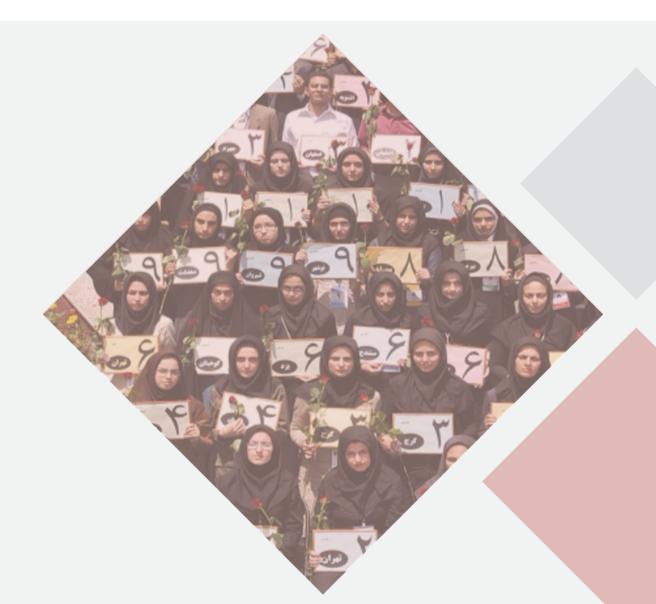


Contents

| listory and Background | |
|-------------------------------|-------|
| 'alues | |
| edagogical Principles | ••••• |
| 1ission | •••• |
| edagogical Spectrum | •••• |
| ducational Methods & Tools | |
| trategic Educational Road Map | |
| ight Yearly Projects | |
| evelopmental Examinations | 1 |
| xam Results | 1 |
| ive-Member Meetings | 1 |
| ersonal Developmental Book | 1 |
| elf-learning Book | 1 |
| eitner box | 1 |
| ssessment Survey | 1 |
| Goal Setting Sheets | 1 |
| Pigital Learning Platform | 1 |
| luman Resources | 1 |
| lanagement | 1 |
| oard Members | 1 |
| anoon Branches | 1 |
| eneficiary Partners | 2 |
| op Students (2001-2016) | 2 |
| cale (2016) | 3 |
| uition Fee | 3 |
| Digital Learning platform | 3 |
| evelopmental Trends 1993-2016 | 3 |

History and Background

History and Background
Values
Pedagogical Principles
Mission
Pedagogical Spectrum



History and Background

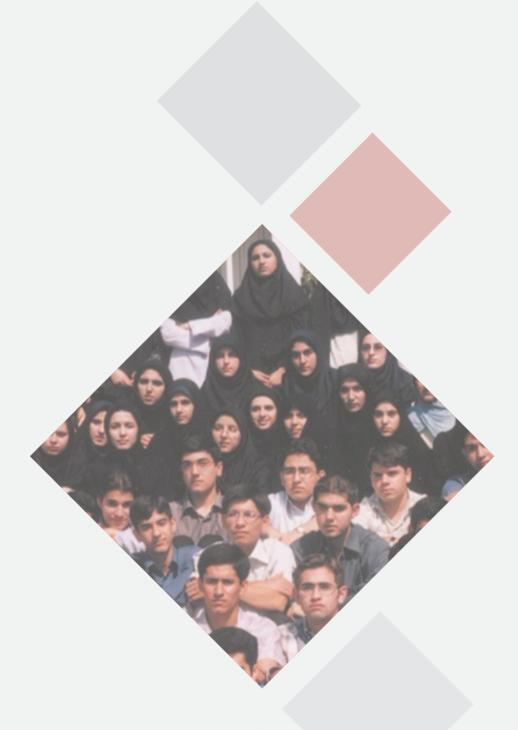
Kanoon Farhangi Amoozesh (Kanoon) is a private educational organization with more than 14,000 employees that covers half a million students at pre-university level in 450 branches in Iran. Kanoon offers three main educational services: (a) holding bi-weekly Developmental Exams at the national level to test students' academic performance based on the school curriculum; (b) providing educational support and planning through a personal tutor; (c) developing educational products such as books, videos, andmultimedia products; (d) providing free access to various digital educational resources and multimedia though (www.kanoon.ir). Since 2005, Kanoon has transformed into a social business by devoting its entire profit to promote equal access to education

in Iran.

Kazem Ghalamchi founded Kanoon as a private educational institution in 1993. Initially a math teacher, he followed his entrepreneurial acumen to design a distinctive and coherent educational road map in the form of bi-weekly exams to help students prepare for the highly competitive National University Entrance Exam (Concour) in Iran. The main purpose of this road map was to guide and help the students to become self-reliant

learners. This pedagogical idea soon proved to be a phenomenal success; currently, more than half a million students attend Kanoon's bi-weekly exams across the country. In the past fifteen years, more than 70% of top 100 candidates in the university entrance exams have been Kanoon's students. Today, this institution publishes more than one million educational books per year and has the most widely visited educational digital forum in Iran. Kanoon's entire profit is devoted to providing scholarship to one hundred thousand students every year.

Philosophically, our services are based on positive psychology of learning that aims to identify and develop the strengths of students in learning. Accordingly, our pedagogy is designed to enable students to evaluate their performance and proactively plan their learning. This pedagogy has been widely praised by students, parents and educational experts in the past 23 years.



