Jeff
FRANCHISE
ECOSYSTEM
Beauty Jeff Enterprise

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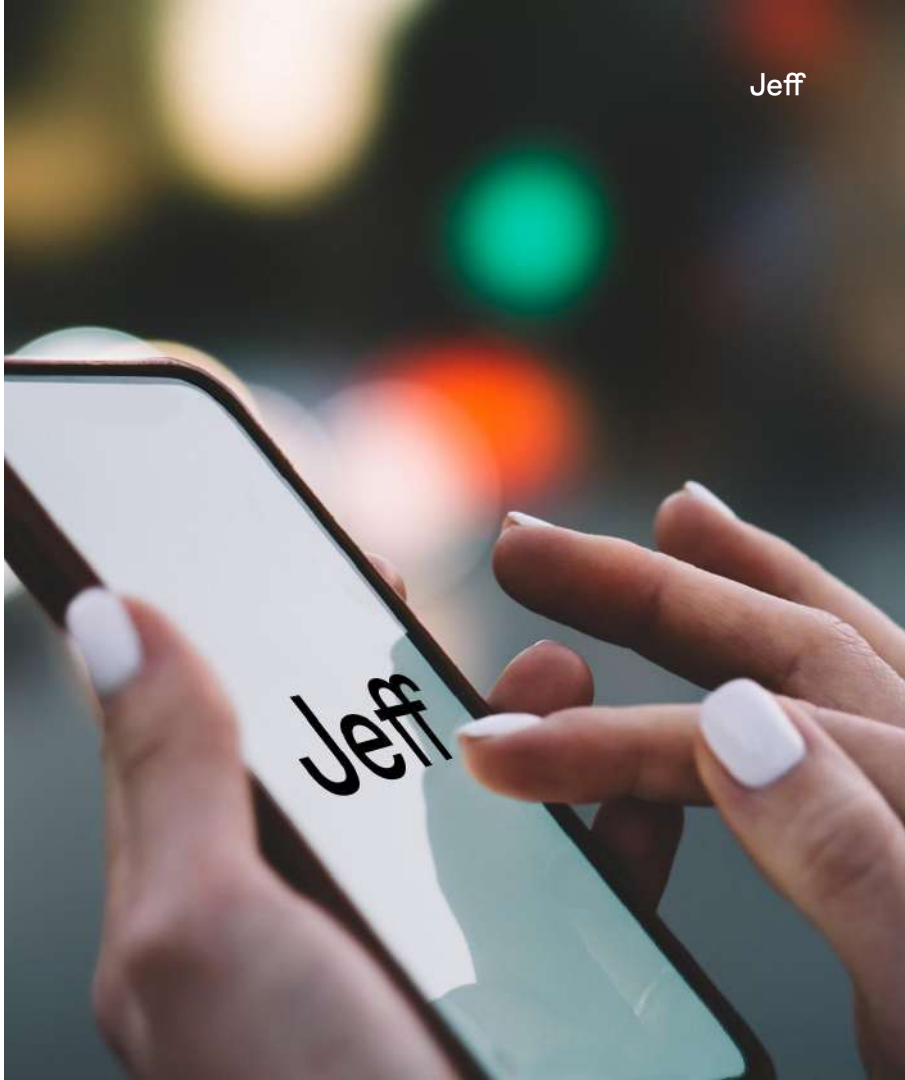
Jeff | Universe

Jeff is a platform for wellbeing services.

We are a technological company that has revolutionized the franchise world by **combining the online and offline worlds.**

A place where our customers can enjoy the most demanded services in their daily lives. **We will make their lives easier in just a few clicks.**



Jeff

OUR VISION

Is to promote the good life. We want people to live good, look good and feel good when they use our services.

LIVE GOOD

Home delivery laundry services

LOOK GOOD

Beauty Salons:
Smart Beauty

FEEL GOOD

Fitness Centers
Relaxation and Massage Centers

Jeff

Daily services in a refreshing and efficient way.

Our specialties have experts with a proven record of success. Each of our franchises has an optimized value proposition, a very clear identity and a differential offer.

Mr Jeff

Present in +40 countries

Beauty Jeff

+12 years experience in the sector

Fit Jeff

78% more recurrence

Relax Jeff

36% growth in the sector

Mr Jeff

We have managed to revolutionize a sector as traditional and unoriginal as laundry, becoming leaders in the sector.

In just a few clicks, we pick up, wash, iron and deliver your clothes to you.

Our Stores are designed to maximize productivity and offer the best service in a pleasant environment.

40 m^2 space	*1-4 employees*

On-demand laundry services

We take care of the tedious jobs of washing and ironing.

Laundry

Ironing

Dry cleaning

Laundry

- *40 m²*
- *Modern design*
- *Semi-industrial machinery*
  - *3 washing machines*
  - *3 dryers*
  - *2 ironing tables*

High productivity

- *Standardized processes and times*
- *1 - 4 employees*
- *Orders received through the App*
- *Easy management of delivery through the Mr Jeff drivers app*

On-demand home delivery services

- *High differential value vs competitors*
- *Optimized business production and capacity*

Online to Offline

- *Unique value proposition which connects the digital and physical worlds*

Beauty Jeff

Doing the simple in an exceptional way, we are Smart Beauty.

Salons focused on everyday services, meaning higher recurrence by offering the services people want, simplifying processes and franchise management.

With our system, you don’t depend on a hairdresser, raise attendance by 250% and double productivity when compared to a traditional Salon.

45 m^2 space	***3 - 5 employees***

Smart Beauty

Our focus is offering an incredible user experience while simplifying processes and franchise management.

Cuts and Styles

Colors and Treatments

Beauty Salons

- *45 m^2*
- *Modern design*
- *Simple services & most demanded by users.*
- *No waiting!*

High Productivity

- *Standardized processes and times*
- *3-5 employees*
- *Turn management via the app*
- *Turns model increases productivity and attendance when compared to traditional salons.*

Everyday Beauty Services

- *High differential value compared to the competition*
- *Maximizes production and business capacity*
- *Visible prices*
- *Simple, transparent services.*

Online to Offline

- *Unique value proposal that connects the online and offline worlds*
- *The customer can take a turn (and cancel) via the app.*

Fit Jeff

The aim is to be the biggest fitness club in the world

Our Boutique Centers offer an incredible experience in a great environment: an oasis in the city, making it different from traditional gray gyms.

The key to success: Offering the most demanded activities to users and a model of standardized classes.

75 m^2 space	***1-2 employees***

The largest Fitness Club

Get fit in the best environment, supported by a community of experts in the latest sports science and technology.

1. *Yoga*
2. *Pilates*
3. *Functional*
4. *Hiit*

Fit Jeff

Boutique centers

- 75 m2
- Classes of max 12-16 people
- Amazing atmosphere
- Fitness community
- Growing sector

High productivity

- Low initial investment
- Standardized classes and times
- The most popular disciplines
- 1-2 employees
- Without machinery

Differential proposal

- Affordable monthly plan
- No registration fee
- Flexible classes
- Social atmosphere
- First class free

Online to Offline

- Unique value proposition
- Easy class management through the app and tablet.
- Technology reduces management costs

Relax Jeff

We are transforming how people relax

Our system offers short massages and has a big impact on the health of our users. The model is totally focused on the relaxation and wellbeing of the users.

The user experience and the accessibility make Relax Jeff an ally for facing everyday life in a different way.

35 m^2 space ***1.5 - 2.5 employees***

Everyday massages and care.

Innovative business with huge market potential that standardizes relaxation..

1. *Back/neck massages*
2. *Leg/foot massages*
3. *Head massages*
4. *Full body massages*

Innovative Business

- Affordable and recurring wellbeing.
- Healthy habit in 20-30 mins

High productivity

- Standardized processes and times.
- Turn management through the app
- A profitable and recurring model

Standardization of relaxation.

