

Private & Confidential

FRANCHISE  
OPPORTUNITY









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# BLACK SHEEP COFFEE

#LEAVETHEHERD

BUSINESS  
OVERVIEW





# WE ARE BLACK SHEEP COFFEE

- Founder-led business started in August 2013, currently in 66 shops
- Pioneered specialty grade robusta coffee beans in a market dominated by arabica
- Deliver the highest quality specialty grade coffee, at speed, without compromising customer service
- Unique concept including freshly made Norwegian Waffles, IQF smoothies & shakes, and our signature range of grilled cheese
- Strong sense of social responsibility when it comes to sourcing our beans, our packaging and our local community
- Early adopters of tech to improve operations and enhance the customer journey

#LEAVETHEHERD












## OUR STORY

- Black Sheep Coffee was started by Gabriel and Eirik, university flatmates who quit their jobs to #LeaveTheHerdBehind and embark on an exciting coffee journey
- Our mission is to challenge the establishment, take down the big corporate brands and rid the world of boring, average-tasting coffee
- Black Sheep Coffee is the only retail coffee company in the world to serve 100% specialty grade Robusta coffee in a market dominated by Arabica, and “Robusta Revival” continues to be served as our house espresso bean across all markets
- Signature range includes the Black Hoof made with organic coconut oil, freshly made Norwegian waffles, Organic IQF smoothies and shakes, and our famous espresso martini with a twist
- We buy coffee directly from the plantations ensuring the picking, drying, and washing process adheres to the strictest of guidelines for a sustainable model that protects the environment and everyone involved
- Black Sheep Coffee venues boast an immersive urban experience, combined with music and art, as well as one of the UK’s coolest after work scenes where coffee inspired cocktails and local spirits come together





# WHAT MATTERS TO US

-  Only source the best beans in the world
-  Only hire the best baristas in town
-  Get rid of plastic
-  Support our homeless communities
-  Never fear competition, open right next door instead
-  Leave the herd behind
-  Repeat





# OUR BEANS

## AIN'T NO COFFEE WITHOUT BEANS

All of our specialty grade coffee beans are unique. Each has their own flavour profile so we have a bean for everyone. We pride ourselves on the quality and range of coffee beans that we have available all year round.



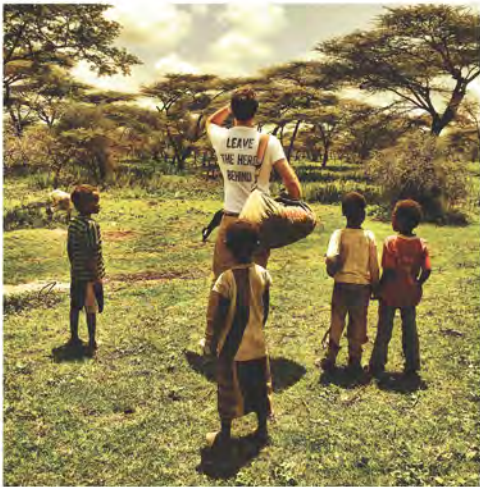
### BLUE VOLCANO

ORIGIN COLOMBIA REGION LA UNION, NARIÑO  
FARM VARIOUS SMALLHOLDER FARMER MEMBERS OF FUDAM  
VARIETY CASTILLO, COLOMBIA, CATURRA  
CERTIFICATION FAIRTRADE & ORGANIC  
GRADE 86  
TASTING NOTES SWEET, CLEAN & SMOOTH WITH  
TART CITRIC ACIDITY, TOFFEE, PRALINE  
& RICH CHOCOLATE  
PROCESSING WASHED  
ALTITUDE 1600-2100 MASL  
ROAST PROFILE LIGHT - MEDIUM



### BOSSA NOVA

ORIGIN BRAZIL  
FARM SUCURÍ  
OWNER DANILO BARBOSA  
REGION CERRADO MINEIRO, MINAS GERAIS  
VARIETY ARABICA, YELLOW CATUAI  
GRADE 87  
HARVEST 2021  
TASTING NOTES SWEET CHOCOLATE, STRAWBERRIES, GRAPEFRUIT  
PROCESSING 48H AEROBIC NATURAL FERMENTATION  
AND DRIED IN CONCRETE PATIOS  
ALTITUDE 1075 MASL