66

On a Friday in the fall of 1993, we held the first Developmental Examination in the basement of Azadegan High School on 4th Boostan Street, Pasdaran Avenue. I never forget the very first exam; such a significant event. About 70 students had forgone their sleep, rest, and fun on a weekend morning, to attend our exam. I admit that I never imagined that such an educational method, which embodied planning, self-learning and regular examinations, would later be developed into a necessary principle of educational planning in the country. Now, every other weekend of the year, hundreds of thousands of students, voluntarily and enthusiastically attend these exams.

Kazem Ghalamchi

Values

- 1. Promoting equal access to education
- 2. Empowering students to become self-learners and self-planners
- 3. Respecting pedagogical diversity among learners and teachers

Pedagogical Principles

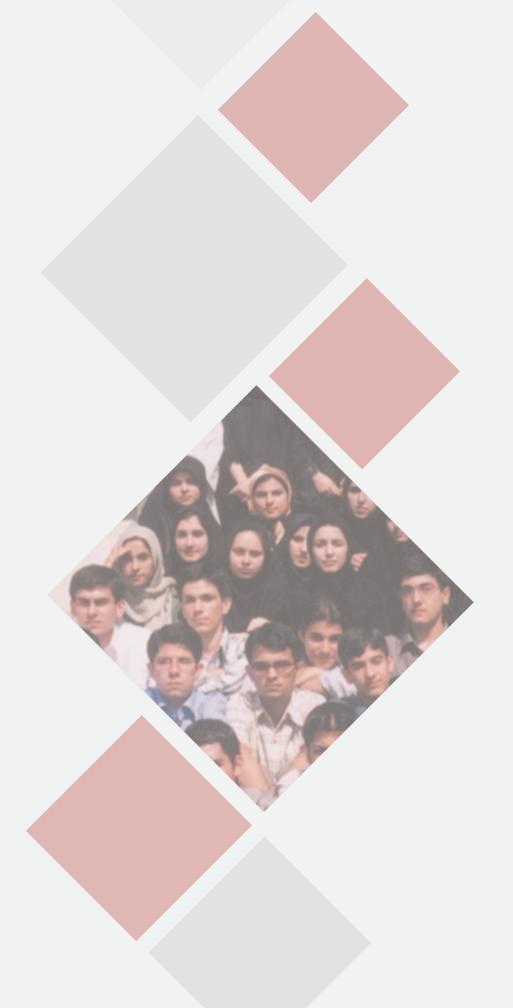
- 1. Being committed to national curriculum
- 2. Developing a Strategic Educational Road Map through by-weekly self-assessments
- 3. Adjusting expectations based on self-assessments
- 4. Praising effort and persistency
- 5. Assisting every student with personal tutorship
- 6. Involving parents, specially fathers, in students' learning
- 7. Expanding digital learning at the national level

Mission

Providing quality educational services to students from all social backgrounds.

Pedagogical Spectrum

- Primary Education
- Secondary Education
- High School
- University Entrance Exam



Educational Methods & Tools

Strategic Educational Road Map
Eight Yearly Projects
Developmental Examinations
Five-Member Meetings
Exam Results
Personal Developmental Book
Self-learning Book
Leitner Box
Goal Setting Sheets
Assessment Survey
Digital Learning Platform

Educational Methods & Tools

Strategic Educational Road Map

This map includes eight educational projects that are implemented in 25 bi-weekly exams. This assessment-planning educational method is designed in line with the national curriculum for an entire academic year. The bi-weekly exams, which are held on weekends, enable students to monitor and plan their learning throughout the academic year. Students adjust their personal learning style and objectives to the road map. At the personal level, this method equips the students with retrospective and teleological views towards their learning and at the school level, it directs educational associates including students and teachers towards a unified learning path.

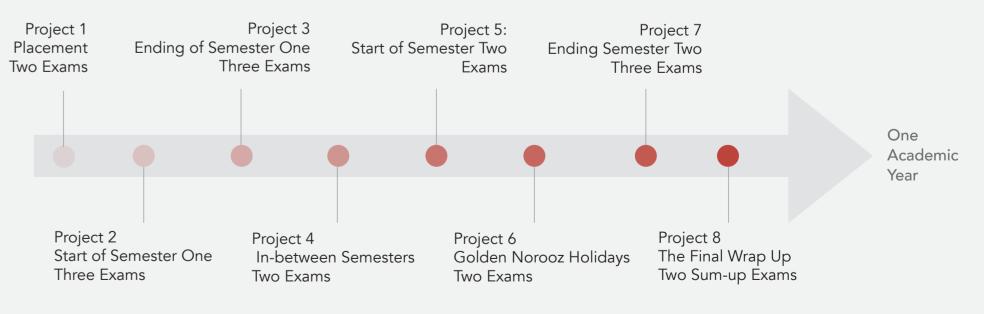
Eight Yearly Projects

Strategic Educational Road Map is implemented in the following eight projects:

- I. Placement: Two exams that assess the students' educational level at the start of the academic year.
- II. Start of Semester One: Three exams that cover the schools' curriculum during the first semester.
- III. Ending of Semester One: Three exams that help the students to prepare for their final term exams at the school.
- IV. In-between- Semesters: Two exams to wrap up Semester One;

