



LearningRx Franchise Information Kit

The Personal Brain Training Franchise

LearningRx Franchise Information

Congratulations on taking the first step towards an opportunity that will not only impact your life, but the lives of many kids and adults you will help in your community as well. There are very few franchise opportunities that can have such a lasting impact on lives while also allowing you to grow a business. In fact, we recently surveyed our franchisees and asked them to describe LearningRx. In two words, their answer was, "life changing!"

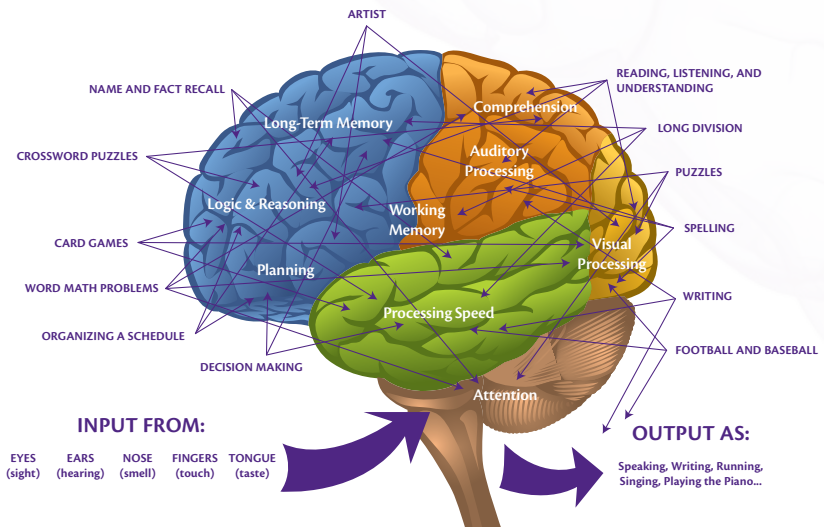


In this information kit you will find:

- What Makes LearningRx Unique: The New Brain Training Industry
- Who Benefits from LearningRx Programs?
- The Difference Between Brain Training and Tutoring
- Feel Your Brain at Work: Try a LearningRx Procedure
- Five Unique Programs Offered by LearningRx
- Educational Franchise Comparison Chart
- Estimated Initial Investment
- How Much Can You Make?
- Top Franchisee Performer Profiles
- Franchise Award Process

1. What Makes LearningRx Unique: The New Brain Training Industry

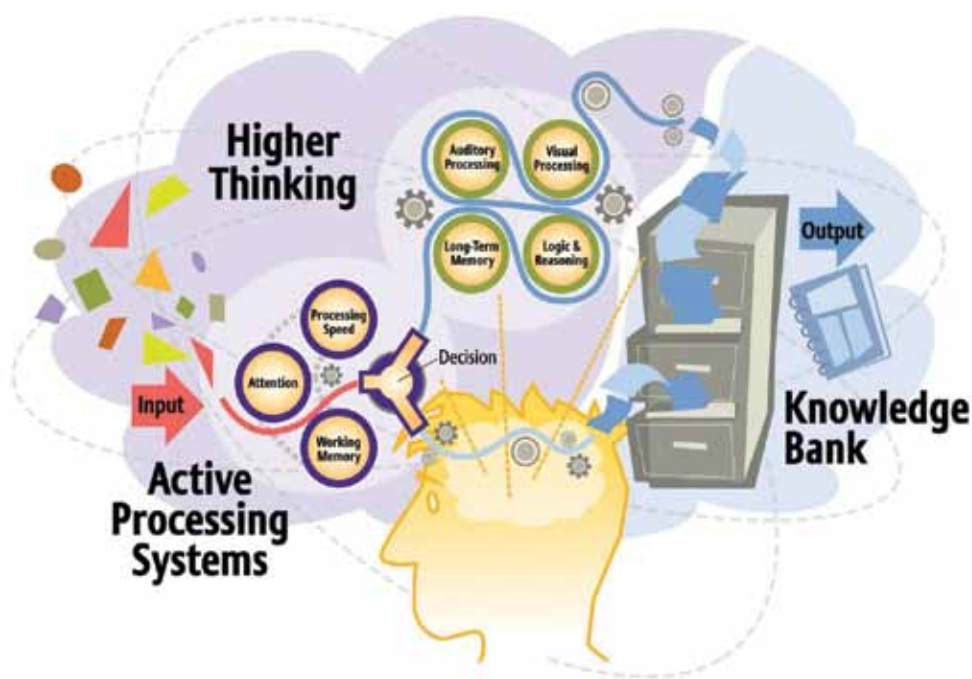
You may have chosen to research our concept because it was unique and different from other educational franchises. LearningRx is actually at the forefront of a new, rapidly growing industry that we believe is the future of educational franchising. Our methodology will be a key in how the world helps people of all ages. According to *Forbes* magazine, brain training is expected to be the next trillion dollar industry, much like the physical fitness industry during the nineties.



