





We're always on the lookout for new Hubbies to manage the ever-growing demand for our handyman services. But before making a commitment, it's important that everyone's confident they've made the right choice for the long-term.

This prospectus will give you a broad understanding of the Hire A Hubby (HAH) concept.

It outlines what it takes to be a good Hubby, and takes you through the process of becoming your own boss with us. It also covers our ongoing support and the finances involved.

One of the things you'll find makes Hire A Hubby such a strong franchise operation is our experience. We've refined the way we work since 1996 to become Australia's most successful handyman franchise business. That experience, as well as our continued development helps make Hire A Hubby such a safe (and profitable!) option for someone who wants to become their own boss.

Naturally, we can't cover everything here. So if you have any questions after looking through this, or want to take things further, get in touch.



BRENDAN GREEN Ceo



Hire A Hubby is a specialist handyman service providing property maintenance and project management services to customers in the domestic, property management and commercial markets.

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THE HIRE A HUBBY STORY

The idea came innocently enough. It was 1994 in suburban Melbourne. Knowing that he was a good home handyman, a friend of the founder's wife literally asked if she "could hire your hubby".

Realising more and more people were outsourcing their property maintenance, Hire A Hubby was founded.

Since then the concept has been continually refined, developing the processes and operational support to provide structure and success from day one.

As such, Hire A Hubby has gone from strength to strength. There are currently over 300 individual Franchisees across Australia and many more in England and New Zealand. And while competitors have launched in our wake, we remain the clear leader in all our markets.

WE'RE AUSTRALIA'S LEADING PROPERTY MAINTENANCE FRANCHISE ORGANISATION – AND WE'RE GROWING



OUR MARKET

As society changes, our market grows.

Important marketplace shifts have happened across the developed world, with Australia being no exception.

These shifts include a greater proportion of the population without handyman skills who now rely on property maintenance services, time poor people and families who don't have the ability to complete maintenance tasks themselves, and home owners continually wanting to improve their property during different stages in family life.

Together, they create a demand so strong we need to expand in order to service it.

OUR CUSTOMERS

Our key customer groups include:

- Residential, such as:
 - Young families with regularly changing needs
 - Professionals with high levels of disposable income
 - Unskilled people who don't have the tools or knowledge to complete handyman tasks
 - Elderly customers with physical limitations
- Property managers & real estate agents
- Retail customers
- Business estates, factories & warehouses
- Individual businesses

On larger jobs, Hire A Hubby often become the client's project manager, making sure the right people and processes are employed at the right time. This is an increasingly important part of our work.



HOW IT WORKS

WHAT WE DO IS MAINTENANCE, What we offer is Convenience and reliability

Franchisees are our backbone. Practical people with a passion for DIY, they run their own business with the security and support of Australia's bestestablished and most successful handyman franchise operation.

SIMPLE SOPHISTICATION

The fundamentals are straightforward. When a Franchisee buys a Hire A Hubby franchise, they choose a dedicated territory.

Work is allocated through a centralised phone and online service. And from the initial contact through to finishing and billing for the job, the customer belongs to the Franchisee.

All bookings, quotes and follow-ups are logged onto our Hub e-Connect (HEC) cloud customer management system, making it simple to manage your business.

CONVENIENCE

While we provide a huge range of handyman and maintenance services, what we really offer our customers is absolute convenience.

Our customers have the convenience of a single phone call to their local Hubby for any type of work. And in turn, our Hubbies can call on specialised tradespeople such as plumbers/ gas fitters, electricians or builders if required. We provide a true 'one stop shop' for domestic and commercial customers.



HOW IT WORKS

WIDE-RANGING SERVICES The range of services we offer includes, but isn't restricted to:

CARPENTRY

Carports Decking & Pergolas Floor boards Ramps Repairs & maintenance Window repairs General finish carpentry Disabled access handrails Bookcases Built-in furniture

CLEANING/HIGH PRESSURE

Home & domestic Office Windows Tile & grout Brick cleaning Paver cleaning Driveway clean & reseals Exterior cleaning Graffiti removal Industrial high pressure Gutter cleaning Insulation cleaning

RENOVATING/FITOUTS

Kitchen renovations Bathroom renovations Disabled access Office fitouts Project management