- High differential value compared with the competition
- Sector in full growth
- Most demanded services.

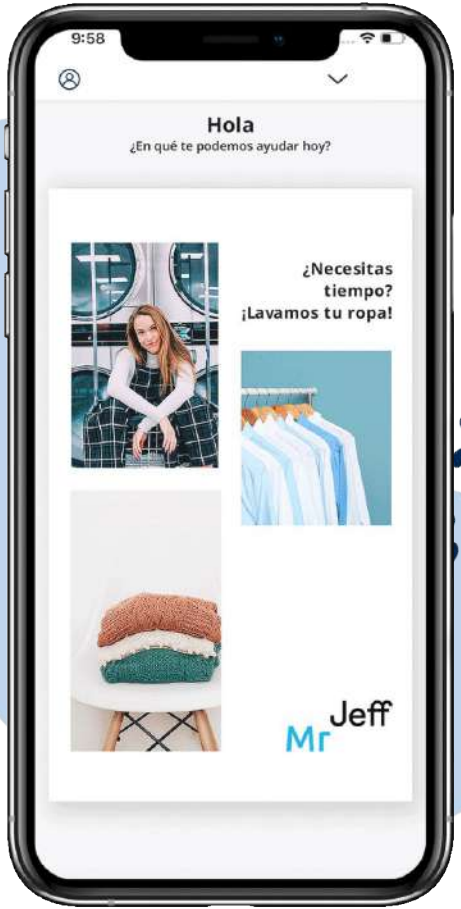
Online to Offline

- Unique value proposal that connects the digital work with the physical world. **Affordable and recurring wellbeing.**

Everything in one place

We’re not just talking about an app. We are creating a super app with everything you need: all daily services in one place.

By having all our franchises on one app, your business will be constantly exposed to new customers. We have a customer network loyal to the Jeff brand.



Jeff app ratings on the App Store

4,6 / 5 ★★★★★

Updated: 4th May 2020

Jeff

An unique business model

Jeff has developed a unique value proposition where **technology connects the offline and online worlds**, transforming your business into a modern, successful investment.

As a Jeff franchisee, you have access to a multitude of solutions and technological tools which you will find in your physical hub, app or management software (among others) to be able to start off your business and reach your goals.

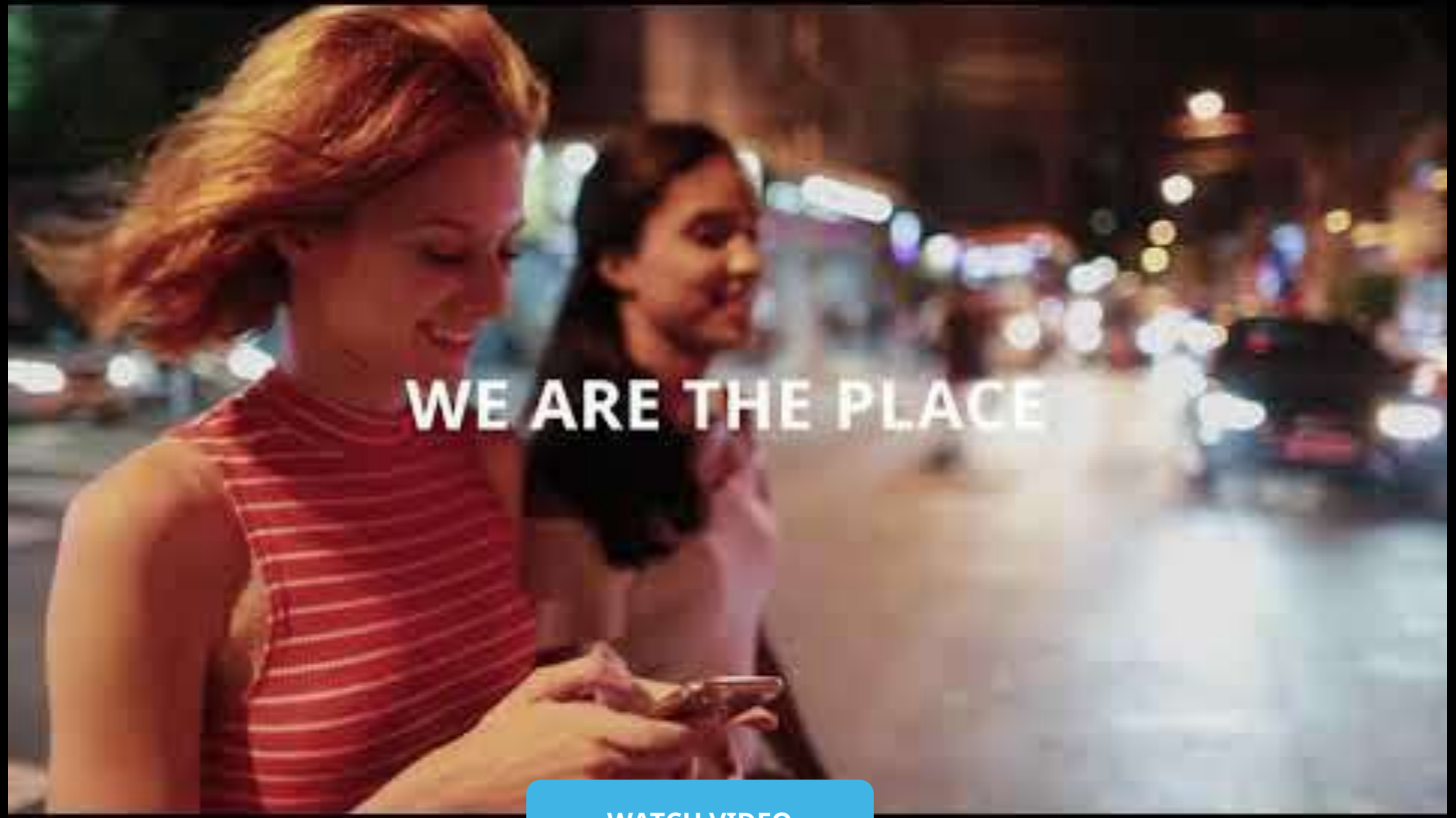
- **Technology**
- **Know-How**
- **Brand**

Jeff

We restore the connection

between the physical Store and the online world.

We have combined advanced technology with a traditional business model to achieve a business model that has all the economic and operational advantages the online and offline worlds offer, which allows us to offer the best user experience.



WATCH VIDEO

Jeff
Path

Jeff

Founders

Eloi Gómez
CEO & Co-founder

Bachelor in Food Science and Technology *Universidad de León*

Co-Founder & ex-chairman, *Acytale*
Co-Founder & ex-CEO *The Food Point*

Adrián Lorenzo
CTO & Co-founder

Informatics Engineering *Universidad de León*

Co-Founder & CTO *The Food Point*

Rubén Muñoz
Performance Marketing Manager & Co-founder

Dual degree in Actuarial Science and Economics *Universidad Autónoma del Estado de México*
Bachelor in Finance and Accounting *Universidad de León*

