

We **Learn,**
We **Build,**
We **Play with LEGO®**



Join our Network of Franchisees

We are currently recruiting a limited number of franchisees in Ireland

Introduction

Bricks 4 Kidz is an internationally renowned children's enrichment franchise, which operates in over 40 countries. Using LEGO®, the company provides fun and exciting educational play experiences.

Our core programmes, which have been designed to teach the principles of Science, Technology, Engineering and Maths (STEM) are very popular with girls and boys, aged 3 -16 years. Each of these programmes have been designed by engineers and architects to stimulate children's creativity and curiosity.

Bricks 4 Kidz is a member of the Irish Franchise Association and the Master Franchisee for Bricks 4 Kidz in the Republic of Ireland, Karl Fitzpatrick is also a Director of the Irish Franchise Association.

Bricks 4 Kidz won the Children's Franchise of the Year award in 2019 and was named the Best Emerging Franchise at the 2018 Irish Franchise Association Awards.

“Thank you..”



Karl Fitzpatrick is the Master Franchisee of Bricks 4 Kidz in the Republic of Ireland

..for your interest in the Bricks 4 Kidz franchise and the opportunities that we offer. I have been immersed in the education sector since 2007 and I closely monitor the latest international trends. The teaching of STEM through educational play activities is an emerging trend within the global and Irish education sector. For me, Bricks 4 Kidz stood out as a leading business in this area and has already achieved phenomenal success across the globe. As we know, parents put their children's education first, irrespective of the prevailing economic climate, which makes Bricks 4 Kidz a recession proof business. Bricks 4 Kidz provides franchisees with an opportunity to develop sustainable revenue streams across all age groups. While the core concept is aimed at children, the universal appeal of LEGO® means that revenue opportunities also exist within the corporate (Bricks 4 Biz) and seniors market (Bricks 4 Seniors), thus creating a year-round income from the business.

Karl Fitzpatrick is also the Managing Director of Chevron Training, one of Ireland's leading QQI accredited further and higher education providers. Chevron currently employs 50 staff. To find out more about Karl, please visit: www.karlfitzpatrick.ie

Why should you invest in a Bricks 4 Kidz franchise?

- **Increase your income** immediately
- Operate a business with **minimal overheads**
- By operating your own franchise, you will be able to **choose your own working hours**
- Achieve **high profit margins**
- With services to suit every season, you will be assured of **year-round income** for your business
- **No prior childcare qualifications or experience required**, as comprehensive hands-on training is provided
- Grow your business with the **ongoing support** from the Bricks 4 Kidz franchise development team
- As parents prioritise their children's education, Bricks 4 Kidz is a **recession proof** business
- Bricks 4 Kidz activities are **affordable** for almost every family
- Only provider of its kind, whose content has been **accredited by Science Foundation Ireland**
- As one of the world's **fastest growing franchises**, you will benefit from the experience of a franchisees global network
- Main benefits to children include the development of **Creative thinking, problem solving & communication skills**
- Bricks 4 Kidz, which is **universally loved by children** has proven its educational benefits in more than 40 countries worldwide
- Have access to a **protected territory**
- Make a real difference to your community



Franchisee Success Story



JP McGonigle, laying the foundations for his successful Bricks 4 Kidz franchise business in County Donegal.



Why did you choose this franchise?

I was on the lookout for a challenging business proposition, but at the same time I wanted a business that had the potential to work in a rural setting. Bricks 4 Kidz demonstrated this and they also have a very well-developed support structure and the product itself was extremely well developed in terms of content.

What was your previous profession?

I worked for 15 years in the outsourcing division of CPL Resources, setting up and running operations throughout EMEA.

How did you find the process of setting up? What support did you receive?

I found the setting-up process to be very smooth. The Bricks 4 Kidz management team were extremely supportive and worked with me on a daily basis to ensure we were up and running as quickly as possible, all the while ensuring that I had everything in place that my business would need to be a success.

What are the benefits of being a franchisee, in your opinion?

A readily available support structure, a well-defined and developed product, access to an internationally recognised brand and the prestige that comes with that.

What advice would you give to someone thinking about buying a franchise?

