



“Helping Your Business to Soar...”

Spread your wings...

Contact us today to get your franchise business off to a flying start!



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Welcome to BizSmart®...



**Hello... & thank you for your interest in our innovative, proven
& exclusive business opportunity**

What We Do...

We guide, support and challenge.

We are practical, relevant, and innovative.

We inspire and help business owners to go further.

We bring people together.

We are BizSmart®.

BizSmart® gives business owners “wings” through a rock-solid, proven system for scaling up and building value. We call this Flight Academy®

Fundamentally we are about helping business owners of small and medium sized businesses – (typically with 2 to 30 employees) to create the business success that allows them the freedom and control they were looking for when they decided to strike out on their own – and ultimately gain the quality of life they were seeking. So, it is about helping business owners to spread their wings and soar gracefully!

Our philosophy is based on an old African proverb... **“If you want to go fast, go alone. If you want to go far, go together”**. Our business support is based on our structured scale-up journey and value methodology, delivered largely through peer-2-peer groups facilitated by an experienced “Chair-person”. We are disrupting the market for SME business support with our innovative and proven approach that provides real value for owner managers. We are an exclusive franchise and will select only the very best people to join us.



Our story...

BizSmart® was established in 2012 by Kevin Brent, Founder & Managing Director, with the vision of “Helping SME Businesses to Soar” and transforming the lives of business owners by providing a rock-solid system for scaling businesses, growing profits, improving operating practices and control and ultimately, building value.

Since being established, BizSmart® has worked with hundreds of business owners in Worcestershire and surrounding counties. We have developed and honed our business model over the years, cultivating our unique proprietary system – the Scale-Up Journey - which we have proven commercially and built a strong reputation for delivering success to our clients.

Why business owners work with us...

Clients are attracted to working with us because they share 3 strong desires. See if any or all of these three resonate with you...

1. They want proven strategies and systems they could follow to scale their company
2. They need a sounding board of their peers who can share their experiences & help overcome barriers to scaling up
3. Knowing they can get distracted... so see value in being held accountable by their peers to get more done!



Our mission is to transform the lives of business owner managers through proven structured peer-to-peer and 1-2-1 support, helping them to ScaleUp and maximise the value of their business.

Our values...



Understand
& then be
understood



Inspiration,
Opportunity &
Accountability
through
Collaboration &
Teamwork



Authentic,
Practical,
Impactful &
Relevant



Focus through
Clarity & Insight

These values are baked into every aspect of the business. They inform how and why we work in the way that we do, how we treat our clients and how we carry out every aspect of the business. We work hard, treat people fairly, always look to add value and for opportunities for others to achieve success. Together, we make a tangible difference.

Our Scale-Up programmes...

Flight Academy

We have developed a range of key products that support businesses throughout their ScaleUp journey. Our overall ScaleUp support for businesses comes under our Flight Academy® System and our core products are our SmartBoards® and Smart90® Clubs.

Our key products...

- ScaleUp Club
- BizSmart® Select
- Smart90® Clubs
- SmartBoards®
- Value Boost Camps®
- ScaleUp Radio





Our USPs...

Clearly defined business offer to SME's – BizSmart® is for "ambitious business owners who want to transform their business". We are specialists in business transformation & scale-up with peer-to-peer support

We are disrupting the market for SME business support services – our offering is unique, innovative and professional... and it gets results!

Range of products and services to meet every SME's business aspirations and budgets – flexible, accessible programmes focused on business scale-up & value creation with support from like-minded business owners

Business owners can progress through the various programmes at their own pace to meet their goals and objectives for growth, scale-up, business value. Multiple revenue stream model for franchisees

Technology-driven business – impressive digital platform that delivers a professional, user-friendly client experience, drives efficiencies, and creates consistency of service

Proprietary software to facilitate 90-Day planning and actioning

Comprehensive website with information, videos and online tutorials that clearly explain BizSmart®'s core market proposition to SME business owners

BizSmart® has an extensive library of tutorials in video & online learning material formats as well as the systems and processes in place for our franchisees – learning materials are tried & tested, proven to deliver results for businesses participating

Unique peer-to-peer structure that delivers strong client engagement, accountability, loyalty, trust, information & knowledge share – as well as clients promoting BizSmart® to fellow businesspeople. Strong referral & advocacy model

Our Scale-up programmes have been carefully developed over the last 8 years and have are proven to deliver results for clients as well as a sustainable, profitable business for BizSmart®

We are offering an exclusive franchise opportunity to a select number of experienced, professional businesspeople to partner with us and share our success

Technology & Innovation...



