

YOUR DREAM MADE REAL



**NumberWorks
'nWords**

FRANCHISE OPPORTUNITY

IMAGINE IF YOU COULD...

Work for yourself

Have more control of your work/life balance

Make a difference to children's lives

Improve your earning potential

Repurpose your teaching skills

Contribute to your community

Be part of a world-class tuition business



**Owning a NumberWorks'n'Words centre
can help you to achieve all this and more.**



Michelle and Olivia, centre owner, New Zealand

"We were both teachers looking to get out of the classroom and this just made sense to us. It was still in education we could utilise our skills and we were both ready to take on the challenge of owning a business."



Liz Wullems, centre owner, QLD Australia

"I was a manager before I became an owner. I absolutely loved it and couldn't think about doing anything else. It was a really easy decision."



Ivan Leary, centre owner, New Zealand

"NumberWorks'nWords has provided an amazing opportunity to earn a lot more money and also balance out that work life balance."



The NumberWorks'nWords story

What do parents do when their child is under-achieving or under-challenged at school?

Once there wasn't an easy answer to this question. Stressed mums and dads would phone around the neighbourhood, hoping to find a local high school student to do some coaching. Or they'd buy books and educational tools that might do the trick. Some would even try to assume the role of teacher, without knowing anything about how children learn.

Then along came NumberWorks'nWords, an after-school haven of learning for children struggling to keep up, as well as those who want to sprint ahead.

Since 1984, parents living near a tuition centre have been able to turn to us for help. As our network of individually-owned centres has grown, the option of quality after-school tutoring has become available to thousands of families in New Zealand, Australia, the UK and Singapore.

NumberWorks'nWords is now one of the world's longest-running and most successful after school tuition providers. There are 70+NumberWorks'nWords centres in operation, providing English and maths educational support for 11 levels of the school curriculum. Every term, more than 100,000 individualised lessons are delivered to children who are keen to learn, because we put emphasis on fun and rewards as well as learning.

Through our franchise system, new centres are opening every year. Maybe the next one will be yours!



Your opportunity

With the NumberWorks'nWords franchise system, you can satisfy your entrepreneurial spirit, discover a more flexible lifestyle and be in charge of your own destiny, while enjoying the reward of helping children reach their potential.



The investment

Opening a New Franchise

To open a new Franchise costs \$30,000 to the Franchisor. You also need to budget approximately \$51,000 for capital and other expenses to establish your centre.

Purchasing an Established Franchise

To purchase an established Franchise costs the purchase price you agree with the existing Franchisee plus \$10,000 to the Franchisor. You also need to budget approximately \$19,000 for other expenses.

Ongoing Fees

Franchise Fees are 12.5% of turnover, paid monthly.

Returns

Once your centre is established and beyond its start-up phase, you can expect Earnings (EBITDA) for an Owner/Manager in the order of \$150,000 per annum or more. We can provide cash flow projections for the first two years of operation and for a typical established centre upon request.

WHAT YOU GET

Exclusive Territory

An exclusive territory for the term of your Agreement.

Training and Support

Intensive initial and continued training and support that covers all aspects of the NumberWorks'nWords business. You also receive full access to our Intranet, which allows open communication and sharing of ideas within our network.

Marketing Program

Marketing plans and materials to attract students as well as exclusive access to our bulk purchasing of advertising media. You also receive your own web page within the NumberWorks'nWords.com site.

Premises Setup

Assistance to locate and negotiate Premises as well as fitout designs, including furniture and computer specifications.

Teaching Software & Materials:

State of the art and exclusive teaching software and materials for running after-school programmes, including regular updates and improvements. You also receive a full student learning record system to track your students' progress and learning needs. All materials can be accessed anytime on our online Documents platform.

Administration Software:

A purpose-built student database to manage enrolments, record absences, invoice families, and send out bulk and targeted communications.

Business Performance Tools:

Reports and analysis of your centre's performance with comparisons to others, including KPI tracking and dash boarding to enable you to make quick decisions about your business.

Staff Training Tools:

A comprehensive, specialist tutor training programme for each tutor you employ.

