

FORT FAMILY

Receive your first profit in just
2 weeks and generate up to
\$40,000 a month

Start a profitable event planning business,
organizing unique action quests





We wanted to start the most exciting franchise and we did it!

Hello! My name is Stanislav Rublev and I am the founder of Fort Family.

Having worked in the events industry sector for quite a while, I learned all its nuances and realized that there were practically no large-scale entertainment concepts in Russia. So I decided to fix it.

In 2015, Fort, live-action quest game first appeared in Krasnoyarsk. In just 15 days, the business made 40,000 USD of net profit.

In 2016, we organized another action quest in Krasnodar and repeated the success.
That's when we realised that there was a huge demand for such form of entertainment...



By the beginning of 2019, 120 partners had joined our network

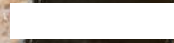




Fort Family — live action quests that bring excitement and pure joy

These unforgettable games give the feeling of total immersion, taking the participants on a thrilling adventure and testing them in a truly realistic environment. We design quality props and decorations ourselves.

We have a large open space play area. The number of simultaneously playing participants may vary from 6 to 100, including both adults and children.



The customer flow is always steady


Our live-action quests are exciting and fun for all ages. Because fun has no ages!

6-99

We offer a wide range of ready-to-use scenarios for all types of holidays and events: children's and adult birthdays, kindergarten and school graduations, corporate and New Year parties.

Receiving an amazing customer experience, the quest participants are excited and buzzing about the games. They keep coming back for more, bringing their family and friends.



A group of children are playing a game of quoits. On the left, a group of children in yellow shirts and a pink beanie are playing outdoors on a gravel area. On the right, a group of children in green shirts are playing indoors on a stone floor, with white snow-like particles falling around them. A large yellow circle is overlaid on the center of the image, containing text.

Steady income throughout the year — this business has no seasonality.

In summer the games are played outside, in winter or in bad weather we bring our quest games indoors.

We offer three successful live-action quest franchises

Action quest based on Fort, the world's popular television show.

Almost everyone remembers this exciting game from their childhood, which significantly expands the range of potential customers.

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GOLD RUSH



This action quest is an exciting Wild West adventure, where the participants become gold miners and look for hidden treasures.

1.5 tons of props - real railroad, trolleys, equipment to stamp coins and a dredge to clean out gold





An active adventure quest, a high rope obstacle course to test your strength, agility and courage.

Uniquely designed equipment is manufactured in our production facility.



Every franchisee can become a millionaire. We have already proven it.

Top-5 monthly profit results
in 2018

1	Novosibirsk	\$50,000	1,600,000 visitors
2	Yekaterinburg	\$38,000	1,400,000 visitors
3	Khabarovsk	\$27,000	600,000 visitors
4	Kazan	\$26,000	1,200,000 visitors
5	Tomsk	\$26,000	500,000 visitors

New partners confirm profitability and a short payback period of our franchise



We got a payback on our franchise 40 days after the launch. In May, we plan to earn \$45,000 of net profit! Obtaining this franchise was the game changer for our family. Now we divide our life into “before” and “after” joining Fort family.

Pavel, Rostov-on-Don city



I used to earn \$900 a month, now my income is \$7,500.

Before obtaining a "Fort" franchise, I organized children's events and parties and worked as an entertainer. I worked a lot, but earned a little. Now, my average check is \$450 with \$360 of net profit, and we hold 20 - 30 games a month.

Taras, Khabarovsk city



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Many franchisees agree that obtaining a franchise has changed their lives

Every franchisee becomes a part of an incredibly friendly team, where each partner is treated like family and everyone is interested in the overall success



Some partners even turn their franchise into a family business

Every day, dozens of happy customers express their gratitude for organizing a great event and bringing joy into their lives.



You can have it all - money, energy, a family and the feeling of fulfillment and satisfaction with your job

Scaling up our business, we did our best to make sure that each new franchisee would have a strong start, followed by rapid growth. It was important to us that there wasn't a single case of "failure".

Doing business alone, even if you have a plan, is hard. Therefore, we've focused on teamwork.

Well-adjusted business process and mutual support - a perfect recipe to achieve the result we strived for - people doing business and enjoying every minute of it

**Just give us a call and we will provide you with
all the information you need**



Sergey Degtyarev

Co-owner of the Company, the number one franchising expert in Russia.
Author of "Proper Franchising" business course

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Franchise ROI reaches 70%

Besides the fact that it's a year-round business,
it has 3 other advantages

1

No direct competition

Three franchises per city, one of each
quest game per partner

2

Steady customer flow

Our live-action quests are suitable for all
ages and any occasion

3

Well-thought-out high quality props

Create an exciting atmosphere, bringing
unforgettable emotions to your
customers, so they become increasingly
willing to share their experience and
recommend your business to their
friends

**This business model has already been tested and perfected through trial and error.
Essentially, you're taking the company's proven business model and benefit from it.**



		INITIAL INVESTMENTS (CAPITALS)	INITIAL INVESTMENTS (OTHER CITIES)	PAYBACK PERIOD
	Fort	\$90,000	\$80,000	8.8 months
	Gold Rush	\$95,000	\$75,000	9.4 months
	Jumanji	\$100,000	\$80,000	11.0 months





We offer all the necessary tools to start and manage your business effectively





Individual website and an effective advertising management system

You will have your own website, tested by our marketing experts. You will be able to launch an advertising campaign and receive advance requests before the quest playground in your city is ready.



