

FRANCHISEE ONBOARDING PACK

EKLEKTIK MAMA

RAISING HELL AND HUMANS –
IN EVERY CITY



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WHAT IS EKLETIK MAMA?

We're not a coffee-and-cupcakes mum group.

We're a movement for mums who want connection, community, and a little bit of chaos (the fun kind).

Eklektik Mama is a bold, social space where mothers come together — in real life — to swap stories, share support, and have a laugh.

From **BYOBaby™** breakfasts to mums-only nights out, we've built a proven way to help mums find their people. Now, we're opening the doors for others to bring it to their own city.



Simone Mazlounian
Founder & Director



WHY FRANCHISE WITH US?

BECAUSE IT'S THE BEST OF BOTH WORLDS:



TIME FOR YOUR FAMILY



A BUSINESS YOU CAN BE PROUD OF



A CHANCE TO HELP OTHER MUMS FIND THE CONNECTION THEY'RE CRAVING

If you love meeting people, bringing mums together, and want to build something with purpose — **this is it.**

YOU'LL HAVE:



A READY-TO-GO EVENT MODEL



A RECOGNISED, TRUSTED BRAND



SUPPORT FROM HQ AND A NETWORK OF OTHER FRANCHISEES



THE FLEXIBILITY TO WORK AROUND SCHOOL RUNS, NAPS, AND REAL LIFE

WHO WE'RE LOOKING FOR

THIS IS FOR MUMS WHO:



You don't have to have a business background. You just need energy, reliability, and a passion for making motherhood less lonely.



**LOVE BRINGING
PEOPLE TOGETHER**



**WANT TO BALANCE
FAMILY LIFE WITH
RUNNING SOMETHING
OF THEIR OWN**



**ARE ORGANISED
ENOUGH TO MAKE
EVENTS HAPPEN (EVEN
WITH KIDS IN THE MIX)**



**BELIEVE MUMS NEED
MORE THAN JUST PLAY
DATES — THEY NEED A
COMMUNITY**

WHAT'S INCLUDED

THE EKLEKTIK MAMA OPERATIONS MANUAL

EVENT PLAYBOOKS (BYOBABY, MAMA NIGHTS, MAMA FIT, AND MORE)

BRAND GUIDELINES AND OUR SIGNATURE TONE OF VOICE

CANVA TEMPLATES, EMAIL SCRIPTS, AND TICKETING FLOWS

YOUR CITY LISTED ON EKLEKTIKMAMA.COM

MONTHLY CHECK-INS WITH HQ

A PRIVATE FRANCHISEE HQ PORTAL WITH EVERYTHING IN ONE PLACE

GUIDANCE ON WORKING WITH LOCAL SPONSORS AND VENUES

All our formats, names, and branding stay owned by HQ — but you'll have the licence to run them in your city while you're part of the family.

COSTS & FEES

We tailor franchise fees to your city,
because every place is different.



COSTS VARY DEPENDING ON:

ONE

- The size of your territory

TWO

- Local licensing and insurance requirements

THREE

- Market potential in your area

We'll talk figures after we've had an intro call and you've signed an NDA — so you know exactly what's involved before committing.

YOUR TERRITORY

We'll agree your exact area in writing. Some territories are exclusive; others are shared depending on the size and demand.



KEEPING STANDARDS HIGH

TO KEEP THE EKLEKTIK MAMA EXPERIENCE
CONSISTENT, FRANCHISEES COMMIT TO:

COMMITMENT

Hosting the agreed number of
events each month

CONSISTENCY

Sticking to the brand style, tone,
and event formats

INCLUSIVITY

Creating a safe, inclusive space
for all mums

We'll check in regularly and
support you if you need help to
meet your goals.



YOUR LEGAL & LOCAL RESPONSIBILITIES

YOU'LL BE RESPONSIBLE FOR:

HAVING A VALID TRADE LICENCE IN YOUR EMIRATE

**GETTING ANY PERMITS NEEDED FOR
EVENTS IN YOUR AREA**

**FOLLOWING UAE DATA PROTECTION RULES IF YOU COLLECT
MUM OR CHILD DETAILS**

**HAVING PUBLIC LIABILITY
INSURANCE**

We'll guide you through the process
so it's as stress-free as possible.

CONFIDENTIALITY & DISCLAIMER

CONFIDENTIALITY

The playbooks, templates, and tools we share are for you to run your Eklektik Mama chapter. They're not for public sharing or use outside the brand.

You'll sign an NDA before we hand over full materials.

WHAT WE DON'T PROMISE

We'll give you the systems, support, and brand — but your success depends on your energy, commitment, and the relationships you build locally.

HOW TO GET STARTED



EMAIL US AT INFO@EKLETIKMAMA.COM



WE'LL REVIEW YOUR APPLICATION AND
ARRANGE A QUICK CHAT



IF WE'RE BOTH FEELING IT'S A GOOD FIT, WE'LL
SEND YOU AN NDA



YOU'LL GET THE FULL INFO PACK AND
AGREEMENT



WE ONBOARD YOU, TRAIN YOU, AND HELP
YOU LAUNCH

Not everyone will be the right fit — we're looking for mums who truly get what we're about.

CONTACT HQ



www.eklektikmama.com



info@eklektikmama.com



[@eklektikmama](https://www.instagram.com/eklektikmama)