

Entrepreneur

FRANCHISE

500[®]

RANKED

— 2022 —



CAPTIVE ADVERTISING

for a

DISTRACTED WORLD

Lifestyle Franchise
Recurring Revenue Model
Low-Cost Startup
Proprietary Technology

Socialindoor[®]

FRANCHISING KIT 2022

A blue and white badge with a shield-like shape. At the top, it says 'Entrepreneur' in white. Below that, 'FRANCHISE' in white, '500' in large white font, 'RANKED' in yellow, and '2022' in white with horizontal lines on either side. The badge is overlaid on a photograph of a public restroom stall with a urinal and a framed picture of a monster truck.

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SOCIAL INDOOR OPPORTUNITY

We are excited to take our concept and offer it as one of the most unique and exciting business opportunities available today! This revolutionary model is being offered as a franchise and we are expanding across the country at an aggressive pace. Social Indoor has grown by over 30 markets since 2019. We are now present in over 50 territories in 18 states, and represented by more than 35 franchisees.

**JOIN SOCIAL INDOOR BEFORE
YOUR MARKET IS GONE!**

ABOUT US

Social Indoor is a marketing and advertising company that focuses on advertisements in local venues. We are primarily in restaurants, bars, community centers, fitness centers, nightclubs, breweries, and local stadiums. Our products are generally placed, wait for it... in the restroom. It is one of the most captive audiences around, and our founder has been doing this very successfully for over 30 years. As a local franchisee, you build your inventory using our digital monitors, training, and your personality. We are a serious business, but we try not to take ourselves too seriously and have some fun.

Our franchise business has two main components:

1. Build advertising inventory by installing our digital & print products in popular venues throughout your territory.
2. Sell or trade advertising space, full motion or static, on your monitors to local businesses.

Our attractive, high end digital monitors operate on a 90 second loop and are installed free for our venue partners. On this loop, you sell a combination of 7.5 & 15 second commercials to local businesses. Our message is quick, visible and memorable. Digital Indoor is an eye-catching, innovative approach to advertising. Placing ads in your desired geographic area and venue type means you get your target audience entirely focused on your message.

We have been selling this product for years in markets with populations from 100,000 up to 7 Million and have identified over 100 consumer segments that are a natural fit. We also offer micro-market franchise opportunities, for as low as \$30k in select tourist locations. You would also have the benefit of National sales placing ads in your market and programmatic sales into the digital platform.





Our monitors deliver one of the most captive, cost effective, and powerful impressions in digital out of home (DOOH) advertising. Our training and support will help you grow your market using proven methods, systems, and techniques proven around the country.

PROVEN LEADERSHIP

Our founder, Tony Jacobson, pioneered the industry back in 1987 with AJ INDOOR, and successfully reinvented it in 2002 with AllOver Media. His vision for the next chapter, Social Indoor, is to develop a nationwide franchise opportunity with local & national inventory.

PROVEN CONCEPT

Successful in major metropolitan markets as well as medium to small cities for over 30 years. Social Indoor, began franchising in 2019, and is currently in over 50 markets, in 18 states.

PROPRIETARY TECHNOLOGY

Social Indoor has developed SIMON, a brand new proprietary software that will help manage hundreds of venues and ads digitally with flexible content. The monitors also have full motion video and sound, allowing our ads to be even more engaging to consumers. SIMON makes it happen.