Technology is at the core of our business. As an innovative business, BizSmart® has invested in bespoke, state-of-the-art technology including Flight Academy®, our unique online Scale-Up Resources, Smart90® software and ScaleUp Radio Podcasts.

In addition, we embrace a range of technologies such as The Value Builder System®, Ontraport CRM, Stripe and Zoom which drive our professionalism and our business efficiency.

Client Feedback...

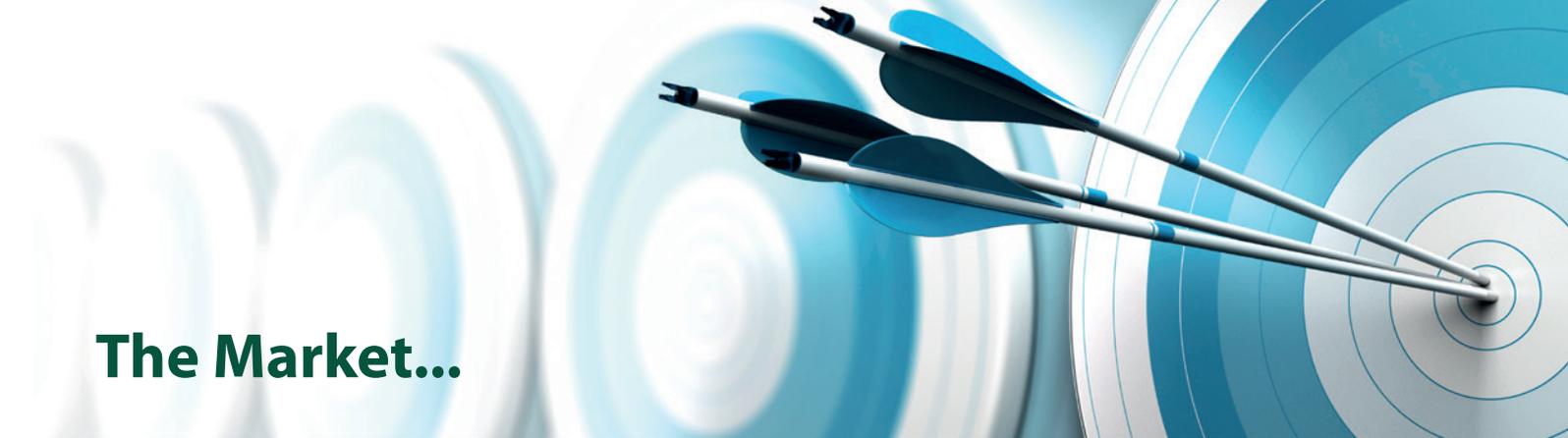
We are passionate about our clients and the service we provide drives everything we do. We strive to deliver outstanding ScaleUp programmes for our clients in a peer-to-peer format that adds value to their businesses. We are proud of our client service and the consistently exceptional feedback scores we receive.

To emphasise our continual commitment to the service we deliver, our service feedback* is truly impressive...

Client Feedback: 9.4 / 10

Net Promoter Score: 84%

*Score calculated March to Sept 2020



The Market...

The Key Facts

There has never been a better time to launch a business-to-business ScaleUp programme under our guidance and support. Business owners - more than ever - are looking for help in these economically challenging times to scale their businesses on strong foundations and to build value as they develop and grow. With our proven scale up programmes, SMEs can develop growth strategies that deliver genuine value creation whilst enabling the franchisee to build their own profitable business.

There is huge potential for BizSmart® in our core SME market and a real opportunity to grow the brand by offering our ScaleUp Journey through a franchise network...

- ✓ **5.9m. SME's in the UK**
- ✓ **200K+ new SMEs opened in 2019**
- ✓ **16.6M employed in SME sector**
- ✓ **Approximately 1.3m. Business Owner Managers in the UK fall into our target group – limited companies with between 2 and 50 employees**
- ✓ **Approximately 10,000 target business owner managers within each franchise area**
- ✓ **Demonstrable opportunity to build a strong 6 figure income based on recurring revenue**

Our Franchise Package...

