

MEDIA RELEASE

## Singapore's Leading Preschool Brand Launches into California, the World's Tech & Entertainment Capitals

***MindChamps, the international preschool phenomenon, headquartered in Singapore, has inked an exclusive 50:50 joint venture with a Silicon Valley entrepreneur to scale 125 centres across Northern and Southern California, bringing its patented, research-backed education approach to America's most influential innovation hub.***

**SINGAPORE / CALIFORNIA, 10 July 2026** – MindChamps has marked its largest expansion into the United States by bringing its breakthrough patented education methodology to California, America's most populous state. California is home to almost 40 million people, including more than 2.7 million children aged five and under.



*Photo: Dr David Chiem, Founder CEO and Executive Chairman of MindChamps with Mr Minh Duong, Founder and CEO of Grandview Financial Holdings LLC*

Recognising the importance of investing in children's earliest years, the California state government has, in recent years, made early childhood education a key priority through significant investments and initiatives, creating a favourable environment for the continued growth in the sector.

MindChamps' partnership with Grandview Financial Holdings LLC will bring its unique education methodology to children and families across California. The JV also reflects growing international recognition of education research and innovation developed in Singapore. Developed through almost three decades of research across the four domains of Education, Psychology, Neuroscience and Theatre, MindChamps is the only early childhood education organisation whose education methodology has achieved patents in the US, the UK, Australia and Singapore.

**MINDCHAMPS PRESCHOOL LIMITED**

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Dr David Chiem, Founder CEO and Executive Chairman of MindChamps, said: "Artificial intelligence is transforming the world at an unprecedented pace, and never before have technology and entertainment had such a pervasive influence over how we live, think and evolve. From Silicon Valley, the world's centre of technological innovation and AI, to Hollywood, the world's entertainment capital, the future and the way we interact with knowledge and technology is being shaped every day.

"In this rapidly changing world, knowledge alone will no longer be enough. The future will belong to those with the mindset to keep learning, adapting and creating. That is why nurturing a 'triple-threat' mindset – the Learning Mind, the Creative Mind and the Champion Mind – during the earliest years of life has never been more important.

"Through our 3-Mind philosophy, we nurture confidence so that children can learn to face a complex and challenging world with 100% Respect and Zero Fear. MindChamps nurtures the Champion Mindset and a lifelong love of learning and creativity in every child, empowering them not simply to succeed in the future, but to shape it."



Having come from humble beginnings himself, Mr Minh Duong, Founder and CEO of Grandview Financial Holdings LLC, said his decision to partner with MindChamps was shaped by his experience as a parent, his passion as an entrepreneur, and his shared belief with MindChamps that education can and should be a key force for achieving positive change in society.

To better understand the organisation's approach, Mr Duong travelled to Singapore, where he immersed himself in the MindChamps experience at its pioneer centre. He observed lessons, interacted with children and educators, and gained first-hand insights into the philosophy and research behind its patented education methodology.

"As a Silicon Valley parent, having personally experienced MindChamps lessons in action, I can truly say there is nothing like MindChamps' patented education model. Its proven education system and teacher training methodology are exactly what we need across the highly fragmented and 'broken' education system in the United States."

## For media enquiries:

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## About MindChamps

MindChamps is a global leader in early learning and preschool education, recognised for its patented research-backed curriculum and commitment to nurturing the Champion Mindset in children. With centres across Singapore, Australia, the Philippines, Malaysia, Indonesia, Myanmar, the Maldives and now, the US, MindChamps continues to advance its mission of challenging and lifting education standards worldwide.

### ***"MindChamps is the Global Education Movement of the 21st Century.***

*While the companies featured in my prior books (Mercedes-Benz, The Ritz Carlton Hotel Company and Starbucks) demonstrate impressive brand power, none have been in a position to fundamentally shape society on par with MindChamps."*

**Dr Joseph A. Michelli**

*No. 1 New York Times & Wall Street Journal Bestselling Author*

## While there are thousands of education brands across world, only MindChamps:

1. Is hailed as a Global Education Movement by No. 1 New York Times and Wall Street Journal bestselling author, Dr Joseph A. Michelli.
2. Has successfully created a breakthrough education methodology that has attained patent programme status across four continents - the US (Patent No: 11,790,800), UK (Patent No: GB2607416), Australia (Patent No: 2022202096) and Singapore (Patent No: 10202113952V).
3. Has world-renowned neuroscientist Emeritus Professor Allan Snyder, Fellow of the Royal Society and Marconi Prize Winner, as its Chancellor and Chair of the MindChamps Global Research & Programme Development Team, comprising of award-winning, world leading experts in the 4 Domains of • Education • Psychology • Neuroscience • Theatre
4. Has created the revolutionary 3-Mind Education Model - the Champion, Learning and Creative Minds.
5. Has a proprietary Reading & Writing programme backed by research, producing over 200 eBooks.
6. Has the proven Optimal Flow Method™ and Art of Learning techniques, along with Champion Mindset coaching, which have enabled students to achieve up to 6 grade improvements in English, Maths, Science and Chinese, as verified by Forvis Mazars, a leading internationally integrated partnership, specialising in audit, accountancy, advisory and tax services.
7. Has been accorded the WIPO-IPOS IP Award by the World Intellectual Property Organization for excellence in the brand's Trademark Portfolio.

8. Requires all its teachers to undergo up to 200 hours of professional training and accreditation, regardless of previous teaching experience or qualifications.
9. Has its research and education philosophy published in 4 bestselling books by major world publishing houses.
10. Nurtures every child to face the unpredictable world with the mindset of 100% Respect, Zero Fear!