2. Who Benefits from LearningRx Programs?

LearningRx can help anyone think faster and more efficiently. What does that mean for our customers? Our brain training programs actually change the way they think and that means that every aspect of their life changes. Their new skills give LearningRx students a huge boost in confidence as well as doing better academically, athletically, and even socially. Our programs benefit many people:

1. **Traumatic Brain Injury Victims:** We can restore mental abilities.
2. **Preschoolers:** LearningRx can virtually guarantee your preschooler's success!
3. **Slow Learner, ADD/ADHD, LD, and Dyslexia:** Labels don't have to stick for life!
4. **Struggling Students:** Higher performance is possible!
5. **High School Students:** Universities look for the best! Expand your choices and opportunities!
6. **Professionals:** Gain an edge on life's demands and on your competition!
7. **Seniors:** Your loved ones will continue to improve their abilities instead of losing them.



3. The Difference Between Brain Training and Tutoring

In a nutshell, LearningRx treats the causes rather than the symptoms. Tutoring focuses on reteaching content while LearningRx focuses on why someone didn't learn the content in the first place.

LearningRx strengthens all major cognitive learning skills first before providing research-based reading comprehension or math programs. LearningRx develops all of the cognitive skill areas while tutoring solely focuses on stored information, also known as your knowledge bank.

Every activity you perform uses different cognitive learning skills to process information. For example, good reading comprehension requires strong attention skills, processing speed, working memory, logic & reasoning, and visual and auditory processing. These skills are just as vital as the knowledge of reading phonetics.

What Is the Difference Between Percentile Points and Percentages?

What would a percentile point increase look like if it were described in terms of percentages? You might be surprised. A large jump in percentile ranking converts to an even larger percentage of improvements in skills. See these examples below:

Converting Percentiles into Percentages:

Moving from the 5th to the 15th percentile represents a skills gain of 200%

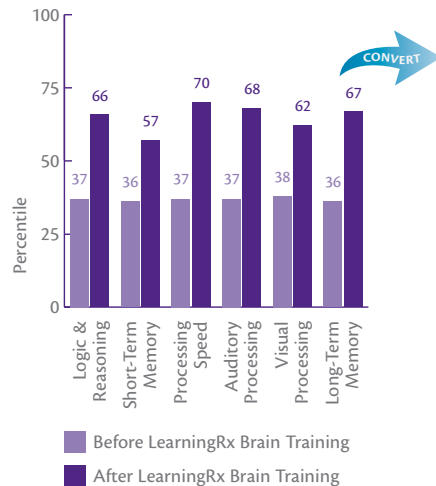
Moving from the 10th to the 20th percentile represents a skills gain of 100%

Moving from the 50th to the 60th percentile represents a skills gain of 20%

Here's another way of seeing the difference.

LearningRx Improvements Shown in Percentile Points

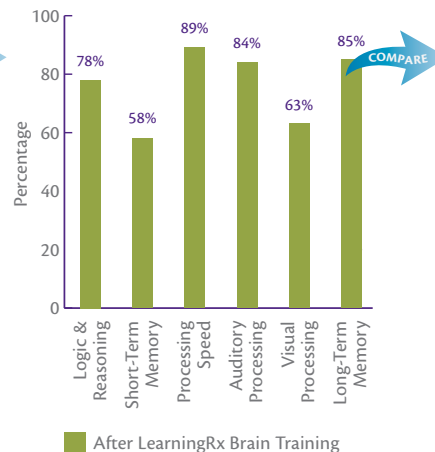
Improvements after brain training among students with moderate cognitive weakness



In the chart above, you can see the average gains experienced by our students with moderate cognitive weaknesses, as represented in percentile points.

LearningRx Improvements Shown in Percentages

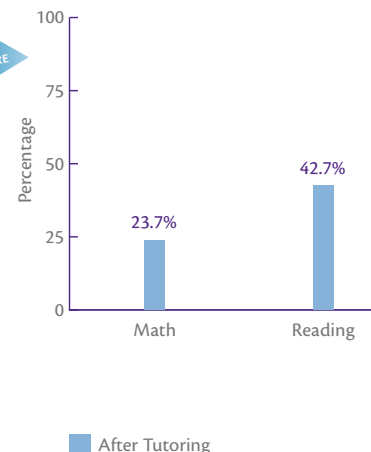
Improvements after brain training among students with moderate cognitive weakness



This chart shows what those exact same gains look like in terms of percentage of skills gained.