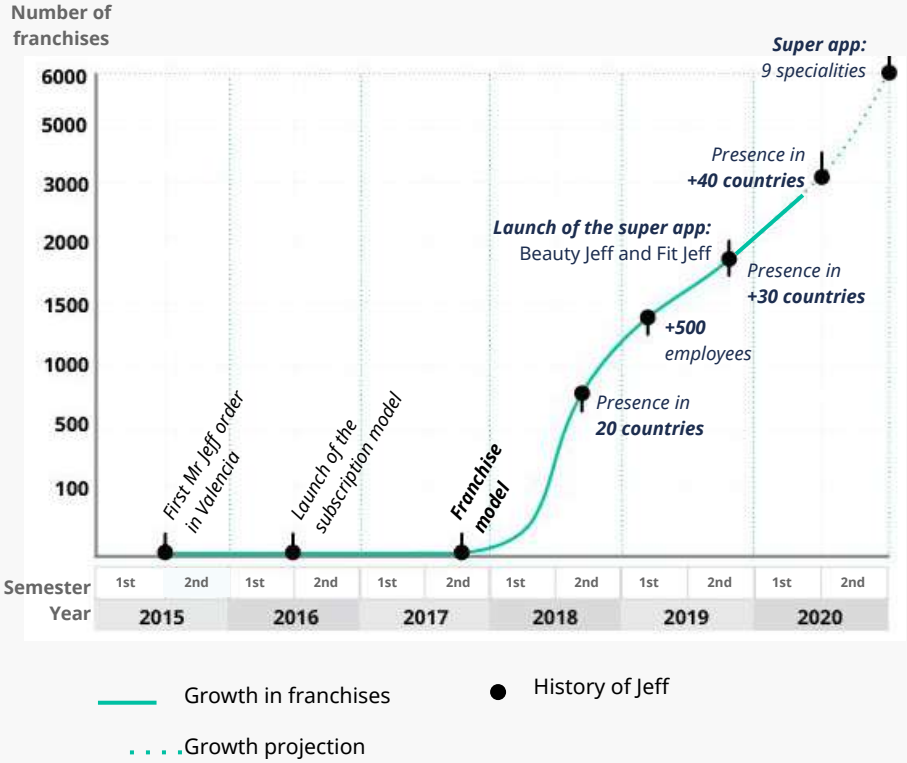
Co-Founder, CFO & COO *The Food Point*

Jeff

A great story

In August 2015 we started our dream with Mr Jeff laundry franchises, who aimed to renew the sector. Since then, we have become one of the laundry sector's leaders.

Now, we are the fastest growing digital franchise in the world. In just 2 years, we are already in the Top 60 worldwide of franchises, **and we won't stop!**



Since then, we have accomplished a lot

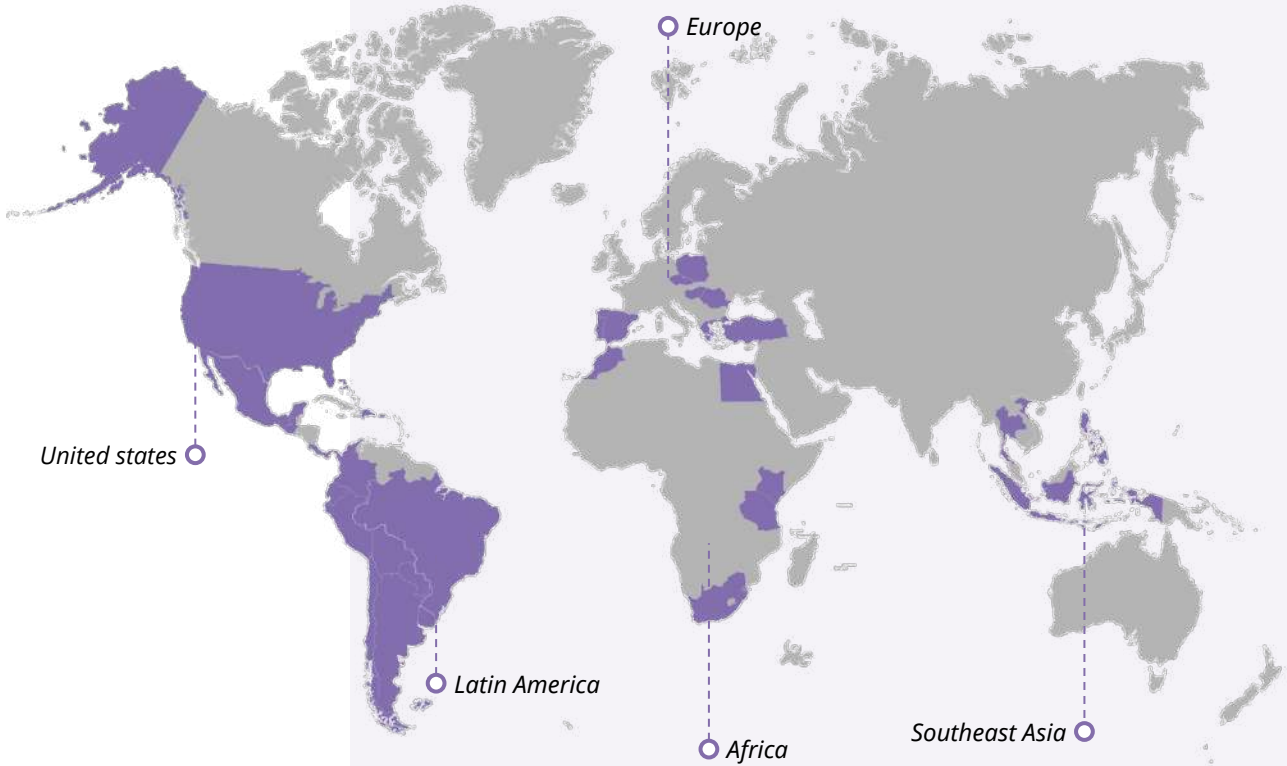
International presence

Over 2,000 franchisees from all over the world have already put their trust in Jeff. We work together to provide a quality service and continue taking huge steps forward.

Over
40 countries

Over
2,000 franchisees

Over
2 M users



Jeff

WE ARE REFERENCE POINT
in technology and business

Top 20 best Startups in the world - Google 2017

Best Entrepreneurial Project
Digital Tech&Trends Summit 2019

Top Global franchise award - IFBC I Info Franchise & Business Concept - Indonesia

Best Marketing in Start-ups and SMEs XII edition of the National Marketing Awards 2020

Best Marketing in Internationalization in LATAM XII edition of the National Marketing Awards 2020

Best Spanish Scale Up award- 7th Edition of Tech5 2020

All of this is possible thanks to our specialized team

A team who have experience with some of the most well-known businesses in the world.

As a franchisee you will have the support of experts who have proven track records of success.

Jeff

Led by a Dream Team
leadership group

Carlos Ruíz
CPO

Informatics Engineering
Universidad Politécnica de Madrid (UPM)
PhD Artificial Intelligence, *UPM*

Research and Innovation Director
Taiger

Chief Product Officer
Jeff
Chief Operations Officer
Jeff

Aarón Rodríguez
CMO

BBA
Universidad de Alcalá
Master in Inbound
Marketing and Branded Content
IEBS

Digital Marketing manager
Ingentis

CMO
Jeff

Francesc Minoves
CFO

Industrial Engineer
Universidad Pontificia Comillas
MBA - *IESE (MBA Exchange Columbia Business School)*

Head of Planning
Iberdrola
Director of Global Finance Risk Solutions
at Barclays Investment Banking

CFO
Jeff

Christakis Theodorou
Vp of Expansion

BBA
Universidad de Santiago de Compostela

Business Consultant *CBS Consulting, Spain*
City Manager
Mr Jeff
Head of Sales
Mr Jeff

VP of Sales
Jeff

Marta Ángel
Vp of Partners

Bachelor in Fine Arts
UPV
Master in Graphic Design, Multimedia & Illustration
UPV

Brand Manager
Mr Jeff

VP of Partners
Jeff

Arturo González
Vp of People

Bachelor in Sociology
UCM

Social Researcher at
UCM

Talent Acquisition & HR Culture
Packlink.com & Kimia Group

Senior Talent Advocate
Bliss.ventures

VP of People
Jeff

Carlo Albarello
Head of Retail

BBA
Politécnico GranColombiano

Manager & Founder *Trans F&A*
Sales Manager
Trans MW
Sales Manager
(Colombia and Panama) Jeff

Head of Retail
Jeff

Fernando Marzal
Vp of Business

Informatics Engineering
Universidad Politécnica de Valencia (UPV)

Co-Founder & CEO
Movilenio Servicios Moviles SL
Mobincube
Co-Founder & Board member
Asociación Valenciana de Startups

VP of Business
Jeff

Jeff

We get the best support
of some remarkable investors

Albert Armengol
CO FOUNDER & CEO
Doctoralia

Álvaro Gómez Trenor
VICE PRESIDENT
Coca Cola/ Iberian partners

Jeroen Merchiers
GENERAL MANAGER
Airbnb Europe+Asia

Ander Michelena
FOUNDER PARTNER
All Iron Ventures

Kim Jung
FOUNDER/CEO NXC CORP & Managing partner at collaborative

Max Medvedev
FOUNDER/
MANAGING PARTNER - Add venture (VC fund)

Beauty
Jeff
Business
in a Box

What is **Business in a box?**

Business in a box is an integrated solution designed to make the life easier for our franchisees.

