

We can do MORE

TOGETHER

with YOU in our network



USE OUR SOFTWARE SYSTEM
OR BECOME A FRANCHISE

nettl[®]

nettl
WEBSITES
PRINT &
SIGNS



nettl BUSINESS STORE

nettl.com

MEET
COFFEE
IDEAS

WEBSITES
PRINT
&
SIGNS

MEET
COFFEE
IDEAS

COFFEE
CHINWAG?
REBOOT
GIGGLEMUG

COFFEE
CHINWAG?
REBOOT
GIGGLEMUG

JUST WHAT IS NETTL?

Thanks for asking. Nettle is a business system.

Made for graphics businesses like yours.

We support businesses in a number of ways.

Nettl SYSTEM

Use our software – the Nettle SYSTEM to extend the range of things you can do for your clients. Use your existing team’s skillset to do more. Keep using your own existing brand.

OR

Nettl FRANCHISE

Become a Nettle FRANCHISE and take advantage of Nettle’s suite of marketing, to engage new clients and keep in touch with existing ones. Co-brand Nettle with your existing business.

More than
2,000
active users

Nettl is the largest network of neighborhood web, print and design studios in the UK. We have hundreds of Nettle locations around the world. We’re in Australia, Belgium, England, France, Ireland, New Zealand, Scotland, The Netherlands and Wales.

And now Nettle is here in America.

We’d like you to be a part of it.





EST. 18:55



nettl

OFFERING

INTERMEDIATE CRAFTSMAN
WEBSITES

INSPIRATIVE
DESIGN

HIGH QUALITY
PRINT

EXHIBITIONS

Pop in
and SAY HI!

nettl.com

nettl.com

A truly INSPIRATIONAL place to

MEET

GET SAVOURY

COFFEE

while you FEEL THE DESIGN

IDEAS

for the SOUL



WHY DOES THE WORLD NEED NETTL?



It all starts with the client.

We always think that's a very wise place to begin.

In the old days, clients invested their marketing bucks on print-based advertising.

Nowadays, the first thing a start-up business wants is their website. So that's where Nettl starts too.

But it's certainly not where it ends.

You've probably noticed that business cards aren't first on anyone's shopping list anymore. You might still sell lots of them. So do we. It's just that clients are putting their energy into other marketing channels *first*.

After their website, they need help with email marketing and search engine optimization. And signage. Exhibition graphics. And then, probably a heap of print and promo items.

So Nettl does all of those things.

And a bit more too.





HOW DID THE NETTL STORY BEGIN?

A long time ago, we had hundreds of print shops.

We began opening and licensing print shops twenty years ago. We franchised them all over the place. Then the world started to change.

It's not that clients don't buy print anymore.
Of course they do.

It's just that the creative relationship starts with the person who designs the *first thing*. Since that thing is often a website, nowadays that's often the web designer.

Admit it. You've probably cursed the web guy who sent you a 72 dpi RGB logo to print. Well, now files that might have gone to a print shop are being uploaded every day to online printers. Hurts, doesn't it?

We know. Because, we were once the print shop.

Of course, we delivered clever creative. And magical marketing. But print was our DNA and we had a network of print stores, sprinkled all around the globe.

Gradually, clients stopped coming in. Things got harder. Our margins eroded. And so we changed.

We became Nettle.





NOBODY puts your
BRAND
in the
CORNER



SEO
EXPERTS

netti

PRINT
DE
W

netti

W
D

WHAT DO CLIENTS WANT NOW?



They want it all. And there's been a convergence.

Clients *don't* want multiple creative relationships.

They hate explaining their brand to a sign guy, a web girl, some expo dude and then a printer. They want *one person* to take care of it all.

Once upon a time, a website was just a homepage, *about us* and a contact form. Then clients started wanting to do more. To take payments. To sell things online. On the move. On mobile devices. With stock synced to their back office system. Put up online appointment booking forms. With live availability of time slots.

And that's when this stuff got real.

Design isn't just design any more. You're being asked to work with ecommerce or booking systems. To design for stretchy fabric displays or aluminum signs. To keep up with new tech and SEO.

Nettl makes it easy for clients to navigate. We simplify. We cut out the jargon. *We don't patronize people.*



COFFEE MENU

Espresso	1.50
Macchiato	1.50
Cappuccino	1.50
Latte	1.50
Flat White	1.50
Filter Coffee	1.50
Tea	1.50
Hot Chocolate	1.50
Soft Drinks	1.50
Smoothies	2.50
Energy Drinks	2.50
Alcoholic	3.50

FOOD ON THIRD

Order your food and drinks from the app. It's quick and easy. Download the app now.

Order online and collect from the counter. Or third party.

SOUP

Hearty
Flavourful

LEARN THEN SELL, LEARN THEN SELL

Every adventure starts with your first step.

