



Sue Furness

Education

Sue is from England, and is a product of her time. Having left school at age 15, she returned to education as a mother of three and discovered her true passion. In 1995, Sue graduated with honours from the University of Exeter with a BSc in Mathematics and Education.

Profession

Sue taught international students in six countries: England, Belgium, Austria, Czech Republic, Indonesia and Vietnam before swapping roles and becoming a startup entrepreneur in 2012. In previous incarnations, Sue worked as a producer of technical drawings for engineering companies and as an NHS operating theatre nurse.

Entrepreneurial

Sue now owns Kidsnschools Ltd, a company she founded in 2016. The mission is to be the first consumer engagement channel for K-12 international schools, parents and educators, everywhere.

Concept

Kidsnschools profitably unites schools and parents in the same online space with a goal to establish showcases for schools communications, marketing and reputation management.

Ideation

Sue believes that Kidsnschools fills a white space in today's market, and here's why:

- International families have emerged as a single definable group - a flow of parents seeking world class schools for their children.
- In today's connected world, the balance of economic power is shifting toward consumers, and although parents provide schools with essential tuition-fee income, they appear to be missing a collective voice.
- Kidsnschools provide parents with a conduit for connecting with schools and for networking with the wider community. Parents can discover their voice and become influential in helping schools to find ways of preparing students for the real challenges that lie ahead of them.

Business

Revenue will flow from schools purchasing a license to use bespoke software for enabling content marketing within a showcase. The benefits to schools, is in being able to control their message, differentiate their offering and define or improve their market position.

Thought leadership

Sue is a lifelong learner who thinks deeply about issues concerning education - how we teach and how we learn, and now more importantly, what we learn. As has been widely stated, we are standing at the threshold of [the Fourth Industrial Revolution](#). As never before, humans are due to experience the impact of innovative and revolutionary technology in their everyday lives.

It is this broad concept of technology in all its forms that we need to understand - its potential and its consequences are mind-blowing.

Sue would like Kidsnschools to play a part in growing this understanding. She believes that this can be achieved by crowd-sourcing innovative ideas, creative thinking and best practice as it exists in our schools and in the minds and efforts of educators, students and parents everywhere.

The success of Kidsnschools depends on discovering and engaging with passionate individuals, we hope you will join us.

Best wishes, Sue

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