



HYPER**KIDZ!**

The ultimate indoor playground



Franchise Kit



The Ultimate Indoor Playground!

Playground –noun

1. an outdoor/indoor area provide for children to play on
2. a place where a particular group of kids choose to enjoy themselves and experience new and challenging adventures

Let's take a nostalgic journey down memory lane. For most of us—play came in many forms. Regardless of our available green area—the one commonality was that we all spent part of our childhood on some form of playground. For most of us—it was a playground at our elementary school or community park. The scene was similar and for most of us the experience and memories of jumping and climbing and spinning and swinging filled our youthful lives with joy and friendships.

Historically—playgrounds were seen as a way to help children develop good habits around exercise and to improve social skills. The added activity was a benefit but learning how to take turns and share were also crucial and valuable life skills that came from a playground.

Hyper Kids was founded on the same principles.

OUR MISSION WAS TO USE THE POWER OF PLAY AND ITS ABILITY TO DEVELOP AND ENHANCE CHILDREN'S SOCIAL SKILLS, CRITICAL AND ANALYTICAL THINKING, PROBLEM SOLVING ABILITIES, FINE AND GROSS MOTOR SKILL DEVELOPMENT AND ALSO TO HELP CHILDREN LEARN SOCIAL ETIQUETTE.

We are doing our part to help parents encourage their children to play and spend less time in front of a screen. And—we are winning the battle! Kids love playing on our challenging and interactive equipment. Children get to explore in a climate controlled area while the parents can join in the fun together.

We are so excited that you have downloaded our **Hyper Kidz Franchise Kit**, and we hope that you will gain a greater understanding of how we have ushered in a new area of play. You will love our business model—so read on.

We are looking forward to having you visit soon and witness the crowds of children involved in old-fashioned, interactive play! Who knows—maybe I can talk you into having some fun and taking a ride down one of our slides!

Sincerely,
Team Hyperkidz



Why Hyper Kidz?

Hyper Kids 11,000 to 16,000 square foot facilities cater to children from ages 6 months old to 10 years and provide a fun, safe play space for children up to 13 years of age.

We offer three distinct play zones that cater to the wide range of play needs of the children who visit our facility:

The Big Kidz Zone

the largest area consisting of a 3,000 square foot, 3-story play structure targeting children 4 feet and over featuring of a series of colorful tubes, slides, ball-shooting pits, climbing structures, obstacle courses, ramps, and stairs.

The Kidz Zone

a designated play area for children under 4 feet tall featuring a 2-story balloon house, slides, ball pit, soft foam merry-go-rounds, soft mats, various motorized rides and teeter totters, and an LED air slide.

The Crawler/Toddler Zone

a play area catering to babies and toddlers consisting of customized, themed soft play equipment that is low to the ground with extensive padding and no sharp edges. To encourage active participation by parents, all play areas will have a visually open design with comfortable rest areas in full view of the play structures.

The Relax Zone

a 40-person seating area for parents to have a snack, drink tea/coffee, use free WiFi, check email, etc.



Other areas include an interactive fiber-optic dance floor, an animation laser show, interactive screen games, a bubble machine, glow-in-the-dark play, and a concession and souvenir stand.

For birthday celebrations and special occasions, Hyper Kidz offers 3 private party rooms for rent, hosted by trained staff-significantly reducing the hassle and mess for parents. A Hyper Kidz birthday party will provide a child with everything he/she would want in a birthday-two hours of supervised fun play with friends and family, birthday cake and ice cream, pizza, party favors for the guests, and a special gift for the birthday child.

We offer a tremendous franchise opportunity for individuals who were looking to enter the amusement industry.

Our Comprehensive Software systems maintains records of each child, including their liability release forms and play-time scheduling. It is easy for owners to login and track the day's business on a laptop or tablet. With very little inventory to manage or product costs, tracking the daily performance is a function of monitoring the day's revenue and labor costs.

So, if you are looking for a solid investment that provides high returns, and you want a proven business that is fun to own--look no further.

Hyper Kidz will provide you the best of both worlds.

Lets Do This!

Questions & Answers

DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE FRANCHISE INDUSTRY TO OWN A HYPER KIDZ FRANCHISE?

You don't need any prior experience in owning your own business or operating a franchise business. We understand that the majority of new franchise owners do not have prior experience, and our team will provide a thorough training program. In addition, we will be with you as you open your center. We pride ourselves on being extremely supportive.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Our initial training program consists of approximately 4 weeks of classroom and on-site training at a company-owned location in Columbia, Maryland. We request that not only do you attend training, but that you bring your general manager if you do not plan on being an owner-operator. In addition, one of our representatives will be at your site for the first week you are open.

The training program will include marketing concepts, software training, safety training, merchandizing, concession management, facility maintenance, personnel training and operational training.

