
Employee to Entrepreneur

How to minimize your risk when taking the leap

Presented by:

Jania Bailey, CEO of FranNet

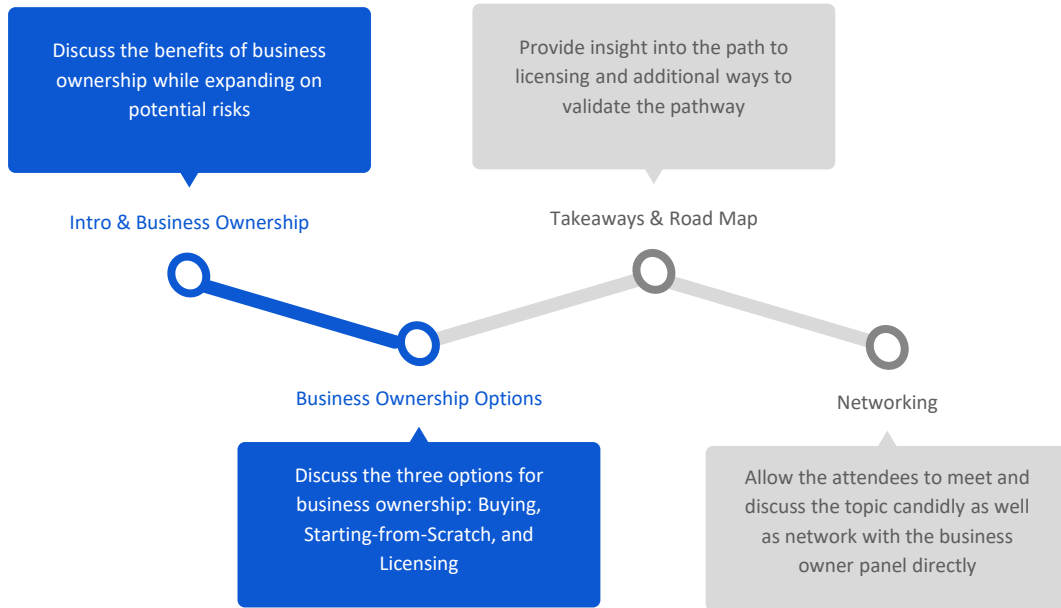


Jania Bailey

CEO of FranNet

- Over 20 Years experience in the Franchise Industry
- 18 Years in the Banking Industry
- Author of *“Thriving: The Journey to Success in the Business World”*

Agenda



Why Business Ownership?



Past Road Map to Success



TRADITIONAL CORPORATE CAREER

An orange rounded square icon containing a white flag on a pole.

RETIREMENT

Personal,
Professional
And Financial
Goals Achieved

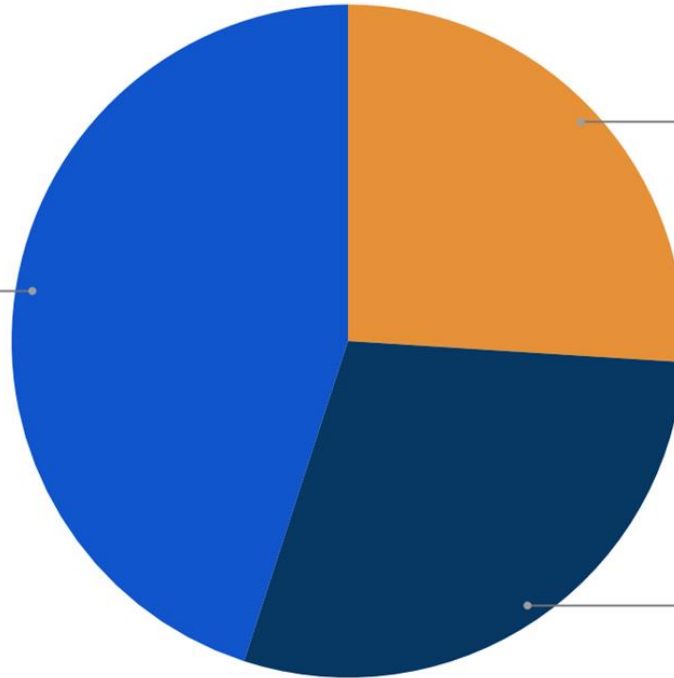
Current Road Map to Success



"RETIREMENT"

Personal,
Professional
And Financial
Goals NOT
Achieved

Not Engaged
45.0%



Actively Disengaged
26.0%

Engaged
29.0%

Lack of...

- Flexibility
- Control
- Impact
- Contribution
- Passion
- Engagement
- Fulfillment
- Challenge

This chart represents the breakdown of employee engagement across the US.

