



FRANCHISE DOSSIER

— Start your own business with
Sportmadness



WHAT IS SPORTMADNESS?

Sportmadness is a digital franchise that helps sports lovers launch and grow their own business in the sports industry.

Our adventure began in 2012 as a sports management company and in 2017 we launched our **franchise model**.

We have a mission: **to make people successful**. From our franchisees to our users, through our team and society.

Today, thanks to the efforts of dozens of people every day, we have a global presence, and we are **professionalizing amateur sports** by offering the best events, academies and campuses.

We are becoming, together with our franchisees, the **world leader** in the sports events and academies industry, and we are looking forward to meeting talented and passionate people who want to join our Community.

Thank you very much for your interest.

+50
franchises

+10
countries

+400
people in our
community



WHO IS SPORTMADNESS FOR?



Sportmadness is for you if...

- You love sports.
- You want to be your own boss.
- You want to surround yourself with industry experts to help you on your path.
- You like challenges.
- You want to align your professional and personal goals.
- You have commercial and communication skills.
- You want to open a low-risk business with an unlimited return potential.
- You want to be part of a community of people like you around the world.
- You have a long-term vision to build an amazing business.
- You want to be the owner of your time.
- You want to learn continuously.
- You want to enjoy every day working on something you like.
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WHAT SERVICES WILL YOU OFFER AS A SPORTMADNESS FRANCHISEE?

As a Sportmadness franchisee you can offer dozens of sports services within our business lines (events, academies and campuses) and for any sports discipline



Enterprises

- Corporate Wellness and Team Building
- CSR through sport
- Events to increase visibility
- Customer and partner loyalty through sport



Public Administrations

- Revitalization of public spaces through sport
- Sports activities for different segments (children, adolescents, seniors, special needs ...)
- Events of any discipline
- Campuses and schools



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WHAT SERVICES WILL YOU OFFER AS A SPORTMADNESS FRANCHISEE?

As a Sportmadness franchisee you can offer dozens of sports services within our lines of business (events, academies and campuses) and for any sports discipline

End Users

- Tournaments (football, paddle,, 3x3 basketball or the sport you want)
- Competitions and leagues
- Mass events
- Races
- Academies and campuses
- FC Porto Camps

Sometimes we will work with associations, clubs, facilities or federations to offer our services.

Schools and Universities

- Academies and extracurricular activities in all sports disciplines
- Sports camps in non-school periods
- Days without school
- Events
- FC Porto Camps



WHAT ARE YOU GOING TO ACHIEVE WITH YOUR FRANCHISE?

You will be able to have a successful business that allows you to enjoy every day of your work. In less than a year, if we do things right, you can have recovered your investment and have a profitable business. All this making a very affordable investment and with a reduced risk. There is no other franchise in the world that offers so much potential return with such a small and limited investment.



Rubén

Toledo and Guadalajara, Spain

In less than a year we recovered the investment and we had a growing business that today has already passed 1,000,000 euros in turnover. In addition to offering me a good salary every month, the quality of the business allows me to earn dividends at the end of the year.



David

Mexico City, Mexico

The amount of services we can offer as franchisees allowed me to have multiple options to grow and monetize my business from the first moment achieving results that I never imagined were possible.



Daniel

Porto Alegre, Brazil

Sport continues to grow around the world and customers need high-value propositions. This allows me to have margins of more than 30% and endless services to offer., With the support of the Head Office, I am developing for my franchise.





HOW WILL SPORTMADNESS HELP YOU ACHIEVE THIS?

We will help you in everything you need to make your business a success. Our success is yours. We can divide the support into two parts: Sell more and have a good business management.



Sell more:

- Our brand as a guarantee (social networks, marketing and corporate materials...)
- Online positioning and generation of SEO content to generate business opportunities for our franchisees
- Commercial proposals and business plans in dozens of services
- Support in every proposal you have to make
- Marketing materials (posters, dossiers, proposals) to support the sales



Manage your business well:


- Support and personalized advice in each phase of your business
- Technological tools to make you more productive (CRM, billing platform, project manager, ticket sales)
- Step-by-step guides on how to manage dozens of services
- Analytics and Data Management Solutions
- Training in all key aspects of your business (HR, marketing, finance, sales...)
- Learn from our Global Community with group sessions

AN AFFORDABLE INVESTMENT



Your investment:

- ✓ Entrance fee (only paid once)
- ✓ Quarterly subscription
- ✓ % on net sales (excluding tax)

|  SPORTMADNESS | Initial Investment | Quarterly subscription | % of net sales |
|--------------------------------------------------------------------------------------------------|--------------------|------------------------|----------------|
| International | 15.000€ | 750€ | 5% |
| UK | £15.000 | £750 | 5% |

You receive:

- ✓ Everything that includes our value proposition.
- ✓ 5-year contract, renewable at no cost to the franchisee, for periods of 5 years.
- ✓ Free annual kickoff in Madrid (Spain) with all franchisees.
- ✓ Discounts and access to partners and suppliers.

FREQUENTLY ASKED QUESTIONS

• Do I have to be an expert in sports? +

No. You simply have to have a passion for sport as a user and feel identified with the services you are going to commercialize.

• Will I have a delimited area for myself? +

Yes. All our franchisees have an area of action delimited by contract.

• Who hires the staff I will need for some services? +

Your franchise must assume all hires. From the Central we will help with the processes and making available our tools to attract top talent.

• Do I have to dedicate myself full-time to my franchise? +

Yes. It is not necessary that you do it from the beginning, but in the medium term it is an indispensable requirement if you really want to succeed as a franchisee.

• What is the success rate of Sportmadness franchisees? +

To this day, all franchisees who have dedicated themselves full-time for a significant period of time have managed to succeed with their franchise.

• How long will it take to open my franchise? +

Whatever you consider. If you are clear about the decision we can make you start in 21 days.

• How long will it take to get my business up and running once I start as a franchisee? +

From the first day we will help you generate business in your region and you will be ready to start selling sports projects of various kinds.

• How important is commercial activity in this business? +

It's very important. We will guide, train and support you, but you have to keep in mind that understanding the needs of customers and being able to present solutions to them is an essential element for the success of your franchise.

• How many projects does a franchisee organize per year? +

It depends on each franchise. Some organize dozens of services each year and others, with less activity, achieve very good financial results with fewer services. We'll help you build a profitable and diversified portfolio that makes your business sustainable.

• Do I need to have facilities to set up my franchise? +

No. All the services of our franchises are done in public or third-party facilities, so it is not necessary to have facilities in property.

TAKE THE FIRST STEP!

If this was **interesting**, we want to invite you to meet us in a short phone call.

Without any commitment from you and with our total commitment that we will guide you through the process with total honesty and adapting to your needs.

