



Jibu Franchise Opportunity

Jibu is offering the opportunity to own a water treatment and packaging business. We provide the brand, water filtration system, operational plan and support for entrepreneurs to launch franchises designed to make quality drinking water radically affordable.

You may be a qualified candidate if you are:

- **Trustworthy with a proven track record of integrity:** Our business plan succeeds or fails with the Franchisee. A history and commitment to impeccable honesty is a non-negotiable.
- **Capable of leading and managing:** The Franchisee will be responsible for employing and managing a staff of five or more.
- **Entrepreneurial and motivated:** Jibu Corporate will provide direction and a foundational business model and materials, but a Franchisee must have initiative to develop his/her business model within his/her region. A track record of successful and relevant business/work experience highly desirable.
- **Willing and able to invest:** The Franchisee is required to pay a licensing fee, and after paying him/herself a fair salary, is anticipated to be profitable with volumes of over 1,000 Litres (with reasonable business expenses). Local finance institutions (LFIs) must approve a franchisee's credit-worthiness or the Franchisee should provide their bank statement.
- **Capable of building an extensive network:** Franchisees must be capable of quickly penetrating the target market and surrounding catchment zone to drive up sales volumes needed to make a franchise profitable.
- **Responsible and reliable:** The franchisee will be responsible for reporting back to the Regional Developer on a consistent basis on all matters of business including financial reports, total water output, status of equipment, and other information that the Regional Developer deems necessary.
- **Committed to improving communities:** Our primary target market is those who are currently boiling drinking water. So we are committed to making our charitable goal (to provide needed social good) a priority. Although there are potentially high financial returns for franchisees, a franchisee should be motivated first and foremost to make a positive social impact in his/her neighborhood.

The ownership opportunity:

The responsibility of a Jibu Franchisee is to own and operate a neighborhood water treatment and packaging business that is designed to provide quality drinking water to the underserved population. Franchisees oversee and grow all aspects of business, including employee and production management, assistance in key hires, marketing, strategies, accounting, reporting, and more. We rely on Franchisees to be true business owners committed to creative problem solving, thorough feedback, and deep commitment to the success of the business. Please visit <http://jibuco.com> for an introduction to Jibu's vision and business model.



Selection Process

The selection process to become a Jibu franchisee is highly competitive. We are able to award a franchise to only one out of 30 candidates, based on the following selection criteria. Please be aware of the 8-step process to become a Jibu franchise owner:

- 1**
 - Contact us and review this form, "Franchisee Starter Info"
- 2**
 - Interview with a Franchisee to discuss microfranchise opportunity
 - Get recommended by Franchisee to become a Microfranchisee
- 3**
 - **Launch a Microfranchise (MF)**
 - Sign MF agreement with franchisee authorized by Jibu
 - Find MF shop
 - Pay for rent, acquire a trading license buy shelves and buy inventory
 - Jibu Corporate paints the shop and provides a store front sign
- 4**
 - **Successfully manage and grow Microfranchise**
 - On an ongoing basis, Jibu will evaluate you on:
 - volume sold
 - product mix and price compliance
 - commitment to growing business
 - Business profitability
- 5**
 - **If we identify you as a top 10 performer (as per Salesvu volumes reported), we will ask for you to:**
 - Send CV/ resume
 - Complete and send Franchisee questionnaire
- 7**
 - **After receiving CV and Questionnaire we will:**
 - Conduct a due diligence - visit of Microfranchise
 - Compile all information and submit to selection committee for review
- 8**
 - **If you are recommended after review:**
 - Franchise selection committee will schedule an interview with you
 - Selection committee will award or decline Franchise



Outline of franchise terms and timeline

Your performance as a Microfranchisee is the primary determinant of whether we qualify you to own a Jibu Franchise (please see "Microfranchise Agreement" for more information). If we determine that you are qualified for a franchise, the process is as follows:

- 1.) You incorporate a legal entity and open a bank account to be used only for your Jibu business purposes. We can provide guidance on this if needed.
- 2.) You invest \$1000 USD as a licensing fee, invest in \$1000 worth of initial inventory, and sign the franchise agreement. You will however need to have more capital for rent payment, trading license and other typical business start-up expenses.
- 3.) After approving or identifying a location, Jibu Corporate builds / installs a fully-functional and branded Jibu franchise.

The total value of the start-up package we invest in each franchise ~30,000 USD. Jibu maintains ownership of these assets. The start-up package includes: water storage tanks, branding, water testing equipment, standard operating procedures, step-by-step operational plan.

- 4.) You recruit and hire your staff
- 5.) Jibu Corporate provides training for you and your staff
- 6.) Upon completing initial training successfully you are qualified to operate all equipment according to standards and you begin operating your franchise.
- 7.) Jibu provides ongoing support, maintenance, and materials and inventory.
- 8.) Starting in the second month or when you start producing 1000 liters a day or more (whichever comes first), you begin paying Jibu Corporate an ongoing water fee pegged to the number of liters produced and distributed. We anticipate you will be profitable relative to operating expenses by the time you have reached the water fee threshold.
- 9.) You continue to grow your business and reach more customers with affordable, quality water!