A comprehensive package to get you off the ground & flying high

The BizSmart® Franchise Package is our expertise and includes a comprehensive package that is designed to support you launch and build a successful, sustainable, and profitable business. The Franchise Package includes:

Exclusive Franchise Territory & selective in choosing our franchise partners	Training programme Comprehensive, professional initial training	'Rocket Launch' to rapidly build a profitable business BizSmart® Launch Marketing & PR
5-year Franchise Term (with rights to renew / no renewal fee)	Software BizSmart®; Smart90®; Flight Academy®	BizSmart® IT Package CRM; Accounting Software & much more
Rights to Use BizSmart® brands & trademarks BizSmart®; Flight Academy®; Smart90®; Boost Camps®	Website Listing Listing on BizSmart website	Monthly franchisee virtual meetings information and training session to introduce the BizSmart® monthly business theme
BizSmart's know-how, operating systems & processes	Marketing Materials Case Studies, Testimonials, Blogs and much more'	Flight Academy® Manual online video tutorials resources
Business Manuals	Ongoing training & support	Support & Advice from our experienced team

Our franchisees...



We are passionate about the BizSmart® brand, our unique Scale-Up and value creation methodology and have ambitious plans for the future. Therefore, we will take time in assessing prospect franchisees to ensure they meet our requirements and that they have the skills and experience to represent the brand and our ethos to become a successful franchisee. The BizSmart® franchise will comprise a select number of franchise partners who will work exclusively with us as we continue to disrupt the market. Offering a genuinely unique, professional, and quality service to our business owner clients we will develop our brand and capture an ever-increasing share of our target market.

- ✓ Personal honesty and integrity – a genuine individual with credibility who easily builds trust with people. A natural people person who gains respect from those around them
- ✓ Leadership experience – leading and motivating a team of people
- ✓ Previous – or existing – experience as a business consultant, mentor, or coach
- ✓ A successful career to date in a leadership / senior management position in a successful, growing business preferably with exposure to SME businesses
- ✓ The ability and skills to chair and facilitate an effective meeting – can hold a room with presence & sincerity
- ✓ A deep understanding of the challenges faced by SMEs and a positive, pro-active mentality to helping businesses to grow and succeed – a positive, “can-do” attitude
- ✓ An ability to spot opportunities for people & businesses to work together for mutual benefit. Considers possible synergies and the value of bringing people together for mutual reward

Ongoing support...

Helping our franchisees businesses to soar!

BizSmart® are committed to supporting franchisees businesses to soar. We do this by providing wide-ranging business support and guidance.

Franchisees pay a Franchise Package Fee to acquire the BizSmart® Franchise and an ongoing Management Service Fee (MSF), as a percentage of gross revenue, in return for ongoing assistance and support, which includes:

Comprehensive Training	BizSmart® ScaleUp Programmes	BizSmart® Image & Branding
BizSmart® Software	Ongoing technology development & new innovations	Continuing sales and marketing support, including social media and website
Being part of a group of professionals with advice and support readily available	Access to professional collaboration, help and advice	Regular communications & meetings with our franchise network

Your Investment...

Build your nest

The initial investment is circa £50,000. This investment includes our Franchise Fee of £35,000 which includes our comprehensive training programme, around £10,000 for start-up costs, IT equipment etc. and £5,000 for personal and business expenses for the first three months of trading. If you require business funding, we can assist by helping you to develop a draft business plan. This can be used for bank funding applications with high street banks that may consider you for a franchise business loan.

Detailed financial information including revenue and profit illustrations will be made available to interested parties.

Spread Your Wings... Come Fly with us!

I am interested, what's next?

Contact us...

Get in touch today to arrange an informal, no obligation virtual chat where we can give you more information and answer your initial questions.

Discovery Day...

We will then arrange for you to attend a BizSmart franchise Discovery Day where we will share much more information about our business, our systems and processes, our technologies and our unique, award-winning ScaleUp programmes.

Market Research...

You will need to research your local area, the market, and our franchise opportunity.

Questions...

You will undoubtedly have lots of questions... feel free to contact us by phone or email... anytime.

Expression of Interest...

the next step is to complete our Franchise Enquiry Form



**To start your journey with BizSmart
call or email Kevin today...**

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e: franchising@biz-smart.co.uk