We offer you all the tools and information necessary to carry out a successful business, from management software, marketing tools, online training and much more.

Owning a business has never been so easy.

Technology

· *App and Web*
· *Self-developed management software*
· *Technology for the offline world*

Support from **Specialists**

· *Specialized advisors and ongoing support*
· *Online learning platform: Jeff Academy*
· *Operations training and assistance.*

Brand & **Marketing**

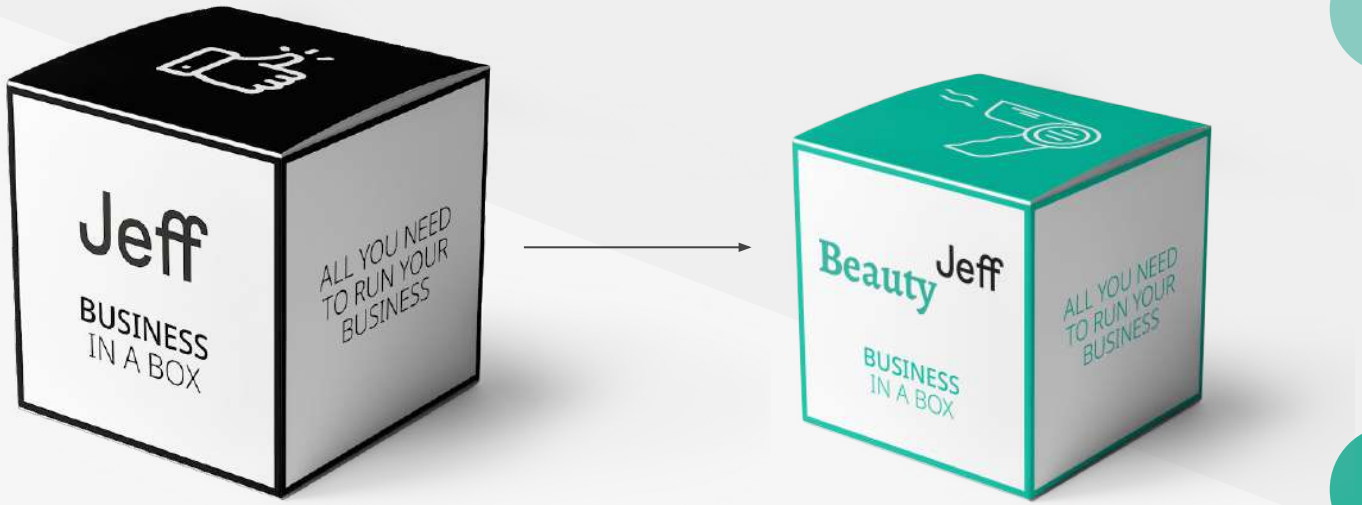
. Be the owner of an internationally recognized brand
· Implement a marketing strategy with the help of our Playbook and other resources
· Improve with our analysis and learning tools.

Ecosystem

· *Fastest growing digital franchise*
· *Cross-selling and on/off visibility*

Smart **Investment**

· *Support with location assessment*
· *Turnkey: your Store ready to open*
- Attractive and credible business plan


Jeff
BUSINESS
IN A BOX
ALL YOU NEED
TO RUN YOUR
BUSINESS
Beauty Jeff
BUSINESS
IN A BOX
ALL YOU NEED
TO RUN YOUR
BUSINESS

Technology

Everything in one place

Making the life of our customers and your business easier.

Jeff Tablet

Jeff App

- *Geolocalization of user*
- *Automatization of processes*
- *Improvements using user data*
- *Retention of users, cross-selling, etc.*
- *Control and follow up of orders*

Software

To manage your business. Especially designed to attend the needs of this business.

WATCH VIDEO

Jeff Suite

Payment control and follow-up.
Automatic identification of potential fraudulent payments.

Easy and automated management of customers.

Automated tasks, reducing operational costs.

Business supervision via mobile phone. Jeff Suite is 100% online.

Invoicing *Payments* *Turns* *Financial management* *PnL* *Logistics* *Dashboards*

Ecosystem

Beauty Jeff

You are part of the daily services ecosystem

You are part of something bigger. Different daily services specialties and much more, with enhanced visibility of the Jeff brand in the streets and the app itself.

LIVE GOOD

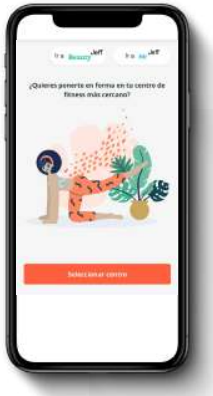
LOOK GOOD

FEEL GOOD

Beauty Jeff

Cross-selling between services which share the same customer base

With the **monthly Fitness fee, get 30% off** Mr Jeff Plan S or any beauty service.



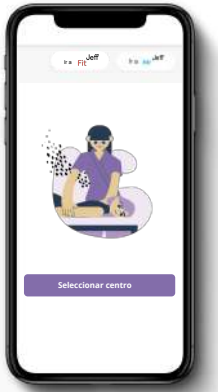
With the **Plan S Subscription,** get **30% off an beauty service** during the first month.

Fit Jeff

Relax Jeff

Mr Jeff

Beauty Jeff



With a **Fit Jeff subscription**, get **a free massage voucher** for any of our Centers.

On receiving **the main services,** get **30% off the Mr Jeff Plan S and Fitness** during the first month.

Specialists

BUSINESS MANAGEMENT

Partner Success Manager

A specific business consultant is assigned to each Partner to analyze and improve business operations and Store management.

Partner Support Agent

Real time, immediate and daily support line with our team through the established operational channels: chat, email and telephone.

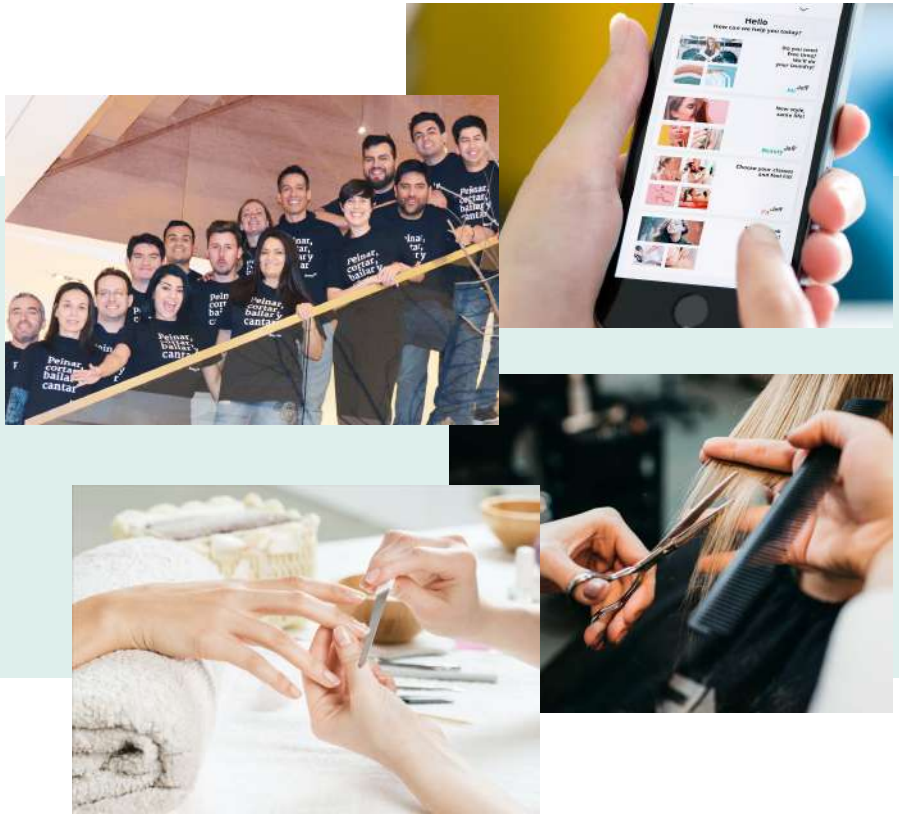
Control and assistance in business operations

Our Operations Managers will review and control the operational, productivity and quality metrics at your Mr Jeff Store.

