

# FOUNDERS' INTERVIEW

ISSUE NO. 6

PREPARED BY **dfw** CREATIVE  
DIGITAL MARKETING • EVENTS • PR

**FEATURING**

INTERVIEW



**EduCare4u**

## **Alvina Khoo, Founder of EduCare4u**

Educare4u Pte Ltd is a professional education management company that believes in quality teaching and places a strong emphasis on academic abilities and professionalism of its tutors. It specialises in overseas education and personalised services. Apart from an excellent track record for academic performances of their students, the Educare4u journey also places a strong emphasis on character development.



A school teacher by training with a Masters (MBA) from the University of Hull (UK), Alvina founded EduCare4u in 2002. She was inspired by her experience caring for Vietnamese children and orphans with the United Nations High Commissioner for Refugees, to design a unique family style education, tuition and guardianship programme for foreign students in Singapore. She was awarded the Service to Education Award from the Ministry of Education in 2010 and the Spirit of Enterprise Award in 2018.

Through their organised and streamlined administrative processes, parents are assured that their child's overall welfare is taken care of as they slowly learn to be independent under the guidance from Educare4u's team of tutors and guardians.

With 14 years of managerial experience in the travel and hotel industry, Alvina is also a member of Singapore's key business associations and a previous vice-chairman of the School Advisory Committee, Woodland Ring Secondary School (MOE). She is passionate to educate and inspire young people to get out of their comfort zone and pursue their dreams!

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# A TRUE EDUCATOR: HELPING INTERNATIONAL STUDENTS FEEL AT HOME IN A FOREIGN COUNTRY

AN INTERVIEW WITH ALVINA KHOO  
BY BRICKSTONE CLUB

**Could you share an early lesson in life that helped shape who you are today?**

I come from a humble background. My parents struggled to support their six children. I was determined to set my own path and be different as I believe that one's circumstances at birth does not determine the rest of the person's life if one works hard and believes in oneself. I chose this business because I enjoy nurturing children to make a difference in the world as the future belongs to them. Enriching their lives and having fun with them, while receiving a steady income, is my greatest satisfaction. I instill ethics and high moral standards while grooming them academically.

**What are some difficulties faced with international students?**

Coming from afar, these international students struggle to adapt to life here. Being away from their parents and learning to be independent. With 20 years of experience working with different children, we have come up with a good system to ease these difficulties as we guide the child to settle down and slowly gain independence throughout their journey here while educating them academically and instilling values, ensuring that both the parents and the child have a peace of mind.

**How has your business grown since it started?**

We started as a small start-up, I did everything, fetching students from the airport, cooking and spending time with them. Eventually, through word-of-mouth referrals by my

students, more students came to us. Many moved on to prestigious universities including the University of Manchester, University of Cambridge and Imperial College London. We've also had 2 generations of students, coaching their mums and later their own kids. My current plan is to bring my education services to overseas markets so that we can nurture more children into responsible adults within their family and society in a borderless world.

**What are your favourite resources as an entrepreneur?**

Like many entrepreneurs, I did not have the financial resources to hire consultants to aid my business... So, I turned to books, social media and the autobiographies of successful businessmen and leaders like Obama. These leaders inspired me and allowed me to learn from the struggles and challenges faced and how that propelled them to become more resilient. One of my favourite books is Stephen Covey's "7 Habits of Highly Effective People". His practical methodology focusing on integrity, honesty and dignity has empowered me in many of my decisions as a leader. These books shaped my mindset in my business and personal life.

**What are your thoughts on Brickstone Club?**

It is an effective platform to connect like-minded entrepreneurs and start-ups to share their experiences and even explore business opportunities together.