

# LearningRx Information Kit

The One-on-One Brain Training Franchise



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**Congratulations** on taking the first step towards an opportunity that will not only impact your life, but the lives of many kids and adults you will help in your community as well. There are very few opportunities that can have such a lasting impact on lives while also allowing you to grow a business. In fact, we recently surveyed our franchisees and asked them to describe LearningRx. In two words, their answer was, "life changing!"

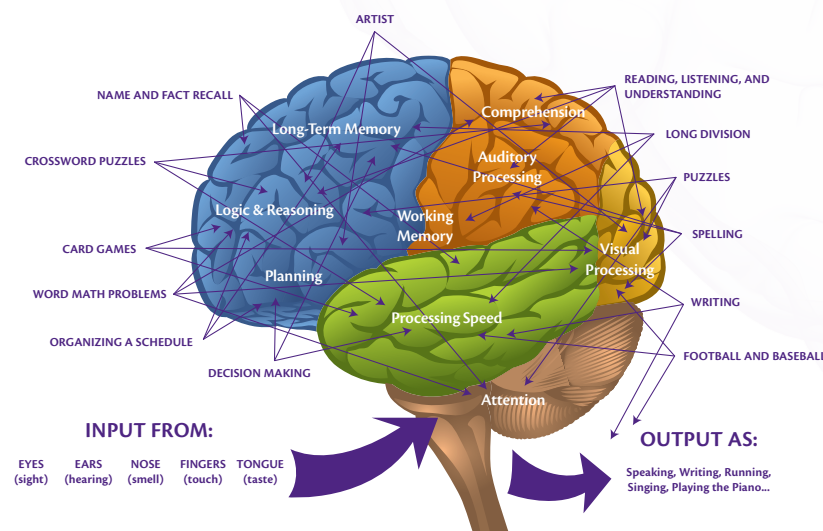
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## 1. What Makes LearningRx Unique: The New Brain Training Industry

You may have chosen to research our concept because it was unique and different from other educational opportunities. LearningRx is actually at the forefront of a new, rapidly growing industry that we believe is the future of educational franchising and licensing. Our methodology will be a key in how the world helps people of all ages. According to *Forbes* magazine, brain training is expected to be the next trillion dollar industry, much like the physical fitness industry during the nineties.



## 2. Who Are Our Clients?

LearningRx has helped clients think faster and more efficiently. What does that mean for our clients? Our brain training programs actually change the way they think and that improves every aspect of their life. New skills give students a huge boost in confidence as well as doing better academically, and socially. Our programs have benefitted many people:

- Reading/Dyslexia and Auditory Processing
- Learning Disability
- Autism, Asperger's and Pervasive Developmental Disorder
- Traumatic Brain Injury
- ADHD
- Preschoolers
- Speech and Language Disorders
- Professionals
- Struggling Students
- Enhancement
- Senior Adults



### 3. How Does One-on-One Brain Training Work?

LearningRx is a pioneer and leader in the field of one-on-one brain training, and is currently the largest one-on-one brain training company in the world. Here's how it works: LearningRx partners each client with a personal trainer for intense mental workouts. Our procedures train all major cognitive skills, including working memory, attention, executive function, processing speed, logic & reasoning, and visual & auditory processing.

#### The 7 Key Ingredients of Effective Brain Training



Brain training must be practiced. Because brain training builds skills, it can't be taught in the classroom. It must be practiced, like learning to play tennis or the piano.



Brain training that gets the best results is done one-on-one with a personal trainer. Teaming with an experienced trainer provides accountability, motivation and—ultimately—life changing results.



Brain training exercises need to be intense, requiring concentrated repetitions in order to train skills quickly.



Brain training exercises need to be targeted in order to address specific weak cognitive skills.



Brain training exercises need to be done in a particular sequence. Small challenging steps don't overwhelm the client, but allow the trainer to continually challenge the client incrementally and keep them engaged in the training.



Brain training exercises must be progressively loaded. Loading incorporates multitasking and is a fast-track way to take a new skill and make it a more automatic skill.



Brain training, to be effective, requires immediate, accurate feedback. Instant, effective reinforcement and adjustments keep training focused and intense.



#### LearningRx Cognitive Training Effects in Children Ages 8–14: A Randomized Controlled Trial

**Abstract:** In a randomized controlled study with students ages 8–14, we examined the effects of the ThinkRx cognitive training program on IQ, memory, visual and auditory processing, processing speed, and reasoning as measured by the Woodcock Johnson III – Tests of Cognitive Abilities, and on attention as measured by the NIH Toolbox Cognitive Battery. Participants were randomly assigned to either an experimental group (n= 20) to complete 60 hours of cognitive training or to a wait-list control group (n= 19). The purpose of the study was to examine changes in general intelligence and individual cognitive skills after completing cognitive training with ThinkRx, a LearningRx program. Results showed statistically significant differences between groups on all outcome measures except for attention. ( $R^2= .352$ ), and Word Attack ( $R^2= .359$ ). Completion of the cognitive training program was not a significant predictor of scores on visual processing.

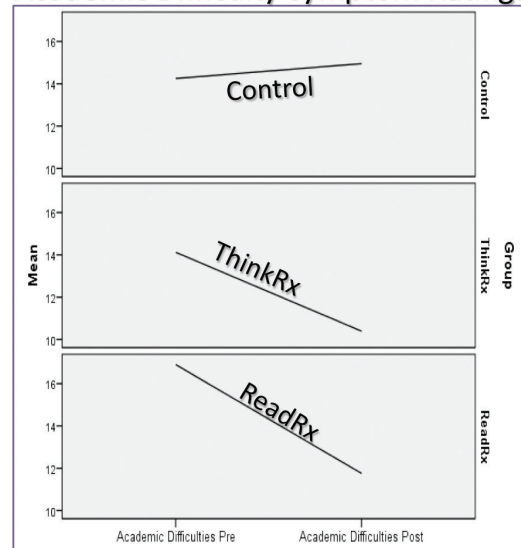
	CONTROL	TREATMENT	CASUAL EFFECT
	Pre-Post Difference	Pre-Post Difference	Treatment-Control
Logic and Reasoning	-7	21	<b>28</b>
IQ	-5	21	<b>26</b>
Long Term Memory	7	28	<b>21</b>
Working Memory	-8	13	<b>21</b>
Auditory Processing	-4	13	<b>17</b>
Associative Memory	8	23	<b>15</b>
Visual Processing	4	11	<b>7</b>
Processing Speed	7	13	<b>6</b>
Attention	3	5	<b>2</b>
<b>Average Standard Score Gain</b>	<b>1</b>	<b>17</b>	<b>16</b>

Reference: Carpenter, D., Ledbetter, C., & Moore, A.L. (2016). LearningRx cognitive training effects in children Ages 8–14: A randomized controlled trial. *Applied Cognitive Psychology*, 30(5), 815-826. doi: 10.1002/acp.3257 Available at <http://onlinelibrary.wiley.com/doi/10.1002/acp.3257/epdf>

