

Be part of Epcot Career Solutions' success

...experience an inspirational FREE franchise solution

Mission

To provide unrivalled inspirational quality solutions for CV creation and wraparound services, initially in the UK and from 2020, globally, to the highest level of customer satisfaction at an exceptional price that will generate a sustainable income for the Franchisee.

Franchisees will use a state-of-the-art CV Building tool to create a professional quality base-line CV for students, graduates and jobseekers in the UK, in ½ hour, via a face-to-face service to clients and charge £15 if you are a Student Franchise Partner or £20 if you are a Career Franchise Partner (qualified Career Advisor / PSHE teacher working in education or Advisors helping jobseekers into employment), for every ½ hour consultation.

Once you have created the professional quality, base-line CV in 30 minutes, the vast majority of customers will want you to customise it for them, for an additional £15 - £20 for every ½ hour customisation. Career Franchise Partners, have the option to only provide a 1 hour CV service, whereby they create a professional quality, customised CV for the student, graduate or jobseeker.

Unique Business Concept



Our previous company created over 35,000 professional quality CVs in 9 years with a success rate of placing between 52% and 84% of jobseekers back into work (we placed over 5,000 jobseekers on benefit into employment in 2008/9, during a recession). We developed the Ultimate CV Builder tool after extensive market research and employer involvement with 11 HR managers working in 10 national and international companies, who told us what they really wanted to see in a CV. We beta tested the tool during an outplacement contract with a global paint manufacturer, ColArt, who made 156 employees redundant and placed 98% into employment over 9 months.

With this unique insight, you now have access to a tool which will produce a stunning high quality CV which can easily be tailored for every job your client wishes to apply for.

Have a look at our video guides to see how this unique and innovative CV Builder will give your clients the best CV they have ever had

Please take a look at our 5 minute Executive Overview video for a short demonstration of our CV Builder by clicking [here](#).

The major advantages of using our revolutionary CV Builder tool are:

- You can create a professional quality base-line CV quickly and effortlessly for the client in around 15-30 minutes and then customise it in the remaining time to reflect clients achievements, experience, transferable skills, as well as to every employment application, saving considerable time and effort
- At a truly exceptional, highly affordable price of £15 - £20 for a face-to-face service, for the first time every client will be able to receive a professional quality, base-line semi-customised CV worth up to £200
- It is the only CV Builder tool in the world that builds a complete professional quality CV using 11 customisable personal profiles, 300 key skills and attributes and over 1,500 job profiles
- 11 HR managers have produced job profiles and key skills approved and valued by employers and recruiters
- You can create several different types of reverse chronological CVs e.g.
 - Standard 2 page CV highlighting different jobs and experience
 - Management / Profession CV
 - IT/Technical CV
 - Graduate CV
 - Student CV

- You will have access to over 1,500 current professionally produced Job Profiles across a vast industry sector which can be easily customised to your clients' requirements
- You can choose from over 300 Key Skills and Attributes to effectively target every job vacancy
- You can easily customise and tailor the CV for every job giving the client a greater chance of being selected for interview
- Clients have free 24/7 access to their CV for life (all we ask for is a voluntary contribution of £2-£5, when they update their CV after a year), on our secure servers with up to 256bit encryption

Key Service Areas

- CV Consultant – create a professional quality, base-line CV within a ½ hour consultation, using client's login access details to our CV Builder tool, showing the client how to use the CV Builder tool, therefore the client can update their CV themselves. Offer clients the option for you to customise their CV for them, at an additional £15 - £20 for every additional 30 minute customisation.
- Interview Skills Consultant (30 minute session under development) – provide client with login details and walk-through site for 12 months access to 12 professional interview and career development videos, worth £60, as well as 20 minutes 1-2-1 interview skills
- E-learning Consultant (30 minute session under development) – provide client with login details and walk-through site for 12 months access to 100 professional e-learning courses, from a global elearning provider, worth over £2,000 and 20 minutes training needs analysis
- And other wraparound 30 minute services (to be developed)



Typical Environment

- Entirely up to you, this can be using the facilities at in your educational establishment, at home, in coffee shops, well known fast food restaurants, or anywhere that offers free Wi-Fi.