Training

Pre-opening: e-Learning
We will teach you:

1. Manage your business.
2. Select and train the best team.
3. Monitor and improve the key indicators for the success of your business.
4. Full employees courses about hair cutting, hair removal, manicures, hair coloring and styling.
5. Evaluations available for Stylists on completing each course.



Brand and Marketing

Marketing team

Our team is composed of the best international talent: **40 professionals from more than 30 nationalities, with previous experience in leading companies** in their sector such as Uber, Cabify, Nestlé, Coca-Cola, Facebook, Google, among others. The team is organized into 4 groups:

- Branded Product
- Point of sale and training
- Design
- Marketing Automation (CRM)

Beauty Jeff

Brand & Marketing

Get the most out of a consolidated and globally recognized brand

Brand

Be a brand owner! Offer your customers the opportunity to connect with a professional, consolidated brand which is present on the main streets of over 40 countries.

Marketing Strategy

Enjoy a proven strategy! You don’t have to worry about your marketing efforts with our products and services, pricing suggestions and more.

Marketing Playbook

Attract the right customers. Create online and offline marketing campaigns so that the right people know about you. Previous experience isn’t necessary!

Analysis & Insights

Optimize your efforts! Analyze your results, identify areas of improvement and take your campaigns to the next level.

Brand

We provide you with:

Brandbook

A guide with everything you need to know about applying the Jeff brand and the sub-brand material: Mr Jeff, Beauty Jeff, Fit Jeff and Relax Jeff.

Digital Content

Sales Code

A complete guide to providing the best experience at your Jeff store.

Packaging

A manual with all the information about the materials you need to package your products.

Point of Sale Material

A complete guide that will teach you how to create genuine Jeff experiences for your customers.

Marketing Strategy

Pack of products

List of products and services with operational instructions, descriptions, available materials and examples of promotions.

Distribution with partner companies

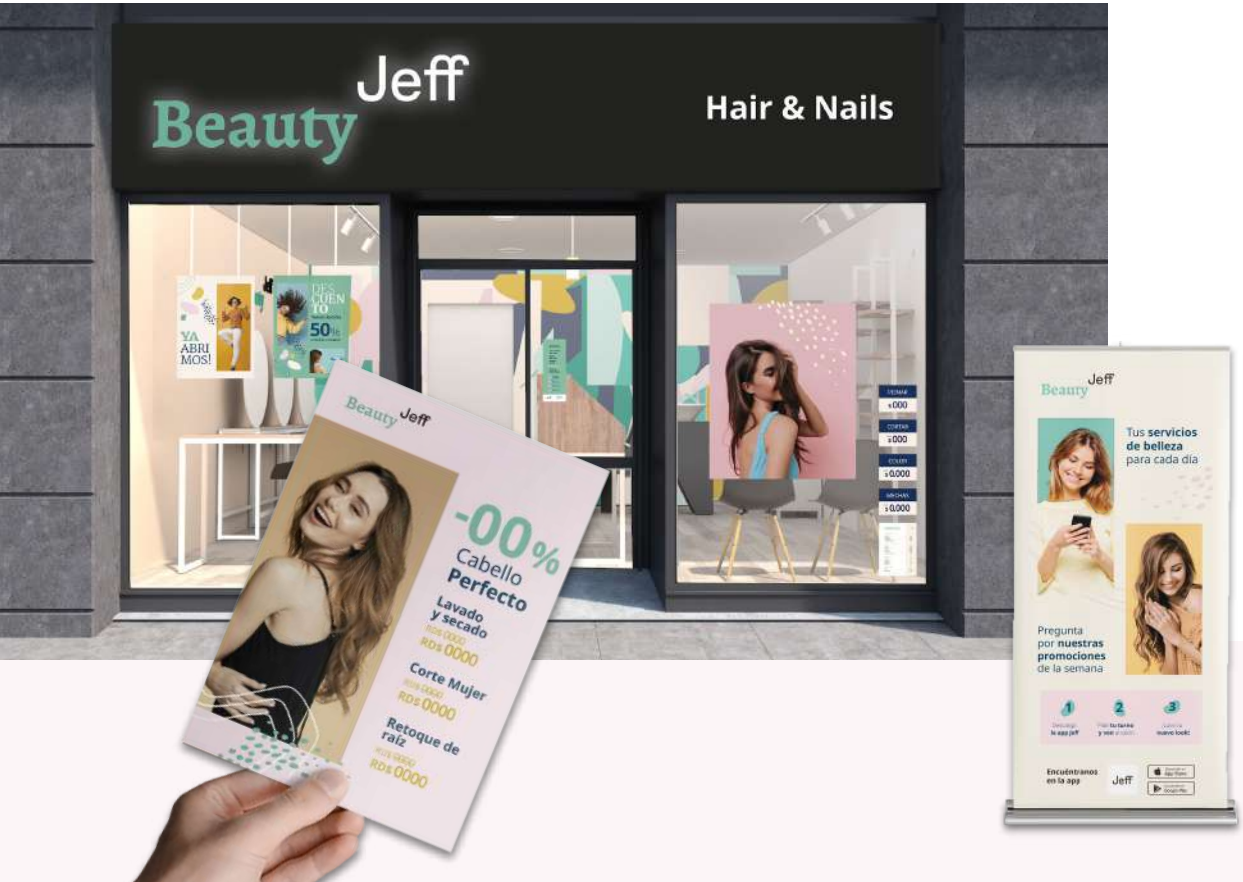
Collection of platforms and businesses you can explore to extend your reach.

Price suggestions

Maximum and minimum price recommendations, operations costs and educational manuals for calculations.

Omnichannel strategy

with multiple sales channels (app, website, store).



Marketing Strategy

Brand coherence and local competitiveness

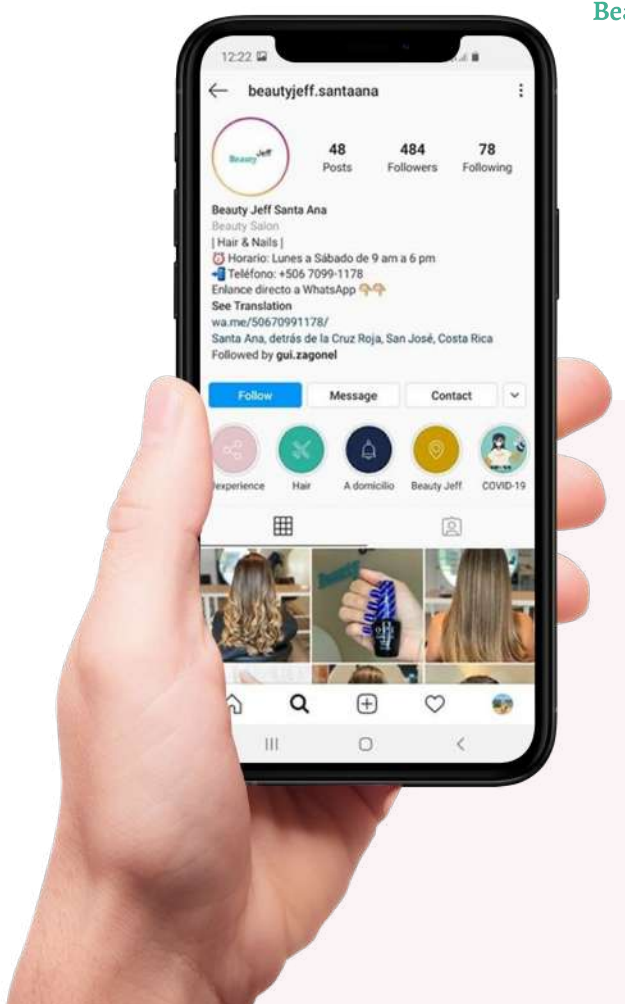
Launch your products quickly and practically

