

B2 R **BACH TO ROCK**[®] ★ AMERICA'S MUSIC SCHOOL ★

FREE FRANCHISE INFORMATION REPORT



Contents

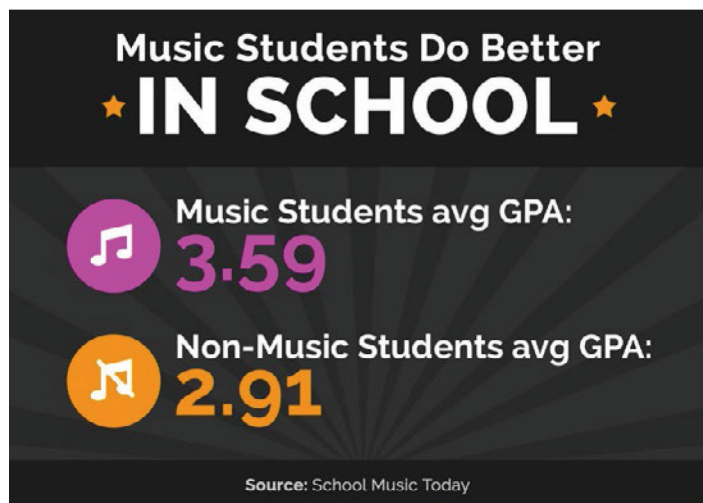
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Bach to Rock: A Top-Rated Music School Franchise

A music franchise that teaches kids music the way kids want to learn it

Music is more a part of our culture than ever before. It's everywhere, from iTunes and streaming radio stations to national talent contests like "American Idol" and "The Voice" to music-centric movies like "Pitch Perfect" and all-in family video games like Guitar Hero and Rock Band. Take a casual glance at Instagram, Facebook or YouTube and you'll see lots of young musicians singing and performing popular songs.

At the same time, despite clear evidence that music education helps kids in school, music instruction in schools is dwindling, and that is increasing demand nationwide for private music instruction.



Enter Bach to Rock, a unique national franchise in what we think is one of the most undeserved segments of the franchise industry: music education. We run profitable music schools by scrapping what kids hate about music lessons and incorporating more of what they want.

When kids picture playing an instrument, do you think they picture themselves playing "Mary Had a Little Lamb" and learning classical Spanish guitar? Or do you think they see themselves jamming to their favorite music?

Bach to Rock is the music school kids would have designed for themselves



Unlike traditional music instruction, we also turn music into a team sport. Bach to Rock employs a unique approach to music education that allows children to explore the kinds of music they love and then play that music with other students in bands that perform in public spaces. Students are much more motivated to learn when they're playing the music they want to play and surrounded by bandmates. Picture being a seventh-grader who wants to learn guitar. You go to Bach to Rock and you immediately start learning to play the songs on your phone. Then you are introduced to your bandmates: Joshua is on the drums, Isabella is lead singer, Daniel is on the bass, and Hannah is on the keyboards and sings backup. You play together as a group, music blaring, amps turned up high. At home your parents scream: "Keep the racket down! We can't hear ourselves think!" But your Bach to Rock teacher encourages you to turn it up and let it rip. Then the lesson is over. Would you want to

come back next week? Can you see why we are successful?

Bach to Rock Director of Curriculum Aaron Schmidt says he always turns to the sports team analogy when describing the advantages of the Bach to Rock approach.

"If I'm learning to play basketball, I can go to the end of my driveway and shoot hoops for hours, which is great because it will help me with my accuracy. But if I don't ever go to practice, then I don't know how to interact with my teammates," Aaron says. "So having that band element gives you that social interaction with other kids, other musicians, in a creative environment where you get to play music and make it your own. Even speaking from my personal experience, that was one huge thing that was missing for me. I wasn't in a band until I was in college, and when I was I thought, 'Oh, I get this, this is what music is about.' It is having that sense of achievement and sense of accomplishment when you see what you can do when you are part of a group, part of something bigger than yourself.

"The "team" approach to music instruction has made our business model very successful. On average, our students stay in music lessons at Bach to Rock for more than 70 weeks. We generate buzz, which keeps kids coming in the front door. We treat them like stars, which keeps them coming back.