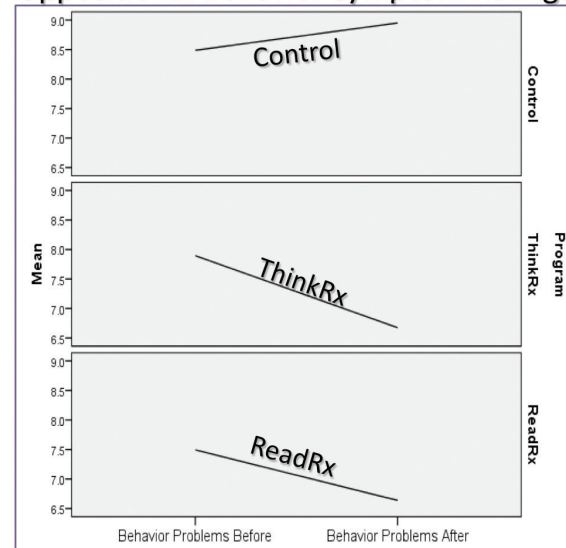
## 4. Real Life Benefits of LearningRx Cognitive Training: A Controlled Study

**Abstract:** This study investigated whether a one-on-one cognitive training program reduced academic difficulties and oppositional behavior for 226 school-age children. Using a standardized parent rating scale, Learning Skills Rating Scale (LSRS), three groups were surveyed: 77 students who had completed the 60-hour ThinkRx cognitive training program, 69 students who had completed the 120-hour ReadRx cognitive training program, and 80 students who completed initial testing, but chose not to complete a training program. Results indicated there were statistically significant differences between the treatment groups and the control group on all measures of academic difficulties. Both treatment groups saw a reduction in academic difficulty ratings following training while the control group saw an increase in academic difficulty during a comparable time interval. Further, both treatment groups improved on ratings of oppositional behavior while the control group ratings worsened.

**Academic Difficulty Symptom Ratings**



**Oppositional Behavior Symptom Ratings**



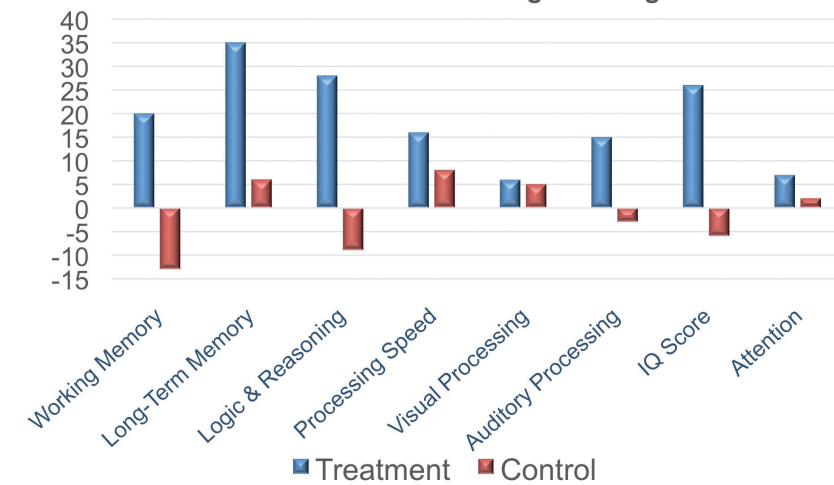
**Reference:** Jedlicka, E.J. (2015). *Real Life Benefits of LearningRx Cognitive Training: A Controlled Study*. Based on 2012 dissertation; manuscript submitted for publication.

## 5. Real Life Benefits of Brain Training: Qualitative Data from Controlled Study

**Abstract:** In a randomized controlled trial, we examined the effects of the ThinkRx cognitive training program on IQ, memory, visual and auditory processing, processing speed, and reasoning as measured by the Woodcock-Johnson III–Tests of Cognitive Abilities and attention as measured by the NIH Cognition Toolbox on children ages 8-14 with ADHD. Participants were randomly assigned to either an experimental group ( $n = 6$ ) to complete 60 hours of cognitive training, or to a wait-list control group ( $n = 7$ ).

Results showed statistically significant differences between treatment and control groups on five variables—auditory processing, logic & reasoning, working memory, long-term memory, and IQ score. The treatment group outperformed the control group on all measures. Qualitative thematic analysis of survey and interview data from participants, parents, and trainers revealed six themes of behavioral improvements in addition to the cognitive improvements reported by the treatment group.

**Pre-Post Standard Score Changes in Cognitive Skills**



Reference: Carpenter, D.M., Ledbetter, C., Moore, A.L., & Miller, T. (2016). *Clinician-delivered cognitive training for children with ADHD: Cognitive and behavioral transfer effects from the ThinkRx randomized controlled trial*. Manuscript submitted for peer review.

### Behavioral Improvements\*

- Relationships with others
- Confidence & self-esteem
- Self-discipline
- Academic performance
- Sports performance
- Sleep habits

*\*Reported by the treatment group*

## 6. Analysis of Resting State Functional Connectivity in a LearningRx Cognitive Training Study

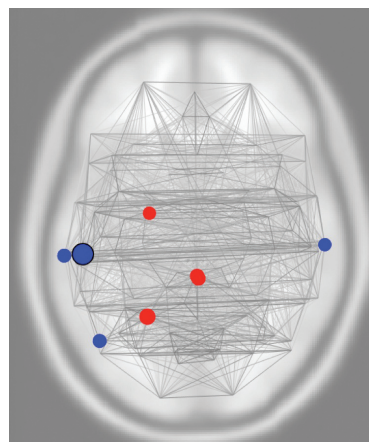
**Abstract:** As part of a larger randomized controlled study by Hill, Serpell, and Faison (2016), 30 of the 225 participating high school students were randomly assigned to one of three conditions: ThinkRx cognitive training (n=11), BrainSkills digital cognitive training (n=12), or Control (n=7). In addition to pre and post cognitive testing, these students underwent pre and post MRI imaging. Resting state functional MRI was used to assess: (1) training-induced changes in global efficiency, (2) training-induced changes in functional connectivity, and (3) correlation of changes in functional connectivity to changes in cognitive test scores.

**Results:** Training-induced changes in global efficiency, a measure of information exchange, occurred for areas associated with visual processing (left pITG,  $T=-3.34$ ,  $p=0.002$ ), auditory processing (left pSTG,  $T=-2.19$ ,  $p=0.037$ ; right pSTG,  $T=-2.08$ ,  $p=0.047$ ), contextual associations (left aPaHC,  $T=2.09$ ,  $p=0.045$ ), the default mode network (LLP,  $T=-2.18$ ,  $p=0.038$ ), and the cerebellum (left Cereb6,  $T=2.55$ ,  $p=0.017$ ; Ver12,  $T=2.29$ ,  $p=0.030$ ; Ver3,  $T=2.26$ ,  $p=0.032$ ).

