

KO-NEKT

A space where children can
play, grow and connect.



KO-NEKT Franchise Brochure

Welcome to the KO-NEKT Franchise

Hi, I'm Marianne Greenway the founder and CEO of KO-NEKT.

I've worked in community learning and development for over 30 years however over the past 11 years I have concentrated on developing services for children, young people and their families whose needs are not met by mainstream childcare and education providers. I have assisted by developing innovative services and support mechanisms to support and help them what is often difficult and challenging periods in their lives.

I'm always amazed to see the changes that good innovative services can bring to the children and families that we work with. With the right help and support, children can flourish and grow to be happy productive members of society.

Every child only gets one chance at having a good childhood and I firmly believe that the onus is on us as to help our children and their families through what is often a challenging and difficult time and enable them to maximise their life opportunities as they grow into their teen and adult lives.

Before setting up KO-NEKT, I founded and managed a Community Interest Company in Ayrshire in Scotland working with young children with additional needs for over 10 years. Although this service was very successful, I was frustrating as there was no flexibility to the support, we offered do to constraints placed on us by Social Services care plan budgets, our ability only to work within these constraints with a relatively small number of children.

Finally, after several years of planning, pondering and soul searching and based on my personal experience and professional expertise I developed the first KO-NEKT day care centre for children and young people and I'm pleased to say it's been a wonderful success. As a social business we are financially independent with a high moral compass and a total commitment to the families we work with and the positive social impact that we achieve within our local communities.

I now want to expand KO-NEKT so that any child in Scotland with additional needs can access the support that we can offer to enable them to reach their individual potential as well. I can only do this with the support of my fabulous team and working with like-minded people who want to open a KO-NEKT day care of children's centre into their community.

If like me you're passionate about the future of children and young people with additional support needs, then the KO-NEKT franchise could be the right business for you. As the UK's first ASN day care franchise, we're breaking new ground. We need franchisees who have a background in working with children (ideally with ASN children) at least a Level 3 childcare qualification (or social or healthcare care equivalent) in line with the legislative requirements for registration with SSSC.

Our franchise prospectus explains in some detail how the enterprise operates, and how you can make a difference to your community.

**Marianne Greenway,
CEO and KO-NEKT Founder**



KO-NEKT

Helping children with additional needs
connect to the world

Helping Children with additional needs connect to the world

KO-NEKT is a specially designed day care centre aimed at children and young people between the ages of 5-18 years old.

Our centres are for those young people with additional support needs (ASN) and their families. KO-NEKT has been created for children and young people who require extra support beyond that provided by existing community, education, family or health service providers. We want to establish a new future for families whose children have ASN and by 2017 we had opened our first dedicated centre.

KO-NEKT challenges the traditional ways of providing support to children with ASN and is run by social champions whose values promote community wealth building and a belief that everyone should have access to opportunities to thrive and become confident in their own ability.

KO-NEKT provides parents with full autonomy over the support that their children can access, including determining how, where and for how long third-party support is required. KO-NEKT allows parents/carers to fully self-manage the support they feel is best for their child. Further information can be found at [the company website](#).

Our centres don't rely on central or local funding. The families that use our centres choose to do so as a positive choice as part of the care and support requirements for them and the individual child with the payments coming from the child's individual care allowance.



We develop an individual package of care for each child to meet their specific needs which is delivered in the centre on an ongoing basis.

Following the success of our first two centres, we decided to expand our operations further afield and are now looking to expand our network of centres throughout the rest of Scotland. With extensive demand for our support services, both parents and children are eager for our help, and we know we can make a huge impact to many families throughout the region.

Key aspects of a KO-NEKT Centre



Specialist Service

We specialise in helping children with ASN and their families. We do this through a dedicated day care of children's centre manned by dedicated, committed, experienced and trained staff supported by a strong management team and specialists such as child psychologists, educators and play therapists.



Care Inspectorate

Each KO-NEKT centre is registered with Scotland's Care Inspectorate.



Gateway to the World

Our centres provide a holistic approach to engage our children in play and related activities designed to enable them to connect to the rest of the world. Our ambition is to enable them to live their lives to their full potential and the work that we do with them in one of our centres is the start of that journey.



Designed for Impact

KO-NEKT centres are designed individually to offer a dedicated space where children with additional support needs can feel safe and thrive.



