



KLA SCHOOLS®
FRANCHISE OPPORTUNITY

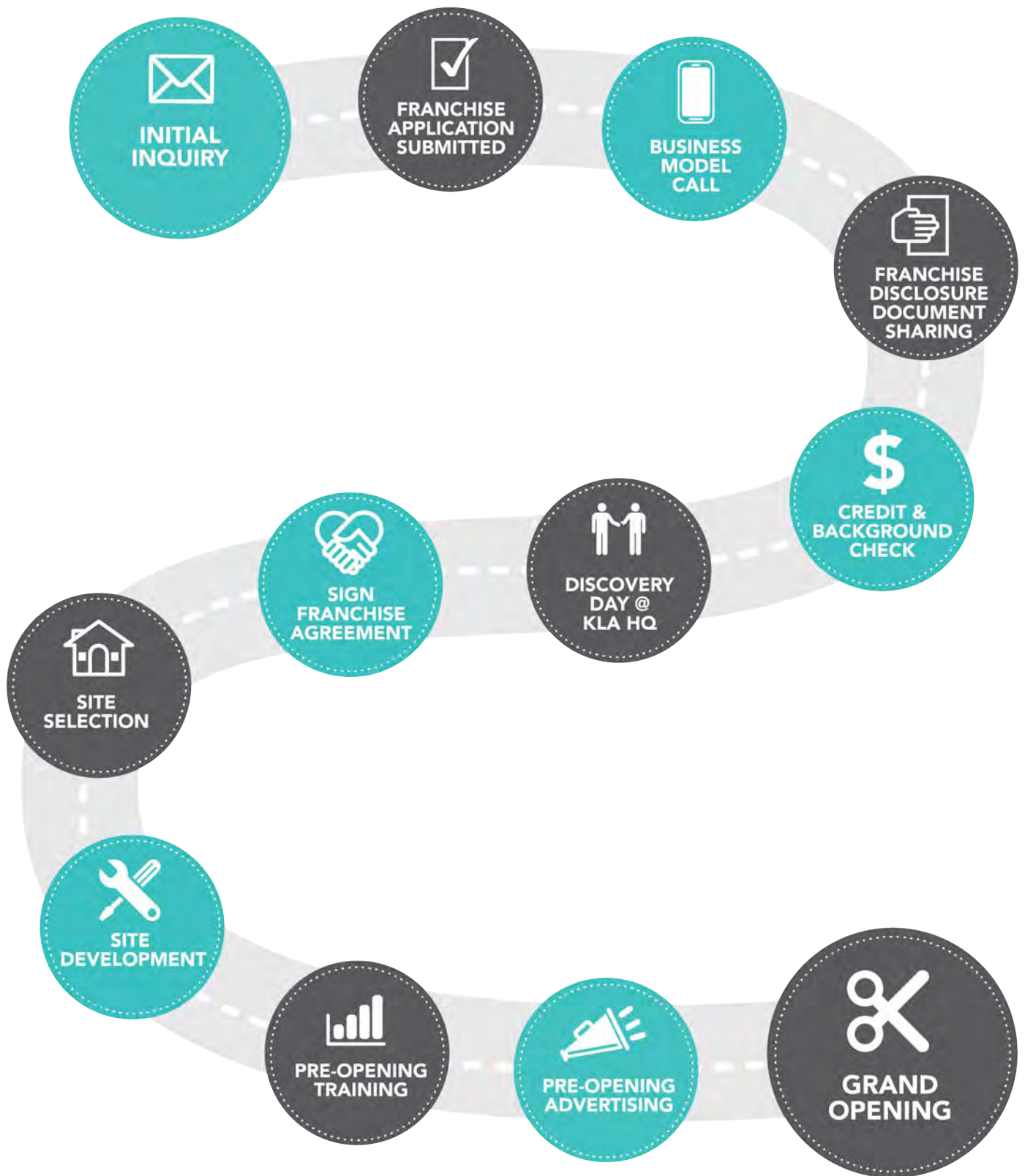


OUR MISSION

In striving for our vision, our mission is to foster a safe, innovative learning environment and high-quality education, inspired by the Reggio Emilia approach.

Our approach makes a difference for children. Every day in KLA Schools around the country our franchisees are changing the world and their communities, one child at a time. Our innovative approach, proprietary educational philosophy, unique environments, and holistic curriculum set our owners up for success and set us apart from local preschool and daycare competitors.





PATH TO OWNERSHIP

KLA Schools franchisees are people just like you--they may be looking to change industries, ready to be their own employer or are successful professionals who are too young to retire. The KLA Schools preschool franchise program is a good fit for people who are good at building relationships in their community, compliance minded and interested in being involved in the day to day operations of their business. The path to ownership outlines the steps a potential franchisee takes to become a KLA Schools owner and open their preschool. Interested in learning more?

