

# Kidokinetics

PLAY CONFIDENT

# Investment Overview



# Kidokinetics Leadership



## Terri Braun

FOUNDER AND PRESIDENT

Terri is an athlete, leader, wife and mother of three. Terri is the visionary founder of Kidokinetics, an innovative mobile physical education program that has been transforming young lives since 1995. With a passion for child development and a deep understanding of the pivotal role of physical activity in early childhood, Terri has dedicated her career to crafting a program that not only teaches children the fundamentals of sports but nurtures their overall growth. From meticulously developed lesson plans to a diverse array of sports and activities designed to enhance gross motor skills, Kidokinetics offers an enriching environment that emphasizes personal achievement and confidence building.



## Dave Pazgan

CHIEF EXECUTIVE OFFICER

Dave has been a C level leader of organizations for the past 20 years, and in franchising for 15 years. After co-founding a franchise concept in 2009, Dave grew the company and ultimately exited to private equity. Today that company exceeds 100 million in system wide sales.

Through franchising, Dave has had the opportunity to build companies as well as work with small business owners nationwide, helping evaluate their team, set strategy, and build a high performance culture that helps business leaders achieve their goals both personally and professionally.

Dave is excited to be a part of the Kidokinetics mission to shape the wellness of our next generation.

# Kidokinetics Advisors



## Omar Soliman

CO-FOUNDER AND ENTREPRENEUR  
OF THE YEAR, COLLEGE HUNKS

Omar Soliman, co-founder of COLLEGE HUNKS HAULING JUNK and TRASH BUTLER, is a celebrated author and entrepreneur. Under his leadership, his franchise network has expanded to over 200 locations nationwide, employing over 10,000 individuals. Omar's business acumen has earned him a spot on INC magazine's 'Top 30 Entrepreneurs in America Under 30' and the Ernst & Young Entrepreneur of the Year award. A familiar face on networks like FOX Business and MSNBC, Omar also debuted on ABC's Shark Tank. His book, EFFORTLESS ENTREPRENEUR, is a national bestseller, underscoring his commitment to fostering entrepreneurship across various platforms.



## Nick Friedman

CO-FOUNDER AND ENTREPRENEUR  
OF THE YEAR, COLLEGE HUNKS

Nick Friedman is a visionary entrepreneur and co-founder of COLLEGE HUNKS HAULING JUNK and TRASH BUTLER. His companies lead the U.S. market in junk removal, moving services, and multi-family community amenities, boasting over 200 franchises and a workforce exceeding 3,000 employees nationwide. Recognized across major media outlets, including Forbes and Fortune, Nick has also made appearances on high-profile shows such as Oprah Winfrey Show and ABC's Shark Tank. A dedicated member of the Young Presidents' Organization and founder of the Young Entrepreneurship Council, Nick's leadership extends beyond business, influencing over 22,000 members across 125 countries.