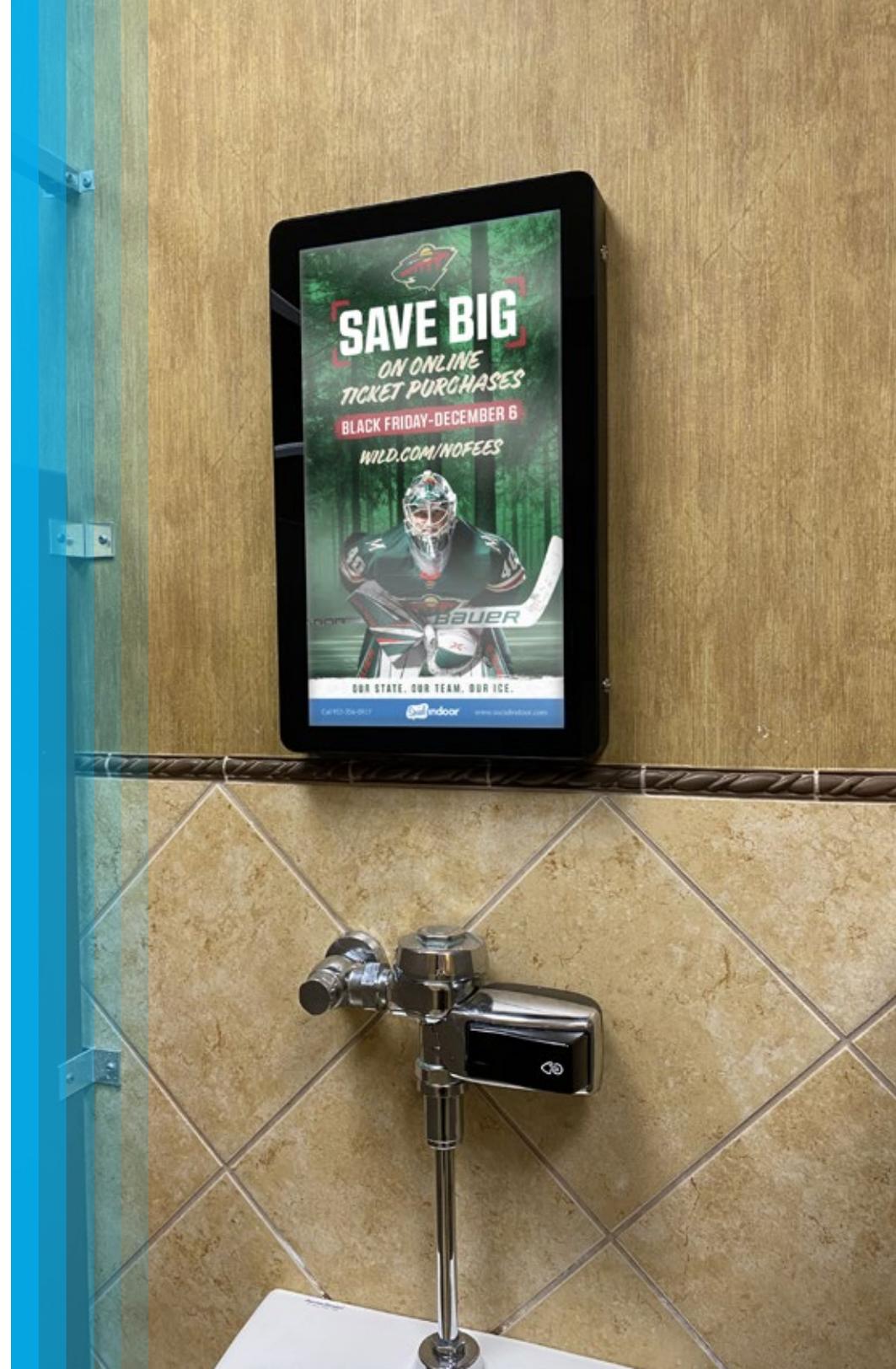
LOW START UP COSTS

Once you secure your market, Social Indoor takes the pain out of the start-up costs by providing the digital monitors, and covering the cost of installation for the first 30 monitors. You use SIMON to manage accounts, deploy ads, and house all content for future use. You can own your own territory or even an entire market for as little as \$60,000.