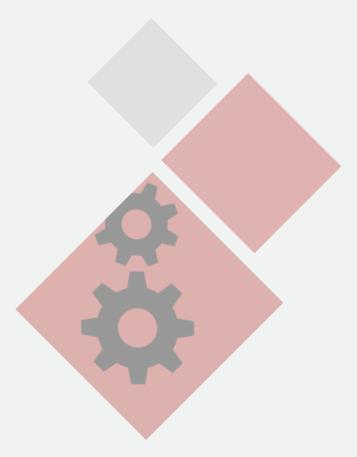
- V. Start of Semester Two: Three exams that cover the schools' curriculum during the second semester.
- VI. Golden-Norooz Holidays: Two exams that help the lagging students to catch up with the road map.
- VII. Ending Semester Two: Three exams that help the students to prepare for their final year exams at school.
- VIII. The Final Wrap Up: Two sum-up exams that are specially designed for the students who are attending University Entrance Exam (Concour).

Strategic Educational Road Map



Kanoon Support:

- Personal Tutorship
- Parental Involvement
- Exam results
- Supplementary educational books
- Digital learning platform



Developmental Examinations

Every two weeks, students attend a Developmental Examination to assess their progress according to Road Map. Based on their performance, they identify their learning objectives and draw their own educational plans.

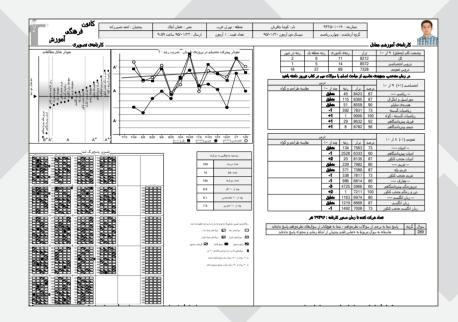
Exam Results

After completing Developmental Examinations every student receives five types of result:

I. Exam Result that compares her performance with other students.

Five-Member Meetings

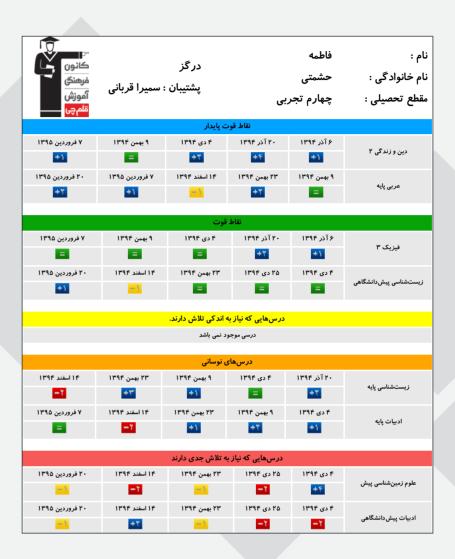
Five times a year (October, February, May, July, and September), all students with their parents, their personal tutors and the branch manager attend in a meeting, in a group of five. The students have the key role in these meetings; they present and discuss their learning achievements, methods and objectives, and decide their future educational plan accordingly.



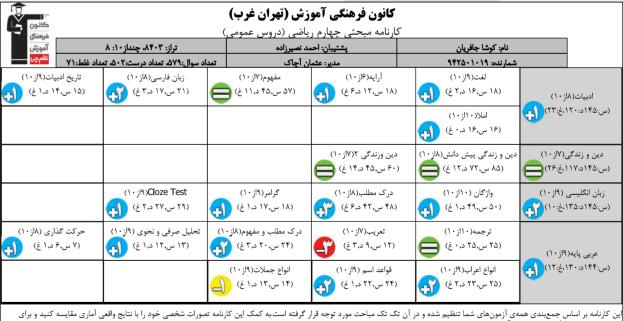
II. Project Result that evaluates her progress since the beginning of the project.



III. Categorized Result that classifies all the subjects into five categories, from best to worsts, on the basis of her performance in the exam.



IV. Subject-Oriented Result that evaluates her competency in each subject.



ین کارنامه بر اساس جمعیندی همهی آزمونهای شما تنظیم شده و در آن تک تک مباحث مورد توجه قرار گرفته است.به کمک این کارنامه تصورات شخصی خود را با نتایج واقعی آماری مقایسه کنید و برای دوری بعدی تصمیمات سنجیده تری بگیرید . دورهی بعدی تصمیمات سنجیده تری میباشد که با آن در کارنامههای آزمون آشنا شدهاید. تعداد سوالهای هر مبحث داخل پراتنز و در سمت چپ آن نشان داده شده است. و در ادامه اختلاف چند از ۱۰ شما با بازه تراز خودتان درون دایره ها نمایش داده شده است با بازه تراز خودتان درون دایره ها نمایش داده شده است زنگ آمی بیشترین تسط، زنگ قرمز کمترین تسلط و دایره های سیاه رنگ مربوط به مباحثی است که پاسخ ندادهاید یا درصد شما منفی است. در جدول بالا «س» نشانه تعداد سوال، «د» نشانه تعداد درست و «غ» نشانه تعداد غلط می باشد.

