

Goba nation



Goba nation®

FRANCHISE DECK

2023

WHAT IS BOBA NATION?



BURSTING WITH PERSONALITY

Boba Nation is a vibrant and welcoming spot where people of all ages and backgrounds can come together to enjoy delicious and refreshing drinks. With over 250 plus unique options on the menu, there's something for everyone to savor. From bubble tea beverages to frappes, slushies, fresh fruit juice, smoothies, ice cream floats and more you're sure to find something to love at Boba Nation.



BUBBLING OVER WITH VIBES!

Boba Nation is more than just drinks; it's an experience. Whether you're seeking a refreshing beverage, a cozy spot to unwind, or an energized environment to socialize and recharge, Boba Nation is the perfect place to relax with friends and family, or to enjoy a solo treat.

BOBA NATION... A WORLD OF FLAVOR FREEDOM





A LITTLE HISTORY IN THE MIX

Originating in Taiwan, boba is a unique tea-based beverage that first made a splash in the United States in the 80s.

Powered by social media, boba has skyrocketed in popularity in recent years with no signs of slowing down. The boba tea industry is projected to reach a global market value of \$4.08 billion by 2030.

Our vision for the boba opportunity was unique. Inspired by the spirit of America, we dreamed of inclusion for all. We imagined serving a world-wide selection of premium boba beverages in a place where everyone was welcome, and diversity was embraced. And so, Boba Nation was born.

Just as our extensive drink menu celebrates a diverse mix of countries and cultures, so do we as a Boba Nation family. Our establishments are available to be enjoyed by everyone, everywhere.

BOBA NATION - INFUSING INCLUSION IN EVERY SIP

A RISING STAR IN THE BUBBLE TEA WORLD!

Boba Nation was founded in April 2022 and has quickly become a hit in the bubble tea world. With three locations in California and a fourth on the way, the chain is rapidly expanding its reach.

Boba Nation's success is due in part to its expansive menu, which features a variety of bubble tea flavors, as well as other drinks such as smoothies, shakes, slushies and more. The company also offers a variety of toppings, including tapioca pearls, popping boba, Aloe Vera and fruit jellies with so many toppings to choose from, you can customize your drink to your liking.

Boba Nation is a rapidly growing bubble tea company that is revolutionizing the industry. The company is committed to providing its customers with delicious and innovative bubble tea drinks, and it plans to continue expanding its reach in the coming years.



The first Boba Nation establishment opened its doors in Newark, California in April 2022.



The concept was an instant sensation and a second franchise store was added in Hayward in 2022.



In April 2023, a third store made its debut in Pleasanton.



In Q1 of 2024, a fourth location will be opening in San Jose.

**WE ARE CONSTANTLY EVOLVING WITH
EXCITING NEW CHAPTERS YET TO COME**

**WHY NOT BECOME PART OF
OUR BOBA NATION STORY?**

WHY BOBA NATION?



HIGH QUALITY

To achieve and sustain the high standards we spare no effort in delivering excellence. We subject our products to rigorous testing, promptly making adjustments when necessary. We highly value customer feedback, using it to consistently enhance the taste and freshness of our beverages, ensuring they are always at their best.



HEALTHY

We are dedicated to assisting individuals who have opted for a healthy lifestyle and take pride in presenting a diverse array of nutritious choices. Additionally, we are delighted to include gluten-free and vegan selections on our menu.



FRESH AND FUN

We believe fresh and fun go hand in hand. We use the freshest fruits and vegetables available. We make it a point to keep artificial ingredients to a bare minimum because being healthy makes us all happy.



BUSINESS MODEL

Our Business Model is simple and scalable. Our stores have a small footprint and on average require 10 to 15 part time entry level employees. The only cooking involved is the preparation of Boba, which doesn't require the use of a hood or fryer.



DEDICATED SUPPLIER

We have partnered with BBLY to provide customized bubble tea ingredients sourced from Taiwan, ensuring that our drinks have a distinctive taste and are always made with the highest quality ingredients.



WHY BOBA NATION?



CONTINUOUS DEVELOPMENT

We firmly believe that settling for "good enough" falls short of our standards. Our unwavering commitment is to be the best. This entails an ongoing dedication to enhancing every aspect of our service to ensure our customers' complete satisfaction. Continuous research and development of our beverages are integral components of our strategy.



CRAFTED WITH CARE

Our made-to-order drinks are fun, fresh, and healthy. From the selection of high-quality ingredients to the precise blending techniques used, each beverage delivers a delicious indulgence.



MARKET TREND

The global market for Milk Tea and Smoothie combined is valued at \$30 billion in 2023.



