

LadybirdAcademy.com

Only The *Best* For Your Child!



Franchising Opportunity

Infants, Preschool, Pre-Kindergarten, Before and After School and Summer Camp Programs

Call (407) 829-8530 Today

the stats...

- 55 % of all mothers return to work within the first six months of giving birth.
- 64 % of all mothers return to work within the first year.
- Child care is a **\$60 billion** industry and is growing each year.
- On average, preschool age children of working mothers spend **36 hours a week** in child care or non-parental care.

*Child care is a
\$60 Billion Industry*



and is growing each year !



THERE ARE FEW THINGS MORE REWARDING THAN OWNING YOUR OWN BUSINESS

Participate in a growing industry

Many people find the idea of owning their own business exciting and, in addition to the potential financial reward, appreciate having their own independence. A Ladybird Academy franchise offers you the freedom of owning your own business and the benefits of ongoing support from an established company operating in an industry that continues to grow even through tough economic times.

Become a franchisee today!

We offer entrepreneurs the increased **likelihood of success** over individuals who try a new business on their own. Ladybird Franchising Company offers franchisees the opportunity to avoid the mistakes common to "independent" new business owners.



Did You Know?

Premium educational based child care companies like Ladybird Academy are expected to grow at a faster rate than the overall day care market.

The Industry

why Ladybird ?

Simply put, we have a strong track record of success!

Ladybird Academy teaches a first class educational curriculum, administered by exceptional fully qualified teachers. Since Ladybird Academy's inception we have earned a reputation as the premium choice for families seeking high quality child care.

Parents who have chosen Ladybird Academy marvel at how well their child thrives after participating in our program.



YOUR FUTURE IS OUR BUSINESS!

Ladybird Academy excels in early childhood care and education

Owning a Ladybird Academy franchise gives you personal satisfaction that you are doing something good for the future. Everyone knows that educating young children is important. Ladybird Academy embraces the concept that encourages young minds to explore the world around them. The guidance we give is positive and enables a child's intellect to blossom. **You can make a difference by owning a Ladybird Academy.**



Ladybird Academy combines preschool early learning and education with high quality child care for children ages 6 weeks through 5 years. Each Ladybird Academy is purpose built in every way to provide a bright and spacious setting with classrooms that are fully equipped for each age range. Outside play areas are designed with impact absorbing safety surfaces plus a wide range of interesting play equipment for everyone.

We pride ourselves in providing a safe and secure environment for healthy growth while encouraging personal, physical and intellectual development.

We are dedicated to building long term relationships with parents and children and we possess the determination to be recognized as a leader in the field of **early childhood education**.



Recession Proof Business

During the tough 2008-2013 economic climate, Ladybird Academy experienced significant growth both in volume of sales and number of newly opened centers.

Why Ladybird

franchisees benefit from..

- A proven way of doing business,
- A way to minimize risk,
 - Consistency,
 - Name recognition,
 - Professional design,
- Research and development,
- Training and support,
- Credibility



IN BUSINESS FOR YOURSELF, BUT NOT BY YOURSELF!

A proven way of doing business!

As a franchisee you will benefit from a strong corporate leadership team with over 20 years of experience in the childcare industry, with centers in the states of Florida, Texas and overseas in the United Kingdom.

Training combines in depth study of procedures with hands on operational practice at existing corporate centers. You will work side by side with members of our corporate team learning about all different aspects of the business including;

- **Hiring & Training,**
- **HR Guidelines,**
- **Dept of Children & Families guidelines,**
- **Facility Maintenance,**
- **Curriculum Planning,**
- **Marketing,**
- **Parent Relationships,**
- **Computer Software Training,**
- **Financial Management**

Our corporate support team will be there to guide you during the opening of your center and more if required.



Franchisees can operate their centers with peace of mind knowing that ongoing support is available at any time, as they get used to handling the day to day operations.

Training and Support

is franchising for you?

- 1) Can you follow the franchisor's established system and methods?
- 2) Are you a good organizer?
- 3) Are you self motivated?
- 4) Can you raise the initial investment?

If you answered yes to the above, then franchising may be right for you! A Ladybird Academy franchise offers you the freedom of owning your own business and the benefits of ongoing support from an established company.



PROVIDING A TRUE TURN KEY SOLUTION FROM START TO FINISH!

Ladybird Academy partners with qualified and approved construction companies to provide a true turn key solution.

When you decide on a franchise with Ladybird Academy, you get a TRUE TURN KEY SOLUTION. We will assist you with every step of the process from securing land, writing a business plan, working with banks to secure financing, partnering with approved construction companies to build the center and opening for business.



What does a Turn Key solution really mean?

