

Dinosaur Playground



Franchise Information

Are you tired of working for somebody else? Do you want to play for a living? Are you a stay home parent looking for a way to make extra money with the kids in tow? Do you wish you could spend less time working and more time having fun with your children? Are you retired and looking for a new line of work? Are you looking for a fun change in your life? A Dinosaur Playground Franchise may be the perfect opportunity for you!!

Why buy a franchise?

Franchises minimize your risk and maximize your chances of success. With a Dino Playground franchise, you are given guidance through every step of the opening process as well as continued support of daily operations. You will know exactly what to do in order to be a success. We also market your business for you. A franchise is an opportunity to own your own business, control your income, and reduce the usual risk associated with a start-up business.

Advantages of Franchising:

- **Risk minimized.** A reputable franchise is a proven business method.
- **Name recognition.** A well-known name can bring customers into the business and provide a competitive advantage for the franchisee.
- **Training.** A franchisor can provide a regimented training program to teach the franchisee about the business operation and industry even if the franchisee has no prior experience.
- **Support.** A franchisor can provide managerial support and problem-solving capabilities for its franchisees.
- **Economies of scale.** Cost savings on inventory items can be passed on to the franchisee from bulk purchase orders made by the franchisor.
- **Advertising.** Cooperative advertising programs can provide national exposure at an affordable price.
- **Financing.** Lenders are more inclined to provide financing to franchises because they are less risky than businesses started from scratch.
- **Site selection.** Most franchises will assist the franchisee in selecting a site for the new franchise location.

Why Dinosaur Playground?

The Dinosaur Playground Franchise is proven to be successful. Our formula for success has been refined over the years. This is such a needed business, and it is very unique, so customers will seek you out and will recognize the Dinosaur Playground name. Learning from our plan allows you to avoid many common mistakes so you can put all of your focus on operating and growing your business. The mission of our business is to meet an important need of our community through the establishment of an innovative and creative indoor playground experience for all ages and abilities by offering a safe, clean, and monitored environment. Play is essential for development and children learn through play. We promote activity, education, and creativity and we are committed to create a place with fun for every child regardless of abilities or challenges. The playground becomes an alternative safe play haven out of harms way, inclement weather, and allows parents free time to conduct important family tasks and errands. Owning a Dinosaur Playground is a wise investment. We are unique, innovative, and successful even in a down economy.



Dinosaur Playground

Franchise Initial Investment



Expenditure:	Low	High	Due:	Paid to:
Initial Franchise Fee	29,995		Execution of Franchise Agreement	Dinosaur Playground, LLC
Real Estate and Improvements	10,000	25,000	Upon execution of lease	Unrelated Third Party
Equipment, Toys, Flooring, and other fixed assets	65,000	95,000	As Incurred	Dinosaur Playground, LLC
Inventory	500	1,000	As Incurred	Dinosaur Playground, LLC
Travel and Living expenses while training	1,000	3,000	As Incurred	Dinosaur Playground, LLC
Additional Funds (working capital)	10,000	20,000	As Incurred	Unrelated Third Party
Misc. Costs (Utility deposit, business licenses, professional memberships)	1,000	2,000	As Incurred	Unrelated Third Party
Insurance Premiums	1,000	2,500	As Incurred	Insurance Company
Legal and Accounting Fees	1,000	2,000	As Incurred	Attorneys and Accountants
Grand Opening	500	1,000	As Incurred	Unrelated Third Parties
Total:	119,995	181,495		

You should expect to make this initial investment to establish your own Dinosaur Playground Franchise. These amounts are estimated. There is no guarantee that the actual cost incurred by the Franchisee will be within the estimated range due to factors such as local conditions, real estate pricing, etc. That being said, we are confident in our estimation and know we have created a very affordable and successful franchise opportunity.

Dinosaur Playground Franchise Application

Date: _____

First Name: _____ Middle Initial: _____

Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Do you own or rent your home? _____ Status: Single Married

Number of Dependent Children: _____ Ages of Children: _____

Your Date of Birth: _____ Education: High School Some College College Grad

Three Character References (not related to you) :

1) Name: _____ Address: _____

Phone: _____

2) Name: _____ Address: _____

Phone: _____

3) Name: _____ Address: _____

Phone: _____

Your Present Occupation: _____

Annual Income: _____ How long at present job? _____

If self employed: Part Time Full Time Title: _____

Do you plan to devote full-time to this business venture? Yes No

Will your spouse be active in the franchise? Yes No

Do you plan to have others active in the franchise? Yes No

If yes, who/relationship _____

Have you previously been in a similar type of business? Yes No

If yes, describe _____

In what city/area do you wish to open your location? _____

When would you like to start: _____

Please briefly state why you would like to become a Franchise Owner with Dinosaur Playground:

Financial Information

Bank Name: _____

Location: _____ Phone: _____

Checking Savings Both

Assets

Cash on hand (including savings account): \$ _____

Real Estate (current market value): \$ _____

Stocks and Bonds: \$ _____

Life Insurance (current cash value): \$ _____

Personal Property: \$ _____

Other Assets (specify): _____ \$ _____

Total Assets: \$ _____

Total Liability: \$ _____

Total Net Worth (Assets minus Liability) \$ _____

How much capital will you invest? \$ _____

Will obtain capital via: Savings Relatives Home Equity Bank Financing IRA's

Other: _____

Please return completed application to Dinosaur Playground—4910 Tamiami Trail N Suite 301—
Naples, FL 34103 — or email to dinosaurplayground@gmail.com (239) 430-PLAY (7529)