

Nutty Scientists® Franchise Opportunity

The leader in
“Edutainment”



Nutty Scientists:

A wacky way to make science stick and a great way to become your own boss!

Since 1996, children around the world have benefited from the Nutty Scientists® method for learning through experimentation, participation, and most of all – fun! At the same time, entrepreneurs across the globe have discovered the freedom of business ownership and the ability to make a meaningful difference in their own communities.

As an internationally ranked franchise opportunity and a leading global provider of scientific activities for children of all ages, Nutty Scientists has created a winning formula that we continue to replicate around the world.

Why science, and why now?

According to a recent survey from the Organisation for Economic Co-operation and Development, more countries test below average in science than any other subject. And many of those countries have continued to slip in recent years.

Without a critical foundation, it's much more difficult for students to learn more advanced scientific concepts – concepts needed for college entrance exams and any number of technological careers.

It's our belief that children tune out the little science they are exposed to because it's often taught in a textbook fashion that doesn't allow them to get involved.

You're Invited
to Learn...

What makes the Nutty Scientists curriculum and franchise model stand out in a category with ever-increasing demand? It starts with our proprietary methodology.



A world leader in interactive childrens programs.

Nutty Scientists® methodology is all about a hands-on approach, encouraging participation and engaging children as they're being educated. Not only do children develop a love for science, they develop critical self-esteem at a young age.



We also offer interactive activities showcasing environmental and health issues in a different, entertaining and leisurely way. In fact, we've partnered with some of the largest corporations in the world to spread messages of conservation to children everywhere.

Over 9 million children have participated in our "edutainment" shows all over the world.

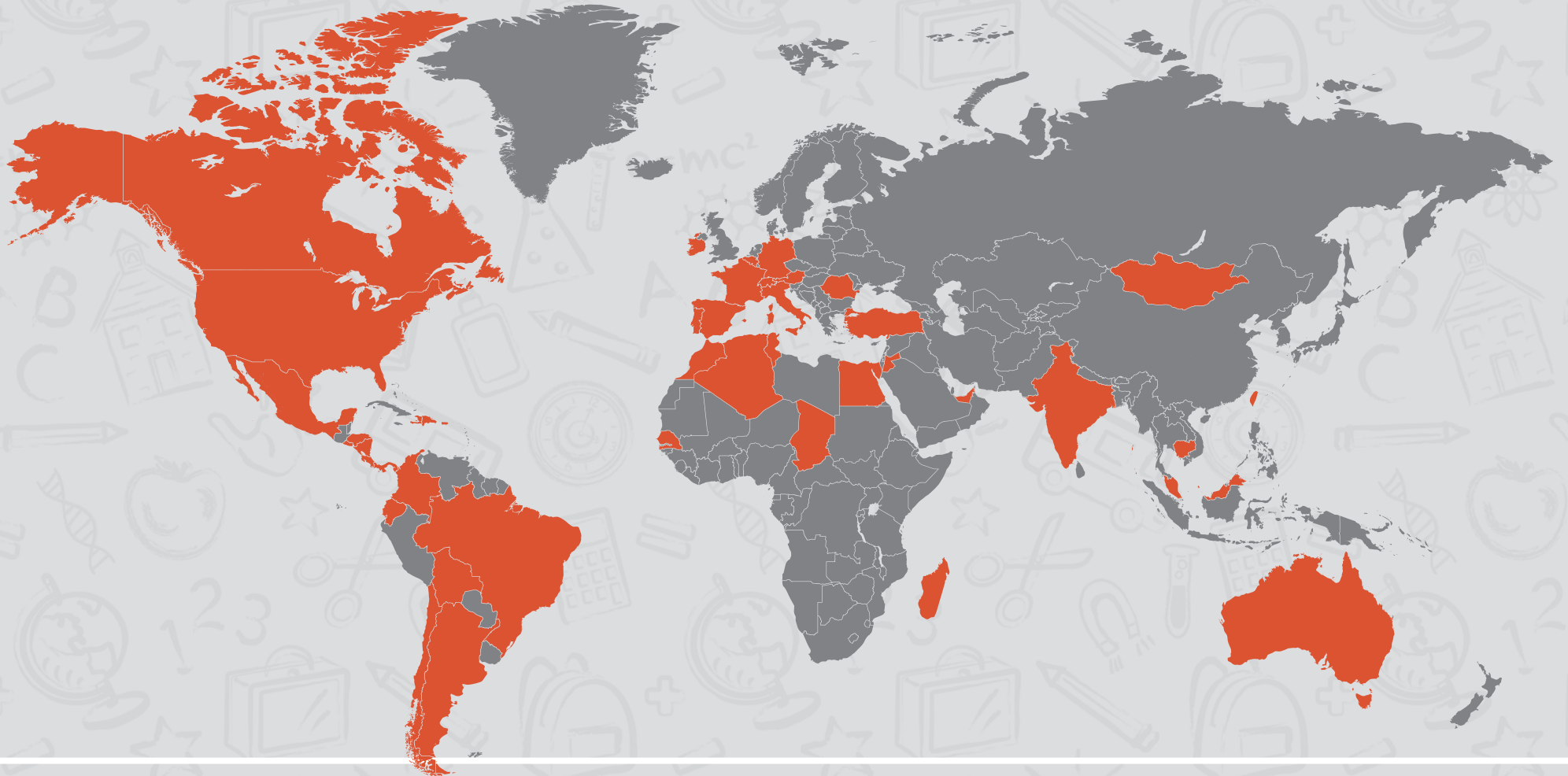
At a Glance:

- Nutty Scientists is the world's premier Edutainment Company with offices in more than 50 countries and counting.
- We work with children between the ages of 3 and 16.
- We teach science using entertainment and other innovative methodologies for children to retain valuable, educational information.
- We encourage participation in children.
- We promote good health and environmental awareness.
- We encourage experimentation as a learning tool.
- We leverage the scientific process as a way to learn and discover.
- We foster a love of science while developing children's creativity, problem solving skills and self-esteem.

When we say we have a global perspective, we mean it!

Nutty Scientists® was first launched in Europe and has continued to grow through programs in Asia, Latin America, the U.S. and Canada. Our programs benefit from the input and expertise of scientists from all over the world, exposing students to a global perspective on the amazing world of science.

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Two different franchise models to choose from.

The flexibility in the Nutty Scientists® franchise opportunity is part of what makes us so unique. Whether you want to go big out of the gate with a physical location or you'd rather start from home and grow your business strategically, we offer both options.

Model 1: Home-Based Development

Initial franchise fee	\$28,000
Initial equipment & supply package & training	\$7,000
Rent	\$0 - \$300
Office furniture & equipment	\$0 - \$1,000
Computer system	\$0 - \$1,500
Insurance, permits, deposits, etc.	\$500 - \$1,000
Additional funds (3 months)	\$0 - \$5,000
Total estimated initial investment	\$35,500 - \$43,800

MODEL 1

THE NUTTY SCIENTISTS HOME-BASED OPPORTUNITY

This is a great opportunity to start small with a lower investment level. It gives franchisees the ability to deliver proprietary science programs, workshops, camps and shows inside classrooms and at various other community locations.



Model 2 : Lab Location Development

Estimated initial investment (from previous page)	\$35,500 - \$43,800
LAB LOCATION DEVELOPMENT FEES	
Real estate rent/lease deposits	\$350 - \$1,500
Architectural fees	\$4,000 - \$6,000
Leasehold improvements	\$0 - \$50,000
Furniture, fixtures, signs	\$5,000 - \$45,000
Additional materials & supplies for lab	\$0 - \$3,500
Total estimated initial investment	\$44,850 - \$149,800

MODEL 2

THE NUTTY SCIENTISTS LAB

Our enrichment and creativity centers offer franchisees the ability to provide all of the services of a home-based opportunity as well as a place to call their own. The Nutty Scientists® lab location will become a community hub where children of all ages can come to learn scientific concepts in a playful, fun, yet structured atmosphere.



Multi-unit and international opportunities.

Once you've chosen a franchise model, you also have the option of starting with just one territory, or opening multiple territories at once. We have both single-unit and Area Developer opportunities available in most countries around the world. Outside of the United States and Canada, we also offer Master Franchise licenses.

International Master Franchise Opportunity

Nutty Scientists offers Master Franchise rights for regions and countries all over the world. The Master Franchise Fee ranges between \$55,000 and \$1,000,000 depending on the size and demographics of the territory, and number of Nutty Scientists franchises that can be opened.

The minimum initial investment starts at approximately \$75,000 and may be considerably higher. This initial investment includes the Master Franchise fee, start-up costs, marketing, and working capital. Contact us for more details about the Master Franchise opportunity.



We've created multiple revenue streams for franchisees.

Nutty Scientists® has captured the hearts of children and the attention of potential franchisees by developing seven main streams of revenue. Here is an overview of our areas of business.

Awareness Campaigns and Special Events

Using a healthy mix of comedy and scientific learning, we are able to reach large numbers of children. This unique approach makes for an unforgettable experience. Governments the world over and large companies such as Coca Cola®, Nike®, McDonald's®, Warner Brothers®, Disney®, Harry Potter® and National Geographic® have been some of our clients.

Nutty Scientists STEAM Programs

Our programs aim not to teach about the use of technology but to develop the right skills and knowledge to create technology. Our engineering, 3D printing and robotic activities focus on the design process, encouraging students to develop and build a solution to a problem. Nutty Scientists engineering is about creative iterative problem solving.