*Based on data from SBA.gov

Business Ownership Is On The Rise

30.2M

Small Businesses
In the USA

65%

Main Reason For Ownership "Be
Their Own Boss"

57%

Business Owners That Felt
Fulfilled and Happier

*Based on data from SBA.gov



> 1 MILLION
Businesses Start Up Each Year

*Based on data from SBA.gov

A person is sitting at a wooden table in a cafe, working on a laptop. The laptop screen displays an email inbox with several messages. The person's hands are visible, typing on the keyboard. A smartphone is on the table next to the laptop. A coffee cup is also on the table. The background shows other people in the cafe, slightly out of focus. The overall tone is warm and professional.

How Many of These Succeed?

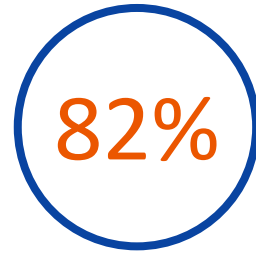


50%

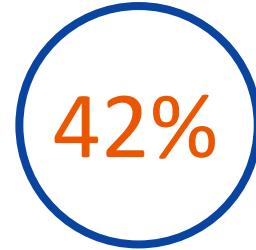
of small businesses fail after 5 years

*Based on data from SBA.gov
(Bureau of Labor Statistics, Business
Employment Dynamics)

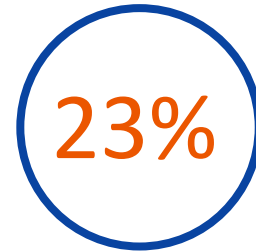
Why Do They Fail?



CAN'T OVERCOME
CASH FLOW ISSUES



NO MARKET NEED



DON'T HAVE RIGHT TEAM

*Based on data from SBA.gov

How Can I...

- Minimize time and capital investment
- Reduce risk for myself and my family
- Utilize strengths and overcome weaknesses
- Validate my business plan assumptions and projections
- Gain better insight into necessary resources

Minimize Risk



TIME



MONEY



MISTAKES

Business Ownership Options



3 Main Frameworks



Start from Scratch



Buy an
Existing Business



License a
Franchise



Start from Scratch



Creating

Ideation & Validation - Business Model - Development
Business Plan Creation - Legal & Operational

Producing

Research & Development - Production & Quality
Distribution & Logistics

Selling

Sales & Marketing - Advertising & PR

Supporting

IT/Maintenance - Hiring/HR - Buying/Purchasing
Finance/Accounting - Management



Start from Scratch



HIGH



LOW



HIGH



Start from Scratch

50%

Success Rate

Over 5 Years



*Based on data from SBA.gov



Buy an
Existing Business



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Buy an
Existing Business



LOW



HIGH



MEDIUM

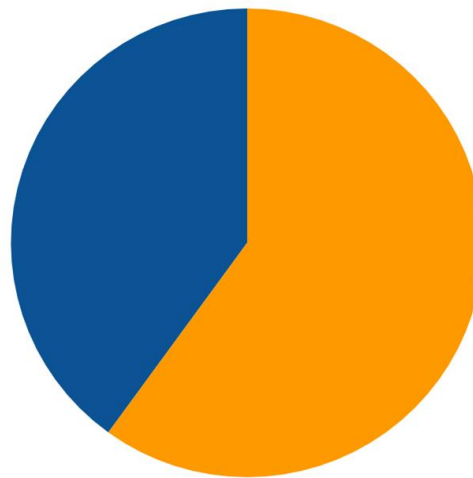


Buy an
Existing Business

62%

Success Rate

Over 5 Years



*Based on data from SBA.gov



License a
Franchise

A LICENSE TO USE:

Name & Trademarks
Products & Services
Business Systems & Know-How



IN EXCHANGE FOR:

Initial Fee
Ongoing Fees/Royalties

**Franchises usually operate on
a license model**



License a
Franchise



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Business Plan Creation - Legal & Operational

Producing

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Selling

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License a
Franchise



LOW/
MEDIUM



MEDIUM



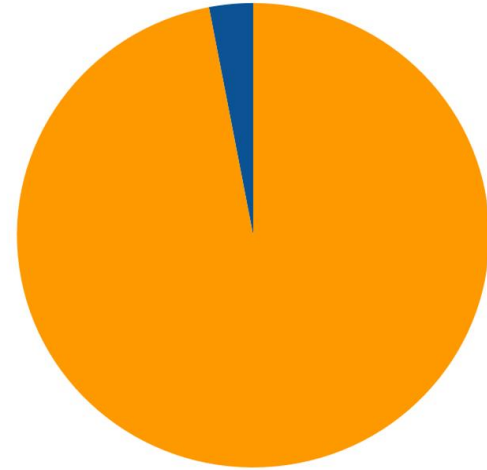
LOW



License a
Franchise

92%

Success Rate
Over 5 Years



*Based on data from SBA.gov

A blue-tinted photograph of a group of people sitting around a table. In the foreground, a laptop is open on the table, and a white coffee cup is visible on the right. The text "Next Steps" is overlaid in the center in a large, white, sans-serif font. The background shows several people, some looking at the laptop screen, suggesting a collaborative work environment.

