



# Start Your Franchising Journey Today.

**FRANCHISEE  
INFO PACK** | **2024/25**

# Introducing Minisport

Minisport has been **servicing communities** with it's multiple sports rotation program for children aged 1.5-6yrs since 2012, reaching tens of thousands of families in the process.



It is our mission to reach as many children through the Minisport program as possible during their early years so that they can be exposed to **multiple sports** at this crucial age.



Over the last 11 years, we have **continually optimised** everything from training & course development to customer relationship management, sales processes and so much more.



Our **custom built app** is the result of years of hard work and development, as well as a decade of direct industry specific experience, allowing franchisees to manage their business **without hefty administrative workloads & expenses.**



The world is catching on to the importance of multiple sports exposure during children's early years- **get ahead of the trend** and launch your Minisport franchise now!



WHERE KIDS DISCOVER SPORT

# SIX SPORTS, ONE PROGRAM.

We deeply believe that all children deserve the right to be exposed to multiple sports in their formative years so that they themselves can decide which sport they love. Through maintaining the same coach, venue & classmates, children are given a solid foundation for experimenting with new sports and skills on a regular basis.

The below sports are therefore rotated on a weekly basis through our program, 3 sports at a time, for kids aged 1.5-6yrs.



# THE MINISPORT JOURNEY



## PLAYGROUP (1.5 - 2.5 YRS)

- Basic class behaviour & etiquette
- Fundamental ball skills (projection focused)
- Locomotive skills
- Introduction to football, basketball, rugby & tennis

 WEEKLY SPORT ROTATION

 50 MIN SESSIONS

 GUARDIAN ASSISTED



## MINI-TOTS (2.5-4YRS)

- Reinforces class behaviours & etiquette
- Projection & basic reception ball skills
- Locomotive skills
- Independent sport focused skill development
- Football, basketball, rugby & tennis

 WEEKLY SPORT ROTATION

 50 MIN SESSIONS

 SEMI GUARDIAN ASSISTED



## EXPLORERS (4-6YRS)

- Introduction to co-operation and competition
- Ball skill focus: reception
- Individual & team based skill development
- Combining reception & rejection ball skills fluidly
- Rules and tactics of sports explained
- Football, basketball, rugby & athletics

 WEEKLY SPORT ROTATION

 50 MIN SESSIONS

## CONFIDENT MULTIPLE SPORT ATHLETES

Once children leave the program, they have been exposed to positive experiences across all 6 of our sports, enabling them to choose for themselves which sport they wish to focus on.

# Why Start a Minisport Franchise?

If you are seeking to break free from the confines of the 9am-5pm lifestyle and live a life of **growth, meaning & memorable experiences**, then starting a Minisport franchise could be for you.



Minisport is especially suited to those who want to **make a difference** in their communities through acts of high quality service.



Looking to build and motivate a team of passionate coaches to lead forward the next generation? Look no further.



We provide unrivalled training to help you build a **positive, lasting corporate culture** & team spirit.



# What you have access to.



An established brand with a proven track record, distinctive logo and brand.



Low investment to start the business.



Protected territory with high potential to grow your business.



Effective marketing programs to get parents' attention and build enrolment.



Proprietary curriculum and teaching aids designed to teach and encourage skill development across 6 sports.



A continually developed, custom built app that streamlines administration, communication, reporting and much more.



# Outstanding Support.



On-going support and coaching from the Minisport HQ team. *As part of the initial license payment, the franchisee is flown to Hong Kong for a week of training.*



Sales tools and proposals to easily onboard partner vendors & facilities.



Marketing and advertising campaigns that help build brand awareness in your local market.



Franchisee training programs built to give you the know how and confidence that will allow your business to thrive.



Customer service guidance efficiently handle client enquiries.



On-going enhancements to our proprietary IT system to continually improve the client experience.

# The Hong Kong (HK) Operation

Minisport in Hong Kong has organically grown from a one-man operation serving just 30 children per week to Hong Kong's biggest early years sports coaching program.

It is now our Founder & team's purpose to fast track growth for franchisees in new regions using the extensive lessons and systems that we have been exposed to and developed over the last decade.



Matt formed Minisport in 2012 at the age of 24, and has a background in coaching multiple sports, as well as a degree in Business Management.

Matt's 18 years of coaching experience has enabled Minisport to become Hong Kong's leading sports school for children in their early years.

Matt's role has now evolved to provide support, mentorship & direction to both the Hong Kong operation and to our franchisees.

**minisport**  
in 2024



**20+**  
COACHES



**40+**  
LOCATIONS



**1.5K+**  
STUDENTS / WK



**5.5K+**  
STUDENTS ON APP



# Our Services.

Our four service lines have been designed to compliment each other and offer clients a combination of flexibility, variation and stability depending on their requirements.