Optimum Performance

The key benefits of using the Ultimate CV Builder are:

- Ability to create and customise CVs for clients from different industry backgrounds thereby providing an expert service
- Frees up client's time to concentrate on job search activity
- Achieve excellent customer satisfaction reflected in repeat business for wraparound services to be implemented in 2020
- More confident and motivated clients working smarter on their job search
- Unique, differentiated range of over 1,500 current Job Profiles and over 300 Key Skills and Attributes to effectively target every job vacancy
- Creating a "one-stop" consultancy solution for all your clients' careers advice, CV preparation and employability support needs i.e. interview skills and e-learning, from 2020

Market Facts

In the UK, we spend £60+ an hour to have our car serviced by a main dealer; £100+ an hour for advice from an accountant or £200+ an hour for advice from a solicitor, however when it comes to creating one of the most important document, they are ever going to need, one which done properly, can open the right career opportunity or generate a substantial pay raise with a new employer, we are reluctant to invest up to £200 for a professional 1-2-1 CV writing service.

Our extensive research, highlights students, graduates and jobseekers (including parents) in the UK are willing to pay £15 to £20, for someone to create a professional quality, base-line CV for them, as well as show them how they can update the CV themselves. Approximately 42-72% of students, graduates and jobseekers (including parents) would pay an additional £15 to

£20 to have their CV customised, by the franchise partner. Career Franchise Partners, have the option to only offer a 1 hour CV service, whereby they create a professional quality, customised CV for the student, graduate or jobseeker.

At the Careers and Enterprise 'Joining the Dots' conference in July 2017, it highlighted 60% of students in the UK, wanted more CV and Interview skills (page 26 <https://www.educationandemployers.org/wp-content/uploads/2017/01/Contemporary-Transitions-30-01-2017.pdf>). Our findings over the last 7 years have highlighted, over 80% of CVs created by students, graduates and jobseekers in the UK are not to a standard employers value or appreciate.

The CV creation industry in the UK and globally, is broken down into 4 categories:

- Professional 1-2-1 face to face service, whereby professional CV writers are charging up to £500 to create a professional quality, customised CV. The vast majority of these independent freelance CV writers do a great job, however the client is still not able to update their CV to a standard the CV has been created
- Online CV writing companies, charging from £60 to £200 to create professional quality, customised CVs for clients, with additional charges for future additions to the CV. We are aware of a CV writing company, who uses offshore labour, creating a CV, using pre-built Job Profiles, which they customise, in under 30 minutes. Our findings highlight, generally, the higher the fee, the better the quality of the customised CV. Our franchise partners will create a customised CV to a standard, matching the best online CV writing companies.
- Online CV Builder tools (scams). We have conducted an in-depth investigation into what students, graduates and jobseekers in the UK and globally are saying are scams, whereby when clients search Google for the search strings 'free CV builder' or 'free CV template' the vast majority of the paid advertisements are stating, use their free CV builder tool or free CV template and create a CV in minutes; when in reality as soon as the clients wants to save the CV they created, often taking over an hour, they are provided with an option: either they pay to save their CV (as much as \$75 a year) or they will lose their CV. The Advertising Standards Authority have been made aware of the substantial revenue some of these organisations are making as a few have created over 1 million CVs.
- Online CV Builder tools which are genuinely FREE, however the vast majority of these free Tools, create a CV with a great structure, however provide no content i.e. Job Profiles, Key Skills, Profiles etc, which is what clients need.

The Work Programme launched by the Government in June 2011 has exceeded all it's referral targets, however the majority of providers are failing to address the problems that face jobseekers – not the lack of jobs, but the lack of the ability to stand out when applying for jobs with a great CV and thereby failing to be invited to the right interviews.

The National Careers Service is a UK government initiative to provide free careers and training advice to certain people; it is free but is poorly designed and, in our experience, the vast majority of clients receive ineffective and outdated advice. At Epcot Solutions (our previous company) our 9 year track record of placing between 52% and up to 84% of jobseekers into work, speaks for itself, as we provided a truly revolutionary government funded service (now rebranded National Careers Service) where our contract was terminated, as we created a professional quality, customised CV for jobseekers, instead of giving ineffective CV advice. Our 'best of breed' CV Builder tool has been developed to ensure every student, graduate and jobseeker in the UK reaches their full career potential.

In 2018, job sites are reporting application levels topping 30 jobseekers / graduates per vacancy. Many talented graduates and jobseekers in the UK are struggling to get interviewed for the jobs they aspire to because of their poor-quality CV.