Purposeful Activities

Our programmes and activities are designed to achieve the maximum impact for each child in line with their needs.



7 Day Service

Our centres are open 7 days a week to allow families to use us whenever they feel the need. They can book their support through an online app 24/7. We also provide a comprehensive on call and emergency support service to families when they require it. We're proud of this and will continue to help those who are most vulnerable within our communities.



Local Community Involvement

A KO-NEKT centre becomes part of the local ASN community and this increases support for our services. We have many local volunteers who provide us with day-to-day support and in return we can offer training to people who are interested in a career in the ASN sector and provide great work experience for local people.



Multiple Income Sources

We receive some contract income from local authorities and payments from parents through their Self-Directed Support, direct payments or DLA and our franchises can develop into robust enterprises with long term income streams.



Dedicated Space

Our centres are not open to mainstream users. They are dedicated purely to children with ASN and their families.

The KO-NEKT Franchise



Each of our centres is independently owned and operates as a social business to deliver the KO-NEKT support services within the community providing a service which is flexible and reactive to each child's need.

Our franchisees, staff members, external specialists and volunteers all work together for the benefit of the children and their families. We want our franchisees to have an 'out of the box' mentality to service provision rather than following the same old formulas:

✔ Social Business

We follow all legal and financial requirements, and we generate income and profit alongside our focus on achieving social impact and working for the benefit of your community.

We are a profit focused entity, but our social aims always comes first when we make decisions about the services that we provide. We will not put profit before the needs of the individual children we work with.

✔ KO-NEKT Brand

Our brand is distinctive, recognisable and represents everything we stand for. It's a brand that will help you reach your goals and enable you to work with parents, children and local authorities.

✔ ASN Experts

Our expertise is in dealing with children with ASN. This is a sector that desperately needs innovation, as many of the services that currently exist are trying the same old solutions to age old problems.

With our ASN expertise, we are introducing programmes that have a major effect on children and young people, and we see a marked improvement in their behaviour and learning by the time they leave us.

✔ KO-NEKT Website

We've built our website to showcase our business and its services.

We've made it as easy as possible for parents to look at our services and to contact us. We will use the website to promote our franchise units as and when they come on board.

✔ KO-NEKT Operations System and Manual

Everything we do in the business has been carefully detailed and is contained in KO-NEKT Franchise Manual.

The induction training programme provided to new franchisees is based upon this manual and all franchisees have access to and use it as a reference tool on an ongoing basis to assist them in their day-to-day operations.

✔ Induction Training

We provide a comprehensive induction training package to all franchisees to enable you to establish your own business successfully.

✔ Local Community Presence

There are some activities that you need to do as the franchise owner to help with the business launch in your local area. These are simple activities designed to raise the brand and service profile in your local area and get bookings coming in for you to service.

We will give you detailed guidance what to do and support you through the process using our proven systems and communications methods. In addition, franchisees will need to establish links with local authorities, which we will assist with.

They will also need strong connections with local schools, which also helps establish a brand profile with potential parents.

✔ Full Franchise Support

Our continuing business support and training programmes cover skill development, business management techniques, service delivery, problem solving, marketing and systems using a variety of methods including on-site visits, webinars, emails, phone calls and virtual meetings.

Your Role as a KO-NEKT Franchisee

Here are some of the key roles you will have as a KO-NEKT Franchisee:

- ✔ Managing the KO-NEKT social business on a day-to day-basis
- ✔ Planning the provision of the specialist service range offered within the KO-NEKT centre on a day-to-day basis.
- ✔ Managing the service delivery in line with the individual needs of each child and their family
- ✔ Ensuring the premises and equipment are maintained to the highest possible standards.
- ✔ Ensuring all regulatory standards are met and maintained.
- ✔ Developing funding and service referral contacts within the local council and social services department
- ✔ Developing and maintaining relationships with the local Autism Scotland local branch.
- ✔ Identifying local funding streams
- ✔ Creating, writing and submitting bids for local funding in line with local funding opportunities and service requirements
- ✔ Delivering services in line with any local authority contracts it has been awarded.
- ✔ Recruiting and training appropriate numbers of staff to assist in the service delivery.
- ✔ Training, managing and motivating staff.
- ✔ Ensuring that legal and statutory duties for the social business are fulfilled in the implementation of the service.
- ✔ Ensuring the centre is registered with the Care Inspectorate.
- ✔ Following the operating systems set out in the KO-NEKT operating manual by the franchisor and covered in the initial franchise training.

