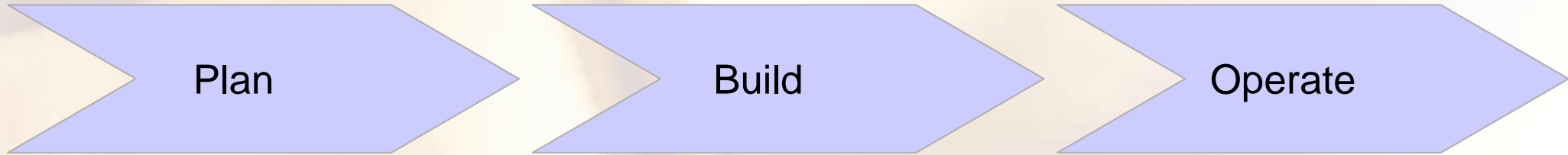


FRANCHISE PROCESS FLOW



Site Selection	Lease Negotiation	Layout & Equipment Selection	Build-out	Installation	Training	Marketing	Sales	Operations	Finance & Accounts
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Franchisor

- Assistance with site selection
- Approval of site
- Assistance with lease negotiations
- Design / space layout
- Equipment selection & vendor negotiations
- Recommendations for establishing unit

Franchisee

- Site selection
- Site lease / acquisition
- Layout approval by landlord
- Site development plan
- Equipment orders/service contract

Franchisor

- Project coordination for build-out
- Installation architecture
- Network design
- Workflow and operating procedures
- System / software and customization
- Initial marketing leads
- Marketing launch plan & assistance
- Signage design
- Operations training

Franchisee

- Site build-out & furniture/fixture orders
- Placement of orders for electrical, networking and initial supplies
- Equipment delivery coordination
- Signage ordering
- Marketing collateral
- Training
- Hiring of employees & their training
- Pre-opening marketing activity

Franchisor

- Start - up / launch assistance with marketing, sales and operations
- Sales training & account management support
- Assistance with vendor selection, inventory base lines and coordination of supplies
- Metrics
- Flow through of alliances for service delivery
- Upgrades
- Sharing of best practices

Franchisee

- Launch / grand-opening
- Sales activity
- Ongoing marketing activity
- Order fulfillment and quality control
- On-going supplies replenishment
- Service delivery in accordance with value proposition and standards