

THE NOW ACADEMY

Information Guide

Empowering Future Leaders Through Business + STEM

Think. Build. Lead.

The Now Academy is being built for families who believe education should prepare children for more than tests, grades, and graduation.

We are creating a future-focused K–12 learning community where students develop academic knowledge alongside practical skills, leadership, character, creativity, and confidence.

Beginning with Kindergarten and growing one grade level at a time, The Now Academy combines **Business, STEM, leadership development, values-centered education, project-based learning, cultural awareness, and technology** to help children learn how to think, build, solve, communicate, and lead.

Our goal is simple: **Prepare children not only for the next grade, but for life.**

Our Mission

To empower future leaders through a holistic, hands-on education that integrates **Business, STEM, leadership development, character, biblical values, and real-world learning.**

Our Vision

To develop a generation of young people who are academically prepared, confident, principled, innovative, culturally aware, and equipped to lead in a rapidly changing world.

We envision students who do more than know the answer.

They know how to **ask questions, solve problems, create solutions, work with others, make responsible decisions, and turn ideas into action.**

Why The Now Academy Exists

The world children are entering is changing quickly.

Technology is evolving, artificial intelligence is reshaping work, entrepreneurship is becoming more accessible, and employers increasingly value communication, creativity, adaptability, problem-solving, and collaboration. Education must prepare children for that reality.

At The Now Academy, we believe children should begin developing these abilities early, not wait until college or adulthood.

That is why Business, STEM, leadership, financial thinking, communication, creativity, character, and problem-solving are part of the educational experience from the beginning.

The Now Academy Difference

Business + Entrepreneurship

Students are introduced to age-appropriate concepts such as creativity, money, value, customers, problem-solving, communication, entrepreneurship, and turning ideas into solutions.

STEM + Innovation

Students explore science, technology, engineering, and mathematics through experimentation, building, coding, design challenges, and hands-on projects.

Leadership + Life Skills

Leadership is not treated as an occasional activity.

Students develop communication, responsibility, teamwork, decision-making, confidence, integrity, and service throughout their educational experience.

Small Learning Communities

Our model is intentionally designed around smaller learning environments so educators can better understand how individual students learn, where they need support, and where they are ready to grow.

Learning Through Application

Students will not simply memorize information.

They will be challenged to **use what they learn** through projects, presentations, experiments, discussions, demonstrations, and real-world problem-solving.

Values + Character

Biblical principles help shape our approach to integrity, responsibility, respect, compassion, service, stewardship, and leadership.

Global + Cultural Learning

Students are introduced to cultures, ideas, traditions, and perspectives beyond their immediate communities, helping them develop curiosity, empathy, and global awareness.

Technology With Human Connection

Technology, including age-appropriate AI and digital learning tools, supports education rather than replacing meaningful relationships with educators, parents, and peers.

Programs Overview

Hybrid Learning Model

The Now Academy offers a **hybrid educational experience** that combines the relationships and hands-on experiences of in-person learning with the flexibility and independence of learning from home.

Students attend **three days on campus and two days at home**, creating a consistent weekly rhythm that supports academic learning, real-world application, family flexibility, and student independence.

On-Campus Learning

During their three days on campus, students participate in:

- Small-group academic instruction
- Hands-on Business + STEM projects
- Leadership development
- Collaborative problem-solving
- Experiments and creative projects
- Student presentations
- Social and emotional development
- Cultural learning experiences

At-Home Learning

The two at-home learning days are not simply “days off campus.”

Students continue their learning through structured activities, assignments, projects, and resources supported through **The Now Academy's Heartbeat Digital Campus**.

This approach gives students opportunities to develop independence while remaining connected to their teachers, classmates, and learning community.

What Is Included

The Now Academy experience is designed to provide families with more than classroom instruction.

Depending on grade level and program requirements, tuition is planned to support:

- Three days of on-campus learning each week
- Two structured at-home learning days
- Business + STEM curriculum
- Leadership development
- Project-based learning
- Heartbeat Digital Campus access
- Student learning resources
- Technology and educational materials
- Project showcases
- Cultural Exchange experiences
- Parent-teacher connections
- Parent Academy resources
- School-wide community experiences
- Celebration of Growth at the conclusion of the school year

Founding Family Tuition

\$14,900 per academic year

The first families who join The Now Academy will be more than our first enrollment class.

They will be our Founding Families.

Founding Families will help establish the culture, traditions, community, and educational experience that future generations of The Now Academy students will inherit.

Our **Founding Family Tuition is \$14,900 for the academic year.**

Installment options are planned.

Founding Family Recognition

- Founding Family recognition
- Priority enrollment for future eligible siblings
- Invitations to selected founder/community gatherings
- Opportunities to provide structured feedback during the Academy's early years
- Recognition in The Now Academy's founding history, with family permission

The Heartbeat Digital Campus

Learning at The Now Academy will extend beyond the physical classroom.

Heartbeat will serve as our digital campus, connecting students, parents, educators, resources, learning experiences, and community.

