



PopCat's
Music Time

FRANCHISE PROSPECTUS

February 2022

The Popcat's Story

Popcat's was founded in September 2014 by me, Catherine Williams. A primary teacher and mum who wanted to come away from a very stressful work life, there was no balance and I didn't have any time for my own family at all. I had 3 young children all under the age of 9 and wanted to spend as much of my time with them as possible. I passionately believed that teaching was something I wanted to continue with but not within the constraints of the classroom.



The seed had been planted! I began to look at how I could continue teaching but on my terms. What was I passionate about? How could this be shared with other parents? The answer MUSIC and because being a mum myself and a classroom practitioner, I knew what parents and carers were looking for with a music class.



Popcat's was born and became a reality on 9th September 2014 and I haven't looked back since. The classes are going from strength to strength and expanding across the country. Every day is magical and each class is a wonderful experience for all adults and children who attend.

What is Popcat's?



Music and movement



Early Years Focused



Educational



Unique



Enthusiastic



Energetic



Entertaining



Amazing Value

Popcat's is a unique music and movement class that you won't find anywhere else.

All classes support the 7 areas of the EYFS (Early Years Foundation Stage):

- communication and language
- physical development
- personal, social and emotional development
- literacy
- mathematics
- understanding the world
- expressive arts and design

We are extremely proud of our classes and all that they can offer during our 60-minute class. We want the little people who come to our classes to learn whilst they have fun, the best way to be prepared for school in our opinion.

We get so many lovely reviews from the people who bring little ones to our classes:

Gemma wrote: *"Fantastic 5 stars!*

Harry (21 months) and I returned to Popcats after a short break (due to my work commitments) and he absolutely loved the class. It's great for him to mix with children of a variety of ages and be involved in song, dance and story time. It's also a great way to burn some toddler energy in a safe welcoming environment with a lovely and lively teacher!"

Why would you want to be a part of Popcat's team?

- Popcat's is a business that WORKS!
- Popcat's is a wonderful way to work and have so much fun!
- Popcat's gives you joy back into your life.
- Popcat's fits in with family life, lets you take part in school runs, have free evenings and weekends, and allows you to have the chance to earn a good living at the same time.
- You will be supported every step of the way.
- Our training is very thorough and is ongoing so you will feel very confident in your class and party leader role.
- You will have regular team meetings with other franchisees.
- Help with setting up and running a business.
- Training with social media promotion of the brand and your classes.

“Popcat's embraces all the best parts of teaching and leaves the stress behind!”



Growth of Popcat's

When Popcat's started it was just with three classes a week. It soon became apparent that this was simply not enough! I was soon running ten classes a week all over Wirral as well as children's parties. The demand for a high-quality music class was evident; time and time again I was being told that nothing came close to the incredible magic of Popcat's.

Don't just take my word for it though. Our Facebook page and Google are bursting with 5-star reviews from parents and carers who love their experience every time they come along to a class or attend a party!



What do parents and carers say?

Jenny

"There doesn't seem to be any class out there that even comes close to what you have created! I can't quite put my finger on it but it's something that needs to be bottled up because its absolute magic for the kids!"

Clare

"Took my 5-month-old son for the 1st time although he is still quite young it was fantastic stimulation for him. A lovely, friendly interactive class excellent for a whole range of ages."

Helen

"Absolutely love Popcat's great class, suitable for my baby & 2 and a half year-old. Recommend it to everyone I know with little ones!"

Diane

"Take my granddaughter every week and she absolutely loves it. An excellent interactive group for everyone including the grown ups!"

Jessica

"We love our Popcat sessions and the party was the icing on the cake!"

What do our franchisees say?

Sophie – runs classes in Ellesmere Port and Chester

Who wouldn't want to have their afternoons free to be spent doing what they want! Joining Popcat's has given me a wonderful work/life balance which means that I'm home by 1.30pm most afternoons! Running your own business comes with hard work and determination to succeed but if you are prepared to put the work in it will pay off. When I decided to take a side step from secondary teaching I knew I still wanted to work with children, Popcat's has allowed me to form wonderful relationships with families who attend classes and has allowed me to use my skills as a teacher to deliver engaging, educational and fun sessions for children. I'm very proud of the business I have built up and feel very honoured that parents/carers choose to return to my classes time after time.

Hollie – runs classes in Northwich and started during the pandemic

Hi my name is Hollie, I was an early years teacher for 13 years. I am a mum to three amazing children, Lilia, George and Matilda, the best job in the world! When I was teaching I felt I was helping everyone else's children and letting mine down, because I never had enough time in the day, then I made a big decision to leave teaching I joined Popcat's in January 2021, just as lockdown struck! The beginning of my adventure started on Zoom and I absolutely loved every minute of it. Then restrictions lifted and I didn't realise how much more I could love my job. Popcat's has changed not only my life, but my whole family. I have never been happier and I have never looked back.

What kind of person are we looking for to join our team?

You would be:

- ✓ A teacher or someone who has an educational background
- ✓ Someone who loves working with children
- ✓ Energetic
- ✓ Organised
- ✓ Entertaining with a big personality
- ✓ Hard working
- ✓ Motivated
- ✓ Willing to grow your own business
- ✓ Patient

You would have:

- ✓ A good singing voice
- ✓ A desire to succeed
- ✓ A passion for music
- ✓ A love for working with little ones

As a class leader you will be someone who can hold the attention of a busy room full of children and babies. You will always have a smile on your face even when the unexpected happens. You will have a fantastic personality and a desire to succeed and make everyone who enters your class feel valued.

Earning Potential.

Popcat's has an unlimited earning potential, the sky really is the limit* Our classes can be large or small depending on the size of the hired venue (franchisees hire their own halls for classes).

- Each franchisee has their own exclusive territory with an opportunity to purchase additional postal areas.
- All classes are pay as you go which encourages more attendees, parents and carers love the flexibility of Popcat's.
- Franchisees have the opportunity to run parties and as our parties are extremely popular and get booked up quickly then this is an added bonus.
- Franchisees will be part of a brand that is growing.
- Classes are extremely popular with parents, carers, childminders and grandparents.
- The brand will be promoted via social media and large exhibition events both locally and nationally.

**Whilst every effort is made to ensure the profitability of the Popcat's Music Time franchise, individual earnings are still largely dependent on personal efforts and tenacity.*



Franchise Package

Our franchise package is very attractive and includes everything you will need to get you off to a flying start.

Initial fee £7200* (Management Service Fee will be charged on a monthly basis). *Affordable payment plans are available starting at £4200.

More detailed information will be given to the potential franchisee during the franchise process.

Full equipment for 25 children (enough to run parties and classes straight away)

additional equipment can be purchased at any time should your classes grow.

- Company manual
- Branded Uniform
- Exclusive territory (extensive research done here)
- Exclusive facebook page
- Thorough training, no stone will be left unturned
- Ongoing training throughout your time with us
- Complete guide to running your own business and keeping records
- Advertising space on company facebook page and website
- Branded flyers and posters
- Rights to trade under the company logo and trademarked name

What happens next?

If you think you would love to be part of a fabulous team and you would like to apply for a franchise then please do get in touch. We would love to hear from you. Send an email telling us about yourself to franchise@popcats.co.uk

Mission Statement

“Our vision is to empower individuals to create their own limitless lifestyle through their love of teaching and music.”