Next Steps

1. Make a List

Create 5 specific goals of MUST haves for your future company that are non-negotiable.

EXAMPLES

- My business must be a sales and marketing driven business
- I need to be able to spend part of my day outside
- Working remotely needs to be an option so I can continue to travel

HELPFUL HINT:

You may not know your top five must-haves yet, and that's okay. Take the time to zero in on what's most important to you.

2. Build Your Business Model

A business model helps to focus on the steps necessary to make business ideas succeed. It also helps to identify both short-term and long-term goals.

- Employees
- Service or Product
- Type of Customer
- Type of Industry
- Budget
- Number of Units
- Full or Part Time Hours
- Business Environment
- Room for Growth
- Other Items?

3. Don't Choose Based On Product

Choose because...

- You possess the particular skills that franchise requires to succeed
- Separate the function of the business vs the function of the owner
- You can afford it

Owning it will give you the outcomes that are important to you:

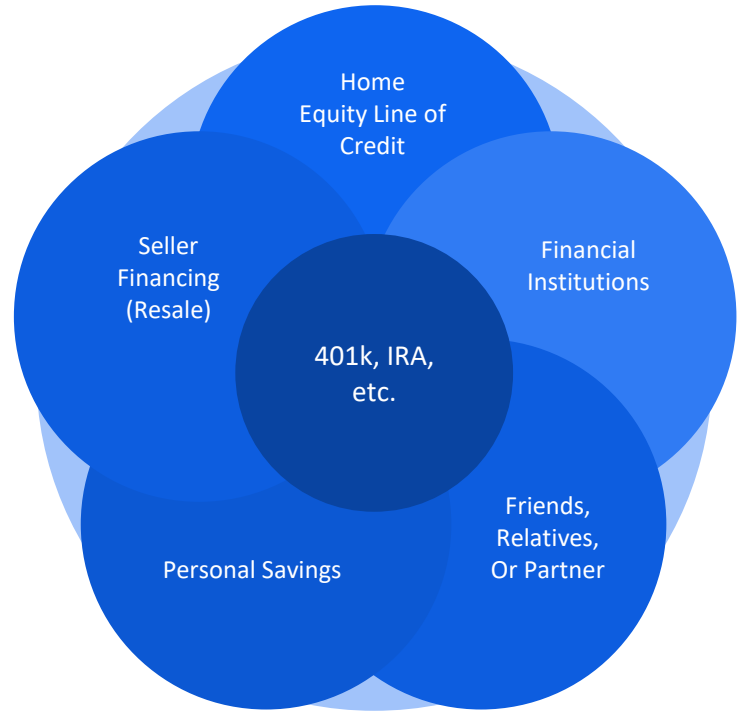
- Desired income
- Quality of life and flexibility
- Career independence
- Security and control
- A family legacy
- The future exit strategy you need

4. What Are Your Transferable Skills?

Identifying skills you currently possess is important and makes you adaptable when moving into a new industry.

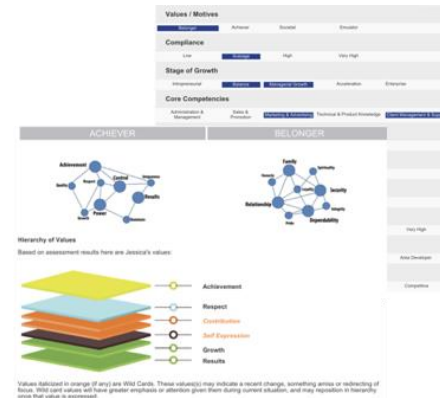
- Management
- Sales
- Team Building
- Leadership
- Communication
- Marketing
- Technology
- Time Management
- Money Management
- Networking

5. Know Your Funding Options



6. Readiness & Franchise Fit Tests

- Identify skills and traits conducive to specific franchises
- Self-assessment, situations, and skill-testing exercises
- Designed to help you improve your suitability to this career



7. Work With A Local Franchise Consultant

They can help with...

- Finding the right franchise fit
- Identifying your goals
- Asking the right questions to find you financing and other important information

HELPFUL HINT:

Avoid trying to find a franchise on the internet. The internet has become the wild west of franchising and it is too easy to make something bad....look really good.

Resources



Franchise Attorney



Funding Options



Accountant



Suggested Reading:

- More Than Just French Fries
- E-Myth Revisited by Michael Gerber
- Street Smart Franchising by Joe Matthews



Thank You!

Take the *Free Readiness Assessment* or
Find Your Local Consultant at www.FranNet.com

Have questions? Give us a call at 1-855-979-7633