Increase your visibility and extend your reach

Marketing Playbook

Get to your audience

- **Perfil de Google My Business**
- **SEO Local**
- **Reputation management**
- **Website**
- **Social Media**
- **Launch packs**



Marketing Playbook

Reach your Audience: Launch Pack

This is a guide of marketing actions we recommend carrying out during the first year.
In this pack, we will give details of all the promotional actions necessary to have a successful opening. The pack includes:

- Pre-opening
- Educational campaigns
- Opening campaigns and price strategies
- Street level activation campaigns

Marketing Playbook

Convert customers

Marketing tools

Marketing Playbook

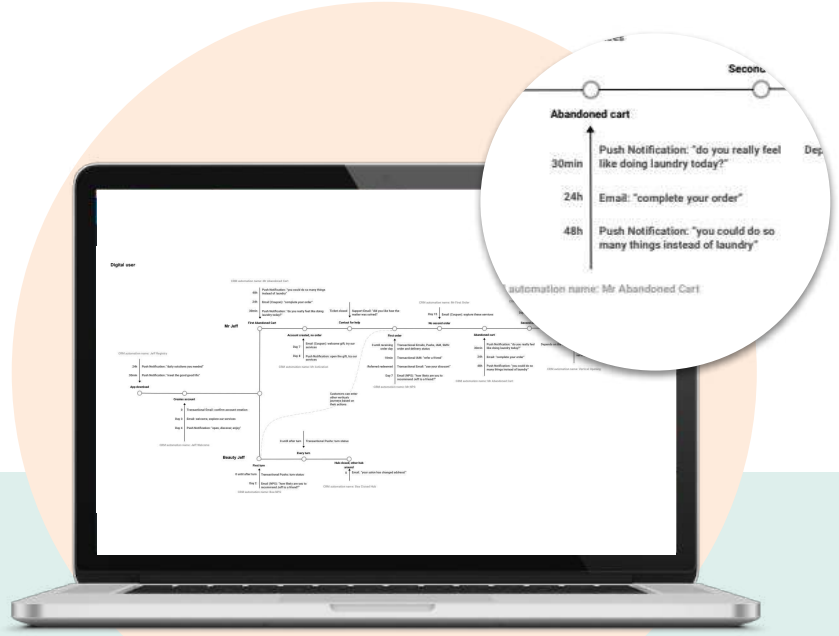
Convert customers

Personalized coupons

Marketing Playbook

Activate and reactivate your users

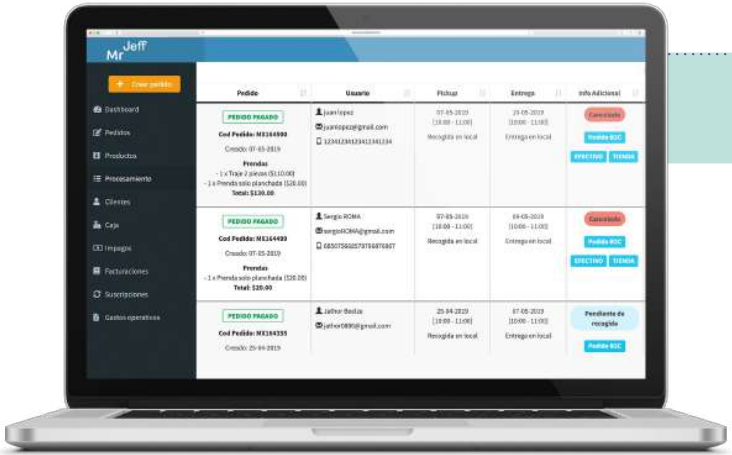
Take advantage of our CRM or customer relationship management system, through which we interact with Jeff end users with multi-channel strategies that include email, push notifications on their mobile devices, and in-app messages.



Increase your retention

- Subscriptions or bonuses
- Jeff card
- Loyalty programs
- Referral programs

Analysis & insights



Jeff Suite

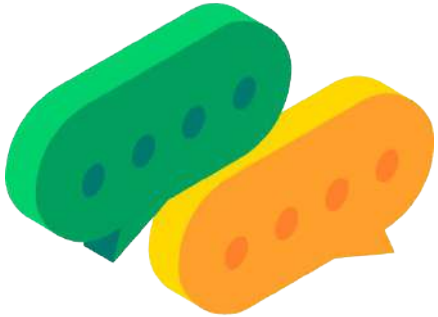
Google My Business

Control panel

Through your dashboard built into Jeff Suite, you'll be able to analyze metrics such as orders, revenue, requested services, subscriptions, active user and more to identify the effectiveness of your campaigns and be able to optimize them easily.

Google my Business metrics

Clicks, calls, followers, searches, comments: learn how your customers interact with your Google My Business profile, analyze your results, and respond to your reviews; all through your Jeff Suite-integrated dashboard.



Personalized Advice

Our marketing specialist will be there to **give you an expert opinion** and guide you through the best practices in the industry. **You can ask questions and get advice about your marketing plan** in the biweekly consults.

Planning

- Review marketing plan
- Review campaigns and agency proposals
- Launch new products and services
- Choose marketing tools and promotions
- Review competition

Reviews

- Performance review: monthly budget spending control
- Feedback about assets shared with the Partner
- Share good practices from other Partners and verticals
- Digital media review: paid and owned

Smart Investment

Select your zone

We have a Maps Team in charge of **analyzing the potential capacity of the cities** to host Beauty Jeff Salons, and therefore, ensure expansion happens **according to the demand** for the services.

Zoning of cities

Jeff provides the franchisee with an area in which to **search for a site.**

Distance between Stores

Operational areas of non-competition to guarantee a minimum distance between Salons.

Fast setup

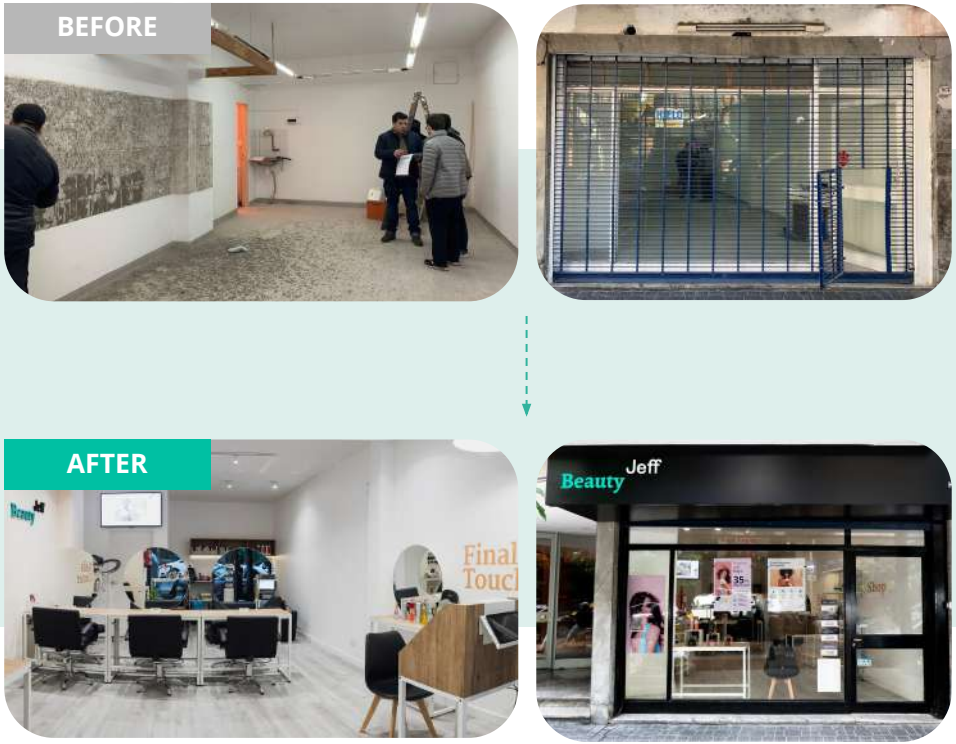
Open in 45 days from approval of the site location and standardized processes that save on initial costs.