Epcot Career Solutions have addressed this market failure by:

- Continually evolving a client centred consultancy service which is personalised for every customer
- Producing professional quality, customised CVs which are based on the demands and wishes of employers and recruitment specialists
- Providing seamless professional services using technology, and developing the world's finest CV Builder tool
- Producing further wrap around services including skills development through professional e-learning packages, and interviewing technique resources with the potential to surpass our independent case study of placing up to 98% of employees made redundant, into employment within 9 months, during a recession.

Why are we Franchising at no charge?

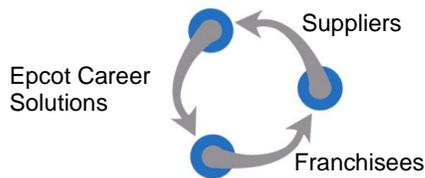
We want to ensure by the end of 2019, we have over 4,000 franchise partners in the UK, ensuring we help over 500,000 clients in the UK with a professional quality, customised CV. Franchising lowers the risks inherent in opening a new business because of:

- The expertise of an established Head Office team
- The marketing and sales expertise of Head Office team
- The first 4,000 franchisees that setup before 31st December 2019 will incur no franchise setup fees. In 2020, we will launch our full franchise offer, including the opportunity of using Regus serviced offices in over 3,000 locations, globally. From 2020, any new franchise partner will incur a franchise set-up fee, as we will provide in-depth training, support, as well as additional services.

Since 1984 NatWest has conducted surveys of franchising in the UK for the British Franchise Association. These have consistently shown that the success rate of franchisees is as high as 93%.

The Epcot Career Solutions Franchise System

The success of the Epcot Solutions franchise system will be enabled by the close co-operation of the 3 strategic partners, **effective 2020:**



The Epcot Career Solutions franchise system comprises:

- The business concept – a complete turnkey franchise solution
- A process of initiation and training in all aspects of running the business:
 - Business Management
 - Sales and Marketing
 - Finance Model
 - Human Resources
 - Health and Safety
 - Head Office virtual / physical visits
- A continuing process of assistance and guidance in operations, management and business support
- Local, national and global accounts and marketing (15% of Head Office revenue in the UK, will be re-invested into marketing)
- No franchise set up fee for the first 4,000 partners who setup before 31st December 2019

Epcot Career Solutions turnkey franchise will include:

- Software
 - ⊗ CV Builder Licence
 - ⊗ CV Training Videos to create different types of CVs
 - ⊗ In-depth online User Guide and FAQ document
- Marketing and Sales
 - ⊗ Local, national and global accounts and marketing
 - ⊗ Marketing material (press packs, e-brochures, e-letterheads, optional business cards at cost price)
- Support
 - ⊗ Comprehensive training in how to create professional quality CVs using the Ultimate CV Builder tool, along with sales, marketing, technical and financial business model training
 - ⊗ Head Office will provide health and safety, accounting at cost using an Accountant (optional), helpdesk (at cost) and training support (at cost)
 - ⊗ Assistance in the recruitment of sales and admin professionals in years 2 and beyond
 - ⊗ Assistance in the allocation of freelance CV specialists and partners

The majority of work will be home based or working in national coffee chains and fast food restaurants, as they offer free wifi.

Epcot Career Solutions global franchise programme will be complete within 7 years, comprising:

- 5,000+ partners in the UK
- 10,000+ partners in the USA
- 25,000+ partners in the rest of the world

Franchise System *Criteria*

The opportunity to join Epcot Career Solutions will not be available to everyone. Quality and standards are important and we need to ensure that we select the right partners.

To be selected, you must have:

- Mobile phone, laptop with IE8 or above, Adobe Flash 10.3 or above, along with MS Word 2007 or above

And one of the following:

- HR Professional / Career Advisor / PSHE Teacher / Work Programme Advisor with 2 years experience
- CV Consultant with 1 years CV writing experience
- Recruitment Consultant with 2 years experience
- HR Degree
- Business Studies / Finance / Management Degree with HR modules
- NVQ Level 4 Information Advice and Guidance or equivalent
- Students and graduates in 1st, 2nd or final year of their degree / HNC / HND or equivalent course, who have studied an HR module (only applicable for student franchise partners selected before 31st December 2019)

To determine the successful franchisees, interested partners will be required to go onto the Epcot Career Solutions website www.epcotcs.com and:

- Create a professional quality, customised CV for this franchise opportunity, using our CV Builder tool
- Email your old CV and your new CV you created using our CV Builder tool to info@epcotcs.com along with a cover letter outlining your ability to meet the criteria, your strengths and why you should be selected as a franchise partner.

