
Augusto Laranja School

Belaya Ladya 2019

04/06/2019

Who are we?

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- Private institution founded in 1966, in São Paulo.
 - Offers education from kindergarten to highschool.
 - Around 900 students.
 - Two-time Brazilian champions.
 - International certifications: Cambridge and Unesco
(Associated Schools Project Network)
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Key elements of the program



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- Chess and academics hand-in-hand.
 - Scholarship program.
 - Parent engagement: essential to the sustainability of the project.
 - Strong coaching team.
 - Constant self-improvement of the initiative.
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Work within regular curriculum

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- Around 300 participants.
 - One hour a week, using a specially designed material, ages 6-10, in a special room designated for that.
 - Training staff specific for younger ages.
 - Talents selected to move to advanced group.



Advanced training program

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- Around 70 participants.
 - Search for talents starts at age 5.
 - Age level 6-7: 2 weekly sessions of 60 min each.
 - Age level 8-10: 2 weekly sessions of 90 min each.
 - ELO Rating: 1500-1800: 2 weekly sessions of 90 min each.
 - ELO Rating >1800: 2 weekly sessions of 140 min each.
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Making it global

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- Students participate in tournaments worldwide.
 - Partnerships with schools abroad.
 - “Study Trips”.
 - Exchange programs involving students and staff.



Challenges

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- Mediating expectations between students, parents.
 - “Lifecycle” during schools years.
 - Retaining talents.
 - Certification of instructors and training staff.
 - Improving quality of published materials in Portuguese.
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Opportunities

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- Replicating chess work ethic throughout the school.
 - Brand visibility.
 - Mobilizing the school community.
 - Involve private companies in sponsorship programs:
a sustained marketing strategy.









Thank you!

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