AWARDS

We have been recommended by Restaurant guru as the restaurant of choice.



MENU

We offer a diverse selection of over 250 delicious and nutritious food and beverage options.



MAIN MENU

Menu items... and counting. We are constantly creating and perfecting more beverages for you to love. From our expansive milk tea selection to hand-crafted milk shakes, smoothies, slush and coffee, you are sure to find your favorite. Why stop there when you can try them all? We have fresh fruit bowls, juice bar and delicious desserts too!



Milk Teas



Smoothies



Shakes



Slushees



Fruit Teas



Iced Teas



Hot Teas



Lemonades



Sparkling Drinks



Split Drinks



Iced Coffees



Hot Coffees



Frappés



Frosty Milks



Ice Cream Floats



Ice Cream Sundaes



Juices



Fruit Cups



Açaí Bowls



Desserts

250+
MENU ITEMS

COUNTER MENU

Full Menu

A counter top menu unique to each Boba Nation location is readily available to provide customers a guide to the menu, complete with visuals and allergen descriptions. A smaller counter-size poster version showcases add-ons. Counter top menus are displayed in an attractive acrylic case to keep them convenient and clean.



boba
nation

FRUIT CUP - \$8.00
Pick two to three fruits with an optional two add-ons:

FRUITS:	ADD-ONS:
Watermelon	Kiwi
Orange	Apple
Strawberry	Banana
Mango	Chamoy
	Tajin
	Lemon Juice
	Salt

ICE CREAM SUNDAE - \$8.00
Choose any two ice cream flavors per order:

ICE CREAM:	TOPPINGS:	SYRUPS:
Vanilla	Oreo	Caramel Syrup
Chocolate	Marshmallow	Chocolate Syrup
Strawberry	Strawberry	Strawberry Syrup

BANANA SPLIT SUNDAE - \$10.00

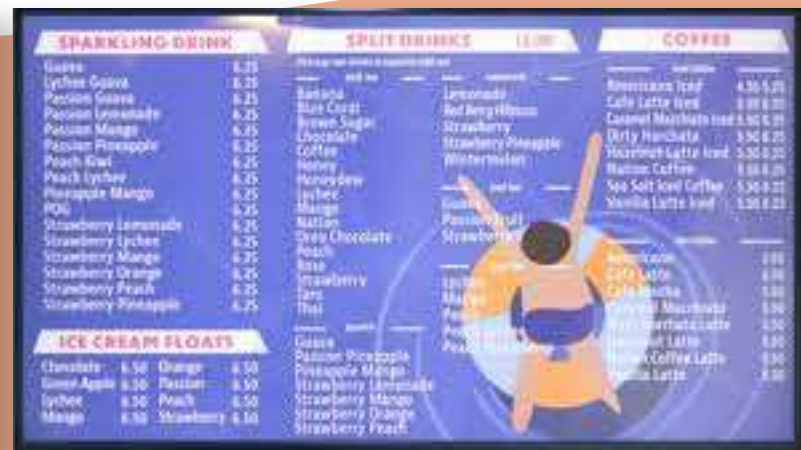
ICE CREAM:	TOPPINGS:	SYRUPS:
Vanilla	Pineapple	Pineapple Syrup
Chocolate	Marshmallow	Chocolate Syrup
Strawberry	Strawberry	Strawberry Syrup

ADD-ONS 75¢
EACH EXTRA SCOOP 75¢

DIGITAL MENU

We use the latest technology to make your Boba Nation experience tasty and convenient. Our digital menu showcases our extensive selections to make it quick and easy to find your favorite beverage or bowl or to explore new flavors.

Originating from headquarters, our menu is animated and uplifting. It is updated often to keep up with the changing seasons and trends and to introduce new options that are constantly being added.



HAND MENU

Hand menus are provided for those who want to take a little time to reflect on the extensive menu. Updated regularly and pleasing to the eyes, our menu makes a statement.



POSTERS

Food Menu Advertisement

Our posters display drink and food advertisements as well as seasonal promotions and specials.





OUR CUSTOMERS

Boba Nation's customers are a diverse group of people who are united by their love of boba. They come from all walks of life and have different needs and preferences, but they all share a desire for a delicious and exceptional boba experience.



Gen Zs wanting an exceptional Boba experience



Trendsetters exploring our latest delicious drinks



Health-conscious consumers seeking a guilt-free indulgence



Students needing to reboot while enjoying a refreshing beverage



Families making memories where there's something for everyone



Boba enthusiasts who come for our authentic boba beverages



Coffee fans (we have the most amazing coffee!)



