

# FRANCHISE SUCCESS

## BLUEPRINT

Your personalised roadmap for owning a profitable Little Boomers franchise that ignites your passion, without working more than 5 hours per day\*.



# MEET THE FOUNDER BEHIND THE LITTLE BOOMERS BASKETBALL BRAND

Emile has been playing competitive basketball since he was 12 years old.

In 2018 he went to America to compete in various basketball tournaments and competitions in front of college scouts.

After completing his Bachelor of Sports & Exercise Science degree at the University of Technology Sydney, combined with his extensive basketball experience in the U.S, Emile started Little Boomers Basketball on May 1st, 2018.



**EMILE KOOREY**



# INVESTMENT HIGHLIGHTS



INVESTMENT UNDER \$60K



LOW OVERHEADS & NO LEASING / SALARY COSTS



TIME EFFICIENT - OPERATE IN LESS THAN 5 HOURS / DAY



HIGH RECURRING REVENUE THROUGH RE-ENROLMENTS



144 AVG ENROLMENT PER FRANCHISE LOCATION



5 FRANCHISEES EXCEEDING \$100,000+ GROSS REVENUE



HIGH CUSTOMER LIFE TIME VALUE



# 2025 HIGHLIGHTS



9 NEW FRANCHISE LOCATIONS LAUNCHED



6 FRANCHISEES TURNED OVER \$100,000+ IN REVENUE



9500 KIDS PARTICAPTED IN OUR TERM BASED PROGRAM



154 AVG ENROLMENTS EACH TERM PER TERRORITY



2 FRANCHISEES BECOME MULTI-UNIT OWNERS



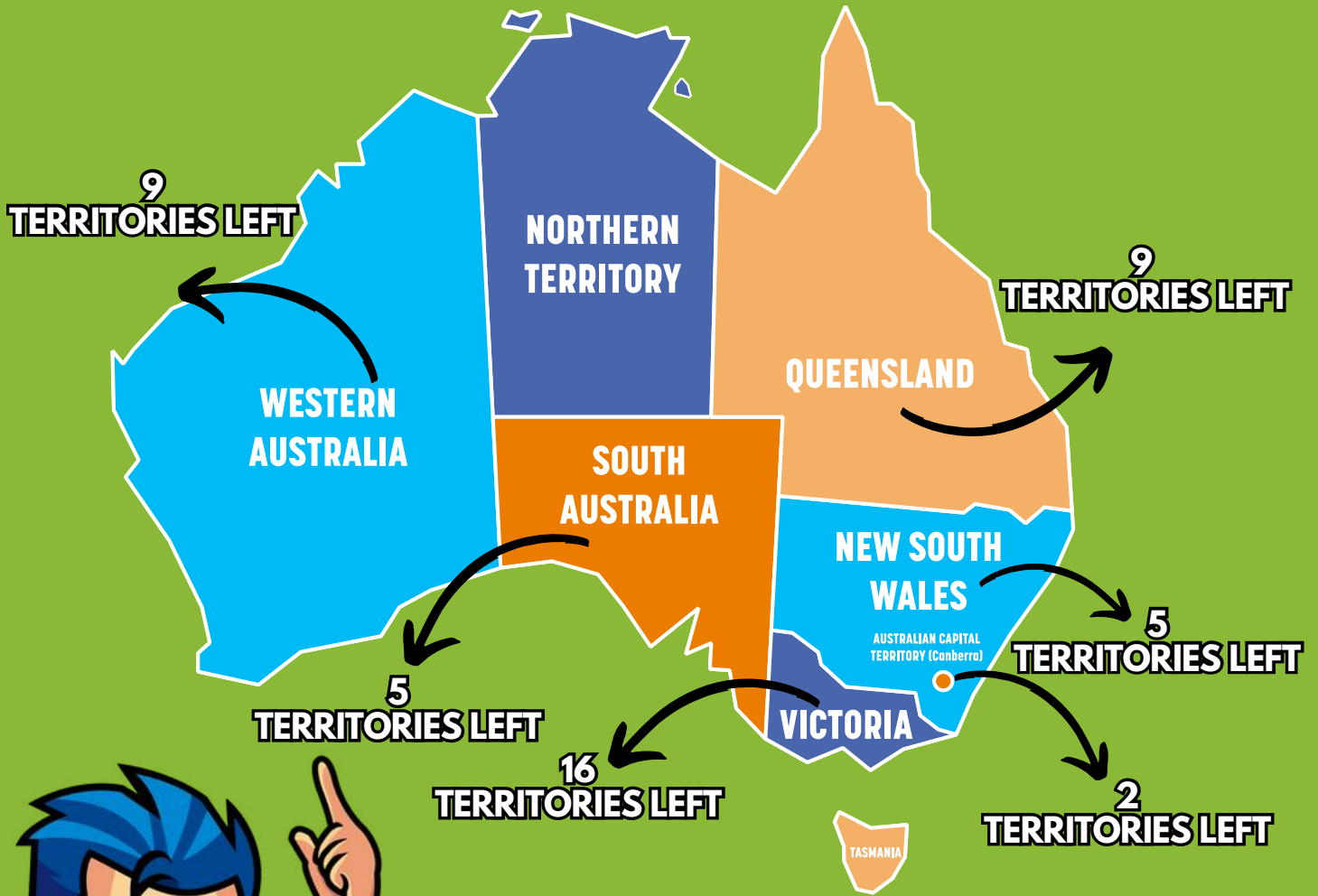
3 FRANCHISEES WITH 300+ STUDENTS PER TERM