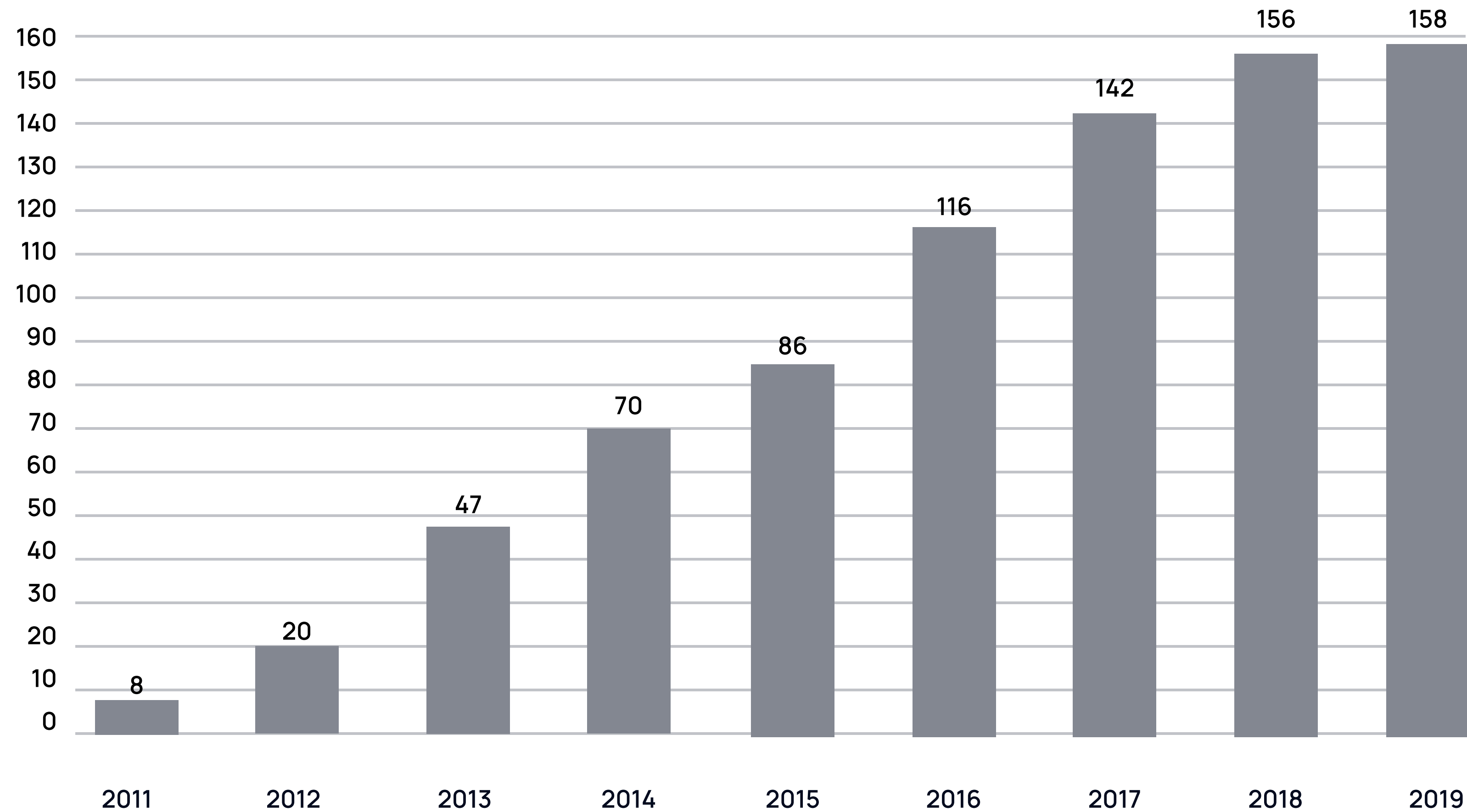
## Frank Milner

PRESIDENT, TUTOR DOCTOR

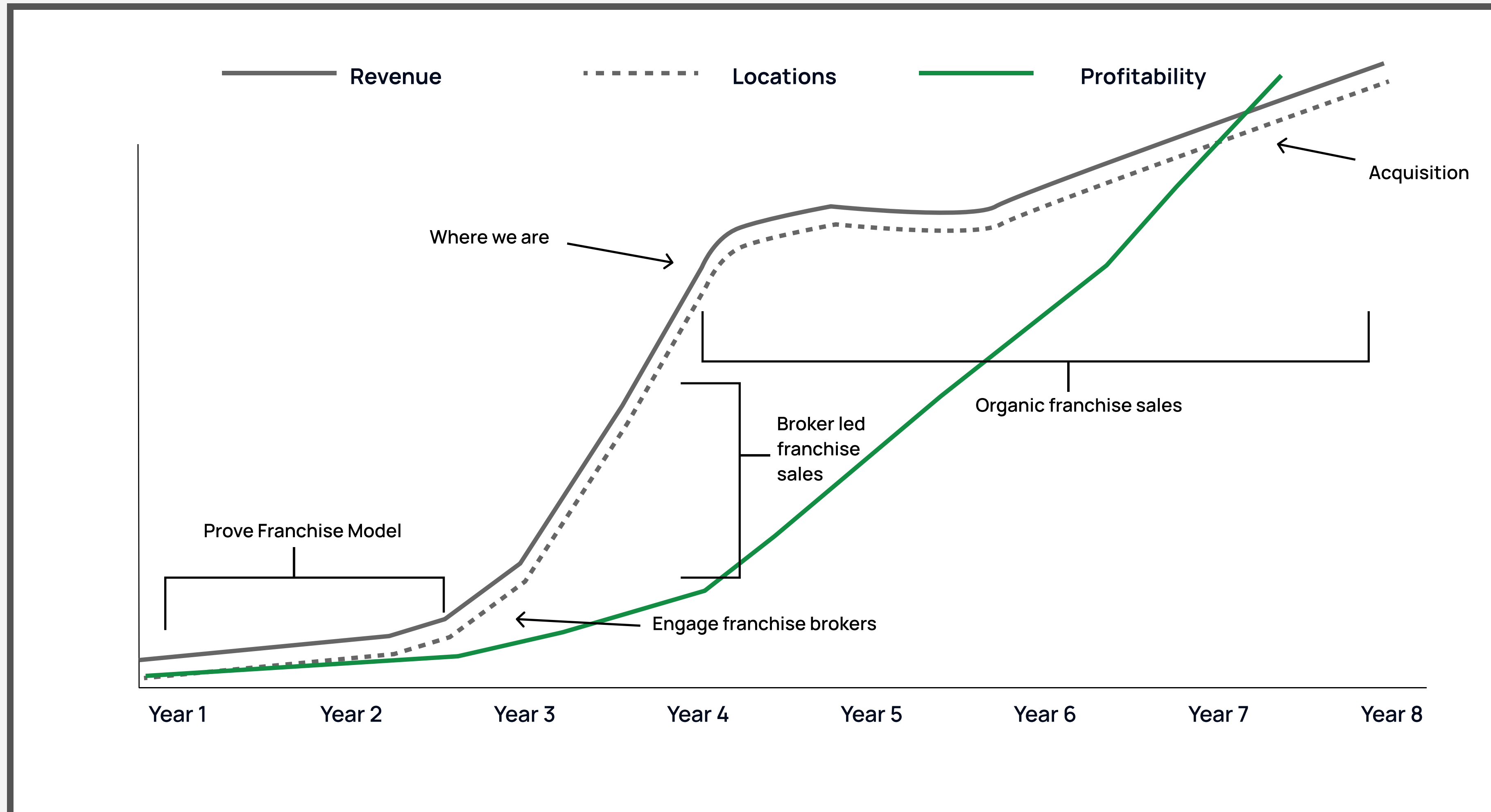
Frank Milner is a distinguished leader and the President of Tutor Doctor, a premier global provider of in-home tutoring services. Under his leadership, Tutor Doctor has expanded its reach to provide personalized education services in over 15 countries, helping thousands of students achieve their academic goals. Frank's strategic vision has propelled the company to the forefront of the educational services industry, emphasizing customized learning plans that cater to the unique needs of each student. A frequent speaker at educational and franchising conferences, Frank is dedicated to enhancing educational outcomes worldwide. His efforts have been instrumental in making Tutor Doctor a trusted name in home tutoring, reflecting his commitment to excellence and innovation in education.

# 101 Mobility Franchisee Growth

Under Dave Pazgan's purview, 101 Mobility reached grew to 158 franchised locations representing over \$100M in franchise system sales, \$5.5M in revenue, and \$2.3M in Net Income for 101 Mobility Corporate.



# Franchising: A seasoned playbook for success



# Investment Summary

# Investment Summary

1. IRR and MOIC projections are calculated using all cash flows, including the initial investment offering proceeds, annual earnings before interest, depreciation and amortization ("EBITDA"), less estimated corporate taxes, and the sale of the entire portfolio at the end of the 3rd year given a 2.5x increase in value.
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## Summary

Kidokinetics is thrilled to offer accredited investors the opportunity to participate in our \$1M capital raise to fuel our expansion and enhance our franchise network. This investment capitalizes on our proven business model and robust market presence, aimed at scaling operations, increasing market penetration, and maximizing franchisee support. With a strong track record of revenue growth and a focus on enhancing profitability through royalty revenues, Kidokinetics presents a compelling opportunity for significant returns. Investors are able to benefit financially as well as contribute to the widespread positive impact on children's health and development in communities across the country.