Another Company's Improvements Shown in Percentages

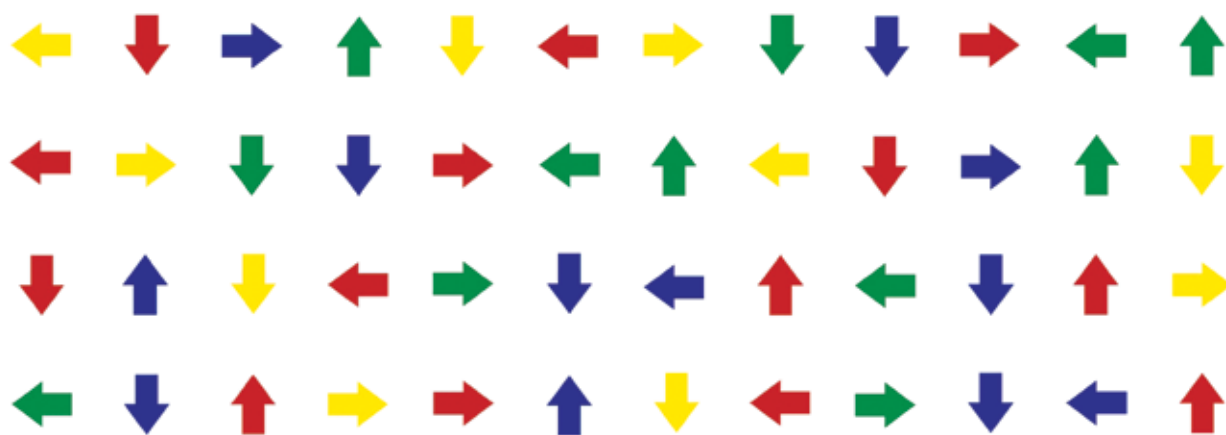
As reported by a national company among students who completed their tutoring program



By the way, when we say LearningRx brain training is more effective than tutoring, we mean it! This chart shows the percentage of skills gained as reported by a nationwide tutoring company! Compare their percentages to ours!

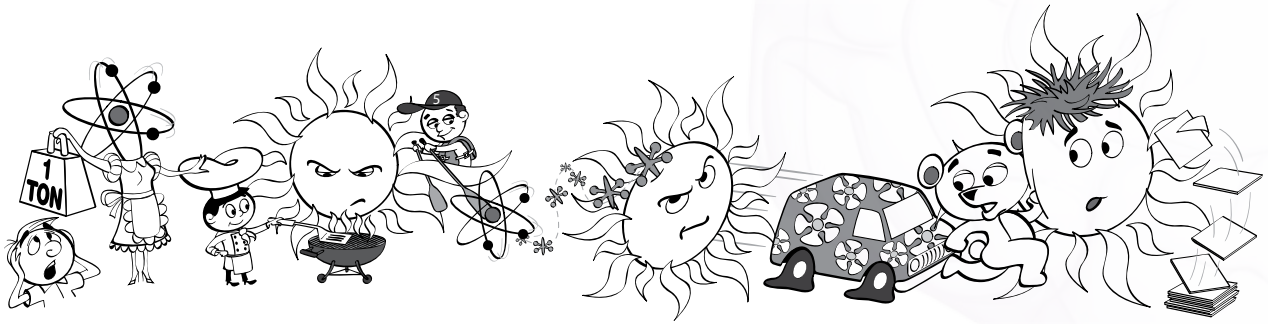
4. Feel Your Brain at Work: Try a LearningRx Procedure

Follow the directions below as a fun way to improve your attention skills, enhance working memory, and build visual processing skills. Each level increases the difficulty by adding a second mental challenge. Don't worry...your brain can adapt and grow! Try it alone or try it with your child.



Directions

1. From the top row, moving left to right, call out the color of each of the arrows without a mistake.
2. Call out the direction of each arrow. Do it without error in 40 seconds. Keep practicing until you can do it in only 20 seconds.
3. Next, call out the direction of the arrows as if they were turned a ¼-turn clockwise. Get that time down to 20 seconds without error.
4. Now comes the fun part! Call out the color of the UP and DOWN arrows, and call out the direction of the LEFT and RIGHT arrows (this requires divided attention).
5. Once mastered, increase the difficulty by saying red for yellow and blue for green. Try substituting different colors. Keep track of your time and stay with it until each exercise flows quickly and smoothly.
6. Finally, call out the direction of the arrow as if red and green arrows were turned a ¼-turn clockwise and yellow and blue were turned ¼-turn counterclockwise. You will find yourself not only doing the familiar ones more easily, but mastering each new variation faster as well. This is because your brain is growing new connections to handle the challenges!



Feel Your Brain At Work

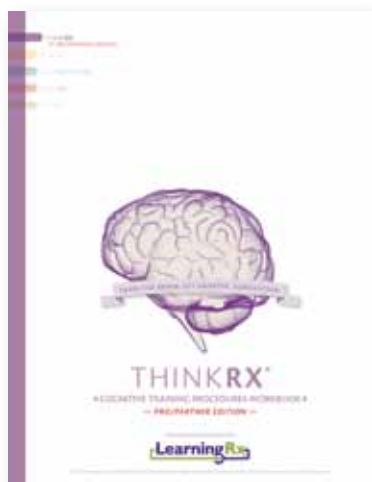
Find out what it's like to do training with BrainRx. Feel the power of training your brain!

