

BRAND OVERVIEW

OUR STORY

Our Founder, Jeff Hughes, began studying computer programming as an adult, when the importance of IT became increasingly apparent. As he learned more about computer science, he considered the future of his three children and how they could establish these skills at an earlier age to have a significant advantage into adulthood. After further research, he discovered that his children's school of 300 students only had 3 computers! It was clear to Jeff his children would not be able to develop the technical skills necessary to succeed in their futures in this educational environment.



Jeff recognized that while many other STEM programs exist, there weren't any with a focus on career-readiness for the future of the technology industry. To fill this massive void, he took it upon himself, and in 2014, Skill Samurai was born. Jeff created the concept with a quest to prepare today's youth for an unknown future with fun, educational, interactive afterschool programs and camps.

Jeff tested a variety of courses and programs in Canada to see what was most effective, what held the children's attention, and what kept them wanting more. Inspired by the support Skill Samurai received from the public school system, Jeff decided to expand his program in 2015. Today, Skill Samurai Learning continues to experience unprecedented demand, providing like-minded entrepreneurs with a unique, growth-oriented opportunity.

WHAT IS SKILL SAMURAI?

Skill Samurai is a STEM program with a mission to prepare children at an early age for the changing workplace infrastructure in the future and help to mitigate the severe shortage of STEM employees in the workforce. A staggering 50% of current jobs will be replaced with technology by 2025; however, the public education system does not have the programs in place to adequately prepare students for emerging careers in tech-related fields. We provide a clear solution to this problem by offering Career Technical education to children ages 7-18 that build interest, excitement, and requisite skills for not just the jobs that exist today, but for those that will be in demand in the future.

As the only STEM franchise to offer both brick & mortar and on-the-go programs to elementary through high school age students, our year-round programs, summer camps, and learning labs prepare students for college, internships, and careers in Programming, Game Development, Design, and Robotics. With over 150 different courses available, more than any other STEM franchise, we have something that appeals to a variety of skill levels and interests. None of our competitors come close to this, offering up to 40 courses at most. We even created the first YouTube camp in North America that even close to this, offering up to 40 courses. It continues to be one of our best-selling programs!



WHAT WILL IT COST?

Financials

LIQUID CAPITAL \$75K

NET WORTH \$150K

Initial Franchise Fee

\$49,000

MOBILE Average Investment Range

\$95,465 - \$135,650

BRICK & MORTAR Average Investment Range

\$144,015 - \$342,750

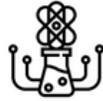
INVESTMENT COSTS

Initial Franchise Fee	\$49,000
Location/Rent/Security/Utility Deposits	\$2.5K - \$12.5K
Store Design Plan	\$3K - \$6K
Insurance	\$1.3K - \$2.5K
Professional Fees	\$600 - \$4.3K
Software	\$165 - \$250
Training Expenses	\$2K - \$3K
Licenses/Permits	\$250 - \$2K
Location Leasehold Improvements	\$25K - \$125K
Initial Inventory	\$6K - \$20K
Fixtures/Furnishings & Equipment	\$45K - \$90K
Initial Advertising Programs	\$6K - \$12.5K
Additional Funds - 3 Months	\$3K - \$15K
Fax/Phone/Internet	\$50 - \$200
Office Supplies	\$150 - \$500

TOTAL ESTIMATED INITIAL INVESTMENT

\$144,015 - \$342,750

WHY SKILL SAMURAI?



ONLY BRICK& MORTAR/ON-THE-GO STEM

Unlike many other STEM programs that offer only either mobile partnerships or a brick & mortar facility, Skill Samurai is the ONLY STEM franchise for children ages 7-18 to offer both. Owners can choose if they want to begin their business with only the mobile aspect, the brick & mortar learning facility, or both!



EFFORTLESS STAFFING

Skill Samurai Learning centers are extremely easy to operate with very few staff members. We have a successful, proven model in place to hire university and college computer science students as teachers and coaches. Our locations can be operated with 1-3 part-time employees, and no prior experience is required.



FLEXIBLE OWNERSHIP OPTIONS

Skill Samurai Owners can choose to operate a mobile business, brick and mortar facility, or a combination of the two. Staff can be easily trained to handle the teaching so that Owners can focus on building a stable and successful business while also enjoying time with their families. Our classes are registration-based to save on overhead of staffing instructors.



IN-DEMAND CURRICULUM

The need for advanced IT and programming is continuing to increase. Our future-focused vision allows us to constantly develop and create new classes, ensuring that Skill Samurai Learning Centers will always be relevant. Supplemental education is a need-based, recession-resilient service as parents will always continue to support their children's future.



COMPLEMENTARY REVENUE STREAMS

The combination of our brick & mortar locations and our on-the-go partnerships allow us to attract more clients, resulting in natural cross-marketing and repeat business. Because our four main career paths offer four years of content, students are encouraged to stick with our program for a number of years, for recurring revenue.



COMMUNITY FOCUSED

Our Owners are actively involved in their communities, becoming a well-known presence as they network and partner with various community organizations and outreach groups. Internationally, Skill Samurai sponsors schools so that underserved youth can get their basic education, including literacy, numeracy, technological and vocational skills.

HOW DO WE SKILL SAMURAI?

	CODENINJAS	logiscool	Snapology	SKILL SAMURAI
TOTAL COURSES	8	9	39	150
VIDEO GAME COURSES	8	1	1	40
CODING LEVELS	8	8	0	40
VEX IQ ROBOTICS				✓
3D PRINTING				✓
LEGO BASED PROGRAMS			✓	✓
REAL CODING LANGUAGES				✓
STEM CERTIFIED TEACHERS				✓
CSTA STANDARDS				✓
GUIDED CAREER PATHS				✓
INTERNSHIP PROGRAM				✓
ROBLOX	✓			✓
MINECRAFT	✓	✓		✓



Ability to start with
on-the-go, brick &
mortar, or both!

We help Owners
become STEM Certified.





4 Learning paths with
4 years of content
means repeat customers.

The only education franchise
with industry-recognized
certification.



Future Focused approach
results in programs that
will be relevant for
years to come.

FEATURED ON



THE WALL STREET
JOURNAL.



IDEAL PARTNER

- + GROWTH MINDSET WITH A READINESS TO SCALE THE BUSINESS
- + CUSTOMER FOCUSED WITH EXCELLENT COMMUNICATION SKILLS
- + PASSIONATE ABOUT COMPUTER SCIENCE & TECHNOLOGY
- + NETWORKING TIES & ABILITY
- + STRONG SALES & MARKETING SKILLS
- + BUSINESS ACUMEN
- + MANAGEMENT EXPERIENCE & LEADERSHIP SKILLS
- + DESIRE TO IMPACT THE LIFE OF CHILDREN, FAMILIES, & COMMUNITY



Required Liquid Capital

\$75,000

Required NET Worth

\$150,000

SUPPORT



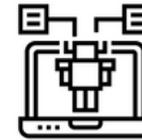
40 hours of classroom training/self-study and 40 hours of on-the-job instruction to prepare new Owners



Annual refresher courses to ensure that we remain current with industry trends and new curriculum



Weekly coaching calls so that goals are met and problems are solved quickly



Regular visits from coaches to guide and support Owners



Local landing page, Google local business page, and a Facebook page that is updated 5 days a week



Access to a graphic artist with a 48 hour turnaround time and digital marketing templates and tools to advertise on Google and Facebook



An innovative and easily accessible leadership team, who is always open to feedback and suggestions, and will quickly execute new strategies

