

# WELCOME TO CODE WIZ!

Developing the **coders** who  
will change the **world!**



# A NOTE FROM KEVIN C, FRANCHISE OWNER



Hi, my name is Kevin Chukuka and I am the franchise owner of Code Wiz Plainsboro. My experience as a product manager at Meta highlighted the transformative impact of technology, inspiring me to invest in a Code Wiz franchise and nurture future innovators.

At Code Wiz, our mission is to empower children with coding and robotics skills, preparing them for the digital age. Our after-school and summer programs inspire creativity and problem-solving skills in kids aged 7-17. We believe that every child has the potential to become a tech innovator, and our goal is to unlock that potential.

Join us as we inspire the next generation at Code Wiz. Unlock your child's genius with coding and robotics! Let's empower your child to code their dreams into reality!



**CODE WIZ**  
learn to code. have fun!



## OUR MISSION

To help kids of all abilities and backgrounds find and unlock their inner genius through coding and robotics.

## OUR VISION

Over the next 10 years, we want to help 500,000 kids start on their journey toward becoming world changers!



# OUR VALUES

- We believe that supporting learners as they develop and work towards their own goals is fundamental to a meaningful experience
- We believe that each child possesses skill sets that once untapped, can flourish
- We believe that technology can be used as a force for good
- We believe that imagination and enthusiasm are key components of every learning experience
- We believe that anyone interested in participating in a community of learning belongs there
- We believe that elevating just one always elevates more than just one





# A NOTE FROM OUR FOUNDER

Hi, my name is **Ruth Agbaji**, and I am the Founder of Code Wiz I founded Code Wiz to help kiddos like yours connect with their inner genius!

Crowing up in Nigeria, I didnt have full access to computers and the internet, at least not how our kids now have it. So when I had the opportunity to learn how to code, I seized it, and I loved learning to code! The ability to create something out of nothing with a few keystrokes was very empowering.

Anyone who has learned to code knows it's very easy for a newbie to get stuck and entirely overwhelmed by errors! This is the position I was in when I reached out to a stranger and asked to be mentored. This newfound mentor saved me from giving up on learning how to code, and he coached me through my entire learning process.

Having this coach changed the trajectory of my life. I landed a scholarship at Tufts University to study Computer Science and worked as a Software Engineer for Microsoft, all because I learned to code and had someone help me discover my inner genius.

I am ready to do the same for others, along with our exceptional local community partners! Our mission is to help as many kiddos as we can start to unlock the tremendous potential that they have within them by providing an environment that keeps them in the zone of proximal learning. In this zone, they drive their own learning at their own pace and receive support as needed!

We look forward to supporting your kids through their journey of self-discovery through coding!

P.S. Please support your local Code Wiz owner. Although we are a franchise organization, their business is independent, and by supporting them, you are supporting a small, locally owned business in your community!

**Your fav Nerd In Chief,  
Ruth Agbaji**

# FAMOUS

# “TECHPRENEURS”

Doesn't matter where you're coming from, or where you're going, Code Wiz has a place for your kiddo!

## World Changers



**Bill Gates**

**Started coding at age:** 10

**Companies:** cofounded Microsoft Corporation, the world's largest personal-computer software company with partner Paul Allen. 

Gates wrote his first software program at the age of 13. In high school he helped computerize his school's payroll system. Shortly after, he founded Traf-O-Data, a company that sold traffic counting systems to local governments. He met his future business partner Paul Allen as a sophomore at Harvard University and together they developed software for the first "microcomputers". They did this by adapting the popular programming language called BASIC, which was used on larger computers, for microcomputers. After finding success with BASIC, Gates and Allen both left Harvard to form Microsoft which is the world's largest personal computer software company.



**Mark Zuckerberg**

**Started coding at age:** 11 (6th grade), started coding because he wanted to build something fun for himself and his sisters

**Companies:** Facebook, Meta, Instagram   

Zuckerberg started coding in the 6th grade. His motivations at the time were wanting to "create something fun for him and his sisters" and he taught himself to code through that. He is most well known for being the Co-Founder and CEO of Facebook, the world's largest social media site. He launched the site in 2004 while attending Harvard University. Then called "thefacebook.com", the site was a directory in which Harvard students could enter their own information and photos. After finding success at Harvard, Facebook quickly became popular across the country. By 2006, Facebook was open to the public and anyone with an e-mail could sign up and innovative new features like "tagging" and unlimited photo albums attracted users and advertisers alike.