GLASS

Glass brick laying Glass replacement Mirror installation Window repairs

OUTDOOR

Bricklaying (general) Concreting (general) Landscaping (general) Painting – exterior Drip irrigation systems Rubbish removal (mini skip, trailer loads) Roof tile repairs Gutter guard (leaves) Shadesail installation Outdoor blinds Tinted & clear PVC roofing Furniture (BBQ, timber bench, timber table)

DOORS & WINDOWS

Installation of doors & jambs Bifold doors Fly screens French doors Security Sliding doors Animal doors Whole window replacement Locks General maintenance to garage doors

INDOOR

Floor & wall tiles Screed base Install/supply & install skylights Reseal showers Insulation installation Painting – interior Dry wall plastering Partitioning

FENCING & GATES

Gates

Picket fence (steel & timber) Pool fencing Steel/Colourbond® Temporary fencing Timber fencing Painting Flooring Floor sanding Floating timber Install strip flooring Timber floor repairs Wooden staining

OTHER

Harness anchor points Wrought iron installations General welding Light bulb supply & installation Vermin pest control

WHY IT WORKS

INCOME GUARANTEE

We're confident that when a new Hubby starts, they'll make money. So much so, we offer an Income Guarantee. This gives Hubbies and their families the peace of mind and security they may need in the early stages of starting a new business. Find out more in the Franchise Package pages in the appendix.

OPERATIONAL SUPPORT

Even though individual Hubbies are running their own business, they enjoy full Operational support from Head Office and the Hire A Hubby network. From the day a Hubby starts, a dedicated Field Manager will be there to support them in all aspects of operations to ensure business success.

NON-COMPETING TERRITORIES

One of the keys to our success is that our Hubbies don't compete for work. Instead, with clearly defined territories and clear demographic data on each of those territories, they can share and co-operate for the benefit of all.

MARKET-LEADING INNOVATION

To maintain our leadership position over the long term, we regularly introduce new ways to support our Hubbies – whether it's in the field, or in the office. Recent innovations include our cloud-based customer management system (Hub e-Connect) and our admin relief service (Hub e-Admin).



WHY IT WORKS

OUR BUSINESS IS BASED ON THE PERFORMANCE AND Success of our franchisees, And we keep improving

THE STRENGTH OF A TEAM

While each Hubby is running their own business, they still enjoy the type of power that being part of a large, successful organisation provides.

From group purchasing discounts (on top of the trade discounts), to the support network, to seizing opportunities that wouldn't be available to someone operating solo, the strength of the team benefits every Hubby.

A COMPLETE BUSINESS PACKAGE

More than hammers and screwdrivers, Hubbies have everything needed to run a successful business in terms of systems, operations and tools. That includes Hub e-Connect, our sophisticated but easy to use business management system that takes care of all administration and includes a built-in accounting package.

CLEARLY-DEFINED PROCESSES

Starting on day one, every step has been thought out, refined and proven to provide a seamless, integrated offer that works efficiently and profitably for you. From demographic analysis to training, setting up, admin & ongoing support – everything is covered.

A POWERFUL BRAND

Hire A Hubby isn't just the bestestablished business of its kind in Australia, it's also the best-known. So much so that our name has almost become the default for domestic maintenance.

We work hard to maintain the strength of our brand. From marketing activities

at all levels to the way we deal with our customers, suppliers and even within our organisation – everything we do also improves our brand's standing.

And that makes it easier for us to do business.

ETHICAL ORGANISATION

Hire A Hubby is committed to driving awareness of men's health issues via the Prostate Cancer Foundation of Australia (PCFA). Our Hubbies have been donating \$1, from every job involved, to get a 'Man Van' on the road. The Man Van is a mobile information and awareness initiative, targeting key communities and travelling to relevant events.

Proudly Supporting Prostate Cancer Foundation of Australia



WHAT MAKES A GOOD HUBBY?

On top of loving DIY, we're after team players with customer service skills.

As you'd imagine, hand skills are just the beginning. To run a successful business, you'll need to have good time management skills, a strong customer service ethic, be a team player and be able to work to a plan.

