

A large, vibrant photograph of six diverse children of various ethnicities and ages, all smiling and laughing joyfully. They are outdoors, with a blurred background of green hills and trees. The children are huddled together, creating a sense of community and happiness. The text 'Sound of Joy!' is overlaid in large yellow letters on the left side of the image.

Sound of Joy!

*Transforming education so that
every child can truly flourish*

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The Challenge

The current school system creates inequality, stifles creativity, and fuels a mental health crisis.

1. **Unequal access** to resources
2. **Teacher shortage** and burnout
3. **Standardization** and obsession with testing
4. **Mental health crisis** among young people

👉 Too often, school stifles children's potential instead of awakening it.

⚠️ The Quebec government has imposed **\$570 million in education cuts** for 2025–2026, confirming the **urgent need for massive reinvestment in education.**



A pivotal moment in Quebec

Across Quebec, families are calling for change — seeking an education that is more humane, inclusive, and joyful.

- Education that nurtures **curiosity** and **intrinsic motivation**.
- More **humane**, **inclusive**, and **flexible** environments.
- **Community-based** educational alternatives.
- Funding education as a **national priority**.

👉 **Sound of Joy!** is a continuation of the **Lab-École school innovation incubator** and the **citizen white paper Debout pour l'école** — moving from architectural innovation to educational and human transformation. Quebec is calling for a citizen-led, sustainable overhaul of its education system.



The Sound of Joy! Solution

A vibrant and relational school, guided by the heart, mind, and joy of learning, open to the world and citizenship.

- **A Way of Being** – the quality of relationships between adults and children is the foundation of all learning.
- **Authentic & Connected Relationships** – cultivating trust, kindness, and presence rather than performance.
- **Child-Centered** – meeting each student where they are, from their perspective and at their pace.
- **Learning with Heart & Mind** – well-being, curiosity, and intrinsic motivation guide the way.
- **Experiential & Creative Projects** – maker spaces, arts, sciences, music, and living nature encourage hands-on discovery.
- **Exploration of Nature & Living Things** – hiking, gardening, sensory experiences, and scientific observation.
- **Restorative Practices** – learning through cooperation, conflict resolution, and emotional growth.
- **Alternative Assessment** – progress monitored using qualitative tools (including the Rickter scale) to express feelings and progress beyond grades.
- **Civic & Global Awareness** – awakening ethical, intercultural, and ecological consciousness of the world.

👉 *More than just a different kind of school – a relational, living, and forward-looking model that cultivates joy, autonomy, and citizenship.*



Compliance & Regulatory Framework

A pilot project that complies with the Quebec Ministry of Education (MEQ) school standards, while paving the way for a new educational model.

- **Qualified & Accredited teachers**, trained in relational and experiential approaches.
 - **MEQ Program Fully Respected**, with all core subjects integrated into lively and concrete projects.
 - **Benevolent & Balanced Assessments**, combining official MEQ tools and qualitative approaches (such as the Rickter scale).
 - **Personalized Support** to help each student learn at their own pace and according to their needs.
 - **Clear Transitions to Secondary School**, ensuring recognition and continuity of the educational path.
- 👉 *A credible and compliant school that combines rigor and innovation.*



Two-phase pilot project

A gradual, measured, and realistic rollout—to ensure the quality, stability, and development of every child.

Phase 1 – Validation (2 years)

- Hosting a small group of **40 to 60 students** in a warm, intimate environment.
- Dedicated team of educators and specialists trained in the relational approach.
- Impact assessment: **well-being, commitment, motivation, and perseverance.**