**\$600K**

Target Raise<sup>(4)</sup>

**\$10,000**

Minimum Investment

**2.0**

Preferred Return<sup>(3)</sup>

**4.7% - 7.8<sup>(2)</sup>**

Target Net Cash Yield

**26.6% - 36.4%<sup>(1)</sup>**

Projected Net IRR

**3 - 4 years**

Target Hold

# Kidokinetics: A seasoned playbook for success

155

Territories Sold

63

Locations Sold

280%

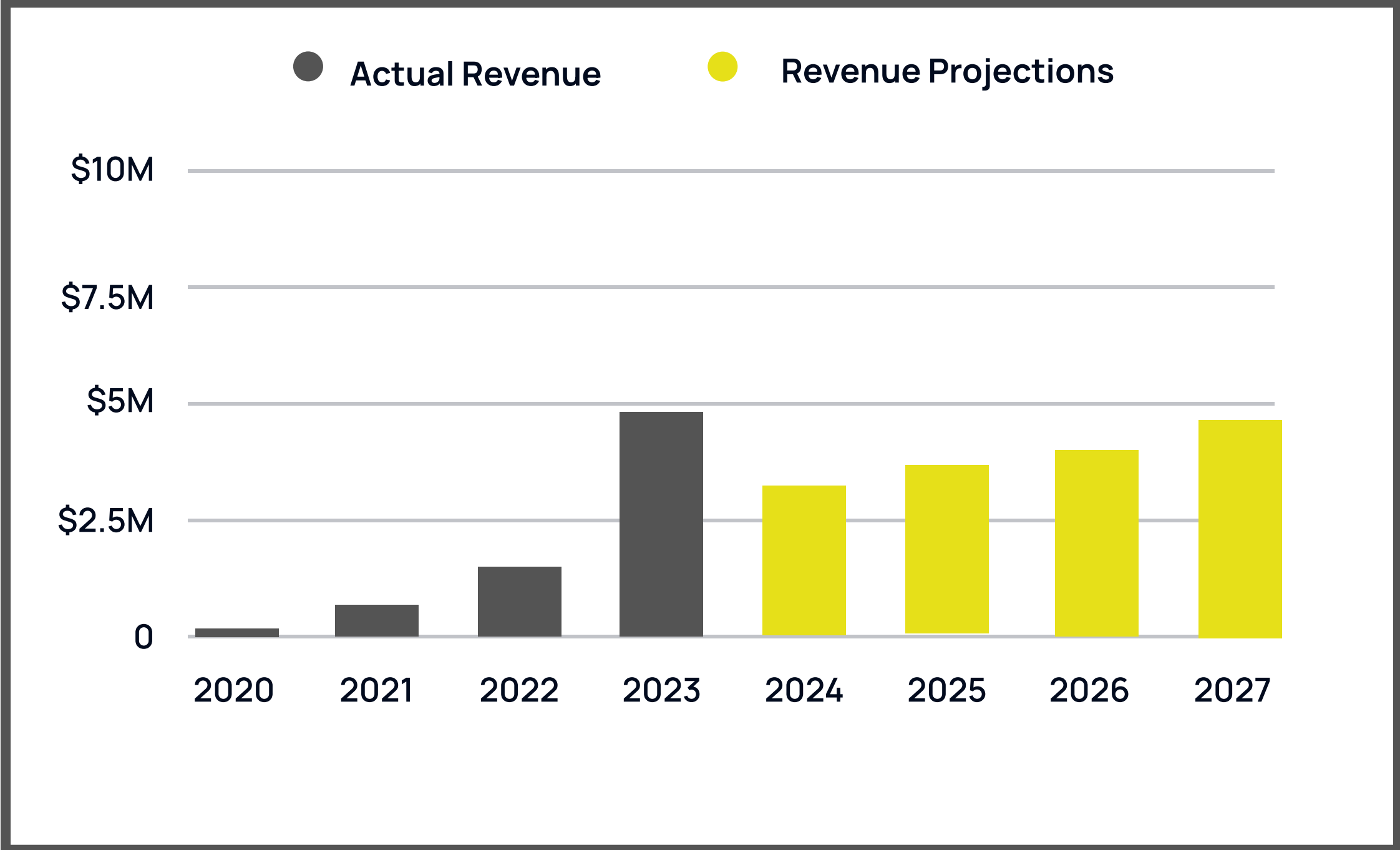
2023 Revenue Growth

\$3.2M

2023 Revenue Growth

## A business built for scale

- **Strong Line Growth:** Rapidly increasing revenue from multiple sustainable revenue streams, increasingly led by ongoing royalty fees from successful franchisees.
- **Scalable, Sustainable Business Model:** Kidokinetics utilizes a low-overhead franchise model that leverages existing community spaces, accelerating expansion and reducing costs. With a shift toward steady royalty income, our model will enhance financial stability and rapid scalability, adaptable to diverse markets for widespread growth.
- **Strong Executive Team:** Kidokinetics is led by founder Terri Braun and franchising expert Dave Pazgan. The board includes Nick Friedman and Omar Soliman, founders of the \$300 million franchise College Hunks Hauling Junk; and Frank Milner, President of Tutor Doctor with 650 franchises worldwide. Their combined expertise propels Kidokinetics' leadership in child fitness franchising.





# The Market Problem

# The Problem

Despite 80% of parents wanting more physical activity for their children, less than 24% meet the recommended 60 minutes of daily structured play.



Why? There's a lack of accessible and affordable programs that integrate physical, emotional, and social development for children that's fun and non-competitive.

# The Problem

Type of Expenditure	2019	2020	2021	2022	3-Year Change
<b>% of children ages 6-12</b>					
Total Team Sport (at least 1 day)	60.6%	61.2%	60.4%	62.6%	3.3%
Core Team Sport (regular basis)	38.1%	37.8%	36.8%	36.2%	-5.0%
<b>% of children ages 13-17</b>					
Total Team Sport (at least 1 day)	61.5%	55.4%	56.2%	57.3%	-6.8%
Core Team Sport (regular basis)	41.7%	41.6%	41.7%	39.1%	-6.2%
<b>% of children ages 6-17</b>					
Total Team Sport (at least 1 day)	61.0%	58.7%	58.6%	61.1%	0%
Core Team Sport (regular basis)	39.6%	39.5%	38.9%	37.4%	-5.6%

# Our Solution

# Our Solution

Kidokinetics revolutionizes children's fitness by delivering dynamic and engaging physical activity programs directly to schools and community centers. By integrating physical, emotional, and social development into our curriculum, we not only make exercise accessible and enjoyable for children, but also support their overall growth.

**\$4.9M**

2023 Revenue

**280%**

2023 Revenue Growth

**155**

Territories Sold

Brands Kidokinetics has partnered with



# Ecosystem Benefits

1

## Children

**Holistic Development:** Engages children in physical activities that enhance fitness, emotional resilience, and social skills.

**Enjoyment and Engagement:** Offers a variety of sports and activities in a fun, inclusive environment that keeps children excited about staying active.

2

## Parents

**Convenience and Accessibility:** Makes it easy for parents to incorporate fitness into their children's routines with programs available in local schools and community centers.

**Peace of Mind:** Assures parents that their children are participating in safe, educational, and health-promoting activities.

