

MATHNASIUM[®]

The Math Learning Center



Franchise Information

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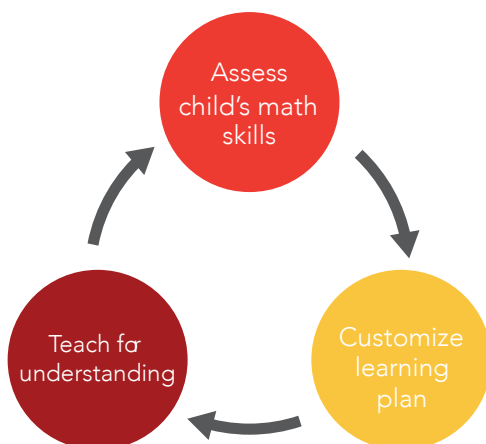
The Mathnasium Method™

Mathnasium is your neighbourhood math-only learning and enrichment center that teaches children math in a way that makes sense to them. Created by a team of industry leaders, dedicated to meeting a real need in education, Mathnasium provides a unique teaching method that helps children catch up and get ahead in math, while making the subject fun and engaging. The Mathnasium Franchise is an excellent business opportunity in an important field with high demand. Our franchisees have the opportunity to seize a significant share of an \$8bn+ industry.

With math illiteracy at an all-time high and universities and technical careers becoming increasingly competitive, parents want to be able to give their children an advantage. Mathnasium makes that advantage attainable.

“Children don’t hate math. What they hate is being confused, intimidated, and embarrassed by math. With understanding comes passion, and with passion comes growth—a treasure is unlocked.” – Larry Martinek, Co-Founder

Our instruction is teacher driven



For more than a decade, the Mathnasium Method™ has transformed the way children understand and appreciate math. Larry Martinek, creator of the Mathnasium Method™, has spent 40+ years designing, developing and refining this approach based on his extensive experience teaching math to children. We build math knowledge upon what they already know, which helps children learn and starts boosting confidence right away.

We use a unique combination of mental, oral, visual, tactile and written techniques to teach math to children in the way that makes sense to them. Mathnasium’s proprietary curriculum focuses on helping students build their number sense so they truly understand math.

Most importantly, the Mathnasium Method™ is a proven approach to helping children understand math, yielding results that have been the catalyst for the incredible growth in Mathnasium franchises worldwide over the last 15+ years.



The Franchisee Advantage

Proven System

One of the biggest advantages of franchising versus pursuing a start-up business on your own is utilizing established systems already proven to work. When you partner with Mathnasium, you'll benefit from more than 15 years of successful business operating systems.

Here are just a few of the things we teach you how to do:

- Select a site and build out
- Manage a center
- Hire instructors
- Teach using the Mathnasium Method™
- Attract new customers
- Retain existing students
- Successfully run your own business using the proven Mathnasium franchise model

World Class Training & Support

Whether you have a background in education or not, Mathnasium development and training programs are designed to bring you quickly up to speed. And that training doesn't end once your doors are open; we provide constant support throughout the life of your business, day after day.

- Comprehensive initial, tune-up, and online training
- Mathnasium Matters community blog
- Franchisee support help desk
- Annual Convention
- Dedicated Start-up Support Specialists and Franchise Business Consultants

Business & Marketing Tools

- Radius: Our proprietary business and education management system
- Customizable marketing materials
- Program updates
- Customizable center websites
- Social media and online marketing tools



The Investment

Demand for after-school math education is at an all-time high. Mathnasium has grown to over 1000 centers around the world. As with any new business, there are start-up costs that include setting up an initial learning center, and other one-time expenses.

Net Worth

We look forward to working with you to develop a deeper understanding of the market opportunity. However, it should be noted that Mathnasium is a multi-unit model, with multiple learning centers per partner. A multi-unit model will carry a larger investment than a single unit model, thus we require our partners to have a minimum net worth of \$650,000 USD, and ability to invest up to \$1,000,000+USD.

Fees to Mathnasium:

- Initial Franchise Fee - range \$100K - \$500K USD
- Ongoing Royalty 13%
- Approximately 40% of Sub Franchise Fees & Royalties

For these fees, you will have national or regional rights to Mathnasium in your country and benefit from:

- A solid business model with a simple start-up
- Extensive training and ongoing regional support
- Access to an experienced management team with a record of success
- Mathnasium's proprietary curriculum and methodology
- An exclusive, protected territory for each Mathnasium Learning Center
- A brand name known for quality and excellent customer service
- A supportive franchise community
- Proven marketing system including cost-effective tools and easy-to-execute strategies