Camps

Our themed camps are designed around science, environment, nutrition, astronomy and health and prevention, giving children an opportunity to have fun throughout the summer while learning.

After School Programs

55-minute interactive events in which children participate in unique experiments. Once they have finished the program they take home the activity to share with their parents and friends, ensuring that the science experience goes beyond the classroom.

DIY Science Kits

Nutty Scientists kits include DIY experiments that are Fun Science, interactive, entertaining and educational.

Preschool Program

55 to 60 minute programs with complimentary Teacher/Student and Family Packages to maximize the learning experience while the preschoolers have Fun Science.

Birthday Parties

All of our themed parties are led by our "Nutty Professors" who present exciting experiments and take children on imaginative adventures. Whether lost on an island or sailing through space, children will have a fantastic time while making sure the birthday child is the star of the party.

In School Activities

Highly interactive themed workshops performed by our "Nutty Professors." We currently offer hundreds of activities specifically adapted for each grade level. Themes range from the natural sciences to chemistry, biology, life sciences, the environment, health, astronomy and nutrition.

How do you earn daily revenue as a Nutty Scientists® franchisee?

	MON	TUES	WED	THUR	FRI	SAT	SUN
8 AM							
9 AM	IN-SCHOOL WORKSHOPS						
10 AM		IN-SCHOOL WORKSHOPS		EVENTS & CAMPAIGNS			
11 AM			IN-SCHOOL WORKSHOPS	EVENTS & CAMPAIGNS			
12 PM	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	EVENTS & CAMPAIGNS	BIRTHDAY PARTIES & SMALL FAMILY EVENTS
1 PM			IN-SCHOOL WORKSHOPS		IN-SCHOOL WORKSHOPS	BIRTHDAY PARTIES & SMALL FAMILY EVENTS	BIRTHDAY PARTIES & SMALL FAMILY EVENTS
2 PM		EVENTS & CAMPAIGNS			IN-SCHOOL WORKSHOPS	EVENTS & CAMPAIGNS	BIRTHDAY PARTIES & SMALL FAMILY EVENTS
3 PM		AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	BIRTHDAY PARTIES & SMALL FAMILY EVENTS	
4 PM	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS	AFTER-SCHOOL PROGRAMS		

The Breakdown

- **IN-SCHOOL WORKSHOPS**
 Average of 7.6 workshops per week over 36 weeks (September - June)
 - **AFTER-SCHOOL PROGRAMS**
 Average of 30.5 programs per week over 24 weeks (Three eight-week sessions)
 - BIRTHDAY PARTIES & SMALL FAMILY EVENTS**
 Average of 6.25 parties per week over 52 weeks
 - **EVENTS & CAMPAIGNS**
 Average of 4.3 events per week over 52 weeks
-
- ***CAMPS** (not shown)
 Average of 18.2 camps per week over 12 weeks
-

What sets our franchise opportunities apart?

- It's a proven model with **high profit margins** and **low fixed overhead**.
- Nutty Scientists® is one of the most **well-established franchises in the world**. Every year, Nutty Scientists **serves more than 9 million children** across more than 40 countries worldwide.
- There is **year-round income** with camps during vacations and birthday parties on the weekends.
- It's a **growing market with loyal customers**. In fact, 60 percent of our business after year three comes from repeat business with low fixed costs.
- We are constantly working to improve our existing programs as well as looking to **develop lines of additional business and income opportunities**.
- Nutty Scientists is the **world's largest science (STEAM) enrichment program**. Our curriculum is aligned to the Next Generation Science Standards to enhance the cohesiveness of our students' science education.
- The elements of social contribution and personal satisfaction. Nutty Scientists will **make a difference in your community**. You can feel great about owning a business that will **have a positive impact on children of all ages**.

Awards/ Recognition

Entrepreneur
MAGAZINE

Top 200 Global
Franchises - #50



Read what our franchisees have to say.



"We have owned the Nutty Scientists franchise in Northern Kentucky since 2013. Buying a Nutty Scientists franchise was a tough decision for us since we do not have any educational or business experience in our professional background but this is a decision we would make again. Nutty Scientists makes it easy to run and we have found it so rewarding. The response from the community, kids, parents and educators really gives both of us an amazing feeling of accomplishment and pride. Every day we get to educate and entertain kids with fun experiments and Nutty lessons that they love."

Scott and Mistie Wisniewski, Franchisees | Northern Kentucky, USA



"We were surprised by the huge client base we have with Nutty Scientists. It is much bigger than we expected and we are pleased to take part in such a big market. Plus by doing so, we are not only being economically successful, but also benefiting our society."