All BrainRx students learn the presidents forward and backward using a memory strategy called mnemonics. By using silly pictures and fun links, students can remember almost anything. Once they have completed the presidents they learn how to visualize their own pictures and links creating stronger memory skills and visualization skills. These skills are important for test taking and reading comprehension. Have fun using this technique to learn the 1st 10 presidents. By the way, our students would love to show off their new talent for you!

President Script

What is the man watching? (the man is WATCHING-a-TON). If a ton was hanging over my head, I'd be watching it too, wouldn't you? WATCHING-a-TON will remind you of WASHINGTON. (WATCHING-a-TON; WASHINGTON). What is funny about the lady who is holding the ton? (Her head). Her head is super-powered! Do you know where the superpowers are coming from? (ATOMS). ATOMS will remind you of ADAMS. (ATOMS; ADAMS). Who is the woman patting on the head? (a CHEF). The chef is HER-SON. CHEF-HER-SON will remind you of JEFFERSON. (CHEF-HER-SON; JEFFERSON). What is the chef grilling? (a SUN). Does the sun look happy or mad? (MAD). So, the sun is a ... MAD-SUN. (MAD-SUN; MADISON). What do you see on one of the sunbeams? (a MAN-ROWing a boat). (MANROW; MONROE). What super-powered thing do you see at the end of his oar? (ATOMS). (ATOMS; ADAMS). What little toys are flying out of the atoms? (JACKS). What did one of the jacks stab? (a SUN). (JACK-SUN; JACKSON). The sun is very hot and is melting the tires of what kind of vehicle? (a VAN). The van is about to run over what kind of animal? (a BEAR). If a van was trying to run you over would you walk or run? (RUN). (VAN-BEAR-RUN; VAN BUREN). What does the bear run into? (a SUN). And what does the sun have a lot of on his head? (HAIR). So he is a... HAIRY-SUN. (HAIRY-SUN; HARRISON). What do you see the hairy sun stacking? (TILES; TYLER).

5. Five Unique Programs Offered by LearningRx



THINKRX®

Studies show that weak cognitive skills are the primary cause of 80% of all learning problems.

ThinkRx uses 35 different procedures to train all major cognitive (learning) skills through intense one-on-one training. These skills include: attention (yes, you can strengthen attention skills), memory, processing speed, auditory & visual processing, and logic & reasoning.

To learn more, go to: <http://learningrx.com/thinkrx.htm>



MATHRX®

MathRx builds on the strong cognitive training of ThinkRx. Specific training exercises quickly enhance a student's numeric fluency, calculation speed, logic & reasoning, and other high level math-specific skills. Focusing on key skills required for good number sense produces growing success in all levels of mathematics.

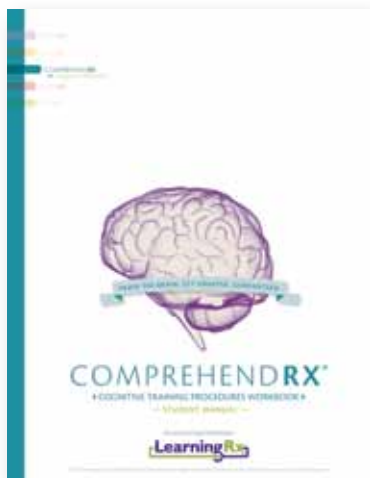
To learn more, go to: <http://learningrx.com/mathrx.htm>



READRX®

Many parents are looking for reading help for their child, something that many traditional tutoring centers offer. So how does LearningRx differ? Results! Our reading results are unmatched by any other reading program. The government spent \$200 million to find out why people fail to read. Using that research, we created a reading program that first corrects the cognitive underlying cause of why they couldn't read in the first place and then gives them a systematic reading program that makes reading easier. Not only do we get incredible results, but we provide the best value for parents looking for reading help.

To learn more, go to: <http://learningrx.com/readrx.htm>

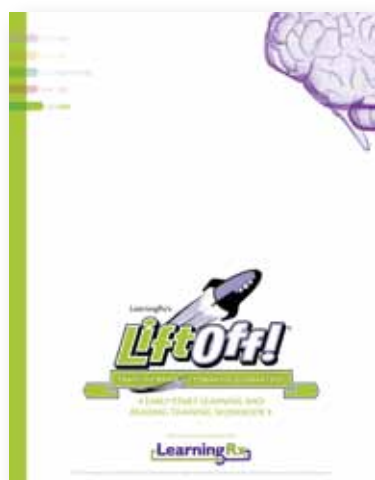


COMPREHENDRX®

ComprehendRx targets the brain skills critical for reading comprehension. Going far beyond decoding written words, this program strengthens the skills necessary for dramatically improved understanding, retention, and application.