As music and arts are increasingly pushed out of school curricula, parents are willing to spend a lot of money on private lessons. The future looks bright.



"If you look at a hierarchy of parental needs, education is at the top, and music education and sports are right up there," says Brian Gross, President of Bach to Rock. "While we're an extracurricular activity, we have a lot more depth and substance in terms of enrichment and cultural factors than other things, whether those

other things are swimming or karate or dance or something else. I think when parents are forced to cut back, not only within a child's activity set but bigger-picture items, whether it's a country club membership, a vacation or a new car, thankfully, music education is pretty high up. For us to not make the cut, there have to be really dire circumstances."

Great franchise for multi-unit and investor owners

Bach to Rock's initial investment is \$241,500 - \$531,500. We're looking for investors with a net worth of \$500,000 and a minimum liquidity of \$100,000. Our business model is suited for the music lover who's passionate about enriching his or her community and helping educate children. It also is ideal for the experienced investor who appreciates the revenue potential of opening several units. Our parent company owns a chain

of schools, which proves the business is profitable and scalable. Bach to Rock envisions opening 500 schools across the nation over the next decade as we take the lead in this unique approach to music instruction. Prime territories are still available for development, and the industry is starting to take notice of the niche we're carving out in this increasingly important market.

Among our awards:

- **Top Franchises for Veterans.** Entrepreneur ranks Bach to Rock #27 as one of the top 150 franchises offering incentives and other programs to help veterans become franchisees.
- **Franchise 500, "Entrepreneur" magazine - 2022** B2R ranks on the top 500 franchise list in 2022 for the seventh year in a row, out of over 1,000 franchised businesses.
- **Ten Franchises to Watch, "Entrepreneur" magazine.** Entrepreneur gazes into the future and picks Bach to Rock to make a big splash.
- **Next 300 Franchise Systems.** Franchise Times names Bach to Rock as one of the next 300 Franchise Systems to take off.
- **Franchise Gator Top 100 Franchise.** Bach to Rock scores #15 on the list, and is also named a Top Emerging AND Fastest Growing Franchise.
- **Best Website Best Practices, Franchise Media Update.** Recognized for transparency and robust Item 19 disclosure, Bach to Rock wins best website.

What is Bach to Rock?

Our music school franchise is reinventing music education on a national scale

Bach to Rock is a franchised music education school for students of all ages, from early childhood through high school and beyond, with a unique twist. We don't just provide individual music lessons; we turn music into a team sport by creating student bands that learn to play sets, record music in a studio and perform in public. We offer kids exposure to all forms of music —Top 40, classical, hip-hop, blues, country, gospel, jazz, a cappella, bluegrass, electronica and more.



Since opening our first corporate school in Bethesda, MD, in 2007, we have embraced the philosophy that learning music should be fun. Students learn best when they play music they love. And they love learning when they get to play that music with other kids. Our schools provide weekly ensemble instruction, as well as private lessons. Our student bands play public community concerts, compete in a Battle of the Bands and participate in recording sessions in Bach to Rock's professional recording studios.

The upshot is that Bach to Rock is reinventing music on a national scale. CIG, our parent company, has already invested more than \$20 million into the Bach to Rock concept to perfect the business model and create a scalable business that translates into a reputable nationwide franchise system. We already have the look, feel and return on investment of a large national brand. Our vision is to build hundreds of schools across the country, become the “it” brand music school and to make our performance-based, team-sport approach to music instruction commonplace.

Why music education matters

Talk to our music instructors, and they will tell you story after story about students who are blossoming at Bach to Rock.

“This is a place where many types of kids are able to shine, and that’s one of the great things about us,” says Billie Jo Joesph, Site Director for Bach to Rock in McLean, VA. “We have straight-A students, athletes, shy kids, kids who haven’t discovered what they’re really good at yet and kids who are already enrolled in a lot of extracurricular activities. They all come to Bach to Rock because they want the joy and camaraderie that playing music with peers can bring.”

Billie Jo recently talked to a parent of a talented 11-year-old who’s transforming into a more confident kid because of Bach to Rock.