## Classes

50 minute sessions that run on a weekly basis, at the same time, venue & day each week.



## Camps

A series of sessions that usually take place on consecutive days during the school holidays. A great way to keep kids active while on break from school.



## Parties

One-off events such as birthday parties, class parties, farewell parties etc. These last for 60 minutes and usually held at the weekend.



## Events

One-off public events, as well as exclusive community events for the community. A great way to create lasting memories.



# Looking at the Industry.

Franchise Info  
Pack 2024



**US\$18.85bn**

## Growing Market

The global Sports Training market was valued at \$11.00 billion in 2021, and is projected to reach \$18.85 billion by 2031, growing at a CAGR of 5.7% from 2024 to 2031.



**US\$1.4.bn**

## Coaching Platform Growth

The Global Sports Coaching platform market is estimated to experience a rise in revenue from \$439.9m in 2022 to \$1,408.1m in 2031. The market is expected to register growth at a CARG of 13.8% during the forecast period 2023-2031.

The launch of our new app, designed for parents to gain key insights into their child's performance is therefore a valuable asset to any new franchisee.

*The Asia Pacific region is experiencing the highest compound annual growth rate (CAGR) in the global sports coaching platform market during the forecast period. As a result, the Asia Pacific region presents significant opportunities for sports coaching platform providers looking to capitalise on the growing demand in the market.*

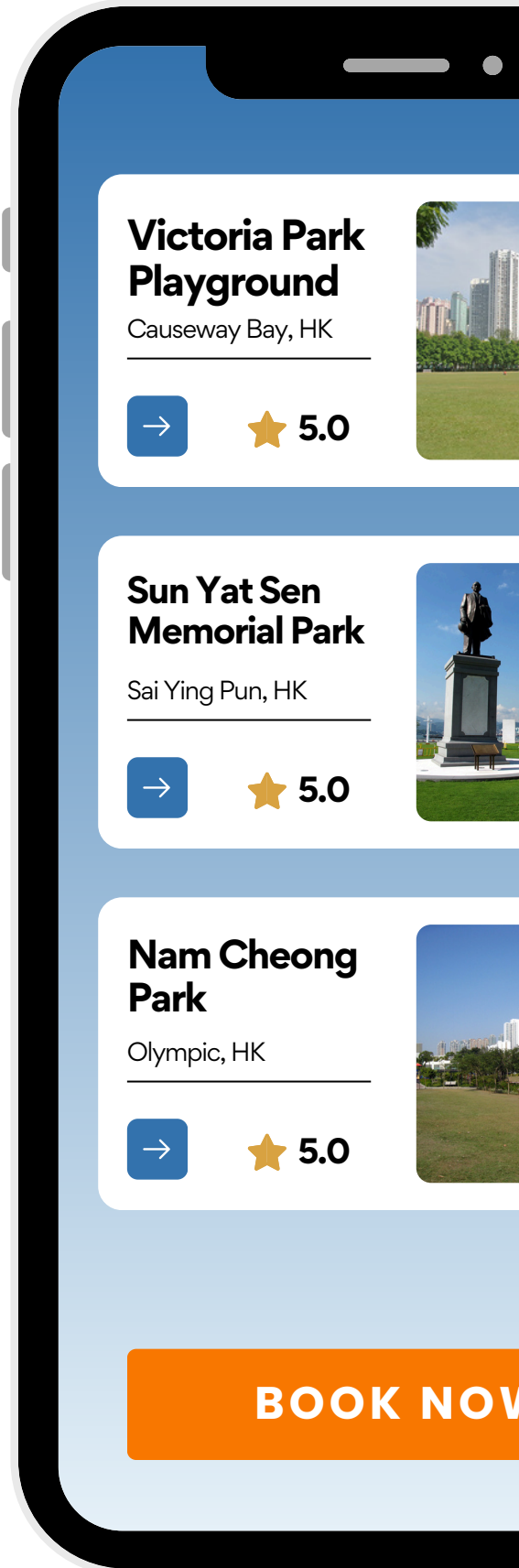
# App Features

## COMMUNICATE

- Allow coaches to engage in simple communication with parents leading up to classes.
- Allow parents to provide updates on children's mood and energy for coaches to see ahead of classes.
- Send notifications to groups of parents using pre defined templates to get your messages across to those who need to hear them, quickly.
- Streamlined process for credit application (client is led to email where they can upload a medical certificate).

## STREAMLINE

- Allow parents to sign up for one free trial class upon account registration to drive interest in the classes.
- Allow parents to easily book, cancel & rearrange classes without any unnecessary back and forth.
- Allow parents to add and manage multiple children with a single account.
- Allow parents to add multiple guardians to their accounts so that the relevant individual receives the necessary information.
- Monetise cancellations with fees associated to early & late cancellations.
- Monetise empty spaces with clients being able to drop in up to minutes before the class.
- Built in cart with discounts associated to spending thresholds to help drive higher value purchases and longer term commitment from users.



