



# *Breaking Down*

# THE IVY KIDS FRANCHISE OPPORTUNITY

---



Ivy Kids is the premiere early childhood education franchise, and we're currently looking for new franchisees to help us continue to expand throughout the U.S. We stand out from other early education franchises because we prioritize education. Our goal is to educate each child so that they can excel in school, attend a great college and make a positive impact on society. **By fulfilling these goals, our franchisees also do well and see strong returns on their investments. In 2019, an average mature Ivy Kids franchise location made \$2,126,139 in annual revenue with an EBITDAR of \$892,214.\*** Here, learn more about what sets Ivy Kids apart from our competitors and why now is an excellent time to invest with our brand.

\*Mature schools are defined as open for at least 24 months as of December 31, 2019.

The image shows the exterior of an Ivy Kids Early Learning Center. The building features a prominent sign that reads "IVY KIDS EARLY LEARNING CENTER" in large, dark, three-dimensional letters. The entrance is framed by four brick pillars and a wooden slat canopy. The address number "28813" is visible above the glass entrance doors. The building has a modern, clean design with light-colored walls and stone accents at the base. There are some small plants in the foreground.

# IVY KIDS EARLY LEARNING CENTER

# Why Ivy Kids



The Greek orator Pericles once famously said,



**What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others.**



You have been successful, in career, in business, and in life. And if you are like other extraordinary people that have become Ivy Kids franchise owners, we know that you want to use your success to invest in the lives of children, in the next generation, and in your community.

Owning an Ivy Kids Early Learning Center is **a rare opportunity** to accomplish these goals while leveraging a meaningful business opportunity that can provide a strong return on your investment.

- ✓ **\$56B and growing childcare industry**
- ✓ **Serve children and your community**
- ✓ **Recurring, year-round revenue**
- ✓ **Leave a lasting legacy**
- ✓ **Work/Life balance**
- ✓ **Own a prestigious brand**
- ✓ **Foster long-term franchisor relationships and facilitate long-term financing through the 25-year franchise term and 10-year renewal term period**

# Franchisee Testimonials



**Zahra Nanjee**  
– Franchisee

“

We have the privilege of connecting with the community, meeting families and understanding children. **That is such a gratifying experience.**

”



**Shelina Virani**  
– Franchisee

“

**The emotional and financial rewards of being an Ivy Kids franchisee have far exceeded my expectations.** The Ivy Kids Team, from my Operations Specialist to the Founders are always available and have truly provided me, and my team, with extremely helpful support and guidance. Every day I look forward to providing care and education to my students and being a respected member of my community while growing my business.

”



**#71 in 2019**



**#35 in 2020**



**#23 in 2021**

# Understanding *Our Industry*

Ivy Kids operates at the cross section between the \$1.6 trillion education services industry and \$59 billion early childcare industry, both of which are projected to grow well into the future. People need quality childcare, and parents prefer to work with Ivy Kids because we go above and beyond when it comes to security and education.

Indeed, our parents come from many different backgrounds, but one thing they have in common is that they all want to set their children up for success. The founders of our brand were in the same boat. They knew they wanted their children to attend the best possible colleges, so they created a

system that would satisfy their desire for an innovative alternative learning center with academic excellence in mind. Incidentally, they still own their locations today, giving them valuable first-hand insight that few other franchises can match.

There are countless families who want the same things for their children. Reviewing market trends shows that the demand for services like ours isn't going anywhere. There are currently more than 1,600,000 preschoolers in the U.S., and as the population continues to grow, this number will only increase. The bottom line? There's no shortage of prospective parents for our franchisees to work with.



# Our Competitive *Advantages*

There are many reasons that families choose Ivy Kids over our competitors. We have a lot to offer that's hard for anyone else to match. Below are just a few of our many competitive advantages.



**Many Available Sites:** Ivy Kids is currently expanding throughout the U.S., and we've identified many prospective areas to establish new locations. This is great news for anyone interested in investing in our brand – there's likely a great territory near you. Furthermore, it makes multi-unit ownership even simpler.



**Top-Notch Facilities:** Our locations stand out from other childcare/preschool businesses for lots of reasons. They are spacious and clean, with classrooms that are designed to meet the needs of each child. Our facilities are integrated with the latest technology to provide unmatched safety, come with their own chef, are spotlessly clean, and kids love spending time in them.



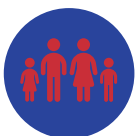
**Research-Based Curriculum:** Our curriculum is based on Harvard Professor Howard Gardner's research on multiple intelligences. Gardner asserts that there's no single measure of intelligence (like an I.Q. score). Rather, we draw from multiple intelligences every day. What does that mean for Ivy Kids students? We help them identify their strengths so they can utilize those skills to help them in school and in life.



