

THE UNFRAMER[®]

A franchise system

You've been exposed to our products in some way and now feel there is great potential for them within the marketplace of your region.
We're excited that you're excited.

The prequel business to the current *Mona's Art to Go*[®] in Steamboat Springs, Colorado, began almost 20 years ago with its roots in trade show display making. Since then, under the ongoing guidance of *THE UNFRAMER*[®]'s founder, the business has been able to establish itself smartly and quickly wherever it has started up. It makes impressive inroads in totally new, previously unserved markets with its hip style, delightful product mix and innovative marketing.

The name *THE UNFRAMER*[®] was more recently developed as a strong, accessible, self-descriptive name which appeals to a much broader audience. This name matches the simple cleanliness of the product. It was developed with forethought of the franchise system.

Distinct and unique, the names *Mona's Art to Go*[®] and *THE UNFRAMER*[®] identify and qualify the product mix of our franchise.

Federal Trademark law affords us protection for *Mona's Art to Go*[®] and *THE UNFRAMER*[®].

Describing the look of the product and giving it and the business a properly identifying name was found to be key. Similar only to picture framing in the fact that it customarily ends up on a wall, our product relates to traditional picture framing, but is definitely not the same.

With its clean edges and no glass, our product has enormous appeal. Our process does not include a frame or mat and as such, it eliminates many common objections that arise when trying to match a number of presentation elements to the graphic. The floating mount (our most popular style with the hidden back frame) with the thin-mounted art floating out from the wall, presents the poster or print in a way that puts the graphic front and center and removes distractions. The special "optically correct" UV matte finish we apply over the print helps deliver such depth that our customers describe it as having a "wow

factor". To that end, in our marketplace we are happily contrary, clean, simple, uncomplicated and unpretentious. Our products have very unique looks and present good value for the retail customer.

Our earlier market research identified points of contention that the consumer has indicated regarding traditional picture framing.

Namely, these are price, timely completion, ease of deciding display style, and attitude of the picture framer.

We've addressed these issues simply by letting the simplicity and the good value of the product itself help direct our business structure. From the clean, simple display/sales area to our unusual and effective marketing tools and the practical manner in which we use them, we end up with a delightful and eager attitude presented to our customers.

There are many things we have internally that are indeed the envy of many franchise systems. In essence, we make displays! For our retail customers, for commercial applications, for OURSELVES.

We can produce our own point-of-purchase displays (POP), and change them out as often as we wish. It's very simple for us to create an exciting and effective showroom area, complete with samples, all at a fraction of real-world cost.

The developmental strength of a new franchise, or any new business for that matter, depends on a number of measured and prudent steps. In our opinion, we feel these are best conducted as closely in tandem as possible since both franchisee and franchisor strive for the best possible case for the new franchise.

- Territory selection, then specific location selection.
- Physical location support: Showroom and production area design/planning .
- Guidance and advice to help complete your franchise-provided *THE UNFRAMER*[®] business plan framework.
- Marketing, budgeting thereof, and opening preparations.
- Understanding the ease and breadth of our ongoing support system. A confident business person is an effective and creative businessperson.

- Onsite equipment installation finalization and production area setup help.
- Onsite showroom decoration and layout help.
- Onsite immersion-training using your equipment in your now fully functional production facility.

We understand it's the people that make a company. The core strength of any business is the strength, skill and attitude of the principals of that business. The concept of franchising for a business is a very good one, in that we can quickly gain those new skills, knowledge and strengths, that make our businesses truly viable, rather than rely on expensive, hard-won experience over time.

At *THE UNFRAMER*[®], we understand. We also know that all of us are not cut out to do the same thing. That is why we strongly suggest that a person's background, hobbies and interests be in step with the *THE UNFRAMER*[®]'s products and processes.

We'll be there every step of the way: Throughout your set-up and training and more importantly, AFTER we've left your newly functional facility. Given the simplicity and speed of internet access, we will remain available via video web-conference to assist you.

In fact, we will perform a major part of your classroom training via video web-conference. Also, we use web-conferencing to help you troubleshoot difficulties with your business, be it retail, material production or otherwise.

As we demonstrate solutions for you in our video conferencing, those episodes will be recorded. They will be held in a password protected web archive accessible only to *THE UNFRAMER*[®] franchisees.

You'll be able to search your issue and watch and re-watch a video of how to solve your specific problem. If we haven't a recorded video specific to your need, we'll record one, as we solve your problem in real-time.

All information regarding software and computer needs for video conferencing are provided as part of the franchisee start-up.

We feel the potential of any business hinges on its backbone of ongoing support and its various archives of experience. To that end, we are including the business resume of *THE UNFRAMER*[®]'s founder. He will be attending to franchisee induction, conducting onsite immersion-training, finalizing the franchisee facility and expanding our ongoing support program.