Ready-to-use sales and negotiations scripts for your managers

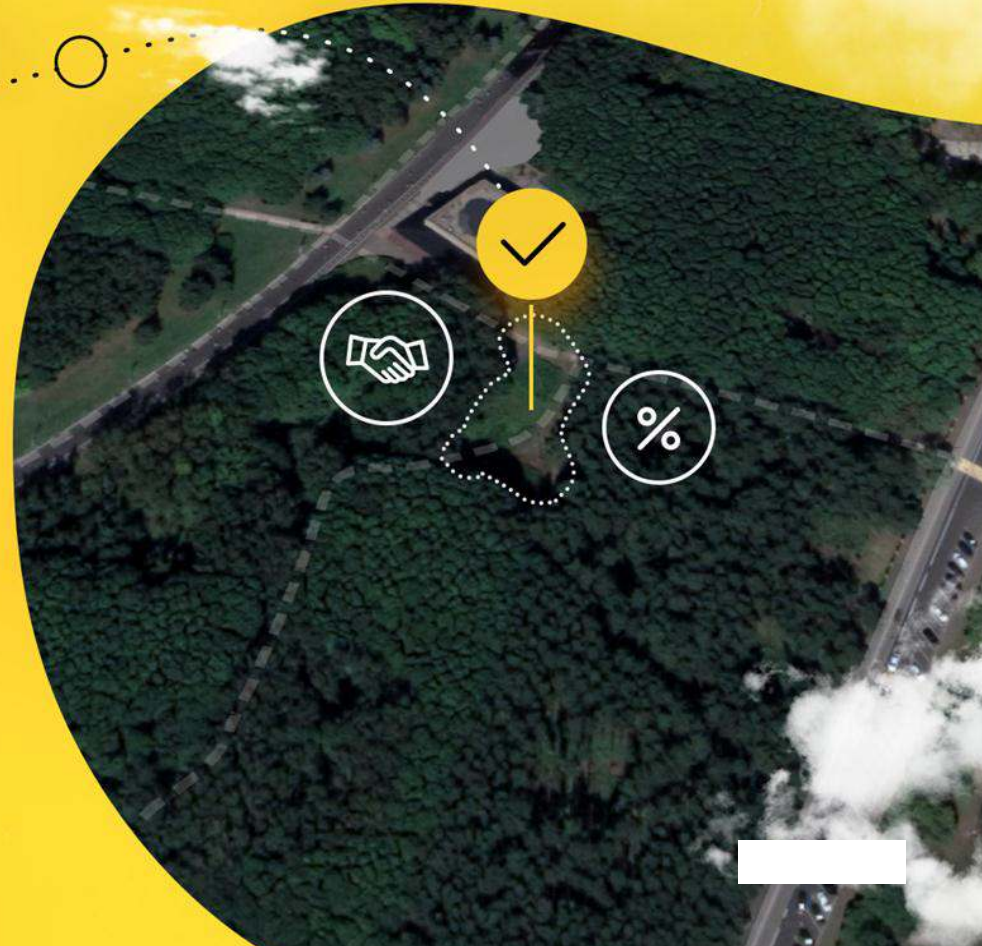
You will receive step-by-step algorithms to negotiate with potential customers to boost your sales.

Well-thought-out scripts will help you negotiate with the landlord of the premises, where you plan host your quest games.



Step-by-step instructions on how to select a proper playground

In a separate document we provided detailed instructions on how to find a perfect playground: how to choose the premises, how to save on your rent, how to negotiate, etc.





Guys, I saw the info in the props and inventory base, but I can't find it now. What kind of snakes should I take? And what's the average price?



Corn snakes. You need the small ones for the game, 16-27 inches. But bigger ones are better for the photo shoot (it's optional of course, but many partners buy the big ones).



Franchise advisor and support of the entire team

A personal franchise advisor - one of the existing partners - will help you start up your franchise business and reach your KPI targets.

Our partners will answer any of your questions within 15 minutes - they have already gone through the entire franchising process and they know exactly what a new franchisee needs.





Uniquely designed equipment and props, bright and fancy costumes and decorations

We will ship uniquely designed equipment manufactured in our production facility directly to the playground in your city.

We will help you install everything right on the day of delivery. We will arrange the territory and demonstrate how everything works



Branded promotional materials

Our designers have already developed all the presentations, flyers, booklets and other branded materials to use in your promotional campaigns.

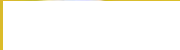
Our visuals are designed in accordance with the theme of the quest game, they use bright cheerful colors and immediately catch the eye.



Integrating CRM system to monitor all business indicators

Using CRM system you can easily track not only your own, but also some of your partners' indicators who are a part of the franchise partner network.

It will help you to grow and develop your business and increase your profits: you can always contact the most successful franchisees in our private chat and ask them your questions.



Receive your first payments in just a week

The launch of your business will be divided into the following stages:

City reservation



Prepayment: \$1,600

50% of the initial franchise fee payment



We add you to the partner database and the knowledge base. We create a website, start the playground preparation and launch a promotional campaign.

Equipment preparation



Takes up to 3 weeks

Launch



Equipment shipping and installation

Payment of the remaining 50% of the initial franchise fee



By this time, tickets for the first 10 games
are usually sold out.