To learn more, go to: <http://learningrx.com/comprehendrx.htm>

Did you know that you can prevent 90% of reading problems with special training at a young age?



LiftOff gives preschool, kindergarten, and first grade students the jumpstart that only strong underlying learning skills can produce. Training designed specifically for this age group lays the foundation for learning to read easily, grasping fundamental learning principles quickly, and maintaining the enthusiasm for school that almost every student begins with.

To learn more, go to: <http://learningrx.com/lift-off.htm>



You'd Never Get This Testimony from a Tutoring Center...

"Before LearningRx, this marathon called life was only uphill for my son. For years, I have watched him struggle to learn. He would put out five times more effort than others, but he was just "spinning his wheels," going nowhere. To say he was frustrated is an understatement. The meltdowns were getting worse with time, and his behavior started going downhill. My heart was breaking for him. I was determined to find help."

"We tried several avenues that did not help; then we found LearningRx. Tears come to my eyes when I think about how helpful this brain training has been for him. The bad behavior is gone, meltdowns are rare and he is reading at or above his grade level. He has gained traction and he is running this race on more level ground. Thank you LearningRx!"

— Mother of Ethan, 13 years old

"My only regret is that we didn't do this program earlier." – Mother of Daniel L., Tustin, CA

6. Educational Franchise Comparison Chart

	Reading program	Reading results	Math program	Math results	Treats the underlying causes	Programs to train attention, memory, reasoning, and processing skills
LearningRx®	yes	3.1 yrs in 72 hrs	yes	2.72 yrs in 24 hrs	yes	yes
Brain Balance	no	n/a	no	n/a	yes	no
Huntington®	yes	not posted	yes	not posted	no	no
Kumon®	yes	not posted	yes	not posted	no	no
Sylvan®	yes	1.1 yr in 60 hrs max	yes	not posted	no	no

www.learningrx.com/results

http://www.cpsafterschool.org/SESReport_August05.pdf

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LearningRx Annual Convention 2014

Programs and Results

Consider the quality of products. Yes, some franchise systems may have a great business system but poor to average programs and still do well. Imagine the advantage of a great system that also has the very best product. Great results and a great staff result in WOWing your customers, which is required for fast and sustained growth. Too often overlooked by franchise candidates and franchisors are the actual products sold and the results they produce. Most educational franchisors post limited results or do not post their results at all. They are collecting them, so a good question to ask is...why not publish them? You can find our comprehensive results published at www.learningrx.com/results.

When looking for the right franchise, you will want to take into account not only the initial cost, but also the ongoing royalty and how well the franchise is protected from the same franchise opening up close by. The start-up fees and royalties can be misleading. Many franchisors create a start-up range based on three months while others give start-ups that may cover more than six months. The royalties in the service industry are quite similar, but there might be significant differences in the markup of students, marketing, and supplemental materials that the franchisor collects outside of the royalty.

The Customer Satisfaction Score is collected after a student finishes a LearningRx program. We ask our parents, "On a scale of 0 to 10, how likely would you be to refer a friend or family member to LearningRx?" Many of the Fortune 500 companies use the referral question to determine customer loyalty. Our score is comparable to top companies such as USAA, Harley Davidson, and Southwest Airlines.

We have also received Top Satisfaction Awards from the Franchise 50 Business Review, which looks

at Franchisee Satisfaction. The Franchise Business Review "examine(s) the critical areas of a franchise system including training & support, operations, franchisor/franchisee relations, financial opportunity, and more. Our survey results deliver the unbiased facts about the overall health of a franchise system directly from today's franchise owners.

LearningRx is award-winning! Here's a look at some of the awards we have received over the years:

- 2015 Entrepreneur's Franchise 500
- 2015 Franchise Gator's Top 100 Franchises
- 2014 Entrepreneur's Franchise 500
- 2014 Franchise Gator's 100 Fastest Growing Franchises (Top 10 ranking)
- 2013 Bond's Top 100 Franchises
- 2013 Entrepreneur's Franchise 500
- 2013 Franchisee Satisfaction Award from Franchise Business Review
- 2012 Entrepreneur's Franchise 500
- 2012 #1 Child Enrichment Program from Entrepreneur Magazine
- 2011 Entrepreneur's Franchise 500
- 2010 #1 Child Enrichment Program from Entrepreneur Magazine
- 2010 Entrepreneur's Franchise 500
- 2009 #1 Child Enrichment Program from Entrepreneur Magazine
- 2009 Entrepreneur's Franchise 500
- 2009 Rocky Mountain Excellence in Franchising Award for Website Innovation
- 2008 #20 Fastest Growing Education Privately-Owned Company (INC 500)
- 2008 Top 25 New Franchises
- 2008 #19 Top New Franchise by Entrepreneur Magazine
- 2008 Entrepreneur's Franchise 500
- 2008 Rocky Mountain Excellence in Franchising Award for Charitable Contributions
- 2007 Franchise Time's Fast 55
- 2007 Top Franchise 50 (Franchise Review)
- 2007 Top New Franchise (50)
- 2006 Franchise Time's Fast 55
- 2006 Top Franchise 50 (Franchise Review)
- 2006 Top 100 New Franchises

Other notes are located at the end of this document.

