



Franchise Information Package



Dr. Foot
Life is Movement

Dr. Foot Inc. Franchise Department
DR.FOOT INC.

Company Background

Dr. Foot was founded in 2014, with an uncompromising passion for the administration of rehabilitative care to patients around the world.

Our highly trained clinicians remain fully committed to providing comprehensive, accessible and quality services for our patients. At Dr. Foot, we assess each patient's condition, and implement personalized solutions to restore their mobility and keep them on their feet.

Our clinic offers both surgical and non-invasive treatments for a variety of common foot and ankle ailments and utilizes traditional and innovative technologies to provide our patients with instantaneous and accurate measurements to assist in the manufacturing of high quality custom orthotics.

At Dr. Foot, we understand that every patient is unique, and there is no one-size fits all solution. Instead, we promote a collaborative and patient-centered approach, as we believe that the best orthopedic care is obtained through a close and collaborative relationship between the patient, clinician, and staff. We also place great emphasis on preventative care, and ensure each patient is equipped with the tools they need to achieve lasting results to help them look and feel their best.

Vision

Our vision is to provide our patients with the highest level of care and quality of service, and to become recognized as one of the leading orthotic clinics across the country.

Mission

Our mission is to provide our patients with comprehensive, accessible, and high-quality podiatric services in a caring, collaborative and efficient environment.

Our Core Values

Care for our patients- we act with integrity, respect, and a commitment to confidentiality. We respect the wellbeing and dignity of each patient.

Teamwork- We work together collaboratively with our patients and staff.

Quality Service- We strive to exceed patient expectations by improving access and quality of our services

Evidence Based Treatment- Our clinics utilize customary and reliable treatments proven to prevent biomechanical problems, restore foot health, and relieve suffering.

Industry Overview

Over the past few years, there has been an increased emphasis by healthcare providers on preventative care such as podiatry, which has led to a steadily growing demand for foot care services. Other demographic and societal changes have also contributed to this cause, including, but not limited to, a steady rise in the prevalence of diabetes, which alone triggers a number of foot care issues among its sufferers.

In addition, based on Canada's 2011 census data, the population of Ontario is projected to grow over 30% in the next 25 years. As the population increases, the available service providers will be insufficient to meet the needs of those requiring podiatric care.

According to the College of Chiropractors of Ontario in their 2015 Annual Report, fewer than 700 of its members actively provide care across Ontario. Of this group, the vast majority are over 60 years of age, many of whom will retire over the coming years. This inverse relationship impending between the declining number of foot care providers and increasing population renders it an optimal time to enter the podiatric care industry.

Recent Trends

This year, more podiatric service providers are returning to new and innovative technology to streamline the delivery of services and provide better treatment options to patients. This advent of new technology forces clinicians to implement these new tools in order to adapt to the ever-changing market. In order to do so, however, substantial economic resources are required. As a result of this rapid change in technology, and its associated costs, many smaller clinics will be unable to sustain such costs and eventually be forced out of business. Additionally, as much of this equipment is not widely used in Ontario, by offering this newer technology, Dr. Foot providers will have a competitive advantage.

Estimated Investment by Franchisee

As a Franchisee of Dr. Foot, you are eligible to select one of three types of clinics to operate. Each clinic will vary in size, cost, and services offered. The three clinics have been categorized as Bronze, Silver, and Gold. The total estimated cost of each clinic can be broken down as follows:

Description	Bronze	Silver	Gold
Franchise Fee	\$25,000	\$25,000	\$25,000
Opening Inventory	\$15,000	\$30,000	\$50,000
Leasehold Improvement	\$50,000	\$100,000	\$250,000
Signage	\$10,000	\$10,000	\$10,000
Working Capital	\$70,000	\$200,000	\$400,000
Equipment and Fixture	\$50,000	\$100,000	\$300,000
Total	\$220,000	\$465,000	\$1,035,000

DR. FOOT CLINIC

Ongoing Fees	Bronze	Silver	Gold
Royalty Payments	10%	10%	10%
Advertising	\$3,000	\$4,000	\$5,000

Franchise Fee

The Franchise Fees shall be deemed to have been fully earned by the Franchisor upon its receipt. Such fee shall not be refunded under any circumstances.

Royalty Payments

As a Franchisee, you are required to remit a royalty fee each month, commencing on the first day of operation of the clinic. Each Franchisee is required to pay an amount equal to seven percent (7%) of the gross sales in the previous month. These royalty funds are used to contribute and expand the Dr. Foot infrastructure, clinical support, and resources to help improve the Franchisee's clinic.

Advertising Fees

Similarly, each month, Franchisees are required to contribute a fixed amount to the Franchisor's Advertising and Marketing fund. The contribution required by each Franchisee will vary depending on the category of clinic that is purchased. The funds are then allocated among various marketing networks in order to promote the Franchise, and ultimately the clinics.

Clinician Overview

Podiatrist. A Podiatrist is a trained and licensed specialist who is certified to diagnose and treat disorders of the foot, ankle and lower extremities. A Podiatrist employs a wide variety of treatments to patients, including both surgical and non-surgical approaches.