Maybe you've done a little web. Perhaps you've sold *absolutely loads*. Or it might be you've done none at all. It doesn't matter how experienced you are. Nettl helps graphic professionals – like you – to handle different types of web projects.

If you're starting out, doing your first site can be daunting. That's where our training comes in.

We think it's best to take a staged approach. So we deliver our training in chunks. Get started building beautiful mobile websites after you've completed a couple of webex launch sessions or optional *Nettl Tech* classroom training. Sell some, get some under your belt.

Then with *Nettl Advanced* learn how to add interactive functionality like online bookings and multi-page forms. Feel confident to sell those to clients. Then you're ready for the next part.

With *Nettl eCommerce*, we'll show you how to build ecommerce sites and introduce you to sophisticated options like click+collect.

And then you're ready for the next thing.





WHAT ELSE WILL YOU TEACH ME?



Because every day is a school day.

If you'd just like Nettle SYSTEM, we'll get you started with some remote online training. Classroom sessions are optional. With Nettle FRANCHISE, your initial fee includes two places across four training courses:

5Ps teaches you how to sell and manage web projects. Starting at the sales pitch, through to client proposal and all the way to project delivery.

Contract review covers how to manage client expectations, so that projects and orders go right. Every time.

Design for production shows you how to prepare graphic files for print and fabric displays, using our automation to get the most out of proofing and file checks.

Nettl Tech introduces you to building responsive websites and getting started with the Nettle platform.

As you become more experienced, there are other optional, advanced courses available on topics like SEO, click+collect and eCommerce.

The web changes weekly. Dragging you back to the classroom frequently isn't feasible. That's why we deliver online training surgeries, hosted by the Nettle Geeks. Drop in and watch live, or watch them back on our catch-up on-demand video library.

Nettl is about continuous learning. So we all get smarter.

**WE WRAP
VEHICLES**

nettl
BUSINESS STORE

PURVEYORS of FINE

WEBSITES

CRAFTERS of QUALITY

PRINT & SIGNS

for the Discerning

BUSINESSES of MERSEYSIDE



FREE
QUOTES
ONLINE
OR BY PHONE

MEET US
FOR COFFEE
AND IDEAS

18 55

IS THE NETTL PLATFORM FLEXIBLE?

It's probably more flexible than a yoga instructor.

Clients come in all different shapes and sizes. So why should their websites all be the same?

Nettl is *platform agnostic*. By that we mean, we don't force a client into a solution that isn't suitable for them.

Nettl is **not** just a website builder. It's not some rigid templates. *It's a way of working.* Using the right tools for the job.

The Nettle SYSTEM allows your team to effortlessly install different types of website platforms. With just a few clicks. The platform you choose will depend on which is right for the client. And we'll train you how to select and build the right one.

We tailor our support around the most popular. And we make it easy to install upgrades, monitor performance and add plug-ins.

All from within the Nettle system.



YOU BUILD RECURRING REVENUE STREAMS

Nothing feels like collecting cash while you sleep.

You love the buzz of chasing down those final orders on the last day of the month. The *high fives* as you smash your personal best.

And then dawn breaks.

A new day.

A new month.

And the counter resets to zero.

Not for a Nettl.



Every website you sell has the opportunity to build recurring revenue streams. Websites need hosting (*we integrate with AWS for hassle-free cloud hosting*).

That's usually paid monthly. Domain names need renewing annually. SSL certificates need updating, to keep sites secure. Websites need to be optimized with SEO and maintained with monthly Care Plans.

Some of these could be small payments. Maybe just a few dollars at a time. Easy to forget without a proper system. But they soon start adding up.



All these subscriptions are handled elegantly in Nettl SYSTEM. Connect your bank account via Stripe and get paid automatically by credit card or ACH.

While you sleep.

SEARCH EXPERTS



PICK
PACKETS

GEORGE

MEETING
ROOMS

TRAVEL
EXPERTS

HELP YOUR CLIENTS TO GET FOUND WITH SEO



Search engine optimization, without the effort.

Once you've deployed a website, the job is not done.

Launching a site is like sticking up a billboard in the Mojave. Nobody will see it, unless they can find it.

That's where Search Engine Optimization – or SEO – comes in.

Now, SEO has a bit of a bad reputation. And there are plenty of snake oil salespeople ready to scam. Usually with *black hat* techniques, intended to deceive search engines.

With Nettle, you sell an SEO package to your clients. And all the hard work is done centrally and efficiently for a fixed fee. Using techniques which aren't cheating or going to get you in trouble.

What's more, to sell SEO services, *you don't even need* to have built the original website. Just think about all the businesses in your neighborhood who you could help.

Those who already have a website are potential clients too.

netti[®]
EXPOGANZA

Kao Collins Inc.

