



GETTING TO BETTER
KNOW MAG-NIFICENT!



mag-nificent

INSTANT PHOTO EXPERIENCES



From The CEO

Hello! Thank you for taking the time to explore our franchise opportunity. I started this company back in 2011 with the intention of providing something truly unique and useful to event attendees. Over the past several years, we have done events from coast to coast with some of the biggest brands in the world. With proprietary technology that allows us to stand out from the competition, there's we continue to see a nationwide demand for our services. We are looking for individuals who are looking to join our team and help bring Mag-nificent all over the United States. While you would be starting your own business, you would be doing so with our world class support from a team that is committed to your success. I look forward to speaking with you soon.

-Andrew Levison
CEO
Mag-nificent Franchises



The Mag-nificent Value Proposition

Mag-nificent is an event entertainment company that provides a variety of services for creating fun instant photo experiences for all types of events. All of our services are tied together with an innovative app-based engagement platform that allows all of the event's attendees to participate in the process by creating their own photo memories from the event and contributing those photos to the event's permanent photo and video album.

Mag-nificent franchisees provide the right instant photo memory experience for every event and back it up with state of the art technology and world class service and support. Our unique solutions allow our franchisees to offer families, corporations, schools, non-profits fun, affordable and instant photo memories for every occasion.

About Mag-nificent

Mag-nificent started out in the summer of 2011. The business was created to mimic a business model that had been made popular in Europe. Although refrigerators across Europe were covered in photo magnets from events, they were scarcely found in the US. Mag-nificent started with smaller events like birthdays and Bar-Mitzvahs. Before long, Mag-nificent was working with some of the biggest companies in the world.

The concept was simple. First, a custom, digital frame would be designed for each event. As opposed to stationary photo booths, Mag-nificent personnel would circulate throughout the event taking photographs of people having fun. Finally, those photos would be instantly printed on magnets and placed on a customized magnetic board for pickup. All images would be streamed to Mag-nificent's website, which people could access using the password on the back of each magnet.

After a few months of fine tuning the product and process, our hunch proved right. Instant photo magnets quickly became popular at all kinds of events throughout Atlanta. It was not long before calls from other parts of the country started coming in from people and planners that wanted instant photo magnets and their events.

Wanting to appeal to a wider range of event types, Andrew introduced several unique products that could be a fit for any occasion. The Mag-nificent Mobile App (aka the MagApp) was born in order to allow attendees to take photos from their phone, share to social media, and get a printout within minutes.

In 2017, Andrew's father Mike, a successful Atlanta businessman, came on board in an effort to take Mag-nificent national.



Serving A Huge Industry That Continues To Grow

The events industry is growing rapidly and research indicates that it will continue into the foreseeable future. Consider the following data from industry research:

- The US Bureau of Labor Statistics predicts that the event industry will grow by 44% from 2010 to 2020, exceeding most growth predictions for other industries. US Bureau of Labor
- 65% of brands say that their event and experiential programs are directly related to sales. (EMI & Mosaic)
- 67% of B2B marketers think that event marketing is their most effective strategy. (WebDAM)

Combine a huge industry with these facts and the result is a great business opportunity:

- Photography and videography are part of virtually every type of event imaginable
- These services are almost always contracted out to third parties
- Event organizers are constantly looking for ways to make their events more fun and memorable

Our strategy and goal is to become the trusted source for providing the right photo memory service for the needs of each event. To that end, we offer a variety of different services and we are constantly developing new ones to keep our offerings fresh.

The “buyers” for our services range from brides planning their wedding, to parents planning a mitzvah or party, to event planners to corporate marketing departments planning events to promote their brand. We are committed to providing our franchisee partners a wide range of services and support to effectively market to each of these market segments.

Highlights of the Mag-nificent Business Model

In addition to serving a huge industry, there are several others advantages to owning a Mag-nificent Franchise:

- Proven business model with very attractive margins/income opportunity
- Home-based business requiring very little fixed overhead expense
- Both consumer and corporate client base
- Wide array of photo memory solutions tied together with proprietary technology that will differentiate our services from those offered by other providers
- Mobile business that does not require full-time employees. Few fixed costs.
- Franchisor partner absolutely committed to your success. In-depth support services provided every step of the way

Our Products and Services

Today we offer several services that enhance our client’s events:

Instant Photo Magnets – Our flagship product, instant photo magnets offer a unique party favor that event guests love. The process starts with the design of a customized/branded digital frame for the event. Throughout the event, candid pictures are taken by a Mag-nificent associate and then instantly printed, with the frame, on special magnetic paper stock. All are displayed on our Mag-Board so that guest can retrieve and bring at home. Our instant photo magnets ensure that the event sticks around!

Photo Cube – This modern day version of the photo booth adds a fun and useful dimension to events. The Cube provides prints in a wide variety of formats and offers full integration with social media platforms as well as attendee data capture. It is an ideal service for a corporate event looking for brand extension.

Video Memory Album – Leveraging the capabilities of the Cube, event guests are able to provide a recorded video message (i.e. congratulating the bride and groom) that the event sponsors will have for years to come. All of these messages can be combined into a single video album that brings an added dimension to the event’s memories.

