies to go to the US and Finland to inspect advanced local management systems, delve into the efficient management models of major companies, learn their advanced and mature management concepts, and thus improve their overall business knowhow and management standards.

NHC Education Center: Our roadmap



Today

Established **strategic collaboration and partnerships** with Finland's best winter sports management professionals and trainers



NHC Sports posing with the Finnish partners

2020-2021

Establish a **sports management center** in Suzhou with the **key offering**:

- Finnish science and technology and management talents provide training for Chinese youth
- EMBA education in sports management to train Chinese talent in management of sports events and related economic activities

2022 and beyond

NHC Education Center as industry standard in **management and education**

Continue to innovate and create additional offerings such as:

- 2+2 Bachelor Program
- EDP
- VR/AR/MR Lab
- Utilize 5G, AI, AR, Big data into education



NHC Education Center: Core products and services

2+2 Bachelor
Program

EMBA

EDP

VR/AR/MR Lab

Consulting
Service

Haaga-Helia University of Applied Sciences's Lab 8 Suzhou & Big Data Center

2+2 Bachelor Program

In December 2019, Suzhou Industrial Park Institution of Vocational Technology and Haaga-Helia University of Applied Sciences in Finland signed a 2+2 cooperation memorandum, according to which, after completing 2 years of studies at IVT, students can directly apply for further studies in Haaga-Helia University of Applied Sciences in Finland to complete their undergraduate studies.

According to the MOU, IVT students need to take interviews organized by the school instead of taking expensive IELTS, when applying for Bachelors degree from Haaga-Helia University of Applied Sciences.

In China and have some essential training in spoken English, they can basically pass the Finnish school interview. This is absolutely good news for IVT students who want to study abroad! As long as IVT students pass the CET-4 abroad!

Foundation Module Project

- Foundation Module means students need to study for 3-12 months before entering the actual degree program
- Once students have earned all credits for the foundation course, they are guaranteed entry into the degree program
- Students will receive comprehensive personal guidance and assistance to ensure success
- Some foundation courses are conducted remotely online, which makes the learning process more flexible
- Diploma courses are completed at the leading universities in Finland
- A quality degree provides an excellent opportunity for students to find work in Finland and other European countries and build a successful career

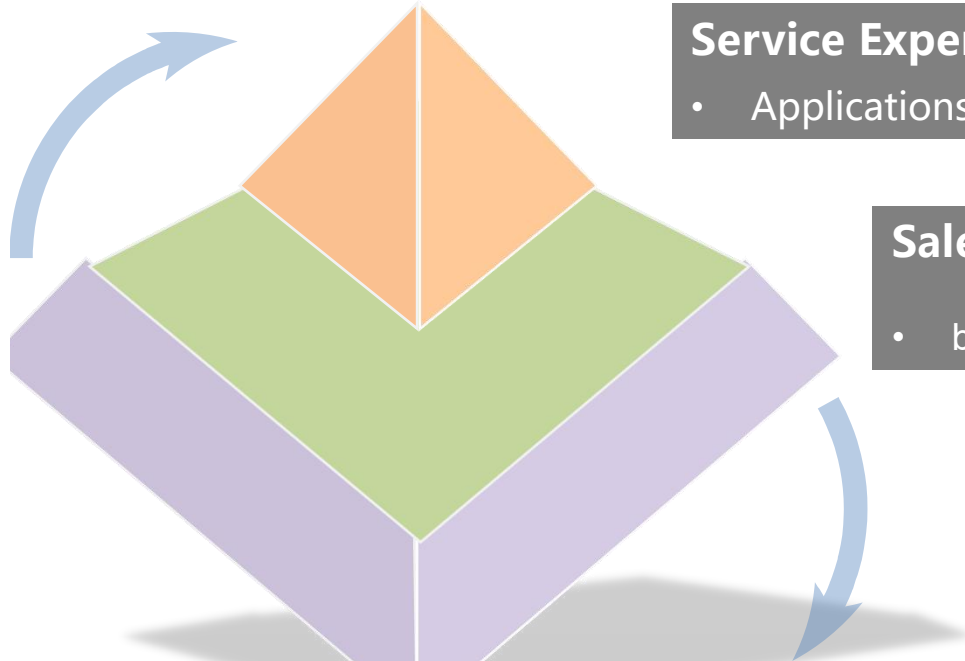
- The EMBA program of Haaga-Helia University of Applied Science in Finland lasts 18 months and offers 16 main courses, including Operations Management, Marketing Management, Human Resources Management, Strategic Management, Financial Management, and Organizational Behavior.
- Most courses are taught by professors from Haaga-Helia University in Finland in cooperation with a few local Chinese professors.
- Focus on corporate innovation, closely integrate theory and practice, open up students' international horizons, and improve their management standards and capabilities.