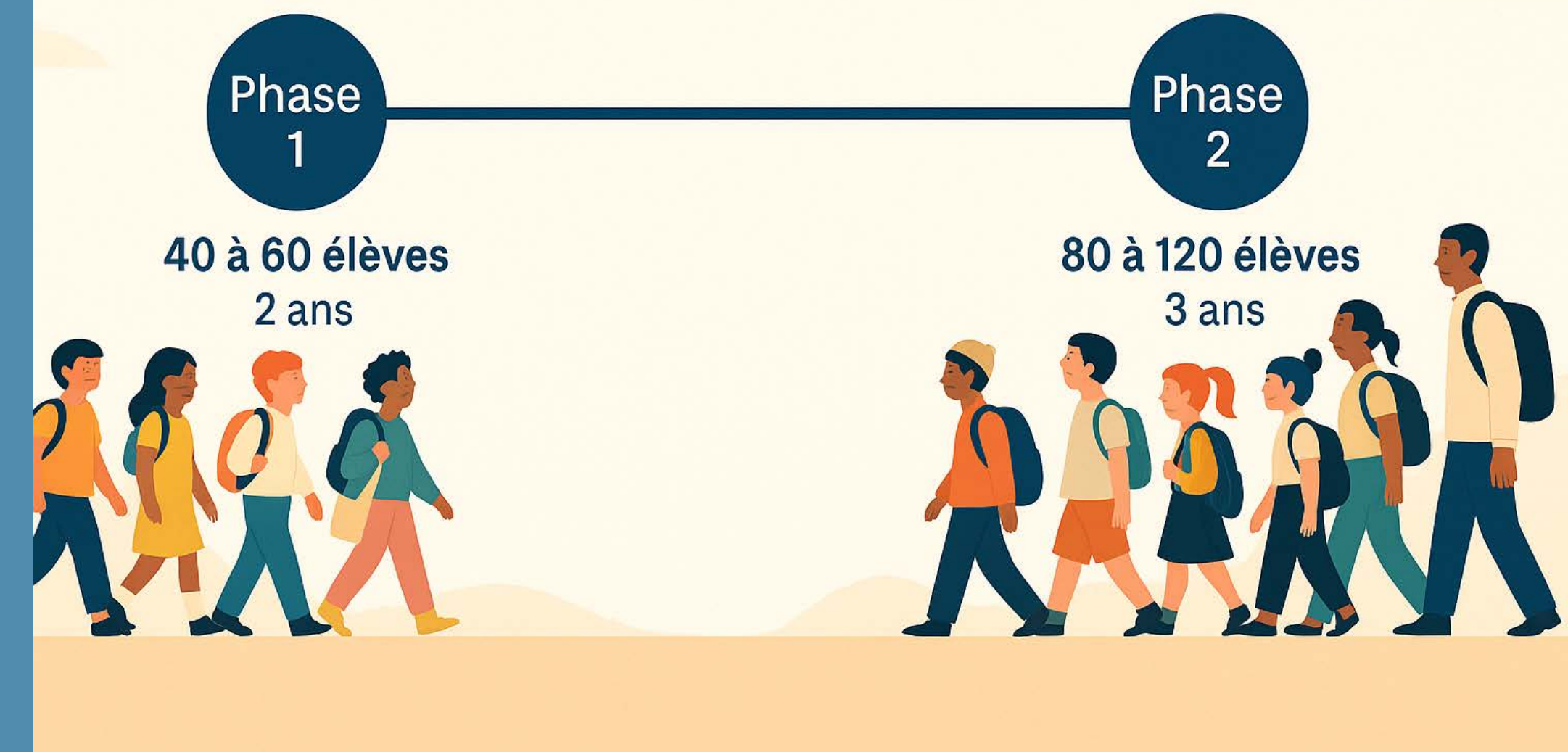
Phase 2 – Consolidation (3 years)

- Gradual expansion to **80 to 120 students.**
- Development of a comprehensive model that can be replicated and transferred to other communities in Quebec.

👉 *Gentle, controlled growth — to build on solid, human foundations.*

Projet pilote en 2 phases

Le projet pilote se déploie en deux phases claires et mesurables : d'abord 40 à 60 élèves sur 2 ans, puis 80 à 120 élèves sur 3 ans



Expected Results

Confidence – Creativity – Well-being – Success

- **Children:** confidence, creativity, critical thinking, and intergenerational support — preparing them for today's open, digital, collaborative, and creative world.
- **Families:** active involvement, caring support, and educational partnership.
- **Community:** stronger ties, mutual inspiration, and a living model of cooperation.
- **Quebec:** citizenship and sustainable educational transformation.

👉 *Educating not only students, but also well-rounded, open-minded, and responsible citizens who are ready to make a meaningful contribution to Quebec society and the world.*



Jean-Marc Sheitoyan, PMP

Committed Quebec entrepreneur – 18 years of innovation and management, now dedicated to an educational mission.

- **Founder** of *Sound of Joy!* and *Spaces for Being*
- **18 years of Innovation & Management** – PMP certified
- **Integrative Approach** – pedagogy, creativity, and social impact
- **Fresh Perspective** – free from old educational paradigms
- **Unprecedented Solutions** – innovative collaboration, design thinking, and R&D

👉 *Leading transformation with rigor, vision, and humanity.*



Executive Leadership Team

A passionate and experienced team is driving this project forward.

👉 Entrepreneurial vision, educational expertise, and international governance.



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Former Chief Executive Officer (CEO) & Chief Technology Officer (CTO)
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Senior Management Team

An experienced team supports the implementation of the project.

👉 Strong governance that reinforces leadership.



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How to participate in the Sound of Joy! adventure

*Every great adventure begins with a first step...
Ours is the one we are taking together to build
a school where every child can flourish.*

- **Sign the letter of interest** to show your support and reserve a potential place for your child.
- **Share the initiative** with those around you to inspire other families to join the adventure.
- **Stay connected:** you will be invited to upcoming information sessions and participatory discussions.

👉 *Sound of Joy! is not just a school, it is a **collective movement** for **fair, joyful, and sustainable** education.*



Future Vision

What if, together, we made this dream grow...

Ultimately, if the pilot project is successful and new partners join the adventure, **Sound of Joy!** will become a complete, vibrant, and inspiring school—a **flagship center for educational innovation in Quebec**.

- **450 students** from preschool to 6th grade
- **50,000 sq. ft.** of bright, natural spaces
- **60 dedicated educators**, teachers, and specialists
- A **humane, creative, and sustainable** place of learning, radiating throughout Quebec and beyond

👉 **Thanks to you, this vision will become a reality.**