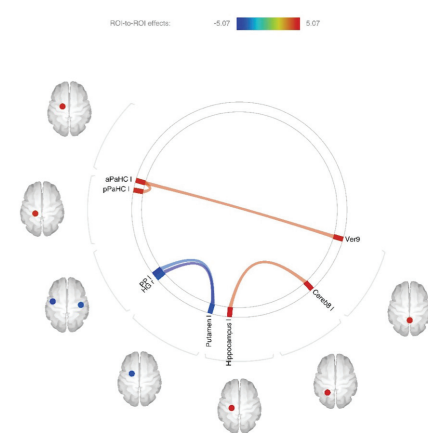
Training-induced changes in functional connectivity, a measure of the relationship between anatomically distinct regions, occurred for areas associated with auditory processing (right HG & left putamen,  $T=-5.07$ ,  $p\text{-FDR}=0.003$ ; left PP & left putamen,  $T=-3.8$ ,  $p\text{-FDR}=0.048$ ), contextual associations (left aPaHC & vermis 9,  $T=4.08$ ,  $p\text{-FDR}=0.028$ ; left aPaHC & left pPaHC,  $T=4$ ,  $p\text{-FDR}=0.028$ ), and memory (left hippocampus & left Cereb8,  $T=4.09$ ,  $p\text{-FDR}=0.045$ ).

For all seven cognitive skills measured, changes in resting state functional connections correlated with changes in performance on the test (see Figure 3 on the following page).

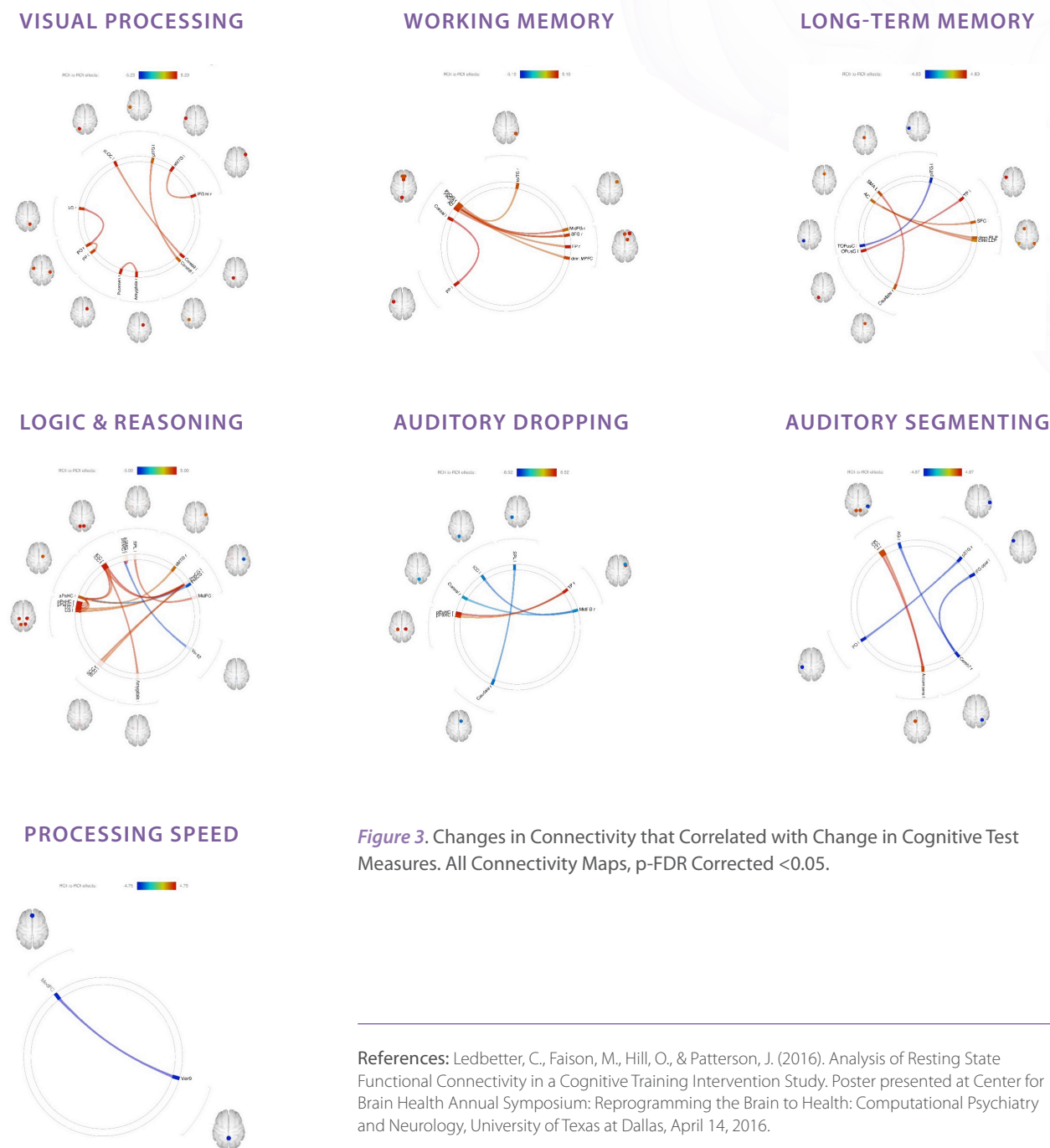
**Figure 1.** Effect of Cognitive Training on Global Efficiency. Treatment vs Control, Pre to Post Changes.



**Figure 2.** ROI-Level Analysis of Global Efficiency Cognitive Training > Controls Post Cognitive Training.



### Correlation of Treatment Group Changes in Connectivity to Changes in Cognitive Test Scores



**Figure 3.** Changes in Connectivity that Correlated with Change in Cognitive Test Measures. All Connectivity Maps,  $p\text{-FDR}$  Corrected  $<0.05$ .

**References:** Ledbetter, C., Faison, M., Hill, O., & Patterson, J. (2016). Analysis of Resting State Functional Connectivity in a Cognitive Training Intervention Study. Poster presented at Center for Brain Health Annual Symposium: Reprogramming the Brain to Health: Computational Psychiatry and Neurology, University of Texas at Dallas, April 14, 2016.

Ledbetter, C., Faison, M., Hill, O., & Patterson, J. (2016). Correlation of Cognitive Training Gains and Resting State Functional Connectivity. Poster presented at Society for Neuroscience, San Diego, CA, November 12, 2016.