### LOVE BERRIES

ORIGIN BURUNDI  
FARM VARIOUS AT MIGOTI MOUNTAIN  
OWNER COMMUNITY OF MIGOTI MOUNTAIN  
REGION MIGOTI MOUNTAIN  
VARIETY ARABICA, BOURBON  
GRADE 85.30  
HARVEST MARCH TO JUNE  
TASTING NOTES CINNAMON, BLACK CHERRY, MILK CHOCOLATE  
PROCESSING NATURAL  
ALTITUDE 1500-2000 MASL



### REBEL DECAF

ORIGIN COLOMBIA  
FARM VARIOUS  
REGION VARIOUS  
VARIETY CASTILLO, CATURRA, COLOMBIA & TYPICA  
HARVEST NOVEMBER TO FEBRUARY  
TASTING NOTES SMOOTH AND SILKY, MILK CHOCOLATE, MALT  
PROCESSING WASHED, SWISS WATER DECAFFEINATED  
ALTITUDE 1200-2000 MASL  
ROAST PROFILE LIGHT



### ROBUSTA REVIVAL

ORIGIN INDIA  
FARM SETHURAMAN ESTATE  
OWNER NISHANT GURJER  
REGION KARNATAKA  
VARIETY ROBUSTA  
R GRADE 85  
HARVEST NOVEMBER TO MARCH  
TASTING NOTES DARK CHOCOLATE, HAZELNUT  
PROCESSING WASHED  
ALTITUDE 1000 MASL  
ROAST PROFILE LIGHT



# OUR ESTATE

66 sites across London (38), Regional England (9), Scotland (3), International (5), UK franchise (11)





