PLATINUM | BUSINESS LAUNCHER

12-WEEK PLATINUM BUSINESS LAUNCHER

12

Professional grooming mastery meets business-building ambition.

INTRODUCING THE PRESTIGE FOUNDER'S RESIDENCY

Eight weeks of grooming foundations and salon immersion. Four weeks of advanced salon practice alongside online business courses and practical launch assignments.

12 WEEKS	8 + 4	PLATINUM
TRAINING JOURNEY	GROOMING + FOUNDER PHASE	CERTIFICATION

CALGARY + RED DEER

$15,000 CAD | FULL PROFESSIONAL TOOL KIT INCLUDED

Lifetime online theory access / Online business launch courses
Ongoing Prestige support / Optional subsidized student housing.

THE COMPLETE EXPERIENCE

Master the craft. Build the business.

Platinum combines the Prestige four-stage grooming foundation, extensive real-salon practice and a structured online business-building journey.

01

WEEKS 1-2

THE PRESTIGE FOUNDATION

Ten days of focused, hands-on training in our four-stage system. Learn with fake dog hair before completing supervised grooms on real dogs.

10 training days

02

WEEKS 3-8

PROFESSIONAL SALON IMMERSION

Six weeks of purposeful coached repetition: speed, breed adaptability, advanced finishing, time management and confident salon practice.

30 training days

03

WEEKS 9-12

THE FOUNDER'S RESIDENCY

Four more weeks of advanced salon experience paired with online business lessons and weekly assignments that build your launch portfolio.

20 training days

AN EDUCATION PATHWAY, NOT JUST A COURSE

Learn to groom, practise in a working salon, and develop the foundations of your own business - with ongoing support beyond graduation.

THE PRESTIGE METHOD

Four stages. One clear roadmap.

First learn the steps, then repeat them across different dogs, coats and real salon situations.

01

THE PERFECT CANVAS

BATHING, DRYING & PREP

Coat assessment, bathing, safe drying and preparation. Give every groom a reliable foundation.

02

WHERE WE LEARN SPEED

BODY CLIPPER WORK

Controlled and efficient clipper patterns, tool choices and body work built on safe habits.

03

THE DETAILED FINISH

BODY SCISSOR WORK

Learn shaping, balancing, blending and the finishing touches that elevate the groom.

04

THE COMPLETE ROADMAP

FACES & PUTTING IT TOGETHER

Learn face finishing and connect all four stages into a repeatable start-to-finish process.

ONE REPEATABLE SYSTEM

PREP / CLIP / SCISSOR / FACE + FINISH

DAYS 01-05

Week one: learn the system.

A clear introduction to the four-stage Prestige method - one concentrated focus each day.

01

INTRODUCTION | ALL FOUR STAGES

See the full roadmap

Use fake dog hair to explore the tools and all four stages; understand safety, sequence and purpose.

02

STAGE 1 | BATHING, DRYING & PREP

The perfect canvas

Learn coat preparation, bathing, drying, brush-out and the foundation for a clean groom.

03

STAGE 2 | BODY CLIPPER WORK

Where we learn speed

Practise efficient body-clipping sequences, correct handling and consistent technique.

04

STAGE 3 | BODY SCISSOR WORK

The detailed finish

Focus on shaping, symmetry, blending and scissoring in guided exercises.

05

STAGE 4 | FACES + FULL ROADMAP

Bring the stages together

Build facial grooming skills and connect all four steps into one clear method.

WEEK-ONE OUTCOME

Understand the sequence and purpose of all four stages before moving to complete grooms.

DAYS 06-10

Week two: practise on real dogs.

Bring the system together through a full practice groom, suitable real dogs and the Bronze assessment.

06

FULL FAKE-HAIR GROOM

Your complete practice groom

Use all four stages on fake dog hair with instructor coaching from start to finish.

07

REAL-DOG FULL GROOMING

Make the transition

Work on a suitable real dog, following the method with close supervision.

08

BREEDS & COAT VARIETY

Adapt your technique

Practise full grooms on available different breeds and coat types.

09

COMPLETE GROOMS & REFINEMENT

Improve consistency

Build safe handling, quality, timing awareness and a reliable working sequence.

10

BRONZE LEVEL 1 ASSESSMENT

First certification milestone

Complete a supervised practical assessment; Bronze is awarded when the standards are met.

