The first sequential, competency based training program in the world which is conceived, written and designed by Cricket Australia... Exclusively for Fourth Dimension

Brett Lee
Brand Ambassador
Cricket Education Program

Cricket Education Program

Providing a high quality education program to develop young people through cricket.
About Fourth Dimension International Limited (FDIL)

1. A UAE based company formed with an objective to provide world class education in different forms of sports.
2. The company has forayed into sport with its first venture; “Cricket Education Program (CEP) in partnership with Cricket Australia” to provide structured Cricket Education to school kids all across the globe.
3. Fourth Dimension aims to venture into other sports such as football, badminton, tennis, chess, etc in the near future.

The Board

The board of directors’ are leaders in their field with wide experience of not only cricket but also business, media, finance, marketing and sports, thereby providing a range of expertise and knowledge to enable them to successfully conduct the business.

Mr. Ayaz Ebrahim
Chief Executive Officer, Asia-Pacific, Halbis

Mr. Rajiv Podar
Managing Director, Podar Enterprise

Dr. G. K. Harinath OAM
Chairman on the NSW Cricket Board & a Director of the Cricket Australia Board

Mr. Neil Maxwell
Co-founder of Insite Organisation & manages high profile cricketers Brett Lee & Michael Hussey

Mr. Rakesh Wahi
Co Founder and Vice Chairman of CNBC Africa, Murdoch University Dubai and Capital Management Advisors

Relationship with Cricket Australia

Fourth Dimension and Cricket Australia entered into a “Joint Co-operation Agreement” in December 2008 with an aim to develop a sequential, competency based training program for kids in the age group of 9 to 14 years.

The Franchise Model

Benefits

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<th>Social</th>
<th>Commercial</th>
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<tr>
<td>• Game promotion</td>
<td>• Profit making venture</td>
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<td>• Developing young talent</td>
<td>• Build international network</td>
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<td>• Holistic development</td>
<td>• Opportunity to develop Brand</td>
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<td>• Building sportsman spirit and making them better citizens of tomorrow</td>
<td>• Enhancement of Goodwill and Reputation as CEP is in affiliation with Cricket Australia</td>
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The Way Forward...

a. Expression of Interest from prospective Master Franchisee with company profile, promoters’ background, marketing strategy and projections.

b. Assessment and In principle approval from FDIL and CA.

c. Signing of Non Disclosure and Confidentiality Agreement between FDIL and prospective Master Franchisee.

d. FDIL to share Project details with the prospective Master Franchisee.

e. Final Proposal along with Marketing Plan from prospective Master Franchisee.

f. Signing of the Master Franchisee Agreement.
Sport is not merely a form of exercise - it is about co-ordination, co-operation and building team spirit; an art of excelling and learning to strive to be the best!