7. Estimated Initial Investment

Expense (Note 1)	Amount (Low)	Amount (High)	Method of Payment	When Due	To Whom Payment Is to Be Made
Initial Franchise Fee (Note 2)	\$25,000	\$35,000	Lump sum	Upon signing of a Franchise Agreement	LearningRx
Initial Training and Material Fee (Note 3)	\$10,000	\$10,000	Lump sum	Upon signing of a Franchise Agreement	LearningRx
Travel and Living Expenses	\$3,000	\$4,000	As incurred	During training	Airlines, Hotels, Restaurants, etc.
Rent or Real Estate and Improvements (Note 4)	\$3,000	\$20,000	As determined by Lessor	Prior to opening	Lessor
Furniture & Fixtures	\$5,000	\$15,000	As determined by Vendors	Prior to opening or as arranged with Vendors	Vendors
Signage	\$2,000	\$6,000	As determined by Vendors	Prior to opening or as arranged with Vendors	Vendors
Miscellaneous Opening Costs (Note 5)	\$3,000	\$5,000	As incurred	Prior to opening	Suppliers, Utilities, etc.
Opening Inventory (Note 6)	\$3,000	\$5,000	As incurred	Prior to opening	Us, Approved Suppliers
Advertising (6 months) (Note 7)	\$33,000	\$45,000	As incurred	Prior to opening and during first three months	LearningRx
Insurance Policies (Note 8)	\$1,000	\$3,000	As Incurred	Prior to opening or as arranged.	Insurance Companies
Computer Equipment and Proprietary Software (Note 9)	\$4,000	\$6,000	As determined by Vendors	Prior to opening or as arranged with Vendors	Vendors
Additional Funds (initial 3 months) (Note 10)	\$30,000	\$55,000	As incurred	As incurred	Employees, Suppliers, Utilities
TOTALS (Note 11)	\$122,000	\$209,000			

(See page 19 for notes)

If you're not able to make it to one of our live webinars, you can watch a prerecorded webinar at: www.learningrx-franchise.com/franchise-webinar



LearningRx Marketing Launch

Thirty thousand dollars of your initial investment is allocated towards a marketing launch. The launch includes direct mail, magazine, radio, print ads, PPC, web directory listings, PR, grand opening, and even sending a top-performing franchisee to initially help you close sales for adding new students. You will work closely with the Home Office Marketing Team, who will partner with you and assist you in the planning and implementation of your Marketing Launch.

8. How Much Can You Make?

The net revenue, expense numbers, and ratios represent historical operating figures for 78 franchisee-owned centers during the 2014 fiscal year. Each chart reflects the performance experienced by the top, middle, and bottom 33%, as well as the average for all centers of LearningRx franchisees who operated a LearningRx Center during the 2014 fiscal year. The numbers reflected in the charts below should not be considered as potential revenues, expenses, or conversion ratios that may be realized by you. If you rely on these figures, you must accept the risk that your franchise may not perform as well.

Revenues (1) by Product — 2014 Fiscal Year

Total Revenue Charged (1)	\$541,562	\$300,683	\$164,537	\$335,594
Revenue Collected	\$533,120	\$289,071	\$147,271	\$323,154

You will receive a Franchise Disclosure Document to learn more about our franchisees' financial performance in the 2014 fiscal year. This information is shared after the Introduction and Qualification call, and will include a detailed breakdown of our centers' revenues and expenses.



Average Leads — Students and Conversion Rates — 2014 Fiscal Year

TOTAL NUMBER OF:	Top 33% Average	Middle 33% Average	Low 33% Average	Avg of All Centers
Prospects	240	230	136	202
Assessments	158	102	66	109
Consultations	139	93	59	97
Students Started	70	47	24	47
CONVERSION RATES	Top 33%	Middle 33%	Low 33%	Avg of All Centers
Prospects to Assessments	70%	51%	58%	60%
Assessments to Consultations	90%	92%	89%	90%
Consultations to Students	53%	52%	45%	50%
Assessment to Student	46%	46%	38%	43%
Prospect to Student	32%	23%	23%	26%
Marketing Cost/Prospect	\$243	\$197	\$229	\$223
Marketing Cost/Student	\$711	\$852	\$1,270	\$944

How Much Can You Make? (Continued)

Franchise candidates often ask us how our ongoing fees compare with other franchise systems. To help them in their research, we took a look at other recognized education, child, and popular franchisors and their ongoing fees to see how we compare. Here is a snapshot of some franchisors' ongoing royalty and marketing fees. Every franchisor may have other additional fees unique to their system and structure.