DI
NEEDPOET

powered METHODS by
**EXHIBIT
& MAGNIFICENTLY
DISPLAY**
partners for
Marketing BUSINESSES to grow

- posters
- Boards
- Vinyl
- WINDOW
- outdoors
- Graphics
- WALLS
- fabric
- Signage
- Exhibitions
- event



netti[®]
EXPOGANZA

POLICE





SELL MORE THAN JUST WEBSITES

You might be thinking Nettl is all about websites.

No. Nettl is *so much more* than websites. The journey might well start with a website. *You know that, because you were paying attention earlier.* But it could also start with exhibition displays. Or a request for some business decor.

Nettl covers a full range of marketing collateral. With product supply chain hooked-in.

Fancy print. Fabric displays. Promo stuff.

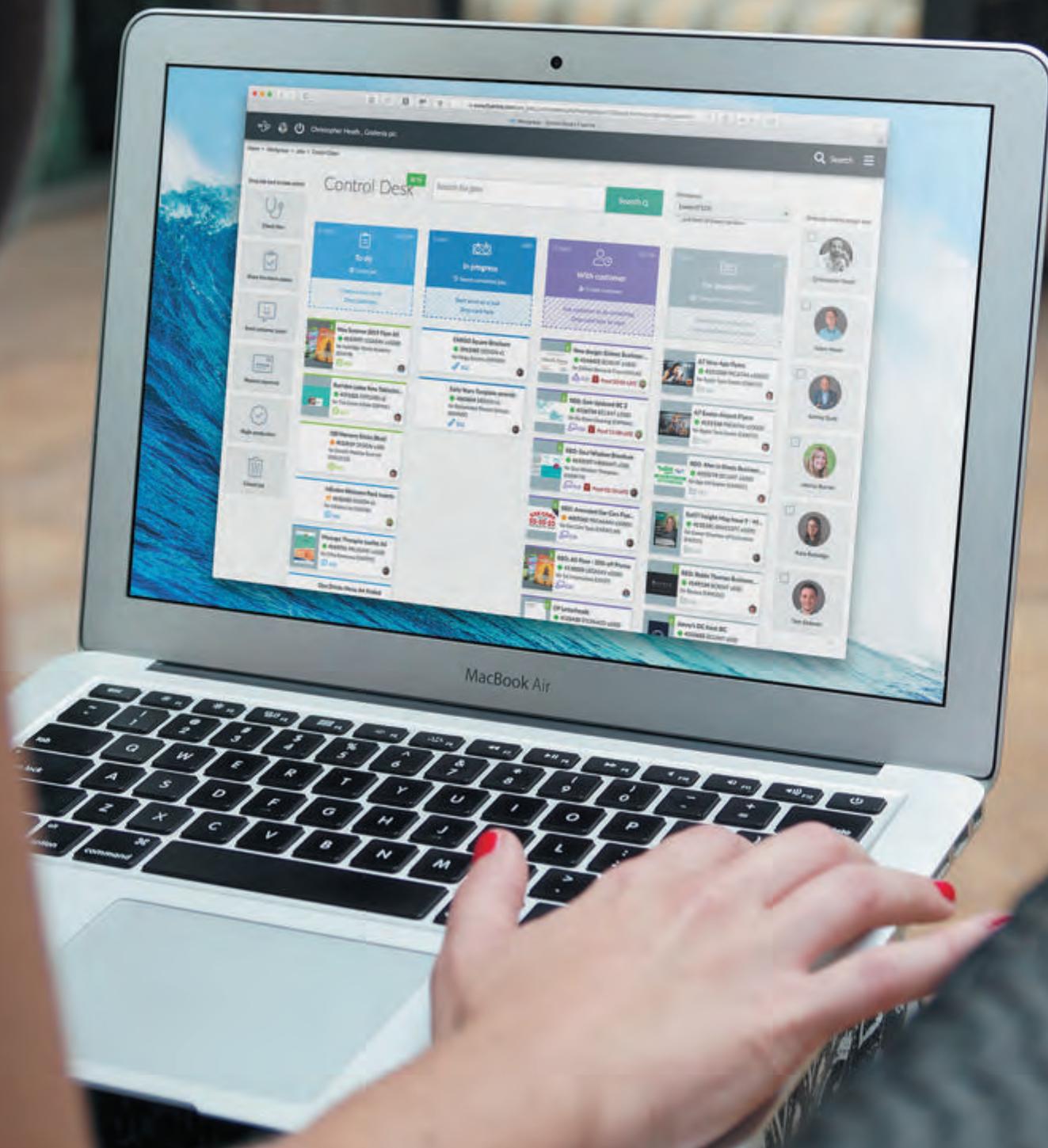
Thousands of prices already calculated. You buy from us at wholesale *transfer* prices. You sell to clients at a retail price. We take care of the billing and you can track order progress through the system.

Your clients can place orders (and reorders) online with an optional web shop in your brand or, if you're a franchisee, at *nettl.com*. You'll automatically get notified about those, with payments made online. We'll even automatically fix files they upload, as part of the checkout process.