Contact us today!



FINANCIAL REQUIREMENTS











Our franchise development team isn't just here for you when you inquire, we also assist our franchisees in sourcing and securing financing for their new preschool. We have relationships with franchise-friendly financial institutions and real estate investment trusts (REITs) and a team with over a decade of experience in franchise financing.

To open a **KLA Schools** franchise in the United States, you must have \$300,000 minimum in liquid funds available to invest.

ESTIMATED LOW AND HIGH: This price range is dependent on the size of the school. The lower rate is for the development of a smaller school (7,000 square feet with approximately 85-140 students) and the higher rate is for a larger facility (12,000- 17,000 square feet with approximately 140-200 students).



ESTIMATED INITIAL INVESTMENT*

	Type of Expenditure	Estimated Low	Estimated High
	<p>FRANCHISE FEE This fee is for franchising with KLA Schools and receiving our brand information. This fee includes our Operations Manual, initial training and our support leading up to the opening of your school.</p>	\$78,500	\$78,500
	<p>SITE SELECTION FEE This fee covers the real estate process of identifying potential sites for your school for your approval. Our team will do a full market analysis on the area/s that you are interested in and provide you with site options for selection.</p>	N/A	\$20,000
	<p>REAL ESTATE This range shows the estimated amount of money to be spent on securing your property and retrofitting the space to make it a KLA School. RENT: NA/\$54,167, REAL PROPERTY INVESTMENT: NA/\$3,400,000</p>	N/A	\$3,454,167
	<p>PRE-OPENING EXPENSES SIGNAGE: \$10,000/\$15,000, ARCHITECTURE FEES: \$35,000/\$100,000, LEASE SECURITY DEPOSIT: NA/\$27,083, IMPROVEMENTS: \$450,000/\$840,000, SOFT COSTS: NA/\$200,000, UTILITY DEPOSITS: \$10,000/\$30,000, INITIAL INVENTORY (MARKETING COLLATERAL): \$3,000/\$5,000, LICENSES & PERMITS: \$25,000/\$100,000</p>	\$533,000	\$1,317,083
	<p>PRE-OPENING ADVERTISING This investment is for your pre-opening marketing campaign. Pre-opening marketing is a very important investment which includes online marketing, PPC, direct mail and other forms of marketing which will help with the opening of your school.</p>	\$50,000	\$75,000
	<p>FURNITURE, FIXTURES & EQUIPMENT This is for the investment of all the furniture and supplies needed to furnish and stock your school with your operating needs. FF&E (OUTSIDE): \$50,000/\$90,000 FF&E (INSIDE): \$110,000/\$180,000 COMPUTER EQUIPMENT: \$25,000/\$40,000 OFFICE EQUIPMENT: \$5,000/\$8,000</p>	\$190,000	\$318,000
	<p>INSURANCE This amount goes towards the insurance coverage needed for your school such as liability insurance and property insurance.</p>	\$6,000	\$18,000
	<p>TRAINING This amount is allotted to travel and living expenses incurred by you and your personnel in attending required initial training.</p>	\$8,500	\$14,000
	<p>LEGAL & ACCOUNTING This amount goes towards any accounting and legal assistance needed throughout the process of opening your school.</p>	\$5,000	\$10,000
	<p>ADDITIONAL FUNDS: 3 MONTHS This amount is the minimum we recommend that you have on hand to cover operating expenses for the first three months of operations.</p>	\$250,000	\$500,000
TOTAL		\$1,121,000	\$5,804,750

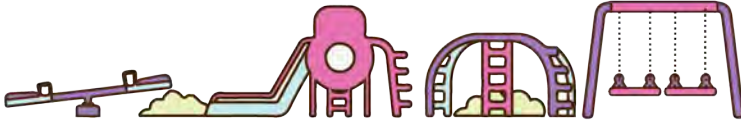
*For more details, please see item 7 of our Franchise Disclosure Document

Real Estate Options



LEASE OR BUY AN EXISTING BUILDING OR SPACE AND RETROFIT

- > A freestanding building is ideal
- > KLA Urban model is on the ground floor or mezzanine level with an indoor or rooftop playground



LEASE OR BUY LAND AND CONSTRUCT A NEW BUILDING



Ideal Real Estate Location

HIGH DENSITY SETTING IN A MARKETABLE AREA



IN THE AREA OF OTHER COMPETITOR PRESCHOOLS THAT ARE OPEN AND OPERATING



Site Specifications

BUILDING INTERIOR SPACE:
6,000-17,000 sq. ft.