I would say that if you want to run your own business this is a great way of doing so, while being less exposed. You still have all the benefits of running your own business, with the added advantage that a lot of the hard work has already been done and you can benefit from that support structure and existing franchisees to help develop your business.

What are your plans for the future?

In the short term we will be growing the business here in Donegal and are looking into opening a creativity centre in Letterkenny. My long-term plans are to make the Bricks 4 Kidz activities the product of choice through the Northwest for educational play.

The reception we have received has been phenomenal. That response certainly makes all the hard work and investment very worthwhile.

Bricks 4 Kidz in Ireland

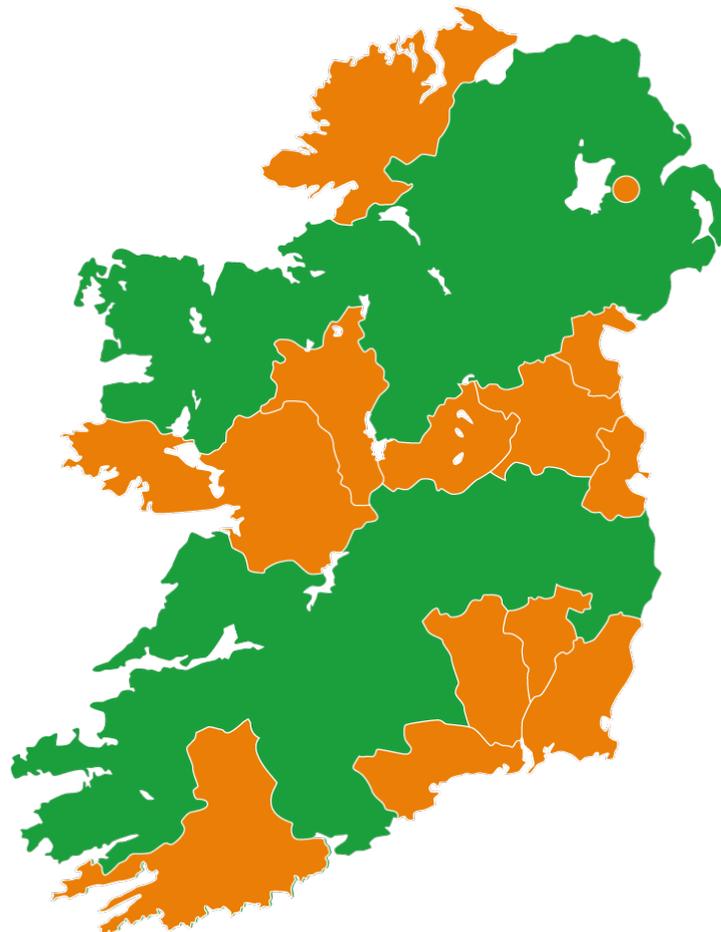


Bricks 4 Kidz is operating in 12 locations throughout Ireland with franchisees in both urban and rural areas. Each franchisee starts as a mobile business with an option to incorporate a permanent Creativity Centre as they grow. There are currently two permanent centres in Ireland, in North Dublin and Wexford.

Bricks 4 Kidz franchisees provide their services to a wide range of customer's throughout their protected territory. Potential customers include, but are not limited to, Primary Schools, Crèches/ Montessori, Secondary Schools, Businesses, Parents, Hotels, Libraries, Special Needs Groups and Local Community Groups.

There are hundreds of key stakeholders in every territory which franchisees are encouraged to develop relationships with in order for their business to grow. A Bricks 4 Kidz territory is protected, which means that no other party is permitted to run Bricks 4 Kidz activities in that territory.

Primary and secondary schools based in more disadvantaged or rural areas within your territory will have access to the Government School Completion Fund which can be used to pay for a range of Bricks 4 Kidz activities. These schools are referred to as DEIS schools and the fund is provided by the Department of Education.



Our exclusive Bricks 4 Kidz proprietary LEGO® Technic project kits are easily transportable, everything you need to conduct lessons in primary schools, pre-schools or team building sessions with businesses, can easily fit into the boot of any family car. This enables franchisees trade immediately and to operate a mobile business with minimal overheads.

