

Franchise Guide

SUCCESS[®]
Space Cafe | Cowork | Coaching

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The Franchise

creative. goals
spark engage meet
relax chat
inspire success
collaborate ideas cov
fresh relax

The SUCCESS[®] Story

SUCCESS[®] has been in the business of personal and professional development for over a century, with its brand being at the epicenter for where business and life connect. SUCCESS[®] Space[™] brings this connection offline and into the real world, providing an environment for likeminded individuals to work, both individually and collaboratively.

This franchisee guide will advise you on what it takes to buy, own and run a cowork space. Your franchise SUCCESS[®] Space[™] will leverage the SUCCESS[®] brand equity and well-defined target audience base, meaning you can invest with confidence.

Get going with your SUCCESS[®] Space[™] franchise today!



Objective

The objective is to create a cafe and coworking space which embodies the SUCCESS brand. This concept can be utilized by both new franchisees and the conversion of existing real estate offices.

02



A typical cowork SUCCESS Space

- Choose from open work spaces or private meeting rooms

- Enjoy food and beverage from our SUCCESS cafe

- Access to on-site coaching

- Visit our immersive and innovative extended virtual office: SUCCESS World

SUCCESS Space

Our spaces are ideally located in high traffic premium retail centers and in the heart of the suburbs, making them convenient and easily accessible for our consumers.

Unlike typical cowork spaces, the franchise SUCCESS Space offers minimized overhead costs with maximized revenue streams. With approx. 5,000 sq ft +/- of SUCCESS Space to utilize, we have just the spot for that coffee meet up, coaching session or corporate event – the possibilities are endless when you capitalize in SUCCESS!

**“Who you're
around matters.”**

- Glenn Sanford
CEO, SUCCESS Franchising, LLC



03

Design and Architecture

Designed to offer a space to suit everyone. Whether it's a coffee in our cafe or a place to get to work, this is the space for you. Choose from open or private work spaces, catering for both solo and group projects.

Explore SUCCESS Space for yourself.

framevr.io/success

04

Artist's rendering on the left shows the view from the perspective indicated by the blue dot below.





Artist's rendering on the left shows the view from the perspective indicated by the blue dot below.



Revenue Streams

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Multiple Streams of Revenue

Unlike typical cowork spaces, SUCCESS Space offers you numerous opportunities to generate revenue:

Cafe:

- Food and beverages sales through the cafe (including wine and beer dependent on state laws)

Cowork:

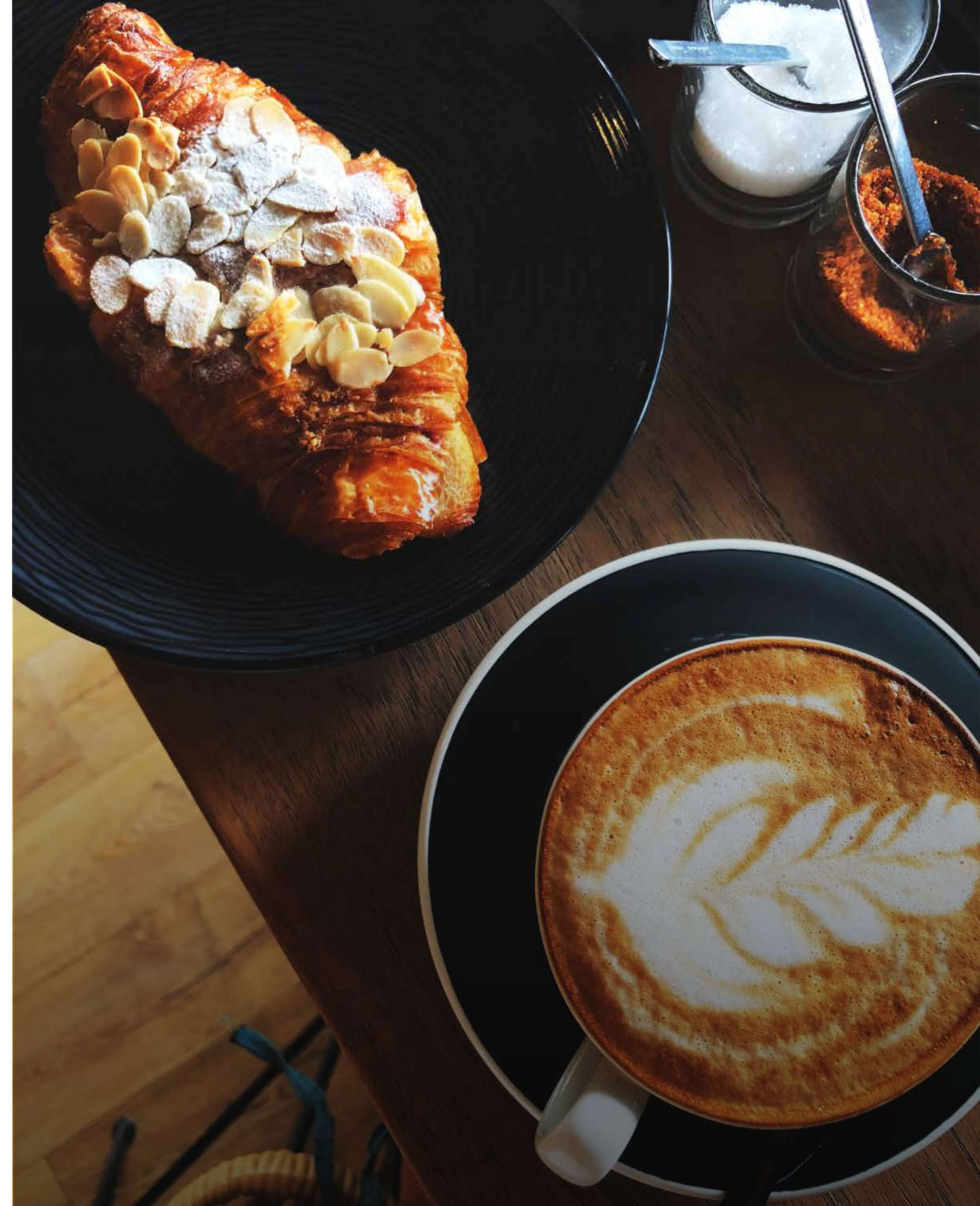
- Coworking space rental (by the minute, hour, day, week, month or year)

Coaching:

- SUCCESS® Coaching™ fees (through group, individual, and Elite coaching opportunities)

And More:

- Sale of team suites within SUCCESS World
- Event space rentals





A Robust Cafe

Offering gourmet coffee brewed to perfection consumers will be able to enjoy an inviting, relaxing yet productive place for socializing or contemplation.

Featuring a variety of pastries sandwiches and snacks in addition to beer and wine (state law dependent) the franchise SUCCESS Space cafe will be the go-to place in the local community.

Cowork Membership

The smartly designed cowork area of the franchise SUCCESS Space will cater to a range of working styles and preferences. Collaboration is encouraged, with shared and open workspaces.

An ample selection of private spaces provides space for getting to work with a full office suite of support staff and resources. Members can come and go 24-7, book space 'by the minute' on our app and even rent space for a month or more at a time.