WILL YOU ASSIST ME WITH ESTABLISHING MY FACILITY BUILD OUT AND SETTING UP THE EQUIPMENT? Yes.

Our plan is to begin working with you on locating and signing a lease for a space that will provide you with the opportunity for success. We will then begin working with you and your construction team. Our project management team will ensure that we maximize the space that you have leased, and ensure an efficient build out process.

DOES HYPER KIDZ OFFER FINANCING?

We do not provide direct financing however we have relationships with vendors for the equipment financing.

DOES HYPER KIDZ OFFER A MUTI-UNIT FRANCHISE OPPORTUNITY?

Absolutely! We understand that you may want the flexibility to open multiple locations and have complete control of your territory. You are provided a protected territory as part of your franchise agreement. We will also provide you a first right of refusal for adjacent territories at the time of your franchise closing.

WHAT ARE THE INITIAL FRANCHISE FEES AND ONGOING ROYALTY FEES?

The initial franchisee fee is \$39,500. You will pay ongoing royalties of 5% and contribute up to 1% to our Marketing Fund. We ask that you spend a minimum of 2% of your gross sales in local advertising.

WHERE SHOULD I LOCATE MY HYPER KIDZ?

We search for spaces in retail or mixed use areas. Our goal is to find locations that provide significant community activity, including:

- Stand Alone Buildings
- Industrial Areas
- Retail Centers
- Residential Communities Within a Few Miles

Ideally, we would like to see you in approximately 11,000–16,000 Square feet of space. We do want road visibility when possible and signage is very important.

We will work directly with your local real estate professional to help select the best location available.

HOW LONG WILL IT TAKE ME TO OPEN MY HYPER KIDZ ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

Your first location will generally open within 6–9 months of signing your agreement. If your location has already been identified, the time to open can be reduced considerably.

WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with a comprehensive grand opening marketing plan and will be in attendance at the opening of your center. Marketing is one of the keys to your success and our marketing team will help design a plan that includes best practices for introducing our model to your community.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy that we have coupled with best practices. Some storeowners are better equipped than others to monitor and manage their social media presence. We will discuss this at length during training and you will be all set up before you open your franchise location.

Approval Process

STEP 1

HAVE AN INTIAL CONVERSATION with our Franchise Sales Director and discuss your background, territory availability and the financial qualifications necessary to own a **Hyper Kidz** Franchise.

STEP 2

COMPLETE THE LGA (Let's Get Acquainted Form) and email it back to our Franchise Sales Office at franchising@hyperkidzfranchise.com. Your application will be reviewed by our Franchise Sales Director and Franchise President.

STEP 3

SCHEDULE A Q & A SESSION with our Franchise Sales Director and XXXXX XXXXXXXX—our President and CEO. This initial call will provide you an opportunity to understand the vision for our Franchise and ask questions directly to the founder.

STEP 4

ATTEND A DISCOVERY DAY in Columbia, Maryland. Your visit to will give you a complete overview of what it is like to be an owner of a franchise location. Our Discovery Days are typically conducted on a Friday and Saturday. We will thoroughly review the FDD (Franchise Disclosure Document) and answer any final questions concerning the details of the franchise territory and franchise agreement.

STEP 5

SIGN FRANCHISE AGREEMENTS and schedule your introductory session with our team to prepare for your training session. The thrill of owning your own business is just around the corner.

Welcome!





HYPER KIDZ!

The ultimate indoor playground

We are as passionate about play. We understand the important role it plays in establishing good habits that can last a lifetime. For a local owner—the joy that you receive from watching the thousands of happy children that use the facility will bring a level of satisfaction that is hard to deny. As a Hyper Kidz franchise owner you will enjoy a proven business model that is fun to own. This business sector is part of one of the fastest-growing segments of the amusement industry.

Hyper Kidz has combined a great business opportunity, family time, fitness and technology into a franchise model that perfectly positions you for success. On top of our initial criteria for starting a Hyper Kidz we have added:

- Extensive Safety-Training Program
- A Simplified Operational Plan that Allows Those with Limited Experience to Own and Operate a Franchise Business
- Complete Setup of All Digital Marketing, Including Website and Social Media
- Ongoing, Continual Monitoring of All Social Media Channels and Posting
- Little to No Competition in Most Markets

We think you will love the kids play space. It is prime for growth as children continue to spend more time with technology and have less time in elementary school physical education. The combination of the two provides a great opportunity

We look forward to having our initial conversation. With little to no competition in most markets, the time is right to launch into this business opportunity. Remember: The FIRST STEP is setting up a call with our Franchise Sales & Development Director, Chinna Gudapati. You can reach Chinna at 443-540-8888.

Let's Play!