YOUR FIRST MILESTONE

Successful students earn Bronze Level 1 and move into the salon-immersion phase.

SIX WEEKS OF PURPOSEFUL PRACTICE

The Professional Salon Immersion

Weeks 3-8 deepen your capability through real-dog grooms, guided repetition and increasing responsibility as skills and readiness develop.

WEEKS 3-4

BUILD YOUR RHYTHM

Develop a safe, efficient salon routine.

- Grooming station flow and professional preparation
- Bathing, drying and clipping efficiency
- More complete grooms with focused coaching
- Personal time and quality benchmarks

WEEKS 5-6

REFINE YOUR CRAFT

Strengthen technique, range and finish.

- Adapt techniques for different breeds and coat types
- Refined scissoring, blending and face work
- Handle realistic grooming challenges thoughtfully
- Quality reviews and targeted feedback

WEEKS 7-8

PERFORM WITH CONFIDENCE

Prepare for higher professional standards.

- Independent planning within supervised sessions
- Salon pace, pricing and client communication
- Mock assessment and personal improvement goals
- Gold Level 3 competency assessment

THE GOAL

More professional consistency, confident technique and evidence of readiness for higher-level grooming work.

WEEKS 09-12

The Prestige Founder's Residency

The distinctive Platinum experience: continue advanced hands-on salon training while developing a business concept through online learning and applied assignments.

WHERE PROFESSIONAL MASTERY MEETS ENTREPRENEURSHIP

Learn the craft. Build your brand. Design the systems. Prepare your launch.

TWO CONNECTED EXPERIENCES

IN PERSON

Advanced salon practice

Keep refining safe, efficient full grooms, finishing quality, client consultations, professional consistency and salon operations through supervised practice.

ONLINE + HOMEWORK

Business Launch Academy

Complete additional online business courses and weekly assignments covering brand identity, digital presence, pricing, systems and marketing.

A REAL BUSINESS-BUILDING PROCESS

Your assignments develop a Founder's Portfolio - practical plans and assets you can adapt for an independent grooming service, mobile operation or future salon.

THE FOUNDER'S RESIDENCY

Build your identity. Show up online.

The first two residency weeks translate your business idea into a recognizable brand and a professional digital starting point.

09 THE BRAND IDENTITY STUDIO

Define the business you want to build.

ONLINE COURSEWORK

Business model and ideal customer; business-name exploration; positioning, style, colours and visual identity; a coherent brand voice.

FOUNDER ASSIGNMENT

Draft a business concept, select a proposed name, create a visual mood board and outline your brand identity.

10 THE DIGITAL PRESENCE LAB

Make your business easy to discover.

ONLINE COURSEWORK

Website structure and essential pages; social-media platform setup; content pillars; booking journey and digital customer experience.

FOUNDER ASSIGNMENT

Develop a website draft or plan, social profile concepts, content calendar and a clear enquiry-to-booking flow.

Website publishing, business registration and platform fees are not included unless separately stated.

THE FOUNDER'S RESIDENCY

Plan the operation. Prepare to launch.

Translate your concept into practical services, customer processes and an actionable marketing plan.

11 THE OPERATIONS BLUEPRINT

Turn good grooming into a workable service.

ONLINE COURSEWORK

Menu design, pricing rationale, consultation procedures, policies, scheduling, basic expense planning and customer-care standards.

FOUNDER ASSIGNMENT

Draft a service menu and prices, operating checklist, client policies and a simple business budget.

12 THE FOUNDER'S LAUNCH EXPERIENCE

Bring the plan together.

ONLINE COURSEWORK

Marketing foundations, launch messaging, content planning, local visibility and a realistic opening timeline.

FOUNDER ASSIGNMENT

Assemble a Founder's Portfolio, present the business concept and create a prioritized launch action plan.

Assignments create launch-ready foundations; opening a business remains the graduate's decision and responsibility.

SHOW THE WORK

Your Founder's Portfolio.

A tangible collection of work prepared throughout the online business-training component - not simply another course completion.

01

YOUR BUSINESS CONCEPT

Target client, service model and proposed positioning.

02

YOUR BRAND IDENTITY

Business-name concept, visual identity, brand colours and voice.