- writing your business plan,
- finding suitable land,
- help with lenders
- complete building design,
- working with architects, engineers etc,
- partnering with approved construction firms,
- assembly of furniture & equipment
- supplying all toys & curriculum supplies,
- installing computer hardware & software,
- coordinating your initial marketing campaign and grand opening



Our turn key solution allows us to achieve complete consistency in the quality of each facility, while taking care of every phase during the construction process.

Turn Key Solution

the school

Here's what you can expect to find in a typical Ladybird Academy center:

- a typical Ladybird Academy is 14,000 sq ft
- 10-13 spacious, warm and inviting classrooms
- 4-8 enrichment classrooms
- 3-4 age appropriate playgrounds
- Director's office and reception area
- Ladybird cafe and galley kitchen
- cameras in every classroom
- biometric fingerprint security
- key coded entry door locks for added security
- iPads in every class



TRUE WORLD CLASS FACILITIES

Tour a Ladybird Academy and see for yourself

Parents are consistently amazed after walking into a Ladybird Academy for the first time and seeing first hand the attention to detail that goes into each of our state of the art facilities. Our centers include warm inviting reception areas, age appropriate classrooms and playgrounds, separate cafeterias, **libraries**, **computer zones**, **dramatic play rooms**, **art studios**, **indoor gyms*** and **school age rooms**. It's safe to say our students never get bored!

“My children's classrooms are always organized, with evidence of busy children at work. I love the access to the specialty rooms and feel they enhance the curriculum experiences offered to my children.”

Sydney M.
Ladybird Academy Parent



Inviting Reception Areas



Cozy Infant Rooms



Pre-School Rooms



Computer Labs



Art Studios



Dramatic Play Rooms



Libraries



Restaurant Style Cafes



Galley Kitchens



Great Playgrounds



Secure & Safe

Spaces built with your children in mind.

Every Ladybird Academy center offers a warm, safe and comfortable environment for your child. We do everything we can to make our facilities feel like a home away from home.

Facility

Franchise Sales Disclaimer

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. No Ladybird Academy franchises will be sold to any resident of any state until the offer has been exempted from the requirements of, or duly registered in and declared effective by, such state and the required Franchise Disclosure Document has been delivered to the prospective franchisee before the sale in compliance with the applicable law.



We'll be there every step of the way!
We will help you get through the process of owning your own Ladybird Academy as quickly as possible. The expected timeline for completion is estimated to be 12-24 months from the time you sign your franchise agreement to completion.

We will gladly meet your financial advisors to explain the business model and to show them that owning a Ladybird Academy Franchise is a sound investment.

LADYBIRD FRANCHISE SUCCESS RATE

SUCCESS RATE
100%

FAILURE RATE
0%

On average, Ladybird Academy® franchise owners of centers that have been open for at least two years averaged

**GROSS REVENUES of \$ Call
\$ Call EBITDA**

Every Ladybird Academy® Franchise has the potential to produce*

**GROSS REVENUES of \$ Call
\$ Call EBITDA**

Ladybird Franchising Company charges one of the lowest franchise royalties in the child care industry.

ROYALTY: 5% ADVERTISING FUND: 1%

FRANCHISE OWNERSHIP OPTIONS

Based on a Franchise Wide Average

Catergory

Amount

Building Size: (sq ft)	14,128
Child Capacity: (Aprox)	229
Land Size (acres)	1.25 - 2
Estimated Building Cost:	\$2,100,000 - \$2,300,000
Soft Costs:	\$200,000 - \$250,000
Land Cost:	\$500,000 - \$1,000,000
Equipment Cost:	\$500,000 - \$600,000
Franchise Fee:	\$75,000
TOTAL INVESTMENT	\$3,375,000 - \$4,150,000
Liquid Assets Needed	\$506,250 - \$622,500

Operating Financials

Amount %

Estimated Income*

*Based on existing locations

Sumarized Expense

Payroll Related*

*Including taxes, and insurances

Mortgage Payment*

*Based on 5% interest rate on loan of \$2.5mil

*Includes principal payment on \$2.5mil,
20 year amortization loan

Franchise Royalty*

*Including Advertising Fund Contributions

All other expenses*

*See seperate financial report
for detailed breakdown.

TOTAL EXPENSES

CASHFLOW INCOME

Includes mortgage principal and depreciation

NET INCOME

Does not include mortgage principal payments

**Call For More
Information**

* All estimates and approximations can vary by location. Please contact Ladybird Franchising Company regarding your site selection.

Financing Assistance

If you're serious about making an investment in a rewarding business, we can help you explore financing arrangements, including leading lending institutions and small business administration (SBA) loans.

Finances

Franchising Opportunity

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*Consistently **Voted #1**
Child Care Provider
In Central Florida*



Ladybird Franchising Company

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