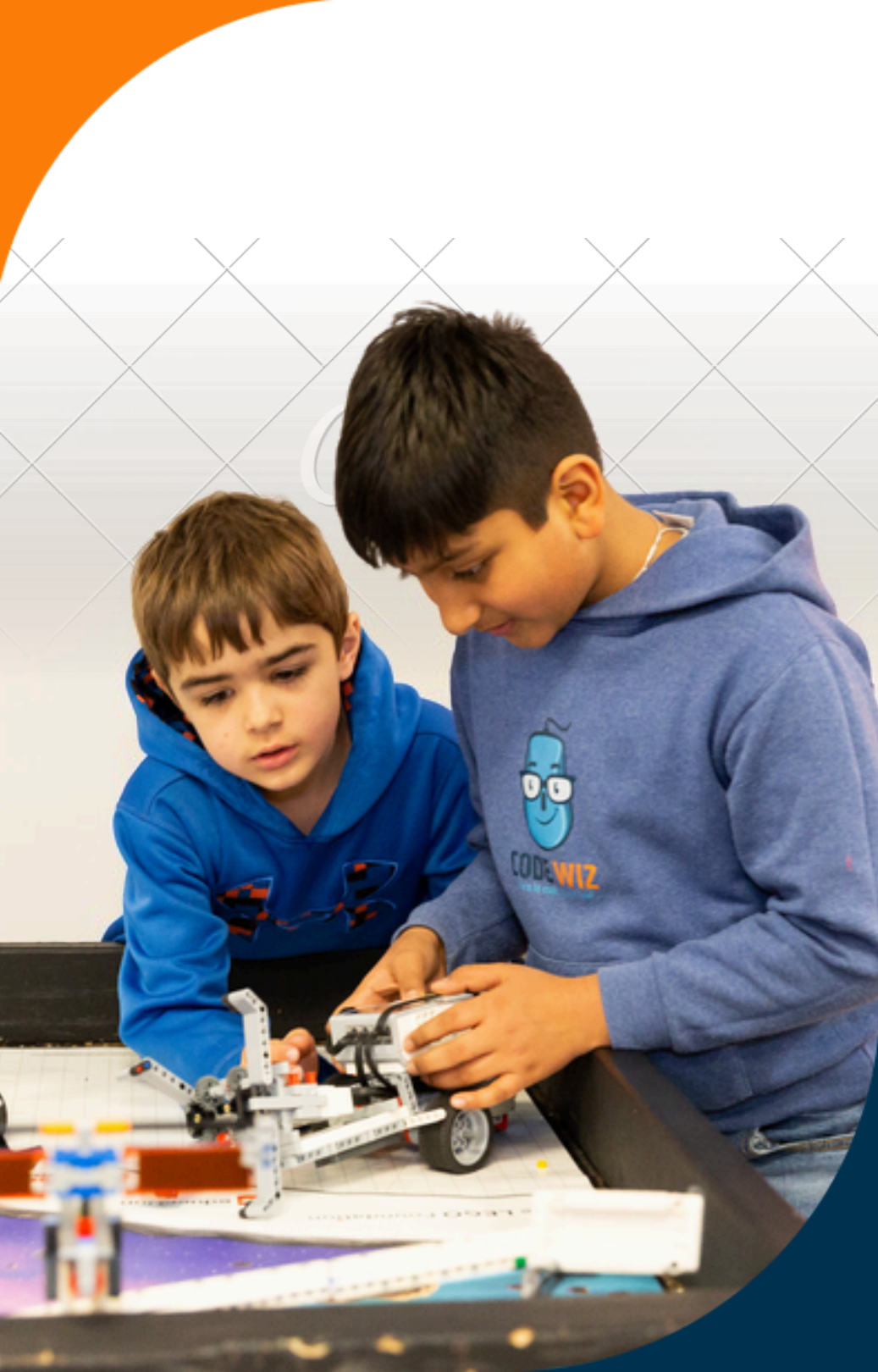


**Daphne Koller**

**Started coding at age:** 12

**Companies:** Coursera 

Koller started her programming journey at age 12 when she started attending an educational program at Stanford University that her father sent her to as she was bored with grade school. At age 18 she received her Master's degree from the Hebrew University of Jerusalem after receiving her bachelor's only the year before. Along with partner, Andrew Ng, she founded the open online course provider Coursera in 2012. In 2021, over 150 universities offered more than 4,000 courses through the platform



# OUR APPROACH

## Montessori approach to learning

No two kiddos are the same and their learning paths shouldn't be. Whether they're interested in games or games and robotics or games and robotics and AI, we've got something for them. Student-driven, personalized learning paths for beginners and advanced students

## Project-based learning

Children are full of ideas! Our project-based approach allows them to learn how to code while bringing their ideas to life!

## We make learning fun

We mix the veggies in the fruit smoothie. While they are learning so much, they don't realize it because they're having so much fun.