Tourists savoring the attractions of the community

**OUR CUSTOMERS ARE EVERYONE, EVERYWHERE.
BOBA NATION IS LOVED BY ALL!**

OUR LOCATIONS

We opted for well-lit interiors accented with natural light colors combined with rich, natural brick and wood accents for a professional, airy atmosphere.

Boba Nation Newark



Boba Nation Hayward



Boba Nation Pleasanton



Coming Soon

San Jose Q1 2024

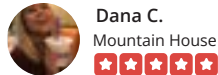
BOBA FANS



John N.
Fremont, CA



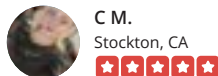
a good beverage is hard to find. Boba nation solves this problem. with so many choices and expert advice it is fun finding your favorite. As the temperature rises return often and try the many options available



Dana C.
Mountain House



The staff is very nice and this particular boba location offers SO many drink choices. Thank you for the awesome customer service! Their strawberry green tea and dirty matcha drinks are to die for. (:



C M.
Stockton, CA



Delicious drinks and food. Easily customizable on the milk teas. If you order a Fruit cup, you get to choose what fruit goes in there and it's so fresh and delicious.



Sydney B.
CA, CA



Best service and best Boba in Town! When I say best boba, they know how to make their boba and it stays soft and chewy for hours! Love it, will be a customer here from now on. Pictures are real, I don't get paid to give good reviews not advertise lol I will only give one if I truly mean it.



Lainiwakura 77



Absolutely love the split drink option here as well as the sunset drink. Lots of good options and the cheeseburgers bao is one of my favorites. Definitely recommend going here



Nicholas Patey



Best casual Boba place I have ever been too. Massive menu, all of which has allergen information (great for me and my partner who are sensitive to dairy). Service was quick despite it being pretty busy, staff was thoughtful and friendly and prices were at or below average



Erika Galavis



Great selection of drinks. The place is clean, the workers are friendly and prices are fair.



Jana Lyn Hall



Super kind of the manager to let me try a milk then a boba for a price of one. Chocolate ube was amazing!

WHAT OUR CLIENTS SAY ABOUT US



A DAY IN THE LIFE

Our franchise owners range from owner-operators to semi-absentees to multi-unit leaders. Regardless of your involvement level, we encourage you to be actively involved in the operations of your business during the first six months to a year. During this time, you will be responsible for managing all aspects of your restaurant, including:

- Guiding employees/managers to ensure the operations are running smoothly.
- Food preparation, Point of Sale (POS) system, training/hiring new employees, talking to guests.
- Monitoring inventory levels and placing orders with suppliers.
- Inspecting the store to ensure cleanliness of the store, expiration dates for food and monitoring overall quality of boba and teas.



PROFITS & INITIAL INVESTMENT

We truly shine among the boba businesses crowd. While most focus primarily on milk tea beverages and target a limited audience, at Boba Nation we proudly extend a warm invitation to all. Our menu is a testament to diversity, offering a multicultural experience where everyone is welcome!

INITIAL INVESTMENT

\$350K - \$495k

Initial investment for Boba Nation is between **\$350K and \$495K***, which is lower when compared to average investment in the fast-casual industry, which is at **\$764,395**.

This makes investing in Boba Nation a more accessible opportunity.

Franchise Fees: \$30,000

Royalty: 5%

Band Fund: 1%

AVERAGE UNIT VOLUME

\$750K

Average Unit Volume - Our Average Unit Volume (AUV) is \$750,000*.

Find out more about your earning potential in our Franchise Disclosure Document (FDD), which includes Item 19.

THE BOBA NATION

6 STEP EDUCATION PROCESS

1 GETTING TO KNOW YOU

The first step in the Boba Nation Franchise process is to fill out an application. We'll then connect to make sure we're a good fit for each other. We'll discuss your background and qualifications, and evaluate your goals and objectives to ensure they line up with the Boba Nation franchise vision.

2 FRANCHISE DISCLOSER DOCUMENT

The next step is to review our Franchise Disclosure Document (FDD). This document provides detailed information about the Boba Nation franchise system, including the roles and responsibilities of the franchise owner and the franchisor, as well as the financial aspects of the business. We'll go over the FDD with you and answer any questions you may have.

3 THE LEARNING PHASE

We believe that the best way to become familiar with the Boba Nation franchise system is to get to know our team and their respective roles. We're here to support you every step of the way, and we'll handle everything from real estate and design to construction, training, and ongoing support.

4 DISCOVERY DAY

Things are getting real! On Discovery Day, you'll tour our Newark and Hayward locations, taste our delicious drinks, see firsthand how Boba Nation operates, and meet your amazing support team.