Operational optimization

Store design and items selection with the best value for money for efficient use of space and functionality.

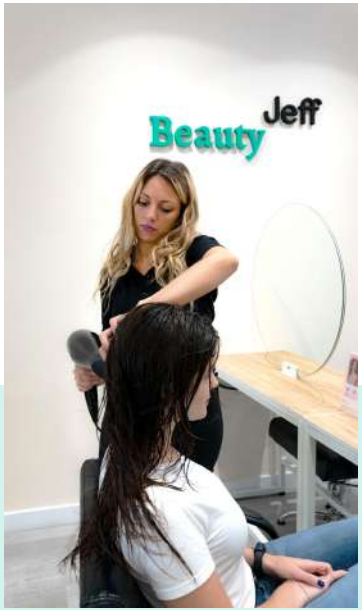
Supply Chain network

Global Agreements,
Special conditions.
Turnkey:
Start with your Salon ready to open!



Jeff
Beauty

LOOK GOOD



Why this market?

71% of users in the market to make loyal.

575B USD

is the annual billing of the sector and it keeps growing.

Recurrence

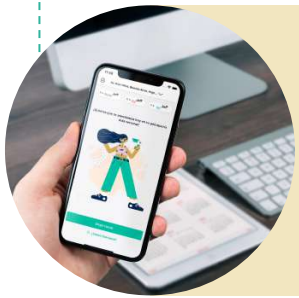
People normally go to the beauty salons 2 times a month.

Why this market?

Beauty Jeff
came to meet a need the sector has not been able to provide.

Customer

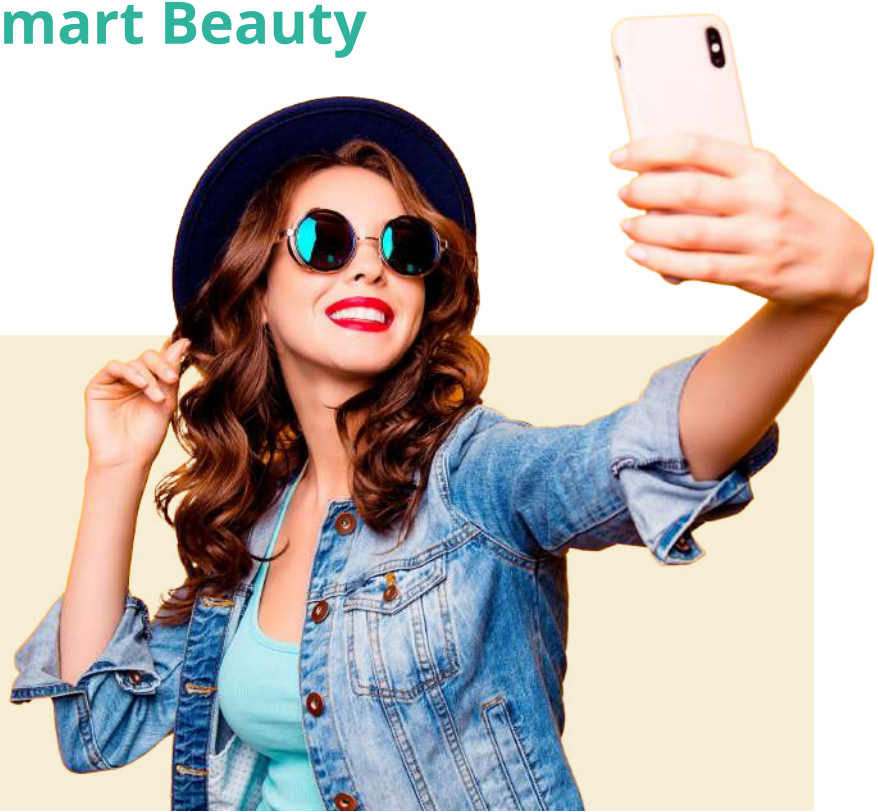
They want a Smart Beauty service, here and now without complications.



Investor

Looks for a business that is easy to manage and more profitable and optimized than the average.

Solution
Smart Beauty



Quality services:
Affordable, quality services, no surprises, no fear of too much hair being cut and with the colors you want.

Services close to you:
Maximum of 15 minutes away, easy to access when you need to.

Standardized processes:
There is no difference between stylists: all apply the services with the same quality.

Digitalization:
Easy turn management, visible availability.

Beauty Jeff

What services do we offer?

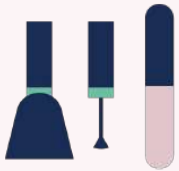
Simple *Day-to-Day Beauty* services: we offer the easiest and most demanded services.

Hair

Nails

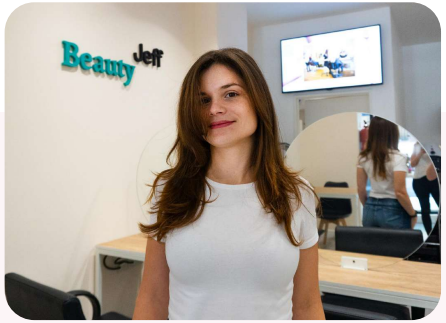
Styling
Women's, men's and kids cuts

Colors and treatments
Root color
Full color
Highlights
Tratamiento capilar
Tratamiento intensivo



Manicure
Semi-permanent nail polish
Semi-permanent nail polish removal

Hair removal
Upper lip
Eyebrow shaping



1

The user requests a turn on the app or in the Salon itself

2

They will receive a notification when their turn is coming up

3

They come to the Salon to enjoy the hair and nail services

4

When the service is finished, they have the opportunity to use the *Final Touch* and *Shop* area to try the products they like the most

User

Junior User

- Joins **technology and fashion**
- Follows **social media trends**
- Wants to **feel good** about themselves
- Consumes **good quality for money** services
- Values the **user experience**
- Looks for the **here and now**, without timetables or waiting

Senior User

- Follows the **recommendations of their social circle** and **good customer service**
- Loyal to **quality services** and seeks **personal advice**
- Appreciates **good value for money**

Beauty Jeff

Turn System

The turns philosophy is based on the **Here and Now,** so that the services are offered on the same day.