## 7. LearningRx Support

### Franchise Support

Once you are a LearningRx franchisee, you will be placed in the capable hands of our LearningRx support team. The goal of the LearningRx support team is to make sure that each and every franchisee has the tools needed to meet his or her personal goals and run a thriving, successful business. Because each franchisee comes to us with a different background and different skills, they work on an individual basis to make sure that you are reaching your specific goals. As a franchisee, you can expect valued relationships, friendly help, training, coaching sessions, and honest feedback. We support our franchisees in a number of ways:

- **The LearningRx University** over 200 hours of training videos and quizzes for you and your staff
- **Franchise Training** 10 Days at the LearningRx Headquarters in Colorado Springs
- **Onsite consultation training** help with consultation conversions
- **3-4 Day Onsite training & support** to fine-tune your center's operations and create an action plan (typically within 6 months of opening)
- **The LearningRx Helpdesk** available by phone or email during business hours with a typical 24-hour or less turnaround
- **Monthly marketing and business calls** for first 12 months and beyond
- **Quarterly Menu Calls** covering topics like phone training, lead follow-up, networking, profitability, hiring, etc.
- **Bi-weekly newsletters** covering topics like PR, Marketing, Operations, Upcoming events, etc.
- **Frequent webinars** to provide system-wide updates
- **2-day Training Intensive** for master trainers and directors to fine-tune brain training skills

- **Annual Convention** held every July in Colorado Springs



*LearningRx Franchisees and Staff at Annual Convention in Colorado Springs, CO*

- **Performance/Growth Groups** covering topics like hiring trainers, starting a second center, marketing calendar share, networking, improving close ratios

### Support Team

The LearningRx support team includes a former franchisee, former center directors, and brain trainers who have first-hand experience with every aspect of running a LearningRx center. From center startup and hiring to marketing, networking, and consultations, our support staff are a wealth of knowledge. The Support Team is passionately committed to the success of each and every franchisee in our system.

The team also has experts to help you in the following areas:

- Center Operations (hiring, training, administration, etc.)
- QuickBooks Online
- The LearningRx Hub (this is our internal client management system, which houses all of your key business metric goals, client data, vendor and professional contact information, etc.)

- SproutLoud (centralized marketing system which includes printables, email templates, and more)
- Assessments (using the Gibson Test of Cognitive Skills)
- Consultations (including making program recommendations)
- Over 200 brain training procedures across 8 programs



*"Our goal is for each franchisee to have a profitable center where everyone leaves saying: I love this place, I love these people, and they have a program that works."*

—Karen Anderson, Director of Support

We will work with you to discover how we can best support you in reaching this goal together!

### Center Marketing & Grand Opening Launch Plan



As part of your initial investment, you will allocate funds (\$12,000–\$33,000) towards a marketing launch. The launch may include direct

mail, magazine, radio, print ads, PPC, web directory listings, public relations, and grand opening plans. You will work closely with the Home Office Marketing and PR Team, who will partner with you and assist you in the planning and implementation of your Marketing Launch. Based on our years of experience and success launching other LearningRx centers, as well as your knowledge of your community, we will craft a custom marketing launch plan designed to bring in customers and help you hit the ground running.

After your initial marketing launch, you will work with a Business Coach, who offers first-year support in creating and implementing your personalized 12-month marketing plan. You will work side by side with your Business Coach to make sure that your marketing dollars get you the best possible return on investment.

With your ongoing Marketing Development Fund fee of 2.5% of monthly net collections, we will create new and fresh marketing campaigns designed to drive new customers to your business. Our marketing team works tirelessly to create and refine a plethora of marketing assets for your use:

- Personalized Center Website
- Postcards
- Email Templates and Campaigns
- Radio Commercials
- YouTube Videos
- Magazines
- Professional Leave Behinds (one-sheets, brochures, etc.)
- Books
- TV commercials
- Facebook Ads
- Webinars and Seminars
- ...and more!

We send a bi-monthly newsletter to our entire database of leads, prospects, and graduates (nearly 200,000 people and counting!) featuring interesting, brain-focused content designed to drive traffic to our websites. We create new webpages on the [www.learningrx.com](http://www.learningrx.com) website each and every week. We are also available to help you manage your Search Engine Optimization, Pay-per-click campaigns, and social media platforms (Facebook, Twitter, and LinkedIn). We will continue

to create and release weekly social media posts and articles, which you can supplement with localized information and unique content.

We send frequent surveys to make sure our marketing is meeting your business needs, and we work to make sure our brand is fresh and relevant, and that our messaging is clear and consistent. Our goal is to provide you with as much information as we can to help you spread the word about LearningRx to your community!



### A Day in the Life of a LearningRx Franchisee

As you are considering becoming a LearningRx franchisee, you may be wondering what your day will look like. This will vary based on your personal areas of expertise and natural leanings. Our franchisees come from varied backgrounds; within our system we have professionals from backgrounds in audiology, education, psychology, and medicine. We also have a homeschool mom, grocery store accountant, CEO of a Fortune 500 company, and, of course, former LearningRx brain trainers and happy customers. The thing each of these individuals has in common is a desire to make a difference in their communities, and to work with purpose.

In general, many of our franchisees have a strong marketing and sales mindset: they understand that the best potential for success comes from focusing on income-producing activities, which generally fall under three categories: sales, networking, and marketing.

### 1. Networking

Networking is a daily activity designed to create referral relationships between you and the members of your community. You will spend much of your weekly hours on networking, but it is very cost-effective. Around 30-40% of our clients are referred by a friend, family member, or professional. Networking is key to the health of your business! Networking falls into three main categories:

#### Professional Networking

With doctors, therapists, neurologists, pediatricians, counselors, and other professionals who can refer their clients and patients to you. Often, this includes one or more lunch-and-learn meetings at their office to educate the staff about LearningRx and share how your partnership can be mutually beneficial.

#### Business Networking

With your local Chamber of Commerce, Business Networking Initiative (BNI) group, Women's Professional Group, MeetUps, and even the businesses close to your LearningRx location. This is a chance for you to share your business with other business professionals and increase awareness of your services.

#### Client Networking & Referrals

Any time you can get in front of moms and kids to share your services and demonstrate our one-on-one brain training, do it! Attend community events like expos, tradeshow, and community events. Our support team and other franchisees can share their knowledge of the most successful events, but

remember: getting in front of your community is key to increasing brand awareness and credibility.

### 2. Sales

This really is all about the person providing the consultation. Our "sale" is very relational – it requires the ability to create familiarity and rapport, to speak confidently and to be persuasive. If you are planning to act as the Director of your LearningRx center, or if you are looking to hire someone for this role, look for the following qualities:

- Confident
- Relational
- Influential
- Focused
- Passionate about the program and its benefits
- Directly addresses obstacles (time, money, effort)

### 3. Marketing

As we have mentioned, our marketing team works tirelessly to provide you with relevant, timely, and targeted marketing to use in your community. Your job is to take these high-quality marketing materials and spread the word about LearningRx in the most effective ways possible. Marketing is a required weekly activity and investing in marketing is an investment in your center's success.

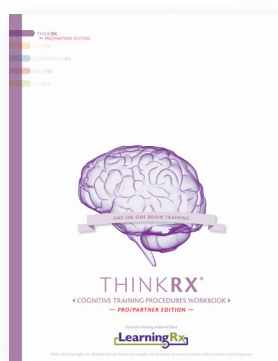
**The marketing materials that work best in our system are community-specific.** What works best in one community may not work best in your community, so your experience will drive your marketing efforts. Since marketing is ever-changing, we will create new pieces and adapt to new trends. Our current focus is on internet marketing and delivering a large quantity of high-quality leads to each of our franchisees.