Pertinent information of our founder as it relates to the franchise system.
Business and Technical Experience:

Construction and Renovations Business (Partnered with Father) '79 - '93

Cabinet Maker Apprenticeship '80

Retail Manager Capitol Records '80- '81

Production Manager Fiberglass Molding '81

Wood Products Manufacturing (Managing Owner) '82 - '88

DIY (assemble yourself) Furniture Manufacturing (Managing Owner) '88 - '91

Furniture and Bedding Retail (arm of business above) (Managing Owner)

Display Business, roots of *THE UNFRAMER*[®] (Managing Owner) '91- '97

Financial Institution - Consumer Loans (Accounts Manager) '97- '98

Software Engineer (Subcontractor while re-establishing Current) '99 – '02

Temporary City Gallery (Co-op Art Gallery - Founder) '04

Current Businesses

Mona's Art to Go[®] (Managing Owner) '02 - Present

THE UNFRAMER[®] Franchise System (Managing Owner) Presently

STEAMBOAT TOFFEE COMPANY (Managing Owner) '09 - Present

YOUR ESTIMATED INITIAL INVESTMENT

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment Is to Be Made
Initial Franchise Fee (Note 1)	\$35,000	Lump Sum	At Signing of Franchise Agreement	DaVinci LLC.
Initial Supplies (Note 4)	\$2,000 – \$3,000	As Incurred	Before Opening	Vendors
Real Property (Note 3)	(Note 3)	(Note 3)	(Note 3)	Landlord
Leasehold Improvements, Fixtures, Equipment (Notes 3 and 4)	30,000- \$50,000	As Incurred	Prior to Opening	DaVinci LLC., Contractors and Suppliers
Opening Inventory (Note 4)	\$1,000 - \$3,000	As Incurred	Prior to and at Opening	Vendors
Miscellaneous Opening Costs (Note 4)	\$2,500 - \$9,000	As Incurred	Prior to and at Opening	Vendors
Grand Opening	\$1000 - \$5,000	As Incurred	Before Opening	Media and Vendors
Initial Supplies (Note 4)	\$3,000 – \$5,000	As Incurred	Prior to Opening	Vendors
Additional funds 3 months (Notes 5 and 6)	\$15,000- \$30,000	As Incurred	As Incurred	Varies as applicable to Franchisee
TOTAL (Notes 3, 4, 5, 6, and 7)	\$89,500- \$140,000			

This table is derived from the Franchise Disclosure Document. Please refer to the entire document for specific expense details.

After reviewing this letter, call us at 970-870-3400 (M-F 9-5 MST) to schedule a phone interview to further discuss the *THE UNFRAMER*[®] franchise opportunity.

If you are interested in pursuing the opportunity, complete the attached *THE UNFRAMER*® Franchise Application. Fax the completed application to *THE UNFRAMER*® at 970-879-9286. or mail to DaVinci LLC, P.O. Box 773454, Steamboat Springs, CO 80477

We will promptly review your application and, if approved, send you the *THE UNFRAMER*® Franchise Disclosure Document (FDD). The Federal Trade Commission and many state governments require this document be given to prospective franchisees a minimum of 14 business days prior to the signing of a franchise agreement or the first personal meeting with the franchisor. The FDD contains all required disclosures and tells you everything you legally need to know about the franchisor. It's one of your best sources of information about the franchise opportunity – study it carefully, make notes and come up with a list of questions.

After you have reviewed the FDD, we schedule a second phone interview or personal meeting to discuss your questions and become better acquainted.

If, after this meeting, both parties are still interested in moving ahead, we send you the Franchise Agreement. After carefully reviewing the agreement, you sign it and return it to us with the initial franchise fee payment.

Congratulations!

Now you're ready to find and secure your location and begin the process of building and opening your very own *THE UNFRAMER*® franchise.

Franchise Offering Disclaimer:

The information provided in this letter/email is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only.

Currently, the following states in the U.S. regulate the offering and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or desire a franchise in one of these states, we will not offer you a franchise until we have complied with applicable presale registration and disclosure requirements in your state, which includes providing you with a state specific Franchise Disclosure Document.

Some states in the U.S. require franchisors to file for exemption from their business opportunity laws. We will not offer a franchise to a resident of such a state until after we have complied with that state's laws. In most cases this compliance can be accomplished quickly.

If you wish to contact us to inquire further about becoming a ***THE UNFRAMER***[®] franchisee, please do so. We will promptly inform you if we are able to offer you a franchise at that time. If we can't, then when we become legally qualified to offer you a franchise in your state, we will inform you then that we are so qualified.