Peter Kleinsasser, Franchisee | Austria



"Nutty Scientists offers a unique possibility to work from home. Your objective is entertainment and education for children, but the adults also learn and have fun. The location where the activities take place are very diverse, as well as our clients: from municipalities, schools, private persons to businesses and shopping centers. With such a variety of different programs Nutty Scientists can always satisfy and meet the changing demand of clients. Nutty Scientists makes science fun!"

Rene Van Engelenburg, Franchisee | Zuidholland, The Netherlands

Awards/ Recognition



**Best Educational
Franchise of the Year**



**The Platinum Star
International Award
for Quality**



**The International Platinum
Star for Quality and
Prestige in a Franchise**



Read what our franchisees have to say.



“The first of its kind in Egypt, Nutty Scientists has established the first science center in 2010. Nothing compares to seeing the kids enjoying learning new science concepts without realizing they’re learning. That was enough for me to make a life-changing decision and change my career. Unconventional education is expected to have a great impact on the new generations and those yet to come. Nutty Scientists, with its vast and incomparable way of communicating the education message to kids, is ready to play a major role in that.”

Bassam Faid, Master Franchisee | Egypt



“I am the Nutty Scientists Master Franchisee in Portugal. I have recently renewed the contract for 25 years. We are delighted with the excellent results and the implantation of the brand in the country. This success comes guaranteed by agreements with companies like Warner Brothers, the Visionarium Museum and the department of education.”

Eduardo Amaro, Master Franchisee | Portugal



“I have been able to work in all the schools in the province of Cadiz. The Nutty Scientists Fun Science program has given me the opportunity to build a future and at the same time, carry out work with an important impact in the society. Everybody benefits; the clients and myself.”

Ramon Morales, Franchisee | Cadiz, Spain

Awards/ Recognition



Top 100 Franchises

#1 Children's
Enrichment
Franchise



Franchise Training

Our training program ensures you start out on the right foot.

We've been running the Nutty Scientists® franchise since 1996. We understand that you have not. We will teach you everything we know about finding the best customers, executing the best programs, and keeping people coming back for more.

It starts with all-inclusive initial training:

First online training or **5 Days**
at the Corporate Office

This first training course is related to management, marketing, sales techniques, programs, personnel policy and organizational business systems. You'll also gain access to our training videos and manuals.

5 Days training at your location
with one of our key support staff

We will assist you in selecting, instructing and training, your first instructors (creative individuals who will perform the shows and facilitate the workshops). We will then help you jumpstart operations by assisting in the organization of your first promotional activities.



Ongoing marketing and operational support.

We know that your ability to run a successful Nutty Scientists® franchise is directly dependent on our ability to provide the support you need. Below is just a sample of the ongoing support we provide our franchisees.

- **Your own location “microsite”** on our Nutty Scientists website. This will provide you with the ability to edit/customize the website to your liking while keeping consistency and uniformity with our brand.
- Access to the **Nutty Scientists intranet** where you can download sample proposals, images, videos, scripts, and any other marketing materials you might need.
- **Access to thousands of science experiments** and a countless number of workshops (which are continuously being updated with R&D).
- Telephone and email **access to our professional staff** during normal working hours/ days, as needed.
- Open **communication with other Nutty Scientists franchisees** via our intranet and email to share experiences and advice.
- Initial kit of branded promotional and workshop materials to **help with the marketing and development** of your business.



The next steps are up to you!

Nutty Scientists® is an ideal franchise opportunity for all types of people. If you want to make a difference in the way children perceive and learn science and you have the ability to market the service and programs we offer to the schools and families in your community – a Nutty Scientists franchise could be a perfect fit.

OUR FRANCHISE APPLICATION AND ONBOARDING PROCESS:

1. Complete and submit the online Information Request Form so that a member of our franchise development team can reach out to you via email and phone to provide you with the initial information on our Franchise program.
2. During the follow-up call we will discuss certain aspects of the Nutty Scientists® franchise, and get your questions answered.
3. If we both agree to move forward we will send you a Confidential Questionnaire to be completed for our review prior to our sending you the Franchise Disclosure Document (FDD) for your review.
4. Follow-up calls will take place to answer your questions about the FDD, about you contacting some of our existing franchisees, and our suggestions on some steps you can take to review your market area.
5. We will either set up a Discovery Webinar or schedule a visit to our corporate location, or that of an existing franchisee, for an in-person Discovery Day. A Discovery Day or Discovery Webinar will typically lead to a final decision as to whether or not we will move forward.
6. If we are both in agreement, franchise agreements are completed, fees paid and training scheduled. This is where the real fun begins. You will attend training, have our instructor come to you for the local training and begin the business of marketing and developing Nutty Scientists in your market.



Thank you!

Why wait to make a positive change in your life and in your community?

Email us at info@nuttyscientists.com