And you get a smart, cloud-based, management system to handle multiple projects going on at one time.

We should tell you a bit more about that, actually.







WORK YOUR BACK OFFICE SMARTER

powered by **w3p**[®]

Everything to make your studio run efficiently.

There are lots of clever software apps on the market to take care of the things you do everyday.

We've put all the important things in one place, in Nettle's back office, powered by w3p. And we've been developing it over two decades. We've learned a thing or two about how to save a few minutes here and a few hours there.

w3p connects you to clients. Online payments.
File uploads. Proof approvals. Invoice downloads.

Let them do the self-service things they want to do, so you can spend time on the important value-added things.

w3p intelligently automates lots of little tasks.
Like billing. Subscriptions. File preflighting.

It makes your team work more effectively.
Managing proposals. Projects. Tasks. Orders.

Even use it to manage your own in-house production, using a visual, drag 'n' drop kanban dashboard with an optional bundle.

Use built-in data analytics to help plan marketing activity.





Can I get you ANYTHING...
COFFEE?
TEA? Me?
ECOMMERCE?
1984 Joan Church, Westborough

slow brewing
COFFEE
small
batch specialty

YOU and ME at
**ONLINE
BOOKING**



HOW DOES CO-BRAND WORK?



Keep your existing brand, add Nettle.

So how do we work *together*?

Nettl is available two ways. Our software, the Nettle SYSTEM – with absolutely no access to the brand. Or Nettle FRANCHISE, our co-brand option. That means you keep your existing brand. And you co-brand Nettle with it.

So, we know you're famous in your town. Your business was built on your reputation. We wouldn't want to work with you if it wasn't. As a Nettle FRANCHISE, you'll be known as the "Nettl of *your neighborhood*." Once you're certified, you'll be listed on *nettl.com* in our store directory. That might encourage prospective clients to visit you, so you'll need to have some Nettle branding on your premises. How much you choose is up to you. If you'd like to fit-out your entire store in Nettle style, our brand manual can help with colour schemes and decor suggestions.

But please know this. Nettle marketing is *not* available as white-label. The Nettle brand and collateral is exclusively for Nettle franchisees. We don't allow others to use our clever copy, delightful diagrams, impactful imagery or illustrations. So only choose Nettle SYSTEM if you are happy to make all your own marketing, in your own style, using your own words, phrases and images.

Nettl is special.


**GET
ACQUAINTED**
with BUSINESS CARDS


**GET
ACQUAINTED**
with BUSINESS CARDS




**POOL
RESCUE**


Classic cuts & close shaves
TYRELL'S
Old-fashioned

**NEW
BUSINESS
CARDS**



USE NETTL MARKETING TO SELL



We create marketing so you don't have to.

You spend your day working up ideas for clients.

Do you promote yourself as much as you'd like to? It's like the builder's own unfinished house. Clients always take priority. *Of course they do.*

Sometimes that means we don't do all the things we wake up with the best intentions of doing.

If you opt for Nettle FRANCHISE, it comes with a full suite of marketing, to help you sell.

Online and offline. E-blasts and Brochures. In-store, direct mail and for exhibitions.

In a friendly voice, saying new stuff each time. Fresh content, updated regularly. With a mix of helpful advice and promotion. You know how long it takes to create this stuff. Writing elegant copy takes time. Beautiful photography is an art. Get a whole library of marketing collateral at your fingertips.

A reason to contact existing clients and win new ones.

We'll provide a starter marketing pack as part of your initial franchise license fee. Just download the artwork to personalize and print yourself, or buy pieces as you need them.

And persuade clients to buy from you.

WHO will you
MEET
IN our PARLOUR
TODAY?

VENTURE IN and
MOISTEN
your
SAUCE-BOX

nettl



TIME to SAVOUR
COFFEE
and have a JOLLY OLD
CHINWAG?

COME INSIDE and
REBOOT
your
GIGGLEMUG

nettl

USING THE NETTL BRAND



Nettl is confident and quirky. And a bit cheeky.

Remember, the Nettl brand is exclusively available to Nettl Franchisees. If you choose Nettl SYSTEM, you *can't* use the Nettl Brand.

Now we've cleared that up, we asked ourselves a question:

How would our great grandparents have sold websites?

On Main Street. From their general store. In days gone by, when service was personal. And shopkeepers knew their clients by name.

And the answer is, *The Nettl way*. That's our brand *north star*.

A nod to the past. Good old-fashioned personal service. Brought bang-up-to-date, with new-fangled technology. *Without cholera or scurvy.*

We sell to businesses. But we believe, just because someone puts on a suit, we don't have to talk corporate. It's boring. We talk to them as humans. We try to make things fun. To engage and entertain.

(If you ever see a stock photo in our marketing of two suits shaking hands, please send help. You'll know we've been kidnapped.)

