



Franchise Disclosure Document (FDD)

Item 1: Business Overview

MasterMinds Business School is a business school that specializes in Executive Education and CPD certified professional courses. Our franchise model offers a unique opportunity for entrepreneurs and business professionals to own and operate a successful business school, leveraging our brand reputation, expertise, and support.

Item 2: Business Experience

Our management team has extensive experience in the education and training industry, with a proven track record of success in developing and delivering high-quality courses and programs globally.

Item 3: Litigation

We are not aware of any material litigation that could impact the franchise system or the business operations of our franchisees.

Item 4: Initial Fees

The initial franchise fee is **£9,970 (VAT incl.)**, which includes the right to operate a MasterMinds Business School franchise, e-learning portal, operations manual, initial training, and support.

Item 5: Other Fees

- Ongoing royalties: 5% of monthly revenue
- Marketing fees: 2% of monthly revenue
- Technology fees: 3% of monthly revenue

Item 6: Initial Investment

The estimated initial investment to start a MasterMinds Business School franchise is **£9,970 to £15,000**, which includes the initial franchise fee, marketing expenses, and other startup costs.

Item 7: Financial Performance Representations

We do not provide financial performance representations or projections for our franchisees. However, we do provide access to our Item 19 disclosure, which includes information on the average revenue and profitability of our existing franchisees.

Item 8: Restrictions on Sources of Products and Services

We require our franchisees to purchase certain products and services from us or our approved suppliers. This includes our proprietary course materials, technology platforms, and marketing services. Franchisees get all MBS courses/trainings at 50% off the original cost.



Item 9: Franchisee's Obligations

Franchisees are required to:

- Operate the franchise in accordance with our business model and standards
- Pay ongoing royalties and marketing fees
- Participate in training and development programs
- Maintain confidentiality and protect our intellectual property

Item 10: Financing

We do not offer financing to our franchisees. However, we may provide guidance and support in securing financing from third-party lenders.

Item 11: Franchisor's Assistance, Advertising, Marketing, and Promotional Programs

We provide ongoing support and assistance to our franchisees, including:

- Initial training and support
- Ongoing marketing and advertising support
- Access to our proprietary technology platforms
- Regular business reviews and performance monitoring

Item 12: Territory

Each franchisee will be granted a designated territory in which to operate their franchise. The size and scope of the territory will be determined based on market conditions and other factors.

Item 13: Trademarks

We own the trademarks and service marks used in connection with our franchise system, including the MasterMinds Business School logo and branding. Franchisees are required to use our trademarks and service marks in accordance with our brand guidelines.

Item 14: Patents, Copyrights, and Proprietary Information

We own the patents, copyrights, and proprietary information used in connection with our franchise system, including our course materials and technology platforms. Franchisees are required to protect and maintain the confidentiality of our proprietary information.

Item 15: Obligation to Participate in the Actual Operation of the Franchise Business

Franchisees are required to participate in the actual operation of the franchise business and to devote sufficient time and resources to ensure the success of the franchise.

Item 16: Restrictions on What the Franchisee May Sell

Franchisees are required to offer and sell only those products and services approved by us, and to comply with our quality and service standards.

Item 17: Renewal, Termination, Transfer, and Dispute Resolution

The franchise agreement has a term of **10 years**, with options for renewal. We reserve the right to terminate the franchise agreement in certain circumstances, including non-payment of royalties or failure to comply with our standards and policies. Franchisees may transfer their franchise agreement with our consent.

Item 18: Public Figures

We do not currently have any public figures associated with our franchise system.

Item 19: Financial Statements

Our financial statements are available upon request.

Item 20: Exhibits and Franchise agreement

The following exhibits are included with this FDD:

- Franchise Agreement

Receipt

Please sign and date the receipt below to acknowledge that you have received a copy of our FDD.

Full Name: _____

Signature: _____

Date: _____