

**CLARITY
PARTNERS**

Franchise Model Development Partnership



The Market Opportunity

India's franchise market is growing. Most brands aren't ready for it.

\$140B

Market Scale: India's projected franchise market by 2028.

Growing at 2× the rate of GDP

6 Weeks

Speed to Market: From brief to a complete, investor-ready franchise system.

15 Docs

Full Coverage: Complete model, financials, sales infrastructure, and legal framework.

The Problem

Franchising fails without the right foundation.



No system clarity

Inconsistent SOPs and training lead to brand drift.

You lose control of what you built.



No financial proof

Investors require verified unit economics.

Without them, there is no deal — regardless of brand strength.



No legal framework

Vague agreements invite territory disputes and IP misuse.

Franchisee conflict arises before you've scaled.

Our Solution

One engagement. Everything you need.

A complete franchise development package delivered in 6 weeks — covering model design, financial validation, investor materials, and legal framework.

PHASE 1

Franchise Model Development

Business audit · Financial modelling · Expansion strategy

PHASE 2

Franchise Sales Infrastructure

Partner strategy · Investor materials · Legal framework

6 Weeks

15 Documents

2 Phases

Phase 1 of 2 - Franchise Model Development

D1 · DOCS 1-2

Business Model & Readiness Audit

Current model review and a structured gap analysis — what's franchise-ready and what needs to be resolved before you scale.

D2 · DOCS 3-6

Franchise Business Blueprint

Outlet formats, investment range, fee and royalty structure, territory policy — the full commercial architecture of your franchise.

D3 · DOCS 7-8

Unit Economics & Financial Model

Outlet-level P&L, break-even analysis, 3-year projections, and ROI summary — built on your actual cost data.

D4 · DOC 9

3-Year Expansion Strategy

Market priorities, city sequencing, outlet targets, and the support infrastructure required at each growth stage.

Phase 2 of 2 - Franchise Sales Infrastructure

D5 · DOC 10

Franchise Partner Strategy

Ideal franchisee profile, selection criteria, scoring card, and an upto 8-step screening process for Your Brand.

D6 · DOCS 11–13

Investor Pitch Package

Pitch deck, opportunity one-pager, and a 27-question investor FAQ across 6 categories — built to convert, not just inform.

D7 · DOCS 14–15

Legal Documentation Framework

Franchise agreement structure (22 clauses) and brand usage & territory rights — briefed and ready for your legal counsel to execute.

The Process

From brief to franchise-ready in 6 weeks.

WK 1	Discovery & Business Audit	Ops, financials, and brand data reviewed
WK 2	Model Design	Formats, fees, territory, investment structure
WK 3	Financial Modelling	P&L, break-even, ROI, 3-year projections
WK 4	Expansion Strategy	Market priorities, roadmap, support framework
WK 5	Sales Infrastructure	Partner profile, pitch deck, FAQ, one-pager
WK 6	Legal Framework & Sign-Off	Agreement structure, brand rights, final review

Timeline begins from engagement sign-off. Client data required within 2 business days per milestone.

Why Clarity Partners

We build it. You own it. Forever.



Documents, not advice

Every deliverable is a finished, client-ready document. 15 assets that work in any investor or franchisee meeting — immediately.



Financial model first

Every system we build starts with verified unit economics. We build the proof before anything else.



Built for your brand

Your outlet formats, your city priorities, your fee structure. Every document is built on your actual data — nothing is generic.



Legal-ready, not legal-replacing

Our frameworks go directly to your legal counsel — structured, complete, and ready to execute.

Scope Clarity

What this engagement is — and isn't.

What you get

- 15 structured, signed-off documents built on your numbers
- Financial model based on your actual P&L — not industry averages
- Territory and fee structure designed for Your Brand's positioning
- Investor materials ready to present from Day 1

Not Included

- Generic advice without deliverables
- Legal drafting or legal representation
- Franchise sales or investor introductions (available separately)

Brand Positioning at 12 Months

Where Your Brand stands one year from now.

Investor readiness

Today: No verified data

12M: Pitch-ready — model, deck, and FAQ in hand

Franchisee pipeline

Today: Ad hoc inquiries

12M: Screened candidates against a defined profile

Operational control

Today: Founder-dependent

12M: System-documented, franchisee-transferable

Legal standing

Today: Informal agreements

12M: 22-clause framework, territory rights defined

Expansion clarity

Today: Reactive, city by city

12M: 3-year roadmap with sequenced milestones

Brand perception

Today: Growing, unproven at scale

12M: A structured, investable franchise system

Getting Started

Three steps to get started.

01

Discovery Call

A 30-minute call to understand Your Brand's current state, and franchise goals. No commitment required.

02

Engagement Proposal

A tailored proposal with timeline, milestones, and the engagement agreement for your review.

03

Sign & Begin

Agreement signed, 50% commencement fee received. Week 1 discovery begins within 3 business days.

Your franchise system starts here.

*Let's build the successful franchise system
Your Brands deserve.*

Feel free to contact us at: +91 7486974754

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