



JumpOnIn!
parties & more...

www.jumponinfranchise.com



COMPANY HISTORY

In 2005, the first Jump On In® facility was opened in Lowell, MA by Kevin and Carla Lynch. The idea behind Jump On In® was to create something that hadn't existed in New England before: An affordable, private party facility with a safe environment that allows a large number of invited guests to enjoy an active, private party on inflatable equipment and trampolines! Under Kevin and Carla's leadership, the business has grown from simply being the first indoor inflatable and jumping party facility in New England to becoming the premier party facility in its market area. Through JOI Franchising, LLC, the company is now seeking to continue its expansion in communities throughout the United States!

The cornerstone of the Jump On In® business philosophy is to provide an extremely fun and active private party environment, in family-friendly, safe, and clean surroundings, with a well-designed operation – all while maintaining a parent-friendly experience offering reasonably priced, all-inclusive, customizable party options for parents on the go. The name Jump On In® tells the customer that they are going to experience the very best type of party, every time.

Our management and referee staff – trained in courtesy, politeness, and safety – treats all customers as friends who are welcome to enjoy and feel comfortable in our surroundings. The birthday party industry may offer the public many different choices, but for consistently fun parties that are stress-free and affordable, Jump On In's customers come back, time and time again, becoming the loyal customers that allow us to continue to build our great business.

We believe strongly in this philosophy, and with Franchising as an added ingredient, the day-to-day operations of Jump On In® must be flawless and consistent. The degree of everyone's success depends on the amount of effort and energy put into learning and executing each phase of the business. With a lot of teamwork, diligence, and dedication, Jump On In® can be a great business opportunity for you.

FRANCHISE BENEFITS

- Fun, Innovative, Cutting Edge Concept
- Established, Effective, and Efficient Systems
- Complete Training
- Ongoing Regional Support
- Advertising and Marketing Support
- Enhanced Franchisee Accountability
- Flexible Scheduling
- Rapidly Growing Industry

JOI Franchising, LLC, 100 Phoenix Ave., Lowell, MA 01852 P. 978-692-0961
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FRANCHISE SUPPORT

Exceptional Locations

Jump On In® has carefully studied its customer demographics and has determined the optimal area mix necessary for a successful center. Once you have chosen a location, Jump On In® will utilize our expertise to evaluate and approve/disapprove the site, and help you to determine the best layout for your specific facility.

Complete Training

The new Jump On In® operator will undergo 28 hours of intensive training, covering all aspects of the Jump On In® franchise business including product knowledge, equipment operation and training, customer service, cash management, advertising, and hiring recommendations. In addition to this, there is ongoing support for the life of the franchise.

Ongoing Assistance

Jump On In's founders are hands-on operators who know the industry, and will reach out past their corporate store to provide all franchisees whatever support they need. This concept also offers regional developer opportunities, so much of your franchise support will be local and accessible.

Advertising

Jump On In® may collect a monthly advertising fee in the amount of 1-2% of gross sales to support the development and maintenance of a professional marketing plan for discretionary regional and local market areas. Jump On In® believes in promoting its brand name with powerful advertising tools to drive consumers to its franchise locations. We may use a combination of local, regional, and national advertising, including newspaper, radio, and in-store promotions to target the widest possible Jump On In® customer base.

Expert Experience in the Private Party Industry

The new Jump On In® operator will have the outstanding advantage of utilizing Jump On In's years of knowledge accumulated in the private party industry. Jump On In® strives to be on the cutting edge with our innovative business model. Jump On In's expertise in unit set up, merchandising, customer service, hiring the right personnel to fit the environment, and overall presentation, make it number one in customer satisfaction.

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INVESTMENT BREAKDOWN

INITIAL COSTS

Franchise Fee

Compensates Jump On In® for materials and services related to start-up, use of trademark, proprietary information, manuals, training, marketing materials, business forms, professional consultation and other support and administrative activities.

Leasehold Improvements

This depicts the costs you should expect to incur to complete the build out of your center.