**“The SUCCESS Space
business model
maximizes revenue
through multiple
streams of income.”**

- Ted Laatz

President, SUCCESS Franchising, LLC

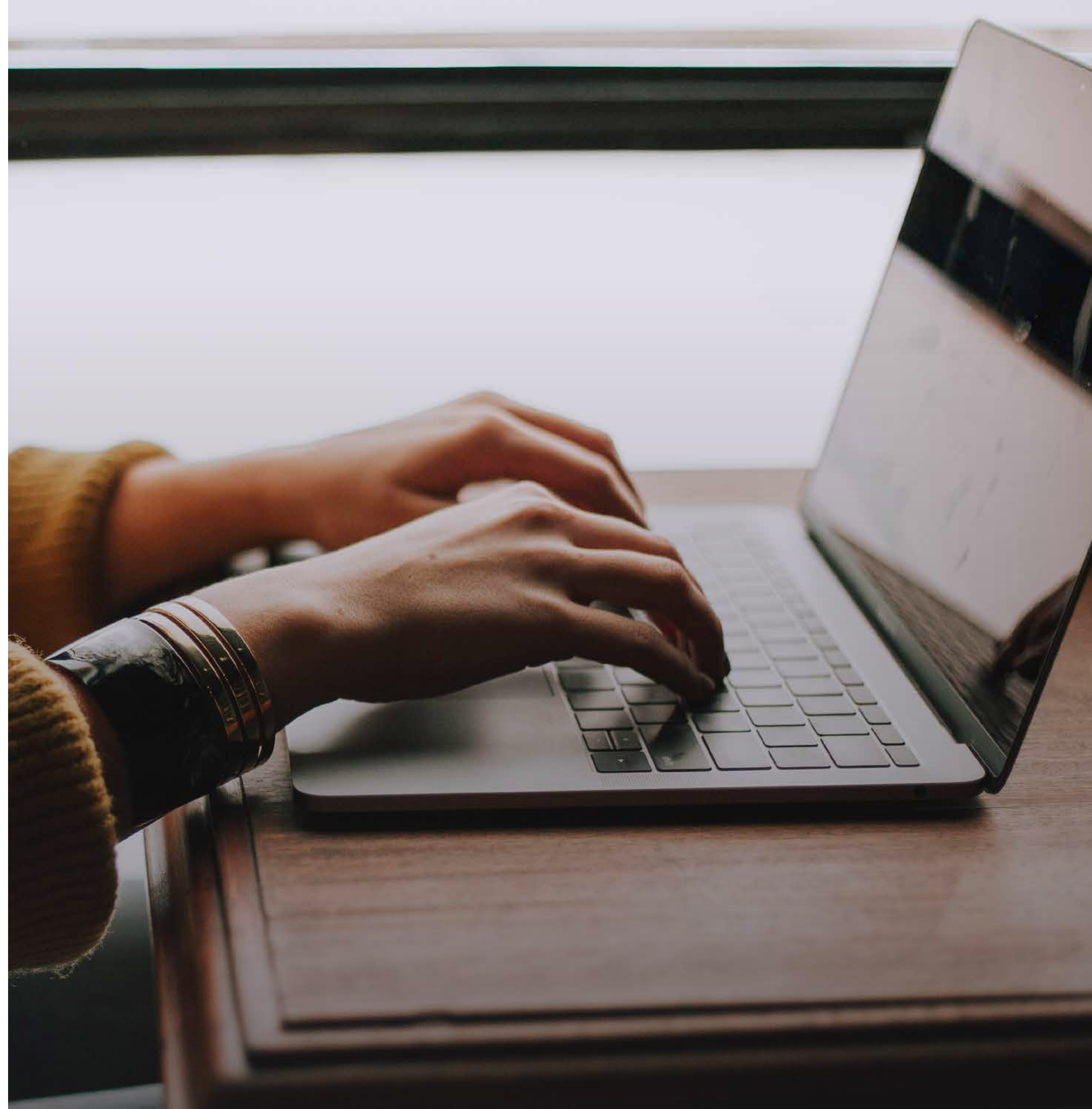




creative. goals innovation
engage meet rest
spark i + teamwork

Unique Pricing Model

The SUCCESS Space franchise will operate with a flexible pricing model from daily, weekly and monthly payment options. Pricing will also be available, BY THE MINUTE, resulting in higher per-square foot revenue, and providing cost-effective options to a wider target audience.



Coaching Revenue

Featuring a SUCCESS® Certified Coach™ onsite, the SUCCESS Space franchise will provide invaluable coaching, business counseling and support for local entrepreneurs and business owners.

This is a unique offering that is missing from the local community and will be an attractive piece of the revenue plan for each SUCCESS Space location.

There will be a link between the franchise SUCCESS Space and the SUCCESS Coaching branch of the SUCCESS Enterprises family.