5 THE EXECUTIVE INTERVIEW

Before we seal the deal, you'll have an interview with the Executive Team to gain a deeper understanding of our partnership and to secure the final approval to join the Boba Nation franchise family.

6 THE FRANCHISE AGREEMENT

Congratulations! You've made it to the final step. Once you've signed the Franchise Agreement, you'll officially be a member of the Boba Nation franchise family. We're excited to welcome you to the team!

Sip Into Success with a Boba Nation Franchise!

[APPLY TODAY](#)

FRANCHISE SUPPORT

We're here to help you succeed every step of the way, from finding the perfect location to securing financing to marketing and supporting you in running your store.



REAL ESTATE

Our team of experts will help you find the best spot for your Boba Nation franchise.



CONSTRUCTION

We'll help you find a qualified general contractor and design a store that reflects the Boba Nation brand and provides a great customer experience.



FINANCE

We'll connect you with the right people to help you secure an SBA loan and guide you through the financing process.



SUPPLY CHAIN

We have relationships with leading national vending partners so you'll never have to worry about keeping your store stocked.



MARKETING

We'll teach you how to market your Boba Nation franchise to your local community and develop a marketing plan that fits your budget and goals.



OPERATIONS

Our Executive Team will set you up for success and provide ongoing support. We offer 10 full days of training, 2 days of grand opening assistance, and ongoing support to help you run your store smoothly and efficiently.

We're committed to helping our franchisees succeed, and we're here to support you every step of the way.



MEET OUR BOBA FAMILY MANAGEMENT



Clemente Bermudes
Vice President, Inventory

Clemente Bermudes, as Vice President of Inventory, is responsible for overseeing the management of HQ-approved inventory across all Boba Nation locations. His unwavering dedication to maintaining optimal inventory levels is instrumental in preventing shortages and wastages. His exceptional talent for cultivating strong relationships with suppliers guarantees a consistent supply of high-quality ingredients. Clemente's effective communication skills empower him to negotiate favorable terms, streamline logistics, and ensure timely deliveries, all of which are integral components of our continued success.



Jeni Sen
Vice President, Quality and Training

Jeni Sen serves as the Vice President of quality and training and plays a pivotal role in upholding and enhancing the standards that define the Boba Nations experience. She takes charge of ensuring that every aspect of training within Boba Nations is not only carried out meticulously but also stays current and relevant to the industry. Jeni is the guardian of Boba Nations' commitment to quality and excellence. Her dedication to her role ensures that we exceed the expectations of our customers, creating an environment where they can savor the finest boba beverages that has become synonymous with the Boba Nations brand.



Elizabeth Flores
Sr. Manager Operations

Elizabeth Flores is Senior Manager Operations having qualities of a skilled and dedicated leader. One of Elizabeth's core responsibilities is the streamlining of operations. She identifies bottlenecks, inefficiencies, and areas for improvement, then implements strategic solutions to enhance overall efficiency. She ensures that the workforce is adequately trained, motivated, and equipped to provide exceptional service to customers. Her keen eye for detail and commitment to process optimization are invaluable assets in this regard, helping Boba Nations deliver its products and services with utmost precision and speed.

MEET OUR BOBA FAMILY MANAGEMENT



Ardel Cadaoas
Sr. Manager of Finance

Ardel Cadaoas is a Senior Manager Finance playing a pivotal role in maintaining a comprehensive staffing plan with a specific focus on optimizing labor percentage at 25%, striking the right balance between workforce efficiency and cost management. He is also instrumental in monitoring and controlling product costs at an optimal level of 30% involving deep understanding of pricing strategies, and financial forecasting. His ability to manage labor costs, optimize product profitability, and drive waste reduction efforts makes him an invaluable asset in our pursuit of financial excellence and operational efficiency.



Gabe Humilde
Social Media Manager

Gabe Humilde spearheads the digital marketing efforts, crafting compelling narratives and captivating visuals that define the essence of our brand by distributing engaging content across various social media platforms. Armed with a camera and artistic vision, Gabe not only captures the soul of our delectable drinks but also immortalizes the genuine smiles of our customers. Through his creativity and dedication, he crafts narratives that resonate, fosters connections, and brings the unique charm of Boba Nation to life online. As our Social Media Manager, Gabe doesn't just tell stories; he crafts experiences, one post at a time.



Dexter Humilde
Graphic Design Manager

Dexter Humilde is the creative genius behind our outstanding graphic designs playing a pivotal role in shaping the visual identity of Boba Nation. With a keen eye for aesthetics and a passion for creativity, Dexter is the mastermind responsible for our captivating poster designs and digital menu. Whether you've marveled at our eye-catching promotional materials or navigated our user-friendly digital menus, you've experienced Dexter's work firsthand. He meticulously ensures that all poster designs align seamlessly with Boba Nation's guidelines and we can't wait for you to see what he creates next for Boba Nation.