Computers

Our current hardware requirements ensure you will have the technological ability to operate your franchise efficiently. You must also maintain a high-speed Internet connection, such as cable, DSL, or fractional T1 (no ISDN), and a custom Jump On In® software package.

Permits, Real Estate, Rent & Deposits

Required payments for business licenses and permits, facility rental, security deposits, and various other utility and insurance premium pre-payments as required on an individual basis.

Training

Expense related to training-related travel including meals and lodging.

Pre-Opening

Professional fees, opening expenses, and Grand Opening advertising.

Insurance

You must obtain and maintain the specific insurance coverage that we require and satisfy other insurance-related obligations that may be regulated by your state or local government.





INVESTMENT BREAKDOWN

Franchise Fee	\$29,500
Leasehold Improvements & Computers	\$0 to \$225,000
Gym Equipment	\$8,000 to \$64,000
Non-Gym Equipment and Signage	\$29,000 to \$44,000
Permits, Real Estate, Rent & Deposits	\$9,050 to \$51,000
Training	\$1,000 to \$3,000
Pre-Opening	\$11,050 to \$18,250
Insurance	\$1,500 to \$6,000
Working Capital	\$12,000 to \$40,000
Total	\$101,100 to \$480,750

Working Capital

Funds allocated for various other expenses regarding start-up and marketing costs, as well as an initial deficit reserve.

On-Going Franchise Fee

Jump On In® receives a monthly royalty of 5% of gross sales.

Advertising

Jump On In® may collect a monthly advertising fee in the amount of 1-2% of gross sales to support the development and maintenance of a professional marketing plan for discretionary regional and local market areas.





THE PRIVATE PARTY INDUSTRY

The private party industry is rapidly growing. With parents working longer hours, they are willing to spend more and more money to make sure their children have the best party available – with the least amount of stress. As a whole, the future of the industry is glowing:

- 5 million people celebrate birthdays each week – that’s over 700,000 birthdays each day!
- Overall birthday shopping in United States: \$10 Billion.
- 50% of all party-ware spending is for birthdays. 65% of this is spent on children.
- For Americans, birthdays are the #1 reason to party.
- There are over 62 million school-age children and teens, including over 40 million in elementary school and junior high.
- Today’s parents have high expectations and want to make every activity enriching for their children.

The latest inflatable designs are becoming more engaging, challenging, and interactive. Jump On In® has recognized an extraordinary market opportunity by taking inflatables out of the backyard and putting them into a private, indoor party facility. Jump On In® is the first company in New England to build on the popularity of classic inflatables and expand to other exciting jumping equipment such as the Jumpshot™ Basketball game.

THE JUMP ON IN® ADVANTAGE

Jump On In® is designed to be different from other party places that feature inflatables. We’ve actually designed our business model with the owner in mind. For example, we’ve set up our business model so your facility will be a five day a week business, rather than a seven day a week business. We realize that even business owners sometimes seek balance in their lives and do not want their facility to be open every day. Our business model allows you to offer parties on a five day schedule, but still leaves you enough flexibility to accommo-



date the needs of your guests if you’d like to be open for more days when necessary.

Our business model is very popular with our franchisees because it has been designed to allow you to be open only when you have parties scheduled. Our model requires an active owner, but not one who needs to be at the facility during all operating hours.





THE PRIVATE PARTY INDUSTRY Cont.

What makes Jump On In® special for children is that they either have to host the party or be invited to play there, since all parties are private and the facility is not open for walk-in business. This lends itself to bookings months in advance, especially on weekends, to assure parents that their children will have their exciting parties at Jump On In®. Another bonus of being open only by appointment is that Jump On In® franchisees can control their operating and labor costs.

Because safe and controlled environments for children are so important to parents these days, Jump On In® is the perfect place for a party – any party – but of course, children will always have birthdays!

UNIQUE SERVICE AND ATMOSPHERE

Jump On In® is all about children and Jump On In® is all about fun. You're interested in this industry because you love children and everything about them. The smiling faces, the music, the cheers of excitement, the colorful environment, the sheer joy on children's faces as they celebrate milestones in life. It's all in a day's work at Jump On In®.