We'll go through these in more detail when we meet. But hopefully, it gives you an idea of what to expect as a franchisee.

Why Choose a Franchise?

Making the decision to run your own business is the first step on your journey to becoming a business owner.

One of the next major decisions will be to decide whether to go it entirely alone as a start-up or to explore the opportunities that buying a franchise can offer. So, what are some of the main differences between the two options and how do you determine if a franchise is best suited to you?

One of the hardest things to come to terms with when you set up a business is the fact that you are doing it on your own. As exciting as running your own business can be, when you've been used to working for someone else, suddenly having to develop all the business systems and then make every decision on your own can be overwhelming.

One of the many reasons why people choose to join a franchise rather than going it alone is that you are joining a community of like-minded businesspeople who can provide support to each other. In addition to the support provided by the franchisor company you can learn a huge amount from existing franchisees who have been in your shoes and have made the mistakes before you. You don't have to waste precious time and money on simple errors that can be avoided.

A franchise offers a way to create your own business that you can put your own stamp on, but with a proven system that has already learnt and adapted from mistakes made in the past. Not everyone is suited to being a franchisee – following a proven business model has a lot of advantages but it comes with the need to conform to the core principles of the brand and operate in line with the franchise model – that's what makes it successful.



If you are not sure whether franchising is right for you here's a quick checklist you can use to see if you'd prefer to be a franchisee or start a business from scratch:

Starting an Independent Business	Buying a Franchise
Decide on business name and create brand style and identity from scratch	Have the use of an existing brand with the potential for brand recognition in your franchise area
Develop your own website and digital marketing systems from scratch.	Have the use of an existing website completely optimised for local search engine optimisation and with a mini site for your own franchise area.
Develop your own marketing and advertising materials from scratch (leaflet designs, social media adverts etc.)	Have access to a full range of marketing collateral that has been proven to be effective for this business.
Make own mistakes	Learn from others
Innovate and Create processes and systems	Use tried and tested methods
Develop/write Sales/Marketing and business contracts	Use the documents and procedures that are already part of system and which are updated and maintained centrally as required
Create all business management and admin systems from scratch	Have immediate access to the online management tools
Source finance as a business start-up	Source finance as part of a franchise system
60% failure in 5 years	1% failure in franchise systems

The last point is quite remarkable - 660,000 new companies are registered in the UK every year. That's equal to 70 new businesses being formed every hour. Britain is a booming nation of start-ups but it's a less talked-about fact that 60 per cent of those new businesses will go- under within three years, and 20 per cent will close their doors within just 12 months.

In comparison the latest National Westminster bank/British Franchise Association survey reported that failure rates for franchises remain very low, with fewer than 1%* per year closing due to commercial failure.

*Source 2019 Nat West bank/BFA survey

A major advantage of opting for the franchise route is that the franchise model gives you a blueprint for success, with proven systems in place. But like any blueprint, it only works if you follow it! No one can guarantee that you will be successful in business but becoming a franchisee with a well-developed and proven franchise significantly increases your chance of business success.

The KO-NEKT franchise has been developed by specialist franchise consultants and solicitors affiliated to the British Franchise Association (BFA) www.franchisecompany.co.uk and we operate within the BFAs code of practise and ethics for business format franchising within the UK.

Benefits of becoming a KO-NEKT Franchisee

We provide all new franchisees with everything required to be a successful franchisee including:

- ✓ Full rights to use the KO-NEKT brand within the franchise area.
- ✓ Comprehensive induction training programme covering all aspects of running a KO-NEKT business on a day-to-day basis.
- ✓ Access to the KO-NEKT franchise operations systems
- ✓ The ongoing use of our comprehensive franchise operations manual and any updates as issued
- ✓ Exclusive franchise territory that will enable you to establish yourself locally.
- ✓ A business launch marketing programme that covers the first 3 months of operations and includes a range of traditional and digital marketing activities.
- ✓ Initial supply of marketing collateral and materials for you to use in your own franchise area (posters, banners, leaflets, etc.)
- ✓ Initial supply of personalised branded stationery including letterheads and business cards.
- ✓ Full access to the KO-NEKT website including you own section to promote your local KO-NEKT centre, that is optimised for digital marketing to raise awareness.
- ✓ Assistance with producing a business plan and raising finance (if required)
- ✓ Help with identifying suitable local staff, specialists support and volunteers.
- ✓ Assistance with identifying local authority contacts and preparing for meetings and funding pitches.
- ✓ A five-year franchise agreement, with a right to renew at the end of the term.
- ✓ Ongoing programme of training and coaching to support you to develop the business in the local area.



