FRANCHISE OPPORTUNITY
INDUSTRY FACTS

According to the International Assoc. of Trampoline Parks (IATP) of which Bounce! is a founding member, in 2011 there were approximately 35 – 40 parks nationwide, in 2018 there are now approximately 750 parks in the USA alone.
Industry Appeal

The opportunity to exercise while having fun and parents’ desire to identify healthy activities for kids is driving the growth of the industry along with the combination of socializing and participating in energetic sports such as slam dunk basketball, climbing walls, Ninja style obstacle courses, and trampoline dodgeball. In addition, the appeal to a wide range of ages fun is a driving factor in the success of the industry.
Safety is a main concern in the industry thus the ASTM, a worldwide organization that sets safety standards for every product imaginable and the IATP continue to develop safety standards for the industry. We are members of both organizations and all our parks meet or exceed the standards developed.
HEALTH BENEFITS

- In 2000 trampolining was officially introduced as a gymnastic discipline at the Olympic games in Sydney
- Trampolining enhances coordination, strength, flexibility and actually strengthens every muscle, cell and organ in adults and children
- Kids enjoy bouncing on a trampoline and don’t even realize they are exercising
NASA studies say that jumping on a trampoline is 68% more effective than jogging. It outperforms swimming as an all around exercise, yet it is great fun and it does not feel like exercise!
After years of extensive research we developed our first Bounce! Trampoline Sports facility (BTS) in Rockland County, NY and opened for business in November of 2011. Since then we’ve achieved phenomenal success and have garnered tremendous local and national media attention for our unique park designs, creative innovations and distinctive brand.
The Bounce! Story

Our second corporately owned venue, is one of the largest trampoline parks in the world at 52,000 sq. ft. and opened in Syosset, NY in September 2013.
The Bounce! Story

▪ Starting in 2013 we formed our Franchising Company
▪ 2014: Bounce! opens its first franchised unit in Poughkeepsie, NY
▪ 2015: Bounce! Opens a franchise in Springfield, MA
▪ 2015: Bounce! Opens a franchise in Naples, FL
▪ 2016: Bounce! Opens a franchise in Danbury, CT
▪ 2017: 4 units under development
The Bounce! Story and how you can become a part of it

- Our now proven experience with design, marketing, and management provides any franchise with all the tools necessary to become a successful Bounce! owner. From assistance with finding an appropriate location to opening your doors for business, our Franchise Team will be there to help you every step along the way to becoming a successful franchise owner.
The typical owner of a Bounce! Trampoline Park is an accomplished executive or entrepreneur with the desire to invest in a unique business that centers around FITNESS and FUN. We look for partners that want to help develop our brand. A Bounce! Trampoline owner doesn’t need specific prior experience in a related field. We will provide all the training necessary to successfully build and run one of our parks.
WHY CHOOSE US

The indoor trampoline park marketplace has gotten much more competitive, particularly in the last 3-4 years. Word has spread rapidly of the great success seen in the industry spurring the development of hundreds of facilities. It has become essential to not only offer the typical elements found in most trampoline parks but to also “think outside the box” and provide your customer with new and cutting edge attractions. We are constantly developing new elements to incorporate into our park designs but also keeping in mind return of investment on these new features.
The main court has been a staple of the industry since inception. It is the area for just pure jumping consisting of multiple interconnected trampolines. We utilize an “open feel” for our main court providing for good visibility for both staff and parents.
Definitely one of the most popular activity in our parks is trampoline dodgeball. We uniquely incorporate 2-3 dodgeball courts into our design. This allows for separation of age groups. We feel this is very important for safety and what 20 year old wants to compete with a 5 year old?
Foam Pits

Who doesn’t like to launch themselves from a trampoline into a giant pit of foam. We utilize uniquely engineered trampolines for our foam pits. They have no hard steel or cable frames to jump over when entering the pit. This “waterfall effect” eliminates a significant safety hazard almost all other parks have.
A trampoline can turn anyone into a basketball dunking expert. Our design incorporates the use of a vertical trampoline under the basket creating a safer landing and a “jump box” which adds to the excitement. Again we find these design elements unique in the industry.
Ninja Style Obstacle Course

A relatively new feature found in most parks now are obstacle courses due to the popularity of TV shows like the American Ninja Warrior. The important thing we pay attention to is incorporating both easy and more difficult features, thus appealing to a wider range of ages.
Climbing Walls

