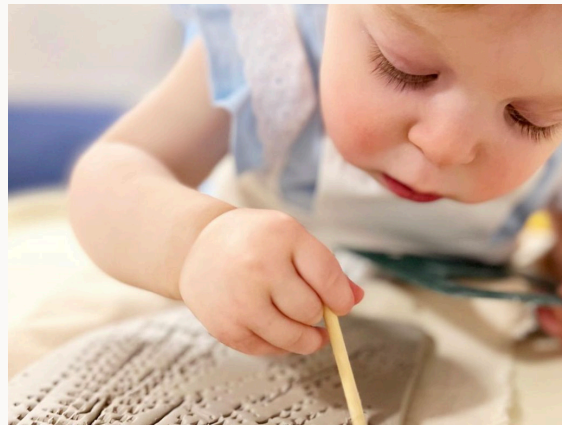


TWO BIRDS

Bluemont Civic Association
January 29, 2025

OUR MISSION

Reimagining child care. An experience for the entire family.





Working with clay and natural found objects in a studio.

At Two Birds, children learn within the context of the world around them. How they mold and are molded by the people, material and environment.

TWO BIRDS

A modern solution that recognizes today’s values and priorities: **high quality education**, built in community, and family engagement.

THE “WHOLE CHILD”

Two Birds has rapidly become synonymous with innovative early childhood education that builds scaffolding for children to become strong learners and engaged community members after graduation. Our approach to one-of-a kind care is grounded in focusing on the following areas to achieve a high-touch curricular philosophy:

- 1 Emergent and responsive teaching**
- 2 Relationships and collaboration**
- 3 Environment and exhibitions**



Exploring paint at Two Birds.

“Paint is a satisfying medium because there is no right or wrong way to use it.”

*-Infants & Toddlers at Work, Using Reggio-Inspired Materials to Support Brain Development
by Ann Lewin-Benham*

TWO BIRDS

A modern solution that recognizes today’s values and priorities: high quality education, **built in community, and family engagement.**

THE “WHOLE FAMILY”

We modernize the concept, “it takes a village,” by creating a holistic experience for parents and children. Our families are not just customers, they are members. We meet the entire family’s needs through a brand that provides built in amenities alongside the core education:

- 1 On-site workspace for parents**
- 2 Weekend programming**
- 3 Parent classes and family events**

KEY BRAND ATTRIBUTES

- 1 Membership model with all-inclusive pricing that includes activities designed to provide great value to the entire family.
- 2 World-renowned curriculum with an education, not just care, approach.
- 3 State of the art spaces including an art studio, lactation facilities, parent workspace and common spaces for family entertainment and educational offerings.



National brand, local execution. Two Birds connects with local communities.

FAMILY PROGRAMMING

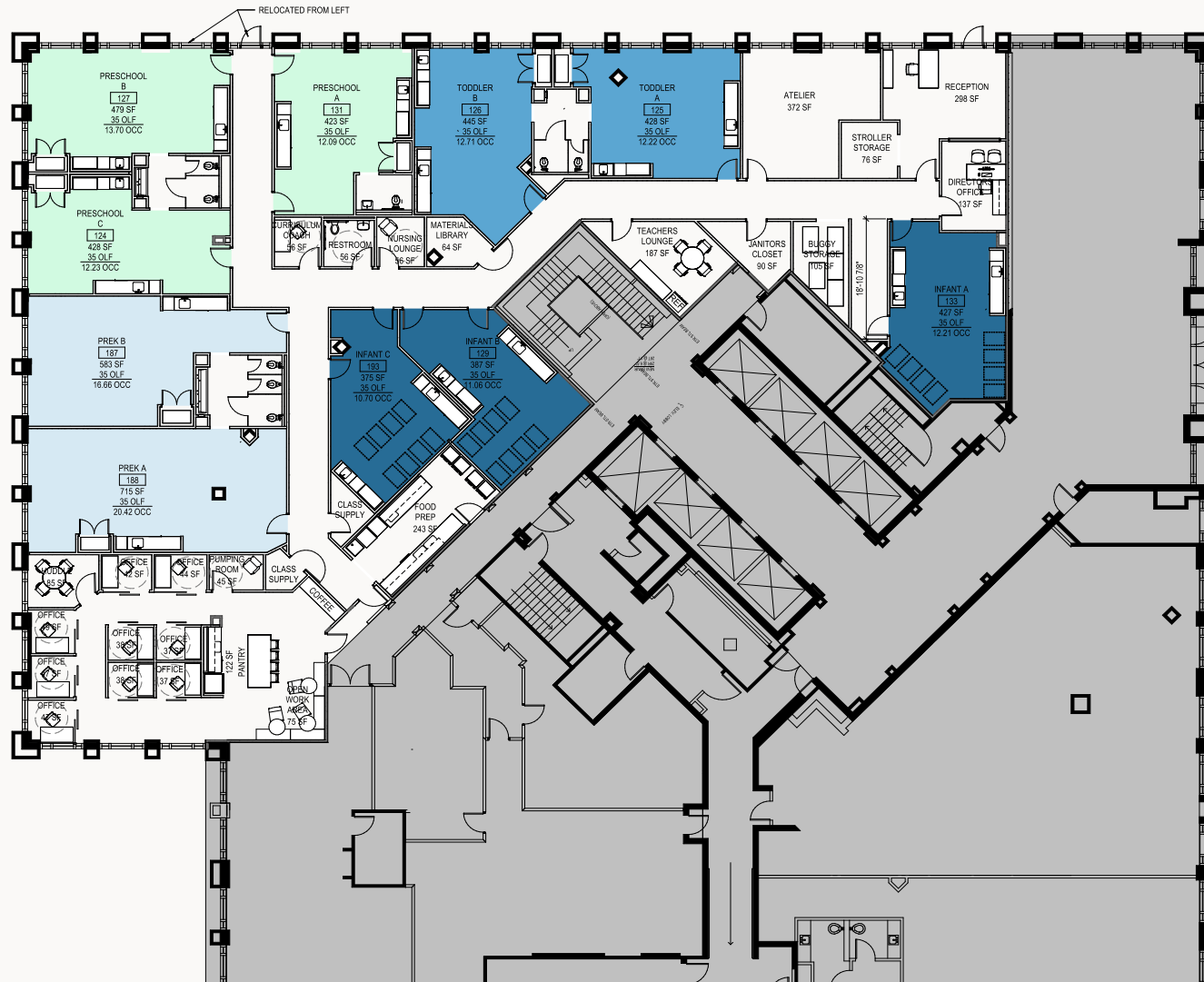
As part of Two Birds' all-inclusive, membership based brand, extra-curricular family classes are incorporated into the flat-fee service model. Classes include Taekwondo, dance, music, art, yoga, soccer and tumbling as well as parent classes, such as ceramics, knitting, and painting. Integrating family and weekend programming into the product package provides unique brand advantages:

- 1 Sense of Community** Provides opportunities for parents to meet and engage with each other
- 2 Strengthens Family Retention** Creates a stickier product by bringing all children's activities in-house and creating a familiar environment for children to explore extracurriculars with friends.
- 3 Early Access** Creates extracurricular programming for infants and young children years before independent classes are offered



Proud to wear the Two Birds brand.

Family programming strengthens sense of community, brand identity and provides inherent marketing within the neighborhood.



DEPARTMENT LEGEND

- INFANTS
- PREK
- PRESCHOOL
- TODDLER

13,788 RSF (APPROX)	PROVIDED
INFANT A	1
INFANT B	1
INFANT C	1
PREK A	1
PREK B	1
PRESCHOOL A	1
PRESCHOOL B	1
PRESCHOOL C	1
TODDLER A	1
TODDLER B	1

NUMBER OF CLASSROOMS: 10

CHILD HEADCOUNT: 120

ATELIER	1
BUGGY STORAGE	1
CLASS SUPPLY	2
CURRICULUM COACH	1
DIRECTORS OFFICE	1
FOOD PREP	1
HUDDLE	1
JANITORS CLOSET	1
MATERIALS LIBRARY	1
NURSING LOUNGE	1
OFFICE	9
OPEN WORK AREA	1
PANTRY	1
PUMPING ROOM	1
RECEPTION	1
RESTROOM	1
STROLLER STORAGE	1
TEACHERS LOUNGE	1

APPROX. PROGRAM SUMMARY - AREAS

ROOM TYPE	USF
CIRCULATION	1290 SF
COWORKING	708 SF
COWORKING CIRCULATION	527 SF
INFANTS	1189 SF
PREK	1298 SF
PRESCHOOL	1331 SF
SUPPORT SPACE	1810 SF
TODDLER	873 SF

* DO NOT USE THE ABOVE AREAS TO TRY TO CALCULATE USF OR NSF. THEY ARE FOR CLIENT REFERENCE ONLY*

THE TEAM



Kelsey Lents
CO-FOUNDER & CEO

- Yale BA, Georgetown MBA, Columbia M. Arch
- Adjunct Professor Columbia, Fulbright Fellowship
- 10 years architectural design in NYC and NASA



JP Coakley
CO-FOUNDER & CFO

- Case Western Reserve, Georgetown MBA
- 10+ years in engineering and operations
- Photographer, videographer, designer



Artie Minson
CHAIRMAN OF THE BOARD

- President/CEO of Leaflink
- Former Co-CEO / President of WeWork
- Former CFO of Time Warner Cable



Carol Reynolds
EXECUTIVE DIRECTOR

- 20 years as Director
- Licensing and accreditation expert in DC, VA, and MD
- Multi-site supervisor for a global brand



Thora Balk
CURRICULUM DIRECTOR

- 20 years in early childhood education
- Founding teacher of a local charter school
- Proud mom of 3 wonderful kids



Daizy Frazier
STUDIO DIRECTOR

- 10 years developing a charter school studio
- Artist in residence in Beijing
- Master printer and exhibition designer