- > Size of building will determine the number of classrooms and the student capacity.
- > KLA "Sweet spot" is 10,000 - 12,000 square feet which is about 12 classrooms with 180 students

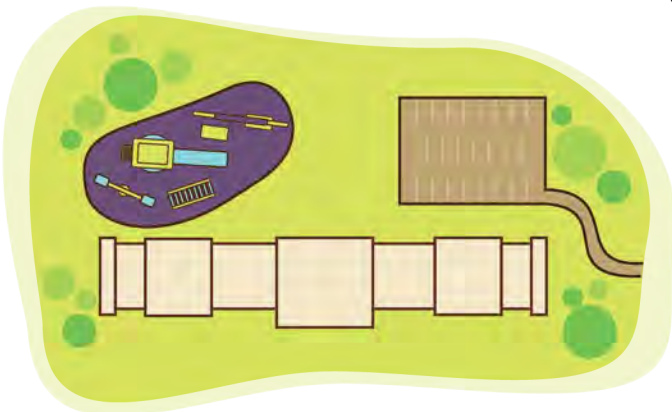


LAND SIZE:
1 acre or more

PLAYGROUND SPACE:
3,500 sq. ft. or more

PARKING SPACES
Must meet county requirements

DROP OFF AREA
(Recommended, but optional)



FRANCHISE SITE REQUIREMENTS

Our business model leads to better outcomes for children. KLA Schools owners are an integral part of the communities that they serve, and we know that each school must reflect the needs, attitudes, and desires of the community where it is located.

While our schools have many similarities and follow our innovative educational approach, our team of designers and architects work closely with each owner to ensure that their school is a natural and welcome addition to the community.



UNIQUE SPACES

From the moment you walk into one of our facilities, you know you are in a KLA Schools preschool. Our schools are filled with unique, modern shared spaces and open, welcoming classrooms. Wide corridors and large windows flood each space with natural light, and abundant plants, natural materials, and soft colors inspire a sense of warmth and tranquility. Everything from the materials to the decor speak to our innovative approach to early childhood education.

Every classroom experience is designed to give children opportunities to grow and develop in multiple areas at once. Our Reggio Emilia-inspired curriculum combines all early learning domains to ensure that children are prepared for success in school and in life.





EXPLORE OUR SCHOOLS

While it's important that the exterior of each KLA fit the local community that they serve, all of our schools have a distinctive layout that makes them uniquely KLA. Take a look at the graphic above to learn more about what to expect when you enter a KLA Schools location.



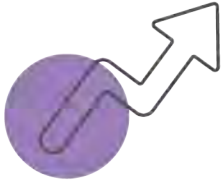
HOLISTIC & EXPERIENTIAL



TRUSTED & PROVEN



INNOVATIVE ENVIRONMENTS



COMPREHENSIVE ONBOARDING

New franchisees receive extensive training in all functional areas--operations, marketing, finance, pedagogy, even leadership skills! This preparation is key to opening a successful preschool.



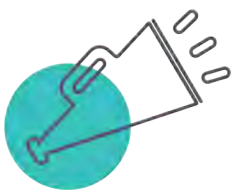
OPERATIONAL CONSULTING

KLA Schools franchisees benefit from monthly calls with their Operations Consultant and can expect several on-site visits from them each year. Your Operations Consultant is the main point of contact with the KLA Schools team.



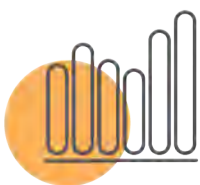
EDUCATIONAL GROWTH

Our Pedagogy Consultants ensure you have the tools you need to train your team of administrators and educators. Through monthly calls and occasional school visits, your Pedagogical Consultant will help you look for opportunities to improve educational outcomes in your school.



STRATEGIC MARKETING

You don't have to be an expert in marketing, sales, digital advertising, or graphic design to become a KLA Schools franchisee. We'll help you build a solid marketing strategy for your preschool, enabling you to spend your time focusing on building connections in your community.



STREAMLINED SYSTEMS

Everything from school and lead management systems, to parent communication and staff training systems, is presented and explained to you before you open your KLA Schools preschool. Having the right systems in place at the right time will help you hit the ground running!

COMMITTED TO YOUR SUCCESS

Passion, commitment, and vision--these are the qualities that the KLA Schools Franchise team embodies and strives to inspire in our franchisees. Changing the future of education starts with us and with the support we provide to our preschool owners. Our leadership team is made up of individuals who have a wide range of experience in the preschool and early childhood industries. Together with our field support team, we provide our franchisees with the guidance and resources they need to be successful as members of the KLA Schools family.



OUR CO-FOUNDERS

Roberto and Candy Ortega founded the first KLA Schools preschool in Miami in 2008. For both Roberto and Candy, this was a lifelong dream deeply rooted, researched, and planned. Roberto, KLA Schools' CEO inherited his passion for education from his grandfather who founded several schools of his own. Candy, Co-Founder of KLA Schools has a degree in education and began her career as a preschool teacher at a Reggio Emilia-inspired school.





KLA SCHOOLS FRANCHISE

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