## Six Stages of Social Franchising®

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
<th>Services Provided by Stage Six</th>
</tr>
</thead>
<tbody>
<tr>
<td>One.</td>
<td>Creating a profitable and impactful social business</td>
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<tr>
<td>Two.</td>
<td>Developing a franchisable business</td>
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<tr>
<td>Three.</td>
<td>Creating the franchise system</td>
<td></td>
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<tr>
<td>Four.</td>
<td>Executing franchise locally</td>
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<tr>
<td>Five.</td>
<td>Executing franchise nationally</td>
<td></td>
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<tr>
<td>Six.</td>
<td>Expanding globally</td>
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</tbody>
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### 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

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*Varies per stage.*

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.