Clients tell us they like it. And we think your clients will too.

By the way, if you're wondering why we're called Nettl, you'll have to meet us in person to find out.

nettl  web studio

nettl.com

PURVEYORS OF FINE
WEBSITES
CRAFTSMEN OF QUALITY
PRINTING
& BEAUTIFUL
DESIGN
for the discerning
BUSINESSES OF STIRLING

Ingenious METHODS
& MAGNIFICENTLY
EXHIBIT
DISPLAY
your wares for
BUSINESSES like yours

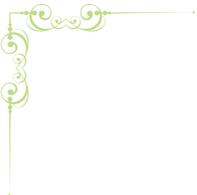


One way

33

No loading
at any time





NETTL IS EXCLUSIVE

You'd be the only Nettle in your neighborhood.

We want Nettle to be known as the place where business does business. That means building a network of Nettle studios around the globe. We own some studios ourselves, to test and experiment. And others are operated by franchised partners.

If you decide to become a Nettle FRANCHISE, then you'll be part of an exclusive tribe. We grant you your own territory. That means we won't allow another FRANCHISE or SYSTEM in the same territory as yours. However, you're free to sell or market to clients anywhere – we don't restrict that.

<i>Package</i>	<i>Businesses</i>
Neighborhood	0 - 500
Village	501 - 1,000
Town	1,001 - 2,500
District	2,501 - 5,000
City	5,001 - 10,000
Metropolis	10,001 - 25,000

The size of your territory depends on business density.

Quite simply, the more businesses there are, the bigger the opportunity. A square mile in downtown Manhattan has more businesses than a whole county in Alabama. So our packages reflect that.

As with all things Nettle, we want to grow with you. You might choose to start small, then expand. You can upgrade your package at any time, by paying a small arrangement fee and then moving price tier.

If you start with Nettle SYSTEM, we'll grant you a 12 month option to upgrade to Nettle FRANCHISE as soon as you sign up. That locks out anyone from starting a Nettle in your neighborhood.

However, once a territory is gone, it's gone.







WILL I NEED TO HIRE PEOPLE?

We get asked that a lot.

It's a reasonable thought. Growth needs resources.
But throwing people at a problem isn't the answer.

Nine ladies can't make a baby in one month.

Sometimes it's about being smarter.

A cheetah is the fastest animal on the planet.

Until you give a human a motorbike.

And that's the thing, you see.

Nettl is designed to make it possible to get more from
your team. It uses your designer's existing skill set.
And amplifies it. *Turns it to eleven.*

There may be times your team are maxed out. You
might need some extra resource from time-to-time.
Nettl:Creators are hooked in and ready to design
websites for you, for a low fee. Same with SEO. You sell
it, use our central SEO team to do the heavy lifting.

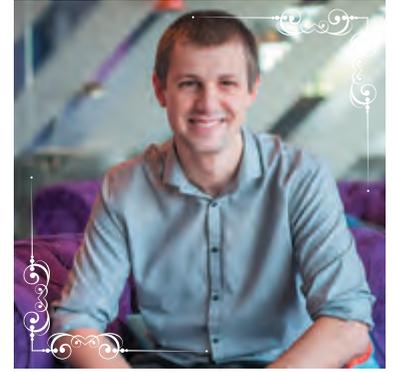
Gadzooks!

We nearly forgot.

There's one last thing you should know about.

The Nettle Geeks.





THE NETTL GEEKS ARE YOUR SECRET WEAPON



It's only easy when you know how.

Clients can be demanding. They want to push the boundaries. After all, they're entrepreneurs and want results.

But before you can quote for their web project, you need to know how to build it. Else it could take *days* more than you've quoted. *Weeks, even.*

And figuring out *how to*, takes time. Time that clients aren't paying for.

That's where the Nettle Geeks come in. They build *Fast Paths*. Those are the blueprints for the how-tos. Because every business type has common needs. Salons need appointment systems. Stores want click+collect capability. Financial advisors yearn for mortgage calculators. Restaurants desire online reservations.

The Nettle Geeks work out how to. The *Fast Paths* they create are essentially digital recipes. Your team can follow and edit these recipes. And get a known outcome for a known price.

They do a bit more, too.

But we'll come to that later.



BECOME A GOOGLE PARTNER

*You might have heard of Google.
They're quite big.*

Nettl is a Google Partner. You could become one too.

Why would you want to become a Google Partner?

Well, once you've sold a website, there are other services you could sell. We talked about SEO. That should be a part of a client's marketing mix. However, there's a more immediate way to drive traffic to a site. By using *pay-per-click* advertising. And Google AdWords is the largest player in this space.



If you're a Google Partner, you'll get access to more training, insights and resources.

Of course, there are standards required and you need to be a Nettl FRANCHISE to begin. You need to earn the right to wear the badge. Becoming a Google Partner gives your business more credibility and builds trust.