3

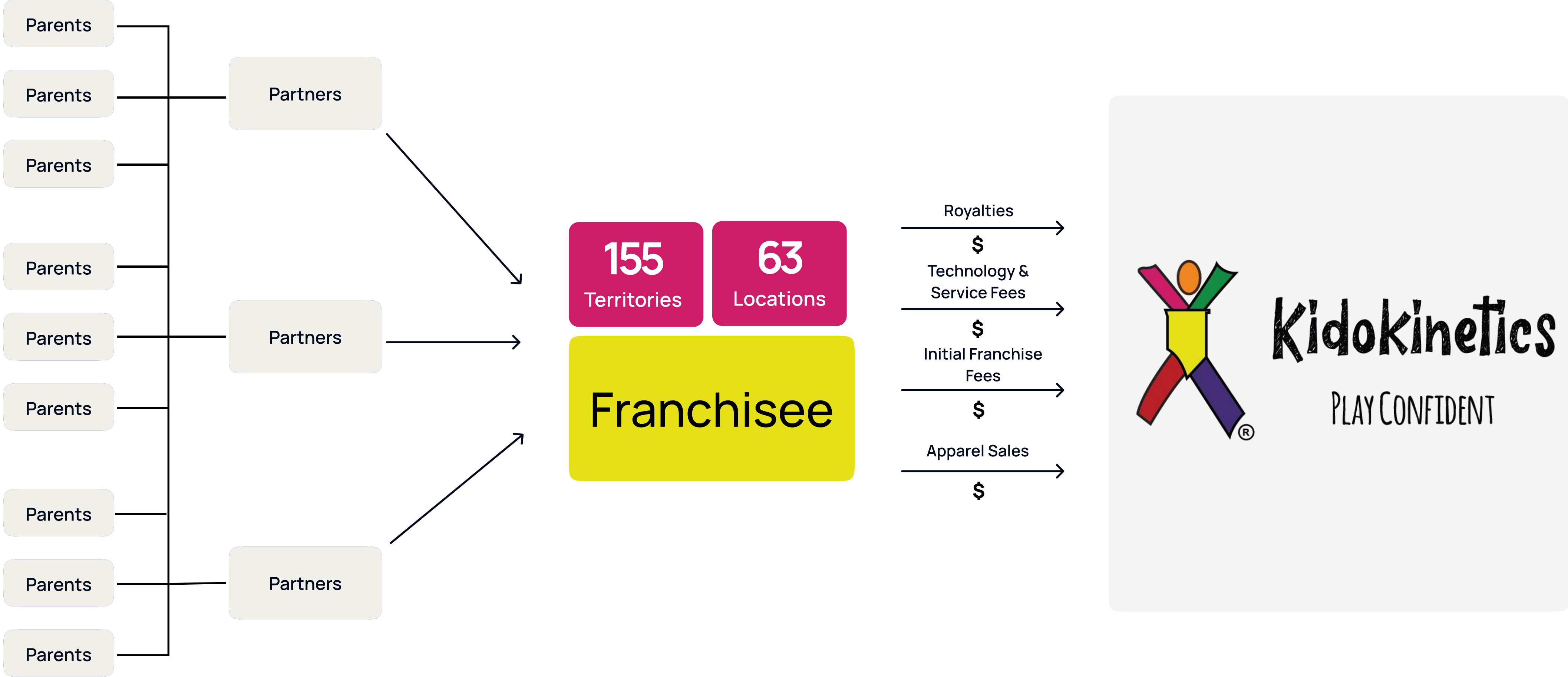
## Schools and community centers

**Enhanced Offerings:** Provides a comprehensive physical education solution that complements existing programs and attracts more families.

**Community Impact:** Strengthens community ties and supports local health initiatives by promoting active, engaged lifestyles among children.

# Our Business Model

# Kidokinetics: Our Business Model





# Franchisee Revenue Streams



## Subscription Revenue

Monthly subscription fees from parents provide recurring revenue, ensuring predictable and regular income for franchisees.

## Additional Class Fees

Franchisees benefit from extra earnings through special classes, events, and drop-in sessions, providing opportunities for increased per-class revenue.

## Enrollment and Merchandise Sales

A one-time enrollment fee, inclusive of branded gear, along with sales of merchandise like Kidokinetics shirts, contribute to immediate and supplementary revenue sources.

# Franchisee Gross Sales

Annual gross sales for the franchised locations in the reporting group during the 2020, 2021, and 2022 reporting periods.

Location	2020	2021	2022	2023
Dallas Location Operates 3 Territories	\$254,465	\$491,763	\$640,608	\$722,755
North Carolina Location Operates 1 Territory	\$29,137	\$30,839	\$112,823	\$132,773
NW Broward Location Operates 3 Territories	\$58,919	\$141,199	\$211,423	\$247,549



# Franchisor Revenue Streams



## Royalties, Brand, and Initial Franchise Fees

A consistent flow of income is secured from an 8% royalty on gross sales and a 2% brand fee from each franchise, reflecting a shared success model. Additionally, Kidokinetics receives a one-time franchise fee from each operator.

## Technology Fees

Each franchise contributes a \$475 technology fee per location to fund the continuous enhancement of Kidokinetics' proprietary systems and software, vital for operational excellence.

## Product Sales and Enrollment Fees

A steady income stream comes from a 30% margin on Kidokinetics-branded shirt sales to franchisees and \$30-\$35 enrollment fees, further supplementing franchisor earnings.

# Revenue Performance

Operating Revenue	2020	2021	2022	2023
Initial Franchise Fee	\$-	\$281,000	\$689,548	\$2,796,637
Royalty Fees	\$26,484	\$56,577	\$86,911	\$201,199
Service Revenue	\$-	\$-	\$87,473	\$467,961
Apparel Sales	\$-	\$-	\$27,823	\$29,635
Deferred Revenue	\$-	\$-	\$884,778	\$1,465,557
Advertising Fees	\$-	\$-	\$-	\$29,635
<b>Adjusted Operating Revenue</b>	<b>\$26,484</b>	<b>\$337,577</b>	<b>\$1,776,533</b>	<b>\$4,990,624</b>

**Go-to-Market**



# Franchisee Recruitment

Kidokinetics has a strong franchisee network that has scaled quickly. Looking ahead, our goal is to drive an additional 12–24 franchise locations each year.

## Internal Franchisee Development Program

Set to launch this year, our new program aims to cultivate leads internally, ensuring a steady inflow of committed franchisees. This program will prioritize relationship development and team building, both of which are essential for sustained growth and improved profitability.

## Franchise Broker Networks

Historically, the majority of our franchisee deals have been sourced through broker networks, leveraging industry connections to identify potential franchisees. While this has been effective, we are planning to reduce dependency on this channel to diversify our recruitment strategies and boost profitability.

## Organic Lead Channels

Recognizing the need for a more robust in-house recruitment system, we are launching a dedicated organic lead development program. This initiative includes setting up a team specifically for managing non-broker leads, enhancing our ability to attract franchisees directly and reduce acquisition costs over time.

# Why Operators Choose Kidokinetics



## Low Start-Up Costs and Operational Costs

Operators choose Kidokinetics due to its accessible entry point and low ongoing costs. Utilizing existing community spaces for activities minimizes the need for costly infrastructure, ensuring a lower barrier to entry and enhanced profitability.

## Proven Business Model

Kidokinetics provides a proven business model that instills confidence in franchisees, ensuring they can efficiently launch and scale their operations with comprehensive support from the Kidokinetics corporate team.