Events

The SUCCESS Space franchise can be used as a space for businesses to host business and networking events, with readily available food and beverage making this an attractive offer to prospective customers. The open cowork space can also be used in combination with SUCCESS World, allowing hosts and attendees to blend their in-person event experience with an immersive, virtual one.



SUCCESS



SUCCESS World

SUCCESS World is an innovative, virtual environment powered by Virbela, which allows clients to collaborate with colleagues and customers from around the globe in an immersive 3D world.

Membership Benefits

The SUCCESS Space franchisee will have the unique opportunity of offering its cowork members some amazing benefits including discounted healthcare options, group buying power for office supplies and equipment, and access to the Virbela engaging virtual environments.



Infrastructure

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The SUCCESS Space Team

The SUCCESS Space team come from a range of diverse backgrounds, bringing with them a wealth of experience, so you can rest assured that the right foundations are in place to make sure your SUCCESS Space thrives.



Ted Laatz

President, SUCCESS Franchising, LLC

An entrepreneur at heart, with a career focused on scaling businesses, developing leaders, and working with high performance teams. Laatz serves as the Chief Operating Officer (COO) of SUCCESS Enterprises, which consists of SUCCESS[®] Magazine, SUCCESS[®] Coaching[™], SUCCESS[®] Speakers Bureau[™], and now SUCCESS[®] Space. Prior to his current role, Laatz served as both the Vice President of Events and Affiliate Sales for Virbela, an immersive technology platform for events, business, and education, and as the Vice President of Affiliated Services for eXp Realty, LLC, a global online brokerage powered by top agents and cutting-edge technology. SUCCESS Enterprises, Virbela, and eXp Realty, LLC are all owned by eXp World Holdings, Inc.

Prior to joining the eXp family, Laatz served in a variety of real estate-centric roles, including as COO of United Real Estate, Regional Vice President of United Country Real Estate, and as the President of RE/MAX Great American and the Aurora Tri-County Association of Realtors.



John Hamilton

Vice President, Operations

John has been in the franchise community for over 25 years with a diverse background as both a franchisor and franchisee. His strengths are in franchise operations, site development, strategic planning, training, and market optimization.

He has utilized his experience as a franchisee to develop operational and strategic plans for franchisors. His role as an owner/operator in multiple franchise systems has provided him with a passion to help other franchisees maximize their franchise experience both personally and financially. His versatile brand experience has helped launch start-up franchises and served as a leader with top franchise companies.



Ben Litalien

Chief Development Officer

Ben has invested over two decades in the franchise community, with a broad range of management and franchise-building experience. His specific strengths are in strategic planning, organizational development, concept management, and franchise system growth.

He has developed and implemented strategic plans for a diverse group of companies including a major oil company, quick-serve concepts including a sandwich and catering franchise, and a national franchiser of food court cafes. Under his direction and management, he forged significant expansion in the United States and abroad, as well as increasing brand awareness and improving profitability.



Rocco Rinaldi

Director, Franchise Support

Rocco has over two decades in entrepreneurship and franchising, with a wide-breadth of experience in strategic management, brand-building, and leading field support teams. His strengths are in operational leadership, brand management, concept development, strategic planning, and franchise systems growth.

Guided by the desire to help people do better, whether in life, in business, or in school. Rocco recently earned his Doctor of Business Administration and besides coaching small business owners and franchisees; he teaches business courses at two local Universities in Delaware. Inspired by famous running legend Steve Prefontaine, who said, "To give anything less than your best, is to sacrifice the gift" Rocco sincerely tries to bring out the best everyone he coaches and teaches.



Kelli Schroeder

MBA, CFE

Schroeder serves at the VP of Franchise Development of SUCCESS® Space™. During her career, Kelli led the international franchise development for Wingstop Restaurants International (NYSE: WING), lived in Africa serving as the Vice President of International Franchise Development for Jibu, a safe drinking water social enterprise, led the international franchise development efforts for American Casual Dining chain, Chili's Grill & Bar (NYSE: EAT), establishing new franchise partnerships throughout Central & South America, Northern Africa, and Southeast Asia. Kelli also worked for the Omnicom Group (NYSE: OMC) – The Zimmerman Agency, where she represented global hospitality brands including Hard Rock Hotels, the country of Aruba, Palace Resorts, and Party City.

