

# GUIDE TO BECOMING A **TAPSNAP FRANCHISEE**



# THE OPPORTUNITY

The reality of working a typical 9-5 job isn't appealing to entrepreneurs. They don't want their earnings capped, and more importantly, working for someone else doesn't feed their burning passion for creativity and innovation.

That's probably why you're looking for something new. You're tired of doing great work for someone else, and you want to build something that is your own.

TapSnap offers franchise business ownership opportunities in the special event industry - an industry that is currently worth \$66.8 billion annually and continues to experience growth year after year.

Our businesses are successful, fun, and highly scalable. Since 2012, we have helped hundreds of entrepreneurs realize their dream of business ownership without the struggle of starting from scratch.

We are looking for growth-minded individuals that are committed to providing the best possible customer experience, have a passion for making people smile, and are ready for a career that doesn't involve sitting behind a desk.

This is an exclusive opportunity for the right individual. Is that person you?

# ADVANTAGES OF FRANCHISING

People prefer the safe and familiar option when it comes to making important decisions. With a TapSnap franchise you receive the recognition that comes with an internationally established brand.



## PROVEN SYSTEMS

We have developed easy to follow, scalable systems that fast track the launch of your new business while maximizing the overall opportunity for success.



## BRAND POWER

Our national footprint means your new business will have brand recognition from day one.



## PROVEN SYSTEMS

We will teach you how to become a photo booth professional. You'll receive hands-on training in all aspects of the business, and have access to ongoing educational resources.



## CUSTOMER SUPPORT

You'll have graphic designers at your disposal, an experienced sales team to help you win big deals, and technical staff to call 24/7.



## NETWORK

As a franchisee, you will become part of a network of experienced and like-minded owners who will offer insight, guidance, tips, and support.

# TAPSNAP EVENTS



## SOCIAL EVENTS

We can do everything a photo booth can do and so much more. Guests can create personalized photos and animations with digital props, green screen backgrounds, and borders. They can then share their creations instantly with family and friends, or even print a physical copy. Our equipment can be skinned to match a party theme, a custom overlay can be applied to each photo, and the guest(s) of honor can even be turned into a digital prop! For the security conscious parent, our social media features can be turned off for events with younger guests, and albums can be password-protected.

## CORPORATE EVENTS

Many of the World's largest companies choose TapSnap because they know we will showcase their brand, entertain their guests, and collect important marketing data. Just like with social events, we can brand every step of the experience - from the appearance of our hardware, to the look of the email that guests receive with their photo. Our social sharing features ensure that we are able to expose our client's brand to their social networks as well. Driven by our Corporate Sales Team, we have successfully executed high profile events all around the globe.

# FRANCHISEE TESTIMONIALS



**RAYMOND LOUSIA**  
DETROIT, MI

I was a Part-Owner and GM of a Fitness Center for almost 10 years. Although it was a rewarding business, it was a challenging business to manage, so I decided to look for a business that was completely different. TapSnap was the perfect franchise for what I was looking for 1- 3 employees, low investment, low overhead, low stress and the freedom to work from home. Over the last 4 years I grew my part-time TapSnap Franchise into a full-time revenue stream.



**ANNE WESSEL**  
INDIANAPOLIS, IN

As an empty-nester, I knew I wanted to go back to work. But, who was going to hire me at my age after a 20 year hiatus raising kids, give me the flexibility I wanted, pay me a decent wage, and allow me to work in my pajamas? That's when I began to look at franchising. Owning my own TapSnap franchise has afforded me an opportunity that I never thought I'd find. Now, I get to work doing a job that I absolutely love, and it shows in referrals and repeat business.



**BLAKE & VALERIE NICHOLSON**  
AUSTIN, TX

Valerie & Blake Nicholson both grew up in the Austin area and gained significant sales experience while working at Apple. When the time came for them to look for a flexible and fun family business opportunity, TapSnap was a clear choice. They've grown their franchise by focusing on corporate and non-profit events, often connecting the two by promoting unique sponsorship perks and providing an exceptional experience.

# TAPSNAP FRANCHISEE TYPES



## THE FAMILY FRANCHISEES

These owner-operators keep it in the family; running their TapSnap franchises as husband-and-wife teams, sibling partners, or parents with adult children who are looking to earn extra income for their futures. No matter the team composition they are fulfilling their entrepreneurial dreams with their TapSnap franchise.

## THE EMPIRE BUILDER

Although these franchisees may have kept their full-time jobs to start, they ultimately transitioned to TapSnap full-time. Driven by demand and their aspirations, they have grown to 5 or 6 photo booths, along with a staff of event attendants who can handle events on their own. They rely heavily on their solid reputation and word-of-mouth to book the majority of their events.

## THE EXPERIENCED GENERATION

These owners are looking for a way to start a new venture, but on their own terms. Running a franchise is the perfect way for them to harness their wealth of life experience. Unlike most jobs or businesses, TapSnap owners can set their own hours, determine how much they want to work, and be their own bosses.

# TAPSNAP EQUIPMENT



## TAPSNAP STUDIO

The compact model of our interactive photo booths produces high-quality images using a professional DSLR camera. Guests receive printed photos and can instantly share their photos to social media, or by email and MMS text. The size makes it well suited for smaller venues and can also be operated without an attendant in self-service mode.



## TAPSNAP 42

Our flagship product is an interactive and fun, giant screened photo booth that is the center of attention at any event. TapSnap 42 has the same high-quality images as the Studio but also has additional features, such as digital props. The same sharing options are available as with the Studio.



## SHARING STATION

Photos instantly sync to the Sharing Station from the photo booths. This amplifies the social media reach of an event by making the sharing process smoother and keeping the lines shorter.

# START-UP COST

**USD**

**\$17,500** | **\$25,000**  
FRANCHISE FEE | EQUIPMENT

**\$2,500** INITIAL  
MARKETING  
INVESTMENT

**\$45,000**  
TOTAL INVESTMENT

**TRAINING IS INCLUDED**

**CAD**

**\$17,500** | **\$34,000**  
FRANCHISE FEE | EQUIPMENT

**\$2,500** INITIAL  
MARKETING  
INVESTMENT

**\$54,000**  
TOTAL INVESTMENT

**TRAINING IS INCLUDED**

With franchises starting well under \$50,000 USD,  
**a TapSnap franchise has a low cost of ownership  
with very minimal overhead expenses.**

**Financing is available** to qualified applicants with good  
credit and a minimum net worth of \$30,000 USD or \$20,000  
CAD. There's no need to lease an office or storefront, as most  
franchisees operate out of their home.

# THE PROCESS

## 01 INITIAL PHONE CALL

A quick call to provide some information about TapSnap and discuss what opportunities may be available in your market.

*\*Franchise Disclosure Document will be sent following this call*

## 02 IN-DEPTH INTERVIEW

An interview with our Franchise Development Manager for you to get to know our brand and for us to learn what success for you will look like.

*\*You'll be asked to complete a Confidential Application following this call*

## 03 DUE DILLIGENCE

You will speak with some existing franchise owners about their experiences and we'll help you map out a 3-year financial forecast which you can compare to your goals to ensure there's a fit.

## 04 CEO INTERVIEW

A mandatory phone interview with our CEO, Scott McInnes. While Scott is getting to know you and understand your plans for your franchise you will also have the opportunity to ask him any remaining questions.

## 05 FINAL STEP

Our legal team will draft a franchise agreement. You will review and sign the documents, pay your fees, and be scheduled for training.

TAPSNAP™