On-going Support



We know that a well-supported franchisee is more likely to run a successful business.

Many franchisees join a franchise network with little or no business skills and it can be a very daunting process. So, to make life easy for you, our support is built into every stage of your investment.

That's right from the moment we have the initial meeting through to the first time you open your doors to all the kids and parents in your area. This ongoing support includes:

- ✓ Ongoing support with recruiting and training new members of staff (as and when its required).
- ✓ Development of new services to continue to grow and expand the business locally.
- ✓ Ongoing brand development to increase the profile of KO-NEKT.
- ✓ Operational advice that gets the best out of your investment.
- ✓ Ongoing marketing campaigns including a comprehensive digital marketing strategy.
- ✓ Assistance with problem solving as and when they arise.

As we said before, you'll become part of our family of franchisees and like all good families we stick together and grow together.

In addition to the above, we'll also be heavily involved in ensuring you meet the strict standards laid down by Scotland's Care Inspectorate.

KO-NEKT Franchise Financials

KO-NEKT offer a comprehensive franchise package that will allow our franchisees to establish themselves very quickly.

Our key is the systemising of the business model, which enables new franchisees to operate immediately once they have had their training.

KO-NEKT Projected Franchise Start-up Costs	Cost (£)
KO-NEKT Franchise Package	£15,000
Premises Budget	Estimate
Property Rent Deposit	£6,000
Property Preparation & Fitout (inc. kitchen and toilets)	£20,000
Architect/Planning Fees/Location Map	£1,000
Furniture	£4,000
Office furniture	£500
IT Equipment (2 laptops and colour laser printer)	£1,500
Resources	Estimate
Full range of resources to operate the business	£9,140
TV and games consoles	£2,000
Other Costs	Estimate
Enhanced DBS (or Scottish Equivalent - PVG)	£75
Training Expenses (franchisee)	£1,000
Legal Fees for Lease	£1,000
Legal Fees for Franchise Agreement	£500
Sundry Expenses	£500
Total Start Up costs (excluding VAT and working capital)	£62,140



KO-NEKT Central is a support base for our franchisees consisting of a team of experts that offer advice across a wide range of areas including all aspects of the business and service delivery.

KO-NEKT Central is a support base for our franchisees consisting of a team of experts that offer advice across a wide range of areas including all aspects of the business and service delivery. KO-NEKT central will enable you to run your business in an effective and safe manner and achieve accelerated growth to get the business into a financially sustainable position and beyond.

The ongoing support services are funded by management and marketing fees paid monthly by all franchisees. Our ongoing fee structure is turnover related - as your business grows and becomes more successful and profitable, we will provide you with additional business management support and training services.

KO-NEKT Central allows us to grow together providing the support required at each stage of your business development. We want you to develop a profitable social business that will achieve real social impact whilst enabling you to generate an attractive level of personal income.

A franchise can also have an increased capital value if you do decide to sell the business at some point in the future.

We have developed detailed financial models, based upon our experience of running a KO-NEKT centre. We will happily share these with you once we have had initial discussions.

As a guide only at this stage and based upon our own experience of running the business, a franchisee can generate pre-tax annual trading surpluses (profit) of between £47K in Year 1 to over £85K in Year 5.



Do you have what it takes to be a successful KO-NEKT Franchisee?

As the UK's first ASN day care franchise, we're breaking new ground. We need franchisees who have a background in working with children with ASN and have either a Level 3 childcare qualification or social or healthcare equivalent.

This is in line with the legislation in relation to the Day Care of Children's Services laid out by the SSSC. If a franchisee does not have this qualification it is possible to employ someone with the relevant qualification and experience and we can discuss this with you and guide you through the process.