V. Question-Oriented Result that evaluates her competency in solving each question.



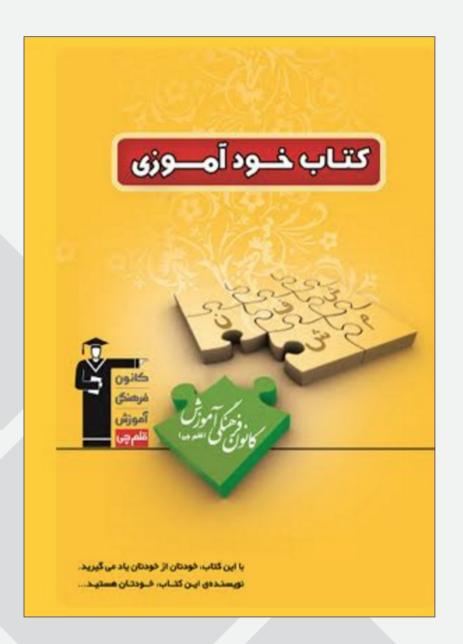
Personal Developmental Book

It is a book that helps students to plan their learning in a retrospective way and set achievable educational goals, while following the road map. Every day, students write down the number of hours they spend on each subject in the book and at the end of each week, they sum up the total hours for each subject. This approach helps them to self-reflect on their learning efforts and ability on the basis of their past performance and enables them to build their own learning strategy for the future. Every two weeks, Personal Tutors check the students' Personal Developmental Books to provide them with guidance.



Self-learning Book

A book in which each student collects his/her learning history.



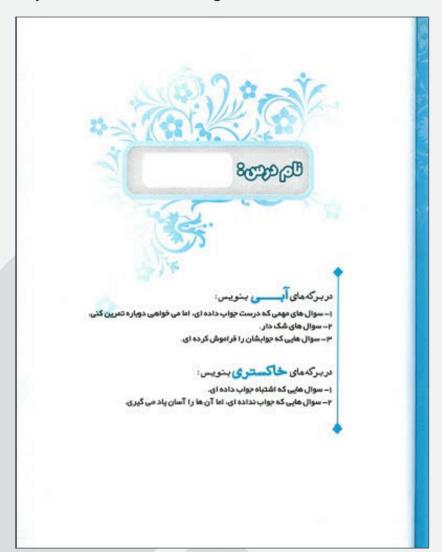
Leitner box

A box of cards that help students to memories new words, formulas or concepts for each subject. This method is designed based on Sebastian Leitner's method of reviewing a subject at increasing time intervals.



Goal Setting Sheets

A platform that helps students to set their learning objectives based on Categorized Results.



Assessment Survey

Before every Developmental Examination, the students participate in a survey about the learning project that they are undergoing. The survey helps the students to reflect on their learning progress. Additionally, Kanoon's Managers use the survey results to design their strategies and evaluate Personal Tutors' performance.



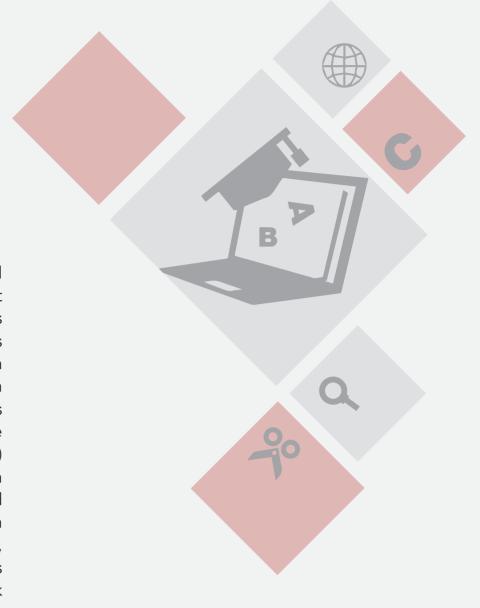
Digital Learning Platform

Throughout Strategic Road map, free educational products and services are offered to each student through Kanoon digital learning platform. This platform is accessible at www.kanoon.ir, which is an interactive learning website. Each student has a personal webpage in which she can see her exam results and personal tutor's comments and also access multi-media lectures, podcasts and mock exams. The users of Kanoon English website (www.en.kanonn.ir) can also enjoy access to several projects that focus on enhancing analytical thinking, academic writing and delivering effective presentations. Recently, Kanoon has launched its Mobile application to help students, parents and teachers to gain to educational contents more easily. It has also developed a broad network of internet savvy tutors, who upload their teaching materials and lectures on-line in the form of videos and podcasts. Currently, Kanoon is developing a set of ambitious augmented reality applications for its exams and publications.

Kanoon Digital Forum in Farsi:

www.kanoon.ir

www.kanoon.ir/public/StudnePicture www.kanoon.ir/public/Mistakes www.kanoon.ir/public/LessonSummary www.kanoon.ir/public/ExamQuestions www.kanoon.ir/public/EstimateSarasari



Kanoon Digital Forum in English:

www.en.kanoon.ir
www.en.kanoon.ir/Trainofldeas
www.en.kanoon.ir/SeasonalFestival
www.en.kanoon.ir/SchoolList
Kanoon Digital Teaching Forum:
www.amoozesh.kanoon.ir

www.amoozesh.kanoon.ir/3MinVideo www.amoozesh.kanoon.ir/OnlineTeachProgram @Kanoon.ir