Retro Prints – Some event sponsors just want to provide basic prints as the event keepsake. For these situations, we offer a variety of fun formats that can be applied.

Green Screen – When branding or theme creation is important, we offer traditional “green screen” options that provide virtually unlimited customization.



Our Secret Sauce – The Mag App

To really differentiate Mag-nificent from the local providers of similar services, we developed the Mag App. This unique smart phone application, which is included with each instant photo memory services, provides an engagement platform that allows all of the event’s attendees to participate by creating their own photo memories from the event and to contribute those photos to the event’s permanent online photo and video album. Those participants taking pictures can also automatically send them to our onsite printers (including magnets) and share them through various social media channels.

The app also collects user names and email addresses, which is very valuable to corporate clients.

With the Mag App, you will have no problem answering the question....”What makes Mag-nificent different from the rest?”

Who Makes For A Successful Mag-nificent Owner?

The profile of a successful Mag-nificent franchisee can take many forms:

The Self Styled Entrepreneur – The person that wants the control and benefits of owning their own business but has not found something that has the right combination of appeal, potential and affordability. Often time this individual will start off building their business part time and will jump to full time as soon as it economically makes sense. They are eager to do so and work hard to get there quickly.

Getting Ready For the Next Act – Someone that still has a lot of energy left but has reached a stage in life where they want more fun and less stress. A Mag-nificent franchise offers a great solution.

A Family Affair – Two or more family members team up to either supplement their income or provide a path to full time commitment. These situations can be quite successful as it bring each individual's talents to the opportunity.

Regardless of your particular circumstances, the most successful franchise owners exhibit several key qualities:

- An ability and willingness to devote significant time and energy to the business
- An intense drive and desire to succeed
- An outgoing personality that really enjoys engaging with people
- A sales or customer service background/orientation
- Sufficient financial resources to allow a reasonable amount of time for the business to develop

If you possess these qualities, you likely have what it takes to be a very successful Mag-nificent franchisee because the market demand is definitely there.



The Financial Opportunity – How Much Can You Make?

Every franchisee will be different in terms of how they run their business. Some will operate it as a part time effort to supplement income and others will focus all of their time and energy on building the business. The financial opportunity will vary accordingly. However, we can give you some insight on typical event pricing and costs.

Event Revenue

The revenue from each event varies based on the exact configurations of services requested and the length of the event. Typically, you would price the services on an hourly or per day basis. While we don't dictate what you charge, we do strongly encourage you to follow our pricing guidelines while retaining flexibility to make exceptions as appropriate. The following summarizes our suggested pricing for our various services.

Note: These prices reflect a Tier 1 market (major metropolitan area). Suggested fees for smaller markets differ. The prices exclude any additional fees that you might charge for graphic design, signage, etc. See below for average pricing.

Tier 1 Market						
Non Profit Disc.		10%				
Photo Magnets, Prints, Poloroids						
		2 Hours	3 Hours	4 Hours	5 Hours	Add'l Hours
Regular		\$ 600	\$ 850	\$ 1,100	\$ 1,300	\$ 200
Non Profit		\$ 540	\$ 765	\$ 990	\$ 1,170	\$ 180
Photo Cube						
		2 Hours	3 Hours	4 Hours	5 Hours	Add'l Hours
Regular		\$ 500	\$ 700	\$ 900	\$ 1,050	\$ 200
Non Profit		\$ 450	\$ 630	\$ 810	\$ 945	\$ 180
Video Booth						
		2 Hours	3 Hours	4 Hours	5 Hours	Add'l Hours
Regular		\$ 500	\$ 700	\$ 900	\$ 1,050	\$ 200
Non Profit		\$ 450	\$ 630	\$ 810	\$ 945	\$ 180
Green Screen						
		2 Hours	3 Hours	4 Hours	5 Hours	Add'l Hours
Regular		\$ 600	\$ 800	\$ 1,000	\$ 1,150	\$ 150
Non Profit		\$ 540	\$ 720	\$ 900	\$ 1,035	\$ 135

Event Costs

Any direct expenses (i.e. customized signage, graphic design work, etc..) should be included in your overall price of the event.

The biggest component of direct costs will be the labor required to properly staff the event. Depending on your market, you can expect to pay \$15 - \$20 per hour for reliable labor. While it

does vary based on the service, length and size of the event, our experience has been that most events can be serviced well with no more than 2 people. Some events can be handled with just one person. Of course, the cost will depend on whether you work the event yourself or hire staff to work it for you.

Beyond the cost of labor, you will incur some materials expenses (generally \$15 - \$25) such as photo paper, ink, etc.

How Much Does It Cost To Get Started?

The great thing about a Mag-nificent franchise is that it has a low cost of entry. The total start up costs vary depending on your current situation, equipment you may already own, etc. The initial costs consist of the Franchise Fee and a variety of other expenses relating to equipment, start up marketing, supplies, etc. All of the details are provided in the franchise disclosure document which we will provide once we have had a chance to talk with you further.

Note: The costs summarized below are for guideline purposes. The franchise disclosure document provides more detail on exact costs.