Module	Class time
Balanced Score Card	Two days
Marketing	Two days
Competition Analysis	Two days
Leadership, Innovation and Development Strategies	Two days
Demand Estimation and Forecast	Two days
Entrepreneurship, Internal Entrepreneurship and Innovation	Two days
Human Resource Management and Development	Two days
Service Excellence	Two days



- Data Science&Data Analysis
- VR lab
- Business Consulting
- Balanced Score Card & Financial Consulting

These projects are already in operation in Finland, but are being introduced to China.



Service Experience Lab

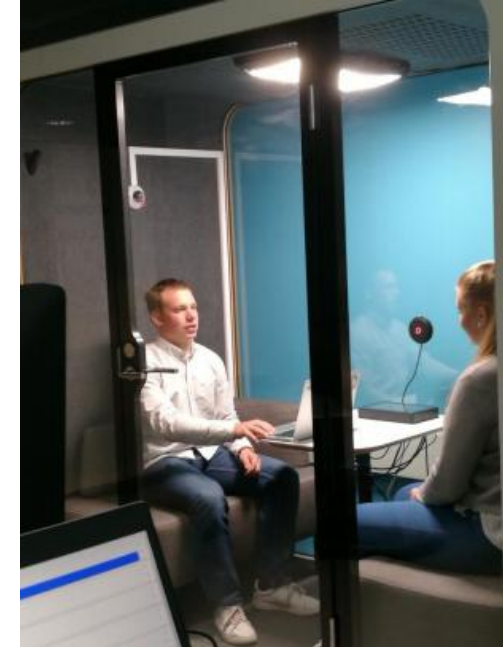
- Applications of AR/VR/MR in sports events

SalesLab

- buyer-seller interaction analysis)

eComLab

- e-commerce analytics



Time	Target
Q2, 2020	Set up R&D infrastructure in Suzhou: Fitting LAB8 functions & equipment to existing premises. Showroom capability
Q3, 2020	Pilots with client company: Piloting Augmented Reality, Virtual Reality & Mixed Reality, Emotion AI, Facial Expression Analyses, Eye-tracking, Galvanic Skin Response, Semantic analyses, Speech related analyses
Q4, 2020	Scale up: Extending RDI co-operation

Haaga-Helia Project: Big Data-Big Business



BIG

- The purpose of Finland's big data project (2017-2019) is to find market opportunities and space through the collection and analysis of big data in the B2B market, and then set up relevant entrepreneurial projects in a targeted manner.
- The implementation of this project relies on a multidisciplinary team: big data researchers, marketing and innovation talent, quantity and quantitative analysts, empirical analysts, and more.
- Project Benefits / output:
 - This project will improve the level of big data application analysis and help entrepreneurs find new business opportunities in the B2B market.
 - Help companies improve their sales strategies and sales channels, save costs and improve efficiency.
- **Status: This project has been operating in Finland for two and a half years, and has about ten strategic partners from universities and research institutions in Finland, Belgium and Germany, thanks to ample working capital provided by TEKES of Finland.**

Haaga-Helia: NICCAP - Nordic Innovative Company Creation Acceleration Program

NICCAP:

- An innovation curriculum that facilitates accelerated international growth for newly established start-ups by providing networks, contacts, resources and skills,
- Comprises of three consecutive multidisciplinary and inter-generational hackathons and idea camps that mix students from the participating countries / organizations with the purpose of creating new cross-border companies and expanding the boundary of the innovation ecosystem,



Project aims:

850 students are exposed to entrepreneurship and challenges in the silver, green and blue economies;

- 6 new cross-border companies with global potential will be created;
- 15 existing early stage startups are supported within the program;
- 6 joint demo days for ecosystem partners are organized during the program;
- 6 joint hackathon challenges are co-created with ecosystem partners;
- Concrete road map with responsibilities and annual schedules for ecosystem engagement is created.¹²



Our office allocation and future needs

Expecting exponential expansion of the operation, the Center will in the near future need 1,500 sqm of office space, which be divided about evenly between :

- ✓ NHC Education with its games and events management, IT and marketing
- ✓ Haaga-Helia University of Applied Science
- ✓ Conference rooms of varied sizes, which includes a multi-functional center that is similar in size and functions to the big lecturing halls of business schools.