Google has many types of accreditations. We'll work with you to progress as far as you'd like.

Be part of a trusted community.



Peter Gunning, CEO



Gavin Cockerill, COO



WHO'S BEHIND NETTL?



A cast of hundreds, in different shapes and sizes.

Nettl of America's ultimate parent company is Grafenia plc, a public company listed on the London Stock Exchange.

Grafenia has been franchising since 2001 and operate, or license, Nettle locations around the world.

You'll meet and talk to many different people from the Nettle community. Some are based in America, some in other parts of the world.

A couple of mentions:

Peter Gunning is our CEO. He joined in 1998 and opened our very first retail store in Edinburgh, Scotland. That was the blueprint for the original store format, which later became Nettle. He's worked in different roles from marketing, technology and operations. He became CEO in 2015 and leads the team.

Gavin Cockerill is our COO. Gavin has been with the business since 2001, working his way up the ranks. From account executive, to store manager, to regional director. He pioneered the launch and optimization of some of our ecommerce platforms, before becoming Chief Operating Officer in 2015.

Meet more of the team and read their profiles at nettl.com.



LAKEHOUSE

nettl nettl nettl

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WE'VE GOT YOUR BACK

Nettl is a global community of people like you.

You're not alone. Become part of a network of professionals, with the same challenges and the same goals.

Sometimes things don't always go to plan. You get stuck. Something doesn't behave.

You need a bit of code to make that thing work. Maybe you've found a new problem. Surely someone has tackled the same thing?

That's where the Geek Channel comes in. It's a private global community. All our Nettle Geeks, franchisees and partner network together in one place.

From the mountains of New Zealand, to the canals of Holland. The baking heat of Australia, to the damp glens of Scotland. In one place, working towards the same things.

Ask a question on the Geek Channel and get help.

Friends don't let friends get stuck.



**ITEM 7 FRANCHISE DISCLOSURE DOCUMENT
ESTIMATED INITIAL INVESTMENT**

<i>Type of expenditure</i>	<i>Amount</i>	<i>Method of payment</i>	<i>When due</i>	<i>To whom payment is made</i>
Initial Franchise Fee	\$1,995 - \$4,995	Lump sum	When you sign the Franchise Agreement	Us
Construction and Leasehold Improvements	\$0 - \$1,500	Varies	Prior to opening	Third-party suppliers and vendors
Furniture, Fixtures and Equipment	\$0- \$10,000	As billed	As incurred	Third-party suppliers and vendors
Signs	\$250 - \$4,000	As billed	Before opening	Third-party suppliers and vendors, subject to our specifications
Computer, Software and Point of Sales System	\$0 - \$5,000	As billed	As incurred	Third-party suppliers and vendors
Insurance Deposits and Premiums	\$300 - \$5,000	As billed	Varies	Insurance companies
Travel and Lodging for Initial Training	\$0 - \$2,000	As incurred	Before opening	Third party
Grand Opening Marketing Expense	\$0 - \$2,000	In accordance with your grand opening marketing plan	As incurred and prior to opening	Third party suppliers and vendors
Professional Fees	\$1,000 - \$3,000	As billed	Before opening	Third parties, including attorneys, accountants and architects
Business Licenses and Permits	\$0- \$3,000	Lump sum	Before opening	Government authorities
Printing, Stationery and Office Supplies	\$100 - \$300	As billed	Before opening	Third party
Additional Funds – Initial period of 3 months	\$5,000 - \$20,000	As incurred	Before opening	Us, utilities approved vendors, employees and other providers of services and/or goods necessary for the operation of your Studio.
TOTAL FRANCHISE AGREEMENT	\$7,645 to \$60,795 (Franchise Agreement)			

WHAT DOES IT COST TO START?

Nettl has low start-up costs.

As we only work with existing graphics businesses, we assume you already have most of what you need to become a Nettl. You'll have a Mac, with Adobe Creative Suite. You'll have internet access and you'll already have premises.

On the left page, we've indicated some estimated costs you might want to invest in as a Nettl FRANCHISE to make your place look more like a Nettl. *How much* you choose to invest will be up to you. We've also shown costs you might incur as you add people and grow your business.

There is no initial fee for Nettl SYSTEM.

To become a Nettl FRANCHISE, we charge an initial license fee of \$4,995. That covers your classroom training and a starter marketing pack.

While Nettl of America is growing, we are offering Founder Franchisees a discount of up to 60% off the initial fee:

<i>Sequence</i>	<i>Reduced fee</i>	<i>Saving</i>
First 20	\$1,995	60%
Next 25	\$2,995	40%
Next 50	\$3,995	20%

These discounts are regulated by federal law and are strictly applied according to the date your franchise agreement is signed.