RECORD GRAND OPENING LAUNCH WITH 75 ENROLMENTS



# TERRITORIES AVAILABLE



[VIEW MAP](#) >>



# HOW CAN YOU OPERATE A LITTLE BOOMERS FRANCHISE IN UNDER 5 HOURS PER DAY?



Over \$150,000 invested on creating easy to use backend systems for parents and franchisees

## Strong Systems



Classes run late afternoons and during the weekends

## Flexible Business Model



All "HOW TO" tasks have been documented with easy steps and training videos

## 100+ Document Checklists & Guides



Strategic pre-launch strategy that has performed consistent results

## Tried & Tested Formula



In house marketing team that takes care of online advertisements

## Online Marketing Done For You



Dedicated admin support team member to handle and forward you enquires.

## Full-time admin support

# Success Stories



## Meet Greg - Brisbane Franchisee

Greg was looking to invest in a business that had flexible hours so that he and his wife could take care of their family commitments, which was their biggest priority.



## Meet Edicen - Campbelltown Franchisee

For years, Edicen had the itch to start his own business. He was looking at dropshipping and various other business models, but none seemed to align with his passion. When he discovered Little Boomers, he and his wife immediately found the business model attractive and invested in their first location. After their first term, they have 60+ children enrolled already.



## Meet Luna - Parramatta Franchisee

Luna is a full-time university student, studying primary school teaching and our youngest Little Boomers franchisee!



## Meet Chris and Bek - North Sydney

Chris and Bek have a family of 3. For them, they wanted to invest in a business that works alongside their family commitments. The flexibility of our business model is what enticed Chris and Bek to invest in a Little Boomers franchise.

# WHAT'S INCLUDED WHEN YOU JOIN LITTLE BOOMERS BASKETBALL

## YOUR ROAD TO SUCCESS

- 90 DAY PRE-LAUNCH ROADMAP TO MAXIMISE RETURN ON INVESTMENT
- BASKETBALL EQUIPMENT PACKAGE
- HYPER-TARGETED MARKETING CAMPAIGN TO BOOST ENROLMENTS
- ACCESS TO 10+ WORLD-CLASS PROGRAMS
- ACCESS TO OUR ROLLOVER MEMBERSHIP SYSTEM FOR RECURRING REVENUE
- FULL-TIME ADMINISTRATION SUPPORT
- ONBOARDING AND RECRUITMENT OF STRONG QUALIFIED COACHES
- BOOMERVERSITY - ONLINE FRANCHISEE TRAINING PLATFORM
- SEARCH ENGINE OPTIMISATION TO RANK HIGHER ON GOOGLE FOR YOUR CLASSES
- IN-HOUSE DIGITAL MARKETING AGENCY TO GIVE YOUR BUSINESS CONSISTENT LEADS