BLACK SHEEP COFFEE

BLACK SHEEP COFFEE

#LEAVETHEHERD

GA E





# OUR ESTATE



Aldgate East  
04/15



GPS  
01/16



Goodge St  
03/16



Wood St  
03/16



Coleman St  
11/16



Leadenhall  
05/17



Jubilee Place  
06/17



Regents Place  
07/17



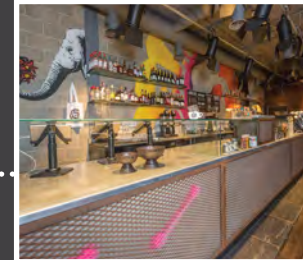
Eastcheap  
08/17



Victoria  
09/17



Southbank  
09/17



Principal Pl  
09/17



Aldgate  
10/17



Pentonville  
12/17



Manc.Spring Gdn  
01/18



Southwark  
04/18



Bow Lane  
07/18



Westfield  
08/18



Manila  
08/18



Wembley  
08/18



Centre Point  
09/18



# OUR ESTATE



Houndsditch  
06/19



Manc. Deansgate  
08/19



Monument  
09/19



Bank  
09/19



Shoreditch  
09/19



New St  
09/19



Canary Wharf  
09/19



St. Pauls  
09/19



Chancery Lane  
09/19



Manila - Greenhills  
10/19



Manc. Gateway House  
12/19



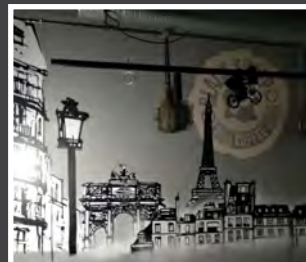
Oxford  
12/19



Battersea  
11/20



King's X  
06/21



Paris  
06/21



Elizabeth St  
08/21



Glasgow Central  
09/21



Paddington  
09/21



Birmingham  
10/21



Baker St  
10/21



Bishopsgate  
10/21



# OUR ESTATE



Bishopsgate 2  
10/21



Windsor  
10/21



North Bridge  
11/21



St. Peters Sq  
12/21



Highbury  
12/21



Fulham Broadway  
04/22



Wembley Ferrum  
04/22



Sauchiehall  
06/22



St. Andrews  
07/22



Fenchurch  
07/22



Reading  
07/22



Cowcross  
07/22



Kingsway  
07/22



Windsor 2  
07/22



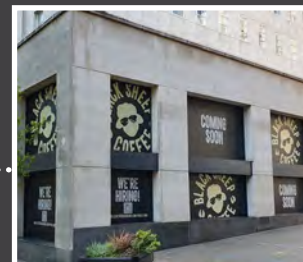
Ed. Princes Street  
08/22



Ealing Filmworks  
10/22



Liverpool One  
10/22



Bond St, Leeds  
10/22



Chester  
11/22



Guildford  
11/22



Briggate, Leeds  
12/22



# OUR ESTATE



Newcastle  
01/23



Reading 2  
01/23



Colchester  
Q1 2023



Ed. Princes Street 2  
Q1 2023



Fleet St  
Q1 2023



Waterloo Station  
Q1 2023



Cardiff  
Q1 2023



Bristol  
Q1 2023



Ed. George St  
Q1 2023



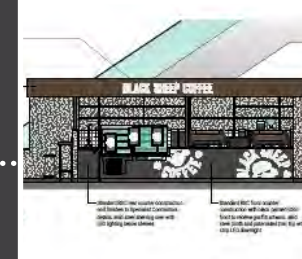
Byres Rd, Glasgow  
Q1 2023



Heathrow Bus St  
Q1 2023



Smarts Place  
Q1 2023



Peterborough  
Q1 2023



Cheltenham  
Q1 2023



Walthamstow  
Q2 2023



Luton Airport  
Q2 2023



Dallas #1  
Q3 2023



Dallas #2  
Q3 2023



Miami #1  
Q4 2023



Austin #1  
Q4 2023



Phoenix #1  
Q4 2023







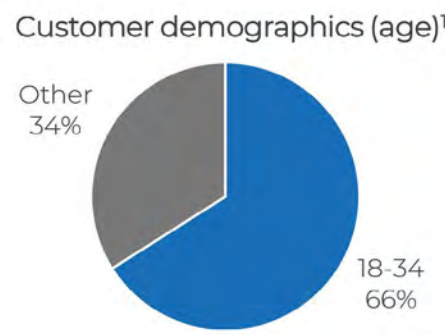


# CUSTOMERS LOVE BLACK SHEEP COFFEE

## COMBINED CUSTOMER FEEDBACK



## BLACK SHEEP COFFEE ATTRACTS MILLENNIAL CUSTOMERS















































Source: In-store Wifi  
<sup>1</sup> Customer demographics is calculated from a source of 105,973 customers who have used our in-store Wifi and registered their details (including age).



# CUSTOMERS LOVE BLACK SHEEP COFFEE

## SITE-BY-SITE GOOGLE RATING SUMMARY

Name	Type	Google rating
Aldgate East		★★★★★ 4.5
Aldgate Station		★★★★★ 4.4
Baker Street		★★★★★ 5.0
Bank		★★★★★ 3.8
Battersea		★★★★★ 3.8
Bishopsgate		★★★★★ 4.0
Bow Lane		★★★★★ 4.6
Canary Wharf		★★★★★ 4.1
Centre Point		★★★★★ 5.0
Chancery Lane		★★★★★ 4.5
Coleman Street		★★★★★ 4.5
Eastcheap		★★★★★ 4.6
Edinburgh North Bridge		★★★★★ 4.6
Edinburgh St James		★★★★★ 4.7
Elizabeth Street		★★★★★ 4.0
Glasgow Central		★★★★★ 4.2
Goodge Street		★★★★★ 4.5
Great Portland Street		★★★★★ 4.4
Hackney		★★★★★ 4.2
Highbury & Islington		★★★★★ 4.7
Houndsditch		★★★★★ 4.6
Jubilee Place		★★★★★ 4.4
Kings Cross		★★★★★ 4.2
Leadenhall		★★★★★ 4.5
Manchester Deansgate		★★★★★ 4.5
Manchester Gateway House		★★★★★ 4.7
Manchester Spring Garden		★★★★★ 4.5
Manchester St Peters Square		★★★★★ 4.8
Monument		★★★★★ 4.8
New Street		★★★★★ 4.5
Oxford		★★★★★ 4.5
Paddington		★★★★★ 5.0
Pentonville		★★★★★ 4.4
Principal Place		★★★★★ 4.4
Regents Place		★★★★★ 4.5
Southbank Tower		★★★★★ 4.5
Southwark Street		★★★★★ 4.5
St Paul's		★★★★★ 4.2
Victoria Station		★★★★★ 4.4
Wembley		★★★★★ 4.6
Westfield Shepherds Bush		★★★★★ 4.4
Windsor		★★★★★ 4.3
Wood Street		★★★★★ 4.4
Average		★★★★★ 4.4

★★★★★ "Atmospheric chilled vibes... Having been to Black Sheep in London I have to say this one is the best in both atmosphere and staff." Edinburgh North Bridge, December 2021

★★★★★ "Amazing place to work and relax, the management team and staff and super accommodating and take consideration of all their customer needs. I feel this review isn't enough to describe how friendly they are!" Southbank, December 2021

★★★★★ "Best coffee around Paddington. Great selection of beans and staff are friendly. Would recommend downloading their app" Paddington, November 2021