REAL ESTATE & CONSTRUCTION

Boba Nation is very flexible when it comes to real estate. Its locations can fit almost anywhere, from malls and shopping strips to downtown hotspots. They can be adapted to small towns or urban metropolises and can be a new build or retro-fit. Boba Nation franchisees are provided with the skills, experience, and guidance of a local broker who is a trusted expert in site selection technology and in real estate metrics to help them choose the best location for their business.

Boba Nation shops range in size from 800 to 1,500 square feet, with the ideal size being mid-range. Preferred locations are typically near high-traffic or high-pedestrian-count areas near other national, fast-casual brand shops that focus on common or similar interests, such as fitness, sports, home décor, and do-it-yourself projects.

Boba Nation franchisees are allowed to build their stores anywhere that there is not an existing Boba Nation store that has been established as protected territory. Protected territories are defined in the Franchise Disclosure Document (FDD) and vary depending on the market area.

Our Real Estate Process:

- Site Selection
- Market Survey
- Site Tours
- Letter of Intent (LOI)
- Lease Negotiation

Our Construction Process:

1. Design
2. Permitting: Furniture, Fixture, & Equipment
3. Construction

PRODUCT QUALITY & SUPPLY CHAIN

At Boba Nation, we take great pride in our menu and our amazing products. We are committed to serving only the best. That means we make our beverages with only the highest quality ingredients. This is where our Vice President of Inventory, Clemente Bermudes comes in. He will assist you in setting up with all our vending partners.

Every Boba Nation location is thoughtfully assigned a representative who will help ensure the proper products are delivered in the proper place at the proper time. This takes a load off your shoulders, making the ordering and receiving a simple and easy process. We are always here to help if you need us. We'll make sure distribution is a consistent and streamlined experience.

We review our vendors, suppliers, and manufacturers annually to ensure we're getting the best products, service, ingredients, and the best price. We are proud of the relationships we've built and nurtured that help position us as a boba industry leader.

Our awesome vendors include:



VENDOR RELATIONSHIPS



BBLY is our leading wholesale distributor, providing everything Boba Nation franchisees need to succeed. From milk tea powders and syrups to aromatic teas sourced directly from Taiwan to branded drinkware, BBLY is your one-stop shop for all things Boba Nation. BBLY's customized milk tea powders and Syrups are tailored to achieve exceptional taste, giving Boba Nation brands a unique edge over the competition. BBLY also offers a wide range of milk tea equipment, such as sealing machines, tea machines and fructose dispensers. Whether you're a new franchisee or a seasoned pro, BBLY is here to help you take your Boba Nation business to the next level



Sysco is the global leader in selling, marketing and distributing food products to restaurants. They operate 196 distribution facilities serving approximately 425,000 customers. We have a national agreement with Sysco. This enables our franchisees anywhere in the country to access our products with ease



Reliant has developed into one of the leaders in customized distribution for the foodservice industry. With the continued growth, Reliant Foodservice has been recognized by Inc. Magazine as one of the fastest growing private companies in the nation consecutively for the past 11 years. Reliant Foodservice continues to expand and diversify its product lines to keep up with current market trends





OPERATIONS

From the moment you sign on with us to the grand opening and beyond, our team is your steadfast companion. In fact, we're so committed to your journey that we're not easily shaken off. We offer a comprehensive array of support services, including full quarterly business reviews, goal setting, weekly reporting, and annual visits.

Our dedication to your success is unwavering, and we provide consistent weekly support, both before and after your Boba Nation Shop's opening. This support encompasses helping you set up your business, facilitating discussions with our preferred vendors, leading operational systems, ensuring compliance with health and safety regulations, and guiding you through effective Profit & Loss Management.

Our Operations team goes beyond just training and supporting you; we also assist in training your entire staff during the grand opening. Our team of trainers is deeply committed to your learning and the prosperity of your Boba Nation Shop. With an in-depth knowledge of our restaurants, they will impart the essence of the Boba Nation 'Culture of Service.'

Owning your own business is undeniably hard work, demanding investments of time, energy, and money. This is precisely why Boba Nation's extensive operation, support, and training are of paramount importance.

MARKETING

At Boba Nation, we believe that exceptional customer service and delicious beverages are the keys to success. But we also know that marketing is essential for building a strong brand and attracting new customers. That's why we offer our franchise owners a comprehensive marketing support program.