### What are the benefits of becoming a LearningRx Franchisee?

- **Work-Life Balance:** for over 90% of the United States, you can work right where you live – no more commuting to work! Instead, you'll be changing lives minutes from home for your neighbors and friends. You also set your own schedule and are often able to make it to doctor's appointments, after-school activities, and field trips.
- **Make a Difference:** this is top-of-the-list for all of our franchisees. With over 22,000 positive client surveys (average rating of 9.6 out of 10) and thousands of testimonials and reviews, we can definitely say that this program makes a life-changing impact on our students, their families, and their communities. If you have been looking for a business that provides you with a sense of purpose, LearningRx is the best choice every time.
- **Work for yourself** without reinventing the wheel: franchising provides you with a level of interdependence that isn't available with a traditional startup. With years of experience and hundreds of licensees and franchisees in our system, you can count on our expertise and knowledge (as well as our award-winning business system and support) to help you run a successful, long-lasting business.

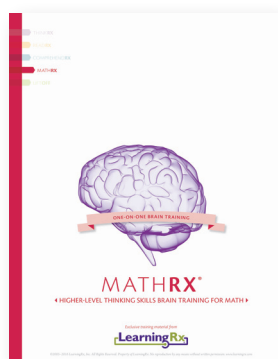
## 8. Unique Programs Offered by LearningRx



### THINKRX®

# Training hours: 90

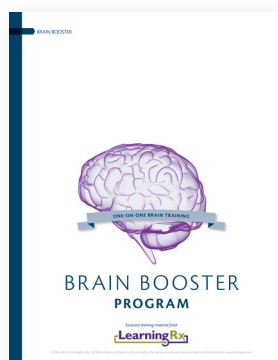
ThinkRx is the foundational one-on-one cognitive training program for clients ages 6 to adult. ThinkRx includes 35 training procedures that target all major cognitive skills including attention, memory, processing speed, auditory and visual processing, and logic and reasoning.



### MATHRX®

# Training hours: 120

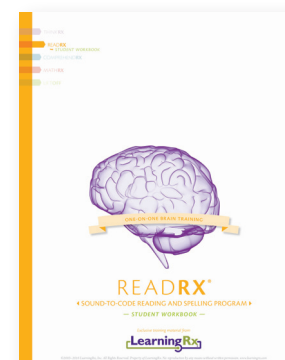
MathRx is an intensive math intervention for clients from 4th grade to adult. MathRx includes all 35 ThinkRx training procedures and adds an additional 60 hours of training in math concepts, problem solving, reasoning, and calculations designed to increase mathematical fluency.



### BRAIN BOOSTER

# Training hours: 12–24

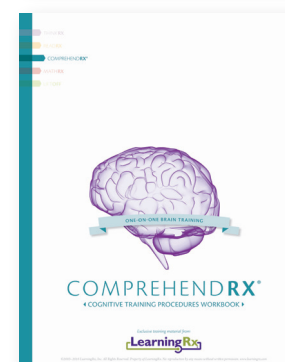
Created for adults who want sharper mental skills, Brain Booster pairs you with a personal brain trainer for mental workouts using 16 different procedures that train the way your brain thinks, learns, reads, remembers and pays attention. The program includes about 7-8 procedures per session with a LearningRx brain trainer. Each session includes an invigorating hour of mental exercise that incorporates intensity, loading, and instant feedback.



### READRX®

# Training hours: 120

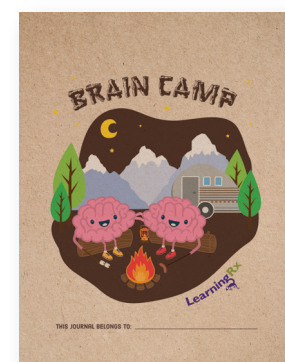
ReadRx is an intensive sound-to-code reading and spelling intervention for clients ages 6 to adult. ReadRx includes all 35 ThinkRx training procedures and adds an additional 60 hours of training in auditory processing along with basic and complex code reading training to increase reading and spelling fluency.



### COMPREHENDRX®

# Training hours: 40

ComprehendRx is an add-on training for clients ages 6 to adult to improve reading comprehension and metacognition.



### BRAIN CAMP

# Training hours: 9–18 hours of brain fun

Brain Camp is a cognitive enrichment program for kids age 8–14. It's full of fun activities that work on brain skills, like memory, attention, and logic—core skills the brain needs to learn and think.



# training hours: 60

LiftOff is a reading readiness and cognitive skills training intervention for 4–7 year olds.

\*An additional 1429 clients were enrolled in short booster programs without cognitive testing.



## 9. Your Estimated Initial Investment

Type of Expenditure	Micro Franchise "under" to below 50k in 5-mile radius	Rural Franchise 50–100k in 10-mile radius	Standard Franchise 100k plus in 10- mile radius	To Whom Payment is to be Made
Initial Franchise Fee (Note 2)	\$15,000	\$25,000	\$35,000	Us
Initial Training and Material Fee (Note 3)	\$10,000	\$10,000	\$10,000	Us
Initial Marketing Fee (Note 4)	\$12,000	\$20,000	\$33,000	Us
Travel and Living Expenses While Training	\$1,500–\$5,000	\$1,500–\$5,000	\$1,500–\$5,000	Airlines, hotels, car rental agency and restaurants
Security Deposit, First and Last Month Rent or Real Estate & Improvements (Note 5)	\$5,000	\$9,000	\$20,000	Landlord and third party vendors
Furniture & Fixtures	\$8,000	\$10,000	\$15,000	Third party vendors
Signage	\$2,000	\$2,000	\$6,000	Third party vendors
Miscellaneous Opening Costs (Note 6)	\$2,000	\$3,000	\$5,000	Suppliers, utilities, third party vendors
Opening Inventory (Note 7)	\$3,000–\$5,000	\$3,000–\$5,000	\$3,000–\$5,000	Us
Insurance Policies* (Note 8)	\$2,000	\$2,000	\$3,000	Insurance carrier
Computer Equipment & Proprietary Software (Note 9)	\$3,000	\$3,000	\$6,000	Third party vendors
Additional Funds (initial 3 months) (Note 10)	\$20,000	\$20,000	\$55,000	Suppliers, third party vendors, etc.
<b>TOTALS (Note 11)</b>	<b>\$83,500–\$89,000</b>	<b>\$108,500–\$112,000</b>	<b>\$192,500–\$198,000</b>	

notes will be provided in the Franchise Disclosure Document

## 10. How Much Can You Make?

The products and services offered by each franchisee and our Affiliate, although essentially the same, may vary slightly based on market conditions, demand for specific products, the learning requirements of customers, and the sales skills utilized by the owners and employees of each individual center. The gross revenue attained by each center will depend on a wide range of factors including, but not limited to, geographic differences, competition within the immediate market area, the quality of the service provided to customers by the franchisee and its employees, consumer demand for our products, and the marketing skills and sales efforts employed by each franchisee. The profitability of individual franchisees will depend on a number of factors which may vary due to the individual characteristics of each center. Factors affecting the net profits may include, but are not limited to, the costs of labor, insurance, supplies, and compliance with state and local laws regulating the provision of educational training services, including any state-specific licensing requirements. Your individual results may differ. There is no assurance that you'll earn as much or that your expenses will be similar.