## Community Impact

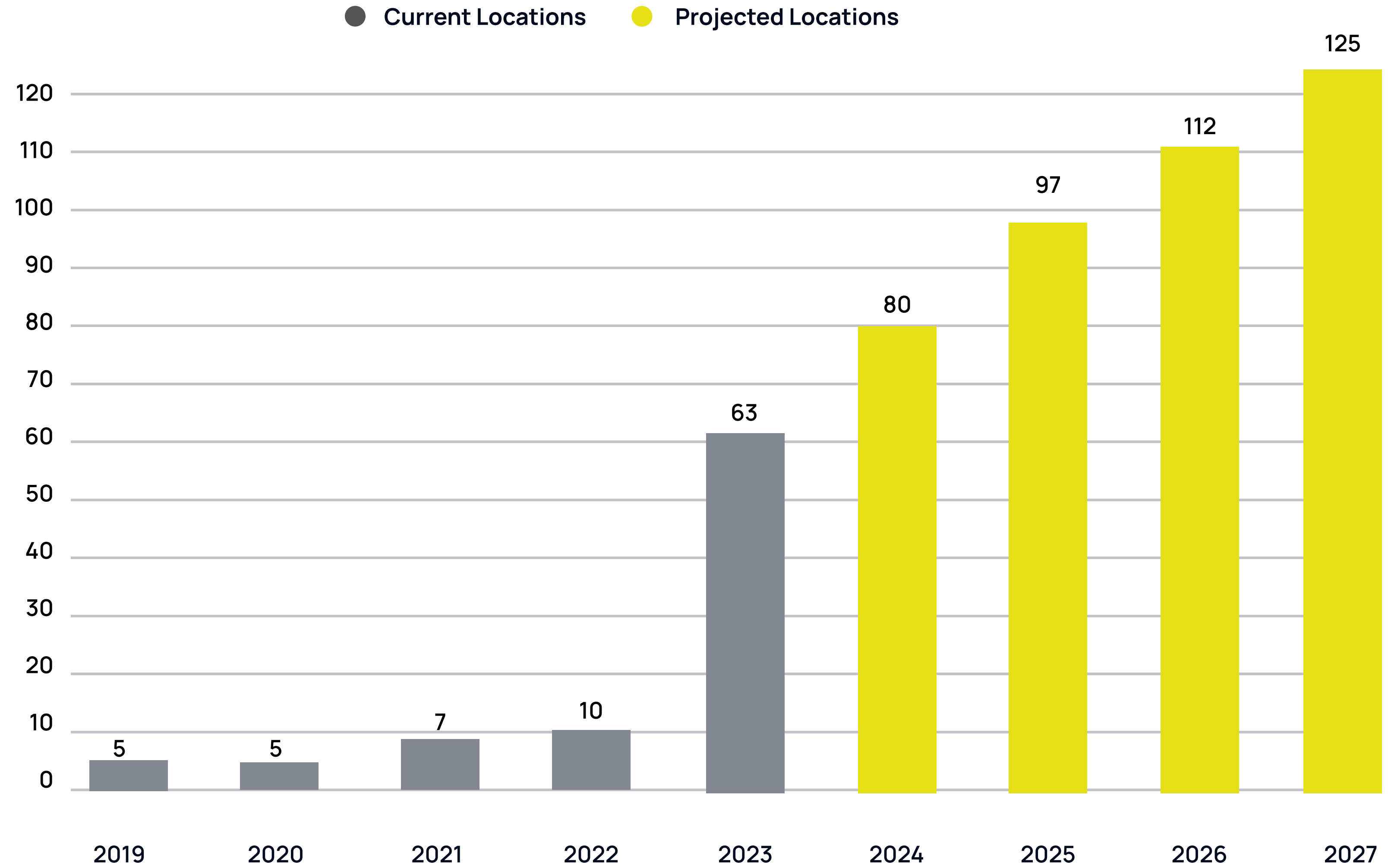
Beyond financial considerations, franchisees are motivated by the opportunity to make a meaningful impact on their communities. Kidokinetics programs promote health, fitness, and social skills among children.

# Single Franchise Costs

Type of Expenditure	Amount - High	Amount - Low	Method of Payment	When Due	Payment Recipient
Initial Franchise Fee	\$60,000	\$60,000	Lump Sum	Upon signing the franchise agreement	Us
Furniture, Fixtures, & Equipment	\$1,500	\$4,000	As Incurred	Before beginning operations	Third Parties
Insurance	\$2,500	\$6,000	As Incurred	Before beginning operations	Third Parties
Office Equipment & Supplies	\$300	\$500	As Incurred	Before beginning operations	Approved Suppliers
Initial Inventory	\$2,000	\$3,000	As Incurred	Before beginning operations	Third Parties
Training	\$1,000	\$3,000	As Incurred	Before beginning operations	Third Parties
Vehicle	\$500	\$1,200	As Incurred	1st 3 months of operations	Third Parties
Initial Marketing Package	\$5,000	\$5,000	As Incurred	Before beginning operations	Us
Licenses & Permits	\$200	\$500	As Incurred	Before beginning operations	Your attorneys, Advisors, CPAs, etc.
Professional Fees	\$2,000	\$6,000	As incurred	As necessary	Third Parties
Software License Fee	\$3,000	\$3,000	Lump Sum	Upon signing the franchise agreement	Us
Additional Funds (3 months)	\$25,000	\$45,000	As Incurred	Before beginning operations	Third Parties
Enhanced Business Coaching and Training Fee	\$7,500	\$7,500	Lump Sum	Upon signing the franchise agreement	Us
<b>Total Estimated Initial Investment</b>	<b>\$110,500</b>	<b>\$144,700</b>			



# Franchisee Location Growth



# Consumer Go-to-Market Strategy

1

## Develop partnerships

Kidokinetics franchisees develop strong relationships with schools and community centers by showcasing the benefits our programs offer to students' physical and emotional development. This is done with brand awareness campaigns through social media and direct mailers, and subsequent direct cold outreach, primarily via phone.

2

## Co-market with partners

Once partnerships are in place, our franchisees collaboratively market our programs with partner organizations. This includes creating joint promotional materials, leveraging the organizations' CRM to email parents, shared social media campaigns, and mutual engagement events to maximize visibility and drive interest from parents and children alike.

3

## Host demo day and drive enrollments

To introduce families to the Kidokinetics experience, we host free demo days at partner locations. These events are key for driving initial enrollments and providing a tangible taste of the program's benefits, which leads to higher conversion rates and strong word-of-mouth referrals.

# Partner Recruiting



## Organic Social Media

Utilize platforms like Facebook, Instagram, and LinkedIn to share engaging content that highlights the benefits of Kidokinetics programs, showcases real-life success stories, and builds community interaction.

## Direct Mail Brand Awareness

Distribute well-designed brochures and flyers to households within the vicinity of existing and potential Kidokinetics locations. This traditional method helps increase local awareness and supports other digital marketing and prospecting efforts.

## Prospecting

Implement a strategic approach to identify and connect with potential partner venues such as schools, early childcare centers, and community centers. Use both digital tools and personal outreach to present the Kidokinetics program benefits and secure new locations.

## Paid Media

Invest in targeted advertising campaigns on social media and Google Ads to reach specific demographics within local areas. Ads are optimized to increase brand visibility and drive enrollment.