## No long-term contracts

You have the flexibility to stop your enrollment if plans change! We only ask for a 30-day heads-up.

# 10

# BENEFITS OF PROJECT BASED LEARNING

1

## **Collaboration:**

Relationships formed during collaboration is a huge part of Project Based Learning. They build positive relationships with coaches, which reinforces how great learning is. Students also form relationships with community members when working on projects, gaining insight for careers and beyond.

2

## **Problem Solving:**

Students learn how to solve problems that are important to them, including real community issues, more effectively—even learning from failure and possibly starting over.

3

## **Creativity:**

Students apply creative thinking skills to innovate new product designs and possibilities for projects.

4

## **In-Depth Understanding:**

Students build on their research skills and deepen their learning of applied content beyond facts or memorization.

5

## **Self-Confidence:**

Students find their voice and learn to take pride in their work, boosting their agency and purpose.

# 10 BENEFITS OF PROJECT BASED LEARNING

6

## **Critical Thinking:**

Students learn to look at problems with a critical thinking lens, asking questions and coming up with possible solutions for their project.

7

## **Perseverance:**

When working on a project, students learn to manage obstacles more effectively, often learning from failure and making adjustments until they're satisfied with their work.

8

## **Project Management:**

Students learn how to manage projects and assignments more efficiently.

9

## **Curiosity:**

Students get to explore their curiosities, ask questions and form a new love for learning.

10

## **Empowerment:**

Students take ownership over their projects, reflecting on and celebrating their progress and accomplishments.