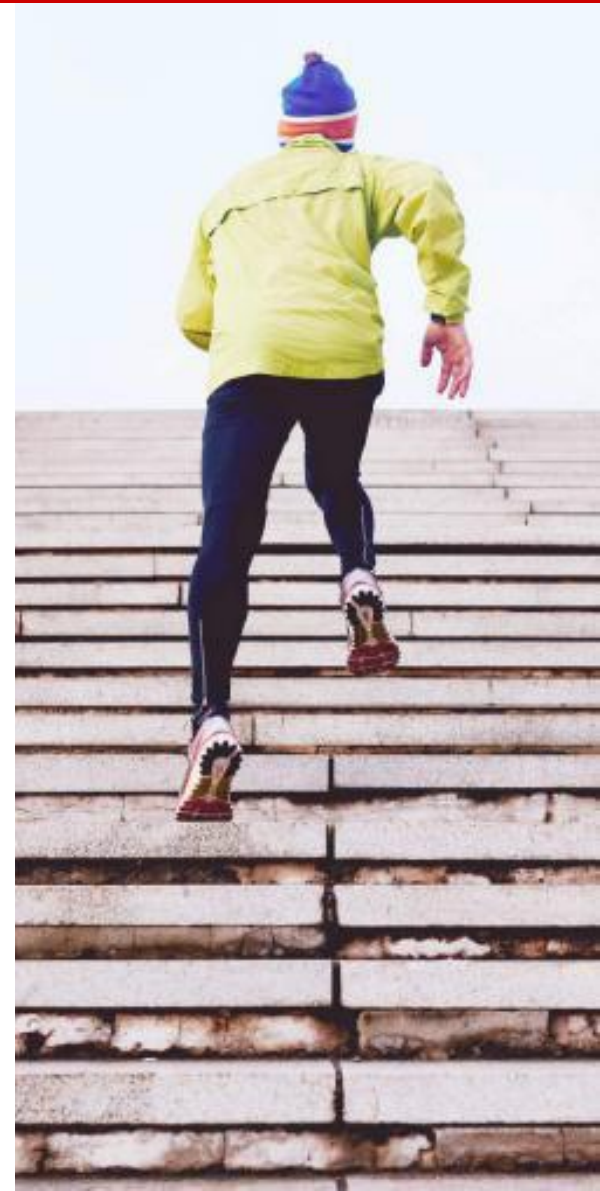


Financial forecast (Million yuan)

Project	2021	2022	2023
2+2Bachelor Program		2	4
Foundation Module		3	6
EMBA		5	10
EDP	5	5	10
Lab8 Service		10	10
Big Data Service		5	10
Total sales	5	30	60
PAT(2 0%)	1	6	12
Cumulative PAT	1	7	19

Fund Raising

	2021	2022	2023
Investment	S\$ 2M RMB 10M	S\$ 4M RMB 20M	S\$ 4M RMB 20M
No. of investors	20	40	40
Each Unit	S\$100, 000	S\$100, 000	S\$100, 000
Fund	Innovative Sports Fund	Innovative Education Fund	Innovative Healthcare Fund



Exit Strategy

- 3+2 years, including 3 years investment period and 2-year exit period
- List the project as Innovative Education Project in Singapore
- Sell the company at premium to the listed health care company
- List the company at the STIB (Shanghai Exchange's new Science and Technology Innovation Board)



Our partners



[Haaga-Helia](#) is a strongly business orientated university of applied sciences in Finland. Through education, research and development, it prepares professionals for business and services, putting emphasis on the principle of co-operation, entrepreneurship, innovation and internationality. In Finland [Haaga-Helia](#) operates an innovation centre with the support of Nokia and other major Finnish companies. [Haaga-Helia](#) plans to install its first overseas R&D Innovation center in China, ie., in NIIC in Suzhou.



Established in 1877, Regis University is consistently ranked as a Top Tier Western University by U.S. News & World Report. Regis stresses on the importance of critical thinking and having a global perspective in its pedagogy. Its university has renowned IT faculties and R&D backgrounds, and plan to play an active role in NIIC and have its Regis R&D Innovation Centre.



University of San Francisco offers 17 undergraduate and 9 postgraduate majors, and currently more than 8,000 students from 75 countries are studying here. The University of San Francisco is the representative of American professional development universities. Its undergraduate education is famous for its entrepreneurial spirit. It is known as the cradle of Chinese chairmen and has cultivated many well-known entrepreneurs such as the CEO of Intel Corporation and the founder of Adobe.



