



Child Development Centers

childcare

engagement

collaboration

partnership

Art of entrepreneurship

**Financially Prosperous. Personally Fulfilling.  
Discover the Art of Entrepreneurship.**

888.249.8427 | [www.discoverypointfranchise.com](http://www.discoverypointfranchise.com)

# The Right Franchise Fit

## A TURNKEY FRANCHISE

We oversee site selection, center construction, licensing, and training. When you open, everything is included – from cribs to curriculum... from puzzles to printers.

## A REAL ESTATE INVESTMENT

You can own your center's building and land, providing greater investment security and long-term equity benefits.

## CONTINUOUS CORPORATE SUPPORT

Our experienced team is available for operational and marketing support. In addition, we provide regular quality assurance support visits.

## BUSINESS AND OPERATIONS TRAINING

We provide four weeks of intensive classroom and onsite new owner training. We also guide you through the state licensing and accreditation process.

## NATIONALLY RECOGNIZED CURRICULUM

We partner with industry leading Creative Curriculum® by Teaching Strategies to provide quality instruction. We also offer ongoing teacher and staff training.

## BETTER QUALITY OF LIFE

You get to set your own weekday hours, and many franchise owners run their businesses with family members and have their own children enrolled.

## FRANCHISEE CRITERIA

- Demonstrate enthusiasm, drive, and passion for children and community
- Willing to serve as day-to-day center operator
- Minimum cash requirement of \$500,000
- Minimum net worth of \$1.5 million
- Local market knowledge and investment in community





At Discovery Point, we are educators at heart. The children in our centers have daily growth in language, science, math, creative art, and social skills. We believe that these elements are also the foundation in business entrepreneurship as well.

There's a science to knowing how your company's moving parts work together – especially in a role where you are responsible for nurturing young minds and supporting active parents. We provide the proven model but you set the tone and vision for your individual center. The result is a network of owner partners, each raising the quality of care and education in their communities.

We call it the Art of Entrepreneurship. We deliver an unrivaled franchisee support system, a whole-child approach to instruction, and strategic guidance into integrating our brand and your presence in the local community. In the end, you own a business delivering your own personal vision of quality childcare, but you are never without the support of our industry leading team.



## About Us

In 1988, founders Cliff and Diane Clark saw a need for high-quality child development centers near their home in metro Atlanta. Diane, a professional educator with decades of experience, understood that children need to know they are loved and cared for before effective learning can take place. The Clarks opened the first Discovery Point childcare center with a commitment to meeting each child's individual needs and learning style. We've grown into a strong network of centers that stretches across the Southeast with plans to expand further.

# 10 Steps to Opening Your Own Discovery Point

- 1 Complete and submit an online inquiry form at [www.discoverypointfranchise.com](http://www.discoverypointfranchise.com)
- 2 Conference call discussion with Discovery Point Franchise team
- 3 Complete qualification report and background check; receive and review FDD
- 4 Schedule and attend a Discovery Day, which includes visits to area centers and introduction to corporate support team and current franchisees
- 5 Upon qualification, execute the Franchise Agreement and pay initial franchise fee
- 6 Partner with lender to secure financing
- 7 Participate in real estate and center location selection
- 8 Begin center construction and complete any state licensing requirements
- 9 Participate in four-week franchise new owner training
- 10 Host center grand opening with corporate support team in attendance