Oh no, it WASN'T the
FLYERS
it was
**BEAUTIFUL
DESIGN**
that made the SALE

THE CASH RECEIPT, BINGO KINGS



MAKE every moment
FEEL
uncontrollable EMOTION with
PRINTING
to VENTILATE
your deepest DESIRES



WE TRUST
to make
SERVE
YOURSELF
and let
OTHERS
SELF PAY



WHAT ARE THE ONGOING COSTS?

We don't charge you a percentage sales royalty.

We offer two packages. Nettl FRANCHISE starts at \$499 per month, depending on the number of businesses in your territory. Or Nettl SYSTEM is \$499 per month.

Package	Business	Year 1	Year 2	Year 3 on
System		\$499	\$499	\$499
Neighborhood	0 - 500	\$299	\$399	\$499
Village	501 - 1,000	\$399	\$499	\$599
Town	1,001 - 2,500	\$499	\$599	\$699
District	2,501 - 5,000	\$599	\$699	\$799
City	5,001 - 10,000	\$699	\$799	\$899
Metropolis	10,001 - 25,000	\$799	\$899	\$999

Example product

\$100	You sell to clients
\$60	You buy from us
\$40	Your margin

If you choose Nettl FRANCHISE, we give you extra support in the early days. In year 1, we rebate \$200 per month and \$100 in year 2, so you can invest more in marketing to get your location launched. *You're welcome.*

You'll be able to resell products and services that we provide. Things like hosting, fabric displays and SEO.

Each product or service has a published *transfer price* (which you pay to us) and a recommended *retail price* (which your client pays). The difference is your *retail margin*. You keep all of that – we don't make a further deduction.



WHAT CAN I EARN WITH NETTL?

You get out what you put in.

Nettl is available as a co-brand FRANCHISE or SYSTEM. That means the types of businesses we co-brand with are all very different. There's no such thing as a *typical* Nettle.

In our global network, we have Nettle partners working on their own. And we have 12 person teams.

There are Nettle locations in strip malls, in factories, in co-working spaces and in former banks. You'll find big superstores. And small stores-within-stores. In cities and in rural towns. In suburbs and downtown.

We *only* license Nettle to existing businesses. We expect you to know how to run your own business. Adding Nettle is an opportunity to move into new areas and establish new revenue streams.

Nettl is an outreach model. Like most business-to-business sales, we can't just wait for people to walk in. We have to go find them. Talk to them. Impress them.

Create great things for them.

One thing is common. Franchisees who put the most effort in, tend to get the most out. The ones that consistently use Nettle marketing, who use the full suite of tools, who follow best practice.

They're our best performers.

Will you be one of those?





The PACKAGES

	Nettl SYSTEM	Nettl FRANCHISE
Create Wordpress & Brambl websites	✓	✓
Create WooCommerce & Brambl Basket ecommerce sites	✓	✓
Sell SEO packages, managed by Nettl Geeks	✓	✓
Sell websites designed by Nettl :Creators	✓	✓
Proposals, project and website task management	✓	✓
Subscriptions, recurring payments, invoicing, ACH collection	✓	✓
Access to Geek Channel, Fast Paths & Industry Insights	✓	✓
w3pin community support and global chat	✓	✓
Manage print, poster, exhibition and sign jobs	✓	✓
Full client CRM system and reporting	✓	✓
Access to 100 million stock photos for 99c each	✓	✓
Integration with Stripe, GoCardless, Paypal & Worldpay	✓	✓
Own brand client online ordering portal	✓	✓
Full shopping cart for online orders on nettl.com	✗	✓
Listed on Nettl.com studio directory	✗	✓
Exclusive geographic territory	✗	✓
Use Nettl branding and marketing collateral	✗	✓
Co-brand Nettl marketing with your own brand	✗	✓
Pathway to become a Google Partner	✗	✓
Included in 1-800 call routing and centralised marketing	✗	✓
Telepath call visualisation	✗	✓
Minimum contract term	1 year	5 years
Initial Fee (Founder Franchise discounts currently available)	\$0	\$1,995 \$4,995
Monthly subscription fee	\$499	\$499 and up
Monthly Marketing contribution rebate	\$0	\$200/mo Y1 \$100/mo Y2
Classroom training included	-	2 seats on 4 courses
Additional classroom training seats	\$299/day	\$299/day
Included online training	2 x 2hr sessions	2 x 2hr sessions
Additional online training sessions	\$99/hr	\$99/hr

UPGRADE BUNDLES

The core Nettl SYSTEM allows you to manage multiple web, print and sign projects in your studio. Every Nettl location is different. Some have their own production. Some sell their own products. You might want to upgrade with one of our bundles once you get started.