Beyond these fundamentals, the type of people who make successful Hubbies come from a diverse range of backgrounds including, but not restricted to:

- Emergency services
- Transport and Logistics
- Service staff
- Education and Training
- Hospitality
- Military
- Corporate Management
- Banking and Finance
- |T
- Advisors
- Trades and Services

See how your current skills stack up by completing our Qualities and Attributes self-appraisal on page 17. WHAT ALL OUR HUBBIES HAVE IN Common is the desire and drive to run their own handyman business, with the security and backing of a successful franchise organisation



BECOMING A Franchisee

You don't need prior experience running a business. All you have to do is follow the steps.

CHOOSING YOUR TERRITORY

Once you've decided Hire A Hubby's right for you, the first step is to choose your exclusive territory. Each one is made up of a combination of suburbs.

Our demographic data and years of experience will help define a territory's minimum earning potential, based on household numbers, population statistics, household income levels and more.

We then assess the territory as a whole and categorise it based on its strengths and potential, as either Gold, Silver or Bronze. At the same time, we help you determine which category would suit you best (many Hubbies are far more comfortable in a Bronze or Silver territory for instance).

Find a full rundown of what each package includes on pages 15-16.





TRAINING

While you'll already have good DIY skills, being one of our Franchisees means running your own business. To help make sure you do so successfully, we'll make sure you're proficient and confident in all aspects of being a Hubby <u>before</u> hitting the road.

Induction Training is the first step. A two-week course at our dedicated training facility – it provides the initial platform of skills and knowledge that a successful Hire A Hubby franchisee needs.

In addition to your handyman training (and certification as appropriate), your Induction Training will cover:

- Pricing and quoting
- Tips of the trade insights into best practice in the field
- Customer service
- Local area marketing
- Training on the Hub e-Connect customer management system.

On completing this phase you'll head back to your own territory for a 'hands on' induction with the local Operations team, covering:

<u>Territorial Induction</u> – where you'll be introduced to key customer groups in your territory, including property managers and other regular, repeat business customers.

Forming Good Habits Program -

weekly monitoring of performance, including business reviews.

<u>Ongoing Mentoring</u> – on the spot support from your dedicated Field Manager, instant communication links to the HAH national network (where you can benefit from the experience of over 300 Hubbies and our Operations team), plus advice on new products, tips, techniques and events. As a Hubby, you'll never have to feel alone!

WE'LL MAKE SURE YOU HAVE All the skills required





SETTING UP

While you undergo training, we'll make sure you're set up properly. Everything is covered including equipment, systems, processes, van signage, local marketing materials and supply partners. Even your magenta Hire A Hubby shirts!

A point to note: as one of our Franchisees you'll enjoy the group buying power that simply wouldn't be available if you were 'going it alone'. This can mean significant savings to your business's operating costs in the following areas:

- Insurance
- Phone
- Advertising

- Hardware
- Equipment hire and purchase
- Fleet vehicle discounts
- Equipment financing

In fact, there are so many group and Franchisee discounts, it's best to ask before making any purchase to see what's available.

ADMIN

To ensure your Franchise remains efficient and profitable, it's crucial to keep on top of your business admin. To help our Franchisees, we've developed a sophisticated set of tools, including Hub e-Connect and Hub e-Admin, that make staying ahead of the game a straightforward task.

OUR ADMIN SYSTEMS Have a sophisticated Simplicity to keep you on the front foot

Hub e-Connect is our cloud-based customer management system. It gives you instant access to your client base, accounts, pricing, complete work history, as well as a detailed analysis of your performance. Which means that at any time, you'll be able to find out how well you are performing and find opportunities to improve. Best thing is, it's easy to use.

Hub e-Admin is our superior administration support team, that works in conjunction with Hub e-Connect. Simply dictate your quotes & invoices and receive a typed-up response within a few minutes.

Together, they'll leave you with more time at the end of the day for living!



ONGOING SUPPORT

As a Hubby, you'll always be supported and encouraged to make your business successful – and not just from your local management team.

THE HUBBY NETWORK

Our success relies on a strong and cohesive Franchisee network. That's made possible because we make it easy to share information, tips and ideas to help one another overcome challenges or take advantage of new opportunities.

There are plenty of formal as well as informal opportunities for that network to operate:

Quarterly franchise meetings – Run to a formal agenda, these introduce Hubbies to suppliers of key tools and products used, and to bring them upto-date with what's going on generally – an excellent networking opportunity.