# WHY LITTLE BOOMERS BASKETBALL?

**19**

CURRENT FRANCHISEES

**10**

REVENUE STREAMS

**50+**

"HOW TO" GUIDES

**300+**

GOOGLE REVIEWS

**80%**

RE-ENROLMENT RATE

**16K+**

KIDS SINCE 2018



# 7

**REASONS WHY  
OUR CURRENT  
FRANCHISEES  
INVESTED IN  
LITTLE BOOMERS**



## Flexible Business

Franchisees invest with us as our business model operates around their current schedule and commitments. This is because classes run in the afternoons and on weekends, granting that flexibility.

1

## Support & Mentorship

Franchisees expect full support and mentorship from us in categories such as programs, recruitment of coaches, marketing and ongoing day-to-day business activities.

2

## Extra Stream of Income

Franchisees like the idea of investing in a lifestyle business that is going to supply them with an extra stream of income for themselves and their family.

3

## Don't Want To Start From Scratch

Franchisees partner with Little Boomers Basketball to avoid the burden and difficulty of starting a completely new business from scratch. With us, they are investing in a proven business model with systems and processes, that we call the "secret sauce".

4

## Ignite Their Passion

Many franchisees partner with us because they feel "burnt out" from their current job and are looking to ignite their passion and fulfillment by performing more purposeful work that's good for the soul.

5

## Serve Their Community

Our franchisees are looking to invest in a business where they will play an active part in serving their local community. By offering a world-class sports program to their community, they are contributing to our mission of getting kids active one bounce at a time

6

## Brand That is Already Trusted

Franchisees want to invest in a brand that is already trusted by the public and has built up a tremendous amount of goodwill over time. People buy from who they trust.

7

# CASE STUDY

EDICEN - MULTI-UNIT FRANCHISEE

**CURRENTLY A FULL-TIME NURSE & FATHER**



**STARTED IN  
TERM 3, 2023**

**300 ENROLMENTS THIS TERM**

**8 COACHES**

**60 ENROLMENTS IN AFTER  
SCHOOL PROGRAM**

## What Could This Look Like in Your Area?

Estimate revenue per class using real costs and our proven model before taking the next step.

**USE THE  
PROFIT TOOL**

# FAQS

## How much is a Little Boomers Basketball franchise?

Because every territory and rollout plan is different, the exact investment is confirmed during the Discovery Call, where we walk through your goals, your local area, and what setup makes sense for you.call.

1

## When will I make my return on investment?

6 months – 1.5 years

2

## Can I own a franchise and still have a full-time job?

Yes, our flexible business model and efficient backend systems allow you to operate your Little Boomers franchise with a full-time job.

3

## Do I need basketball or coaching experience?

Nope! Our comprehensive training training will cover all the skills you need to operate a Little Boomers franchise.

4

## What locations are available?

We currently have locations available in NSW, QLD, VIC and ACT.

5

## I'm keen, what should I do next?

[Click here](#) to book a free discovery call with a Little Boomers team member.

6

## Would I need to coach?

You will have a team of coaches supporting you. All franchisees must be at their classes for the first two terms.

7

# NEXT STEP: BOOK A DISCOVERY

- Confirm whether Little Boomers is a good fit for you
- Walk through the current investment range and what impacts it
- Review territory availability in your area
- Talk through real-world timelines to launch
- Answer your specific questions around income, time, and support
- Decide together if it makes sense to move forward

**BOOK A CALL** >>