★★★★★ "Perfectly served coffee by friendly staff. Well worth the price from this branch!" Westfield, January 2022

★★★★★ "The coffee is elite and the service is better still. Ever since starting to come back to the office the Team and especially Rohie have been lovely. It is simply a lovely experience - we have a chin wag every time, which is why I drop in every time I pass; to the detriment of my financials Paddington, January 2022

 Coffee & cocktails  Kiosk  Cafe

★★★★★ "My favourite place to be in the mornings! Chilled vibes and good music playing, I love coming here to get some work done or just chill. The staff here are so kind and welcoming and also very friendly too. The food and drinks are also 10/10- would definitely recommend!" Southbank, January 2022

★★★★★ "On God this was the best chain cafe I've been to. The vietnamese coffee is wonderful, and the menu is more interesting and varied than that of Starbucks. Further, the employees are the most wonderful people, shoutout to the blonde bloke and the ginger.." Pentonville, February 2022

★★★★★ "Great coffee, really personable and professional people running the place. Fantastic service" Wood Street, January 2022

★★★★★ "I've never been to a coffee shop like this one great service with a smile and the design of the shop is brilliant and they have a donation board so you can buy someone a brew excellent." Manchester Gateway, January 2022








































★★★★★ "Been meaning to go in here for a while, it didn't disappoint! Friendly staff, gorgeous interior, nice seating outside and best vibes! 5/5" Manchester St Peter's Square, February 2022

Source: Google as at 28 February 2022



# DELIVERY RATINGS

## SITE-BY-SITE DELIVERY RATING

Name	Type	Deliveroo rating
Aldgate East Station		4.8
Aldgate Station		4.8
Baker Street		4.6
Bank		4.6
Battersea		4.7
Bishopsgate		4.6
Bow Lane		4.2
Canary Wharf		4.8
Centre Point		4.6
Chancery Lane		4.8
Coleman Street		4.7
Eastcheap		4.9
Elizabeth Street		4.9
Glasgow Central		4.2
Goodge St		4.8
Great Portland Street		4.8
Hackney		4.8
Highbury & Islington		4.4
Houndsditch		5.0
Jubilee Place		4.7
Kings Cross		4.6
Leadenhall		4.6
Manchester Deansgate		4.7
Manchester Spring Gardens		4.6
Manchester St Peters Square		5.0
New Street		4.7
Oxford		4.7
Paddington		4.8
Pentonville Road		4.7
Principal Place		4.8
Regents Place		4.8
Southbank Tower		4.8
Southwark		4.8
St. Paul's		4.8
Victoria		4.8
Wembley		4.6
Westfield Shepherd's Bush		4.7
Windsor		3.8
Wood Street		4.6
Average		4.7



Coffee & cocktails



Kiosk



Cafe

Source: Deliveroo as at 28 February 2022

★★★★★ **"Always fresh great tasty food and coffee"**  
Jubilee, February 2022

★★★★★ **"Always great coffee and hot!"** Aldgate  
Station, January 2022

★★★★★ **"Absolutely one of my fav coffee in  
London."** Canary Wharf, January 2022

★★★★★ **"Great food! Nice and warm when it  
arrived. Highly recommended."** Battersea, November  
2021

★★★★★ **"I wanted something healthy after I night  
out, and all the things I got just made my day  
better"** North Bridge, January 2022

★★★★★ **"Loved the Norwegian waffles. Appreciate  
the organic ingredients used in the smoothies.  
Each time we order the quality always remains  
high."** Elizabeth Street, January 2022

★★★★★ **"Fabulous almond croissant and matcha  
latte"** Glasgow Central, January 2022

★★★★★ **"Good ass coffee!"** Highbury & Islington,  
February 2022

★★★★★ **"Had a tomato and cheese toastie, arrived  
nice and warm and was lovely."** King's Cross,  
January 2022

★★★★★ **"Great coffee, love the waffles and all  
else. They are simple but never drop their  
standards"** Wembley, February 2022



# SUSTAINABILITY

## TAKEAWAY CUPS & PACKAGING

- Since 2013 Black Sheep Coffee has 100% recyclable takeaway and iced drink cups
- Introduced bamboo reusable cups

## MARKETING ASSETS

- All the 'point of sale' marketing material is printed onto materials that can be recycled, is made of recycled material, or can be re-purposed. For example take our display assets, they are made from plant resin which are re-purposed into concrete when they are either damaged or come to the end of their life.