# Co-Marketing with Partners

- **Joint Promotional Campaigns:** Kidokinetics collaborates with schools and community centers to develop and execute integrated marketing campaigns. This includes creating co-branded materials such as flyers, posters, and digital content that promote our programs within the community.
- **Shared Digital Marketing Efforts:** We utilize the digital platforms of both Kidokinetics and our partners to broaden our reach. This strategy includes sharing and promoting content on each other's social media channels, newsletters, and websites, ensuring consistent messaging and maximizing exposure.
- **Event Collaboration:** Partnering on community events such as school fairs, open houses, and local sports days helps to solidify our presence and engagement in the community. These events provide platforms for direct interaction with potential clients and help to build a strong local following.
- **Feedback and Refinement:** Continuous dialogue with our partners allows us to gather feedback on marketing efforts and refine our strategies. This collaborative feedback loop ensures that our marketing efforts are effective and evolve with the needs of the community and market dynamics.

## CALLING ALL EARLY CHILDHOOD CENTER DIRECTORS



### Why Choose Kidokinetics?



**Holistic Development:**  
Our program is designed to nurture not only physical skills but also cognitive, social, and emotional skills.



**Proven Methodology:**  
Backed by research, our approach combines structured activities with creative play to make learning an adventure.



**Happy Kids, Happy Parents:**  
Stand out by offering a unique program that delights both children and their parents, enhancing your E.C.C.'s reputation.



**Expert Support:**  
Benefit from our experienced team's guidance every step of the way to ensure program success.



Learn More About Us at  
[Kidokinetics.com](https://www.kidokinetics.com)  
Follow us on social media @kidokineticshq

Don't miss out on the opportunity to discover the innovative and fun-filled programs we provide.

#### ENGAGING CLASSES:

Exciting sessions that keep preschoolers active, curious, and excited to learn.

#### DEVELOPMENTAL MILESTONES:

Our curriculum is aligned with key developmental stages to ensure age-appropriate activities are done.

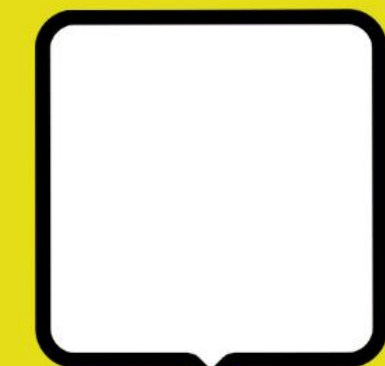
#### PLAY-BASED EDUCATION:

Watch as children develop essential life skills through sports, games, movement, and exploration.

**READY TO ENHANCE YOUR E.C.C. CURRICULUM WITH A DYNAMIC PHYSICAL EDUCATION PROGRAM?**

**SPEAK TO YOUR LOCAL KIDOKINETICS DIRECTOR**

JUST SCAN THE QR OR CALL US TODAY!



SCAN ME

# Host Free Demo Day and Drive Enrollments

- **Event Planning and Promotion:** Kidokinetics organizes demo days at partner venues such as schools and community centers, planning the events in close collaboration with these partners to ensure high visibility and turnout. We use local advertising, social media announcements, and flyers distributed in community hubs to promote these events widely.
- **Interactive Sessions:** At the demo day, prospective students and their parents experience firsthand the fun and educational aspects of Kidokinetics programs. These sessions are designed to be engaging and informative, showcasing the variety of activities we offer and the benefits they bring to children's physical and emotional development.
- **Special Offers and Sign-ups:** To capitalize on the enthusiasm generated at the event, we provide exclusive enrollment discounts or special offers to attendees who sign up on the spot. This strategy encourages immediate action and increases conversion rates.
- **Follow-up Communication:** After the event, we reach out to attendees with thank you messages, additional information, and reminders of the special offers. This follow-up ensures that Kidokinetics stays top-of-mind and helps convert prospects into regular participants.



Kidokinetics Headquarters  
1 (866) 870-2504  
10428 W State Rd 84 #1  
Davie, FL 33324

*To do*

**BOOK A FREE FUNDAY WITH KIDOKINETICS**

So much to do with so little time! We just wanted to make sure your school's Funday didn't slip your mind. We'll bring it all, the sports, coach and equipment. Just to show you why kids, parents, and teachers love us the most. Scan the QR code and please do it fast... so your kids can learn sports, get exercise, and have a blast!

Call us today for your free Funday!

**2 SIMPLE WAYS TO LOCK IN YOUR SCHOOL'S FREE FUNDAY**

- Call Us: 1 (888) 598-7229
- Scan the QR Code

SCAN Me →



**REMINDER!**

**SCHEDULE YOUR SCHOOL'S FREE FUNDAY WITH**



**Kidokinetics**  
PLAY CONFIDENT

# Co-Marketing with Our Community Partners: The Cornerstone of Our Efficient Growth Strategy.

**Kidokinetics**  
PLAY CONFIDENT

**Health Benefits of SportsPlay**  
Source: Physical Activity Guidelines for Americans, 2nd edition

- Academic Performance**  
Improves attention and memory
- Brain Health**  
Reduces risk of depression
- Heart and Lung Health**  
Improves blood pressure and aerobic fitness
- Muscular Fitness**  
Builds strong muscles and endurance
- Long-term Health**  
Reduces risk of several chronic diseases, including type 2 diabetes and obesity
- Cardiometabolic Health**  
Helps maintain normal blood sugar levels
- Healthy Weight**  
Helps regulate body weight and reduce body fat
- Bone Strength**  
Strengthens bones

Scan me

CALL 123-456-7890  
LOCATION@KIDOKINETICS.COM  
KIDOKINETICS.COM/LOCATION

**NAY**  
National Alliance for Youth Sports  
2023 Member Organization

**Kidokinetics**  
PLAY CONFIDENT

01 / 04

**KIDS SPEAK THROUGH PLAY**  
Connect Beyond Words

Swipe Left >>

**Kidokinetics**  
PLAY CONFIDENT

02 / 04

**BUILDING BONDS**  
Play is their language of connection. When they ask you to join in, they're inviting you into their world, sharing their joys and challenges in a way that goes beyond spoken language.

Swipe Left >>

**Kidokinetics**  
PLAY CONFIDENT

03 / 04

**UNSPOKEN CONVERSATIONS**  
Those moments of laughter, imagination, and shared activities are their way of saying, "I want to connect with you. Let's be together."

Swipe Left >>

**Kidokinetics**  
PLAY CONFIDENT

04 / 04

**PLAY & EMOTIONAL HEALTH**  
Engaging in playtime supports their emotional well-being. It's a safe space to explore feelings, work through challenges, and find comfort.

Swipe Left >>

**Kidokinetics**  
PLAY CONFIDENT

05 / 04

**LEARNING TOGETHER**  
Through play, they learn vital life skills, practice empathy, and build trust. Every shared playtime is a stepping stone for growth.