What happens at a NumberWorks'nWords Centre



● Students are assessed

- We teach maths and English after school to children aged 5 to 16
- We have a proven software tool to make assessment easy
- Knowledge gaps and opportunities are recognised



● Goals are set and a personalised tuition programme prescribed

- Every child has an individual programme for catch up or extension (depending on needs) that draws from 2000+ software modules
- Learning includes one-to-one tutor time and computer-based practice



● Children attend tuition after school

- Sessions are an hour long at the same time every week during term
- More rapid progress is achieved with more than one session a week



● Achievements are celebrated

- Goal achievement is rewarded with fun and praise, certificates and games
- Checkpoints allow progress to be monitored



● Parents receive regular reports

- Parents get a clear picture of their child's progress
- Evidence of progress encourages re-enrolment



● Ongoing non-contact tasks

- Planning and preparation for lessons
- Displays and competitions
- Accounts, tutor training and rosters
- Parent reporting



Our franchise model

NumberWorks 'nWords

HEADQUARTERS

Responsible for training and on-going professional development as well as providing support, programme development and marketing.

NUMBERWORKS'N'WORDS CENTRES

Individually owned centres deliver tutoring programmes to students in their defined territory. They also organise local marketing, with guidance from headquarters. As part of the set-up process we help to find a building that's suited to life as a NumberWorks'nWords centre. We will prepare a layout plan, provide advice about interior and exterior decor, design the signage and organise furnishings.



TERRITORIES

It's our policy to offer new franchisees a territory that can demographically support a NumberWorks'nWords centre. Depending on availability and your preference, we can offer the territory that's closest to where you live or the territory that offers the most potential for success. With 30 years of experience and relevant demographic data, we're in a good position to provide advice that will help you to choose a location.

Once agreed, your territory is exclusive and protected for the life of the franchise agreement.

Ingredients for success

WORLD CLASS TUITION MODEL

We have our own product development and IT teams. They are continuously updating existing software, developing new curriculum-linked learning programmes and maintaining support systems. Their expertise ensures NumberWorks'nWords centres are always working with world-class, market-leading educational tools that complement national curricula.



TRAINING

Our management training programme covers all aspects of starting up and running a NumberWorks'nWords centre. Two weeks of intensive training before opening day will ensure you are fully equipped to successfully operate and manage your new business. In-centre assistance is also provided to support you during the start up and at key times during the term. Ongoing training is provided to ensure that teaching quality is maintained.



PROVEN BUSINESS PRACTICES

With more than 30 years' experience behind us, we know all there is to know about running a successful tuition centre. Our expertise helps you to adapt quickly to self-employment and make confident business decisions.

You also get the benefit of our highly effective marketing programme within your territory, we'll execute an advertising and communication plan that will ensure you build a strong student foundation. After the start-up phase, an ongoing advertising plan kicks in to ensure continuing success.



Our people

Sarah Simons, CEO

Sarah is the 'go to' person for established NumberWorks'nWords franchises. For more than 15 years she's been helping centre owners with advice and support for ongoing business operation. Her expertise includes best practice processes, problem solving, database and timetable management, recruitment, training and financial reporting. Sarah also collaborates with the team, and keeps her ear to the ground for news in the education and tuition sector. Under her guidance, the NumberWorks'nWords network of tuition centres has grown and thrived. Sarah holds a B. Cons Applied Science from Otago University and a Dip Business from Auckland University.

Dr Ralph Wesseling, Development Manager

Ralph holds a Ph.D. from the Vrije Universiteit in Amsterdam, Netherlands and a Master of Arts degree with first class honours from the University of Auckland. His work has been published in 12 international journals and books. He has also been involved with various commercial and research projects to teach children reading, spelling and mathematics using computer software.

Before joining NumberWorks'nWords in 2001, Ralph was employed by Paedologisch Instituut in Amsterdam, a role that revolved around reading and spelling dysfunction. Since then he has been responsible for the continuing development of the maths and English educational programmes used by NumberWorks'nWords.