Our team is deeply committed to empowering Boba Nation franchise owners to convey the essence of our brand's uniqueness and drive its growth on both a national and local scale. We collaborate directly with agency partners and marketing support vendors, equipping you with the tools and processes necessary to attain your sales objectives and cultivate extensive brand recognition within your community.

We offer two strategic tiers of online and offline marketing programs, enabling every new franchise owner to successfully establish a localized marketing initiative.

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- **Training and Planning:** From strategy to tactics, we cover it all! We initiate your local marketing strategy right after lease signing and provide annual local marketing plans to keep the momentum going!
 - **Local Shop Marketing:** We provide you with a full library of effective local marketing campaigns that will increase brand visibility and fostering community connections within your market.
 - **New Shop Opening:** Our national public relations firm will introduce your Boba Nation to the community to get people excited for your opening; and our robust, integrated marketing plan will reach potential customers at residences, businesses and everywhere in between!
 - **National Branding and Awareness Campaigns:** Through limited time offers (LTOs) and other national programs, we will promote Boba Nation nationally and locally to create brand buzz and get new customers in the door.



OFFLINE MARKETING

PRINT MEDIA

Flyer & Coupons

Customers don't come when they don't know you're there. We make our presence known through flyers and give potential customers a reason to come try us by offering incentives such as coupons and seasonal, weekly, and monthly discounts. We know that once they get a taste, they'll be back for more.

EDDM

Boba Nation is adopting a new and exciting marketing strategy within the local community. The approach involves delivering company-designed postcards door to door so that every individual in the community has a personal invitation to enjoy our affordable, healthy drinks.

The flyer is divided into two main sections. The left section, titled "OUR TOP 20 DRINKS", features a grid of 20 drink images with their names below them: Matcha with Tea, Fruit with Tea, Fruit with Tea, Strawberry Cheesecake Smoothie, Matcha Coffee, Matcha Protein, Strawberry Cheesecake Shake, Mango Smoothie, Avocado Smoothie, Strawberry Pink Tea, Blood Orange Tea, Infusion Iced Tea, Cheesecake Smoothie, Peach Lychee Sparkle, Pink Lemonade with Tea, Ultra Fresh Iced Tea, Honey Oat Lemonade, Pomegranate Shake, Mangoade Shake, and Strawberry Cheesecake Shake. The right section is titled "DOWNLOAD OUR MOBILE APP" and includes a QR code, a list of benefits (3 LOYALTY SIGN UP POINTS, IN-APP ORDERING, SKIP THE LINE PROMOTIONS, SPECIAL OFFERS, REDEEM REWARDS, GIFT CARDS), and a "LOCAL POSTAL CUSTOMER" stamp area. A hand holding a smartphone displaying the app is shown on the right side.

boba nation

OUR TOP 20 DRINKS

DOWNLOAD OUR MOBILE APP

SIGN UP TODAY!
Receive **20% OFF**
During Happy Hour
On Large Drinks

- ✓ 3 LOYALTY SIGN UP POINTS
- ✓ IN-APP ORDERING
- ✓ SKIP THE LINE PROMOTIONS
- ✓ SPECIAL OFFERS
- ✓ REDEEM REWARDS
- ✓ GIFT CARDS

LOCAL POSTAL CUSTOMER

Join the boba nation!
www.thebobanation.com

ONLINE MARKETING

Website

Websites provide authenticity to businesses and serve the customer by giving them valuable information. Boba Nation's website is designed with highly optimized content for excellent search engine results. Authoritative links and high-quality content result in organic growth without paid advertising.

Social Media

Engaging social media content is not only trending, it's necessary. Having a social media presence is important for reaching customers and interacting with them on a personal level. By building relationships via platforms like Facebook and Instagram, traffic is generated and loyal customers are established.



MOBILE APP

In an effort to provide more value to our customers, we've developed a Boba Nation app that gives them an enhanced user experience right from their own home. Our customers can skip the line by ordering through the app as well as enjoy other perks like purchasing gift cards, collecting rewards, and taking advantage of special offers.