Swipe Left >>

**Kidokinetics**  
PLAY CONFIDENT

06 / 04

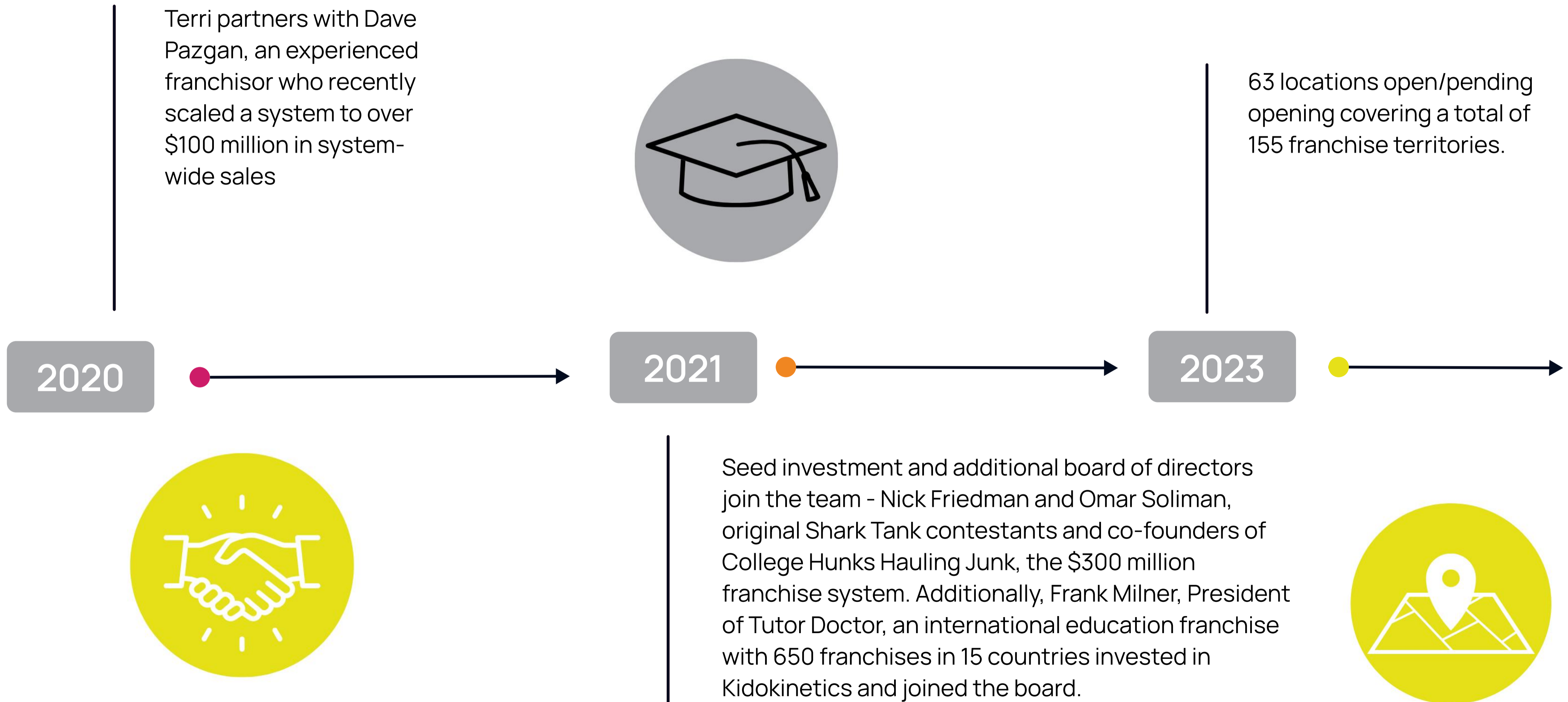
**"Will you come play with me?"** - A simple question that holds a world of meaning. Kids don't always express their feelings with words; they show us through play.

LIKE, COMMENT & SHARE

Swipe Left >>

# Current Traction

# Recent Timeline





# Current Financial Performance

## Summary

Kidokinetics has just completed its most successful year of growth, generating over \$4.9M in revenue, an increase of 280%, primarily fueled by new franchisee acquisitions. Additionally, profitability has improved as adjusted losses decreased to just \$188,563. Looking ahead to 2024, Kidokinetics is on track to achieve profitability, with royalty revenue set to become the main driver of our business.

2023 Adjusted Revenue

**\$4.9M**

2023 Revenue Growth (\$)

**\$3.2M**

2023 Revenue Growth (%)

**280%**

2023 Franchisee Growth

**36**

# Kidokinetics Performance

Date	2021	2022	2023
Operating Revenue	\$ 337,577	\$891,755	\$ 3,509,206
Operating Expenses	-\$ 747,350	-\$ 1,678,054	-\$ 4,160,356
Income/Loss from Operations	-\$ 409,773	-\$ 786,299	-\$ 651,150
Interest Expense	-\$ 1,943	-\$ 25,021	-\$ 97,922
Deferred Net Revenue/ Contract Expenses	\$0	\$275,844	\$ 560,509
<b>Adjusted Net Income/Loss</b>	<b>-\$ 411,716</b>	<b>-\$ 535,476</b>	<b>-\$ 188,563</b>

# Keys to Success: A Compelling Product

Kidokinetics Morristown



5.0



Kidokinetics is such an amazing place for kids to develop basic motor skills and to learn how to be a great team player. They teach in a non-competitive way so that no one's feelings get hurt because all they want to do is to build the kids' confidence and to help them figure out what sports they like. Plus, they offer over 18 different sports!

- Jenna Brooks

## Creating a great experience for kids, parents, and educators.

At Kidokinetics, our commitment to excellence begins with delivering a superior product that combines expert coaching with a scientifically backed curriculum. Our focus on high-quality, comprehensive training ensures that every participant receives the best possible experience, fostering both physical and emotional growth.

- **Exceptional Coaching Staff:** Each Kidokinetics coach is selected for their expertise and passion for children's fitness. Rigorous training and continuous development ensure they deliver engaging and effective sessions every time.
- **Robust Training Programs:** Our training programs are designed to empower coaches with the latest in child development and fitness education, ensuring they can handle every aspect of children's growth and well-being.
- **Consistent Positive Feedback:** The success of our programs is evident from the raving online reviews by parents. These testimonials reflect the significant and positive impact our coaches and curriculum have on children, making Kidokinetics a beloved choice in communities.

# Keys to Success: Efficient Operations

Kidokinetics Nashville



5.0



My son is obsessed with Kidokinetics - so much so that after every week, he comes home & continues to play the same activity. It's wonderful how the coaches expose the kids to new sports but also teach the importance of exercise. Plus, it gets all the energy out!! Definitely recommend to any preschool or early elementary kid!

- Jessica Howard

## Supporting franchisees with a simple, scalable, and proven business model

Kidokinetics stands out due to its streamlined and straightforward business model, which emphasizes operational efficiency and scalability. This simplicity allows franchisees to focus on delivering great programs without the burden of complex management tasks.