Successful applicants will commence marketing their services after they have:

- View all 6 CV Builder training videos, to ensure you know how to create the right professional quality, customised CV for your clients, as well as create new Job Profiles, using a pre-existing Job Profile
- Read the First Time User document, User Guide and FAQs documents

- Upload your new CV to CV-library via our website, therefore you understand the process you will offer to all of your clients, 16 years of age or above

Our Commitment

We are completely dedicated to the overall success of each and every partner. Our goal is to see Epcot Career Solutions in every educational establishment and Regus serviced office in the world. In order to achieve this goal, we will adopt close interdependency with all the franchisees to ensure their interests are of paramount importance as well as to ensure every partner is successful.

The Financials

Epcot Career Solutions will franchise its operation to the first 4,000 franchise partners to setup in the UK before 31st December 2019, for no setup or training costs (worth over £2,000).

If you are a student, you will receive £15 from the client for every ½ hour consultancy service. From this £15, you will pay Epcot Career Solutions £3, of which £1 is invested into national marketing. The significant discounts Epcot Career Solutions has negotiated on video interview skills and e-learning courses ensures that within 18 months, approx. 25% of your clients will receive 2 if not 3 sessions or more.

The projected revenue per Student Franchise Partner (after you have paid Epcot its commission) in 1st year are £360 for 15 hours of consultancy work per month.

- **Year 1:** 20 clients/month each having 1.5 consultancy session i.e. 50% pay for an additional 30 minute customisation session = £360 for 15 hours work/month (+ 2 hours admin)
- **Year 2:** 25 clients/month each having 2 consultancy sessions i.e. CV, customisation, interview skills, & e-learning = £600 for 50 hours work/month (+ 4 hours admin)
- **Year 3:** Decrease to 15 clients/month, due to final exams, each having 2 consultancy sessions = £360 for 30 hours

If you are a Career Advisor / PSHE Teacher / Work Programme Advisor / HR professional / CV Writer, you will receive £40 from the client for every hour consultancy service. From this £40, you will pay Epcot Career Solutions £4, of which £2 is invested into national marketing. The significant discounts Epcot Career Solutions has negotiated on video interview skills and e-learning courses ensures that within 18 months, the vast majority of your clients will receive 2 if not 3 sessions or more (additional sessions may last only 30 minutes)..

The projected revenue per Career Franchise Partner (after you have paid Epcot its commission) in 1st year are £544 for 16 hours of consultancy work per month.

- **Year 1:** 16 clients/month each having 1 consultancy session i.e. customised CV only = £544 for 16 hours work/month (+ 2 hours admin)
- **Year 2:** 16 clients/month each having 1.5 consultancy sessions i.e. customised CV, interview skills, and e-learning = £816 for 24 hours work/month (+ 3 hours admin)
- **Year 3:** as per year 2 as only want to work a maximum of 30 hours a month

Tax

For FY 2018-19, students are allowed to earn upto £8,824 a year, before they need to pay any National Insurance contributions and £11,850 a year, before they have to pay any income tax. Until we launch our full franchise scheme in 2020, Epcot Career Solutions cannot offer any tax advice or recommend any accountants. We recommend Students and Career Franchise Partners contact HMRC for any advice.

Executive Board

Epcot Career Solutions executive board consists of a plethora of experience and knowledge, with former directors / executives from IBM, Heinz, United Biscuits, Critical Path and many other global companies.

Next Steps

Visit Epcot Career Solutions website www.epcotcs.com and create a professional quality, customised CV, using our CV Builder tool, for this opportunity. Upload your new CV to CV-Library via our website. Email your old CV and the new CV you created using our Tool to info@epcotcs.com along with a cover letter outlining your ability to meet the criteria, your strengths and why you should be selected as a franchise partner.

We will then email you within 10 working days with confirmation if you have been selected, as well as provide you with free online marketing materials you can use to generate clients. You will also be required to invest a further 3 hours of your time, viewing all 6 CV training videos, the 38 page User Guide, FAQ document, as well as the First Time User document.

For further information please contact:

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