The financial performance figures below represent historical information for the LearningRx affiliate-owned Center located in Colorado Springs, Colorado for the period of December 1, 2015 through November 30, 2016.

December 1, 2015–November 30, 2016	Colorado Springs Center Performance
Total Revenue Charged	\$525,042
Total Revenue Collected	\$473,615
Total Expenses	\$409,623
Net Operating Income (Based on Collections)	\$63,992
Percentage of Profit (Based on Collections)	13.5%
Total Revenue Charged Per Student	\$6,887

You will receive a Franchise Disclosure Document to learn more about our franchisees' financial performance in the 2016 fiscal year. This information is shared after the Introduction and Qualification call.

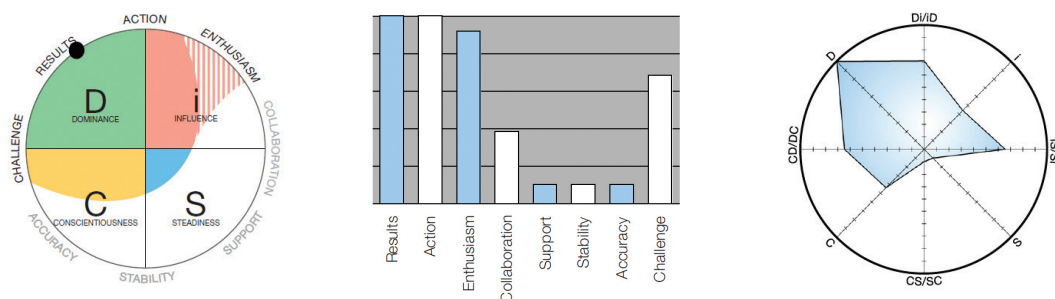
## 11. Top Franchisee Performer Profiles

Will you be successful and happy with a LearningRx franchise? We both want to know the answer to this question. We asked our top performers to take personality profiles so we could find out their common characteristics and share these with our candidates. We would be happy to offer a free profile to see if your skills, likes and dislikes match those of our top performers. As part of the franchise award process, we will purchase a DISC personality profile, valued at \$45, for you. The results will be yours to keep and will provide invaluable information to you in any business setting!

Here is a list of the most common characteristics:

- Likes competition and winning
- Persistent
- Collaborative
- Sells and closes effectively
- Assertive
- Enjoys working with people
- Risk-taker
- Outgoing
- Confident
- Initiates

DISC examples of top performers



## 12. Franchise Award Process

Our franchise award process takes you through several steps to make sure that LearningRx is the right fit for you. We also promise to be honest and upfront during the process because our franchise development team's number one goal is to have successful and happy franchisees.

### Introduction

During your first call your Franchise Coach will help answer questions on LearningRx and franchising, as well as ask questions to find out if your dreams and business interests match what a LearningRx Center has to offer. The call lasts about 30–45 minutes and can be scheduled before you attend a LearningRx webinar.

### Qualification

Your second call starts with the results of your personality profile. We will then look at your finances and, if needed, give suggestions for financing. If you need to finance we also have a business plan made specifically for SBA loans. We then conclude with a discussion of what life would be like running a LearningRx Center. If we both think there is a good fit we will then continue to the next step.

### Franchise Disclosure Document (FDD)

The Franchise Disclosure Document (FDD) will give you detailed information on LearningRx and our centers. The FDD includes our franchise agreement and a detailed summary on LearningRx. We will take the time to answer all your questions.

### Due Diligence

At this point most candidates have specific questions about operating and running a center. We ask that you call three to five franchisees. We are also happy to connect you with specific franchisees you request to speak with, like top performers or franchisees that have a similar demographic.

### Discovery Day

We will invite you to spend a day and a half in Colorado Springs, Colorado as your final step through our process. We start with presentations on marketing, support, and IT, as well as a chance to sit down with the founder of LearningRx, Dr. Ken Gibson. You will then have one-on-one time to spend with executives, tour a center, try brain training procedures, and finally sit down with a center director.

### Approval

After Discovery Day, our executive team will make a final decision. If you are approved, we will begin the exciting process of transitioning you from a candidate to a franchisee! Once your franchise agreement is signed, you will register for franchise training, complete Job Shadowing at a LearningRx center, and begin completing online training courses. Franchise Training is 10 days and takes place about once quarterly. After you sign the agreement, you can expect to be operating your LearningRx center within 3-6 months!

You can start the process by calling us at (719) 955-6708. We look forward to speaking with you soon.

Tanya Mitchell and Katie Kemp  
LearningRx Franchise Development Team

(719) 955-6708 | [sales@learningrx.com](mailto:sales@learningrx.com)

**LearningRx**  
one-on-one brain training

## 13. About the Founder



Dr. Ken Gibson's life experiences have been a training ground for his calling. It is often the case that one person's struggles yield benefits for many, and this is the case with Dr. Gibson. The learning challenges he faced in his personal

life, once overcome, laid the groundwork for an enterprise that has helped thousands.

As a young man growing up in Wisconsin, Dr. Gibson struggled to read. He faced this challenge all through his school years. At the time, so little was known about the causes of learning and reading struggles that he was essentially on his own. Many of his other cognitive skills were strong, but struggling to read made everything difficult. Today, he would be labeled dyslexic.

Advances in brain science have helped us understand more about what makes learning easy or difficult. We now know that Dr. Gibson had an undiagnosed cognitive skill weakness that made it difficult for him to distinguish sounds and words. As is the case for many students today, these weaknesses made schoolwork excessively challenging. Everything was harder. Everything took longer to do. But he compensated for his weaknesses, worked excessively hard, and persevered through to a professional graduate program. When he began his professional career as an optometrist, he discovered that he wasn't alone. The children who came into his office exhibited signs of the same kind of reading problems that he

himself had experienced. It became apparent that there were thousands of others struggling to learn and read.

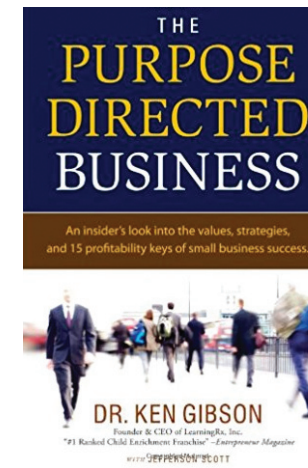
That knowledge is what motivated Dr. Gibson to co-create the cognitive skills programs that form the foundation of LearningRx today. It took time, effort and revision, but each positive result fueled the team's motivation to help even more children. Dr. Gibson's passion was, and continues to be, to see LearningRx brain training programs continue to impact lives and give students the confidence they need to succeed.

