



Accelerated Academy

DENTAL ASSISTING

137 Aspen Square
Denham Springs, LA 70726
844-727-3755

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 over 100 schools in 22 states.

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 over 100 locations with revenue of up to \$100,000 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. *Google ads.* Location specific targeted SEO optimizations are used.

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.

Update 7/16/2024

We have updated our payment plan options. The 3 options are: 1. Paid in full at the time of enrollment, 2. Custom payment plan with balance paid by last day of the course (no interest or additional fees), or 3. Extended Payment plan with balance due extended up to 6 months after the last day of the course (also with no interest or additional fees).

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, administration offices, and marketing staff. We do most of our operations and communication via phone, website, and email. 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.

Last year's results

Janesville had 24 graduates with 8 students currently enrolled for the Summer 24 semester. Menomonee Falls had 20 graduates with 7 students currently enrolled for the Summer 24 semester.

Kenosha currently has 7 students enrolled for the Summer 24 semester.

We were also approved to open Appleton and Fond du Lac locations, which will launch this coming year.

Upcoming changes

We will also be submitting program changes to update our method of delivery from a fully in-person program to a hybrid model. The lecture portions will be completed online by the student, and the clinical lab portions will be in-person. We will also reduce the student teacher ration from 15:1 to 12:1. The overall course curriculum will remain the same. The reduced time spent in a classroom will be more convenient to our students, and the reduced student to teacher ration will give the students more individual training during the clinic sessions.