Franchisees are provided with sufficient LEGO® Brick and Technic to hold classes and workshops for up to 20 children. Franchisees will hold workshops, classes and camps in multiple locations throughout their territory. Some of the possible venues which franchisees use for Bricks 4 Kidz activities include:

- Schools
- Pre-Schools
- Church Halls
- Enterprise Centres

- Community Centres
- Sports Complexes
- Libraries
- Youth Centres

- Scout Halls
- Hotels
- Nursing Homes
- Corporate Premises

Enough Kits to cater for 20 children
Fits into one medium sized suitcase



Creativity Centre



As your business grows and you have gained an excellent understanding of your territory, you will then have the option to find a permanent location for your Creativity Centre, which is run in-tandem with your mobile business. The Creativity Centre provides children with a unique educational play experience in a stimulating learning environment. Each zone has been specifically designed to maximise the educational play experience.

Imagination Zone

The fun begins in the Imagination Zone, with six creativity tables full to the brim with LEGO® bricks of all colours, shapes and sizes. The creations are limited only by the children's imaginations. Children can decide to work independently or as part of a team, depending on the size and scale of what they want to build.

Build and Test Zone

The Build and Test Zone, which is situated at the heart of the Creativity Centre, provides our junior engineers with an opportunity to build their own car and race it against their friends' creations on our 18 foot long speed ramp.

Children will soon realise that they can increase their car's performance if they alter the size and weight of their vehicles, providing endless hours of entertainment for children of all ages.

Project Zone

Children are presented with a LEGO® inspired model plan and their very own Technic project kit in the Project Zone. A fully trained instructor will present a structured lesson plan which teaches the principles of STEM, in a fun and engaging way. Children will then work together to construct the themed model.



Schools



In - School Workshops

Using motorised LEGO® Technic & Robotic models to teach the principles of STEM.

1 hour | 30 children per class
Potential income per class per hour: €150 - €240

Tá

As Gaeilge

Using motorised LEGO® Technic & Robotic models to teach the principles of STEM through Irish.

1 hour | 30 children per class
Potential income per class per hour: €150 - €240



After School Classes

Schools are actively seeking educational play for after school classes, held on their premises.

1- 2 hours | 25 children per class
Potential income per class per hour: €125 - €200



School Tours

Provide a unique play based education experience in a stimulating environment.

2 hours | 50 children per tour
Potential income per tour: €500 - 750

Camps



Themed Camps

Hold motorised LEGO® Technic camps for boys and girls aged 4 - 12 during school holidays.

3 hours for 5 days | 20 children per camp
Potential income per camp: €2,000 - €2,500



Robotics Camps

Teach the principles of coding to girls and boys aged 7 to 14.

3 hours for 5 days | 20 children per camp
Potential income per camp €2,000 - €2,500

Workshops



Pre-School Classes

Held in Montessori's & Crèche's providing much sought after educational play experiences.

1- 2 hours | 20 children per class
Potential income per class: €80 - €120



Library

Provide STEM workshops using LEGO® to children in Libraries.

1 hour | 30 children per class
Potential income per class: €150 - €240



Parent & Toddler

Classes in your centre building with DUPLO® for 18 month's to 3 year olds.

1 hour | 20 toddlers per class
Potential income per class: €140 - €200



LEGO® Therapy

Assisting kids with special needs by holding weekly workshops.

1 hour | 15 children per class
Potential income per class: €75 - €100

Occasions



Birthday Parties

Customised themed LEGO® birthday parties held in our creativity centre

1.5 hours | 20 children
Potential income per party: €200 - €300



Event Entertainment

Entertain for children at Christenings, Communions, Confirmations & Weddings

1-4 hours | 10 - 100 children
Potential income per workshops: €100 - €1,000



Kidz Night Out

High-energy evening full of LEGO® entertainment for kids ages 4-13

1-2 hours | 40 children
Potential income per class: €200 - €600



Bricks 4 Seniors

LEGO® workshops for nursing homes stimulating & engaging experiences

1 hour | 20 residents
Potential income per class: €150 - €200

Corporate



Hotels

Operate Kids Clubs in hotels during the school holidays

Potential income per day:
€250 - €350



Corporate Entertainment

Provide children's entertainment solutions for corporate events

1 - 4 hours | 100 children
Potential income per class: €500 - €1,500

STEM

STEM Voucher

Businesses purchase Bricks 4 Kidz vouchers which are donated to schools

Potential Voucher Value
€500 - €5,000



Bricks 4 Biz

Provide fun, interactive and productive team building experiences to businesses

Half day | 20 employees
Potential income per session €500 - €2,500



Science Foundation Ireland is the statutory body in the Republic of Ireland with responsibility for promoting and supporting the study of, education in, and engagement with STEM. SFI promotes an awareness and understanding of the value of STEM to society and in particular, to the growth of the economy.