- **Simple Setup and Management:** Our business model is designed to be easy to start and run. With minimal equipment and space requirements, franchisees can launch quickly and keep ongoing operations straightforward.
- **Efficient Use of Resources:** We leverage existing community facilities like schools and parks, which reduces the need for heavy investment in infrastructure and lowers operational costs, enhancing overall profitability.
- **Proven Systems and Processes:** Kidokinetics provides franchisees with proven systems and processes that ensure consistent service delivery and customer satisfaction. This includes everything from class scheduling to customer management, all streamlined for ease of use.

# Projections

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Projected Net IRR

**3 - 4 years**

Target Hold

# Projections

Date	2024	2025	2026	2027
Net Revenue	\$3,077,770	\$3,726,300	\$4,240,900	\$4,810,500
Salaries and team	\$1,230,100	\$1,238,200	\$1,368,800	\$1,425,500
Non- salary expenses	\$1,967,100	\$1,340,000	\$1,428,200	\$1,537,200
Total operating expenses	\$1,967,100	\$1,340,000	\$1,428,200	\$1,537,200
Net Cash Flow	-\$92,500	\$1,148,200	\$1,443,900	\$1,847,600
Net Cash Margin	-3.0%	30.8%	34.0%	38.0%

# Projected Distribution Schedule

## \$10,000 Investment - Year 3 Exit Example

Initial Investment	2024	2025	2026	2027	Total Returned Capital	Total IRR	Cash Yield
\$10,000	\$0	\$490	\$25,990	0	\$26,480	36.42%	4.70%

## \$10,000 Investment - Year 4 Exit Example

Initial Investment	2024	2025	2026	2027	Total Returned Capital	Total IRR	Cash Yield
\$10,000	\$0	\$490	\$990	\$25,980	\$27,460	26.67%	7.84%

\*Inclusive of \$500 acquisition, \$100 annual platform fee and assumes value of the investment increases 2.5x at time of exit.



# Recent Industry Acquisitions



## i9 Sports

After growing to 192 franchised locations and over \$21.3M in franchise revenue, i9 sports was acquired by Youth Enrichment Brands in October 2021.



## Soccer Shots

Soccer Shots was acquired in January 2022 after growing to over 235 locations and \$5.1M in franchise revenue.



## Little Kickers

In 2022, Soccer Shots acquired Little Kickers after being acquired by Susquehanna Private Capital. Little Kickers reached over 339 franchised locations across the world at the time of acquisition.

# Keys to Scale



## Efficient Franchisee Growth Through Internal Franchise Team

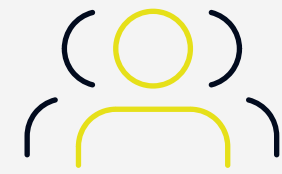
Strengthening our internal franchise growth team to streamline the recruitment process, enhance the quality of new franchisees, and reduce costs will ensure revenue growth is profitable and sustainable. This team will focus on identifying, vetting, and onboarding committed operators who are well-aligned with Kidokinetics' mission and values, ensuring a more rapid and sustainable expansion.

## Royalty Revenue Growth by Empowering and Supporting Franchisees

Increasing royalty revenues by providing franchisees with robust support and tools that drive their success. This includes comprehensive training programs, effective marketing strategies, and ongoing operational support to boost their performance. Higher franchisee success rates enhance royalty income, creating a virtuous cycle of growth and profitability.

# Additional Details

# Liquidity



We plan to build ways for investors to find liquidity.

## Portfolio Sell

As the portfolio matures, we will consider offers for our portfolio of franchises. If we view the offer as best for our investors, we will sell the portfolio.

## Sell in the Secondary Market

There is currently no active market for our shares. And while we anticipate a public market may develop in the future, we cannot guarantee the development nor availability of a primary or secondary market. Note that if and when a secondary market does develop, investors will need to wait one year to trade their holdings in accordance with Regulation D.



# Investor Communication and Transparency



Monthly investor  
letter



Quarterly financial  
summary



Annual  
financial  
statements  
and summary



Ad hoc updates  
as necessary

# Fees

The fees for this offering include:

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Acquisition

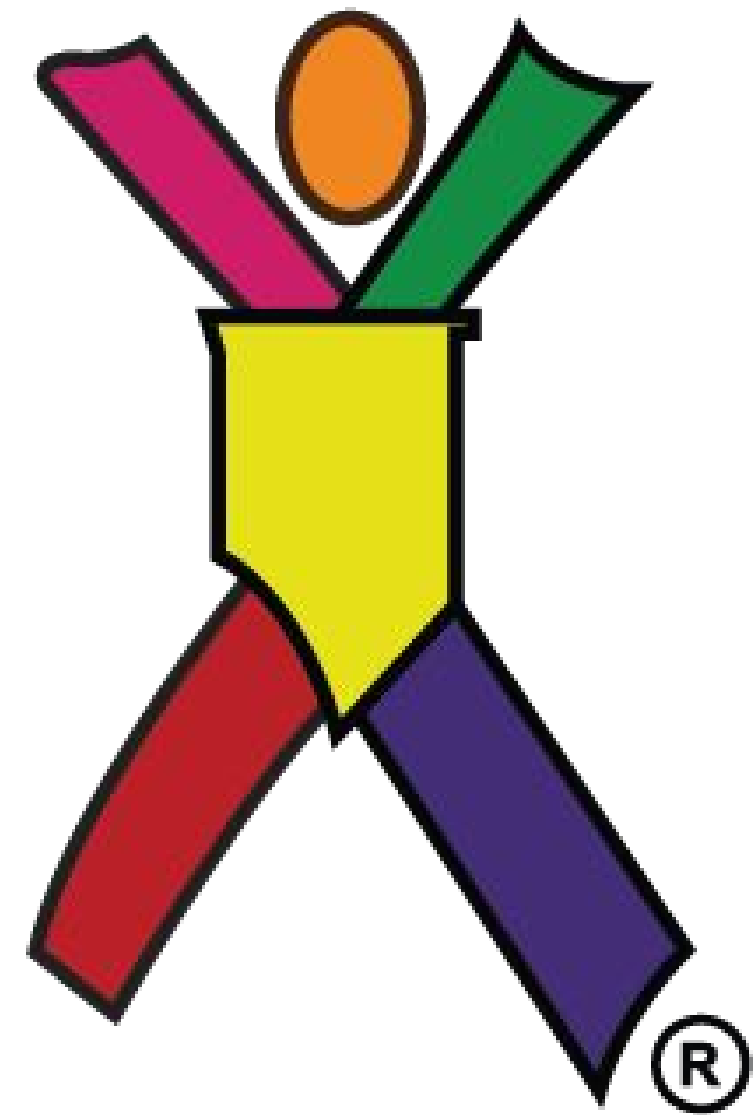
**\$500**

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Annual Fee

**\$100**

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**Kidokinetix**

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