

Education, Safety, and Whole-Child Development

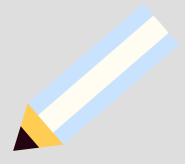
Building a Trusted Early
Learning Business for
Today's Families

A Franchise Opportunity

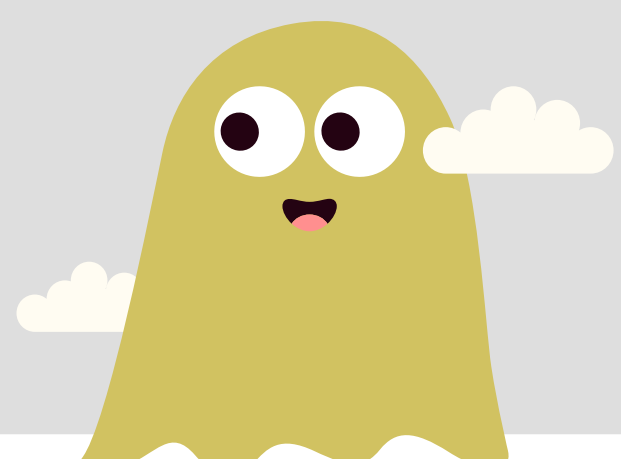




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The Ivy Kids Opportunity



Families today expect more from early childhood education. Beyond reliable care, they're searching for environments that nurture curiosity, reinforce values, and support a child's development at every stage. As households balance demanding schedules and higher expectations for education, early learning centers are being asked to deliver consistency, safety, and meaningful outcomes, all while earning the trust of parents who view these early years as foundational. This shift has reshaped the early childhood education sector, creating demand for programs that are thoughtful, structured, and intentionally designed around the whole child.

Ivy Kids was built to meet all those needs. As a family-founded early learning center brand, Ivy Kids approaches education with a clear purpose: to put children first while supporting families with a trusted, high-quality experience. Its programs are designed to nurture growth across cognitive, social, and

emotional development, supported by a learning environment where safety, nutrition, and care are never treated as afterthoughts. For parents, Ivy Kids represents peace of mind. For communities, it represents a place where education and values come together in meaningful ways.

From a franchise perspective, this approach creates a compelling opportunity. Ivy Kids combines a developmentally appropriate curriculum with integrated systems that support daily operations, staffing, and engagement. Rather than asking owners to build an education model from scratch, the brand provides a structured framework shaped by years of hands-on experience operating successful centers. This balance of mission and structure allows franchise owners to focus on leadership, culture, and community connection while relying on established processes to guide the business forward.

At its core, the Ivy Kids opportunity is about building something that lasts. It offers prospective franchise owners the chance to invest in a growing category while aligning with a brand rooted in trust, education, and long-term impact. For those drawn to purpose-driven ownership and the idea of shaping young lives through thoughtful early learning, Ivy Kids offers a clear, timely path into the early childhood education space.



What Makes Ivy Kids Different?



Choosing to open an early learning center is beyond entering a growing industry, it's about aligning with a model you believe in and a system you can trust. As an Ivy Kids franchise owner, you become part of a brand built around thoughtful education, intentional care, and long-term relationships with families and communities.

The advantages go beyond name recognition; they come from operating within a framework shaped by real experience, clear standards, and a child-first philosophy that guides every decision. Below are the core elements that set Ivy Kids apart and define the experience for franchise owners, families, and the children they serve.

MultiPrep® Curriculum Built Around the Whole Child

Ivy Kids' proprietary, Cognition®-accredited MultiPrep® curriculum is inspired by Howard Gardner's theory of multiple

intelligences and supports cognitive, social, emotional, and creative development.

Integrated Nutrition Through the BrainBites® Program

Every Ivy Kids center features the BrainBites® nutrition program, with fresh meals and snacks prepared daily on-site by our chefs and included in tuition.

Safety and Transparency as Foundational Standards

From secure entry systems and touchscreen check-in to classroom cameras and well-defined emergency procedures, Ivy Kids prioritizes safety and gives families confidence through visibility and consistent protocols.

Programs Designed for Year-Round Engagement

Ivy Kids' core programs focus on infant and toddler care, preschool, and Pre-K, with after-school programs and summer camps offered for K-5 graders, allowing

centers to support families across multiple stages and throughout the year.

Purpose-Driven, Family-Founded Leadership

Founded by parents who set out to create a learning center they would proudly enroll their own children in, Ivy Kids remains guided by values of trust, education, and community impact.

Structured Systems That Support Daily Operations

Franchise owners benefit from proven, established systems that support staffing, scheduling, enrollment, and engagement, helping centers operate with consistency while maintaining a warm, comfortable environment.

Real Estate and Site Selection Expertise

Ivy Kids supports franchise owners with demographic research, site feasibility guidance, and buildout planning, helping ensure each

location is positioned for long-term community relevance.