Ongoing Fees Comparison				
Franchisor	Franchise Fee	Royalty	Marketing/Other Fee	Royalty & Marketing Ongoing Fees
LearningRx®	\$25,000 – \$35,000	10%	2.5%	12.5%
Huntington®	\$22,000	9.5%	2%	11.5%
Sylvan®	\$42,000 – \$48,000	8 – 9%	4.5 – 6.5%	12.5 – 15.5%
Kumon®	\$1,000	\$32 – \$36/student/month	N/A	32 – 40% (Centers collect \$80 – 100/student/month)
Mathnasium®	\$37,000	10%	2%	12%
FasTracKids®	\$32,000	1.5%	11% Usage Fee	12.5%
Goddard School®	\$135,000	7%	4%	11%
Gymboree®	\$25,000 – \$45,000	6%	5% Brand Fee	11%
Subway®	\$15,000	8%	4.5%	12.5%
H&R Block®	\$2,500	30%	N/A	30%

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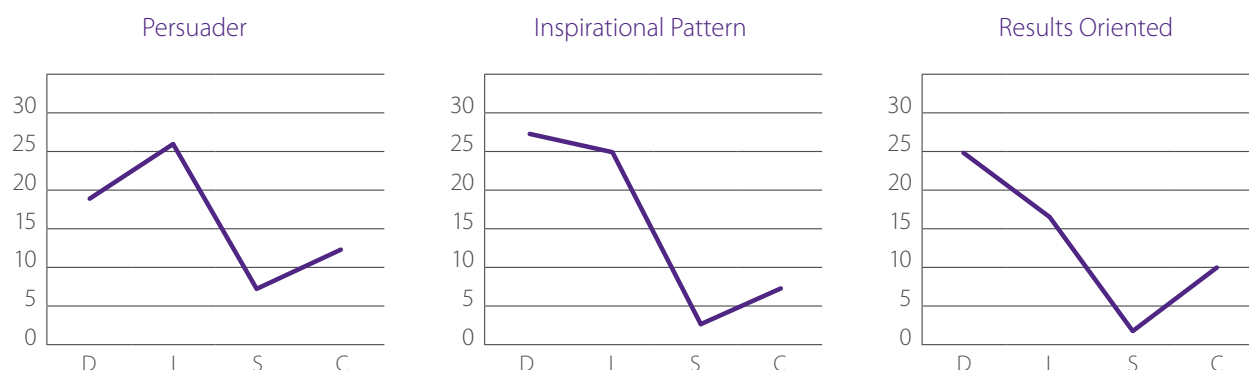
9. Top Franchisee Performer Profiles

Will you be successful and happy with a LearningRx franchise? We both want to know the answer to this question. We asked our top performers to take personality profiles so we could find out their common characteristics and share these with our candidates. We would be happy to offer a free profile to see if your skills, likes and dislikes match those of our top performers. As part of the franchise award process, we will purchase a DISC personality profile, valued at \$40, for you. The results will be yours to keep and will provide invaluable information to you in any business setting!

Here is a list of the most common characteristics:

- Likes competition and winning
- Persistent
- Collaborative
- Sells and closes effectively
- Assertive
- Enjoys working with people
- Risk-taker
- Outgoing
- Confident
- Initiates

DISC examples of top performers



10. Franchise Award Process

Our franchise award process takes you through several steps to make sure that LearningRx is the right fit for you. We also promise to be honest and upfront during the process because our franchise development team's number one goal is to have successful and happy franchisees.

Introduction

During your first call your Franchise Consultant will help answer questions on LearningRx and franchising, as well as ask questions to find out if your dreams and business interests match what a LearningRx Center has to offer. The call lasts about 30–45 minutes and can be scheduled before you attend a LearningRx webinar.

Qualification

Your second call starts with the results of your personality profile. We will then look at your finances and, if needed, give suggestions for financing. If you need to finance we also have a business plan made specifically for SBA loans. We then conclude with a discussion of what life would be like running a LearningRx Center. If we both think there is a good fit we will then continue to the next step.

Franchise Disclosure Document (FDD)

The Franchise Disclosure Document (FDD) will give you detailed information on LearningRx and our centers. The FDD includes our franchise agreement and a detailed summary on LearningRx. We will take the time to answer all your questions.

Due Diligence

At this point most candidates have specific questions about operating and running a center. We ask that you call three to five franchisees. We are also happy to connect you with specific franchisees you request to speak with, like top performers or franchisees that have a similar demographic.

Discovery Day

We will invite you to spend a day and a half in Colorado Springs, Colorado as your final step through our process. We start with presentations on marketing, support, and IT, as well as a chance to sit down with the founder of LearningRx, Dr. Ken Gibson. You will then have one-on-one time to spend with executives, tour a center, try brain training procedures, and finally sit down with a center director.