Human Resources

Human Resources
Management
Boared Members
Kanoon Branches≠
Beneficiary Partners

Human Resources

Kanoon believes that the quality and commitment of teachers make the biggest difference on students' learning. Therefore, our approach centers on encouraging teacher motivation to deliver the best student learning outcomes. In this regard, we have established the role of Personal Tutor to provide oneto-one support to each student. The tutors are young and trained and possess high academic capability. They provide the students with educational consultancy and guide them to become self-learner. One of their significant roles is to engage parents in the students' progress and keeping an ongoing contact with them throughout the year via: (a) two telephone calls between every two Developmental Examinations, (b) five- member meetings, and (c) Kanoon Website (www.kanoon.ir). Currently, Kanoon has more than 10,000 Personal Tutors around the country. Each tutor supports about 50 students and her performance is evaluated based on her students' exam result and the Feedback Surveys collected on the exam days. The recruitment criteria for tutors is that they have to be previous Kanoon members, who have been successful in their own university entrance exam.





Management

Kanoon revises its Strategic Educational Road Map (SERM) every year based on the national curriculum and its past performance.



Personal Tutors

Personal Tutors guide and help students to design their own learning methods and objectives in line with SERM.



Parents

Parents are involved in students' learning process via the support of Personal Tutors and multimedia contacts in Kanoon Website.

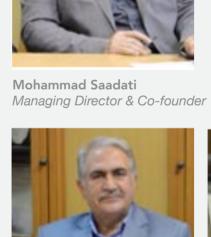
Management

We embed our human resource management model deeply into our educational strategies by training and supporting managers, who lead and monitor our framework in their local areas. They are responsible for appraisal, monitoring, and rewarding of Personal Tutors. In each branch, Kanoon offers three-stage developmental opportunities to stakeholders at different levels:

Board Members



Kazem Ghalamchi Founder & Chairman







Mohammad-Reza Hafezi Mohammad Nosrati



Hossein Khoshkish Trustee, Consultant & Advisor Managing Director & Trustee Managing Director & Trustee, Consultant & Advisor

Central Office

Kanoon builds a strong, proffessional and collaborative institutional network in which different parts work together to implement solutions to overcome barriers in children's leanring.

Local Managers

Kanoon trains and assists Managers local branches in creating and operating Personal Tutor networks which further helps the students in honing their skills.

Personal Tutors

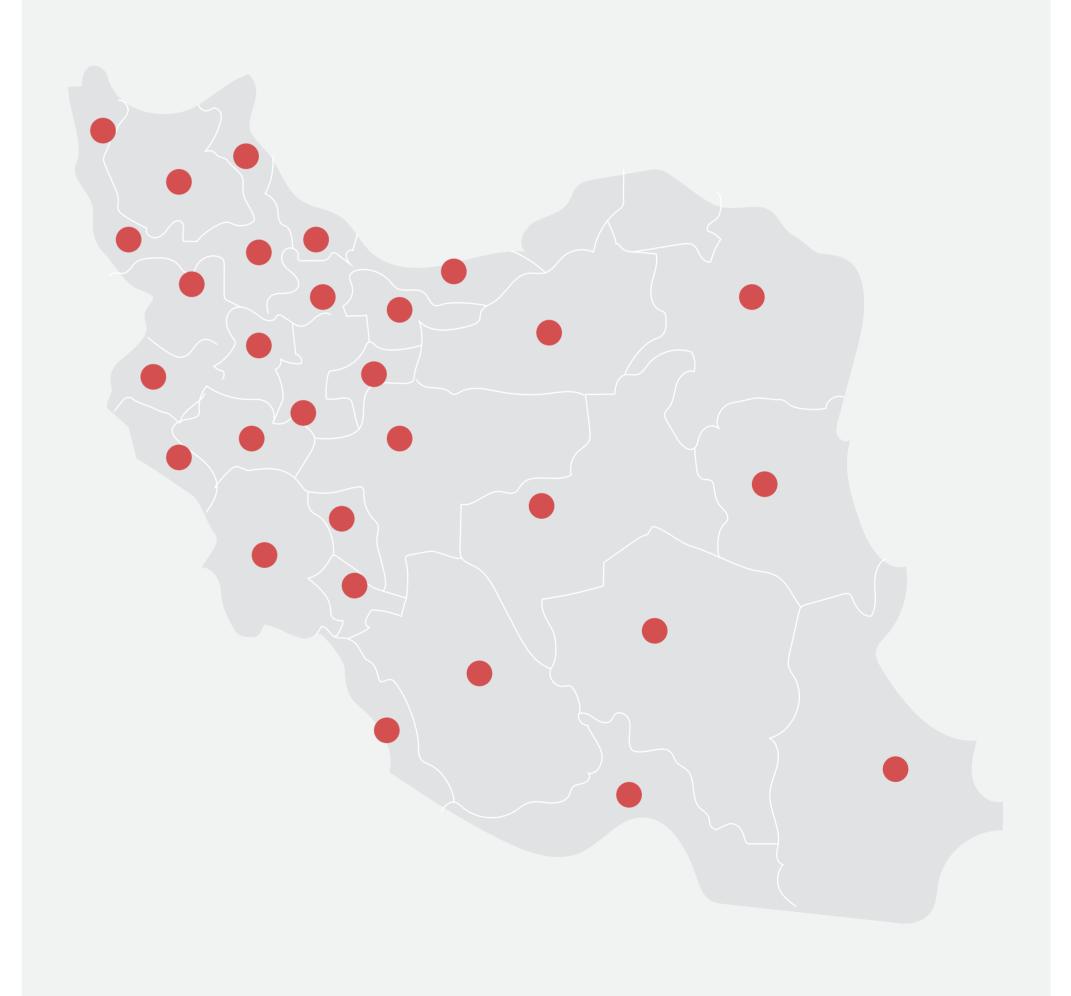
Kanoon offers Personal Tutors who provide students with all-year-round support in solving their students' learning problems. They lead their students' learning efforts according to Strategic Educational Road



