



INSIDE STORIES



MIRANDA CULLEN

INTERNATIONAL AWARD WINNING DESIGNER, CEO, AND
VISIONARY BEHIND INSIDE STORIES



WHO WE ARE

WE OFFER AN INTERIOR DESIGN BUSINESS
SOLUTION TO MAXIMIZE YOUR *TIME*,
PROFITABILITY, AND *SCALABILITY* THROUGH
FRANCHISING

Inside Stories is the first of its kind; a scalable in-person micro design service intended to complement a new or existing firm.

Our goal is to bridge the gap in the micro design market and give design businesses the tools to expand their services without overwhelming their current team.

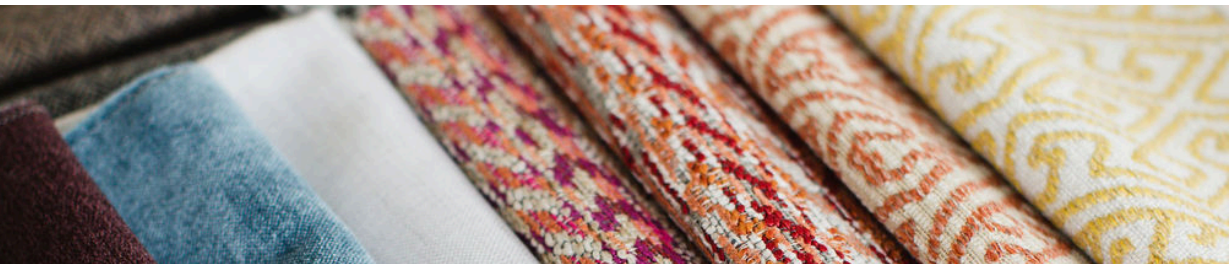
OUR VISION

10 years ago, we began to notice a gap in the entry-middle design market. 5 years ago, we defined this service as Micro-Design®.

Today that need is driving millions of dollars in revenue and many firms are unaware of missed opportunities in this segment of the design market. There is a strong need for micro-design services across the country, and these customers deserve more than what an online or AI generated service offering can give them.

We experienced firsthand how small-scale projects like paint consultations, art or accessory procurement projects, and 1- 2 room smaller projects were being overlooked because, as a larger design firm, we did not have the bandwidth across our team, and we didn't know how to turn small-scale projects into profitable ones. When we realized what this lost revenue could do for our growing firm, we figured out how to service these projects AND be profitable; *a win win for all!*

Enter the Inside Stories Business Model-



FRANCHISE

Franchising with Inside Stories gives you a proven business model, training, and support to take on smaller scale projects such as:

Interior Accessory Shopping & Styling

Interior Art Consulting & Acquisition

Fixed Finish Designers

Furniture Layout & Space Planning

Furniture Selection & Purchasing

New Home Interior Design Service

Paint Palette & Color Consulting

Kitchen & Small Space Interior Design

Our franchise opportunity will help you generate revenue, expand your services, and allow you to tap into a market of clients desperate for micro design services with a process that is easy and stress free.





SUPPORT

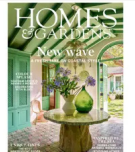
OUR INVOLVEMENT & SUPPORT

We have an intensive and very informative on-boarding training program and then continued support through the franchise agreement. We will then have monthly group sessions which give you the ability to include us as a consult on projects for maximum profitability.

In addition, we offer several different types of services for additional fees depending on your company's unique goals and ongoing needs.

We want all our franchisees to be profitable and efficient in all aspects of their business, so we will be there to help as little or as much as you need!

Additionally, we will be handling national marketing efforts to broaden your reach and help you gain exposure. We also provide support through SEO/SEM, social media ads/posts etc. to help design companies emerge and get traction in new markets.



CRITERIA

WHO CAN START AN INSIDE STORIES FRANCHISE?



The ideal franchise owner is an existing design firm that has been in the industry for **2+ years and is looking for a proven growth strategy to activate into their existing business.** Although, this doesn't mean that we can't help implement the franchise into other types of opportunities.

Do franchisees need to be trained interior designers?

They do not, but currently our disclosure document says they must have been in the industry or industry adjacent for 2 years minimum. Once we implement a full disclosure document then anyone can own an IS Franchise. Coming in 2026.