Depending on enrollment track and user role, families may use the digital campus for:

- Learning resources
- Course modules
- Student assignments
- Leadership Circles
- Parent resources
- Teacher communication
- Office hours and academic support
- Project showcases
- Student portfolios
- School announcements
- Community events

The goal is not to replace the classroom; **it's to connect learning wherever it happens.**

Leadership Is Part of the Curriculum

Leadership development begins early at The Now Academy.

Our signature **Leadership Circle** creates intentional opportunities for students to develop character, confidence, communication, reflection, responsibility, and service.

Students may explore questions such as:

What does it mean to lead?

How do I respond when something is difficult?

How do my decisions affect other people?

How can I use my gifts to help others?

We believe leadership begins long before someone receives a title.

Cultural Exchange Days

The Now Academy is designed to help students understand that their classroom is part of a much larger world.

Throughout the school year, **Cultural Exchange Days** will introduce students to different countries, communities, traditions, stories, foods, music, ideas, and perspectives.

These experiences are designed to build:

Curiosity. Respect. Empathy. Cultural awareness. Global thinking.

Our Annual School Rhythm

The Now Academy will follow a distinctive **January-through-December school-year rhythm.**

January

Opening Day + MLK Cultural Exchange

Our school year begins in connection with **Dr. Martin Luther King Jr. Day.**

The opening experience will combine welcoming students and families with learning, service, cultural reflection, leadership, and community.

The message students receive from Day One is: **Your education should prepare you to contribute to something greater than yourself.**

Throughout the Year

Students move through a rhythm of:

Learn → Build → Apply → Present → Reflect → Grow

The year includes Business + STEM projects, Leadership Circles, Cultural Exchange Days, student presentations, community experiences, and project showcases.

Around December 15

Celebration of Growth

Rather than simply ending the year, The Now Academy will intentionally celebrate how students have grown.

Families and students reflect on projects, learning, leadership, character, creativity, and progress before beginning an extended winter break.

The new school year then begins again around Dr. Martin Luther King Jr. Day.

Starting Small. Growing Intentionally.

The Now Academy will begin with **Kindergarten**.

Rather than launching every grade at once, we plan to grow intentionally with our students.

Each year, another Kindergarten cohort can enter while existing students advance to the next grade.

This approach allows us to protect what matters most:

Culture. Relationships. Quality. Consistency.

The long-term vision is a complete **K–12 educational community** built one cohort at a time.

For Parents

Parents are not spectators at The Now Academy.

They are partners.

Our parent experience is being designed to include:

Parent Academy

Practical workshops and resources that help families support learning, leadership, character, and development at home.

Parent-Teacher Connections

Regular opportunities to discuss student growth, celebrate progress, identify challenges, and establish next steps.

Parent Feedback Hub

Structured opportunities for families to share ideas, experiences, questions, and feedback as The Now Academy grows.

Community Experiences

Families can participate in Cultural Exchange Days, student showcases, celebrations, workshops, and other Academy experiences.

Our Founder

Leonard J. Chaplin

“Coach LJ”

Founder | The Now Academy

Coach LJ is an author, entrepreneur, leadership coach, speaker, pastor, and doctoral student whose work sits at the intersection of leadership, entrepreneurship, education, and personal development.

He holds a bachelor's degree in Marketing and a master's degree in Management and is pursuing a Ph.D. in Organizational Leadership with a concentration in Entrepreneurship at Regent University.

He is also a certified John Maxwell Team Coach, Speaker, Trainer, and DISC Consultant.

Growing up in Jersey City, New Jersey, shaped his understanding of the opportunities and challenges children can experience in urban education.

The Now Academy grew from a larger question:

What would education look like if we intentionally prepared children for the world they will actually inherit?

His vision is rooted in Proverbs 22:6:

“Train up a child in the way he should go: and when he is old, he will not depart from it.”

The Now Academy is being built around that responsibility.

Fast Facts

	The Now Academy
Model	Hybrid
Initial Entry Grade	Kindergarten
Long-Term Vision	K–12
School-Year Rhythm	January through approximately December 15
Hybrid Schedule	3 days on campus + 2 days at home
Learning Focus	Business + STEM + Leadership + Character
Digital Campus	Heartbeat
Learning Style	Hands-on + project-based
Community	Parents + students + educators
Growth Strategy	One cohort at a time
Location	New Jersey

What We Want Every Student to Become

By the time a student completes their journey with The Now Academy, our goal is for them to be able to:

- **Think critically.**
- **Communicate confidently.**
- **Build creatively.**
- **Use technology responsibly.**
- **Understand money and business.**
- **Solve meaningful problems.**
- **Work across cultures.**
- **Lead with integrity.**
- **Serve others.**
- **Know that their ideas can create impact.**

That is what we mean when we say:

Empowering Future Leaders Through Business + STEM.

Follow the Journey

The Now Academy is being built intentionally, one system, one learning experience, one partnership, and eventually, one student at a time.

Families interested in learning more can explore our educational model, Hybrid pathways, Parent Academy, upcoming events, and future enrollment opportunities.

Website:

[TheNowAcademy.co](https://thenowacademy.co)

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Think. Build. Lead.

The future isn't waiting, neither should education.