Seyed Reza Karroubi

Kanoon Branches

450 Branches Around the Country



Kanoon Branches

| Regional Central Branch | Managing Director | Location and Contacts | |
|------------------------------|---|---|--|
| North Khorasan | Mr. Mojtaba Shegefti | Steghlal12 Street, Taleghani Street, Bojnourd Telephone: 0098-583-2255228 , 0098-583-2259370 | |
| Razavi Khorasan | Dr.Mohammad Saadati and Mrs. Farah Otoufi | Emamie12 Street, GhasemAbad Street, Telephone: 0098-513-7260971 ' 0098-513-6222046 | |
| South Khorasan | Mohammad Ali Houshmandi and Ali Gholami | · · · · · · · · · · · · · · · · · · · | |
| Sistan and Baluchestan | Seyed-Mahmoud Diyanati and Mohammad-Reza Ghanbari | Daneshgah Street, Sistan Telephone: 0098-534-3446343 | |
| Golestan | Mohamad-Ali Meftah and Pegah Meftah | Vali-Asr Street, Gorgan Telephone:0098-173-2351237 ′ 0098-173-2226272 | |
| Semnan | Shamsoldin Enaayati and Mahmoud Abdollahiyan | Kargar Bolivar, Semnan Telephone: 0098-233-3440847 | |
| Yazd | Farshid Dehghan and Mahnaz Hoseini | Alavi Streeet, Yazd Telephone:0098-353-8274344 , 0098-353-6231505 | |
| Kerman | Abbas Mola and Fatemeh Ilpour | Number 44, Shahid Beheshti Street, Kerman Telephone: 0098-343-2476318 , 0098-344-2232909 | |
| Hormozgan | Hesam Samimi and Soghra Bashirzadeh- Hengami | Javdan3, Sharieati North Street , BandarAbas Telephone: 0098-762-2248008 , 0098-764-2224355 | |
| Mazandaran | Farideh Vafaaiyan and Manouchehr Kamali | Almahdi St. Shahaabi Street, Sari Telephone: 0098-113-2224085 , 0098-113-3119890 | |
| Tehran | Omid Jafari and Jafar Sadat | Number1015, Enghelab Street, Tehran Telephone: 0098-21-6463 | |
| Qom | Seyed-Mojtaba Hosseini | Motahari, Ghom Telephone: 0098-253-2902081-2 | |
| Esfahan | Molouk Parsaei and MohammadReza Shafie | North Sedoogh, Esfahan Telephone:0098-313-6282910 , 0098-313-9511195 | |
| Fars | Javad Razavipour and Mahmoud Ameri | Number110, Moadel Street, Shiraz Telephone: 0098-713-2309961 , 0098-715-2722270 | |
| Bushehr | Mohammad Momenzadeh and Tahereh Akhoondzadeh | Molasadra Street, Bushehr Telephone: 0098-773-3542071 , 0098-773-4270042 | |
| Gilan | Ataollah GHabrai and Aazam Salehi | Number93, Emam Khomeini Street, Rasht Telephone: 0098-133-3332073 , 0098-133-3765352 | |
| Zanjan | Jalil Khavandegar and Soudabeh Heidari | Amoozesh,Number 55, North Saadi Street,Zanjan Telephone: 0098-243-3448888 , 0098-243-5224290 | |

Kanoon Branches

| Regional Central Branch | Managing Director | Location and Contacts | |
|-------------------------------|--|--|--|
| Ardebil | Mostafa Tarebari and Edalat Dehghaniai | Hafez Square, Ardebil Telephone: 0098-453-3726075 , 0098-453-2424895 | |
| Zanjan | jan Jalil Khavandgar and Yaghoob Behzadpour Telephone: 0098-243-3448888, 0098-243-4210 | | |
| Hamedan | Mohammad Samaavat and Mehdi Shoounat | Number1, Taleghani Street, Hamedan Telephone: 0098-813-8260041 | |
| Lorestan | Kamran Sohrabi and Parvin Lotfi Zadeh | Number 6, Emam Street, Khoram Aabad Telephone: 0098-663-3353660 , 0098-663-3311416 | |
| Ahvaz | Hossein Otoufi and Esmaiil Ghanvati | Adham Street , Salman Farsi Street, Ahvaz Telephone: 0098-613-2219220 , 0098-615-2521501 | |
| East Azarbaijan | Ali Akbar Nosrati and Mehdi Ranjdideh | Number 6 , Sang Farshi Street, Valiasr Street, Tabriz Telephone: 0098-413-3316151 , 0098-414-4229996 | |
| West Azarbaijan | Jozef Babakhan and Reza Khezerlou | Mokhaberat Four-Way, Oroumieh Telephone: 0098-443-3471632 , 0098-443-6353666 | |
| Kordestan | Hasan Rousta and Parviz Salehi | Shahid Taarif Street, Dabiran, Sanandaj Telephone: 0098-873-5228211 | |
| Kermanshah | Mohammad-Reza Mohammadi and Ahmad Mozaffari | "Number463, Shahid Beheshti Street, Kermanshah elephone: 0098-833-8225390 , 0098-834-3225397 | |
| llam | Vali Ahmadinejad, and Heshmatollah Amiri | Shabahand , Ashrafi Esfehani Street, Ilam Telephone: 0098-843-3351701 , 0098-843-5224342 | |
| Qazvin | Valiollahi Kakavand and Masoume Anvari | Number171, Shahid Babaii Street, Ghazvin Telephone:098-283-3335546 , 0098-283-2891702 | |
| Markazi | Dr. Hossein Khoshkish and Ali Asghar Shahla | Malek Street, Arak Telephone: 0098-86-32210050 | |
| Chaharmahal and Bakhtiari | Mohamadreza Shafii | Number 300, ValiAsr Street, Saadi Street, Shahrekord Telephone: 0098-383-2258910 | |
| Kohgiluyeh and Boyer-Ahmad | Khalife Kholghipour and Taher Taghizadeh | Golestan12 Street, Yasouj Telephone: 0098-743-3242130 , 0098-743-2462347 | |