DIGITAL-OUT-OF-HOME MARKET FACTS

- DOOH (Digital Out of Home) and OOH (Out of Home) refers to dynamic or static media distributed across place-based networks in venues including, but never limited to; *cafes, bars, restaurants, sports venues, arenas, health clubs, golf courses, convenience stores, public places & more.*
- The DOOH Market was valued over \$41 Billion in 2020 and is set to grow significantly to over \$50 Billion by 2026.
- Programmatic Digital-Out-Of-Home Advertising (pDOOH) represents an increasing proportion of overall DOOH spend and is expected to increase from 3.2% in 2019 to 14.8% in 2022.
- A DPAA study concluded 81% of advertisers will recommend DOOH in their media plans in the next 12 months.
- A DPAA study concluded 77% of advertisers have increased their knowledge/learning of DOOH in the last 18 months



THE BENEFITS

ROTATION

You can change your clients' ads as often as they wish, and/or run multiple creatives. This keeps our product fresh.

ENGAGEMENT

Ads in the vanity area and above urinals can't be missed. They also target a gender specific, captive audience.

COST EFFECTIVE

Our ads run 560 times a day, 17,000 times per month, for around 50 dollars, making it one of the most affordable advertising mediums for clients.

TARGET MARKET

Ads can be targeted to men or women; metro, suburban, or rural areas and other demographics based on the location and venue type.

CREATIVE

Ads can be static, or full motion. In-house creative can create another revenue source for your business.



OUR OPPORTUNITY

It's not often that you get to partner with the pioneer of an industry. Tony and his team have been successfully building and refining this model for over 30 years. The digital product we have launched is taking DOOH advertising to the next level with full motion graphics and high-resolution static commercials.

Our franchise opportunity blends our market knowledge and sales/trade experience in this unique niche along with our proprietary software and technology to make this business grow. We supply all of your digital monitors with no upfront cost to help you ramp up faster. Monitors are installed in your venues by your electrician and we will pay for the first 30 installations to help you jump start your market. We teach and support you in developing relationships with venues, selling and trading ads, and producing ads for clients (another revenue source for you).

Our training programs include:

1. You and up to 2 others will spend two days with us in person or Via Zoom to fully immerse you in our culture and business operations. This training includes, but not limited to:
 - *Venue Acquisition and Sales Training.*
 - *Product Overview, Best Practices, and Business Planning.*
 - *Software Training, the Power of Trade, Cross Sales and National Programs.*
2. Manuals including Jump Start, Getting Started, Business, Technical, and Sales manuals along with Video tutorials.
3. We outline your territory with potential venue partners, map them for you, and share the complete list to help you build your inventory to sell. We then take it a step further as **we have a venue specialist come to your market** a week after initial training to spend a few days with you building your venues and giving you hands-on, in-market experience.
4. Our initial training is a lot of information. We understand that our franchisees may not retain all of it and grow at different paces, so we continue your training with 1 on 1 weekly "touch base" meetings for the first 120 days.
5. Our team is here to support you (almost 24/7) with department leads in Technology (Simon), Field Operations, Creative, Sales and Venue training/support, along with general business planning.





BENEFITS OF OUR MODEL

NO BRICK AND MORTAR LEASE

No brick and mortar lease, or build-out to be tied to for a lengthy, and expensive, amount of time. Most of our franchisees manage their business out of their home.

NOT EMPLOYEE DEPENDENT

Build your market and scale your team as you need them. Build this business alongside your existing profession or add it to its portfolio of offerings. Of course we want you to focus on Social Indoor 100% of the time, but our system is designed so someone can keep their day job until they build the business to transition into it full time.

DIGITAL ADS

You are able to meet clients' needs in a matter of minutes for new content, offers and time sensitive materials. With our software, push of a button changes are a reality to help drive customers to one of our advertising partners. It also allows us to do short term packages easily. Think last minute, limited time, or event ticket sales push.

LIFESTYLE BUSINESS

We'll teach you the power of trade and how to offer customers an even better value while providing you additional lifestyle perks. Our franchisees have traded advertising for auto leases, office space, home improvement, HVAC for their house, tickets, golf, haircuts and more.

