JOIN OUR Franchise Program

Grow Your Business, Diversify Your Services & Be Global Without Extra Investment

www.itialuS.com
The Concept

ItialuS Franchise is a global network of outsourced service providers. Through well-established business relationships built on experience, insight and teamwork, ItialuS offers the perfect business solutions to match its clients’ local and global requirements.
Your Local Office for Global Business
ItialuS Services

ItialuS offers outsourcing service for a wide range of business needs and likewise provides management reporting to help business owners to make the right decision at the right time.

Accounting

Recruitment

HR Management

Management Advisory

Bookkeeping

Payroll
International Business Registration

International Trademark Registration

General Data Protection Regulation (GDPR) Compliance Consultancy

VAT Refund

VAT Registrations and Compliance

Manpower Outsourcing

WallPost ERP Software Solution
Upcoming Services

Assurance  Franchising  Tax Consultancy  Credit Control Service

Internal Audit  Risk Management  Corporate Finance  Governance & Compliance
International Network & Marketplace
Why Outsourcing?
International Trend

- 59% of business leaders cited cost cutting by using outsourcing processes
- $85.6bn the size of the outsourcing global market in 2018
- 95% of SMEs have adopted cloud technologies for outsourcing purposes
- 35% of America’s largest businesses now deploy accounting outsourcing and realized significant savings
Benefits of Outsourcing

- Seamlessly access new business opportunities and global markets
- Join a professional community of skilled consultants around the world
- Gain country specific advice and support for your international clients
- Grow your service offering with instant access to a global resource pool
- Utilize international resources to increase your cost efficiencies and competitive advantage
- Share knowledge and collaborate with likeminded professionals
Why Franchising

- Target sectors and clients previously unattainable
- Improve cost efficiencies with access to a global resource pool
- Advertise services to other members firms
- Attract businesses with international requirements
- Attract experienced staff through stronger international presence
- Improve client retention via a wider service offering
- Benefit from an International Brand image
- Enter new markets with the combination of local and international expertise
## Franchise Vs Traditional Business Model

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Franchise</th>
<th>Traditional Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Guidance</strong></td>
<td>Standardized processes and need-based guidance to the business is made available from the franchisor on all the aspects of effective management and operations.</td>
<td>No guidance available to the business, unless attained from external sources (consultants, mentors); generally on a paid basis.</td>
</tr>
<tr>
<td><strong>Marketing Material and Media Planning</strong></td>
<td>Centralized marketing and brand development activities undertaken by the franchisor leads to time and cost savings for the franchisee.</td>
<td>The entire process of branding, media planning and campaign execution is to be undertaken by the business as a self planned and driven initiative.</td>
</tr>
<tr>
<td><strong>Customer Base</strong></td>
<td>Investing in a franchise grants you access to an established and loyal customer base. Reaching international clientele is faster and less difficult to achieve via the use of a centralized global system.</td>
<td>It typically requires significant time and effort to build the brand reputation and correspondingly the customer base. The Franchisee can bypass the work that goes into marketing and branding a new, unknown business.</td>
</tr>
<tr>
<td><strong>Service Innovation</strong></td>
<td>The franchisor continuously invests in Research &amp; Development (R&amp;D) to expand the company's service offerings and capabilities.</td>
<td>Time, effort and money required for R&amp;D and launching a new service have to be borne by the business.</td>
</tr>
</tbody>
</table>
Values to Clients

Offer international services via a single point of contact
Adhere to International quality standards
Seamless financial advice
Offer more competitive fees in comparison to locally based firms

Fast response times via a well connected network
Easily facilitate overseas operations
Offer specialised international tax advice
International Vision

A target to become a top tier international professional network within 5 years

Achieve a strong and reputable global network able to deliver quality service around the world to international clients

Expand in size and capability by leveraging a larger range of services and investing in strong firms in major cities

Establish stronger interrelations by grouping firms into National umbrellas
Regional Strategy

1. Gain a widespread geographic coverage in tactically significant regions.
2. Develop a diverse portfolio of services supported by a highly qualified network across each Country.
3. Focus on high quality and efficiency.
4. Inspire collaboration and team work amongst all firms, with the objective to:
   • Build a full service capability with expertise in key sectors
   • Share resource availability to increase staff utilization
   • Implement an inter-office quality control and audit approach
   • Apply methods of expansion and recruit in new areas
5. Monitor regional development by the means of a Regional Executive Committee.
National Strength

National umbrella encompassing all initial offices, with a Development Plan designed to identify and focus on the areas needing the most support.

Visits from the Global Executive Director to assist offices in achieving their development goals.

Development efforts focused on strengthening the well-established country offices whilst building and expanding the new countries.

