



WHAT ARE YOU INVESTING IN?

The right to operate a physical WIGUP Club for a 3-year period which is renewable based on performance. The right to share revenues of subscriptions for this Physical Club as well as On-line Club memberships in your country. The right to approach schools to sell memberships to WIGUP packages.

The right to use the WIGUP brand in conformity with our corporate identity guide. Access to a detailed turnkey approach developed from the ground up to reflect the very best in Canadian Education Practices and Methodologies. A detailed guide on everything required to start and operate a club from design parameters and content to comprehensive club practices and policies. A long-form contract will also be signed between the Franchisee and WIGUP Corp.

You will get access to the Canadian WIGUP experts to mentor and assist you in the start-up phase as well as an initial training session, year round support, training and annual quality assurance to maintain club performance.

WHAT IS A WIGUP CLUB?

A WIGUP Club is a Media Mentor for Kids helping them 1- acquire crucial Global Skills (Creativity, Communication, Critical Thinking, Entrepreneurship) and 2- discover interests and talents for life.

A WIGUP Club is 1- a physical space (750 to 1000 square feet approx.) where kids aged 9-14 can come one hour per week (up to 10 children at a time) to work on their creaCtivities and 2- an online website (ex. www.clubwigup.ca/ec) where all members from around the world can publish their videos, articles, photos. Over the duration of the session, kids are encouraged to complete an entrepreneurial project supporting a cause of their choice.

A WIGUP Club can have a theme such as the Environment, Sports or Arts. It can also be a mix of various themes. Some Clubs focus on languages such as English or French.

WHAT ARE OUR REQUIREMENTS?

The Franchisee of a WIGUP Club is responsible for all the costs associated with running the club for 9 months of the school year with a break over the Summer holidays which equals 3 sessions of 14 weeks (Fall, Winter and Spring). The Franchisee will find their own space to run the Physical Club and will pay rent to the landlord directly. In some cases, the rent will be paid to WIGUP Corp. if the space is owned by WIGUP Corp.

The Franchisee has to be on site at least 12 hours per week (ex. 4pm to 6pm Monday to Thursday; 1pm to 5pm on Saturday). The Franchisee can have an assistant during these hours. Maximum of 10 kids per hour.

The Franchisee must pass a security clearance and ideally have University degrees in Business, Communications and/or Marketing. We would also consider entrepreneurs willing to bring a fresh new approach to education in their country.

The Franchisee will also promote the WIGUP Club experience via social networks (Facebook, Instagram, TikTok). It is the Franchisee's responsibility to bear all costs associated with marketing and promotion of his club.

Two streams of revenues will be made available to the Franchisee of the club : 1- memberships to the Physical WIGUP Club (3 sessions per year); 2- memberships to the On-line Club.

The fee charged to Physical Club members will be determined by the Club Franchisee in a given market and the WIGUP Team. The price per session can vary between \$249 and \$399 CA.

The price for the On-line Club is \$77 CA per year per Club Member.

WHAT IS THE FINANCIAL ARRANGEMENT?

The financial arrangements follow a typical franchise format. There is an initial Franchise Fee to purchase the license to operate a WIGUP Club in a specified territory for an initial period of 3 years.

The initial Franchise fee is \$10,000 CA. There is also a commission of the year's subscriptions to the On-line Club and to the Physical Club to be paid to WIGUP Corp. The Franchisee will pay to WIGUP Corp. \$25 CA for each subscription either on-line or on-site. Payments for the Physical WIGUP Club (one hour per week) can be done on-line directly to WIGUP Corp. or can be paid to the Franchisee. Subscriptions to the On-line Club are paid directly to WIGUP Corp. via its website. A report of new subscriptions in a given market is provided by WIGUP Corp. to the Franchisee every 3 months. A report is made at the same time by the Franchisee to state the number of club members in the physical club. A conciliation between what is owed and payable is made. Then the money from new subscriptions is transferred.

WIGUP Corp. reserves the right to end a franchise if targets are not met and/or payments are not made for rent or subscriptions.

WIGUP Corp. reserves the right to institute an International Marketing Development Fund once there are a sufficient number of clubs (at least 10) around the world.

The Franchisee can also sell School Memberships to the On-line platforms (WIGUP.tv and Club WIGUP) in their country with a 25% commission if successful.

The available packages are : WIGUP in Class (\$250 CA/year per class) or WIGUP Turnkey (\$5,000 CA/year) for unlimited accounts.

HOW DO WE ENSURE QUALITY OF YOUR WIGUP CLUB?

Each WIGUP Club undergoes an annual inspection that covers everything from user experience on-line to quality of publications. On a regular basis and drawing on the experience of other clubs around the world, we review and update our approach to reflect the latest developments in the field of education with suggestions of creaCtivities, marketing strategies, types of webseries, etc.

Our goal is to enter into a long term partnership with a Franchisee to establish a quality club experience that will instil crucial Global Skills in students for generations to come.

EXAMPLE OF ANNUAL REVENUES AND COSTS (WILL VARY BASED ON EACH MARKET)

REVENUES

ON-SITE MEMBERSHIPS : up to 120 kids per session X \$249 x 3 sessions = \$89,640

ON-LINE MEMBERSHIPS : 1,000 kids per year X \$77 = \$77,000

TOTAL REVENUES : 166,640\$

COSTS

FRANCHISE : one time \$10,000

RENT : \$15,000

ELECTRICITY : \$3,500

DECORATION : \$5,000

PUBLICITY : \$2,500

WIFI INTERNET :\$1,500

10 TABLETS : \$2,500

CLEANING : \$1,000

COMMISSION TO WIGUP CORP: \$25 X 1360 kids = \$34,000

TOTAL COSTS : \$75,000

PROFITS

REVENUES – COSTS = \$91,640

Need More Information?

For more information we encourage you to visit our website:

www.wigup.tv

www.clubwigup.ca

To discuss becoming a WIGUP Club Franchisee in your country,
please contact: Mark Chatel

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