



STEPS TO BECOME A FRANCHISE PARTNER

VisionSpring reduces poverty and generates opportunity in the developing world through the sale of affordable eyeglasses. VisionSpring licenses its “Business in Bag” model to qualified partners for training entrepreneurs to sell glasses. Please contact Miriam Stone, Director of Business Development (mstone@visionspring.org) for details.

Tell us about your organization

1. **Apply on our Website:** Visit www.visionspring.org and fill out a basic application form. If your organization fits our basic criteria, we will respond via email with a full application form. We encourage you to send us as much of the requested information as possible to help us assess a potential partnership with your organization. We will review your application and respond as soon as possible after receiving your completed materials.

Feasibility Study Preparation (3-4 weeks)

If your organization is a potential match, the next step is to prepare for a field-based Feasibility Study.

2. **Review and sign our Feasibility Study Memorandum of Understanding**
3. **Submit payment for Feasibility Study Invoice (approx. \$7500 USD)**
This covers the cost of an in-depth Feasibility Study to assess the compatibility of our organizations and includes the cost of a field visit from VisionSpring staff.
4. **Fill out and return our Market Assessment to help us understand the overall market for eyeglasses in your location**

Once the above items have been returned to us, we will contact you with potential dates and details for a Feasibility Study field visit.

Feasibility Study Field Visit (1 week)

5. **Arrange meetings with key members of management, staff, and constituents:** We are interested in seeing your organization at work and meeting with your local management, staff and clients/constituents. Within two weeks of the Feasibility Study, we will provide a report with final recommendations for how to adapt the VisionSpring model to your specific organizational context and whether a successful partnership is feasible.

Pilot Preparation (4-6 weeks)

Upon successful completion of the Feasibility Study, preparations for a 6-month pilot program begin.

6. **Review and sign our Pilot Memorandum of Understanding:** This document will include all costs involved and an outline of the goals and objectives of the pilot, including what will be expected of VisionSpring and the Franchise Partner.
7. **Submit payment for Pilot Program Invoice (\$10 - \$15,000 USD):** This cost varies based on the scope of the Pilot and other considerations. Cost includes 15 “Business in a Bag” kits, an inventory of approximately 1,000 glasses, and two on-site training visits from VisionSpring staff.
8. **Prepare for the Pilot Launch with VisionSpring’s Franchise Partner Manager:** Preparation activities will include, but are not limited to, the following: approximately 5 phone conversations between the VisionSpring Franchise Partner Manager and Franchise Partner’s on-the-ground senior manager and other key staff members; Regional Coordinator identification by Franchise Partner, Vision Entrepreneur identification; importation of glasses.

Pilot Launch (1 week)

9. **Arrange for key staff members to participate in the week-long Pilot Launch:** A VisionSpring staff member will arrive in your location to launch the pilot. Pilot launch activities will include, but are not limited to, the following: the training of 6-12 Vision Entrepreneurs; 1-2 sales campaigns; various “train the trainers” sessions for key staff members to learn how to train Vision Entrepreneurs and manage a VisionSpring Franchise.