Climbing walls are quickly becoming a feature found in trampoline parks. We can design unique walls that actually glow in the dark with varying degrees of difficulty.
An element we incorporate into all our parks is an area devoted to children aged 5 and under. We call it Bounce Junior and generally it consists of a special trampoline court, a large pit of foam cubes with swings and climbing features, and recently we are looking at adding indoor playgrounds. We feel it is very important to have an area designed specifically for this age group separating them from older kids. The safety reasons seem obvious.
Jump n’ Glow

We were one of the very first parks in the country to offer a glow experience where the facility is lit by black lighting and a laser light show. This very popular feature is offered on Friday and Saturday nights.
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Additional Attractions

Here are other examples of revenue producing attractions in our existing locations. The choices are vast and as a Bounce! Franchise owner you are given the flexibility to realize your vision!

▪ Arcade
▪ Gyro ride
▪ Snack bar including hot food
▪ Laser tag
▪ Inflatables
▪ Bounce! merchandise
Customer service in our opinion is an essential key to long lasting success. A Bounce! Facility is kept immaculately clean and is properly staffed with well trained and caring management. We have developed a franchise system and philosophy that is more customized and personalized than the typical corporate structure. We believe each franchisee is a partner with valuable ideas and talents. Thus we offer much more flexibility and don’t demand a “cookie cutter” look to all our facilities. Our goal is to expand our network with the right partners, looking at quality not quantity.
The Parent Experience

It is our strong belief that the parent experience is crucial and so we pay great attention to this aspect of the business. From the lounge areas incorporated in our designs to the systems we utilize, we provide a more “up scale” experience to the customer.
Birthday Parties

A very important source of revenue for the typical indoor trampoline park are birthday parties. We generally incorporate between 4-6 birthday party rooms into the design of the facility depending on it’s overall size. We have also found that paying attention to decorating these rooms, particularly adding black lighting and glow in the dark murals set our facilities apart from the competition.
How We Help

▪ Assist with identifying appropriate location
▪ Assist with park design and obtaining permits
▪ Assist with procurement and installation of equipment
▪ Assist with staff hiring and training
▪ Assist with marketing
▪ Assist with implementation of systems: POS, Waivers, etc.
▪ On-going support as you grow
A qualified franchise will need somewhere between $1,500,000 and $3,000,000 to properly fund the development of a Bounce! Trampoline Sports facility assuming a typical leased warehouse space between 25,000 and 50,000 sq. ft. in size. There will be differences in capital requirements depending on the size and condition of the facility prior to construction, the amount of tenant improvements provided for by a landlord, municipality permitting costs, or if purchasing a building becomes the chosen method. Bank financing is available and we have established relationships with SBA lenders.
Our fees

Our initial franchise fee is $60,000 and our ongoing monthly royalty is 5% of gross revenue. In addition there is a monthly $150 web site hosting/maintenance fee. These are our total fees as we do not require a branding fund fee.
THE BOUNCE!
EXPERIENCE

View a video example of what we do by clicking this link.
PRINT COVERAGE

Just a sample of the hundreds of articles we have been featured in. Bounce! can assist with your Grand Opening as well!

Valley Cottage Newsday New York > Rockland
Bounce bootcamp in Valley Cottage
June 11, 2012 4:40 PM
Participants in the Bounce Boot Camp in Valley Cottage use jump ropes, weights and trampolines in their workout, which is led by former circus performer Victor Byrne. (June 11, 2012)

Journal News
Children to Bounce into healthy lifestyle
By Nena Easley
Valley Cottage – Maya Rivers had heard enough excited chatter about Bounce! from her friends that she decided to hold her 12th birthday party there for January.

Daily News
Let the kids bounce off the walls
The bounce room is the latest attraction to hit Westchester and it’s a hit with kids of all ages. The trampoline room is a hit with families, with its bouncy floors and walls and its bright colors.

New York’s Hometown Newspaper
Spring in this step
Bounce! is the latest indoor playground to open in Westchester. It offers fun for all ages with its trampolines, bounce rooms and more.

Fun in the Sun
This Valley Cottage joint is really jumping!
By Lisa Chung
This Valley Cottage joint is really jumping!

Nymetroparents.com
Bounce! This Valley Cottage joint is really jumping!
By Lisa Chung
This Valley Cottage joint is really jumping!
ON-AIR COVERAGE

The Today Show visits Bounce!: link
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