Each year, there are new discoveries in brain science that support the growing body of evidence that brain training helps kids (and adults) strengthen weak cognitive skills. Dr. Gibson's story is echoed by many people, professionals and children alike, who have felt the discouragement of a learning disability.

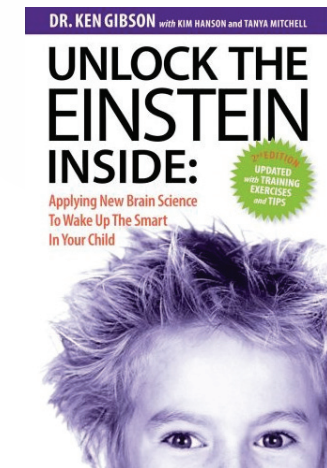
A long time ago, Dr. Gibson dared to ask the question, "What if we could improve the way children (and adults!) think and learn?" As a result, tens of thousands of children, teens, and adults have experienced the benefits of brain training through LearningRx.

**"A purpose will motivate your life. It will get you up in the morning and keep you going when others stop. A purpose will fill your days with passion."**

—Dr. Ken Gibson, *The Purpose Directed Business*



Click on the following link to download a free copy of Dr. Gibson's business book which will give you an idea of how he thinks people should run a business and also specific details on running a learning center: [thepurposedirectedbusiness.com](http://thepurposedirectedbusiness.com)



You can also access a free copy of his book written to parents. This book gives the research behind our programs. Please click on the following link to download your free copy: [unlocktheeinsteininside.com/procedures](http://unlocktheeinsteininside.com/procedures)

## 14. LearningRx Clinical License Opportunity

The LearningRx Clinical License opportunity is open to medical, psychological, educational, and therapeutic professionals in available areas of the United States.

*Can only be purchased in conjunction with Cognitive License*

- ReadRx
- ComprehendRx

### Cognitive License

\$10,000 License & Training Fee + Program Fee

- ThinkRx
- LiftOff (preschool program)
- 50% One-on-One/50% Digital Program

Reading License \$5000 License & Training Fee + Program Fee

The initial licensing fee gives you access to the proprietary materials, and also covers the cost of your training with us in Colorado Springs, as well as any future trainings you may attend. The program fee covers your student materials and also gives you continued access to the proprietary materials, as well as making our support team available to you for help with testing, consultations, student training, etc.

## 15. Gibson Test of Cognitive Skills

### Uses

- Evaluate the effect of a cognitive training or therapy intervention
- Establish current skill levels across multiple cognitive constructs
- Conduct research
- Monitor progress or decline in cognitive skill levels over time

### Validity & Reliability

The GTCS is grounded in the CHC theory of intelligence. Reliability metrics include internal consistency, split-half, and test-retest. Coefficient alpha ranges from .87 to .98 across subtests. Validity metrics include content validity, construct validity, and criterion-concurrent validity. Criterion-concurrent validation indicates moderate to strong correlations with the WJ III.



### Results Profile

A comprehensive report of test results is generated for each administration. In addition to a description of each test, the score reports include a table of percentile ranks, age-equivalent scores, and standard scores for each cognitive skill tested. Reports also include a graph of age-equivalents and percentile ranks indicating how the client's results compared to those of same-age peers.

Examples are below:

SKILL TESTED	AGE EQUIVALENT	PERCENTILE RANK	STANDARD SCORE
Long-Term Memory	>19.0	96.0	126
Working Memory	10.2	86.0	116
Visual Processing	8.7	62.0	104
Auditory Processing	10.7	96.0	126
Processing Speed	8.5	63.0	105
Logic and Reasoning	9.1	76.0	111
Word Attack	7.6	50.0	100

Receive a **FREE** test (\$89 value) by emailing [sales@learningrx.com](mailto:sales@learningrx.com).

## 16. BrainRx International License Overview

Opening your own BrainRx Center is exciting! A BrainRx Center will allow you to make a difference and change the lives of many people in your community. When you obtain a center license, we will teach you to hire and train your own trainers, market, network with professionals, operate your own training center, and grow your business. To apply for your own BrainRx Center license, please email us at [info@brainrx.com](mailto:info@brainrx.com).



*BrainRx Licensees and trainers from around the world at our Headquarters in Colorado Springs, CO*

### What is the process to obtain a BrainRx Center License?

The first step in the process is to set up an Introduction Call. During the Introduction Call we will answer your initial questions. Once you are qualified, our last step is to go over the contracts and enroll for training.

### What is included in the training?

BrainRx Center training is a four-day training located at our World Headquarters in Colorado Springs, Colorado (or at a master developer's location throughout the world). At the training, we will cover the following material:

- Product Training
- Testing
- Test Analysis
- Sales
- Marketing
- Operations
- Personnel

### What are the fees?

The training and licensing fee is only \$10,000. The training fee includes the following materials:

- Testing and Administrative Materials
- Trainer Materials (Four Trainer Kits)
- Marketing Materials
- Brochures
- Print Ads
- PowerPoint Presentations

The student fee is approximately 10%. The Gibson Online Test is only \$10 per use, or less if you purchase in bulk.

### What is an example of a student program?

The training is typically five to six hours of training per week for 12–24 weeks. Half of the training will be digital (requires computer with internet access) and half of the training will be with a trainer.

The average fee right now in the United States for 72 hours of training is \$5,000.



Help change the lives of thousands of students every year with our BrainRx License program.

For more information, please go to: [www.brainrx.com](http://www.brainrx.com)

## 17. PACE and Master the Code License Opportunity

PACE training includes 33 procedures and uses non-academic mental exercises that focus on improving one area at a time. When that skill has been strengthened, additional tasks are added that include other underlying skills. This creates automaticity (habituation) of the main skill, as well as the student's use of multiple skills at one time. Most of the procedures involve a metronome or stopwatch to keep the procedure at intense, regular levels.

PACE strengthens the following skills:

- **Short-Term, Long-Term, and Working Memory**
- **Selective, Divided, and Sustained Attention**
- **Visual Processing**
- **Auditory Processing**
- **Processing Speed**
- **Logic & Reasoning**

These are the skills most needed for reading, spelling, math, and the ease and speed of learning in school and on the job.

Students all start at the same level. During the first week, the trainer's main goal is to take the student through each procedure to find the exact point at which the student is challenged. At the end of two weeks, the trainer will look back, evaluate the student's progress, and then design a training schedule that is the most challenging for the student.

Training includes two testing sessions, one before training begins and one after training. With pre- and post-testing we can compare the effectiveness of training. Many parents are happy with results that average a 3.6-year change in all the deficient skills tested. If the student needs additional help, or the parents would like to have certain skill areas strengthened even more, training can be extended in 10-session increments as long as the student continues to make big improvements.

A PACE training kit for each student contains the materials (workbook, stopwatch, games, tapes, metronome, etc.) needed to do the procedures. During training sessions, the trainer sits across from the student at a small table. Each session may include four to eight procedures, depending on where the student is within their training schedule.