# App Features Cont.

## REPORT

- Allow coaches to provide detailed student feedback for parents via a few simple clicks.
- Calculation of partner venue fees/commissions.
- Easily view revenue generated per coach, venue, client.

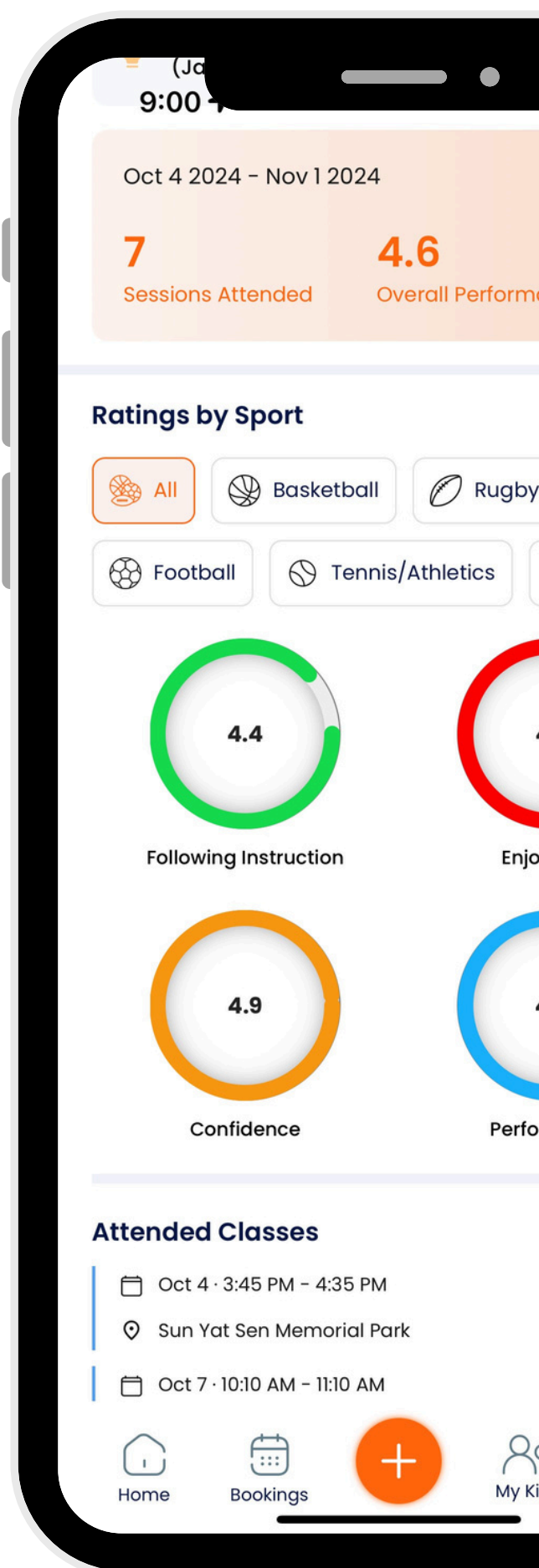
## SCHEDULE

- Fully integrated scheduling platform, which allows backup venues to be allocated in case of bad weather, as well as “situation 2” functionality for outdoor classes that become optional attendance due to the onset of adverse weather leading up to the class.

## MARKETING

- Built in refer a friend functionality to continually motivate clients to refer their friends.
- Specifically target parents based on their preferences set during the profile building stages on onboard ins (child's age, area), as well as based on loyalty/ inactivity.

*In addition to the above listed features, franchisees will have full access to our helpdesk system to help clients to find FAQs and submit tickets should they need to.*



# What do you need to become a Minisport Franchisee?


## A passion for leadership, growth & entrepreneurship.

- Franchisees need to have a hunger to lead their teams by example and work with HQ to ensure continual progression towards the goals of the franchise.
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## Dedication.

- We require franchisees to give full attention to their Minisport franchise. Minisport franchisees cannot have more than a 5% stake in another company and must dedicate their time to the growth of the franchise.
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## Financials.

- USD \$12,000-\$30,000 for a 5 year exclusive franchise, USD\$3,000 per year from year 6.  
*(exact rates can be negotiated depending on the size and market value of the region)*
  - 10% revenue royalty fee paid to Minisport, or a minimum monthly royalty payment, whichever is higher. The first 6 months is exempt from the minimum royalty clause.
  - First option to renew at the same rate after 5 years subject to good performance.
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# APPLICATION PROCESS FOR POTENTIAL FRANCHISEES

This process typically takes around 6-8 weeks, after-which the franchisee is ready to launch operations according to their own timeline .





# Your Perfect Franchise Opportunity Awaits.

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Get in touch.

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