“His talents play higher than his age,” Billie Jo says. “He’s 11, but he plays with 14- and 15-year-olds. That has done a lot for his confidence, and his dad has told me he’ll do anything to keep him in this situation.”

“Anything” means this parent will do whatever it takes to keep paying Bach to Rock to help his child stay confident and shine.

Parents don’t relate to Bach to Rock as just another music school. By performing regularly in public, our kids learn stage presence and how to be confident in their own skin at all times. When

you were a teenager, were you and your friends comfortable in your own skin? What would have been possible if you were? At Bach to Rock, we have countless success stories like that one.

Every kid can be a star

Bach to Rock’s core principles originated with our founder, who was a middle-school

music teacher and a Juilliard-trained musician. “He believed music is best taught when you get to play the music you like,” says Bach to Rock President Brian Gross. “The learning is the same, but the enjoyment factor is much higher.”

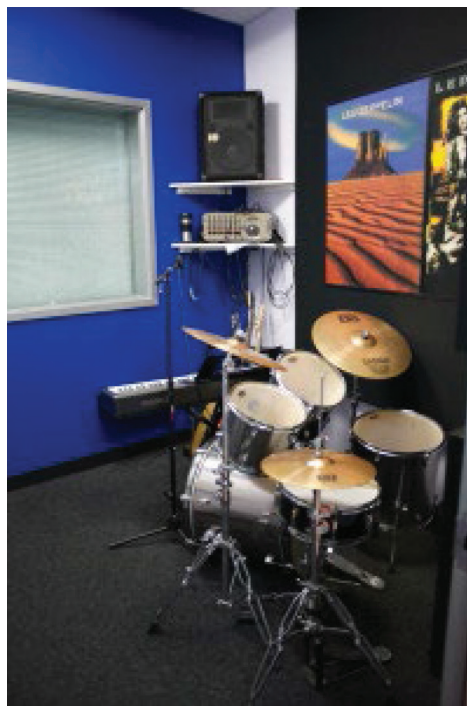
Our unique learning approach encompasses these five core beliefs

- 1. Play what you like.** Whether it’s rock, classical, hip-hop or Top 40, children are more engaged when they’re allowed to play the music they’re passionate about. You won’t hear “Twinkle, Twinkle Little Star.”



- 2. Play in a band.** Our students tend to practice more when they know their bandmates are counting on them to perform. They learn how to function well in a group and play well with others — crucial life skills as they grow and mature.
- 3. Perform in public.** Applause is a powerful motivator. Our student bands get to perform at community concerts and participate in our popular Battle of the Bands competition. Many surveys show that public speaking is one of people's top fears. Our kids don't suffer that problem. They learn how to shine in public and grab the attention of a room.
- 4. Recording as an educational tool.** Bach to Rock schools are equipped with state-of-the-art recording studios that give students the opportunity to compose, write and record their own music. Imagine the thrill of a 15-year-old girl being able to record a CD of original songs, or a punk-inspired band hunkering down in the studio diligently learning all aspects of musicianship.
- 5. Early success.** Using our proprietary curriculum, we can teach a student to play a song within her first hour of instruction. We start kids on simplified versions of songs and gradually increase the complexity as they gain experience.

Helping children find a voice through music is a worthy endeavor, and with a scalable business model suited for both single- and multi-unit investors, it also can be a profitable one.



The Bach to Rock Story

Why playing in a band and playing music you like is a formula for success

Our President Brian Gross feels a real connection to the Bach to Rock mission, which is to dramatically change the field of music instruction by altering the way children achieve music competency. His own experience with music lessons while he was growing up is far too familiar.

As a preteen, Brian would have loved learning how to play the heavy metal songs made popular by Judas Priest. His music teacher made him learn the acoustic songs of folk singer John Denver. Brian's parents simply wanted their son to have a broader cultural education and some outside interests besides sports. But Brian grew to resent playing music he didn't like. His mother finally relented and let him quit after 18 months of lessons.

"Had I been able to play what I liked or play an instrument I liked or play music with my friends, it would have been a different story," Brian says. "My parents, like many parents, looked at music education as an essential part of the growing-up process. That's why our business is so successful."

