



# Welcome!

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**THANK YOU  
FOR YOUR INTEREST  
IN THE JUMP ON IN™  
FRANCHISE OPPORTUNITY!**

We encourage you to educate yourself on our unique opportunity, as well as the private party industry.

**Jump On In™ is all about children and Jump On In™ is all about fun. You're looking at this industry because you love children and everything about them. The smiling faces, the music, the screams of excitement, the colorful environment, the sheer joy on a child's face as they celebrate a major milestone in their life. It's all in a day's work at Jump On In™.**

**Contact: Jump On In**

**100 Phoenix Ave.**

**Lowell, MA 01852**

**Ph: 978-692-0961, Fax: 978-692-2169**

**Email: [klynch@jumponinfun.com](mailto:klynch@jumponinfun.com)**



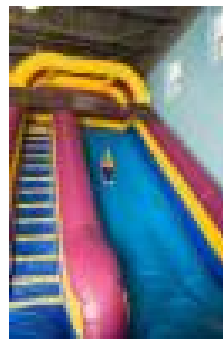
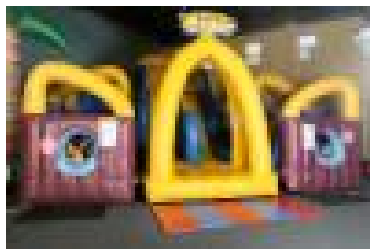
# Company History

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**Jump On In™** was created by Kevin and Carla Lynch in 2005 as New England's first and largest indoor inflatable and jumping facility. The idea behind **Jump On In™** was to provide something that hadn't existed in New England before: A private party place in a safe, clean environment that allows children to invite a large number of guests to enjoy an athletic, active party on inflatable equipment and trampolines!

**Jump On In™** is an innovator and is on a mission to provide stress-free, active parties to the parents and children of America!

The success of **Jump On In™** has prompted us to consider ways to utilize the unique **Jump On In™** methods to expand the business to new areas. As **Jump On In™** moves forward with its franchising expansion, we welcome you to consider joining us.





# About Us

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## Kevin P. Lynch, President and CEO:

Kevin's business experience includes over 17 years as an executive with a private investment group that owned and managed a portfolio of private and public companies. His principal duties included analyzing and evaluating companies as potential acquisition opportunities as well as participating in board membership and management of a portfolio of companies that included a restaurant chain with over 60 locations. Additionally, Kevin has acted as a private consultant assisting owners of businesses with the transfer of ownership.

Kevin is a Certified Public Accountant and holds a B.S. degree from Fairfield University and an M.B.A. from Columbia University. Kevin, along with his wife, still owns and operates the original Jump On In™ located in Lowell, MA.

## Carla A. Lynch, Vice President:

Carla Lynch's experience includes over 10 years as a special education teacher. She holds a B.A. degree in Education from the University of Hartford and a M.A. degree in Special Education from Columbia University. Carla has been responsible for the development of the unique look and feel of Jump On In™ as well as for the development of Jump On In's™ guest service program.



# Party Industry

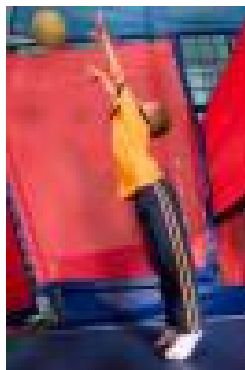
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The latest inflatable designs are becoming more engaging, challenging, and interactive. **Jump On In™** has recognized an extraordinary market opportunity by taking inflatables out of the backyard and putting them into a private, indoor party facility.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

Typically in light industrial parks, **Jump On In™** facilities generally feature two gyms and two private party rooms for pizza/soda/cake etc.

What makes **Jump On In™** special to children is that they have to be invited to play there, or have their own party, since all parties are private and the facility will not be 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 parties at **Jump On In™**. Being open only by appointment allows a **Jump On In™** Franchisee to control his or her operating and labor costs.

Because safe and controlled environments for children are so important to parents these days, **Jump On In™** is also less likely to be impacted by downturns in the economy. And, of course, children will always have birthdays!!!





# Benefits to Franchisee

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## **A Unique Opportunity in a Growing Industry with the Power of the Franchise Community!**

**Training.** You will experience training at the Jump On In™ Franchise Support Center. You will learn every aspect of the business. In addition to the initial training, ongoing training will be provided to keep you aware of new industry data.

**Marketing Program.** The Jump On In™ Marketing Program is an efficient and cost-effective program. You will have access to unique marketing materials and a program that assists in your business growth.

**Technology.** At Jump On In™, we have integrated the latest technology to manage Customer Relations and Quality Control of daily operations. Our unique reservation system allows you to stay on top of your business with the click of a mouse.

**Franchisee Screening Process.** We take pride in our franchise program which makes our franchisee recruitment process very stringent. It is very important in who shares the Jump On In™ brand. We hope that this will be very important to you as you research our company and other companies as well.

**Franchisee Support.** You will be in business for yourself, but not by yourself. Our success depends on your success. We are a TEAM!



# Competitive Analysis

	<u>Jump On In™</u>	<u>Independent Business</u>
<b>Assistance with Site Selection and Layout</b>	Yes	No
<b>Professional Marketing Support</b>	Yes	No
<b>Brand Awareness</b>	Yes	No
<b>Continual System Enhancements</b>	Yes	No
<b>On-Going Support</b>	Yes	No
<b>Exclusive Territory</b>	Yes	No
<b>Turn-Key Business to get you off and Running!</b>	Yes	No





# Costs

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- 1. Initial Franchise Fee: \$37,500 for first facility, \$27,500 for each additional facility.**
- 2. Continuing Franchise Fee: 6% of Gross Revenues**
- 3. Other Costs: An overview of normal business operating costs to consider is provided in our Uniform Franchise Offering Circular (UFOC). This document will be presented to you at our initial personal meeting.**



# Initial Investment

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You should plan to spend approximately \$279,600 to \$515,750 to open a typical **Jump On In™** location. This estimate includes the Initial Franchise Fee shown on the previous page. Your actual costs will vary with the number of **Jump On In™** facilities you will operate, the construction needed for your specific building and with your geographic location. We don't guarantee an exact cost, and have shown an estimated range because of these variables. Our UFOC has a detailed listing of the items in this estimate.



# Getting Started...

## How to Become a Jump On In™ Franchisee...

1. To express your interest in obtaining a Jump On In™ Franchise, you may contact us by:
  1. Calling us at 978-692-0961.
  2. Email us at [franchise@jumponinfun.com](mailto:franchise@jumponinfun.com)
  3. Completing our Questionnaire at [jumponinfranchise.com](http://jumponinfranchise.com)
2. We will email you our confidential application form:
  1. Complete the application form.
  2. Mail or fax the completed form to Jump On In™ at 100 Phoenix Ave., Lowell, MA 01852. Fax: 978-692-2169.
3. After review and approval of your application, we will contact you to discuss the Jump On In™ concept and answer any questions you may have.
4. If, after completing the first three steps, you and our representative both feel you are an excellent fit with Jump On In™, we will forward you our UFOC (Uniform Franchising Offering Circular) and arrange a scheduled phone conversation to discuss details of the information you receive.
5. You will be presented with our Franchise Agreement that includes details of the working agreement between you and Jump On In™.
6. Once the Franchise Agreement is executed, you will begin your search for a facility. Once found, you will schedule your initial training.
7. Once you have completed the initial training, you will begin operation of your franchise and begin accomplishing your GOALS & DREAMS!