Approval

After Discovery Day, our executive team will make a final decision. If you are approved, we will begin the exciting process of transitioning you from a candidate to a franchisee! Once your franchise agreement is signed, you will register for franchise training, complete Job Shadowing at a LearningRx center, and begin completing online training courses. Franchise Training is 10 days and takes place about once quarterly. After you sign the agreement, you can expect to be operating your LearningRx center within 3-6 months!

You can start the process by calling us at (719) 955-6708. We look forward to speaking with you soon.

Tanya Mitchell, Katie Kemp and Jordan Vaughan
LearningRx Franchise Development Team



(719) 955-6708 | sales@learningrx.com

Other Notes

Estimated Initial Investment (Notes)

- Note 1** All fees and costs are non-refundable under all circumstances.
- Note 2** LearningRx will approve or decline your application within 45 days of our receipt of your completed application. Your Franchise Fee will be due upon signing the Franchise Agreement and is fully earned upon payment. We will not refund the Initial Franchise Fee under any circumstances. LearningRx does not finance any fee. If you sign an Area Development Agreement, you must pay an Area Development Fee which is based on the number of Centers you are authorized to develop.
- Note 3** The Initial Training and Material Fee covers approximately ten days of initial training for up to four people, about four days of onsite training, plus start-up materials which represent about one third of this fee.
- Note 4** If you do not own adequate space, you must lease the space for your Business. Generally, this will include first and last months' rent, plus a security deposit. Typical locations for Centers are outdoor malls and office buildings. The typical size of a Center is 1,200 to 1,800 square feet. The terms and conditions of all agreements relating to the purchase, lease, and alteration of the property will be negotiated solely by you; however, we require you to include certain lease provisions. The costs will vary widely and may be significantly higher than projected in this table depending on such factors as property location, population density, economic climate, prevailing interest rates and other financing costs, conditions of the property and extent of alterations required for the property. You should investigate all of these costs in the area where you wish to establish a Center.
- Note 5** Includes other deposits, utility costs, telephone, Internet, and communications costs and incorporation fees.
- Note 6** You must purchase an initial inventory of the student kits ("Products" currently offered). Each student will need one or more kits. You must also purchase a trainer kit for each trainer in your Center.
- Note 7** At the same time, and in the same manner you pay your Initial Franchise Fee, you must pay us an Initial Marketing Fee of \$33,000 for an initial sales and marketing opening campaign for media, print, marketing materials and products. We reserve the right to transfer up to \$3,000 of these funds into a specific brand management fund, which we may use in any way to maintain or enhance the brand, including resolving any outstanding customer or training issues when a Center is closed. You will have approval of the placement of advertising with the spending of the funds. This fee can be applied to the minimum advertising requirement of 5% of Gross Revenues or \$4,000 per month, whichever is greater, for the first four months that your Center is open and operating. We have elected to include a higher number than the Initial Marketing Fee because some Center owners may desire to spend additional money on initial marketing efforts.
- Note 8** You must maintain insurance policies covering you and LearningRx Franchise Corporation as an "additional insured" in amounts as specified by us in the Operations Manual. Insurance coverage must include property insurance, general liability including Hired and Non-Owned Auto liability, corporal punishment coverage, child sex abuse and molestation coverage, and special coverage if you offer In Home Training. An Umbrella Liability policy is also recommended. See the Operations Manual.
- Note 9** While we do not require any specific vendors for computer equipment or Internet service providers, we do require a phone vendor and equipment, as well as requiring that you meet certain minimum standards established periodically in the Operations Manual. We do require that you have or purchase at least one computer system (we recommend that you have or purchase two systems) for the operation of your business. You will be required to use our proprietary software and pay to us a Quarterly Technology Fee of \$600 (\$2,400 per year).
- Note 10** This estimates your initial startup expenses for an initial three-month period, and does not include any revenue generated by the operation of your Business. These figures are estimates and we cannot guarantee that you will not have additional expenses starting your Business. Your expenses will depend on factors such as: how much you follow our methods and procedures, your management skill, experience and business acumen, local economic conditions (e.g., the local market for our Products), the prevailing wage rate, competition and the sales level reached during the initial period.
- Note 11** We relied on 50 years of experience in the cognitive training business to compile these estimates. You should review these figures carefully with a business advisor before making any decision to purchase the franchise. We do not provide financing arrangements for you. If you obtain financing from others to pay for some of the expenditures necessary to establish and operate the franchise, the cost of financing will depend on your creditworthiness, collateral, lending policies, financial condition of the lender, regulatory environment, and other factors.

How Much Can You Make? (Notes)

1. Net Revenue is based on the accrual basis. These numbers reflect amounts billed to clients during the fiscal year October 1, 2013 through September 30, 2014, but do not reflect actual collections during that period. The numbers in this category reflect the average net revenue achieved by all 78 franchised centers open the entire fiscal year.



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