03

YOUR DIGITAL FOUNDATIONS

Website draft or plan, social presence and content ideas.

04

YOUR SERVICE & PRICE MENU

Service offerings, sample prices and customer journey.

05

YOUR OPERATING BLUEPRINT

Policies, checklists, booking processes and budget assumptions.

06

YOUR LAUNCH ACTION PLAN

Marketing priorities, timeline and next steps.

YOUR PLATINUM MILESTONE

Platinum certification requires successful completion of program competencies and assessments, including required grooming and business coursework.

COMPLETE TRAINING SUPPORT

More than time in the salon.

Every Prestige program includes a full tool kit. Platinum adds online business-building coursework, hands-on immersion and a long-term learning connection.

01

FULL PROFESSIONAL GROOMING TOOL KIT

A complete training tool kit is included in your tuition.

02

LIFETIME THEORY VIDEO LIBRARY

Keep lifetime access to the Prestige online theory video library for refreshers.

03

ONLINE BUSINESS LAUNCH COURSES

Additional online business modules with structured homework and portfolio assignments.

04

PRACTICAL SALON IMMERSION

Extended supervised real-dog work in working salon environments.

05

ONGOING PRESTIGE SUPPORT

Stay connected with the school and opportunities for further upskilling.

OPTIONAL SUBSIDIZED STUDENT HOUSING

$600 / 2-WEEK STAY **$800 / 4-WEEK STAY**

Housing is additional to tuition; eligibility and availability apply. Ask admissions about longer stays.

12 WEEKS | $15,000 CAD | CALGARY + RED DEER

START. EARN. GROW.

Your Certification Pathway

Four levels. One clear ladder. Each level builds on the one before it, and every level includes a full professional tool kit.

01
BRONZE
Level 1
10-Day Intensive

2 weeks total
10 days

$3,500
FULL TUITION

START
first level

→

02
SILVER
Level 2
4-Week Fast Track

4 weeks total
+2 weeks after Bronze

$5,500
FULL TUITION

+$2,000
upgrade from Bronze

→

03
GOLD
Level 3
8-Week Standard

8 weeks total
+4 weeks after Silver

$10,000
FULL TUITION

+$4,500
upgrade from Silver

→

▼ YOU ARE HERE

04
PLATINUM
Level 4
12-Week Business Launcher

12 weeks total
+4 weeks after Gold

$15,000
FULL TUITION

+$5,000
upgrade from Gold

HOW UPGRADING WORKS

Start at any level. Upgrade anytime — everything you've already paid counts toward the next level, so you only pay the difference.

WORKED EXAMPLE

START WITH BRONZE	+	ADD SILVER LATER	=	YOUR TOTAL
$3,500		+$2,000		$5,500
10-Day Intensive		the difference only		same as booking Silver upfront

100% TUITION CREDIT

Start. Earn. Grow.

Enter the workforce after Bronze when ready. Return for more training at any time. 100% of qualifying previously paid Prestige tuition is credited toward your next certification.

JUMP AHEAD MORE THAN ONE LEVEL		YOU PAY ONLY
Bronze → Gold	+6 weeks	**+$6,500**
Bronze → Platinum	+10 weeks	**+$11,500**
Silver → Platinum	+8 weeks	**+$9,500**

One level at a time? Use the “upgrade from previous level” amounts on the pathway ladder.

INCLUDED WITH YOUR PRESTIGE TUITION

01 100% TUITION CREDIT
Every dollar of qualifying tuition you pay counts toward your next level. Your credit does not expire.

02 FULL PROFESSIONAL TOOL KIT
Every Prestige program includes a full professional tool kit.

03 LIFETIME ONLINE THEORY ACCESS
Revisit the Prestige online theory library whenever you want a refresher.

04 ONGOING PRESTIGE SUPPORT
Stay connected with Prestige and return for further training as your goals develop.

All prices CAD. Tuition credits do not expire and apply to qualifying tuition actually paid, against current higher-program pricing. Subject to admissions and scheduling. Student work and assessment outcomes vary; certificates are awarded on successful completion. Online coursework develops business plans and assets, not a guaranteed business launch. Housing is separate and subject to availability.

Deposit & refund policy: Enrolment requires a $1,000 non-refundable deposit. No refunds and no credit card chargebacks under any circumstances, deposits included.