

# Pickering Mother Spearheading Growth of IDEA Lab® Kids in Ontario Due to Lack of STEM Options for Children

*Tina Francis is expanding IDEA Lab® Kids in Ontario to provide much-needed STEM + Arts support to the community.*

HOUSTON, TX, UNITED STATES, May 31, 2023 /EINPresswire.com/ -- [Tina Francis](#), a mother of two, banking and mortgage professional and IDEA Lab® Kids owner, will soon be expanding the brand's presence in her community. Francis initially found her way to the brand after noticing a gap in the market. When, at a young age, her son began to show interest in STEM activities, she quickly realized there were none available in her area. With one location already open, Francis has seen the benefit [IDEA Lab Kids](#) provides and is excited to reinvest in the company, expanding her impact even further in the Ontario area.

"I did not think about franchising until I came across IDEA Lab Kids while researching STEM programs for my son," she said. "I thought IDEA Lab Kids was something we could use in our community and met with the developers as soon as I could. I was sold right away. It happened so quickly."

Meeting with the developers and getting a chance to truly understand the enrichment provided by the IDEA Lab Kids program is what sold Francis on the business model.

"I reached out to the area developers in Toronto and met with them to discuss opportunities to open locations in my community. I instantly loved the concept of the camps and courses they



Tina Francis, owner of Idea Lab Kids in Pickering, ON is expanding into Whitby.



Franchise locations in the US and Canada offering STEAM enrichment classes

offer," she explained. "I got to see firsthand the after-school programs, the login process with the iPad at the front, art classes, culinary classes and robotics classes. I could tell from the kids' expressions that they loved being there. Everything was so hands-on, not just a traditional classroom setting."

With a location open in Pickering and another on the way in Whitby, Francis is already looking toward a long future with the concept. As she grows her business, she is already seeing a clear demand from other like-minded families in the area.



Project based STEM + Arts lessons

As more families look toward extracurricular activities to support their students' learning and academic engagement, IDEA Lab Kids has quickly become an ideal opportunity in many communities. Families are acutely aware of the benefits available to their children at IDEA Lab Kids, and these same parents are often the ones to take investment initiatives.

Francis says she has been pleased with the engagement she has experienced at her business. Parents are so intrigued that she has begun to build wait lists for enrollment. This is both a primary motivator for her choice to expand with the brand and a sign of the untapped potential available in the Pickering area.

"My long-term goal is to become a household name in this region for being a STEM provider. I can see myself expanding throughout our region," she explained. "I'm getting inquiries already from parents about Whitby because we have a lot of families from there who are coming to Pickering, but it's a bit of a drive."

"We're incredibly excited for this expansion with Tina," said [Devina Bhojwani](#), President of IDEA Lab Kids. "The demand for the concept is palpable in her community, and we're looking forward to supporting her as she continues to grow and impact the lives of even more students and families."

The franchise fee of \$35,500 provides an assigned territory for establishing a location and for offering IDEA Lab On-the-GoSM. The startup costs for an IDEA Lab Kids franchise can range from \$163,000 to \$465,000. To learn more about franchising with IDEA Lab Kids, visit <https://www.franchise.idealabkids.com>.

ABOUT IDEA LAB® KIDS:

IDEA Lab® Kids was founded as a way for kids to explore their love of science, technology, engineering, art and math subjects. The award-winning Houston-based education franchise offers after-school classes, camps, birthday parties, open labs and much more to children. The brand has positioned itself to be a leader in the growing STEAM education space with franchises in the US, Canada and Internationally. Idea Lab Kids franchises are only offered or sold in states where they are registered or compliant with applicable franchise laws.

#### ABOUT LYRICOS LEARNING, LLC:

Lyricos® Learning, LLC is the home to IDEA Lab Kids, an award-winning after-school franchise system providing collaborative, engaging, diverse and ever-changing hands-on STEAM activities on a daily basis worldwide. Lyricos Learning is also the creator of STEAM on Demand®, a leading provider of streaming interactive content and tools for planning and leading standards-aligned, engaging and fun pre-K to 8 STEAM hands-on lessons.

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