*Interested in a  
Discovery Day?*

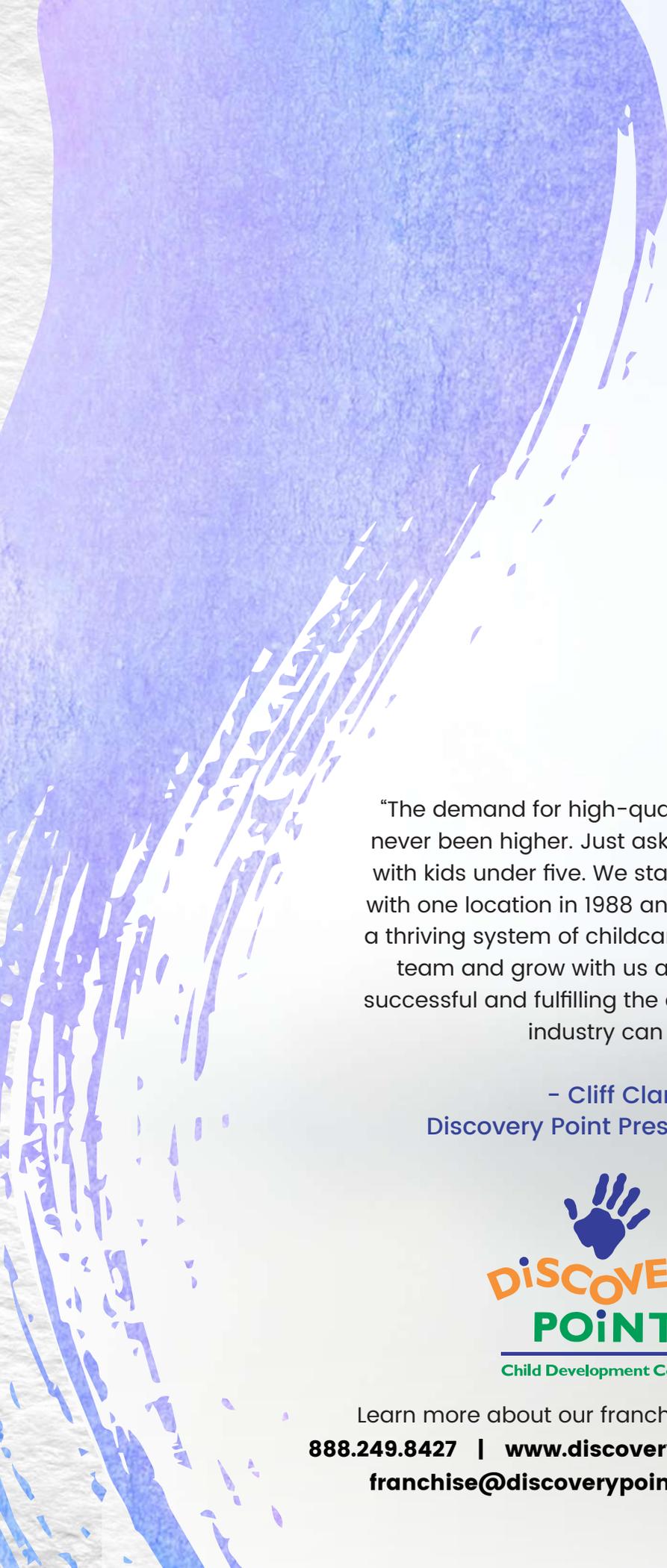
call 888.249.8427 or visit  
[www.discoverypointfranchise.com](http://www.discoverypointfranchise.com)



# Discovery Point Franchise Highlights

- Premium childcare brand with seasoned educational, operational, and marketing experts at the helm
- Child care for children ages 6 weeks to 12 years
- On average, centers are licensed for up to 230 children
- Franchisees determine tuition and enrollment fees
- Flexible educational curriculum to meet individual needs
- Long-term franchising agreement of 20 years with renewal options
- Fixed-rate franchise fees
- Strong one-on-one relationships with corporate staff and franchise owners
- Reduced advertising and royalty fees for the first 12 months
- Comprehensive initial and ongoing training program
- Single- or multi-unit franchise opportunities
- Marketing support including center-specific website
- Available locations in top-performing markets





“The demand for high-quality childcare has never been higher. Just ask anyone you know with kids under five. We started the company with one location in 1988 and we’ve grown into a thriving system of childcare centers. Join our team and grow with us as you learn how successful and fulfilling the childcare franchise industry can be.”

- Cliff Clark,  
Discovery Point President & CEO



Learn more about our franchise opportunities:  
**888.249.8427 | [www.discoverypointfranchise.com](http://www.discoverypointfranchise.com)**  
**[franchise@discoverypointfranchise.com](mailto:franchise@discoverypointfranchise.com)**