<u>Cell group meetings</u> – A voluntary gettogether amongst Franchisees who live and work close to one another, these are a great way to share knowledge on local suppliers, swap information and tips on quoting and follow up, and quite often share resources – helping each other out on bigger projects where extra hands and skills are required.

Annual conference – This brings together the entire network from around the country. Not only is it used to update on what's happened in the year, it's the perfect opportunity to introduce new concepts, products and suppliers, provide insight into the market and discuss upcoming activities. With plenty of opportunity to network, it's also a time to celebrate, with our Franchisee Of The Year awards. **Business reviews** – A formal process conducted annually as a minimum, this is where the Operational Management Team review each Franchisee's performance against their business plan, and look at setting new goals for the following period. Designed to help you succeed in achieving your goals, Hubbies are encouraged to meet more frequently if they feel the extra assistance will enhance their results.

ONLINE

On top of our previously mentioned customer management system – Hub e-Connect, as a Franchisee you'll also be able to access a Chat Forum, Operating Manuals and Supplier Discount Information.



ONGOING SUCCESS

We've been growing since 1996 and have no intention of stopping now. The opportunity is there for you to grow with us.

DEVELOPING YOUR BUSINESS

Franchisees start out as a 'man in a van', working in their dedicated territory by themselves. However, over time, you may decide you want to maximise your return on investment (ROI) by growing your business.

We fully support our Hubbies who choose this path. By developing the 'You and Two' model, we've made it easier for a Hubby to increase their manpower for the on-site work, freeing up their time to pursue other opportunities.

These might include commercial and larger scale work that would simply not be possible for one person to take on.

Hubbies taking this route are really able develop their territory and improve their earnings. Best thing is, as it's <u>your</u> business, it's something you can look at in a timeframe that suits you.

CONTINUED SUPPORT

No matter how successful you become, you'll always enjoy the benefits of being part of the Hire A Hubby network. Even our long-term Hubbies need to know about the latest products and techniques and tips to help improve their business.

So we'll always be there in person, on the phone and online, to help you.





All the brochures in the world can't replace a good chat.

If you love DIY, are time organised and a team player, Hire A Hubby could be the business you've been looking for.

With growing demand, a proven track record and a clear path to success, the opportunity is there. While with ongoing training, support at all levels plus the income guarantee, so is the safety.

So if you're interested, these are the things you should do next:

MAKE SURE YOU HAVE ALL The information to make The right decision

STEP ONE

While it's all still fresh, write down any questions you may have about becoming a franchisee.(Don't worry if they seem small, obvious or silly – often those can be the most important ones!)

STEP TWO

Complete the self-assessment to see how your current skills stack up.

STEP THREE

Look through the package options to get a clear idea of where you're sitting financially.

STEP FOUR

Call us and arrange to come in and have that chat. Bring your partner too – it's an important decision that everyone needs to be happy with!

APPENDIX I FRANCHISE PACKAGES



BUSINESS SUPPORT

- Work with experienced franchisees on start up
- Quarterly franchise meetings
- Business assistance and reviews with support staff
- 4 day national conference

STATIONERY & PROMOTIONAL ITEMS

- 1000 business cards
- 500 DL generic 'Need A Hand Around the House' flyers
- 2500 personalised flyers
- 500 generic 'To Do' lists
- 10 property manager folders
- 10 community noticeboard flyers

BUSINESS TOOLS

- Discount tool deals
- Fleet vehicle discounts
- Discount paint supplies

COMMUNICATIONS

- Electronic job management system
- Ph 1800...24/7 call centre managing system
- Mobile phone package
- Family phone deals
- Franchise intranet forum
- E-marketing communications
- PayPal eftpos

WORK VEHICLES

- Vehicle signage
- Discount comprehensive insurance

ELECTRONIC EQUIPMENT

• Tablet PC

INSURANCE

- Public liability \$20 million
- 24 hour personal injury cover
- \$10,000 tools and equipment
- Illness income protection (optional)

UNIFORMS

Selection from the following:

COMPLETE BUSINESS PACKAGE

- Magenta polo shirts (min 5)
- Windcheater/sleeveless vest
- Wash and wear trousers
- Wash and wear shorts
- Jacket and hat

WORK OPPORTUNITIES

- Residential
- Real estate
- Commercial
- Retail
- Schools

INDUCTION TRAINING COURSE

- Quoting and pricing
- Hands-on practical training
- OH&S instruction and comprehensive manual
- Marketing your business
- Business training

APPENDIX I Franchise Packages

TERRITORY CLASSIFICATION

Some franchises have more earning potential than others. For this reason we've introduced a three-tier territory classification process.