From summer camp to national franchise

In 2002, a former middle-school music teacher and Juilliard-trained musician felt something was missing from classroom music education. So he

started a unique summer camp. His idea was to let kids play the music they loved, let them play with their peers and let them perform. The Bethesda, MD, summer camps grew in popularity, and he eventually opened a school.

An executive with Cambridge Information Group (CIG), our parent company, discovered Bach to Rock when his own son attended the school and had a rewarding experience. He saw an opportunity to provide the same transformational music education experience on a much broader scale. In 2007, Bach to Rock was born. We opened a second school in Gaithersburg, MD, the same year. We soon opened Bach to Rock schools in McLean, Leesburg, Chantilly and Herndon — all in Virginia.

By 2010, combined gross sales for our schools topped \$3 million. We sold the first Bach to Rock franchise in 2012 and have been growing ever since.

Changing the path of music instruction

Our music schools are making a big difference in their communities. That 11-year-old with the pink streaks in her hair you see repeating drum rhythms in a practice room in our Herndon, VA, school this week might be counting off the beat for her band at Jimmy's Old Town Tavern next week. A 15-year-old boy working out a bass guitar part to a '70s rock classic with his crew in Bethesda, MD, might soon be on stage at the Hard Rock Cafe in Baltimore.

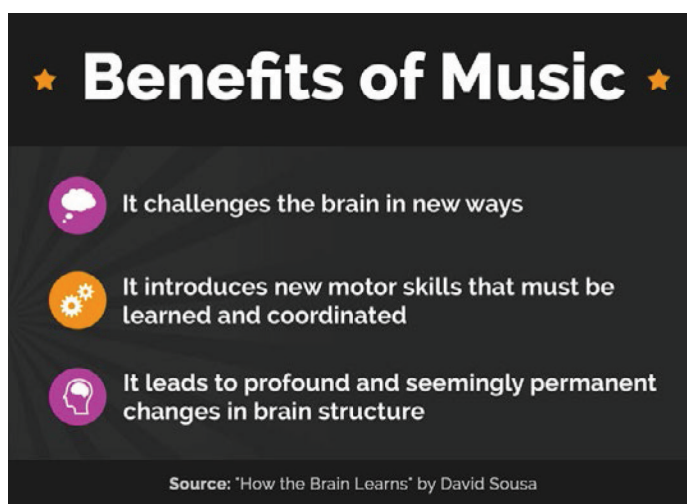
Our school's music instructors, all of them professional musicians, are turning these kids into

rock stars. One of our teachers, Matt McAndrew, came in second on The Voice in 2014, and is now signed with a record label. That's a dream almost anyone can relate to, and our franchisees are discovering that it's a dream parents are willing to pay for. Especially when they see the results Bach to Rock gets. Some of our bands have gone on to local fame. Alt pop/punk band Throwing Wrenches and hard-core rockers Black Sparks have loyal fan bases, play gigs locally and have lively Facebook

pages. One Bach to Rock student, Josh of Gaithersburg, was a finalist in the Kidz Bop national kids talent search. But we understand most of our students will have traditional career paths. At Bach to Rock we know that when they learn to play the music they love alongside their peers, they're learning more than notes and melodies.

They're picking up key life and career skills — and a love of music — that will last a lifetime.

CIG already has invested more than \$20 million into the Bach to Rock concept to help us create a game-changing and scalable business model and to build the systems to create a nationwide chain of music schools. CIG's support of Bach to Rock is helping our company gain momentum for our leadership role in the fragmented music instruction industry. With 10 corporate schools and 50 franchised schools from coast to coast, Bach to Rock and CIG are committed to building a system that's 500 strong by 2024.



The financial commitment to our innovative approach to music education shows in our earnings. We're seeking investors who are passionate about music, about business and about educating children.



A timeline of the Bach to Rock story:

2022

- Coon Rapids, MN opens June, 2022.
- Leawood, KS opens June 2022.
- Wyckoff, NJ opens July 2022.
- Santa Monica, CA opens July 2022.
- Powell, OH opens December 2022.

2021

- Cypress, TX opens February 2021.
- Fishers, IN opens March 2021.
- Mt. Juliet, TN opens July 2021.
- Nashville West, TN opens July 2021.
- Zionsville, IN opens July 2021.