## ENVIRONMENTAL IMPACT

- Black Sheep Coffee's Robusta coffee delivers more consistent crop yields for farmers throughout the year, uses less water and is easier to grow organically without crop diseases
- Our used coffee grounds are up-cycled into organic face scrubs.

## UP-CYCLED FURNITURE AND FIT-OUT MATERIALS

- Our store designs use reclaimed and reused materials throughout the front of house and up-cycled furniture where possible.





# FIGHT SOCIAL EXCLUSION

TOGETHER LET'S FIGHT SOCIAL EXCLUSION ONE COFFEE AT A TIME! 🦊☕😎

Homelessness isn't just about sleeping rough. All too often it also means isolation and loneliness. Even in a big city like London, homeless men and women can go several days without exchanging a single word with anyone, or even making eye contact with another human being. Sometimes, ordering a coffee and chatting with a barista who knows you by your first name and remembers your usual order is more important than the coffee itself.

This is why we launched the **FREE COFFEE BOARD INITIATIVE** since the very outset of founding the company back in 2013.

At Black Sheep, customers can leave their fully stamped loyalty card on the Free Coffee Board or purchase a sticker at a discounted price to be pinned on the board. Anyone who cannot afford coffee can redeem those for any hot drink of their choice.

Customers often write kind messages on the stickers, our baristas are trained to make homeless people feel welcome, and the scheme pays for itself as customers also contribute to the donations to ensure the initiative can sustain across all our shops without ever being terminated for financial reasons.





# FIGHT SOCIAL EXCLUSION

- Stewart has been sleeping rough in the streets of London for some time now. Over the winter months of 2021/22 he became a regular at our Aldgate Station kiosk, making daily use of the Free Coffee Board there.
- Stewart started a new job on 1 March moving furniture and stopped by to say thanks. He mentioned that our team at Black Sheep had been incredibly kind to him, even going the extra mile to donate some books and warm clothes which kept him occupied and warm. He said that Black Sheep was a big part of what kept him going during the winter months.
- Stewart used to love riding bicycles when he was younger, and he hopes the income from his new job will allow him to buy one so he can hit the roads again.
- Anthony lives in London but when the night comes, he's got no home to go back to, no roof over his head and with winter now upon us a hot cup of coffee goes a long way! Like many, he makes use of our **FREE COFFEE BOARD** initiative and over the months he's become a regular at our Great Portland St shop and made friends with our awesome GM Yasmine who always remembers his usual. Sometimes Anthony comes early in the morning and helps with opening and putting out the tables. He says it's nice to know that someone is expecting him.





# BRAND & CONCEPT





# UNIQUE CONCEPT

## SPECIALTY GRADE COFFEE

Launched the world's first specialty grade 100% Robusta coffee in an Arabica dominated specialty coffee market

Founders still source coffee beans directly at the plantations

75% of total products sold as Robusta in 2019

How is Robusta different to industry Arabica?

- 2x caffeine
- Higher in protein (richer crema)
- Lower in acidity
- Walnut/dark chocolate taste profile vs Arabica's floral/citrus notes

## SIGNATURE DRINKS

- The Robusta Revival espresso gives instant energy, and the organic coconut oil gives a long, sustained energy release
- Vietnamese iced coffee
- Signature Espresso Martini - Choose between different single origin beans
- Iced Mocha

## COFFEE MASTERCLASS

A hands-on and interactive way for coffee lovers to learn more about the beans and Black Sheep Coffee's latest brewing techniques from the top baristas in the industry





# COFFEE BY DAY, COCKTAIL BY NIGHT

- Open 6:00am till late
- Late-Night concept allows for longer trading hours during the week as well as weekend trading to better amortise fixed property costs
- Urban design featuring unique street art allows for a seamless “Coffee Shop-to-Cocktail Bar” transition
- Live music promoting up-and-coming artists

## LATE NIGHT OFFERING

- Cocktails
- Craft beer
- Free popcorn
- Artisan pizza
- Non-alcoholic drinks
- Coffee
- Waffles
- Smoothies
- Bagels & toasties





# BEYOND SPECIALTY COFFEE...

- Focus on high gross margins, low wastage, minimal preparation and low execution risk
- A scalable food offering, easily replicable in UK & international franchise markets
- Improves sales during all day parts

## SMOOTHIES & SHAKES

- 100% organic fruit & veg and vegan friendly
- IQF1 technology used at point of picking to lock in maximum flavour & nutrients
- Pre-portioned in recyclable sachet for optimum efficiency & 0% wastage
- Minimal labour requirement



