



2016

CHEESE

Proposal for Cooperation
with High Schools

Beijing Cheese Technology
Education Co., Ltd.

Program Background



High school students have more incentives and opportunities to explore their potentials and enrich their experience.

Liberal education has found its way ever deeper into people's minds In the era of educational revolution. Parents and students are aware of the importance of liberal education, hence household expenditure on education is on the rise. Though under the pressure of standard testing, students have abundant opportunities regarding excavating their full potentials. Relying on their subjective initiatives, students can acquire knowledge, broaden their horizons, and realize their values in liberal education.

In the era of data explosion, students are exposed to a lot of information—study abroad, academic discussions, company immersions, and volunteer services. There are a lot of activities aimed at the student body in the market. However, the similarity and the lack of regulations of those activities make it hard for students with limited experience to choose those that are worth going and suit their own needs.

The limit of their experience gives high school students difficulties selecting and finding the programs that suit them well.

The market is flooded with programs that are too commercial and not aim at expanding students' range of interests, activities, and knowledge.

Education industry and training institutions are on the rise to meet the rising demands in the market. By 2015, the market for education and training in China was valued at 400 billion RMB. However, conventional education and training institutions in the pursuit of profit always focus on business with high returns. Those profit-centered programs usually focus more on activity forms rather than content, thus preventing students from getting substantial gains.

In the future, students' comprehensive competitiveness will be the key to their dream schools. If schools can provide students with more integrated and personalized activities, besides conventional pedagogy, students will have more advantage in enhancing their all-round capabilities and standing out in college application processes. Having a diverse range of extracurricular activities as their running features, schools can gain a sound reputation and attract more desired students.

Abundant involvement in extracurricular activities will attract more outstanding students.

Growth · Development · Achievement

Choose a platform to help students get more development opportunities



Growth

Build a Growth Platform to Help Students Know Themselves

Developmental psychologists believe that middle school students are in the chaotic period of self-exploration. A typical characteristic of the students at this period is that they are curious about exploring the outside world; however, they are unable to objectively judge their strengths and weaknesses.

Schools should teach students not only to “know the world” but also to “know themselves”. Schools are supposed to use scientific and reasonable methods to guide students to find their real interests, explore their merits and demerits, apply theories to real life, and then get to know the real world.

Development

Build a Study Platform to Help Students Achieve Goals

Schools cannot cultivate students’ comprehensive qualities and abilities only through classes. The most efficient way is to find opportunities, build platforms, and organize clear-cut and highly targeted social practice activities to help students find their interests. These activities can enrich students’ resumes, and help them with college application processes and reaching their future goals.

Achievement

Build a Development Platform Help Students Achieve a Bright Future

School is a place which teaches students, offers knowledge and skills, and cultivates talent for society. The responsibility of school is not only to help students get accepted into ideal universities but also to be a channel that connects students to society. School is the guide, which leads students to think about their future. School has been a holy place since ancient times, thus in this new century, it should inherit this mission, continue to create opportunities for students, and help them achieve a bright future!



About CHEESE

Corporation Vision Resource Platform Team Support Customized Plan

CHEESE

- dedicates to create the most resourceful and professional platform;
- provides high school students with the most personalized plan for self-development;
- helps students build connections between academics and extracurricular activities, ivory tower and reality, and present and future; and
- encourages young adults to get to know the world through experiences and to find their passions through practices.

CHEESE RESOURCES

(Partial list of CHEESE partner companies, research institutes, and institutions of higher education)



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CHEESE Group

CHEESE–Beijing Cheese Technology Education Co., Ltd.

- was founded by elites with great resources and networking skills from Fortune 500 companies worldwide ;
- has employees coming from Tomorrow Advancing Life, New Oriental Education, etc., equipped with experience in various projects as well as trainings; and
- gathered a group of young people who are passionate about bringing best quality education worldwide to China.

With years of exploration on studying abroad, CHEESE dedicates its efforts in helping students find internships in companies, pursue higher education, and volunteer internationally to broaden their mindset and experience new cultures.

Make Self-improvement Plans



Build Platforms

Taking advantage of a long period of research on high school students' extracurricular activities, after school community services, as well as additional interactions with students who are willing to study abroad, CHEESE designs a new platform for students based on their needs and academic backgrounds. The new platform offers students various resources and projects to lead them to success.



Create Individualized Plans

Based on students' individual interests and personal preferences, CHEESE creates individualized plans for each student in order to maximize students' potential to success. Also, CHEESE consults and guides students periodically to track their progress and lead them to their goals.

Currently, CHEESE has four main parts :

- Fortune 500 company immersions
- Scientific research and expedition
- International communication
- Global volunteering

International programs, various resources, and personalized plans help students learn from new experiences and take the lead among their peers.

CHEESE Programs

Full support from CHEESE team through the whole course
More customized program choices

Fortune 500 Company Immersions



1

Pick a Career Path with the Most Professional Practice

The training courses concentrate the real status of industry and show essential content. By visiting top firms, participating in conferences with professionals, imitating industry operation practice, finding "real interest" through practice, and exploring real interests and talents, CHEESE offers the most direct and accurate evidences for choosing university majors and uses the lowest cost of "trial and error" to provide students with high returns.

2

Imitate Workplace Life

Living in the university bubble, students never know what the outside world is and what the "workplace rules" are. Before they leave school and enter the society, besides getting familiar with work methods and high-pace work in advance, it is important for them to learn the most efficient work skills and find their core competitiveness.