Our Partners and Customers



- Lan Zhou Military General Hospital



Overseas Hospital Partner



Singapore Mount Elizabeth Hospital

Singapore Gleneagle Hospital

Customer



- Suzhou Wujiang District Ministry of Health
- Suzhou No.9 Hospital
- Wuxi No.8 Hospital
- Wuxi No.3 Hospital

Corporate customers

- Longrich Group
- WCI Investment Group
- Nu Skin China
- NHD China
- Nivea China
- Fed Express China

Academic Institution Partners

Haaga-Hela University of Applied Science

Regis University

University of San Francisco



Marketing events in 2018-2020



- February 2020, Mr Edwin Ngoi visited Rotary Club and Sithar Coffee Factory in Myanmar to promote the “Coffee for Peace” project.
- In December 2019 the opening ceremony of NHC Health International Innovation Center (Suzhou) Co. Ltd .
- September 2-7, 2019, Singapore famous businessman, the honor of Goi Family, Founder of TYJ Group and Executive Chairman of GSH Corporation - Sam Goi, invited 15 Goi brothers to visit TYJ factory, GSH Corporate Office, Sutera Harbour Hotel at Sabah and Sabah Mantanani Island.
- In July 2019, Mr Edwin Ngoi participated in the Centennial Celebration of Rotary Club of Manila.
- In May 2019, Prof. Salvador Aceves, Senior Vice President of Regis University, visited Suzhou and Shanghai to achieve strategic cooperation.
- 12-13 November 2018, a Sino-Finnish conference on smart cities, health care and elderly care was held in Suzhou. A press release was released on [LinkedIn](#) and some other media platforms
- October, Mr. Edwin Ngoi was in the U.S. for nearly a month, visiting a number of hospitals and partners to explore opportunities of cooperation in the China market.
- 24-27 May 2018, the medical school of University of San Fransisco convened a conference that explored MNCs' strategy evolutions in China in the new era.
- In May 2018 Haaga-Helia University of Applied Sciences came to Shanghai to meet with prospective partners.
- 22-25 April 2018 Mr Edwin Ngoi went to Vietnam for a charity event of Rotary International and Roots of Peace,

Founder and CEO Personal profile

Edwin Ngoi is a serial entrepreneur with rich experience in the fields of healthcare, sports and education. He is Founder and CEO of NHC Health International Innovation Center (Suzhou) Co.Ltd, NHC Capital (Shanghai) Co. Ltd. and Venture E (Shanghai) Co. Ltd. He is a member of the Shanghai Singapore Business Association in Shanghai and also a member of the International Education Expert Council of Haaga-Helia University of Applied Sciences in Finland. He enjoys working in philanthropy projects and is a member of the Rotary International.

Prior to this, he held senior management positions at multinational companies such as Teradyne Singapore, BHP Lysaght Taiwan and China (Carrier, Whirlpool, Sara Lee and Lion Nathan China) and Singapore Tee Yih Jia (Baoding) Dairy Food.

He holds an EMBA from the University of San Francisco, an MBA from the University of Texas at Arlington, and a BBA in MIS from Idaho State University.





Salvador Aceves, Senior Vice-president and CFO at Regis University, USA. Formerly he was Vice-Provost with Fordham University and Vice-Provost with the University of San Francisco.



Pasi Halmari, Haaga-Helia University of Applied Sciences, has over three decades of experiences of higher education in Finland and elsewhere.



Tiina Laiho, Head of services and comms at CLIC Innovation Ltd & Innoboost Manager of Haaga-Helia University of Applied Sciences.



Li Naihe, Chief Data Scientist of NHC Sports. He's an associate professor at Shanghai Jiaotong University and an expert on big data and AI



Tseng Cheng Hui, founder and former CEO of United World Chinese Bank, Former Vice-President of the Shanghai Ruidong Hospital.

MBA of Taiwan University and Master of Law of Chinese Culture University.



Dr. Ngoi Sing Shang, a renowned Consultant General Surgeon and Consultant Laparoscopic Surgeon at Gleneagle Hospital and Mount Elizabeth Hospital in Singapore, where he has his private practice.



Roger Chen, Professor in Strategy, University of San Francisco, USA.

He has advised Intel, Caterpillar, Tyco Electronics, etc. He holds a PhD in Strategy from the University of Texas at Dallas.

Edwin Ngoi

Founder/CEO

NHC Education Center

NHC Health International Innovation Center

(Suzhou) Co., Ltd.

Email: edwinngoi@NHHealth.cn

Website: www.nhceducation.cn

Email: edwinngoi@nhchealth.cn

Floor 17, Dao Valley, No. 500, Shui
Xiu Road, Wujiang District, Suzhou
215200

Tel: 0512-63168716

0512-63168711