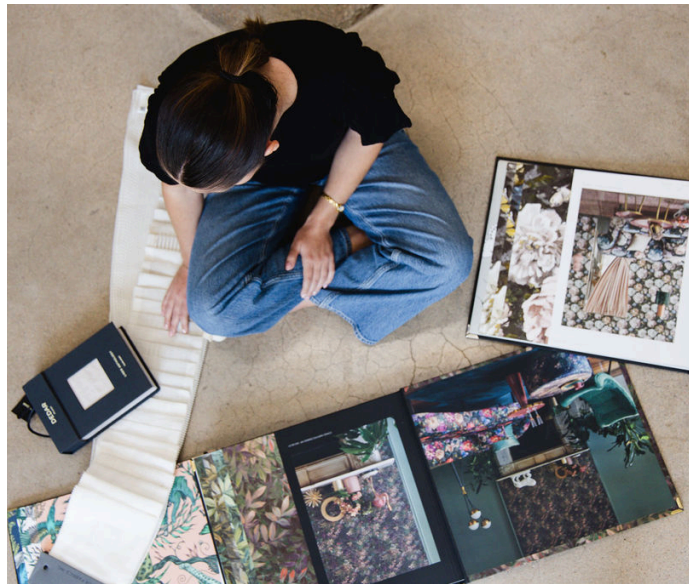
HOW INSIDE STORIES COMPLEMENTS YOUR DESIGN FIRM:

- +CUSTOMIZABLE: Customizable micro design services
- + FLEXIBILITY: Flexibility with client budgets and timelines
- + AUTONOMY: Autonomy & limitless earning opportunity for your designers
- + REVENUE: Ability to increase your workload bandwidth within months
- +EFFICIENCY: Access to proven successful processes
- + SUPPORT: Brand manual, best practices, marketing materials, guidance, strategy and advise



THE RISE OF MICRO DESIGN

THE UNDENIABLE FUTURE OF DESIGN.



THE RISING DEMAND FOR

- + Affordable design
- + Fast turnaround
- + Single room design
- + Design guidance
- + A la carte service offerings

The Interior Design industry is expected to grow at a CAGR of 5.8% between 2023 and 2030. With the conjunction of booming industry and the rise of micro design, now is a better time than ever to franchise your business and not miss out on any revenue!

LEARN MORE:

AD
ARCHITECTURAL DIGEST

BOH
BUSINESS OF HOME

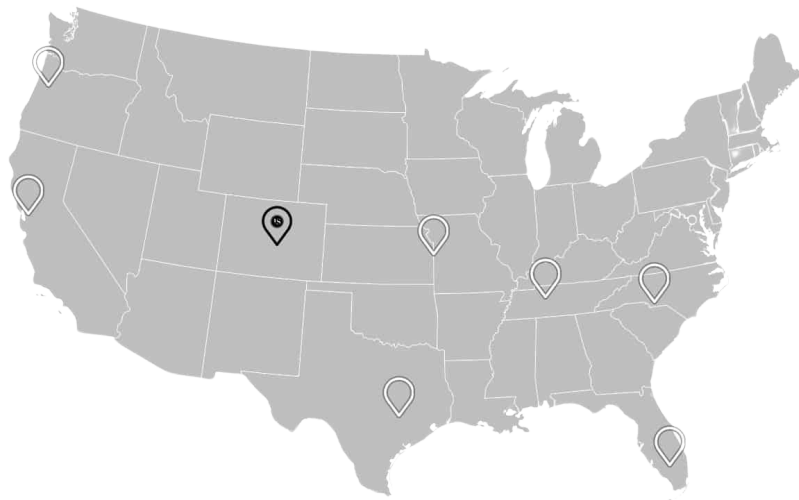
BUILD YOUR LEGACY



"Build your legacy" means creating a business that does not need to depend solely on you and your time. One that makes a lasting impact in the design community and allows your hard work to continue even when you want to slow down or after you retire.

Our goal is to provide the knowledge and support to help empower your team, expand your reach, and free up your time!

THE NEED FOR MICRO DESIGN IS THERE.
IT'S TIME TO STOP PASSING OPPORTUNITIES.



CITIES

DENVER, CO

AVAILABLE TO FRANCHISE

NASHVILLE, TN

KANSAS CITY, MO

PORTLAND, OR

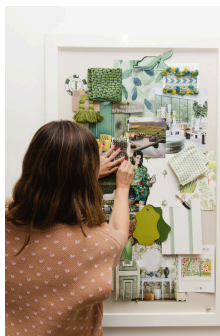
CHARLOTTE, NC

SAN FRANCISCO, CA

MIAMI, FL

AUSTIN, TX

DON'T SEE YOUR CITY? LET'S ADD IT.



INSIDE STORIES