THE IDEAL CANDIDATE

Glad you asked! The ideal candidate will have:

- **An outgoing personality.** This is a relationship business built with venues and clients.
- **An eye for detail.** Making sure contracts and contacts are correct is paramount.
- **A sales background,** preferably media, but we can teach any willing candidate.
- **First-hand knowledge** of their market they wish to enter. Local relationships help you ramp up faster.
- **Willingness to follow a system** and to learn from the best. We've done the heavy lifting, use our systems and processes to build your future.

If you like engaging with people, working with the best brands, creating relationships for the long term and building a business to benefit your venues, your advertisers, and yourself...This concept is for you.



A SOCIAL BUSINESS

If you like going to restaurants, meeting new local businesses, and growing local contacts of business owners and prospects and friends, this is a great fit for you. If you've sold or are selling any digital or print advertising like local newspapers, magazines, radio, cable, coupon and digital magazines, this is a great compliment to that role as your contacts are ideal clients of our business. If you are currently a beverage distributor sales reps or restaurant manager, someone that has knowledge of local venues and businesses, this is something you should explore further.

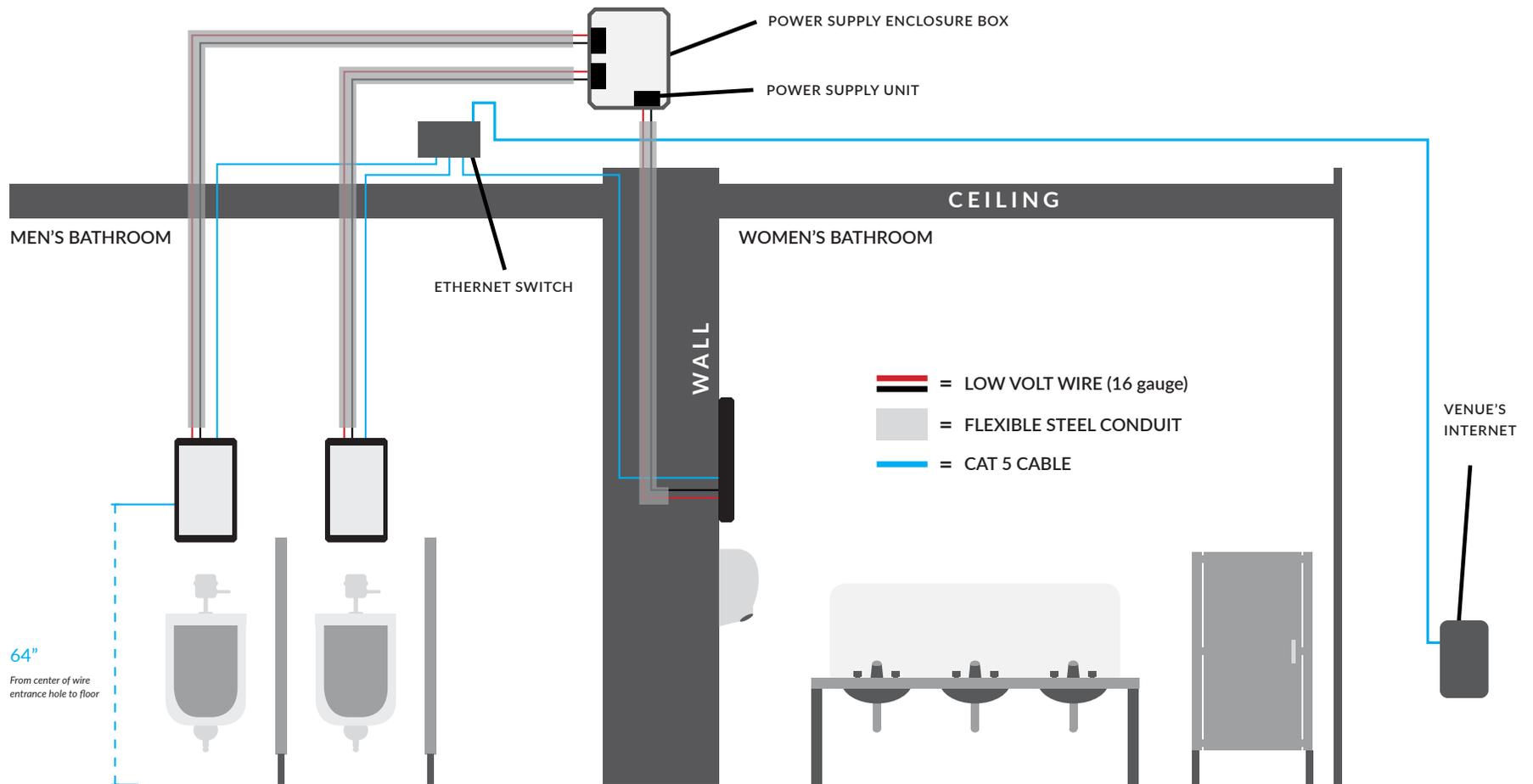
We have a system to find the right candidates for this exciting opportunity. The best thing we can do for each other is ensuring the opportunity is right for you and for us.