Pedorthist. A Pedorthist is highly educated in postural analysis, movement patterns, and musculoskeletal examination. More specifically, they focus on the assessment of lower limb anatomy, muscle and joint function, as well as the interaction of the foot and lower limb with the rest of the body.

Chiropodist. A Chiropodist is a primary care professional practicing in podiatric medicine specializing in assessment, management and prevention of diseases and disorders of the foot.

[Insert Table]

Clinic Ownership

Ideal Candidate

Dr. Foot seeks self-motivated professionals looking for a rewarding career in the foot care industry. Candidates do not need a Ph.D. to own or operate the clinic, although having a medical background may be an asset.

Each candidate should be passionate about a career in sales and customer service and possess effective interpersonal and communication skills for interaction with patients, clinical staff, and employees.

Clinicians

If you do not already have registered health care practitioners to assist at your clinic, the Franchisor will assign them to your clinic to attend on an as-needed basis for a period of one (1) year. Practitioners that we will assign will vary depending on the franchise structure purchased. The clinicians that will serve in each clinic will be as follows:

Description	Bronze	Silver	Gold
Chiropodist		✓	✓
Pedorthist	✓		
Foot Nurse	✓		
Chiropractor		✓	✓
Physiotherapist		✓	✓
Massage Therapist		✓	✓
Physician			✓

Services

The products and treatments provided by the Franchisee at their clinic is also dependent upon which structure is purchased. The products and treatments that will be offered in each clinic will be as follows:

Description	Bronze	Silver	Gold
Store	✓	✓	✓
Screening	✓	✓	✓
Scan & Custom Orthotic	✓	✓	✓
Pain Management		✓	✓
Treatment		✓	✓
Mini Lab			✓
Operation Room (Minimal Invasive)			✓
Minimum Area Requirement (sq. ft.)	600	1000	2000

DR. FOOT CLINIC

Site Selection

All clinic locations are personally selected by the Franchisor. Locations are typically secured within large malls or plazas where parking is easily accessible, and foot traffic is high.

Equipment

Each clinic depends on which kind of services are included needs various of equipment for screening, scanning, diagnosing and treatment.

Description	Bronze	Silver	Gold
Store Equipments	✓	✓	✓
Chiropody Table	✓	✓	✓
Laser Scanner	✓	✓	✓
Treatment Table		✓	✓
Podiatry Drill	✓	✓	✓
Laser Therapy		✓	✓
Autoclave		✓	✓
Neurothesiometer		✓	✓
Ultra Sound Therapy		✓	✓
Interferential Therapy		✓	✓
Mini Doppler 8MHz		✓	✓
Gait Analyzer Treadmill		✓	✓
Gait Analyzer Camera & software		✓	✓
Posture Scanner System		✓	✓
Surgery Tools		✓	✓
Imaging Ultrasound			✓

Steps in Opening a Clinic

We encourage practitioners and entrepreneurs looking to begin a career in podiatry to explore an opportunity with Dr. Foot. Learn from experienced practitioners who have been working in the industry for over 10 years.

1. Submission of Application

Interested parties complete an application and forward it to Dr. Foot Inc.

2. Review of Application

Dr. Foot Inc. reviews the application, determines suitability and next steps.

3. Meeting with Team Member

If the Franchisee appears to be a suitable candidate, a meeting is arranged with a member of the Dr. Foot Inc. team.

4. Non-Disclosure Agreement

If the application is approved, the interested party signs a non-disclosure agreement and is given a franchise agreement, and a Franchise Disclosure Document for their review.

5. Cooling Period

There is a 14-day cooling off period before executing any agreements, this is to protect the franchisee and ensure proper consideration and evaluation is completed before committing to the franchise.

6. Deposit Paid

The franchise agreement is signed and the franchise fee is deposited with Dr. Foot Inc.

7. Financing Secured

The franchisee begins to secure financing.

8. Selection of Location

Potential locations are submitted by the Franchisor and once a location is chosen the franchisee will negotiate a lease.

9. Training

Training is scheduled.

10. Opening Day

When the clinic is ready to open, a member of the Franchise will be readily available to assist you.

Training

New Franchisees will undergo an intensive training program at the Canadian College of Foot Health. Our training program will provide new franchisees with hands-on experience in the operation of an orthotics clinic. The program will introduce members to the various procedures and treatments which will be offered at the clinic, as well as acquaint them with the clinicians they will be working alongside. New members will also be provided with separate in store practical training experience to ensure each member is equipped with the requisite knowledge and skills to successfully operate the clinic.

Some of the information covered in the training program include:

- Marketing and Promotion
- Client Intake
- Staff Development
- Purchasing and Inventory Control
- Practice Management
- Customer Service

Dr. Foot also offers Franchisees continued support throughout their ownership and operation of the clinic to assist them in managing their day to day operations. Additional training and information is also provided on an ongoing basis whenever any changes to the Franchise occur.

Frequently Asked Questions

Do I need previous clinical related or Franchising Experience?

