

LAURA

Attributes

- Cheerful
- Respectful
- Honest
- Hardworking
- Creative
- Positive

Vision

I want the education system to be respectful of children.

Mission

To keep educating myself and apply what I learn to my work and environment to work towards an education system that promotes the child's natural curiosity, gives them the space and resources to learn at their own pace, and in ways that are less restrictive and more natural.

Key products or services - list these in detail

Alternative school.

Key competitors - list three

Traditional education.

Competitive advantage

I have specific training, and I'm constantly reading and educating myself.

Key stakeholders

Children, families, teachers, learning centers for teachers, government and administration.

Value proposition

Children are allowed to be children; they learn through play and exploration at their own pace.

Target market

Families who believe in attachment parenting and want a similar approach at school.

BRIEF

The client

Laura is a 36-year-old preschool teacher and a human rights activist. She believes a different education is possible and is passionate about making a change. She is currently training as a Montessori Teacher Guide. Laura is hardworking, honest and positive, cares about social issues and human rights and is creative and problem-solving oriented.

Vision

An education system that is respectful of children.

Mission

To always keep learning and apply her knowledge to her work and environment to move towards an education system that promotes the child's natural curiosity, gives them the space and resources to learn at their own pace, and in ways that are less restrictive and more natural.

Target audience

Families who believe in attachment parenting and want a similar approach at school.

Key stakeholders

Children, families, teachers, learning centers for teachers, government and administration.

Main competitors

Traditional education.

Laura aims to improve the school experience for children by offering an alternative pedagogical approach where children are allowed to be children and learn through play and exploration at their own pace.