She has an International MBA from Escuela de Administracion de Empresas Barcelona (EAE Business School) and two Bachelor of Arts degrees from The University of Alabama. She is also a graduate from the Franchise Management program at Georgetown University in Washington, DC. Kelli is a Certified Franchise Executive (CFE) and the Principal & Founder of Schroeder Consulting, LLC, a women-owned small business (WOSB) social enterprise advisory firm.



Dolores Cadena

Franchise Business Consultant

Dolores Cadena was a Subway franchisee for over 25 years. She has extensive experience in site selection, project management and opening new locations. Her strong operations background includes attracting and selecting the appropriate staff and then training them to be the best they can be. Her problem-solving skills and critical thinking are among her strongest attributes.



Fred Pierson

Restaurant Consultant

Fred is the founder of BNA Restaurant Advisors, a Nashville, Tennessee based consulting firm. Prior to that he was an owner of the Woodland Group, and an operator of a 22-unit Applebee's Neighborhood Grill & Bar franchise in Tennessee and Kentucky. He previously served in management and culinary positions at Chef's International, Morrison, Inc., Hyatt House Hotel, Holiday Inn and the United States Navy and Coast Guard. Fred has been educated at the Culinary Institute of America, Cornell University School of Hospitality Management and is a graduate of Georgetown's Franchise Management program.

Fred serves as a mentor and judge to high school culinary & management teams in the National Restaurant Association's ProStart program and volunteers at Room At The Inn, a program to feed Nashville's homeless. Fred believes one must do good and be good, and to always remember that a restaurant is a business designed to make money.



OpenWork Agency

Strategic Coworking Consultants

OpenWork Agency is an established workplace consultancy with expertise in coworking and workplace change. The founders at OpenWork have been involved in the coworking industry since the beginning. The business started out as Conjurctured Coworking in 2008, Austin's first coworking business. For the past six years they have operated as OpenWork Agency, where they have helped real estate developers' model, plan, develop, design, and launch coworking businesses in the US, Latin America, the Caribbean, Asia, Africa, and the Middle East.

They work with both large real estate development firms as well as with individual real estate entrepreneurs. OpenWork continues to provide key consulting services helping to bring SUCCESS Space to market, from concept to launch.



Retina Communications

Strategic Marketing & Design Consultants

Founded over a decade ago by Silicon Valley business leaders, engineers, and marketers, Retina is driven by a single minded-vision: the pportunities that businesses need to capture today and expect to capture tomorrow are realized through the seamless integration of strategy, creative, and technology.

With Retina's award winning 4D™ digital communications services, they solve marketing and business challenges through Digital Transformation, Digital Experience, Data Science, and Demand and Brand Marketing solutions. 4D brings the industry's best in strategic thinking, creative and content brilliance together with deep technology acumen to power results for marketing and communications teams globally.

Ranked one of the fastest growing B2B Marcomm agencies in the U.S., Retina operates from strategic locations around the globe. They are responsible for providing strategic marketing and design expertise, helping bring the SUCCESS Space brand to life and into market through digital and traditional materials.

