



**urbanAir**  
ADVENTURE PARK

# Discovery process.

The goal of the Urban Air Discovery Process is for you to learn more about our franchise system while our team discovers who you are and what you are trying to accomplish by owning your own business. Our mission is to match the goals of qualified individuals with the Urban Air opportunity using a Discovery Process based on integrity, knowledge and respect.

The Discovery Process can last between 60 and 90 days. As a new franchise owner candidate, we expect you to be able to make a decision and sign a franchise agreement within this timeframe if you are awarded a franchise. Making a choice, however, does not equate to "opening the business." The decision at this point is to become a business owner and join the Urban Air network as a new franchise owner. Dedicated team members will ensure that you are well-equipped as you begin to market your new business.

## ***For Franchise Information, contact:***

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**GOALS, OVERVIEW & YOUR DECISION CRITERIA**

**BRAND REVIEW**

**REQUEST FOR CONSIDERATION**

**INTRODUCTION TO FUNDING PARTNERS & TERRITORY ANALYSIS**

**BUSINESS REVIEW OF FDD**

**ATTEND DISCOVERY DAY EVENT**

**FINAL FRANCHISEE & FINANCIAL VALIDATION**

**SIGN FRANCHISE AGREEMENT**

[urbanairfranchise.com](http://urbanairfranchise.com)

## 1 GOALS, OVERVIEW & YOUR DECISION CRITERIA

We will begin working together to understand your background, experiences and what you're seeking to accomplish. This includes thoroughly exploring your personal and professional needs, your projected fit within the Urban Air network, your timeline and your investment range. During this time, we will discuss any questions or concerns you may have as well.

## 2 BRAND REVIEW

We will review an in-depth presentation about the Urban Air vision, objectives and the unique value proposition that our franchisees offer to clients. This is where we have a mutually open and honest dialogue to determine whether it makes sense to continue the discussion. Here, you will get a clear picture of our business and culture, and learn the profile, style, character and habits of a successful franchisee. If we both elect to move forward, we will schedule your next steps and establish firm timelines.

## 3 REQUEST FOR CONSIDERATION

The confidential, non-binding application demonstrates to us that you are serious about exploring this opportunity and want to learn more about franchising with Urban Air. There is no obligation or commitment to invest at this point.

## 4 INTRODUCTION TO FUNDING PARTNERS & TERRITORY ANALYSIS

Urban Air has small-business lender relationships in place, and can help you understand the funding environment, what to expect, and the different options that could be available. We will make introductions with our funding partners, who can assist you in completing their processes. During this step, we will also review the Urban Air territory selection process and provide you with a detailed territory analysis customized for your area.

## 5 BUSINESS REVIEW OF FDD

The Federal Trade Commission requires us to provide you with a Franchise Disclosure Document, which we will subsequently

review with you. This review will be a comprehensive information outlay, covering our company background, management team, a detailed breakdown of the total investment, a full list of current franchisees, our company financials and more. We want to make sure you fully understand every aspect of the business and our mutual obligations. It is also critical that we document your selection criteria and ensure that Urban Air is the right fit for you. Then we will schedule our Discovery Day event at our headquarters in Bedford, Texas, and assist in your travel arrangements.

## 6 ATTEND DISCOVERY DAY EVENT

This is your opportunity to meet our entire Home Office team in person and ask any remaining questions. You will be immersed in the Urban Air culture and learn the ways the corporate team can help you accomplish your goals through small business ownership. This is a full day event and we encourage you to bring your spouse, business partner or any others who will be involved in your business.

## 7 FINAL FRANCHISEE & FINANCIAL VALIDATION

Once you have attended Discovery Day and received an award letter, you will have the opportunity to speak with franchise owners, members of the Urban Air network and anyone else for final due diligence. Afterward, we'll discuss next steps with your Franchise Development Director and schedule the signing of your Franchise Agreement.

## 8 SIGN FRANCHISE AGREEMENT

Congratulations! You have completed the Discovery Process and are now a member of the Urban Air family. Upon receipt of the signed Franchise Agreement and initial fees, we will schedule a hand-off call with our On-Boarding and Operations team within one to two days. This call starts the new franchisee on-boarding process and establishes a schedule for training and planning for a successful launch. Our dedicated team members will ensure that you are well-equipped as you begin to market your new business.

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