No, Franchisees are not required to have any previous medical or clinically related experience. However, both fields are helpful but are no means necessary in creating and maintaining a successful business. We will help you obtain qualified staff and give you the training and tools to provide support for your staff.

Why should I choose Dr. Foot?

By choosing Dr. Foot, you are afforded the benefit of our many resources and continued support throughout your tenure as a Franchisee. As a Franchisee, you will also have access to our extensive network of clinicians, suppliers, and staff that are committed to the success of your clinic.

Contact Info

"Along with receiving the most advanced foot care, you will take a step back in time. To a time when patients received unhurried one-on-one care from their personal Doctor. Our foot clinics combines both a friendly, knowledgeable staff and one of a kind beautiful, clean Podiatry offices."

Corporate Head Office
900-200 Consumers Road
Toronto, ON M2J 4R4

Tel: 416-373-6681
Email: info@drfoot.ca

Hours of Operation
Monday Friday 9:00am-5:00pm
Sat-Sun Closed

DR. FOOT CLINIC

Dr. Foot Inc.
21-300 Don Park Road
Markham, ON L3R 3A1

Dear Applicant,

Thank you for your interest in Dr. Foot Inc. Should you wish to proceed with the application process, please complete and return the enclosed application to us by email at info@drfoot.ca. Only completed applications will be considered.

The information that you will provide in this application will be held in strict confidence and used solely to evaluate your suitability as a Dr. Foot Franchisee.

Our acceptance of your application does not imply that you have been approved as a Franchise, nor does it obligate you or us to proceed with the application. Should we feel that you are a suitable candidate, someone will contact you by phone to schedule a meeting in person. A successful applicant should hear from us within 30 days upon receipt of your application.

While we welcome all applications, only successful applicants will be contacted.

Thank you again for your interest in Dr. Foot Inc.

Sincerely,

Reza Ghalamghash
President
Dr. Foot Inc.

CONFIDENTIAL FRANCHISE APPLICATION FORM

A. PERSONAL INFORMATION

Name: _____ Date of Birth: ____/____/____
First, Middle, Last

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone No: _____ Cell No: _____

Email: _____ Facsimile: _____

Languages Spoken: English French Other: _____ S.I.N.: _____

Country of Residence: _____ Gender: Male Female

B. EDUCATION

Please circle the last year of school completed:

High School 9 10 11 12 13

College 1 2 3 4 Degree: _____

University 1 2 3 4 Degree: _____

Describe any training you have in management, sales, or retail:

Four horizontal lines for describing training in management, sales, or retail.

DR. FOOT CLINIC

Have you ever owned or had an interest in any other health care industry? Yes No

If so, give details:

C. BUSINESS INFORMATION

What percentage of the franchise will you own? _____%

Will you have a business partner or partner? Yes No

If yes, name of your partners: _____

D. FINANCIAL INFORMATION

ASSETS:

Cash: __\$ _____

Real Estate: __\$ _____

Securities: __\$ _____

Other Assets: __\$ _____

TOTAL ASSETS:

__\$ _____

LIABILITIES:

Bank Loans: __\$ _____

Mortgage: __\$ _____

Other Loans: __\$ _____

Bills Payable: __\$ _____

TOTAL LIABILITIES:

__\$ _____

What will be your source of capital for a Dr. Foot Franchise? _____

E. EMPLOYMENT HISTORY

Starting with the most recent:

COMPANY: _____

TYPE OF BUSINESS:

START DATE: _____

END DATE: _____

POSITION: _____

ANNUAL SALARY:

COMPANY: _____

TYPE OF BUSINESS: _____

START DATE: _____

END DATE: _____

POSITION: _____

ANNUAL SALARY: _____

COMPANY: _____

TYPE OF BUSINESS:

START DATE: _____

END DATE: _____

POSITION: _____

ANNUAL SALARY:

May we contact your employers? Yes No

F. GENERAL INFORMATION

How did you hear about Dr. Foot Inc.?

Newspaper

Internet

Television

Magazine

Friend

G. ACKNOWLEDGMENT

The undersigned hereby certify that all information provided in this application is true and correct as of the date below. In the event that these affairs change, the undersigned agrees to notify Dr. Foot Inc. in writing of all such change(s) as soon as practicable.

The undersigned acknowledges that Dr. Foot Inc. requires certain information to determine whether the undersigned would be a suitable franchisee. The Undersigned hereby authorizes Dr. Foot Inc., or its affiliates or agents to conduct any necessary bankruptcy checks, civil litigation checks, criminal background checks, credit and/or reference checks, that it deems necessary or advisable.

The undersigned understands that any false information or consequential omission contained in this application would be cause for immediate termination of any subsequent agreement reached between Dr. Foot Inc. and the undersigned.

The undersigned certifies that the information contained herein has been carefully read and is true and correct.

Dated this _____ day of _____, 20__.

Name of Applicant (Print)

Signature

Please return this completed application to:

Email: info@drfoot.ca

Attention: Reza Ghalamghash