2020

- Arlington Heights, IL (corporate owned) opens February 2020.
- San Diego, CA (Rancho Penasquitos) opens February 2020.
- Marietta, GA (Sandy Plains) opens June 2020.
- Cedar Park, TX opens September 2020.
- McKinney, TX opens October 2020.
- Fairfax, VA opens November 2020.

2019

- Lake Mary, FL opens February 2019.
- Wayne, NJ opens May 2019.

2018

- Fulton, MD opens February, 2018.
- Johns Creek, GA opens March 2018.
- Denville, NJ opens March 2018.
- Tanasbourne, OR opens May 2018.
- Virginia Beach, VA opens June 2018.
- Carmel, IN opens August 2018.
- Naperville, IL (corporate owned) opens August 2018.
- Redmond, WA opens August 2018.
- Plymouth, MN opens September 2018.
- Lutz, FL opens November 2018.

2017

- Flower Mound, TX opens January 2017.
- Nanuet, NY opens March 2017.
- Encinitas, CA opens June 2017.
- Mount Pleasant, SC opens September 2017.
- Northbrook, IL (corporate owned) opens October 2017.
- Huntersville, NC opens December 2017.
- Penfield, NY opens December 2017.

2016

- Wellesley, MA opens January 2016
- Memorial, TX opens April 2016.
- Jacksonville Beach, FL opens May 2016.
- Midlothian, VA opens May 2016.
- Rocklin, CA opens May 2016.
- Ridgefield, CT opens September 2016.
- Alpharetta, GA opens October 2016.
- Apex, NC opens November 2016.
- North Scottsdale, AZ opens December 2016.

2011 - 2015

- 2015 - Bristow, VA opens in October.
- 2014 - Folsom, CA opens in June.
- 2014 - Mamaroneck, NY opens in August.
- 2013 - 2nd franchise location opens in Wayne, PA.
- 2012 - 1st franchise location opens in Port Washington, NY.
- 2011 - Bach to Rock began offering franchises.

2008 – 2010

- Three additional schools were opened in Mclean, Leesburg, and Chantilly, Virginia.
- A satellite school in Herndon, Virginia was also opened.

2007

- Music Makers Holdings, LLC acquired East Coast Music Production Camp, LLC and rebranded the school Bach to Rock.
- A second location in Gaithersburg, Maryland opened.

Every Kid Wants to be a Star

Parents become raving Bach to Rock fans because their kids succeed

Every kid needs to be a star, or at least feel like one some of the time. They need to feel capable, independent and valued — just like a star feels when playing to a sold-out crowd at Carnegie Hall, winning a treasure chest of Grammys or landing on the cover of “Rolling Stone.”

Bach to Rock’s nontraditional approach to music education gives kids a musical benefit no one else can — a rock-star experience that gives them a leg up and helps them grow into confident adults.

We offer something different than traditional music lessons and other music schools — radically different. We empower children to discover the kind of music they love and then play that music with other students in bands that perform in public spaces.

It’s an entirely unique approach to music education that’s succeeding beautifully at all of Bach to Rock’s bricks-and-mortar schools. Thousands of children fill the rooms of those schools each week, and all of them are stars in their own individual ways.

At Bach to Rock, we give them the thrill of feeling like a star from the get-go. A typical Bach to Rock student is an old hand at taking center stage

— and an instant star to their family members, friends, classmates and wider communities. They are making waves and going places. It doesn’t mean all Bach to Rock students play like prodigies instantly, although it’s exciting and gratifying to see how quickly they progress. As a matter of course, we see our students achieving their goals and feeling as if they can overcome anything that’s been holding them back.



Bach to Rock’s public performances are part of the magic. Before you know it, your child is playing lead guitar in a punk rock-inspired band that’s booked a gig at the Hard Rock Cafe — or singing in an all-girl band that’s slated for a series of summer performances at the local farmers market.

A proud mom describes Bach to Rock’s ‘phenomenal’ impact

Melinda Mansfield is a singer and music therapist who’s sung with Bobby McFerrin and trained with the San Francisco Opera. Yet, when she decided her own children — twins Josie and Will — needed exposure to music, she tried Bach to Rock on the recommendation of a friend.

