



# Froggy's

## Arts and Crafts

### ESTIMATED INITIAL INVESTMENT

The estimates below show the low to high range for the Estimated Initial Investment. This amount is based on the licensing rights fee and the costs to open a Froggy's. Included in the licensing rights to use existing brand, is also the business model and curriculum. These are estimates only and may not include all building cost and improvements with a new location.

Item	Low	High
Licensing Rights	\$ 25,000	\$ 25,000
Rent & Deposit	\$ 2,500	\$ 4,500
Tenant Improvements	\$ 1,000	\$ 5,000
Furniture, Computers, Software, and Communications Systems	\$ 15,000	\$30,000
Exterior/Interior Sign	\$ 1,000	\$ 4,500
Initial Inventory	\$ 5,000	\$ 12,000
Grand Opening Marketing, Posters	\$ 1,000	\$ 3,000
Credit Card & Gift Card Processor	\$ 1,000	\$ 1,500
Insurance	\$ 1,000	\$ 3,500
Organizational/Outside Expenses	\$ 1,000	\$ 2,500
Website Start Up	\$ 500	\$ 1000
Additional Funds (working capital)	\$ 10,000	\$ 25,000
<b>TOTAL</b>	<b>\$ 64,000</b>	<b>\$117,500</b>