**BrainBites Nutrition Program:** Diet influences cognitive development in a variety of ways. While other preschool programs likely offer snacks, not many can boast that they have a dedicated chef on-site to prepare fresh, nutritious food. Not only does great nutrition help set children up for stronger development, but it can also help them get the most out of their day at Ivy Kids.



**Commitment to Safety:** Dropping children off for the day can be nerve-wracking for many parents. Ivy Kids wants parents to feel confident about leaving their children in our care, so we invest a lot into effective security measures. Auto-locking doors, webcam monitoring that's accessible by parents, and staff that's fully trained in CPR and first aid are just a few of the ways we keep our children secure.



**Multiple Programs to Choose From:** Families and franchisees alike love that Ivy Kids offers multiple programs. Infants, toddlers, even pre-kindergartners can all discover great programs at our locations. This is a great draw for parents who are looking for a summer program and families with kids of different ages. It's also a benefit for our franchisees as it allows them to leverage multiple revenue streams.

# The *Investment*

Ivy Kids offers several different investment tiers to choose from, depending on factors like how large your location is and whether you opt to lease or buy. Like all franchises, Ivy Kids does assess a one-time franchise fee to cover the costs associated with your onboarding. Aside from that, your initial investment includes just about everything it takes to start a new childcare business, such as:

- ✓ **Real estate costs**
- ✓ **Marketing expenses**
- ✓ **Furniture, fixtures, and signage**
- ✓ **Computer systems**
- ✓ **and much more**

Of course, your initial investment also grants you access to our time-tested business model, comprehensive training and support programs, and guidance from our experts as you grow your business.

Best of all, many of our franchisees see strong returns on their investments. An average Ivy Kids location does \$2,126,139 in annual revenue with an EBITDAR of \$892,214. When you contact us, we'll share other performance metrics with you as well. When you also take into account that childcare is widely viewed as a recession-resistant industry, you can see how Ivy Kids is a clear choice.

This is a great investment opportunity for anyone who is looking to build a stable

business with lots of built-in flexibility. There's also lots of opportunity for growth – ask us about our multi-unit ownership opportunities!

The estimated initial investments for each of our franchise tiers are as follows:

## **LONG-TERM LEASE**

### **Liquid Capital Required**

**\$300,000 with an SBA loan**

Franchisees lease their location.

## **SMALL CONCEPT**

### **Liquid Capital Required**

**\$400,000 – \$500,000 with an SBA loan**

Franchisees own a location of approximately 10,000 square feet.

## **LARGE CONCEPT**

### **Liquid Capital Required**

**\$450,000 – \$550,000 with an SBA loan**

Franchisees own a location of approximately 15,000 square feet.



# Training and *Support*

One of the best things about running a franchise, as opposed to starting a business from scratch, is the training and support you can look forward to. Our franchisees don't need any experience with childcare or education because they don't need to come up with their own system – they just need to master ours. And we do everything in our power to help our franchisees implement our time-tested business model to achieve streamlined operations and a strong return on their investment.

All of our franchisees take part in an in-depth training program at our headquarters in Houston, Texas. This initial training program teaches them the basics of how to run one of our franchises, from working with kids to record keeping to marketing their new business. Franchisees work closely with our team during this time, so they have every opportunity to ask questions and learn how to apply our model. By the time they return to their location, they should feel ready to get started.



Our training doesn't end there. We'll spend a further two weeks with you on-site at your Ivy Kids location, helping you apply what you've learned to prepare for a successful grand opening. We also regularly create new training resources to help franchisees stay ahead of industry trends.

Along these lines, our franchisees enjoy comprehensive support throughout the life of their business. In the initial stages, they can look forward to help with:

- ✓ **Finding the perfect location**
- ✓ **Implementing a targeted marketing campaign**
- ✓ **Training staff**
- ✓ **Building lasting relationships with families**

Best of all, our team is always there to help you keep your business running as smoothly as possible. If you're not meeting your goals, our team is there to examine your progress and make recommendations. This level of business coaching is expensive for independent business owners, but it's just one of the many perks Ivy Kids franchisees can look forward to.



# The Ideal *Candidate*

Wondering if you have what it takes to invest in an Ivy Kids franchise? The good news is our franchisees don't all come from the same background. Some are professionals who are tired of the instability of working in a corporate environment. Others are parents who have developed a passion for education. Still, others are families looking to start a business together. Many of them have never formally worked with children or in education. However, they do have a few things in common.