Both are soaring now. Josie plays drums and sings, and Will is a guitarist in a band. Melinda couldn’t be prouder, and she says both children have come a long way in overcoming the obstacles caused by their premature births.

“Josie has developed an amazing ear for rhythms,” Melinda says. “They are now automatic for her. I am always amazed with her drumming

and with all the skills she's learning and applying. She is so tiny, so she actually has to step up a step to play the bass drum. She has to get off her feet to do it, but she's on time and continuous."

"Will started acoustic guitar in first grade, and then we switched him to electric guitar," Melinda adds. "Because of his dyslexia he had a really hard time in second grade. I don't know what we would have done if it weren't for Bach to Rock. He felt smart because he could play the guitar and make up music and songs."

Will is a different kid than he was when he started at Bach to Rock. His band, Legos, has already been on a national stage and played at the Fillmore.

"The confidence he has in himself is just phenomenal," Melinda says.

What is the Bach to Rock Teaching Method?

With our unique curriculum, kids stay in music lessons longer

Traditional music lessons just aren't that fun. The process that takes a learner from unskilled to competent really lets kids down. Take a child who's already distracted and maybe not that into it in the first place, put him into a stodgy learning environment, and you've got a giant fail.

At Bach to Rock, we've come up with a unique approach to teaching music that engages kids from the very first moment and keeps them interested long after they would have given up on traditional lessons. On average, our kids take lessons for more than 70 weeks, which can cost several thousand dollars. This outpaces what we believe is the typical 20-24 weeks a child sticks with traditional lessons.

Some students stay with us for years, and parents typically spend \$4,000 per year per

student. This creates more revenue opportunities for our franchisees, and it also lets them do something they won't necessarily get to do with a typical fast-food franchise: They can make a real difference in children's lives.

"Every now and then, I will see a new picture that pops up on our website of kids who are really inspired

by music, and that's when I know we are doing something right," says Aaron Schmidt, Director of Curriculum. "It's really cool seeing those kids. I think that inspiration of seeing kids who want to learn music, having a good time doing it, really makes everything worthwhile."

Some of our best advertising is our students' Instagram and Facebook pages.

The innovative Bach to Rock approach is based on the belief that everyone learns faster if they get to play the music they love with their peers. It doesn't matter whether it's ZZ Top or Tchaikovsky



or Jay-Z; it only matters that the child is really into it. Our teachers use age- and skill-appropriate musical arrangements drawn from our large library of songs so students can begin playing almost right away. We put our students into bands in their favorite genres and get them performing together in public venues. That makes them feel like stars. It makes learning fun.

A music school for all ages

At Bach to Rock, we don't believe anyone is too young — or too old — to learn to play music. Our Rock and Roll early childhood program uses structured musical games and activities to expose children as young as 1 year to the fundamentals. Kids ages 3-5 learn about instruments, musical symbols and rhythms in our Rock City program. Between ages 5-7, a group piano class teaches music fundamentals. By about age 7, kids are ready to pick out the instrument they want to learn and start taking individual and group lessons. We offer birthday parties and

corporate events that cater to people of all ages, and our senior citizen programs help retirees play instruments they've always wanted to learn. We also have adult bands, often formed by parents who've seen their children succeed at Bach to Rock.

Our core enrollment, of course, is school-aged children. Children can actually learn everything they need to know to become professional musicians, although many simply gain a lifetime of enjoyment through a fulfilling hobby. We combine individual lessons with ensemble instruction and hold weekly jam sessions that lead to Battles of the Bands and recording in our in-house

professional studios. We regularly schedule public concerts that instill confidence in our students and help them polish their performing skills. These activities foster teamwork, build self-esteem and motivate students.