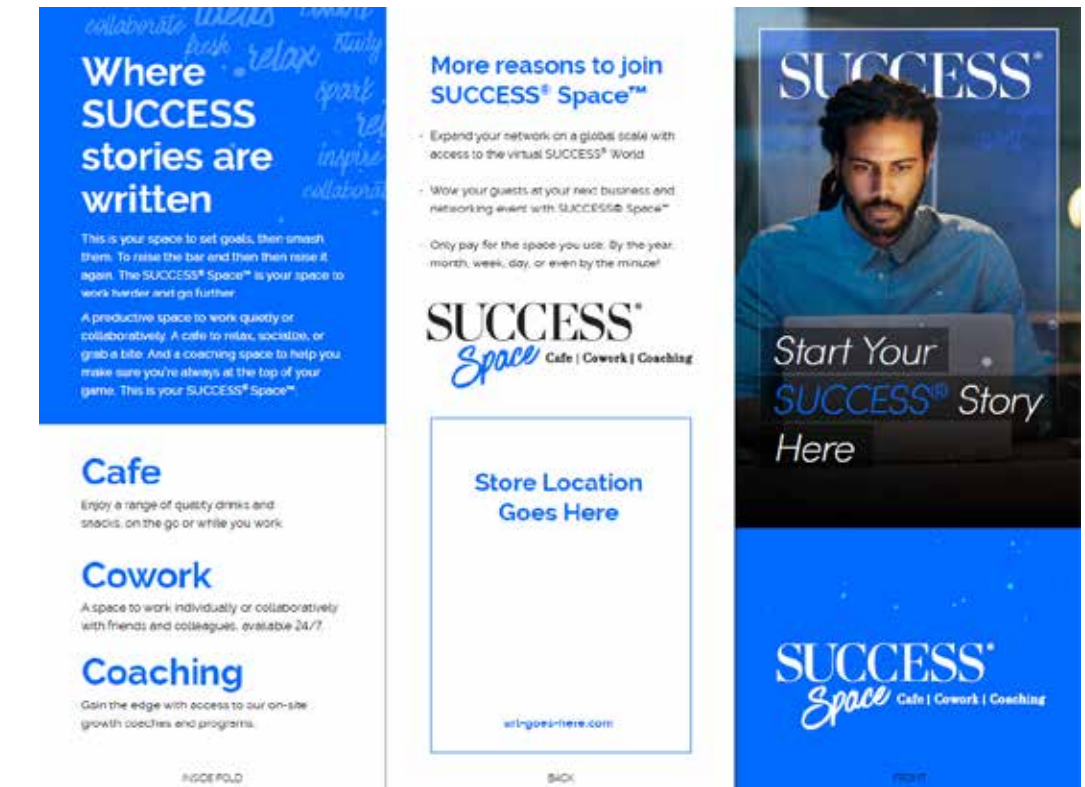
Marketing Support

When you choose to become a SUCCESS Space franchisee, you become a part of the SUCCESS family. We will work with you to support you and your franchise at every stage of your SUCCESS journey to ensure your business thrives.

Prior to opening, you will receive a SUCCESS Space marketing launch kit, complete with a marketing playbook and suite of professional marketing materials (such as stationary, brochures, rack cards, and in-store grand opening signage).

This marketing launch kit has been developed by award winning creative agency Retina Communications, who have been developing a creative platform to help you market your SUCCESS Space effectively and with impact.

As your business launches and expands, you will have access to a Facebook launch campaign and email templates, as well as continuing to benefit from the lead generation and marketing automation tools that will help you maximize lead conversions, boost sale efforts, and improve decision making.





Technology Circle

The franchisee will have access to a sophisticated offering of best-in-breed technology. From cowork membership systems to accounting and financial software, SUCCESS Space franchisees can rest assured that they will be well supported through a comprehensive suite of established technologies.

**Cowork /
Membership
System**

**Franchise
Management
System**

**Learning
Management
System**

**Point of
Sale/Cafe
System**

**Accounting
/ Financial
Software**

**Payment
Processing
Software**

**Marketing
Materials /
Promo Portal**

**Call Center
Software**

Technology Value Proposition

Backoffice / Franchise Management System (FMS)

- Proprietary management platform to effectively run your franchise
- Streamlined processes, intuitive dashboards, and powerful reporting options.
- Harness the power of real-time operating data to fit your needs and maximize profitability

Cowork / Membership

- Automate your office space with industry leading all-in-one management software
- Transformative marketing platform to maximize lead conversions
- Streamline daily operations with state-of-the-art floor planning, scheduling, and event coordination

Intranet / Learning Management System (LMS)

- Proprietary training portal to foster end-to-end engagement and high-levels of collaboration
- Impactful content curation and best practice sharing across the entire franchise system
- Unlimited 24/7 franchisee access to the most current operating processes with the flexibility to train new hires and existing staff at any time and from any location

