



# Accelerated Academy

DENTAL ASSISTING

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## **BUSINESS PLAN**

### **VISION**

To establish a large network of highly qualified Dental Assisting Academies focused primarily on mentoring and training students in a realistic workplace environment.

### **MISSION**

Our first responsibility is to give our students an opportunity to discover their life's career path. Our desire is to create passionate and qualified future employees by developing each student's knowledge, workplace performance skills, and by exploring their talents. Finally, we aim to assist each student in discovering their place in the dental field by preparing them to use their expertise to obtain dental assisting jobs.

### **INTRODUCTION**

We currently own and occupy two dental practices in the Livingston Parish area. There are five doctors, nine hygienists, and several other office staff in Dr. Bencaz's Denham Springs, LA practice. Because of our size, we require many hardworking, experienced dental assistants to help our patients. Over the past few years, we have noticed the shortage of high quality, experienced dental assistants. Most applying for jobs have no prior training and very little understanding of the actual job they will be doing. Many dental offices now do not wish to hire applicants without any prior training. This is one major reason why we have decided to pursue this vision of developing Accelerated Academy | Dental Assisting. We believe we have found a way to offer the training necessary to potential dental assistants who wish to begin a very rewarding career.

We are currently operating 96 schools in 19 states, and are in the process of adding locations in 5 more states. Our three-year plan expects us to operate 120 schools in 24 states by the end of 2024.

Our company's desire is to add an extremely focused and hands-on system of learning. As of now, most dental assisting schools are expensive, held in a classroom setting, and usually cover an extensive amount of information unrelated to the practical workplace. We believe potential employees are more productive when they are good at a specific job and are focused on learning a specific skill in a timely manner. So, with this in mind, we place students under the care of an educated mentor, and train them in an actual work environment. We do this with strategic methods and use the most updated procedures to train each student. We believe that "on site" training will prepare our students faster and more effectively. So that is why every class will not only simulate a work environment, but it will actually be held inside a dental office.

When we decided to open these schools, we wanted to break down the two largest barriers for the students: time and money. First, we operate our schools on the weekends. The hours of operation are from 8:00 a.m. to 5:00 p.m. for ten consecutive weeks. This allows students to maintain full time jobs during the week, and it condenses the long, drawn out nine-month program to a very comprehensive and focused two-and-a-half-month course. Then there is the issue of cost. We offer our course at a fraction of the cost than the longer vocational programs. This makes it affordable for them to get the necessary training to gain an edge in the hiring process.

Our home location in Denham Springs has been very successful for the past several years. Its success has gone far beyond financial benefits. That academy has allowed our dental practice to consistently employ high quality dental assistants and to create an amazing change in the workplace atmosphere. We believe that being able to hire educated and experienced assistants has allowed us to grow in many areas.

## **FUNDING**

The owner of Accelerated Academy, Jarrad Bencaz, has put up all of the capital for the startup cost of the business. There have been no loans from the bank to fund the program. We are holding each academy within a functional dental office, so there is no need to purchase a facility. Accelerated Academy has 96 locations that average about \$97,000 revenue each year per location.. Dr. Bencaz owns two dental offices with a revenue of \$5.5 million per year.

## **MARKETING**

**Marketing Analysis:** We perform full marketing research prior to developing marketing strategies to our targeted market. This analysis includes but not limited to targeted population, competition, professional trends, and opportunities.

**Marketing Strategies:** We have several marketing strategies we will use, but our overall approach is based on two key factors: developing a good reputation for referrals and making our business well known. Our plan of action is as follows:

1. *Market within the dental office.* We supply brochures, and will place professionally designed signs on the dental office property to inform the general public of the academy's location.
2. *Social media.* Our website is personal and welcoming. We also have Facebook and Instagram accounts. We plan to purchase Facebook and Instagram marketing packages specifically for each location.
3. *Public Speaking.* We will be speaking at high school career day events.
4. *Referral Program.* We plan to place our Academy's information within local businesses by establishing a referral system with incentives for the business. This will help increase our "word of mouth" applicants.
5. *Sponsor events.* We plan to sponsor events and manage highly effective marketing booths at several local fundraisers and/or special events.

## **STUDENT PAYMENT METHODS**

There are four forms of payment for each student. Each student's payment plan will be established at enrollment. The student may pay the full fee up front, set up a customized plan interest fee that make payments weekly over the ten-week course, and is paid in full by the last class, set up an internal ADA loan extending payments over a 6–10-month period with interest accrual, or utilize a Meritize loan which is an outside lender specializing in educational loans. Students utilizing interest bearing loans will be given a truth in lending disclosure. We also offer a \$400 discount to students who enroll early, 12 weeks or more before the start of the course.

## **MANAGEMENT AND OPERATIONS**

Our administrative office (home office) is in Denham Springs, Louisiana. This office holds our President/CEO, our financial department, licensing department, sales team, Regional Dean offices, and marketing staff. We do most of our operations and communication via phone, website, and email. Our Regional Deans travel to all schools on a regular basis. We hire highly qualified instructors within each state to teach the program.

## **CAPITAL EQUIPMENT AND SUPPLY LIST**

One of the reasons we can keep our tuition affordable and our overhead low is that we utilize contracting doctor's equipment within his/her dental practice. Our contract between the dentist and our school asks that we have access to the entire facility, along with a list of supplies to be on hand for our instructors. All tuition for every school is deposited into a single account, if a school location does not meet enrollment expectations, we are able to absorb that loss among all schools.

## **BREAKEVEN ANALYSIS**

At this time, we have computed that once we have 9.5 students enrolled in a class, we are at a breakeven point. Our maximum enrollment per class is 15. The costs involved are licensing, staff salaries, contract rental, marketing efforts, and textbook costs.