## SMOOTHIE BOWLS

- Same 100% organic fruit and veg
- Currently nine add-on options (granola, banana, cacao nibs, strawberries etc)
- Perfect breakfast option
- Minimal wastage



## BAGELS & TOASTIES

- Made fresh exclusively for us
- Minimal wastage



## PASTRIES & CAKES

- Options for all day parts and dietary requirements
- Pastries baked in house and our cakes are produced exclusively for us



## ARTISAN SOURDOUGH PIZZA

- Slow-proved wood-fired pizza, made in Italy
- 0% wastage



## NORWEGIAN WAFFLES

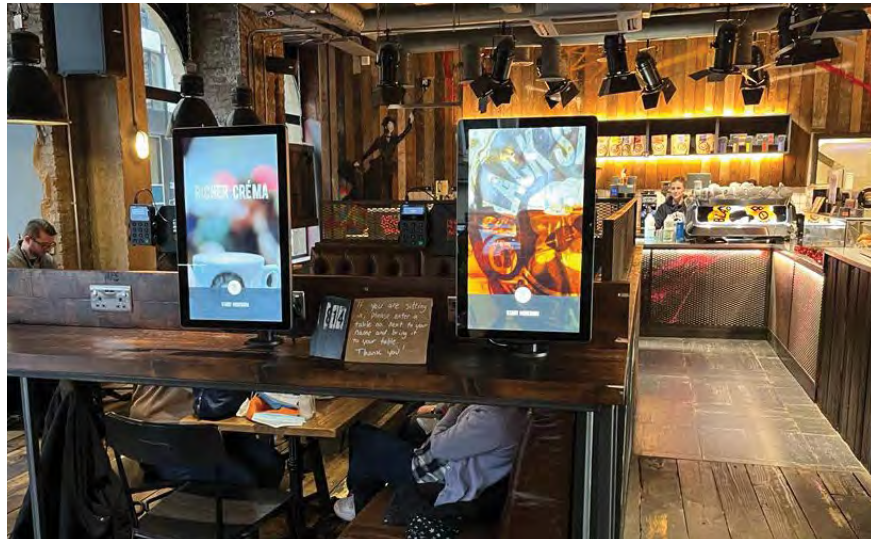
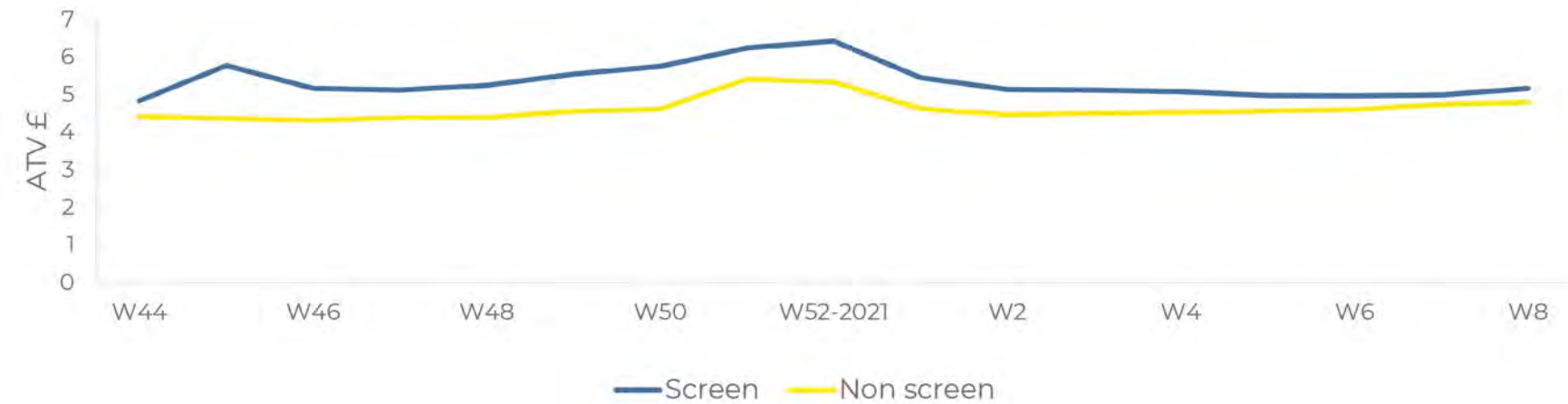
- A USP and a firm favourite with our customers
- Freshly made
- Gluten-free option
- Minimal wastage





