

## ■ OUR BUSINESS

For over 30 years Wee Watch has been evolving and operating within the growing child care industry meeting the continued high demand for quality daycare services. Over the years we have grown to 45+ successful Franchises in Ontario and are expanding across Canada as the need for innovative, safe and high quality daycare alternatives continues.

## ■ OUR ADVANTAGES

At Wee Watch®, we pride ourselves in the fact that our customers entrust us with their most prized possession – their children. We carefully protect our image and reputation to help satisfy our customers' concern for the safety and well being of their children in the most important early years of their development.

Wee Watch franchise owners grow their home childcare businesses within their exclusive territories using the best business and daycare management techniques available. The proven Wee Watch system simplifies every aspect of your business – from marketing and recruiting Providers to daycare programming and accounting. Wee Watch gives franchisees all the tools they need to build a successful child care business.



As a Wee Watch franchisee, you will be well prepared to start your business. The tools and system you'll be provided with will give you a big advantage over other similar daycare businesses are:

- An exclusive territory
- Extensive training and resource manuals for easy learning and implementation of our proven system
- Low overhead, in-home daycare franchise model
- No expensive real estate, long term leases or facility build out fees
- Low investment of \$30,000 as compared to Daycare centres that are in excess of \$750,000
- The high-quality, exclusive "Wee Learn" Educational Program
- On-site visits, audits and safety inspections to strengthen the business
- Established effective marketing, advertising and developmental programs
- Regular meetings to network with other franchise owners

## FAQs

### **1 Do I need previous daycare or franchising experience to become a Wee Watch® franchisee?**

No. In fact, we have franchise owners from all walks of life. Wee Watch has a very detailed training program to assist our franchisees in the operation of a childcare business. People skills and management are key skills to possess.

### **2 How soon can I expect my Wee Watch daycare franchise to open?**

After you sign the agreements, you can expect to attend training and start your business within four to six weeks.

### **3 From a parent's perspective, what are some of the competitive advantages of the Wee Watch in-home franchise system versus a childcare center?**

- Environment - Child care is provided in a home based setting, which many parents prefer
- Choice – parents choose the neighborhood as well as the Provider
- Customized: our programs are customized to the needs of the child and we developed exclusive *Wee Learn* educational Program for all ages
- Flexibility – we have home care available for all hours parents need including extended and after hours care, ideal for parents with atypical work schedules
- Back-up care – if a Provider is sick or on vacation we offer back-up care and parents know their children will receive a consistent quality experience
- Quality– we pride ourselves in providing the highest level of quality care possible

### **4 Will I receive guidance on hiring daycare Providers for my Wee Watch franchise?**

Yes. During your initial training, we will prepare you to return home to start hiring professional, qualified daycare Providers.

### **5 What kind of training will I receive as a new Wee Watch franchisee?**

As a Wee Watch franchisee, you will receive three comprehensive phases of training, covering all you need to know to successfully own and operate a daycare franchise. Learning is ongoing at Wee Watch, we provide on-going support and regular learning opportunities.

### **6 How do I get started?**

First, fill out the **Request for Information** form. Once we receive your information, you will speak with our franchise development consultant and they will walk you through the Qualification and Research phase of our process. Upon completion of that step, and if both you and Wee Watch agree to proceed you will complete a full Franchise Application and attend a Discovery Day at our Head Office where we will provide you with an opportunity to view our System, meet existing Franchisees and ask questions.

## SUPPORT & TRAINING

Thorough training is a key aspect to any well-run franchise business. Wee Watch® provides franchisees with the all-inclusive, initial training that covers everything franchisees need to know about owning and operating a Wee Watch childcare business.

### Phase 1: System introduction

Approximately three weeks prior to official training, franchisees receive a complete set of the Wee Watch system manuals for review.

### Phase 2: Training week

A one-week, hands-on training session is conducted in a classroom setting at the Home Office and in the field by experienced Wee Watch staff. Training modules include:

- The Wee Watch System
- Sales and Marketing
- Parent and Provider Recruitment
- Daily Operations and technology training
- Accounting

### Phase 3: In field follow-up

Follow-up is carried out in each franchisee's office in their territory. These visits ensure that all necessary business components are in place to ensure a smooth start-up of your home based franchise. The learning and support doesn't end there, we conduct regular Franchise meetings and training sessions and the Home office is there for questions and on-going support.

## MARKETING SUPPORT

Dedicated Marketing professionals assist each Franchisee in building an executing a marketing plan leveraging Wee Watch Brand advertisements, traditional, online and social platforms to build awareness and maximize the acquisition of customers in each territory.

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## COSTS & CRITERIA

The following costs are excerpted from the Wee Watch® Franchise Disclosure Document and are estimated. The initial franchise fee is \$20,000.

### Start-up Costs:

Initial Franchise Fee	\$20,000
Wee Watch start-up kit: <ul style="list-style-type: none"> <li>· Manuals</li> <li>· Office supplies</li> <li>· Initial Marketing spend</li> <li>· Computer software</li> <li>· Wee Learn Materials</li> <li>· Insurance</li> </ul>	\$10,000
<b>TOTAL</b>	<b>\$30,000 + HST</b>

We strongly recommend that you have additional start-up capital of **\$10,000** in addition to the costs above.

There may be additional costs you may incur to establish the Franchise. These costs are dependent on each individual and territory and should be considered above the required start-up costs and recommended capital described above.

Training costs	Travel and expense costs to reach and stay in Markham, Ontario for 1 week.
Lease costs	If you require office space outside of your home
Computer equipment, software licensing	If you don't already have a computer and printer
Office furniture, fittings	Desk and office equipment if required
Professional fees	Lawyer and/or accountants
Licenses, permits and Authorizations	For Ministry licenses, permits dependent on region you are operating in
<b>Estimated cost:</b>	<b>\$0- 15,000</b>