Our process should take 30-90 days from initial information to your decision to become a franchisee. We will not rush you, as everyone moves at a different pace.

Our process is outlined on page 13.



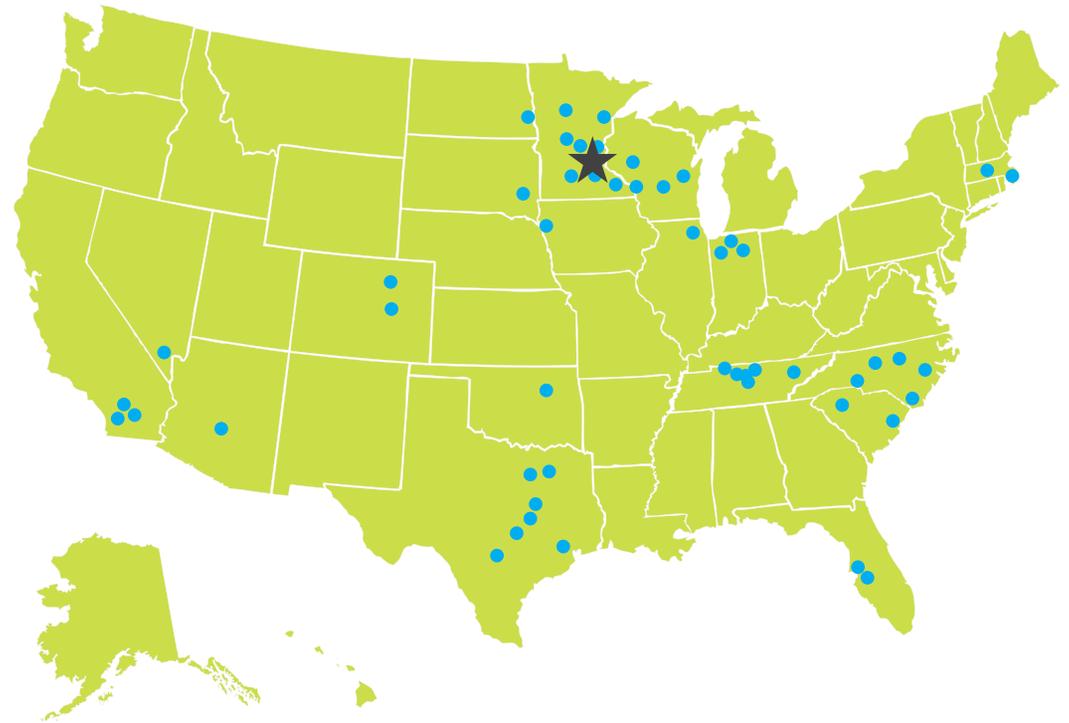
STANDARD DIGITAL VENUE INSTALL DIAGRAM



FRANCHISE MARKETS

Scottsdale, AZ
Temecula, CA
Palm Springs, CA
Riverside, CA
Fort Collins, CO
Denver, CO
Tampa-Lakeland, FL
Tampa-North, FL
Sioux City, IA
NW-Chicago, IL
NW-Indiana, IN
Fort Wayne, IN
South Bend, IN
Worcester, MA
South Boston, MA
Minneapolis, MN ***
N-Twin Cities, MN
NW-Twin Cities, MN
NE-Twin Cities, MN
SE-Twin Cities, MN
Mankato, MN
Rochester, MN
Saint Cloud, MN
Duluth, MN
Bemidji, MN
Brainerd, MN

Raleigh, NC
Greensboro, NC
Greenville, NC
Charlotte, NC
Wilmington, NC
Fargo, ND
Las Vegas, NV
Tulsa, OK
Greenville, SC
Myrtle Beach, SC
Sioux Falls, SD
Clarksville, TN
Nashville, TN
Knoxville, TN
East-Nashville, TN
Hendersonville, TN
Murfreesboro, TN
Dallas-Fort Worth, TX
San Antonio, TX
Temple, TX
Austin, TX
Houston, TX
Chippewa Valley, WI
Madison, WI
Appleton-Green Bay, WI
La Crosse, WI
& many more to come!



AND THE NATIONAL FOOTPRINT CONTINUES TO GROW...

An ideal Social Indoor market is an area with a minimum population 150,000.