Franchisees will be the prime movers and shakers within their locality and grow their contacts quickly to establish their franchise. At the same time, you will also be identifying local funding pots to help parents pay for the service. It's a lot of work, and it needs someone with the right background, skills and energy to drive it all forward.

Business Finance

Finance for the business is potentially available from the Franchise Units of the major clearing banks (subject to status and business plan) with whom we have ongoing working relationships.

We also work closely with specialist social enterprise funders such as Social Investment Scotland (SIS a potential Social Investor that uses public funds to offer loans at low rates:

<https://www.socialinvestmentscotland.com/>

For a franchise business, funders may be willing to lend up to 70% of the total capital required. As part of the recruitment process, we will provide you with support in developing a business plan and this can be shared with potential sources of finance (if external finance is required).



How to Progress

If you like what you've read so far then please complete the questionnaire (attached to this brochure) and send it back to me.

This is the first stage in our recruitment process and carries no obligation on either party. We'll then contact you to arrange an initial online meeting which is an opportunity to get to know each other a little better and of course answer any questions that you have.

In the meantime, if you have any initial questions that you would like to discuss, please feel free to contact me either by phone or email.

We look forward to hearing from you soon.

Marianne Greenway
CEO, KO-NEKT Founder

A young girl with dark hair and bangs is smiling and showing her hands, which are covered in colorful paint. She has a purple smudge on her nose and is holding a yellow paintbrush. The background is a purple gradient with a pattern of small white dashes.

Questions & Answers

All of the information you need before starting your KO-NEKT franchise journey

Questions & Answers

? How long is the Franchise Agreement?

- ✓ Every KO-NEKT franchisees is granted a 5-year franchise agreement.

The first franchise agreement contains a right of renewal for a further five years (subject to compliance with the terms of the initial agreement by the franchisee) and then ongoing to be renewed every 5 years.

? Do franchisees get a territory?

- ✓ Yes. All franchisees get a protected franchise area. We'll discuss territory details when we have further discussions with you.

? How can I gain funding to pay for initial costs?

- ✓ Finance is available from several sources including banks and social lenders plus your own resources. We can discuss this with you on a one-to-one basis when we know a little but more about your personal circumstances.

? Will KO-NEKT provide all my equipment?

- ✓ Yes, we will provide most of the ongoing equipment that you need to run your KO-NEKT.

This is important, as it maintains the quality of the equipment and supplies you use. We also get the best possible prices, so it's in your best financial interest too. In addition, we continue to source new products and themes to ensure that our parties remain fresh and on trend.

? What training will I receive?

- ✓ All our franchisees will receive 15 days franchise induction training programme that gives them an insight into every aspect of the business. By the time we finish with you, you'll be an expert in the KO-NEKT system!

? Is training included in the initial franchise fee?

- ✓ Yes, it is. The induction training is part of initial fee and will be provided by us. Franchisees are responsible for their own travel, accommodation etc.

? Will you give me a copy of the operations manual?

- ✓ Yes. We will use it to train you as well as provide a hard and electronic copy for you to use on a day-to-day basis. Remember, it's an important document so you must ensure it remains confidential.

More
Q&A



Questions & Answers

? Will the franchisor provide ongoing support with marketing?

- ✓ We will be heavily promoting the KO-NEKT brand through our digital channels on an ongoing basis.

We will also be promoting KO-NEKT in your area to drive potential customers and party bookings to your area of our website.

Our marketing support is extensive and includes comprehensive digital marketing campaigns for all franchisees through our website and social media platforms.

? Are franchisees OK to carry out their own local marketing?

- ✓ Franchisees are expected to carry out some local marketing within their franchise area to promote the brand and the services.

These local marketing activities are managed by the franchisee using a marketing plan and marketing collateral developed by KO-NEKT.

? Does this business have any insurance requirements?

- ✓ Insurance is a critical part of any business, and we'll support our franchisees to ensure you have the right cover in place for both public liability insurance and employer's liability insurance.

? Will you advise franchisees on local pricing?

- ✓ We provide all our franchisees with a local pricing strategy and we will work with you on an ongoing basis to ensure that your pricing works locally.

? I'm really interested in this – what do I do next?

- ✓ Simply complete the attached franchise questionnaire or drop us an email if you have any initial questions that you would like to discuss.





KO-NEKT

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