

SWISH 365

How Does a Swish 365 Franchise Work

Simple, we come in and turnkey the buildout. We use the floor plan and create the most efficient use of the space for your needs.

After the buildout, we work together to make the business as successful as it can be.

Branding & Marketing Campaign

We start 3 months out in most cases with a detailed and robust campaign to create a buzz in the area

- Weekly Social Media Posts via Facebook Showcasing Your Facility
 - Mailings to all local coaches to set up Open House Dates and to get info out to their players
 - Contact local news outlets to let them know what is coming to the area
- All of this helps to get people in the door when you are open to start off with a healthy membership base

Royalty Structure

We take an 8% total royalty off gross revenue that breaks down to the following:
6% goes to the Swish 365 Franchise LLC
1% goes to our tech fee - which fuels our Swish 365 custom app - more on that later
1% goes to marketing of Swish 365 directly in your area

Buildout Costs

- \$20,000 per shooting zone (approximate cost depending on market)
 - Complete buildout that includes the following per zone
 - Dr. Dish All Star+ shooting machine
 - Basketball system with 6-foot backboard
 - 8 branded Swish 365 basketballs - 4 youth/women & 4 men
 - Sport Court Flooring with painted lines installed
 - Ball rack and training aids
 - 70-inch TV above the basket to track stats in real-time

Additional Costs

- \$10,000 (approx.) for Leaderboard, Laser 900 dribbling simulator and some signage
- \$30,000 Franchise Fee - We discount the Franchise Fee \$15,000 to the first one in each state

4 Basket Shooting Zone Facility total investment approx. \$120,000 - \$15,000 - \$105,000
6 Basket Shooting Zone Facility total investment approx. \$160,000 - \$15,000 - \$145,000
8 Basket Shooting Zone Facility total investment approx. \$200,000 - \$15,000 - \$185,000

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Membership Levels

(all are recurring monthly)

\$49/Monthly Starting Five Membership

- 1st-3rd Grade Players Only
- Unlimited Small Group Training Sessions
- Unlimited Laser 900 Sessions

\$75/Monthly Rookie Membership

- Daily 30-minute shooting sessions on our Dr. Dish machines
- Daily 15-minute ballhandling sessions on our Laser 900

\$99/Monthly All-Star Membership

- Daily 30-minute shooting sessions on our Dr. Dish machines
- Daily 15-minute ballhandling sessions on our Laser 900
- Unlimited Small Group Training Sessions

\$150/Monthly Hall of Fame Membership

Most popular membership and most profitable - 43% of membership totals

- Daily 60-minute shooting sessions on our Dr. Dish machines
- Daily 15-minute ballhandling sessions on our Laser 900
- Unlimited Small Group Training Sessions
- 24/7 access to the facility
- Always have a place to get shots up anytime

Additional Revenue Sources

- Travel Team/AAU Program
- Independent Trainers
 - Camps/Clinics
 - Birthday Parties

Swish 365 Custom App

3 years of testing different third-party apps that were clunky, features we needed that were not offered as well as the ongoing 5-7% of fees led us to create our own custom app that would solve all of the issues we needed. We spent 16 months or back and forth to in the end create a facility management structure that allowed our franchisees all of the tools they need in an easy-to-understand format. Any feature can be quickly changed, modified or deleted at the touch of a button so even the most tech adverse manager can figure it out.

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Dr. Dish Shooting Machines

We have an awesome partnership with Dr. Dish. We lease the machines from them at a cost of \$150 monthly per machine. This is a cost for the franchisee, so make sure you take that into account. The benefit to you is that all parts are warranted throughout the life of the lease. You never have to pay for a part, we simply send it to you or it is in stock at your facility. The best part is that you are directly shipped brand new machines every two years. You will always be on the leading edge of technology which is what business we are really in. You have peace of mind that we will be the leaders of the pack rather than other facilities who will have out-dated machines. They will spend over \$7,000 on their machines and want to keep them for a long period of time and thus have dated technology. Our agreement saves our franchisees over \$3,000 over two years.

First Right Of Refusal

You would always have the right of first refusal in your area for future Swish 365 locations. We usually build a moat around a location based on population and size to give you peace of mind that there won't be another popping up around the corner. So, if another group wanted to put a Swish 365 30 minutes away (we think people will drive 25-30 minutes as the farthest distance with some outliers), we will come to you first and discuss opportunities for an additional Swish 365 franchise owned by you. If you said you wanted to, then we wouldn't do business with anyone else. In a nutshell, you have the option first. We want our Swish 365 Franchisees to feel confident and comfortable that we want to see you succeed and be successful and are here to help in any way we can.

Multiple Franchises/Master Franchises

We would love for you to open up multiple successful Swish 365 facilities and have options for you to secure those so there is no other competition for you. We have options/discounts for multiple locations and timelines that will benefit existing franchisees.

We also allow you to lock up a county or state. Large counties agreements allow you to open multiple locations without any competition allowed (think big cities/population bases).

Master State Franchises

This option allows you to purchase an entire state for a fixed price. You would then benefit by selling franchises within your state, earn a percentage of the franchise fee as well as a percentage of the ongoing royalties. If interested, we can discuss further.