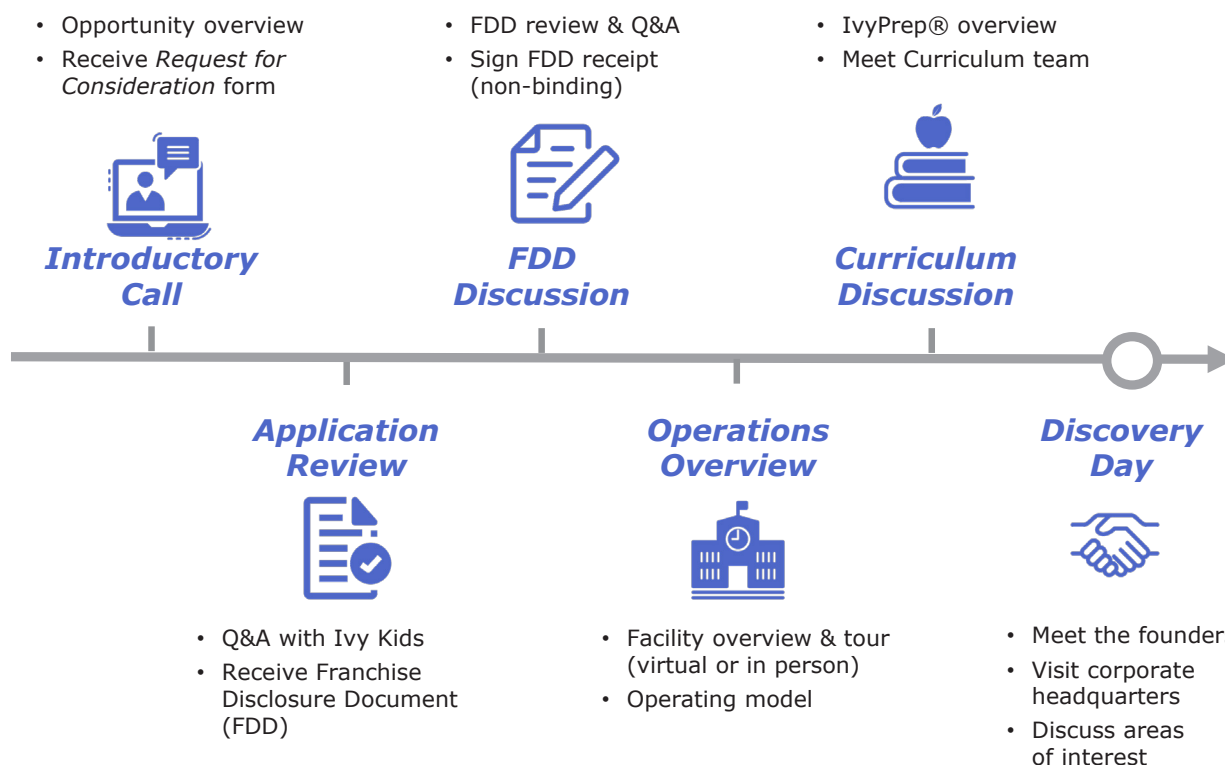
Ivy Kids franchisees:

- Are hard-working
- Are prepared to make the initial investment outlined here (with outside financing if necessary)
- Want to own their own business and follow a proven system
- Look forward to or love working with kids and families
- Want to make their communities better places

If any of this sounds like you, you could be a great fit for our franchise!



# Next Steps



Ivy Kids has already opened numerous locations, and we've gotten the process down to a science. While it won't look exactly the same for every franchisee, a few of the most important steps are as follows:

- 1 Contact Us.** We'll give you some basic information about what it takes to invest and will learn more about you and your goals. If it seems like we'd be a good fit, we'll move on.
- 2 Meet Our Team.** We'll introduce you to our leadership team, who will give you more details on what you can expect as a franchisee. You'll get the chance to ask them all of your questions and will get a sense of the culture of our business.
- 3 Signing Your Franchise Agreement.** You'll also pay your one-time franchise fee at this time. Once this is taken care of, we can get started on opening your business.

- 4 Finding a Location.** Depending on the area you chose, we'll need to find a location that meets your needs. We'll provide you with guidance during this stage, giving you criteria on what to look for and how much you should spend to ensure maximum return on your investment.
- 5 Initial Training.** Join us at our Franchise Owners training sessions to learn the ins and outs of the Ivy Kids business model. You'll return to your location with a strong understanding of how to run your new business, and we'll work with you on your turf for a few weeks to help you apply what you've learned.
- 6 Grand Opening and Beyond.** We'll work closely with you and your team throughout your school's opening to ensure that everything goes smoothly. We'll show you how to find new parents and build lasting relationships so that your business starts off on the right track.

This is just a brief introduction to Ivy Kids, the leading early childhood education franchise opportunity. If you're ready to learn more about what Ivy Kids can do for you and your community, get in touch with us today!



# IVY KIDS

## EARLY LEARNING CENTER



**IVY KIDS**  
EARLY LEARNING CENTER  
FRANCHISE OPPORTUNITIES

[IVYKIDSFRANCHISE.COM](http://IVYKIDSFRANCHISE.COM)