Private parties are by invitation only so children will enjoy the safety and freedom that comes with being surrounded by the familiar faces that were invited to the party. Face it, kindergartners and teenagers together on jumping equipment is not

an ideal combination!

Advance scheduling of private parties allows the owner to not be "tied down" to the facility for 12-15 hours per day. This also allows the franchisee to control labor and operating costs because the facility only needs to be staffed during scheduled parties.

Affordable and appealing option to "other" private party places that over-charge for every plastic plate, cup, balloon, and slice of pizza! At Jump On In® we offer affordable food and party favor solutions, and we even offer parents the option of bringing their own food and party favors to save even more money if they so choose.

Cutting edge equipment for an active party allows today's kids to get much needed exercise in this era of television and video games. Kids love to jump and bounce around on all of the latest inflatable equipment!





FREQUENTLY ASKED QUESTIONS

Is financing available?

We do not provide financing, but many banks have programs designed to provide financing to start-up businesses like franchises. We will be happy to provide you with the names of several institutions you can contact.

What is the franchise fee?

The franchise fee is the amount due upon the signing of a franchise agreement. The franchise fee for Jump On In is shown on the Investment Breakdown page of this document.

What is the royalty?

The Jump On In royalty amount is shown on the Investment Breakdown page. A royalty is a standard practice in the franchise business and is used to keep the franchisor strong, allowing us to maintain and create ongoing programs and systems that improve the overall company and support the continued growth of the franchise network, thus growing the recognition of the brand name.

Do I need any previous experience?

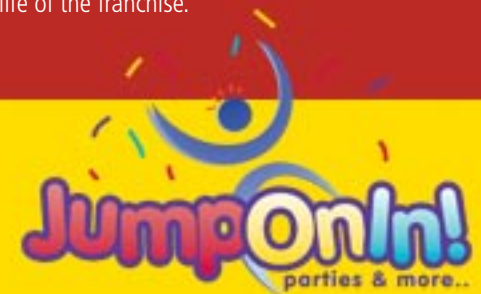
Although there are no strict experience requirements, Jump On In® wants their franchisees to be energetic, customer service focused, financially capable, team players who have a genuine commitment to creating a quality experience for parents and children, and are willing to put in the hard work to make their business successful. You bring your aspirations and we will teach you the business.

Who builds and equips the center?

Jump On In® centers are frequently based out of light industrial parks. We will provide general specifications for the center franchise; it will then be the franchisee's responsibility to have the plans and specifications modified to suit their specific site. Upon our approval, it is then built to specifications with certain design standards particular to Jump On In®.

What training is provided?

The new Jump On In® franchisee will undergo 28 hours of intensive training, both classroom and on-site, covering all aspects of the Jump On In® franchise business, including operations procedures, customer service, cash management, advertising, promotions, and opening/closing procedures. In addition, there is ongoing support for the life of the franchise.





FREQUENTLY ASKED QUESTIONS cont.

How long does it take to open the center after signing franchise agreements?

On average, the franchisee can expect to open their unit six to twelve months after signing the franchise agreements.

Can I own more than one center?

The mark of an excellent franchise is the rate at which franchisees own more than one location. Jump On In® has a multiple center program that encourages successful franchisees to purchase additional centers by reducing the franchise fee for each successive center.

How much money will I make?

Profitability varies greatly depending up a number of factors including number of customers, location, capacity and operating costs, as well as the ability of the franchisee to manage and control the business. Jump On In® strives to help its franchises be more successful through marketing aids, procedures, and education.

Is there a protected territory?

Once you choose an available area, your exclusive territory will be determined based upon demographics such as population and average income, as well as distance from other franchisees.

What is your website address?

www.jumponinfun.com and www.jumponinfranchise.com

How do I find out more about this opportunity?

Jump On In® grants qualified applicants the opportunity to open centers and develop territories. Once you fill out the Confidential Personal Profile sheet available at www.jumponinfranchise.com, we will review your application, contact you with additional information, and forward a Franchise Disclosure Document to you.