# OUR CODING VERTICALS

**AGE 13+**

**JAVA**

**AGE 13+**

**Apps for Alexa**

**AGE 13+**

**Intro to Artificial Intelligence**

**AGE 10+**

**Python**

**AGE 8-10**

**Visual Python**

**AGE 8-12**

**Game Based Python**

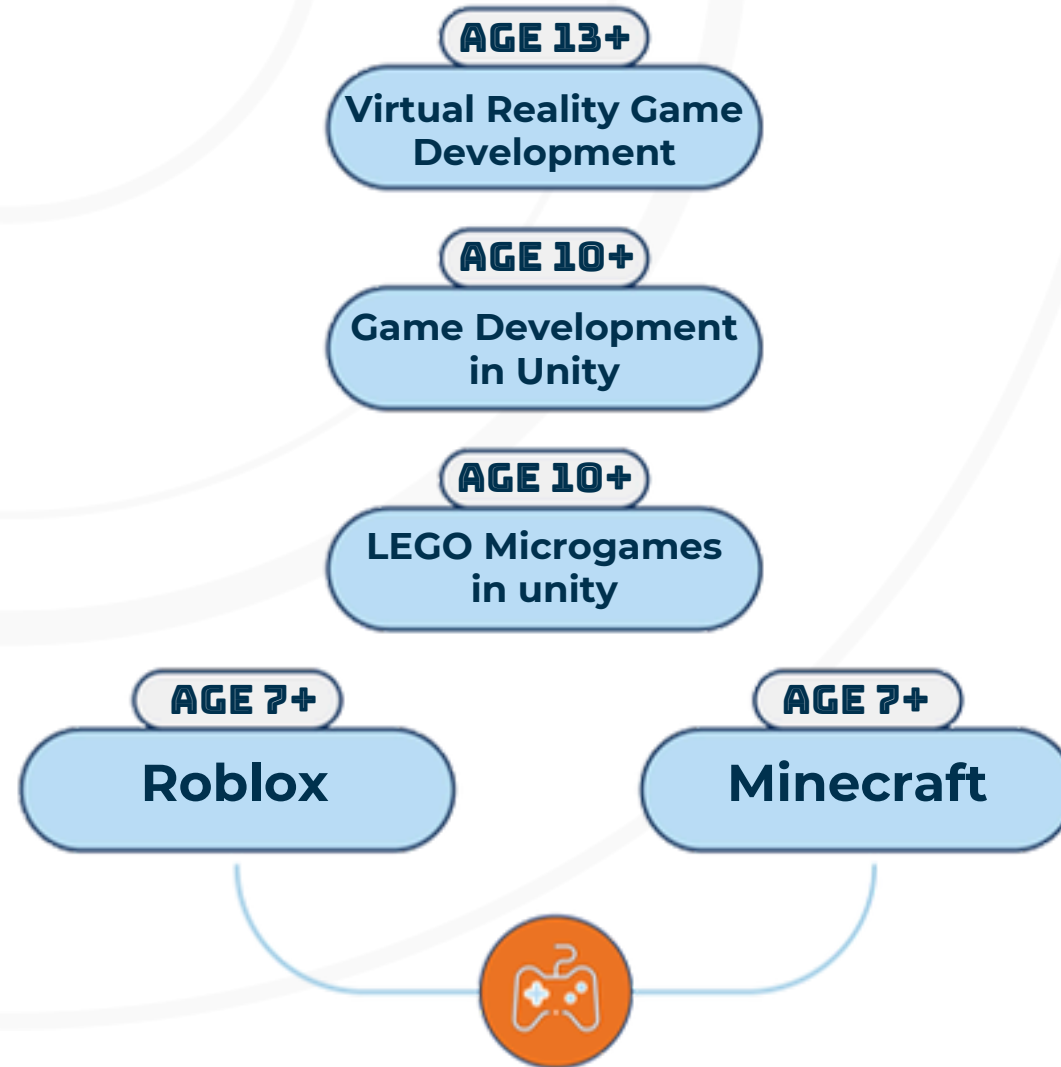
**AGE 7-8**

**Scratch**



**FOUNDATIONAL CODING JOURNEY**

# OUR CODING VERTICALS



GAME DEVELOPMENT JOURNEY



ROBOTICS JOURNEY



**Sample Milestones**



**Code Wiz Pathway**

# SUCCESS STORIES OF OUR WIZLING TO WIZZAS PATHWAY

## Jack Whiteman

**Courses I Teach:** Scratch, Roblox, Minecraft, Python, FLL Jr, FLL Competitive and Non-Competitive



In mid-2017, I saw a sign for the grand opening of a new business called Code Wiz. Thoroughly fascinated and captivated by programming as a kid, I was there on the very first day. For three years, I attended Code Wiz camps and classes year-round, even winning one of their Codeathon coding competitions. I always joked about becoming an employee at Code Wiz the day I turned 14... and that's exactly what happened!

During the lockdown, I made short informational technology videos on Code Wiz's YouTube channel, and I have been working as a coach for about two years. Helping kids build, collaborate, and solve problems leads them to their goals and fulfills one of ours: empowering creativity through technology.

# SUCCESS STORIES OF OUR WIZLING TO WIZZAS PATHWAY



## Charlotte Lokere

**Courses I Teach:** Scratch, Roblox, Minecraft, Python

When I was 9 through 11 years of age, I attended Code Wiz. I was blown away by how passionate and diverse the staffing community was, and found the courses to be very engaging. I felt very included, and Code Wiz kick-started my passion for computer science.

Last summer I wanted to give back by inspiring other children and continuing to build the supportive and accepting experience I had. In the future, I see myself working in a tech position and continuing to promote inclusion and diversity.

# SUCCESS STORIES OF OUR WIZZLING TO WIZZAS PATHWAY



## Ari Johnson

**Start Date:** February 1st, 2022

**Courses I Teach:** Minecraft Modding, Roblox Game Design, LEGO Microgames

I started going to Code Wiz when I was 11 because I was interested in game design. Over my several years as a student, I saw how much of a role model the coaches were, which is what convinced me to become a coach myself. Before I was 14, I volunteered for summer carnps, and once I turned 14, I started working here as an employee.

Now I get to be a role model for my students and hopefully convince a few of them to be coaches too. I teach all kinds of classes, from Minecraft Modding, Roblox Game Design, LEGO Microgames, and I keep learning something new every day here as a coach.

# SUCCESS STORIES OF OUR WIZLING TO WIZZAS PATHWAY



## Avashya Singh

**Courses I Teach:** Minecraft, Roblox

I was a student at Code Wiz from 2015-2018. I enjoyed all of the classes and the projects I got to work on throughout those 3 years and learned a lot about coding and computer science. I went back to Code Wiz in 2022 as a volunteer as I needed some more hours for school and I wanted to see if they needed some help.

After doing some volunteering, I asked if they were looking to hire and ended up getting a job! Now I teach Minecraft Coding and Roblox Game Design to new Wizlings!

## WHAT TO EXPECT FROM US

 1 hour/week or 2 hours/ week class options

 Monthly progress reports

 Quarterly Check Ins

 Two showcases in a year

 Your child earns Wiz Buck monthly

 Rolling Admissions

 1 make-up token per month

 Investment for twice a week classes are \$297

 \_\_\_\_\_

WE CAN'T WAIT TO HELP YOUR

**CHILD UNLOCK**

**THEIR INNER**

**GENIUS**

AND PUT THEM ON A PATH TO

**CHANGING THE**

**WORLD!**



# LET'S BEGIN THE JOURNEY TO UNLOCK YOUR CHILD'S INNER GENIUS!

[Sign up for Classes](#)