# SELF ORDER SCREENS

HIGHER AVERAGE TRANSACTION VALUE (EXCL. DELIVERY SALES) SINCE LAUNCH



£0.00  
0 items

Average Transaction Value (ATV) is defined as net sales (sales less discounts, excluding VAT) divided by total transactions

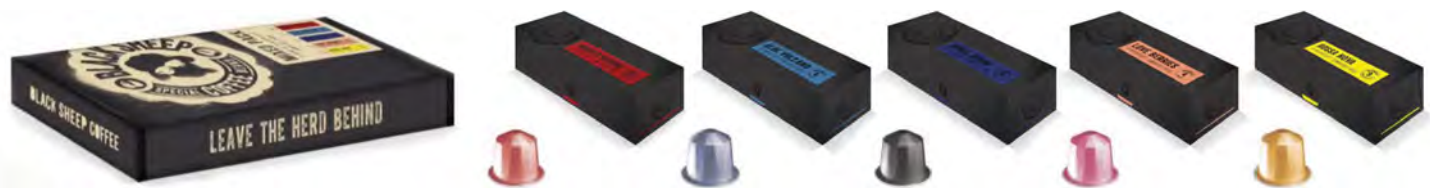


# WHOLESALE & E-COMMERCE

## DIRECTLY SOURCED SINGLE ORIGIN BEANS



## NESPRESSO® COMPATIBLE PODS



## MERCHANDISE







**FRANCHISE  
MODEL**





# WHAT WE OFFER?

- Support partners with site search, investment appraisal and referring to potential funders Our latest suite of IT including:
  - Operations management and compliance tools Point of sale including self-service kiosk
  - Black Sheep Coffee customer app
  - Customer Wifi
  - Curated in-store music
- Complete concept including shop design and product range
- Ability to leverage UK supply chain and take advantage of preferential terms we have negotiated with suppliers Franchise Manual and Brand Standards delineating everything required to successfully operate a Black Sheep Coffee shop
- In-house training programme for key team members
- Support with adaptation of concept to local market requirements for international partners







# BUSINESS TIMELINE





# BUSINESS TIMELINE

## PROVING THE PRODUCT AND BRAND POSITION

**2013** 🧑‍🤝‍🧑 5 EMPLOYEES 📦 0.2 TONNES OF COFFEE 🏠 0 SITES

- August 2013, Gabriel and Eirik quit their jobs and moved to London to rid the world of boring, average-tasting coffee
- Served the first cups of Robusta Revival coffee from pop-up shops in Camden and street markets in East London Initial capital of £80K represented their entire savings plus start-up loans from the government

**2014** 🧑‍🤝‍🧑 8 EMPLOYEES 📦 5.8 TONNES OF COFFEE 🏠 0 SITES

- Operated seven pop-up shops across London by year end
- Black Sheep Coffee was the best seller in Whole Foods Market
- By year end Black Sheep Coffee supplied 50+ wholesale customers with beans, equipment and training

## FOCUSING ON RETAIL OPERATIONS AND DEVELOPING THE SITE FORMATS

**2015** 🧑‍🤝‍🧑 16 EMPLOYEES 📦 14 TONNES OF COFFEE 🏠 1 SITES

- Opened first permanent site, a Kiosk in Aldgate Tower in East London
- Discontinued all other sales channels to focus on shop retail

**2016** 🧑‍🤝‍🧑 43 EMPLOYEES 📦 16.2 TONNES OF COFFEE 🏠 5 SITES

- Introduced two new site formats, the Café with broader product offering and the All-Day concept with cocktails and craft beer
- Launched the Black Sheep Coffee App with a digital loyalty scheme





# BUSINESS TIMELINE

## EXECUTING GROWTH PLAN AND HIRING EXPERIENCED MANAGEMENT TEAM

**2017**  141 EMPLOYEES  32.7 TONNES OF COFFEE  17 SITES

- New sites including the flagship Leadenhall Building ("Cheesegrater") as well as Amazon's new HQ Principal Place in Shoreditch
- Identified first franchise partner for the Philippines
- Hired senior management team

**2018**  198 EMPLOYEES  49.4 TONNES OF COFFEE  25 SITES

- Opened first franchised store in Manila, Philippines
- Reached 27% Like-For-Like quarterly sales growth in shop estate (Q4'18)