OPENSOURCE PRODUCTS

Manage your own print & sign products with Product Builder, Product Importer, Production Dashboard, Stock Manager & Supplier Access

\$995 setup
+ \$199/mo

W3SHOP WEB SHOP

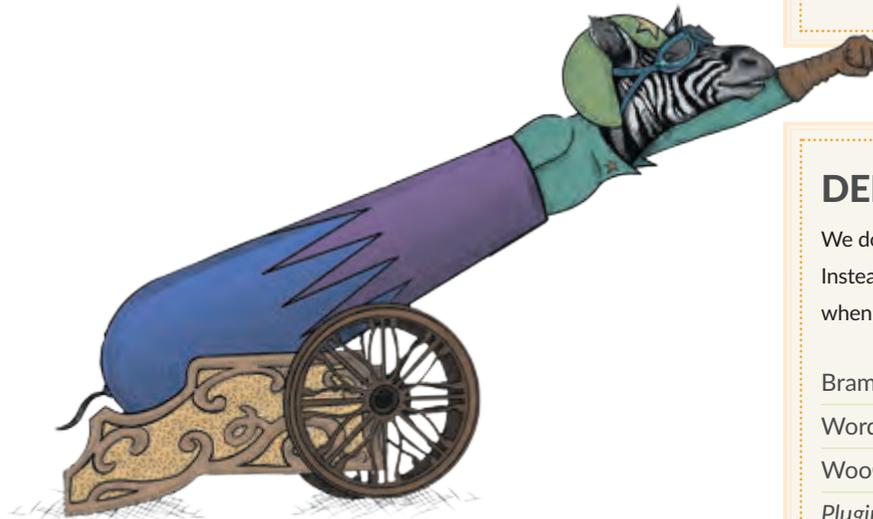
Full public eCommerce site like www.printing.com, self-branded in your style, connected to your Stripe/ PayPal account.

\$995 setup
+ \$199/mo

PRIVATE CLIENT TEMPLATES

Build online templates, directly from InDesign & private client branded ordering portals

\$995 setup
+ \$199/mo



DEPLOYMENT ROYALTIES

We don't charge a royalty on your turnover. Instead we charge a fixed deployment royalty when your website goes live.

Brambl	\$39
Wordpress	\$89
WooCommerce	\$129
Plugins	Discounted

HOSTING

While you're designing a site, up to six months hosting is free. When the site goes live you pay for hosting at wholesale rate.

per site per month

Brambl	<i>from</i> \$3
Wordpress	<i>from</i> \$5
WooCommerce	<i>from</i> \$7

We DESIGN magical
WEBSITES
to DELIGHT &
E-COMMERCE
shops who
LOVE DIS

presented by METRO
EXHIBIT
of **MANAGEMENT**
DISPLAY
for **WORLD**
by **BRUNNEN**

THE STATE OF
FOR HIRE



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THE CHOICE

You have a choice. Licence our software, the Nettl SYSTEM or become a Nettl FRANCHISE. What's the difference? You get unrestricted use of the core w3p software platform with both. But only Nettl FRANCHISE has access to Nettl marketing and our brand.

US Franchise Law is heavily regulated. The law is there to protect you. But that means there's a strict application process before you can become a Nettl FRANCHISE. It takes three to six months from our first meeting before you're up and running.

That's why we recommend you get started with Nettl SYSTEM first. Learn how our software and systems work. Get to know the Nettl support team. Try out the Geeks. Get a few websites under your belt. Sell some SEO packages to your existing clients.

We'll reserve your chosen territory for 12 months, while you decide whether to start your Nettl FRANCHISE journey. If you decide it's not for you, stick with your Nettl SYSTEM subscription.

Doing it that way means you can start almost immediately. Most of the questions you may have will be answered during your onboarding experience.

We find it's just easier this way.



Oh no, it WASN'T the
FLYERS
it was
BEAUTIFUL DESIGN
that made the SALE

©1990 CARL DENHAM, KING KONG



MAKE AN ENQUIRY
or
CHECK-IN
for APPOINTMENTS
HERE
&
we'll be CHATTED in HERE



NOBODY puts your
BRAND
in the
CORNER

(not) Patrick Swayze, Dirty Dancing



PICK
PACKET



WHAT'S NEXT?

Ready to grasp the Nettl?

You probably have lots of questions. Perhaps you're a little bit more excited than you thought you would be. Don't fight those feelings. *They're perfectly natural.*

We know you'll want to take a look at our clever software. Have a demo of the Nettl SYSTEM. See how it could save you time.

We'd like to have a chat. We can do that face-to-face. Or we can arrange screen-share demos, at a time that's convenient for you.

Remember, there's only one Nettl location available per territory. When yours is gone, *it's truly gone.*

So it comes down to this...

Should you be the Nettl in your neighborhood?

Or would you rather *compete with* a Nettl.

Only you can decide.

Call us on **1-800-786-3885** or email **uspartners@nettl.com** to start your Nettl adventure.

Your Nettl awaits.





1-800-78-NETTL

1-800-786-3885

uspartners@nettl.com

Nettl of America LLC, SM Building,
6685 Beta Drive, Mayfield Village, Ohio 44143

Not an Offer to Sell a Franchise

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