★ = Headquarters ● = Franchise Market

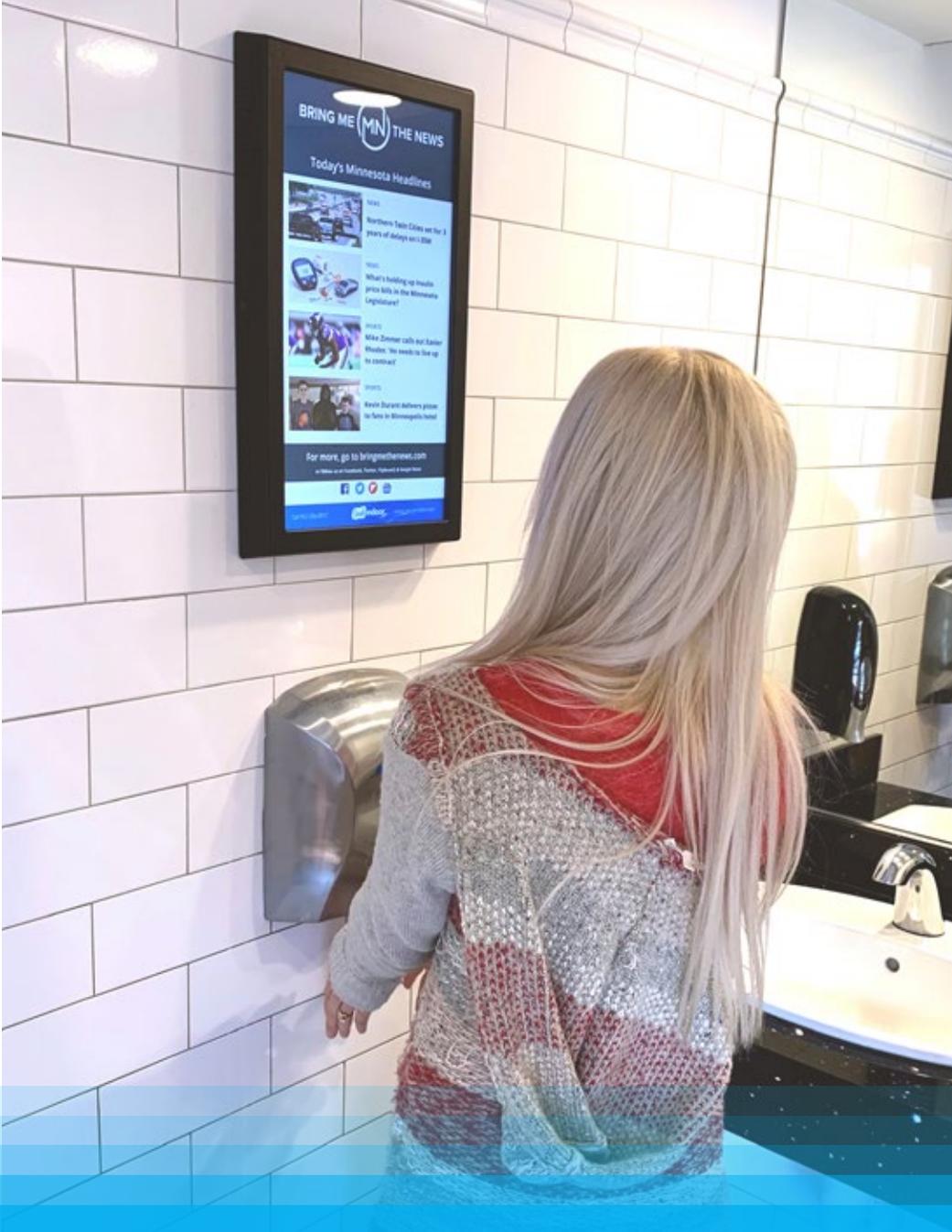
THE PROCESS

You've taken the first step by reading this far. From candidate to Franchisee, our approval process looks something like this:

1. Initial Information (you are here!)
2. Confidential Profile instructions below
3. Telephone consultation
4. Disclose you on the FDD (Franchise Disclosure Document)
5. Follow up phone consultation to review any questions
6. Make a decision to attend Discovery Day with us and our founder
7. After Discovery Day, work with our franchise team to review and determine the territory for you, and you will be sent our franchise agreement
8. There may be federal or state mandatory waiting periods before you can join Social Indoor so we will set up a franchise contract signing for you at the appropriate time
9. Once signed, our training team sets up on-board training here at our headquarters

If this continues to sound good to you and you would like to know more, please complete the confidential profile on socialindoor.com and it will automatically be sent to us.

justin.tolle@socialindoor.com || 952-800-1909



We offer you a chance to be
A PART OF THE EXPERIENCE.

TESTIMONIALS



The training was enjoyable yet constructive, and the information I learned that week I use today in growing my business... Every person I've called on for help or support has been more than happy to take time out of their day to coach and help me... The support and the people of Social Indoor are second to none, and I consider myself fortunate to be a part of such an amazing team, pushing an equally amazing product!

RACE JOHANNESOHN – Franchise Owner (Social Indoor of Nashville & Clarksville, Tennessee)



I love the business model of digital ads, it gives us a way to differentiate ourselves in the market and be extremely effective at meeting clients' needs. The system enables us to be very fluid and we can react quickly to changing needs of our advertisers. This also gives us the freedom & flexibility to work any time we want. The ability to work from home with very low costs is huge. We don't have the expense of employees or carrying inventory (two of the biggest headaches of a business owner). We are lean and efficient with low fixed costs and high profitability.

MIKE MUEHLBAUER – Franchise Owner (Social Indoor of Chippewa Valley, Wisconsin)



As someone who bought advertising for companies for many years, I immediately saw the value in this product. This is truly a lifestyle business, where I have developed many close friendships with both my venue owners and advertisers. Social Indoor has continued to evolve with the times bringing innovation and technology to the franchise markets. I can't imagine any other business opportunity that I would rather be a part of.

MIKE WHEELAND – Franchise Owner (Social Indoor of NW Chicago, Illinois)



JUSTIN TOLLE, VP of Franchise Development

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