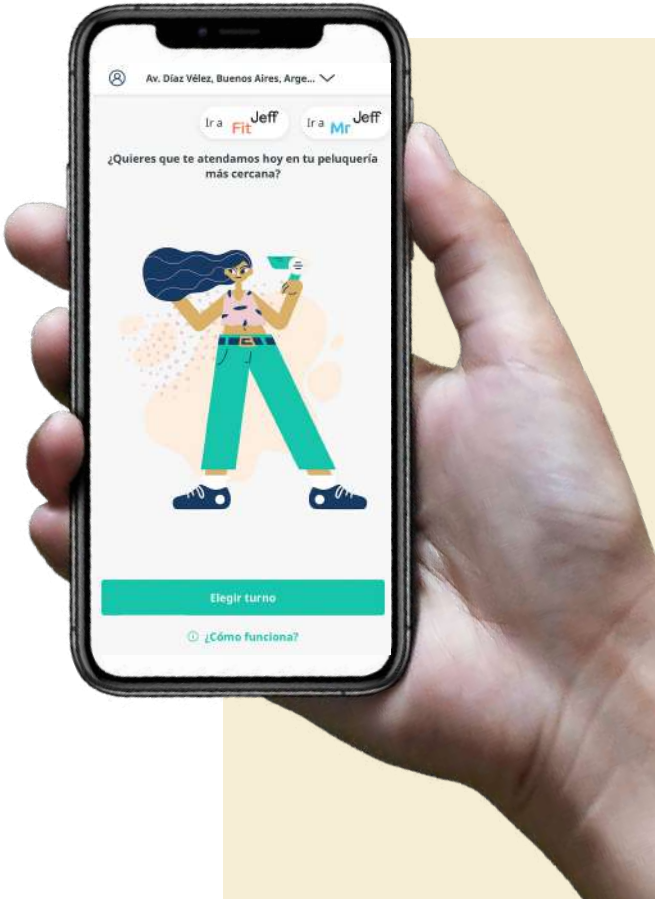
Users will request a turn to go to the Salon, not for a service

They can take a turn from anywhere without having to go to the Salon

They can take a turn without having to call the Salon

They will automatically be assigned to the nearest Salon

Cancel the turn from the app



Your Beauty Jeff Salon

Opening Hours

The Franchisee is free to established the opening hours for their Salon.

You can always rely on Partner Success recommendations.

Beauty Jeff Team

The Beauty Jeff team is **initially** made up of **3 employees**. Stylists will be added to the team depending on demand. **There can be a maximum of 6 people**.

Hiring employees is up to the Franchisee with the advice of our Partner Success.

1 MANAGER

This position requires 3 years experience in the beauty sector.

2 STYLISTS

This position requires at least one years experience.

Beauty Jeff

AREAS

- *Welcome desk*
- *Shop & Final touch*
- *Cut & Styling, Back bar, Color bar, Nails corner*

Customer Experience

The Talk

This is how we connect with people in a simple and subtle way

1. **What is it?**
   Advising the customer before carrying out the service.

2. **How is it done?**
   Review the customer’s file on Jeff Suite and ask what they would like.

3. **Benefits?**
   See what service the customer wants, possible issues and suggest personalized services.

4. **Tone of voice?**
   Friendly.

Customer Experience

Final touch & Shop

There is a high demand for skin and hair hair among our customers.

We offer a point of sale with the products used in the Salon, as well as a space where customers can add the final touch so that they are ready to face the day in a different way.

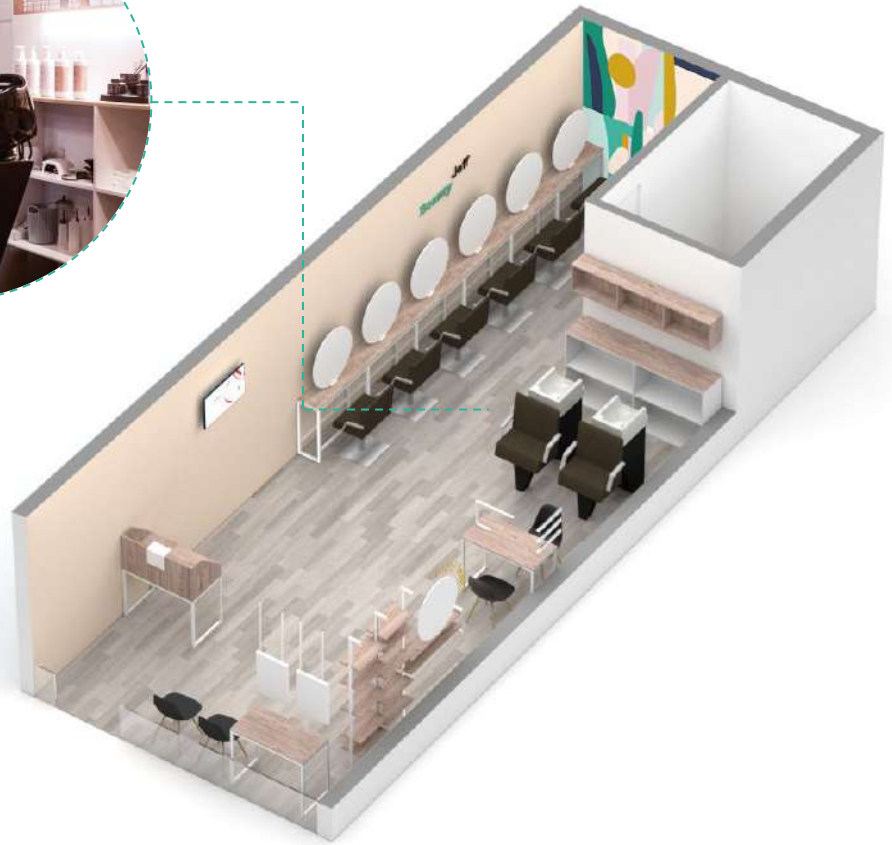
Beauty Jeff

Supply CHAIN

You will have **a supply chain with exclusive, quality products.**

Our suppliers use **products with formulas used by the big brands.**

We select suppliers for each country who **meet our requirements to offer the best service.**



Products with a high quality standard

Supplier that guarantees the distribution service

Products that have a high profit margin for the Partner

Beauty Jeff

Smart Beauty is profitable

Thanks to our turn system, the talk and the shop, our Salons are more profitable that the traditional kind.

250%

higher attendance than the average in the sector.

40%

more services consumed per visit

44%

increase in product sales.

TRADITIONAL MODEL	250 visits	**1.4 services** / number of visits	**9%** product consumption
	vs	vs	vs
INNOVATIVE MODEL	**625 visits**	**2 services** / number of visits	**13%** product consumption

Beauty Jeff

21 days *45 days*

Application Form | **Advice** | **Zone selection and contract signature** | **Data Validation** | **Jeff Academy** | **Salon Adaptation** | **Opening**

Expansion Advisor | **Finance & Legal** | **Partners** | **MKT**

Beauty Jeff
Welcome to
Smart Beauty!

ANNEX

We are Smart Beauty

Beauty Salons focused on everyday services which results in high recurrence as we offer customers the services they want.

Our focus is offering an incredible user experience while simplifying processes and franchise management.

Cut and Style

Manicure

Color

Beauty Jeff

Beauty Salons

- *45 m^2*
- *Modern design*
- *Simple services most demanded by users.*
- *No waiting!*

High Productivity

- *Standardized processes and times*
- *3-5 employees*
- *Turn management via the app*
- *Turns model increases productivity and attendance when compared to traditional salons.*

Everyday Beauty Services

- *High differential value compared to the competition*
- *Maximizes production and business capacity*
- *Visible prices*
- *Simple, transparent services.*

Online to Offline

- *Unique value proposal that connects the online and offline worlds*
- *The customer can take a turn (and cancel) via the app.*

The Salon has:

- 6 workstations
- 2 hair washing stations
- 1 manicure area
- 1 Final Touch area
- Speakers
- Playlist
- Security cameras
- TV
- Tablet
- Air conditioning
- Lights
- 1 entrance

Mirrors, machines, hair dryers, brushes, combs, scissors, hair straighteners, clips, stock etc.

Certified Suppliers

We have agreements with well-known global suppliers to guarantee an experience according to our Partners and customer quality standards.

**Our suppliers list is constantly growing and changing according to the needs of each country and specialty.*

Uniforms

Uniform for Beauty Jeff employees.

Bags

Customer bags for Shop products.

Communication

You will have all the graphic material for promotions.

Jeff
We give you
the tools to
make it real