Ongoing Training and Operational Support

From detailed initial training to ongoing professional development and field support, Ivy Kids equips franchise owners and their teams with the tools needed to maintain standards and adapt as the industry evolves.

Together, these differentiators create a learning center experience that families trust and communities value. For franchise owners, they form a balanced foundation: combining mission, structure, and support to build a meaningful early childhood education business designed to grow with purpose and care.



Industry Insights: The Future of Early Childhood Education



Early Childhood Education Market Growth

- The global early childhood education market is projected to exceed **\$480 billion** by 2026, at a 10.5% CAGR.
- The U.S. child care market is expected to reach **\$109.88 billion** by 2033, moving at a 6.02% CAGR.
- In 2024, about **49.6%** of married-couple families had both spouses employed, which is nearly half the married population in the U.S.
- Approximately **24.3 million** U.S. children were under age five in 2024, reflecting the size of the preschool-age population.

Changing Family Needs and Expectations

- **81%** of U.S. parents want quality, affordable childcare to be a top policy priority.
- Nearly **60%** of parents not working full-time say they would increase work hours if reliable early childcare were available.
- U.S. families spend **8.1%** to **9.4%** of median household income on childcare, which is about **\$5,943** to **\$9,211** per child.
- High-quality early education supports working families by enabling workforce participation and strengthening early development at home.

The Importance of Early Learning Outcomes

- **90%** of brain development happens before age five, making early childhood a critical period for learning and growth.
- High-quality early education supports cognitive, social, and emotional development, helping children build foundational skills early.
- Children exposed to structured early learning environments are better prepared for school.
- **63%** of U.S. parents say enrichment activities, such as music, STEM play, and interest-based learning are very essential to their child's early education.

Nutrition, Safety, and Whole-Child Care Trends

- **89%** of U.S. parents say balanced nutrition and healthy eating habits are a top priority for their children.
- School meals are now considered the most nutritious food source for many U.S. children, reflecting increased focus on health and quality standards.
- Clear safety protocols and transparency play a critical role in how parents evaluate and choose childcare providers.
- Research shows a growing integration of health and nutrition education within early childhood learning environments.

Franchise Ownership in Education-Based Services

- The global child education franchise market is projected to reach **\$128.3 billion** by 2035, growing at an **8%** CAGR from 2026 to 2035.
- The U.S. education franchise sector represents a **\$70 billion** market, with **11,000+** franchise locations operating nationwide.
- In 2024, there were **92,550** licensed child care centers across **40** U.S. states, highlighting the scale of regulated early education services.
- More than half of franchise owners now operate multiple units, reflecting growing interest in expansion within franchise systems.

Grow With Ivy Kids!

Rising demand for early childhood education, shifting family needs, and increased focus on nutrition, safety, and enrichment have reshaped how parents choose care for their children. Together, these trends point to a durable, purpose-driven category supported by scale, regulation, and long-term relevance. Ivy Kids sits at the intersection of these forces, offering franchise owners a structured entry into a growing education sector aligned with what families value most today. For entrepreneurs seeking a business rooted in education, trust, and community impact, the current industry presents a timely and compelling opportunity to grow alongside a brand built for thoughtful early learning.



The Growth Potential of an Ivy Kids Franchisee



Ivy Kids supports franchise owners through a structured, hands-on approach designed to guide each stage of ownership. From early planning through daily operations, the brand emphasizes preparation, consistency, and ongoing guidance so owners can focus on leading their center and serving families well.

Comprehensive Initial Training

Franchise owners participate in an in-depth training program that combines classroom instruction with hands-on, in-center experience, building familiarity with operations, curriculum delivery, and leadership expectations before opening.

On-Site Opening Support

As launch approaches, Ivy Kids provides on-location guidance to help owners apply training in real time, prepare staff, and align daily routines with brand standards during the critical opening phase.

Curriculum Guidance and Ongoing Education

Owners receive continued support around curriculum implementation, classroom structure, and age-appropriate programming to help maintain consistency across learning environments as standards evolve.

Real Estate and Site Selection Assistance

Ivy Kids offers demographic research, site feasibility guidance, and buildout planning support to help owners evaluate locations and navigate early development decisions with clarity.

Licensing and Opening Guidance

Support includes assistance navigating licensing requirements, inspections, and compliance considerations, helping streamline the path from planning to opening.

Marketing and Enrollment Support

Franchise owners gain access to marketing tools, digital and local

outreach guidance, and enrollment support designed to build awareness and connect with families in their community.

- Guidance on print, digital, and social marketing efforts
- Support for grand openings and community events
- Tools to strengthen parent communication and engagement

Operational Systems and Resources

Ivy Kids provides systems and resources that support scheduling, enrollment management, staff coordination, and daily center operations, helping owners maintain organization as their center grows.

