



Innovators in Educational Child Care

Entrepreneur  
FRANCHISE  
**500**  
RANKED  
— 2017 —



**Join the Next Generation of Child Care**  
**An Investment that Grows**



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## Why Child Care?

# THE RIGHT TIME

- ▶ Between 2006 and 2010, the percentage of parents reporting child care as a necessity rose from **49% to 57%**. 65% of mothers with children under the age of six are in the workplace.<sup>1</sup>
- ▶ The **\$48 billion child care industry** will continue to grow as the economy continues to recover, unemployment decreases and more parents re-enter the workforce.<sup>2</sup>
- ▶ In 2011, **12.5 million children** under age 5 were in some type of child care arrangement.<sup>3</sup>
- ▶ An estimated 14.5 million children in the U.S. are in some form of child care arrangement, and **fees for these services have been rising** steadily.<sup>4</sup>

<sup>1</sup> As reported by the National Association of Child Care Resource & Referral Agencies (NACCRRA) in 2010.

<sup>2</sup> As reported by IBISWorld, Day Care in the US: Market Research Report

<sup>3</sup> As reported by IBISWorld, Day Care in the US: Market Research Report

<sup>4</sup> As reported by Marketdata Enterprises, Inc.





## Why Lightbridge Academy? **THE RIGHT PLACE**

Founded in 1997 as a family business and franchised in 2011, Lightbridge Academy is a fast-growing network of child care centers known as *The Solution for Working Parents*®. A forward-thinking company, Lightbridge Academy goes beyond providing a high quality of care and early education programs. As *Innovators in Educational Child Care*®, the company is committed to supporting the ever evolving needs of the busy working family.

Our business model successfully balances a high quality early education program, family-focused customer service along with a culture of care. The result... an outstanding reputation generating loyal customers that refer other families, creating long-term stability and success.

The child care industry provides an always-in-demand service with a constantly renewing consumer base. As dual-income families become the norm in society, the businesses that cater to these families will be in ever-increasing demand. Lightbridge Academy is perfectly positioned to address this trend and meet the needs of this market.

“Right off the bat, we were incredibly impressed with everything that Lightbridge Academy had to offer. They really stood out to us because they have everything the best child care companies are known for but then they take it to the next level. There isn't another brand that can match their innovation and credibility in the industry.”

- Ketul Parikh, **FRANCHISE OWNER**





# What sets us **APART?**

## THE SOLUTION FOR WORKING PARENTS®

We know the stresses facing parents every day and recognize that in addition to providing children with a high quality educational program and nurturing care, moms and dads have needs too! As *The Solution for Working Parents*®, Lightbridge Academy helps parents meet the challenge of balancing work and life. With industry-leading technology including ParentView® Internet Monitoring System and an eCommunication app, families enjoy an ongoing connection to their child's day. Programs and services are offered such as extended hours, back-up care, nutritious snacks, optional meal plans, in-house extracurricular activities, parent workshops and even babysitting nights for parents to enjoy a night out!

## INNOVATORS IN EDUCATIONAL CHILD CARE®

As the needs of parents evolve, so do the services we offer to support them. Lightbridge Academy is always looking for ways to add value to the lives of those within our *Circle of Care*. Innovation comes in many different forms and often from our franchisees! Our state-of-the-art centers are designed with 21st century technology including a biometric finger scanning security system and closed circuit cameras in each classroom and outside learning environment. In classrooms, iPad tech-tables and interactive whiteboards enhance the educational program by bringing learning to life.





# What we **BELIEVE**



## CIRCLE OF CARE PHILOSOPHY

Lightbridge Academy is built on a foundation of family values. It is a place where parents, children, staff members, as well as the community and franchise owners come together as a family to create a trusted *Circle of Care*.

Just as every point is equidistant from its center, each person whose life is touched by a Lightbridge Academy center is equally important. Together these interconnected relationships create a truly caring environment that delivers the highest quality of educational experience. When making decisions, we take each and every member of our *Circle of Care* into consideration.

## OUR VISION

Transform the lives of all families by treating them as part of our own.

## OUR MISSION

Illuminate young minds while helping everyone in our *Circle of Care* along life's journey.

## OUR CORE VALUES

**Care deeply.** With every genuine interaction.

**Happiness.** Creating happy memories in a joyful environment.

**Integrity.** Being honest and respectful in all relationships.

**Lead by Example.** Set the example for all others to follow.

**Deliver.** Consistent "WOW" customer service.

**Relationships & Recognition.** Build meaningful relationships while recognizing accomplishments.

**Excellence.** Never settle for "good enough" by continuously improving and embracing change.

**Nurture.** Each family member in a supportive and positive environment.





# Franchise CANDIDATE PROFILE

## YOU HAVE WHAT IT TAKES

A Lightbridge Academy franchisee embodies our core values and *Circle of Care* philosophy. This mutual appreciation for creating a culture of care binds us together in purpose. Franchise owners have solid business management backgrounds in many different industries, but all must share a heart for the care and education of children and a deep concern for serving the needs of the families that love them. Whether you're looking to make a difference in the world, in your town or in the lives of others, Lightbridge Academy provides a way to do it. With this commitment come the richest rewards imaginable - the happiness and well-being of children and their families.