SPECIAL OFFERS



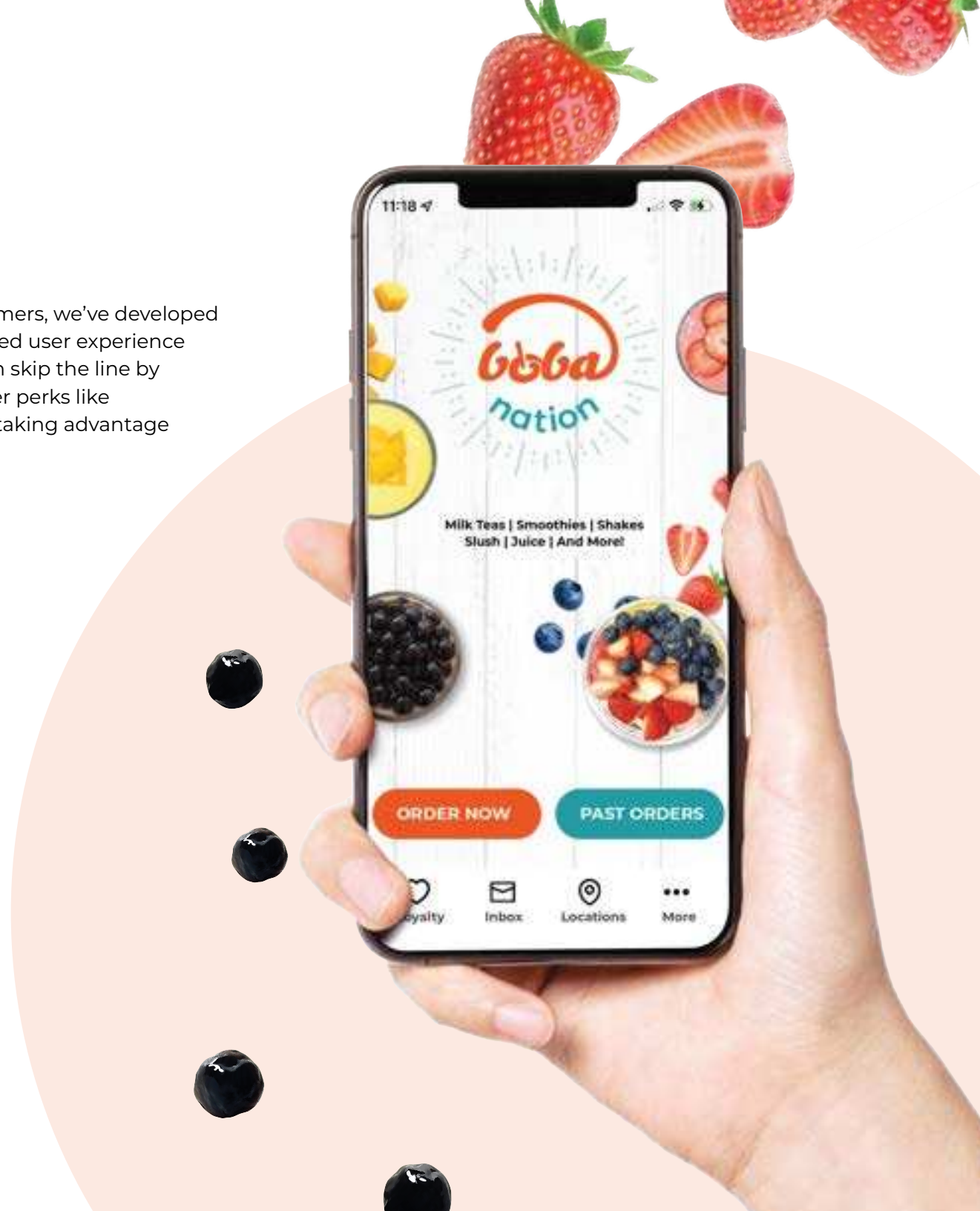
REWARDS



LOYALTY



GIFT CARD



FREQUENT ASKED QUESTIONS

What does it take to open a Boba Nation franchise?

In contrast to numerous restaurant franchise concepts, our prospective franchise owners don't require a million dollars to initiate their new business. The estimated initial investment and startup costs fall within the range of \$350,000 to \$495,500*. These costs can fluctuate depending on the market, with significant influences from factors such as location square footage and region-specific expenses related to build-out, equipment, materials, furniture, and more. For a comprehensive breakdown of startup costs, please refer to Item 7 in our latest Franchise Disclosure Document (FDD).

* Refer to the Franchise Disclosure Document

How much money can I make?

Boba Nation top performing stores have an impressive Average Unit Volume (AUV) of \$750,000*. To delve deeper into franchise profitability and access our comprehensive Franchise Disclosure Document (FDD), all you need to do is complete our Confidential Questionnaire and demonstrate that you meet our initial requirements. You can download our Franchise Report or contact us to initiate the process.

* Refer to the Franchise Disclosure Document

How much is the franchise fee?

Franchise fee is \$30,000

What kind of ongoing franchise support can I expect?

After your franchisee's successful grand opening, we maintain our commitment to supporting you through various channels, including phone, email, and on-site visits by our experienced Executives. Our dedication extends to regularly enhancing our operations manual with updated procedures and valuable insights aimed at enhancing operations for all franchisees. Furthermore, we stand ready to provide continuous training programs as needed.