Ongoing Field Support and Consultation

After opening, franchise owners continue working with the Ivy Kids support team through regular communication, operational reviews, and ongoing guidance focused on maintaining standards and adapting to changing needs.

These support elements create a steady foundation for franchise owners to operate with confidence. By combining structured guidance with ongoing access to experienced support, Ivy Kids helps owners grow thoughtfully while staying aligned with the brand's educational mission and community-centered values.



The Ideal Ivy Kids Franchise Owner



Franchisee Background

Ivy Kids franchise owners come from diverse professional and personal backgrounds. Experience in education can be helpful, but it is not required. What matters most is a genuine commitment to children, families, and operating a values-driven business within a structured system.

- Prior leadership, management, or team-building experience in any industry
- Interest in community-focused or family-oriented businesses
- Willingness to follow established systems, standards, and operating guidance
- Comfort overseeing staff, daily operations, and parent relationships
- Alignment with Ivy Kids' child-first philosophy and educational values

Investment range:

Liquid capital typically ranges from **approximately \$400,000 to \$700,000+**, depending on the

franchise concept selected, real estate structure, and site requirements.

Full details are outlined in the Franchise Disclosure Document.

Ideal Candidate Profiles

Family Entrepreneurs

Parents or families seeking to build a business together while creating a positive environment aligned with their values and commitment to education.

Corporate Professionals Seeking Ownership

Individuals transitioning from corporate careers who want to apply leadership and operational skills to a business with purpose and community impact.

Community-Oriented Operators

Local leaders motivated by service, connection, and the opportunity to create a trusted resource for families in their area.

Multi-Unit or Franchise Investors

Experienced owners interested in expanding their portfolio with an early childhood education concept supported by structured systems and ongoing guidance.

Veterans and Service-Minded Leaders

Individuals with strong organizational skills, discipline, and a desire to continue serving their communities through meaningful business ownership.

What We're Looking For

Ivy Kids seeks franchise owners who demonstrate:

- A passion for working with children and supporting families
- Day-to-day operator is required; semi-absentee ownership is unavailable.
- Commitment to maintaining brand standards and educational quality
- Financial preparedness and responsible planning

- Openness to training, guidance, and continuous improvement
- Clear communication skills and a collaborative mindset



Steps to Owning an Ivy Kids Franchise



Becoming an Ivy Kids franchise owner follows a clear, straightforward process designed to help candidates move forward with confidence and alignment.

Step 1: Start the Conversation

Connect with the Ivy Kid franchise development team to learn more about the opportunity, investment expectations, and what it takes to become a franchise owner.

Step 2: Review the Franchise Disclosure Document

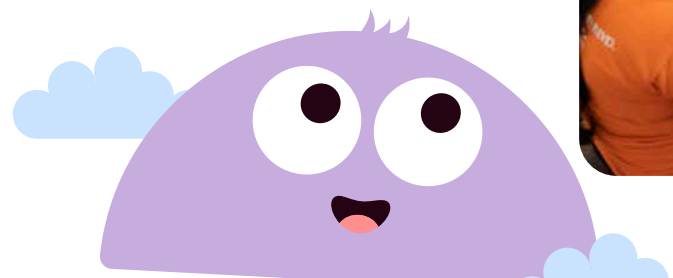
Qualified candidates receive the Franchise Disclosure Document (FDD) and are invited to schedule a Discovery Day to meet the team and explore the brand in more detail.

Step 3: Join the Ivy Kids Franchise System

Upon acceptance by the leadership team, candidates sign the franchise agreement and submit the initial franchise fee to officially join the Ivy Kids family.

Step 4: Learn the Model and Open Your Center

Franchise owners begin training and pre-opening preparation, working closely with the support team to launch their Ivy Kids Early Learning Center.



Join Ivy Kids and Make a Difference!



Build a Business Rooted in Education and Purpose

Ivy Kids brings together the elements families value most in early childhood education: thoughtfully designed learning, integrated nutrition, strong safety standards, and consistent care, all within a franchise system built to support owners at every stage. Through its MultiPrep® curriculum, BrainBites® nutrition program, and emphasis on whole-child development, Ivy Kids offers an experience that goes beyond traditional childcare.

Franchise owners benefit from structured training, operational guidance, and ongoing support designed to help them lead with confidence while staying aligned with brand standards. Backed by family-founded leadership and years of operating experience, Ivy Kids provides a clear framework for building an early learning center grounded in trust, community connection, and educational intention. For prospective franchise owners seeking a purpose-driven opportunity within a growing category, Ivy Kids stands out as a thoughtful, well-supported path into early childhood education.

Ready to take the next steps?

If you're interested in owning an early learning center that reflects your values and supports families in meaningful ways, Ivy Kids invites you to start the conversation and explore what franchise ownership could look like for you.

Education Built on Trust. Communities Built on Care.

Contact Us Today

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Next Steps

Contact us today to request franchise information and begin exploring what ownership with Ivy Kids could look like for you.

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