3

Expand Global Horizon and Build Professional Networks

CHEESE offers valuable opportunities for students to get internships in global companies and experience diversified corporate cultures. During the courses, trainees have the chance to learn development trends in different industries, discuss classic cases in different countries, and work with executives and mentors.

4

Get Real Rewards and Boost Future Development

The excellent trainees can get program certificates, and they may be approved by mentors, assessors, and senior executives. Mentors' and executives' recommendation letters, intern certificates, companies' rewards, and even job offers are at their fingertips.



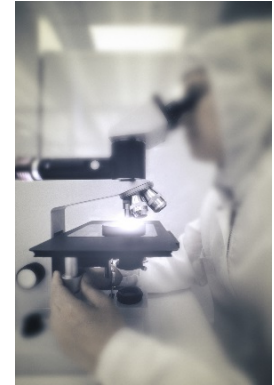
2016 program review of internships in renowned enterprises:

- **Business and Finance:** Citibank, the Hongkong and Shanghai Banking Corporation, China Citic Bank, CreditEase, A&C International Group Corporation, JuPai Investment Group
- **Media:** "Studying Abroad" Journal authorized and sponsored by Guangming Daily, TBE Education, Hang Zhou Culture Radio Television Group, Nanfang Metropolis Daily, Tencent News
- **Internet:** Tencent Vedio, technology development department of Alibaba Group, Baidu Wallet, SOHU, Baidu Homework Helper, People's Daily Online
- **Fashion apparel:** Vogue, private fashion design studios
- **Startups:** Airbnb, Class100, 100 Words

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Scientific Research and Expedition



Long-term cooperation with national research institutions

Chinese Academy of Medical Sciences, China Academy of Building Research, Chinese Academy of Sciences Institute of Psychology and Chinese Academy of Sciences Institute of Biology...



- ✓ Join top Chinese research institutes to apply concepts into practice and experience the joy of conducting experiments
- ✓ Operate the most advanced equipment and collect evidence to support results
- ✓ Work together with experienced researchers and mentors, thus encouraging students to innovate new ideas and preparing them for future research paths



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International Communication



- Participate in programs and summits with renowned guests and various combinations of curriculum, such as ESL, leadership training, Model United Nations, dramas, etc.
- Be in full American culture immersions, make breakthroughs in language learning, have close interactions with homestay families, and get a taste of real American life
- Visit worldwide prestigious colleges and get closer to dream schools
- Travel to famous attractions and experience diverse American human landscapes
- Get a customized tour route or adjust any available routes according to personal circumstances



The Most Professional Guide for Educational Travel



First-hand Educational Institution information



Individualized Route Making

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Global Volunteering



- **Volunteer Map:** Kenya, Indonesia, Sri Lanka, Vietnam, Cambodia, Thailand, Nepal, Tanzania, Malaysia, Maldives, etc.
- **Project Categories:** environmental protection, culture and community, social work, healthcare, education, performing arts, sports, architecture, agriculture, etc.



Highlights and Review

Past programs and Student feedback

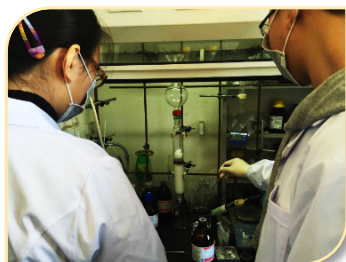
Fortune 500 Immersion—Citibank

The mentors at Citibank were extremely professional. After talking to them, I could feel their passion for work, their intelligence, and their experience. I could see myself becoming one of them in the future. At the same time, I may now lack experience, but I'll try my best to gain as much experience as possible.

I couldn't agree more with the saying that practice is the only way to test truth. Through this program, not only did I make more friends, but I learned a lot more about finance, banking, and Citibank. I can't get all the information that I need from textbooks, but internship is a good way for it.



Scientific Research—Institute of Materia Medica, Chinese Academy of Medical Sciences & Peking Union Medical College



I felt very accomplished when I collaborated with my teammates and developed our own products, like Aspirin in high purity. I witnessed the Aspirin changing every day and night, and I felt like I was raising my own baby. It was amazing! The four days in the lab plus one day in the life and science center were the most meaningful and amazing five days during my winter break.

The mentors at Chinese Academy of Medical Sciences explained quite well about what is a good teacher as well as a beneficial friend. I could tell the quality and the nature of being a great scientist through their careful operations, rich experiences and their calmness. Also, I was inspired by their emphasis of combining creativity and experience.

International Exchange—Stanford University



It was my first time of going abroad for international exchange, and I felt quite different—the first time that I did not just sit back, but in fact, I joined the summit and participated in the discussion; the first time that I was not wondering along the streets with my parents, but I actually made friends with people like me from all over the country. I learned a lot, though it was only two weeks. I have been longing for the prestigious schools after the exchange program. Those schools truly deserve the reputations they have. I would like to have such first-hand experience again if there were more opportunities.



Global Volunteering—Nepal

The unforgettable two weeks at Nepal was like a dream. Everything was memorable—those children's smiles and eyes, the wind that came towards our faces when we were on the wheels, the sweat in the sun, the sound of the fans at night, and chatting with other volunteers... I knew more about the world through this experience. I saw more inequalities and hardships, and I felt more responsibility on my shoulder to make the world a better place.





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Know the World
Through Practice

CHEESE Group



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