How is the brand marketed in each location?

Every store contributes 1% of its net sales to a marketing fund, which is allocated for the development of marketing strategies and materials. Additionally, each individual shop follows the advertising guidelines specified in the Franchise Disclosure Document (FDD) to promote their grand opening. Boba Nation locations leverage various channels, including digital marketing, content marketing, social media, in-store promotions, direct mail, and radio, among others, to generate excitement and attract customers to their locations.

What makes Boba Nation so irresistible to customers?

Boba Nation invites you to a warm and multicultural haven, where friends and families can come together to relish an array of beverages and delectable cuisine. With an extensive menu of over 250+ drinks spanning multiple categories including Milk Teas, smoothies, shakes, Ice Cream Floats, and more, we serve as a one-stop-shop for anyone seeking to satisfy their thirst and cravings.

What does it take to qualify as a Boba Nation franchisee?

We are seeking franchise candidates who have a minimum net worth of \$300,000 and at least \$100,000 in liquid assets.

FREQUENT ASKED QUESTIONS

How many employees does my shop need? Do I need to be there every day?

The staffing requirements are contingent on sales volume, yet, on average, it typically necessitates between 8 full and part-time employees to manage various shifts each week at a shop. You can appoint trusted managers at each location, which will enable you not to be present daily. However, during the initial 3 to 6 months, we advise owners to be actively engaged in their location on a full-time basis, or to the greatest extent possible.

What are the ongoing fees paid to Boba Nation?

Franchisees contribute a royalty fee equivalent to 5% and Brand Fund Contribution of 1% of their net sales. This fee grants you the ongoing privilege of using the Boba Nation name and trademarks, as well as access to our operational systems, participation in new product development, continuous business consulting, and a range of other advantages associated with being a franchise owner in the Boba Nation network.

Where are Boba Nation locations typically found?

Boba Nation team places a strong emphasis on real estate selection. We collaborate closely with local brokers, leverage technology, and engage in national oversight to swiftly pinpoint top-tier locations. Our preferred settings include bustling strip malls in close proximity to health clubs or adjacent to businesses frequently frequented by individuals seeking healthier dining options.

What is the average shop size?

Our ideal size range falls between 800 and 1,500 square feet. This is because the majority of Boba Nation customer base choose to enjoy their beverages "beyond the restaurant walls" through takeout, curbside pickup, online ordering, and integrated third-party delivery services.

How long does it take to open a Boba Nation franchise?

The timeline for launching a new Boba Nation establishment is contingent on several factors, including time to find the location, negotiations for lease terms, and the permitting process with local authorities. Additionally, construction may be influenced by unexpected or unanticipated site-related issues. Our objective, nonetheless, is to have each location operational within a target timeframe of 10 to 12 months.

Do I need prior industry experience?

While food service or restaurant management experience is advantageous during the selection process, it is not an absolute requirement. A potential franchisee should be prepared to put in dedicated effort, possess solid business management capabilities, maintain a positive and enthusiastic demeanor, prioritize exceptional customer service, collaborate effectively within a team, and exhibit the determination to achieve success and manage their financial future.

Is there support for finding and building my locations?

Absolutely! Boba Nation boasts a skilled team comprising real estate, design, and construction experts, all dedicated to guiding you through every phase of the journey. We've established strategic collaborations with national partners to expedite the location discovery and construction process for our franchisees.

STORE OPENING BUDGET

ESTIMATED COST

Average Store Size 800 - 1,500 square feet

Type of Expenditure

	Low	High
Initial Franchise Fee	\$30,000	\$30,000
Premises Lease/Utility Deposit	\$7,000	\$10,000
Designer/Architect Fee	\$13,000	\$15,000
Leasehold Improvements/Construction	\$150,000	\$250,000
Furniture, Fixtures, Equipment and Supplies	\$110,000	\$130,000
Exterior Signage, Menu Board, Low Voltage	\$5,000	\$8,000
POS system, Computer Hardware, and Software	\$2,000	\$3,000
Security and Music System	\$5,000	\$6,000
Initial Inventory to Begin Operating	\$7,000	\$10,000
Business Permits and Licenses	\$500	\$1,000
Insurance	\$1,000	\$2,500
Professional Fees	\$2,000	\$4,000
Your Training Expenses	\$1,000	\$2,000
Uniforms	\$500	\$500
Grand Opening Advertising	\$6,000	\$8,000
Operating expenses/Three months fund	\$10,000	\$15,000
Total	\$350,000	\$495,500





**SIP.
INTO.
SUCCESS.**

GET STARTED TODAY!

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