



 **the networkers**  
connecting people with opportunities

meet new & like-minded people  
share, listen & learn  
experience business & personal growth  
enjoy a fun, supportive environment  
24/7 online collaborative community

Network  
Do what th  
give you a

# The Networkers™ Prospectus



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## The Story So Far

In 2009, after moving to a new city and starting a small business, Maria experienced the struggles that being a small business owner can bring. Isolation and stress led her to seek out connections with other like-minded business people. She joined networking groups, run by other organisations, and felt the empowerment that connection and support can bring to people. However, she was not satisfied with the groups she had joined and felt that there were opportunities that were being missed. This ignited a passion to create her own Business Networking organisation that could help connect and empower others.

Thus, in 2016, The Networkers was born. Maria started the organisation with the intention of creating a positive space where small business owners can come together to network, get support, and connect both socially and professionally. The original networking group in her local area quickly snowballed into many active groups across the Canterbury region. This rapid growth illustrated an intrinsic need for this unique form of networking which motivated Maria to turn her attention to other regions throughout New Zealand.

Since then, The Networkers have trademarked their name/brand and seen considerable growth across the country. Maria is now ready to share her success with likeminded franchisees who share her passion for empowering people, supporting small businesses, and community connections.

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## What We Do

The Networkers primary focus is establishing local business to business connections. We do this through the facilitation of one-hour small business meetings. They begin with a brief introduction and general group sharing, before a featured speaker delivers a 15-minute presentation, followed by members breaking out into smaller groups to network. At The Networkers meetings, small business owners can enjoy a coffee or some food, celebrate each other's wins, and connect with local small businesses that support their professional development.

As a social enterprise, The Networkers pride ourselves on being community focused. We support local non-profit and charitable organisations through different fundraising initiatives and gifted charity memberships so that they can get support and build relationships with local business communities. We also provide a range of membership and payment options so business owners can benefit from local support.

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## What We Offer

The Networkers offers flexible franchising options, depending on a franchisees capacity and goals.

A small territory can establish up to 5 groups that have weekly meetings. Franchisees can buy these smaller territories and facilitate meetings across the exclusive areas. Owners can expect to generate a full-time income by facilitating 4-5 groups per week.

Larger territories are also available, which support up to 10 groups and provide franchisees opportunity for larger networks and higher earning potential.

We provide franchisees with a business networking strategy that employs the best digital systems to help franchisees facilitate meetings and make the most of their connections. Training is provided around Xero, our custom-made systems, as well as detailed training manuals for facilitators that includes online, easily accessible teaching options.

Marketing responsibilities are split between Head Office and the franchisee, though most growth occurs via word of mouth. While it is important for Franchisees to be proactive about inviting visitors to their group/s, they can also expect to receive warm leads direct from our website and word of mouth referrals from members, who are rewarded through our referral system.

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## All About You

The ideal “The Networkers” franchisee is a someone who resonates with our core values and is passionate about supporting the local business community. Clear communication skills and the ability to professionally adapt to changes in the group setting are essential. No previous facilitation experience in running groups is necessary, but franchisees should enjoy networking with the members of their groups, facilitating meetings, and connecting with business owners.

Strong admin, organisation, time management, and phone skills will come in handy for franchisees, along with good listening skills, business experience, and enthusiasm. The Networkers franchisees get into the business because they value people, are dedicated to supporting small businesses, and passionate about helping people and businesses connect.

We want franchisees who share our vision, understand business development, and want to be a part of helping other business owners grow. The Networkers franchise is the perfect fit for a professional and energetic team player, who is proud to own their own business, maintain the brand, and represent their network.