SFI have reviewed and accredited Bricks 4 Kidz workshops for primary schools under the Discover Science and Maths award programme. Bricks 4 Kidz Creativity Centres have been designated as Discover Centres and our in-school workshops have been accredited as outreach programmes.

The purpose of the Discover Centres is to support schools in engaging in science education inside and outside of the classroom in a curriculum and enquiry based way. As an accredited Discover Centre, Bricks 4 Kidz LEGO® Technic workshops, outreach programmes and school tours can be used by schools to gain credit towards their Science Foundation Ireland Discover Science and Maths Awards.



Benefits of STEM



Science

Each model provides kids with new scientific vocabulary. Lessons that focus on topics such as laws of motion, employ the concept of physical science, requiring children to apply what they've learned to their build.



Technology

Technology implements the use of science to invent and problem solve. Children use their creativity and analytical skills to discover viable solutions to problems presented at the start of each lesson.



Engineering

Engineering uses the practical application of science to design and create. Although they may not realise it, kids use engineering skills to construct models, such as bridges, towers and roller coasters.



Maths

Children are given the opportunity to invariably utilise math skills as they estimate, count, measure and build with LEGO® bricks. This gives students the encouragement and motivation to think, write and speak freely about maths.

Bricks 4 Kidz continually develops new model builds to reflect the prevailing trends in Children's Entertainment. Upcoming children's movies and computer games are reviewed on a continual basis by our curriculum team and they then produce new model designs of the most popular characters from these games and movies. All of the new model designs can be built from the existing project kits, this allows franchisees to continually refresh their offering without the expense of purchasing new equipment.

The lessons are delivered by Garda vetted and fully trained LEGO® Tutors and activities are structured in a manner which combines education and entertainment. Our approach to learning follows our guiding principle of:

We **Learn** – Interactive presentation on the chosen topic

We **Build** – Children follow our design plans to build our unique proprietary content

We **Play** – Children have the opportunity to play and modify their model. Every model is accompanied by a teacher guide, lesson plan, take home sheet and detailed build instructions.

There are up to 4 sets of build instructions, each with a varying degree of difficulty, for many of the models. This recognises the different abilities of the children, whilst also ensuring that every child will build the same item.



Some of the themes created by the Bricks 4 Kidz Content Team are as follows;

■ Ninjago

■ Minecraft

■ Transformers

■ Star Wars

■ Superheroes

■ Batman

■ Jurassic Park

■ Ninja Turtles

■ Pokemon

■ Unikitty

■ Frozen

■ LEGO® Movie

Your Support Team



Karl Fitzpatrick

CEO & Business Mentor

With extensive business experience Karl is an invaluable mentor for Bricks 4 Kidz franchisees.



Peter Clark

Franchise Development Manager

Provides support through each step of the franchise discovery process and will assist you to develop a comprehensive business plan.



David Kenna

Franchisee Support

David guides franchisees through the on-boarding process and is the single point of contact for all on-going support.



Shane Cullen

Graphic & Web Design

Provides training on how to update websites and will assist in designing promotional materials.



Jodi Nijmeijer

Digital Marketing Expert

Provides guidance and training on all aspects of online marketing including Google AdWords, Facebook and SEO.



Helena Beale

Recruitment

Offers support to franchisees on the recruitment of staff including creating job specs, screening and scheduling interviews.

At Bricks 4 Kidz we pride ourselves on providing training and support that surpasses expectations, enable you to achieve your goals with your Bricks 4 Kidz franchise.