Beneficiary Partners

We have so far provided funding and educational support for the following institutions (in alphabetic order)

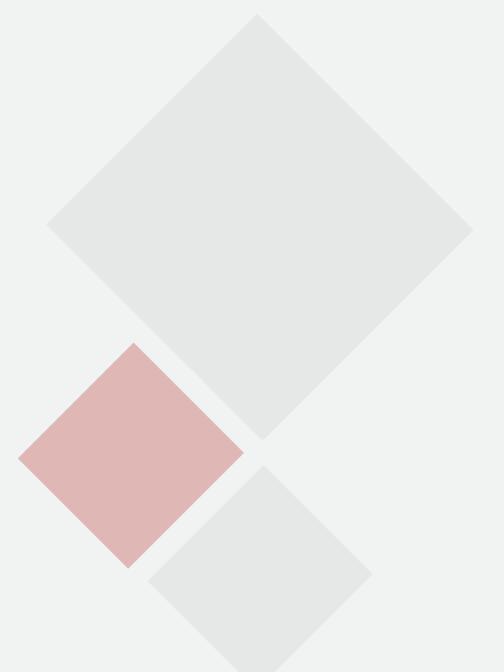










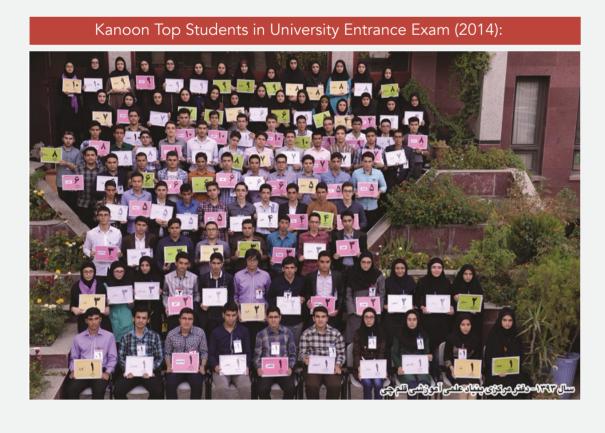


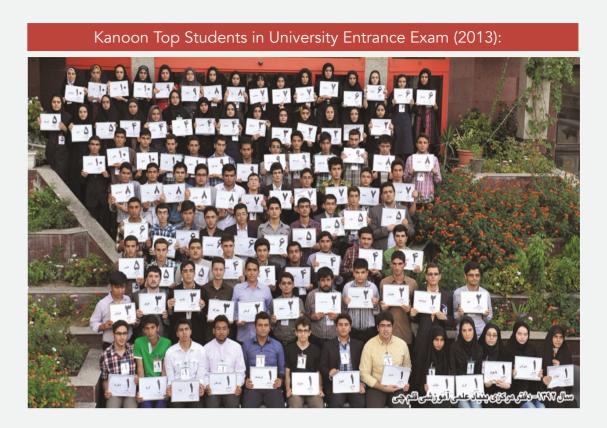


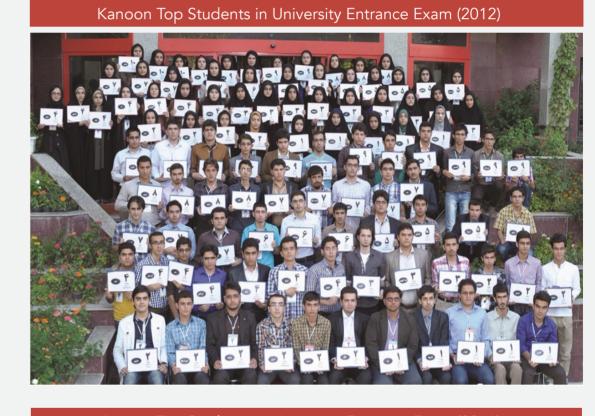
Top Students (2001-2016)

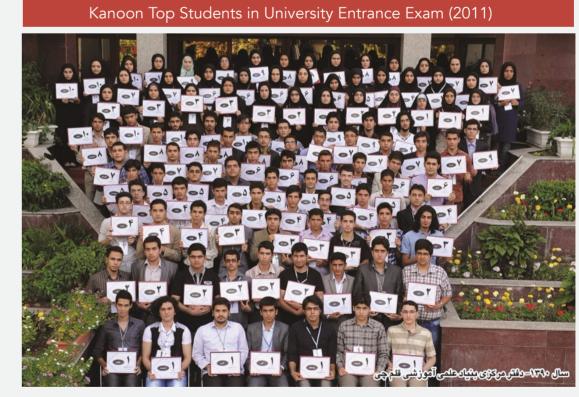
Following are the pictures of Kanoon students, who have achieved the top ranks in national University Entrance Exams from 2001.