Every Lightbridge Academy franchisee must share:

- A belief in our core values and philosophy
- A commitment to follow our franchise business model and system
- A love of children and a passion for early childhood education

## YOUR FUTURE IS WAITING FOR YOU AT LIGHTBRIDGE ACADEMY

We have crafted an unparalleled body of knowledge, insight and guidance into an experience that is exactly what parents are looking for and what children need. Best yet, we've created a business model for franchisees to follow and bring Lightbridge Academy into their community.



“Caring is not just a word, you have to demonstrate it each day in your actions and interactions.”

- Guy Falzarano, FOUNDER & CEO



# An Unbroken **CIRCLE OF SUPPORT**

## THE SUREST WAY TO SUCCESS

The founders of Lightbridge Academy know the commitment of investing in and operating your own center. They have done it themselves. That's why we've created a detailed process for our franchisees to help them succeed, avoid the pitfalls of starting from scratch and navigate the challenges of operating independently.

## INDEPENDENTLY OWNED BUT NEVER ALONE

Lightbridge Academy franchisees are in control of their success, but never alone. We work together from the moment a franchisee is signed – from real estate selection through negotiations and construction. And it doesn't stop there... business coaches will offer continued support with the expertise necessary to grow and operate a Lightbridge Academy center to the highest of standards.

## YEARS OF OUR EXPERTISE BECOME YOURS

Every aspect of how to implement our system is addressed in the Lightbridge Academy franchise training program. This includes operating a quality child care center, delivering our *Circle of Care* approach to customer service, utilizing our proven business systems, administering our proprietary Seedlings curriculum and even launching an effective marketing program. Years of experience are at your disposal. You will receive:

- Immersive training through webinars, classroom instruction and hands-on training in a child care center.
- Personal mentoring and coaching for any challenge you may encounter.
- Subject matter expert consultation – on all areas including driving enrollment, analyzing your KPI's and maximizing your business potential.





# Real Estate & **DEVELOPMENT**

## GREAT PARTNERS WORKING WITH YOU

Lightbridge Academy's network of real estate brokers will work diligently with you and your broker to find a child care location fitting our criteria. Our in-house team is committed to walking you through the process of identifying an optimal site and bringing your center to market.

## ALL HANDS ON DECK

We will provide information to assist you in identifying a location for your Lightbridge Academy center. Demographic modeling includes analyzing behavioral data, traffic counts, synergy drivers and employment centers as part of the detailed site assessment. Together, we evaluate how the site compares against our custom profile for a prime location.

## WITH YOU FOR THE DURATION

Once your site is selected, you'll be guided through obtaining permits, municipal approvals and the development phase. When it comes time for construction, you'll work closely with us to build a team of architects, engineers and contractors necessary to bring your center to life.

## A PRIME LIGHTBRIDGE ACADEMY LOCATION

**Type:** Preferably freestanding. Will consider outparcels, strip mall end caps or corporate building

**Building Size:** 8,000 - 12,000 sq. ft. buildings with adjacent playgrounds of 5,000+ sq. ft.

**Parcel Size:** 1 ¼ – 1 ½ acres for lease or purchase

**Lease Terms:** 15 years minimum

**Population:** 3 mile radius: 30,000+

**Average Household Income:** \$90,000 - \$120,000

**Traffic:** High traffic counts 10k+ per day preferable, morning side of the street

**Signage:** Sign with high visibility





# GETTING STARTED

## STEP 1 Let's Talk

- Begin discussions with our franchise team
- Get to know each other - tell us your goals and background, let's see if it's a fit

## STEP 2 Talk Business with Us

- A presentation of the Lightbridge Academy franchise opportunity
- Submit your franchise application and financial statement for review and preliminary approval
- Presentation of the Lightbridge Academy Franchise Disclosure Document (FDD)

## STEP 3 Deep Dive

- Attend Discovery Day, tour a Lightbridge Academy center and meet the franchise management team
- Discuss your credentials and qualifications to become a franchise owner

## STEP 4 Decision Time

- Receive franchise approval pending financial verification and prepare franchise agreements for review and signature
- Complete franchise profile survey
- Completion of background checks

## STEP 5 Under Development

- Meet with our real estate team to discuss the site selection process and available opportunities
- Identify site, perform due diligence and competitive analysis
- Lease negotiations
- Gain municipal approvals
- Construction process begins

## STEP 6 School's in Session

- Attend Lightbridge franchise training program after construction permits are issued
- Hire your center administrative team
- Implement your pre-opening marketing plan and begin generating leads and pre-enrolling students
- Receive your certificate of occupancy, state license and Lightbridge Academy Certificate of Opening
- Open your center and celebrate with a grand opening event!







# Lightbridge Academy®

Innovators in Educational Child Care

The information contained in this booklet is not intended as an offer to sell or the solicitation of an offer to buy a franchise. We offer franchises solely by means of our Franchise Disclosure Document. Certain states have laws governing the offer and sale of franchises. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with all applicable legal requirements in your jurisdiction.

THIS ADVERTISEMENT IS NOT AN OFFERING. AN OFFERING CAN ONLY BE MADE BY A PROSPECTUS FILED FIRST WITH THE DEPARTMENT OF LAW OF THE STATE OF NEW YORK. SUCH FILING DOES NOT CONSTITUTE APPROVAL BY THE DEPARTMENT OF LAW.

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