What Is The Franchise Fee and What Does It Include?

The franchise fee is \$35,000 for a territory of up to 500,000 people. You can buy a territory of more than 500,000 people for an additional fee of \$300 per 10,000 people, subject to our approval. Territories are defined by zip code. In addition, you will pay a one time launch fee of \$2,500. This will include the development of your initial marketing plan, social media presence, Google Adword advertising and the management of the plan's execution over your first 90 days in business.

Monthly Fees

There is an additional technology fee of \$150 which covers licensing fees for the MagApp and licensing of the Customer Relationship Management system, resource library and photo library account.

Royalties and Other Fees

Your franchise would pay the following additional fees:

1. A royalty of 8.5% of the total payments or value received for each event.
2. A call center contribution fee equal to \$50 per month + 2% of total payments or value received for each event. This fee helps fund a call center that will assist in the sales and booking of your events.

3. A Branding Fund equal to 3% of total payments or value received for each event. This fund will be used to defray expenses associated with our national marketing campaign and national corporate accounts program.

Protected Marketing Areas

Since Mag-nificent is a mobile business, where events can happen anywhere, we don't assign territories in the traditional sense. Rather, we will work with you to define a Protected Marketing Area consisting of a population of up to 500,000 people. You are allowed to promote and market your business in the defined area and you may also service events outside of your area when you are asked to do so. Further, if we do not currently have a franchisee in an adjacent area you may also market your business in that area until such time as we have a franchisee.



World Class Support

Our #1 objective is your success. To help ensure that success, we offer our Total Support program consisting of a wide range of services that will make your life so much easier.

Mag-nificent U – The starting point of our support system is a four-day orientation program held at our Atlanta, Ga. offices. It is here that you will learn the basics of everything that you will need to launch your business and service events. We will teach you how to set up all of the equipment and to troubleshoot problems. In addition, we provide intensive training on how to effectively sell the Mag-nificent suite of products.

On-site Training – To reinforce and refresh the Mag U training, we will work with you to coordinate 1.5 days of on-site training in conjunction with your first event.

Sales Center – To assist you with your sales and booking efforts, we will provide your customers and prospects with a professionally staffed sales center that can answer

questions, book events and provide information as needed. Your customers and prospects can interact with the call center by phone, email or live chat.

Marketing Launch Campaign – To ensure that your business is launched with maximum impact, we will design and implement a “grand opening” campaign on your behalf. This campaign consists of helping develop your initial database, setting up your social media sites, online directory registration, establishment of your local page on our main site, implementation of the initial Google Adwords campaign and public relations activities. The cost of the program is \$2,500 and is paid in addition to your franchise fee

Ongoing Marketing Support – One of the most valuable aspects of our Total Support program. Our support comes in many forms including regular business reviews/coaching, libraries of professionally developed marketing materials, social media content/strategies, videos and pre-designed marketing campaigns.

Product Development – In order to help ensure that the Mag-nificent product offering stays fresh, we invest in ongoing product development efforts aimed at bringing our franchisees a steady stream of fun and innovative photo memory solutions. Rest assured, when we bring you a new product, it has been thoroughly researched and tested. It will be a turnkey solution.

National Accounts Program

In addition to all of the support we provide, we will also be working hard to develop business for you. This effort focuses on bringing Mag-nificent’s services to large multi-state brands and events. We have the internal expertise to navigate the complex negotiations that often come with these opportunities. Our job is keep it simple for you.

Additionally, we will be showcasing Mag-nificent’s products and services at a number of trade shows attended by event professionals from across the country.

Next Steps!

Hopefully, this document has given you more insight into the Mag-nificent franchise opportunity. We know buying a franchise is a very big decision for you and we want to provide you all of the information necessary for you to make an informed decision. Conversely, we also want to be careful to ensure that the relationship will be a good fit and will have every opportunity for success. To help us both achieve these objectives, we have designed a comprehensive process for getting to know each other better. This process can take 30-60 days and typically consists of the following:

Step 1 – Introductory Call: An informal introduction to each other to help us both determine if there is a potential fit. Assuming the answer is “yes”, we will provide you

the necessary documents to release the Franchise Disclosure Document to you. At that time, we would also ask that you complete our “Let’s Get Acquainted” form

Step 2 – Phone Meeting: To review all of the information provided and to answer any questions relating to the business model, FDD, support services, etc. During this call, we will also discuss your options for financing your investment in the franchise.

Step 3 – Discovery Day: This is your opportunity to participate in a live event in Atlanta, GA., our corporate headquarters city. Here you will see first hand how easy the equipment is to operate and how much fun participants have interacting with our services. Also, during your visit, you will have an opportunity to meet the rest of the Mag-nificent team.

Step 4 – The Franchise Agreement: The final step in process is the review and execution of the Franchise Agreement. You can view the Franchise Agreement in the Franchise Disclosure document. It outlines everything that the franchisee and franchisor can expect from each other.

Step 5- Let’s Get Moving!: After signing the agreement, we will schedule times for you to come to our Atlanta office for Mag-nificent University. We will also find a time for us to come to your territory for on-site training.