Strategically important countries are aligned to dedicated Executive staff to help lead their network expansion.
Types of Franchising

1. **Individual**
italicuS Global grants an individual or entity the right to operate a single franchise. At its discretion, italicuS may later grant the individual the right to operate additional franchises.

2. **Area Development**
italicuS Global grants an entity the right to develop and operate multiple franchised locations within a defined area. The franchisee must sign an Area Development Agreement plus a separate Franchise Agreement for each location under the Area Development Agreement.

3. **Master**
italicuS Global grants an entity the right to sell and support franchises on its behalf within a defined territory. Master Franchisee will be compensated with commission from a royalty fee collected from individual franchises sold by the master franchisee.
Types of Franchising

Franchise Agreement Terms
- Two terms; 3 years and 2 years
- The 5 year franchise is renewable 4 times, for a total of 25 years

The Initial Investment
- No Upfront Payment for Franchising Fee
  - For start-up businesses joining the franchise, 6 months office rental and efficient working capital is required in order to meet the minimum standards

Royalty Fee
- 7% of your gross sales, paid monthly

Territory
- InitialuS Global grants an exclusive territory on a case-by-case basis

Marketing Program Contribution
- 2% of your monthly gross sales to be invested in advertisement through our marketing agents
Franchise Support Programs

**Training**
- 5 to 7 days of training at a training center or a designated location
- Will pertain to administrative, operational and sales/marketing matters; it will also include a liberal amount of on-the-job training

**Operational Support**
- Ongoing training and support, including business operations, customer-service techniques, suggested pricing guidelines and administrative procedures

**Marketing Support**
- Advertising materials and strategies will be provided for the benefit of all members of the franchise network
- Consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop
Franchise Support Programs

**Accounting/Audit /Legal**
Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

**Internal Support**
The functional areas of training, franchisee communications and research and development are typically included in such a department.

**Ongoing Research and Development**
Continues to research methods and techniques for franchise operations that enhance unit-level profitability.

**Overall Program Oversight**
Management will provide the overall coordination and planning for the entire franchise system.
Network Services to Members Firms

- Assistance with business development and referrals
- Conferences at international, regional and national levels allow partners to share lessons learnt and develop new initiatives together
- Training workshops on technical and commercial subjects
- All business enquiries are transmitted internationally via the WallPost ERP Software
Started in 2015

Developed in 2016

Launched Telecom Partnership Program in 2019
WallPost
Core Modules

- Time Sheet
- Payroll
- Human Resources
- Customer Relationship Management
- Performance Analysis
- Finance
  - Accounting
  - Procurement
  - Inventory
  - Assets
  - Sales
- Task Management
- Operations (Industry Specific)
WallPost Industry Specific Operations Modules

- Property Management
- Law Firm
- Advisory & Assurance
- Restaurant
- Contracting
- Construction
- Professional Services
- Retail
- Manufacturing
- VAT Refund
SMIT International Telecom Operator Partners

Qatar

Jamaica
Activation Partnership Program

- Promote the co-branded WallPost Software to their corporate clients
- Sign SLA with the client and provide 24/6 support
- Pass these clients to itialuS local office for Activation and training
- Provide frontline support and guidance for a recurring commission
- Gain access to thousands of potential clients
Steps for Activation Partnership

1. Join itialuS Franchise Program
2. Become a WallPost ERP certified activation consultant
3. Conduct Activation workshops and group training sessions for new WallPost customers, in exchange for monthly reoccurring revenue
4. Offer your services to new customers and become part of global network
5. Convert the opportunities into multiple additional revenue streams
WallPost Activation Steps

Step 1
Client subscribes to 7-day free demo account via Telecom Partner

Step 2
Client account created and client data imported

Step 3
HR, CRM, Finance, Payroll and non default settings configured

Step 4
HR, CRM, Finance, Payroll and Task module training

Step 5
Go Live
## Revenue Sharing Opportunities

<table>
<thead>
<tr>
<th>Commission Type</th>
<th>Commission %</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activation</td>
<td>15% of total subscription costs</td>
<td>Monthly recurring</td>
</tr>
<tr>
<td>Reseller</td>
<td>10% of total subscription costs</td>
<td>Monthly recurring</td>
</tr>
</tbody>
</table>
International Partners Marketing Partner

Studio88 Services

Branding
Web Development
Social Media
Marketing Strategy
PR
Photography & Videography
Branding and Marketing

Letterhead
Logo
Business Card
Please Contact Us:

**Executive Director**

Melanie R. Aaron  
**e:** maaron@itialus.com  
**t:** +1949 556 8831  
**m:** +1949 394 7542

**General Manager**

Deni Oreški  
**e:** doreski@itialus.com  
**t:** +385 1 6460 822  
**m:** +385 99 809 1919
THANK YOU