# The Networkers Difference

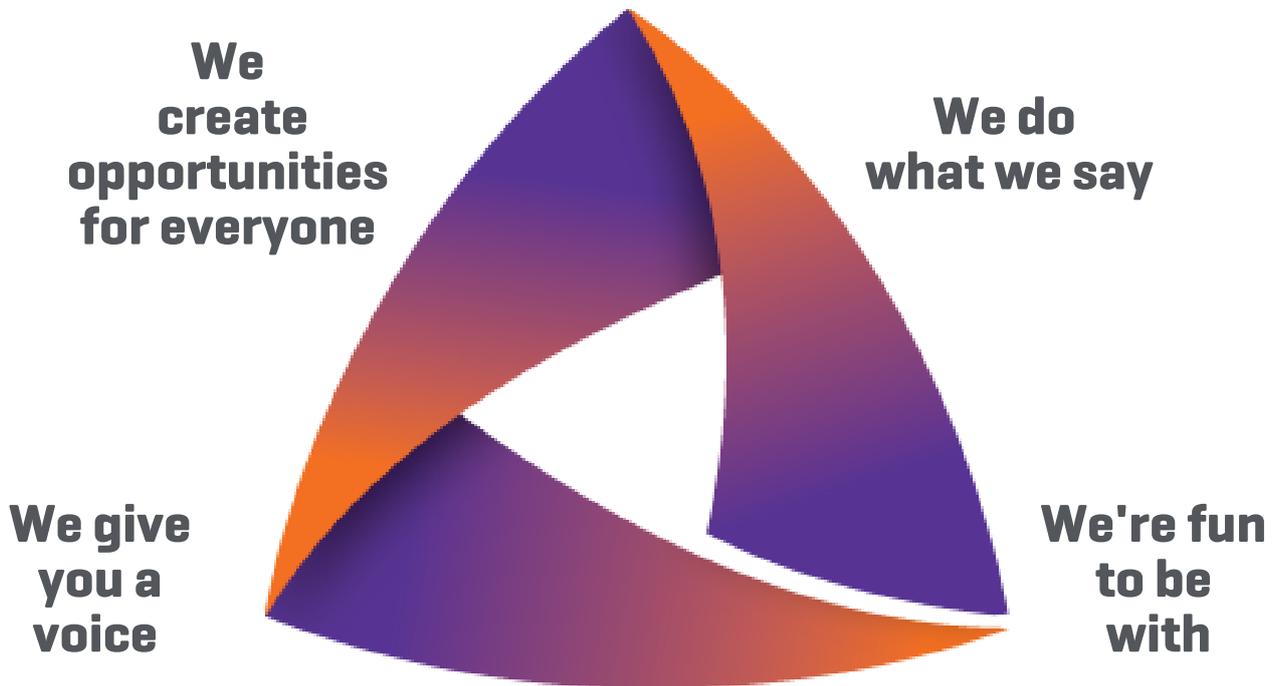
## Real Community Impact

By joining The Networkers, franchisees can make a real community impact. Our primary concern is business networking, empowering members to build their businesses, and encouraging local community involvement. By connecting different owners and industries, as well as not for profits and charities, The Networkers have the unique opportunity to make a tangible difference in their local community. Franchisees are offered the chance to run a successful enterprise that is impactful to the community, and is as rewarding personally as it is financially.

## Make meaningful connections

The Networkers meetings are a fun and light-hearted way for local business owners to connect, learn, and grow their businesses. Having a diverse network with different levels of experience allows people to get guidance, learn innovative things, and help others in their ventures. Most importantly, these meetings offer a chance for small business owners to meet with other people who understand their unique challenges, network with peers, and achieve their goals.

# Our Values



## Our Mission

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Connecting business people with opportunities so they can build connections, strong relationships, and flourish within a local network.

## Our Vision

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Bringing together heart centred businesses in supportive and collaborative networking groups throughout New Zealand.



## The Business Model

Our business model is tried-and-tested, having been refined over years of successful operation in different regions throughout New Zealand. Designed to propel the growth of new franchisees, the Networkers model is simple, straightforward, and profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.

## Getting Started

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own business networking operation means you are part of a collaborative team who will help you succeed. If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.