## Master the Code Overview

Many parents are looking for reading help for their child, something that many traditional tutoring centers offer. So how does Master The Code differ? Results! Our reading results are unmatched by any other reading program. The government spent \$200 million to find out why people fail to read. Using that research, we created a reading program that does two things: First, it corrects the underlying cause of why the student couldn't read—cognitive skill weaknesses. Next, it gives them a systematic reading program that makes reading easier. Not only do we get incredible results, but we provide the best value for parents looking for reading help. To learn more, go to: [www.masterthecode.com](http://www.masterthecode.com)

Master The Code (MTC) was created because of the need, as a remedial reading program, to break bad reading habits and establish correct reading skills quickly (within three months).

### Learning Clues

Even if the code is taught sequentially and completely in a good reading program, a student who has a severe auditory processing deficiency is not able to concentrate adequately, works too slowly, has poor memory skills, cannot create good mental images, or exhibits poor retention of the information they've been working with, and will have difficulty learning to read.

### Learning Breakthroughs

When these critical skills are strongly in place, students learn quite rapidly. Master The Code is designed to remediate these problem areas. How that is done, and what MTC has to offer, is reflected in the following feature highlights.

Master The Code is properly sequenced. In order to handle the complex logic of our alphabet code, a child must have mastered each level of complexity in carefully sequenced steps. Master The Code uses

a unique methodology. Like PACE, Master The Code procedures actually embed the English reading code deep in the student's memory so its use is automatic. These training techniques include:

### Immediate Feedback

One-on-one training allows for on-the-spot encouragement for correct responses and correction of errors.

### Concentration

The training drills require the student's full attention. That brings faster results because of less time off task.

### Sequencing

Introducing the information and tasks, from simple to complex, in small enough steps so that new material can be mastered quickly and easily.

### Stretching

Constantly pushing the student's training activities to more demanding levels that challenge or stretch their skills to improve.

### Loading

Adding a task on a task, thereby forcing the mastery of skills at a subconscious level (automaticity).

Using Master The Code's techniques, and making the sequence of spelling and reading instruction agree with the logic of our English alphabetic system, results in the most rapid mastery of spelling and reading.

Students will be amazed. Parents will be amazed. You'll be amazed.

In fact, you'll be astounded at the way your students eagerly leap into reading after years of struggle and resistance.

### Award-Winning Franchise System and Support

LearningRx is award-winning! Here's a look at some of the awards we have received over the years:

- 2015 Entrepreneur's Franchise 500
- 2015 Franchise Gator's Top 100 Franchises
- 2014 Entrepreneur's Franchise 500
- 2014 Franchise Gator's 100 Fastest Growing Franchises (Top 10 ranking)
- 2013 Bond's Top 100 Franchises
- 2013 Entrepreneur's Franchise 500
- 2013 Franchisee Satisfaction Award from Franchise Business Review
- 2012 Entrepreneur's Franchise 500
- 2012 #1 Child Enrichment Program from Entrepreneur Magazine
- 2011 Entrepreneur's Franchise 500
- 2010 #1 Child Enrichment Program from Entrepreneur Magazine
- 2010 Entrepreneur's Franchise 500
- 2009 #1 Child Enrichment Program from Entrepreneur Magazine
- 2009 Entrepreneur's Franchise 500
- 2009 Rocky Mountain Excellence in Franchising Award for Website Innovation
- 2008 #20 Fastest Growing Education Privately-Owned Company (INC 500)
- 2008 Top 25 New Franchises
- 2008 #19 Top New Franchise by Entrepreneur Magazine
- 2008 Entrepreneur's Franchise 500
- 2008 Rocky Mountain Excellence in Franchising Award for Charitable Contributions
- 2007 Franchise Time's Fast 55
- 2007 Top Franchise 50 (Franchise Review)
- 2007 Top New Franchise (50)
- 2006 Franchise Time's Fast 55
- 2006 Top Franchise 50 (Franchise Review)
- 2006 Top 100 New Franchises



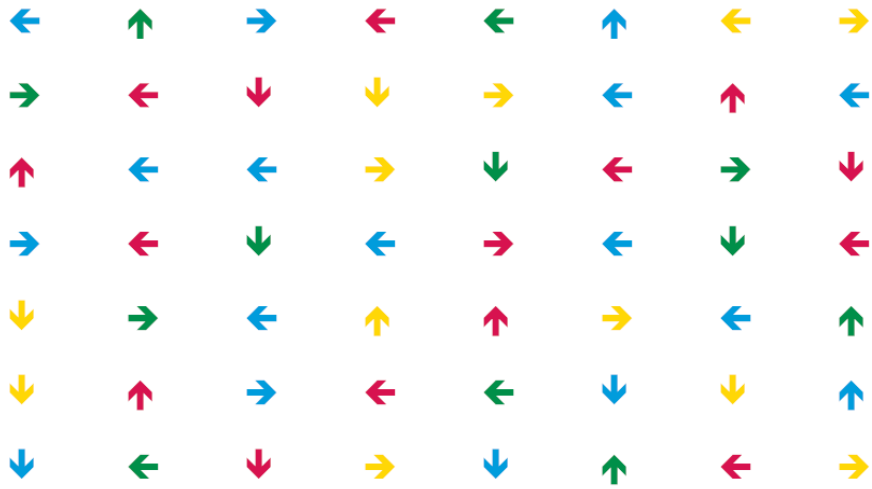
### Licensing information

	Franchising	Clinical license*	PACE license	BrainRx license
Initial Fee	\$25,000-\$45,000	\$10,000-\$15,000	\$3,900-\$11,400	\$10,000-\$50,000
Program Fee Per Student	10% + 2.5% Marketing Development	min. \$300 or 7%	\$300-\$500	min. \$300 or 10%
<b>Programs</b>				
PACE and Master the Code	N/A	N/A	YES	N/A
ThinkRx and Preschool LiftOff	YES	YES	N/A	N/A
ReadRx and ComprehendRx	YES	YES	N/A	N/A
MathRx and StudyRx	YES	NO	N/A	N/A
Brain Booster and Brain Camp	YES	NO	N/A	N/A
BrainRx	YES	N/A	N/A	YES
Brain Skills	YES	YES	N/A	YES
Territory/Trainer Limitations				
Protected Territory Included	YES	NO	NO	Only with Master Development Agreement
Number of Trainers Included	Unlimited	Up to 5	1 (can purchase additional trainer positions for a fee)	Unlimited
<b>Training</b>				
Gibson Test (includes materials)	YES	YES	YES	YES
Consultations	YES	YES	YES	YES
Business Operations	YES	NO	NO	YES
Marketing and Networking	YES	NO	NO	YES

\*requires credentialed professional

# LearningRx<sup>®</sup>

one-on-one brain training



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0	5			
2	8	papt	kilf	wend
8	9			
3	4	sost	dant	bipt
6	1			
4	3	mesk	lomp	feft
1	6			
5	9			
8	7			