

# Six Stages of Social Franchising®



**One.**

Creating a profitable and impactful social business



**Two.**

Developing a franchisable business



**Three.**

Creating the franchise system



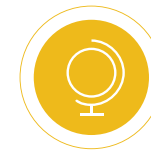
**Four.**

Executing franchise locally



**Five.**

Executing franchise nationally



**Six.**

Expanding globally

**Services provided** by Stage Six

**Assessments and Evaluations:**

Expansion readiness assessment\*

Franchise feasibility assessment

Monitoring and evaluation

**Franchise System Design and Development:**

Franchise structure

Financial model

Legal framework

Performance metrics

Compliance/Quality assurance

Operations manuals

Training programs

Sales strategies

Marketing strategies

Monitoring and evaluation plan

Expansion strategy/development plan

System adaptations and refinements

**Operational Support:**

Training (of franchisors)

Management support (to franchisors)

Performance improvement

Franchise sales/brokering

We bring franchise-ready businesses into our portfolio and begin our work with them at stage **three**, developing the franchise system, and continue to support them as needed to execute their system locally, nationally, and eventually globally.

\*Varies per stage.