## ORGANIC GROWTH AND FRANCHISE EXPANSION

**2019**  286 EMPLOYEES  60 TONNES OF COFFEE  36 SITES

- LFL sales across Black Sheep Coffee estate: 21%
- Opened 11 new sites, including in Oxford, a new UK market, and a second franchise site in Manila Launched online coffee subscription and international web-shop
- Appointed 3 new members to the board of directors





# BUSINESS TIMELINE

## COVID & RECOVERY

**2020** 🧑‍💼 238 EMPLOYEES 📦 42 TONNES OF COFFEE 🏠 37 SITES

- Opened 1 new site in Battersea Power Station
- Launched delivery model, partnering with Deliveroo, Uber Eats and Just Eats

**2021** 🧑‍💼 353 EMPLOYEES 📦 68 TONNES OF COFFEE 🏠 49 SITES

- Opened 14 new sites, including in Scotland, a new UK market, first UK franchise site in Birmingham and first site in Paris
- Launched new app and self order screens

**2022** 🧑‍💼 451 EMPLOYEES 📦 150 TONNES OF COFFEE 🏠 61 SITES

- Opened shops in new regions such as Reading, Liverpool, Leeds and St Andrews
- Grew our franchise network to include 6 Franchised sites with more franchisees due to open early 2023





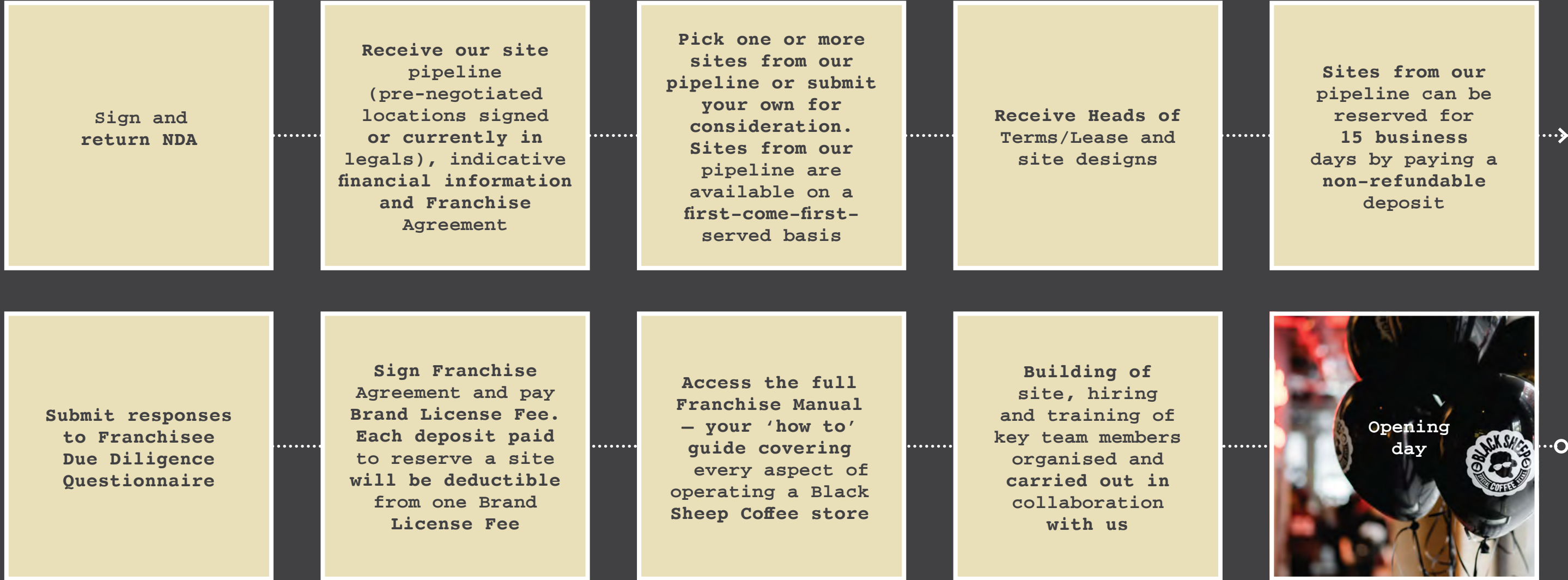
FAQ & HOW TO GET  
STARTED TODAY





# HOW TO GET STARTED TODAY

## WHAT ARE THE KEY STEPS IN THE FRANCHISE PROCESS?





## CONTACT US

For more information please visit [www.leavetheherdbehind.com](http://www.leavetheherdbehind.com)  
or drop an email to [franchising@leavetheherdbehind.com](mailto:franchising@leavetheherdbehind.com)





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