Point-of-Sale / Point-of-Sale (POS)

- Control constantly changing customer expectations with contactless transactions, online orders, e-gift cards, rewards programs, and electronic communications
- An agile solution that revolutionizes operations, moves fast, and adapts to new technologies

Technology Value Proposition

Accounting / Financial Software

- Saves you time, accurately tracks cash flows, and provides timely financial insights
- Peace-of-mind that the businesses books are organized and up-to-date

Brand Partner

- Brand driven solutions to support local marketing and event plans
- Cutting-edge solutions to supply chain marketing, apparel and swag stores

Payment Processing Software

- Payment options and strategies to drive intelligent business growth
- Empowered processing to allow for virtual and physical management of business expenses

Call Center Software / Customer Relationship Management (CRM)

- Lead optimization tool that boosts sales efforts, helps close deals, and improves decision making
- Build effective customer models that improves overall understanding, communications, and service levels

Marketing Partner

- Create and control beautiful branded marketing campaigns with ease
- Actionable insights on local, regional, and national marketing plans

Projected Investment

We have provided an overview of the initial projected expenditure you will incur as a SUCCESS Space franchisee.

Whilst amounts will vary dependent on state and location, these are intended to provide a high-level snapshot of the upfront investment required.

For further detail and context, please contact ted.laatz@success.com

Type of Expenditure	Low	High	Method of Payment	When Due	To Whom Paid
Initial Franchise Fee	\$30,000	\$45,000	Lump Sum	Upon Signing Franchise Agreement	Us
Training Fee	\$5,000	\$5,000	Lump Sum	Upon Signing Franchise Agreement	Us
Grand Opening Program	\$15,000	\$15,000	Lump Sum	2 Months Prior to Opening	Vendors or Us
Architectural Services	\$7,500	\$17,500	As Agreed	As Agreed	Third Parties
Leasehold Improvements and Construction Costs	\$125,000	\$265,000	As Agreed	Prior to Opening	Contractors or Third Parties
Construction Management	\$12,500	\$16,500	As Agreed	As Incurred	Contractor
Furnishings, Fixtures and Standard Equipment	\$48,000	\$125,000	As Agreed	As Agreed	Vendors
Signage & Graphics	\$7,500	\$12,500	As Agreed	Prior to Opening	Vendors
Computer, Software & Point of Sale System	\$16,500	\$21,500	As Agreed	As Agreed	Vendors
Low Voltage Cabling, Sound System, Security, Access and AV design, acquisition and install	\$32,500	\$47,500	As Agreed	On Invoice	Vendors
Rent & Utility Deposits	\$5,000	\$15,000	As Agreed	Prior to Opening	Landlord, Utilities and Service Providers
Deposits, Business Licenses	\$2,500	\$4,000	As Agreed	As Incurred	Third Parties
Professional & Legal Fees	\$7,500	\$20,000	As Agreed	As Incurred	Business and Legal Advisors
Inventory	\$6,000	\$10,500	As Agreed	As Incurred	Third Parties
Insurance	\$5,000	\$7,500	As Agreed	As Incurred	Third Parties
Additional Funds	\$90,000	\$120,000	Varies	As Incurred	Various, including employees and vendors
Total	\$415,500	\$747,500			

The image shows the exterior of a SUCCESS Space storefront. The logo is prominently displayed on a dark wall, featuring the word 'SUCCESS' in a large, white, serif font and 'Space' in a blue, cursive font. Below the logo, the text 'Cafe | Cowork | Coaching' is written in a smaller, white, sans-serif font. In the foreground, there are two bicycles, one red and one yellow, leaning against a wooden bench. To the left, there is a white metal chair with a red seat. The overall scene is well-lit and modern.

SUCCESS[®] Space

Cafe | Cowork | Coaching

Contact

To find out more about SUCCESS Space, or to discuss SUCCESS Space franchising opportunities in your area, please contact:

Kelli Schroeder

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