



FRANCHISE GUIDE

www.clubscientific.com

(517) 784-5000

ABOUT CLUB SCIENTIFIC

Our Vision

Introducing young children to the mysteries of science through hands-on interactive experiments gives them a gift that will last a lifetime. Club Scientific has developed a proprietary curriculum allowing children to experience how science works in real life. Our program is presented in a nurturing and encouraging environment where children can have fun and build self-esteem while they learn.

Summer Science Day Camps

Our day camps, with dozens of themes to choose from, operate during the day Monday thru Friday. Pre and post care may also be available.

Science After-School Enrichment

Our after-school programs offer themed units which last for five to six weeks and meet once or twice each week for one or two hours. Sessions run throughout the school year.

Science In-School Field Trips, Assemblies, and Presentations

We bring our portable labs to schools for exciting science shows and our hands-on learning centers provide support for state and national standards.

Science-Themed Birthday Parties

This program was developed because of parent demand! Students were having so much fun in the camps and after-school programs that parents wanted their children to share their experience with family and friends during birthday parties.



WHO WE ARE

Over the past 14 years, Club Scientific's goal of reaching thousands of children and turning them on to science has been realized. Club Scientific's numerous exciting, fun-filled science programs for children ages 4-14 are designed to:

- Increase a child's ability to work with others
- Develop a growing ability to observe, describe events, and ask questions
- Show an increased self-confidence as students apply scientific knowledge
- Demonstrate an understanding of science by combining scientific knowledge with reasoning and thinking skills
- Develop an increased awareness of the natural environment

As Club Scientific's success grew, others began to ask how they could be part of this terrific concept.

The Club Scientific Franchise is your opportunity to own your own business and see exactly what we mean when we say -

Science Was Never This Much Fun!



FRANCHISE INFORMATION and FAQs

Some perks to being a Club Scientific Franchisee:

- You can operate from your home!
- Requires a low investment
- Receive a protected territory
- Online registration and management software
- High number of repeat students and their siblings
- Camps and classes conducted in existing school facilities

Franchise Terms and Facts:

Franchise Fee:

- The initial franchise fee for a Club Scientific Teach is \$ 14,900
- The initial franchise fee for a Club Scientific Teach Plus is \$ 19,900

Franchise Term - 10 years

Advertising Fee - the greater of 1% of monthly gross revenues or \$ 25 per month

Royalty Fee - 8% of monthly gross revenues

Technology Fee - \$ 30 per month

Do you have to be a science teacher to own or teach at Club Scientific?

No, absolutely not! You will be introduced to the basic principles of teaching science and how to implement and follow lessons from our training manuals, guides, and videos.

What if I have not owned a business before?

Our support staff, videos, and Operations Manual provide step-by-step instructions to help you learn to manage your business. We offer tools that make your life easier like our automated online registration system.

What qualifications are you looking for in a franchisee?

- Someone who wants to learn
- Someone with an approachable personality
- Someone with a positive attitude
- Someone who will contact schools to market the program
- Someone who is goal-oriented, friendly, and outgoing



CURRICULUM AND TRAINING

Club Scientific Curriculum

Summer Science Day Camps

Our camps offer 30+ unique “minds-on/hands-on” experiences for children ages 4-14. Our camps appeal to children who have a genuine interest in how things work, what things are made of, and how science works in the real world.

Some camp themes include: Robotics, Video Game Creation, Veterinary Medicine, Crime Scene Investigation, Paleontology, Chemistry, Engineering, Oceanography... and more!

After-School Enrichment Programs

These programs are designed to meet the needs of children in grades K-6. Our lessons help engage students in observation, measurement, identification of properties, and experimentations involving life, earth, and physical science concepts. Our enrichment programs offer parental involvement, hands-on experiments, and lessons that meet or exceed National Science Standards.

Lessons develop the following scientific process skills: Observing, Classifying, Comparing, Measuring, Critical Thinking, Predicting, Hypothesizing, Sequencing, Experimentation.

Club Scientific Franchisee Training

Once you make the decision to start training, we begin with:

- On-boarding list and rank schools and what to do to get your business ready to start
- Four days of classroom training in Michigan
- Best practices - updated regularly as procedures change
- Follow-up training - 6-8 weeks of phased training keeps you on target
- Operation Manual and library of video clips and webinars on several related topics
- Intranet access which includes all documents, contracts, and presentations
- QuickBooks - setup and training
- Website - we show you how to easily set up and maintain your website
- Software training
- Unlimited calls and/or email support
- Staffing help



OUR COMMITMENT TO YOU

Our Commitment to our Franchisee Partner

We know what it takes to be successful. We have proven curriculum, years of “science” instruction, and years of supporting franchisees in business.

As a Club Scientific Franchisee, you will receive:

Club Scientific Proprietary Science Curriculum

Our curriculum meets or exceeds National Science Education Standards and uses high quality materials. Students will come back because it's fun and entertaining - and parents will support their attendance because their children are learning.

Extensive On-Going Support

We train you to make use of our tools, trained staff, and business efficiencies. By using great computer support tools it is like we are right there in your office beside you. We can teach you our programs by viewing your screen and each button you select.

Tested and Proven Techniques

We'll show you how to build long-term relationships with students and their parents that will help grow your business with their referrals, as it captures siblings and friends of your students!

Professional Marketing Support Materials

We provide a customized e-mail marketing program through our online registration service. You will receive a professionally designed website and marketing materials - all designed to help you get the Club Scientific word out to your target audience.



FRANCHISE APPLICATION

Our Process:

1. First, a telephone interview will offer an opportunity to get to know each other and determine your goals and business timeline.
2. We will answer your questions via email or phone as you consider the investment.
3. We will ask you to sign a Non-Disclosure document.
4. A webinar with our Owners and Science Director will then be scheduled. This will give you the opportunity to talk with the people at the heart of the company and learn more in-depth information about Club Scientific.
5. Next, you will plan a visit to the Club Scientific Headquarters in Jackson, MI for a Discovery Day. You will meet with an owner, the Director of Science, and your support staff. Here, you will have the opportunity to ask questions regarding the franchise and its operation. Note: A webinar is an option as a Discovery Day; however, a visit to our office is preferred.
6. At the conclusion of Discovery Day, you will receive our Franchise Disclosure Document (FDD) which contains comprehensive and valuable information for Franchise Candidates.
7. After the Discovery Day, you will be notified if you are approved to continue through the ownership process.
8. We will provide you with our list of franchises. We will teach you the best way to reach franchisees and the code word to use. This lets them know you have been approved by us. They are very busy and we don't want to take their time talking with someone who has not been through the Discovery process with us.
9. You will receive the Franchise Agreement Documents and we then help you determine your protected territory.
10. Your training will be scheduled and, together, we start the journey to prepare to build the business you want. We have a plan that works! We help guide your steps and eliminate potential years and thousands of dollars of trial and error.

Welcome! You are now part of the Club Scientific family!





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