These packages are based on the earning potential of that territory, reflected in both the initial investment and the ongoing monthly fees payable to Hire A Hubby.

Full details of the Bronze, Silver and Gold Package costs are on this and the following pages.

INCOME GUARANTEE

Designed to provide new Franchisees and their families with the peace of mind and security in the early stages of starting a new business, this guarantees the MINIMUM amount you will earn over your launch period:

COMPLETE BUSINESS PACKAGE

BRONZE PACKAGE FROM \$45,000

Income Guarantee	\$75,000
Average \$1,500 per week over 50 weeks	
Monthly management fee	\$762
Monthly Advertising/Communications/ Hub e-Connect Levy	\$406

SILVER PACKAGE FROM \$60,000

Income Guarantee	\$100,000
Average \$2,000 per week over 50 wee	eks
Monthly management fee	\$1,015
Monthly Advertising/Communications Hub e-Connect Levy	,/ \$406

GOLD PACKAGE FROM \$75,000	
Income Guarantee	\$125,000
Average \$2,500 per week over 50 weeks	
Monthly management fee	\$1,294
Monthly Advertising/Communications/ Hub e-Connect Levy	\$406

All prices shown include GST. Valid from 01/07/2018. Conditions apply and outlined at application.

APPENDIX II QUALITIES & ATTRIBUTES SELF-APPRAISAL



Do you have the qualities & attributes to become a Hire A Hubby Franchisee? The following form is designed to measure the individual attributes of every potential Franchisee. It is not a test, but rather provides an indication to you and to Hire A Hubby as to whether you have the qualities that are considered necessary to be a successful Hire A Hubby Franchisee.

Name:		Date:	
Address:			
City:	Country:	Postcode:	
Email:			
Phone (home):	Phone (work):	Mobile:	

SECTION 1: PERSONAL ATTRIBUTES

Please rate yourself using the following scale:

- 0 You have no aptitude for these skills whatsoever.
- 3 You are unsure of your skills but capable and willing to learn.
- 5 Your skills definitely qualify you.

SKILL	RATING (0,3 OR 5)
Polite and friendly	
Neat, tidy and well groomed	
Time management/organisational skills	
Problem solving	
Negotiating and customer generation skills	
Computer skills	
Personal Attributes TOTAL	
Personal Attributes TOTAL multiplied by 3 =	

SECTION 2: TOOLS

Tools which are generally regarded as standard requirements.

Please rate yourself using the following scale:

- 0 I don't own the tools and don't wish to buy them.
- 3 I am willing to buy the tools but need guidance on use.
- 5 Yes, I own the tools and I am competent in using them.

SKILL	RATING (0,3 OR 5)
Power saw	
Angle grinder	
Cordless drill	
Electric plane	
Electric drill	
Heat gun	
Orbital or belt sander	
Set of hand tools	
Ladder	
Personal protection equipment (PPE)	
i.e. safety glasses, ear plugs, safety boots, etc	
Tools TOTAL	

Tools TOTAL multiplied by 2 =

APPENDIX II QUALITIES & ATTRIBUTES SELF-APPRAISAL

EMAIL recruitment@hireahubby.com.au

(02) 9554 5651

SECTION 3A: TECHNICAL SKILLS

Please rate yourself using the following scale:

- 0 You are unsure of your ability to complete the task.
- 3 You have not done before although confident you can complete the task properly.
- 5 You have completed this task successfully.

