

Frequently Asked Questions (FAQ's) about an Active8 Minds Franchise

What is the Initial Investment?

£14995 +VAT

How much money do I need to start the franchise?

£20000-22000 (inclusive of franchise fee) - gives you £2000-£4000 working capital

What does the initial investment cover (e.g., franchise fee, equipment, inventory, etc.)?

Defined territory

Start up equipment, uniform and a marketing bundle

FULL training (ongoing throughout your franchise ownership)

FULL operations manual

Your own Active8 Minds website (2 week build)

Your own Active8 Minds booking App (2 week build)

All necessary training to allow you to start your very own Active8 Minds franchise

Face to face &/or video calls with specialists in marketing, website development, accounting/bookkeeping & social media marketing - *WORTH £2000*****

What Are the Ongoing Fees?

10% of income plus a small advertising levy

What are the ongoing royalty fees or monthly fees?

10% of income

Are there advertising or marketing fees?

Yes - £25 per month

How are these fees structured?

Every Month following the Opening Date the Franchisee shall pay the Fee and the Advertising Levy monthly in arrears on the Payment Date to which the Fee and the Advertising Levy relate. All other fees under this agreement shall be paid within 30 days of receipt by the Franchisee of the Franchisor's invoice for such payment.

The Gross Monthly Sales shall be determined as follows;

within three days of the end of each month, the Franchisee shall prepare and deliver to the Franchisor, a statement of the Gross Monthly Sales for the Month in accordance with clause 8.12.1(of the franchise agreement) . 4.5.2 Within three days after the Franchisee has delivered the statement of Gross Monthly Sales, the Franchisor shall either confirm in writing that it agrees with such statement or give notice that it does not.

What Support and Training is Provided?

Unlike many franchises, you will receive support from day 1 and throughout your tenure as an Active8 Minds Franchisee. You will receive expert and personal training from the company director and his team at a pace that suits you. We have tried and tested methods to ensure your business has the best possible start. Our recent franchisee didn't know anything about running a business, let alone managing social media platforms or dealing with customers prior to his training. He is now fully competent and fully supported in all areas of running his own Active8 Minds franchise.

Is ongoing support provided, and in what form (e.g., field support, marketing assistance)?

YES, absolutely. We use all available methods and platforms for training; face to face, video call, telephone, email and webinars.

Are there regular meetings or conferences for franchisees?

YES, we will hold you accountable, set your goals and targets and be with you every step of the way

What Territory Will I Have?

Your territory will be defined by the amount of local authority and independent schools in your area. To give you a rough guide, approximately 25-35 schools will give you a large enough territory to operate from.

Will I have exclusive rights to a specific territory?

YES, this is how a franchise works and you will be the only operator in your territory.

How is the territory defined, and can it be expanded or modified?

Your territory will be defined by the amount of local authority and independent schools in your area. To give you a rough guide, approximately 25-25 schools will give you a large enough territory to operate from. YES, your territory can be expanded, by approval of the head office and once new terms have been negotiated.

What Are the Franchise Terms and Renewal Options?

The initial term is for 5 years and you have the option to renew after 5 years. THERE IS NO CHARGE to renew. New licenses are agreed on a 5 year fixed term.

How long is the initial franchise agreement?

5 Years

What happens if I want to sell the franchise?

You have the option to sell, but the terms and condition of the sale must fall in line with the Active8 Minds franchise agreement.

What Are the Performance Expectations?

There are no direct performance related expectations, however, you want to run a successful business right? We will challenge you, set goals and expectations and help you to become a successful business owner.

Are there penalties for underperformance?

NO, however, you have invested your own money into the business and you want to make it a success right?

What is the Marketing and Advertising Strategy?

You will get expert advice from our marketing expert as well as continued support from the head office.

Who are the main competitors in the industry and in my area?

This is for you to investigate. The head office territory, which is nestled in South East Hants, has many competitors and actually, over the last 10 years they have likely tripled in number. That said, our successful brand, name and methodology has propelled us to become one of Hampshire's most recognised childcare and

sports providers by the community, local authorities and professional establishments.

What sets this franchise apart from its competitors?

The diverse opportunities and services we offer. Not to mention our state of the art custom built booking app and the personalised training and support you will receive.

Can I see financial statements or performance data for existing locations?

YES, absolutely. We just ask that you sign a NDA (non disclosure agreement)

Are there any legal or financial issues with the franchisor?

None.

Are There Restrictions on Suppliers?

No, but we will discuss recommended suppliers based on historic relationships and transactions.

Can I Speak with Existing Franchisees?

YES, absolutely

What questions should I ask them?

How they found the process from start to finish

What they have learnt along their journey

What support they receive and is it relevant, current and applicable

What is the franchisor like? How does he support you?

How long did it take to get your first contract?

How did you get your first contract?

Before you speak to a franchisee, it is important to know what you want from it.

Above is a list, but not an exhaustive list of possible questions that you may have answers for. Speak to family and friends. Do your research on our company.

Check our social media feeds both professional and personal. Our director has nothing to hide.

What is the Growth Potential?

HUGE! To give you an idea, Active8 Minds was incorporated in 2014, and with a £5000 loan, we have generated a combined income of around £4m in almost 10 years.

Are there opportunities to open multiple locations?

YES, absolutely.

What Are the Terms of the Franchise Agreement?

All of this is set out in the franchise agreement, which has been professionally written by a team of franchise lawyers.

Can I have the franchise agreement reviewed by a legal expert?

YES, absolutely, we would encourage you to do so. We would recommend you use a specialist franchise lawyer for this.

What is the Franchise's Brand and Culture?

The brand is very vibrant and catchy. We want to harbor a culture that inspires, educated and supports children, teens and adults through sports and creative activities.

What is the brand's mission and values?

Active8 Minds provide the opportunity for children and adults of all ages, to be engaged and inspired through fun sport, games & creative activities..

How does the franchisor maintain brand consistency across locations?

We use one specialist marketing company and utilize their expertise across the brand. Correspondence templates are issued as part of the package, in addition to ongoing support.

If you have any further questions that you would like to ask, please feel free to message us at: franchise@active8minds.co.uk and a member of the senior team will be in touch.