Training

- 5 day training programme covering all aspects of the business
- Regular training videos on different areas provided
- Initial and on-going sales training to assist you to grow your business
- Detailed operations manuals

Management

- Advice on how to choose the correct venue
- How to engage and develop relationships with prospective customers
- Comprehensive staff training programme
- Access a proven strategy to maximise the revenue potential of the business

Recruitment and Staff

- Create detailed job and person specifications
- Screening of all candidates
- Management of Garda vetting process
- Advice on how to manage and retain staff

Marketing

- Customised local marketing material templates
- Strategic marketing calendar
- Website development
- Sales and marketing processes for developing income streams

The Bricks 4 Kidz support team will assist you in developing a comprehensive business plan which funding institutions will require before processing your application. A number of Bricks 4 Kidz franchises have availed of SURE funding, along with commercial loans from AIB.



Start-Up Refunds for Entrepreneurs

Depending on the size of your investment, you may be entitled to a refund of the PAYE income tax that you paid over the six years. For more information about SURE. Visit <http://www.sure.gov.ie/Sure>.



Micro Finance Ireland

Micro Finance Ireland provides loans of up to €25,000 to make it easier to start-up, succeed and create jobs. Visit www.microfinanceireland.ie.



Banks

Banks such as AIB, Bank of Ireland and Ulster Bank have experience in funding franchises, with up to 70% funding available.

PILLAR BANKS OFFER FUNDING UP TO 70%, LEAVING YOU WITH 30% TO FUND YOURSELF.

INITIAL FRANCHISE FEE €30,000-€50,000 + VAT

Cost Includes:

- Protected territory
- Sufficient LEGO® Bricks and Technic to cater for a group of 20 children
- Responsive website
- On-going support
- Design of localised marketing material for all income streams
- Access to all our proprietary model builds and lesson plans
- Comprehensive 5 days training
- Detailed operational manuals

On-going Royalties – 9% of monthly turnover +VAT

Additional Business Set Up Costs (not to be paid to Bricks 4 Kidz): €15,000

Eligibility Criteria



Our comprehensive initial 5 day training programme will provide you with the skills necessary to start, manage and develop your own Bricks 4 Kidz Franchise.

- You will make a personal investment in the franchise (funding available)
- You want to operate a full-time, scalable business, with hours of your choice
- You are process driven and are comfortable working with predefined processes and systems
- You have succeeded in your chosen career to date
- You have strong commercial acumen and an ability to think big
- You are a highly organised individual
- You have a natural ability to forge strong business relationships
- You are a proactive individual who leads from the front
- You understand the benefits of collaboration, whilst demonstrating the ability to independently develop your business
- You are confident, highly articulate and an effective communicator
- You have the ability to take advice and guidance



The Recruitment Process



There are 8 steps to becoming a Bricks 4 Kidz franchisee:

**STEP
1**

Getting to Know Us

Your questions on this Franchise Prospectus will be answered

**STEP
2**

Discovery Session

Take part in a Discovery session via webinar or face-to-face meeting in your area. Review content, curriculum, revenue streams and discuss funding options, sessions take approx 1 hour

**STEP
3**

Initial Research

We will provide you with the first section of our business plan template and assist you in completing it for your area

**STEP
4**

Discovery Day

Visit our Head Office in Wexford Town to meet your support team and see how the business works. You will also get the opportunity to review our detailed franchise operation manuals. We will also share a copy of the sub-franchise agreement with you

**STEP
5**

Business Plan and Feedback

We will request a comprehensive business plan from you in respect of your selected territory. We will review your business plan and provide you with relevant feedback on the document.

**STEP
6**

The Contract Submission

Sub-franchise agreement is issued to your solicitor for review

**STEP
7**

The Deal

Submission of the signed agreement and payment of the franchise fee

**STEP
8**

My Training

Completion of comprehensive 5 day plan

Next Step



Becoming a Bricks 4 Kidz franchisee is a very big step which requires an investment of time and money to get started, however, there is potential to build a very successful business in the process.

If you are a committed individual, with a proven track record in your career to date, Bricks 4 Kidz could be the business for you!

If you would like to proceed to the next stage of the recruitment process, please contact Peter on the details below.

Peter will be happy to discuss any questions that you may have about Bricks 4 Kidz and he will also organise a discovery day for you in our flagship Creativity Centre in Wexford.



Peter Clark



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