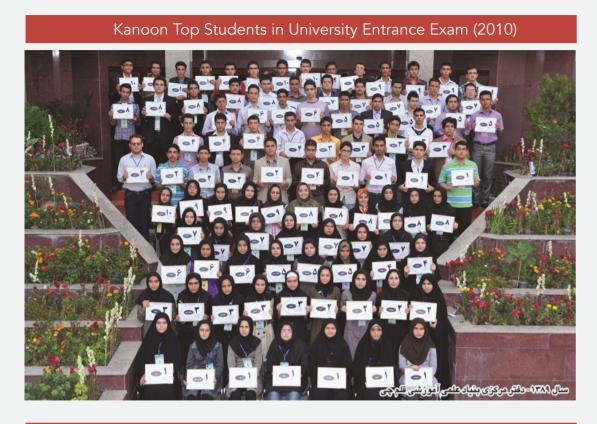


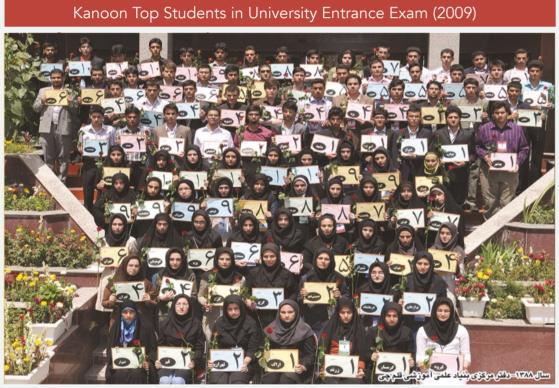


















Kanoon Top Students in University Entrance Exam (2006)



Kanoon Top Students in University Entrance Exam (2005)



Kanoon Top Students in University Entrance Exam (2004)



Kanoon Top Students in University Entrance Exam (2003)



Kanoon Top Students in University Entrance Exam (2002)



Kanoon Top Students in University Entrance Exam (2001)



Statistics

Scale
Tuition Fee
Digital Learning platform
Developmental Trends 1993-2016

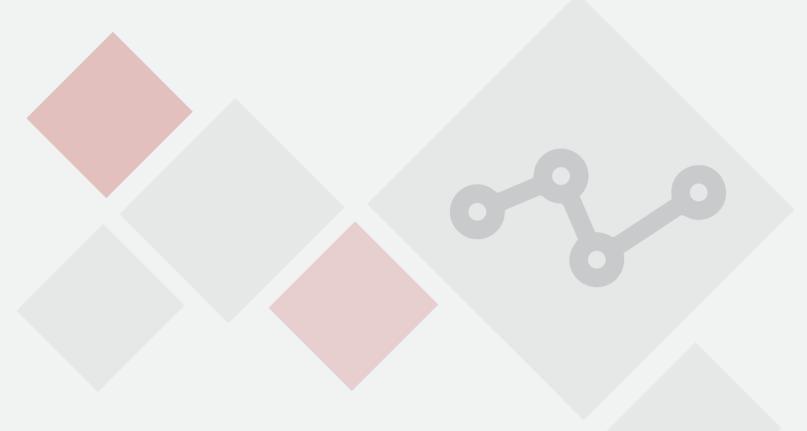
Scale (2016)

| Personal Tutors | 8367 |
|--------------------|-----------|
| Branches | 405 |
| Publication Titles | 1362 |
| Copies | 5,000,890 |
| Students | 433715 |

Tuition Fee

Kanoon aims to provide all Iranian Students with its Road Map and Developmental Examinations. Hence, the tuition fees are adjusted to the bare minimum prices possible as listed below

| Developmental Examination | Number of Exams | Tuition Fee (2016) Rials |
|---|-----------------|--------------------------|
| Art and Literature | 24 | 6,555,600 |
| Third Year, High School | 21 | 5,544,411 |
| Second Year, High School | 20 | 5,335,727 |
| Third Year, Secondary School | 20 | 4,790,273 |
| First and Second Years, Secondary School | 20 | 4,608,455 |
| Sixth Year, Primary School | 20 | 4,335,727 |
| Fifth Year, Primary School | 20 | 4,335,727 |
| Third and Fourth Years, Primary School | 20 | 3,979,667 |
| Second Year, Primary School | 14 | 3,030,767 |
| Third Year, Technical School | 25 | 6,713,365 |
| | | |



Digital Learning platform

Kanoon official Website (www.Kanoon.ir) is ranked among the first 100 popular websites in Iran, as it provides free access to many educational product and services around the country.

Developmental Trends 1993-2016