Jan Gumbley, Marketing Manager

Jan has worked as a marketer for more than 20 years. She has championed a customer focus in a wide variety of businesses, from large corporates to privately owned companies. Jan joined us in 2006 and was involved in the rebranding of NumberWorks'nWords and the launch of English tuition.

Questions and answers

How do students learn at NumberWorks'nWords?

Our tutoring programmes combine imaginative and easy-to-use software with sound teaching practices. We cover the full mathematics and literacy curricula, and every student works at a level that is correct for him or her. Central to the success of our tutoring programmes is VIT – very intensive teaching. The teacher:student ratio in a centre is usually one to three.

Is demand growing for after-school tutoring?

Yes. Parents are becoming more aware of numeracy and literacy standards, as well as the consequences of poor achievement at school. Those with high-achieving students are keen to see that potential is fully developed.

How many staff does a centre need?

One full-time teacher can run a NumberWorks'nWords centre. The balance of staff are university students or similar, working on a casual basis one or two nights a week. The number of tutors required is determined by the roll.

We prefer to use university students as tutors because the children enjoy working with them and often aspire to be like them

What do schools think of NumberWorks'nWords?

We aim to establish good relationships with local schools. Our tutoring service is complementary to the teaching provided during school hours. Teachers can become strong advocates for NumberWorks'nWords. We are happy to support fundraising initiatives at school through advertising and vouchers for tuition.

About how many NumberWorks'nWords centres are there in the world?

Since we started in 1984, we have expanded from New Zealand to Australia, England and Singapore. There are now 70 NumberWorks'nWords centres in the world.

Can I visit a centre to see what it's like?

Of course! We welcome observers during our after-school sessions. Spending time in a centre is the best way to find out if you want to own a centre.

What sort of return can I expect from a NumberWorks'nWords centre?

We can provide cash flow projections for the first three years of operation. Costs are fixed, so profitability grows as your roll grows.

What size are the territories?

Territories vary depending on the population density of the location, i.e. provincial territories may be larger than urban territories. Territories are always designed to be big enough to support a profitable centre.

What sort of hours will I be working?

Teaching time is all after school. Sessions start between 3.30 and 4.00 pm and continue for three hours or more each evening. Good teaching requires preparation time and running your own business requires time for administration. Running a NumberWorks'nWords centre is a full time job, however you have flexibility with your hours.

How will I get students?

Our marketing programme focuses on the local community around your centre. Advertising campaigns have proven effective both in the early days and ongoing life of the centre

STEP BY STEP TO YOUR OWN CENTRE

RESEARCH



1. Read this PDF and visit the NumberWorks'nWords website, note down your questions and concerns
2. Talk to one of the directors or the master franchisee in your area
3. Visit a centre, watch the children, see the learning environment and the centre in action
4. Keep asking questions until you're ready to make a decision

AGREEMENT



1. Contact Jan or area master franchisee and say you're ready to own a centre
2. They will prepare a list of new territories, as well as existing centres that are for sale
3. Consider the choices and discuss your decision with us
4. Seek accounting and legal advice

SET UP



1. Find suitable premises to buy or rent within your territory (we'll help you to make a good choice)
2. Set a 'go' day, for when your centre will be open for business
3. Sign agreement
4. Fit your centre out with furniture, computers and signage or set up your centre
5. Work with Hayley on initial marketing to gain first students
6. Start your training with us

START



1. Find and train your tutors
2. Trainer starts working with you in the centre
3. Assess and enrol your first students
4. Run your first classes
5. Congratulate yourself - you have your own education business!



What could you do next?

We realise that deciding to establish your own NumberWorks'nWords centre is a big step. You need to do your research. Here are some things you could do to assist your decision making process:

Visit a centre

Make a date with your nearest centre to see our tuition programmes in action. You can watch children learning, feel the positive energy and even try some of the tuition programmes for yourself.

Talk to Mandy or Jan, or the Master Franchisee in your area

Call HQ or your area Master Franchisee and make an appointment for a chat with one of our directors. Talk through whatever's on your mind.

Have a chat with another franchise owner

We can put you in touch with someone who's already running a centre, so you can hear their story and ask questions.