SKILL	RATING (0,3 OR 5)
Mow lawns and do edging	
Prune shrubs and do gardening	
Clean up and remove rubbish	
Clean windows inside and out	
Clean stove and range hood/extractor fan	
Shift furniture around house	
Fit picture hooks	
Install door bell	
Install battery smoke detectors	
Replace light bulbs and fluorescent tubes	
Replace fence palings and pickets	
Install new fence post	
Clean out gutters	
Put up curtain rails	
Replace mesh on flyscreen	
Technical Skills 3a TOTAL	
Technical Skills 3a TOTAL multiplied by 1 =	

Technical Skills 3a TOTAL multiplied by 1 =

SECTION 3B: TECHNICAL SKILLS

SKILL	RATING (0,3 OR 5)
Repair sticky door	
Install childproof locks	
Repair ceramic tiles	
Replace a sheet of glass in window	
Make and install lattice screen	
Install shelving	
Fit locks to windows	
Install and adjust kitchen cupboard hinges	
Replace damaged roof tile	
Install towel rail to tiled wall	
Install micro jet sprinkler system	
Replace roofing sheets on pergola	
Hang wooden gate on side of house	
Install new foldout clothes line	
Replace architrave around door	
Technical Skills 3b TOTAL	

Technical Skills 3b TOTAL multiplied by 2 =

SECTION 3C: TECHNICAL SKILLS

SKILL	RATING (0,3 OR 5)
Install dead latch to external door	
Install flyscreen door	
Install a new door and fit door furniture	
Erect garden shed	
Hang clothes dryer on wall	
Patch a hole in gyprock wall	
Repaint a room to professional standard	
Install box type air conditioner into a window	
Replace sash cords or balancers to windows	
Replace rotten floorboards with new	
Replace cladding on external wall such as fibrous cement sheeting	
Replace internal door jamb	
Lay a section of outdoor paving	
Replace laminate on section of bench top	
Work to Health & Safety regulations	
Technical Skills 3c TOTAL	
Technical Skills 3c TOTAL multiplied by 3 =	

Technical Skills 3c TOTAL multiplied by 3 =

SUMMARY SECTION

SECTION	YOUR SCORE	ACCEPTABLE	EXCEPTIONAL
1. Personal Attributes		84	90
2. Tools		80-84	85-100
3. Technical Skills (total from a, b, c)		360-389	390-450
COMBINED TOTAL of sections 1, 2 & 3		524-557	565-640

If any of the above figures indicate that you were below acceptable in ANY areas, it is advisable that you do not further pursue the possibility of owning a Hire A Hubby franchise. Should you have ALL AREAS ACCEPTABLE, you will be considered to be able to perform at the standard expected and you will likely do well as a Hire A Hubby Franchisee, although some areas may require additional training/work.

Should you have a combination of EXCEPTIONAL & ACCEPTABLE, you will be considered to have the potential to perform as an above average Hire A Hubby Franchisee. If all areas are EXCEPTIONAL, you would be a Hire A Hubby Franchisee of the highest standard.





The following application, together with the accompanying Qualities and Attributes form, has been created to provide information required when assessing the suitability of applicants. Please forward your completed forms by email to the address on the following page and our office will contact you to discuss your application. Alternatively, if you wish to discuss any aspect of our franchise opportunities, please contact our office during normal business hours.

Name:	ame: Date:		
Address:	ddress: City:		
Country:	Postcode:	Date of Bir	th:
Email:			
Phone (home):	Phone (work):	Mobile:	
Marital Status:	Children (please circle) /	If yes, how many?	Age of children:
Current employment:			
Brief employment hist	cory:		
Existing medical condi	itions or ailments that may impact on your ab	ility to perform handyman duties:	
How do you intend to	finance entry into the franchise system?		

Have you ever been bankrupt, made an arrangement with your creditors, or have you ever been a director or shareholder of a company that has been liquidated, had a receiver, manager or administrator appointed?

Have you ever been convicted of a criminal offence in the past 10 years? (please circle)

References

Name	Relationship	Contact Number

/

I understand that the purpose of this document is to assess my suitability as a Franchisee, and is in no way binding upon Hire A Hubby or myself.

APPENDIX III Franchising In Australia

While franchising as a business model has only been in this country for around 50 years, Australia's franchising sector continues from strength to strength.

According to the Franchise Council of Australia, the sector is estimated to be worth \$130 billion to the economy annually, employing around 600,000 people. It is well-regulated, well-educated and highly developed.

One of franchising's key strengths is that it provides people who want to start their own business a framework and the tools to succeed – not just at their job but as a business – compared to if they were operation completely independently.