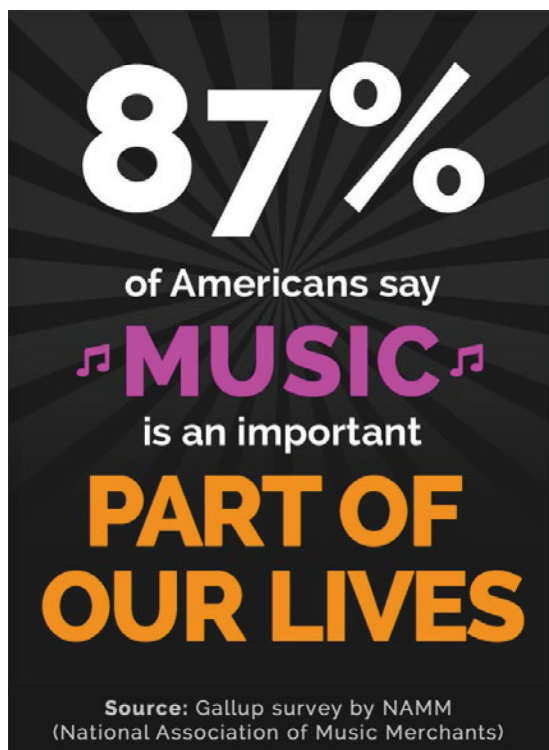
It's a far superior approach to traditional music instruction, and it's one of the reasons our corporate and franchise locations have been so

popular. Aaron now sees what was lacking in his own classical piano training growing up. He wonders what might have happened if Bach to Rock had been around when he was a kid.

"It made me think about where I would be as a musician if I had been given the opportunity to play in a band or to play music when I was little," he says. "My upbringing was very classically trained. I learned to read music out of a book, and when I was done with that book, I went into the next book. It was very methodical in that sense. I never played with anybody. It was just something that I did

by myself."

"We are very focused on a well-balanced music education from a curriculum standpoint because, ultimately, that music education is really what the parents are looking for," Aaron says. "They obviously want their child to have fun and create a relationship with their teacher, but at the end of the day they need to be learning something. Unlike other music school franchises, Bach to Rock has an extensive curriculum. Our students learn the intricacies of music — from theory to how to read music."



Why Bach to Rock is Great for Investors

Bach to Rock offers a way to affect community, earn income

While we are a creative business, we pay close attention to analytics and unit-level economics and profitability. We've built our company to be a worthy brand that allows investors to give back to their communities, dramatically improve the lives of young people and explore the potential for a high rate of return on reasonable investments.

Consider: Your initial investment for a Bach to Rock school will probably be between \$241,500 - \$531,500, according to our Franchise Disclosure Document (FDD).

"I like the fact that Bach to Rock is a sustainable business. It's rooted in an amenity for a specific community," says Sameer Patel, who owns a Montessori school and a Bach

to Rock in Bristow, VA. "Bach to Rock might not work in every community, but I think it would be very successful in many communities. I base this on seeing the kinds of activities parents and families are seeking for their kids."

"Bach to Rock creates structure around a fragmented industry," Sameer says. "I think there is a lot of potential if it's done well. The bottom line in any successful business or franchise is the ability to operate and execute efficiently."

Bach to Rock is a good business to invest in based on our financial merits alone. The potential for you to do well is there, given the track record with our schools. The important thing is that if you love music, if you're passionate about improving the lives of kids and if you believe the arts are an important part of our culture, this may be the perfect investment for you.



How big is the opportunity?

There seems to be more demand for music education now than ever, given that schools are not spending on the arts like they once did. Parents who value cultural education are willing to spend their disposable income on music lessons for their children. Our cost to acquire a customer

is around \$100, but the customer typically spends much more. Students enrolled in private lessons or band at Bach to Rock stay with us for an average of 70 weeks of instruction. Plus, there are other promising revenue-producing activities at Bach to Rock. About 20% of revenue at our franchises comes from Bach to Rock music camps, birthday parties, DJ lessons & recording studio programs.

“Obviously these numbers will vary widely market by market, but in any five-mile area with the demographic we shoot for, people spend a lot of money on music education,” says Brian Gross, President of Bach to Rock. “In our fractured industry, there are very few brands that go after that.”

Our business model is scalable, profitable and perfect for the experienced entrepreneur who has a passion for music, education and enriching their community.

What are my Startup Costs?

Bach to Rock makes sure you have everything you need to be a success

The typical investment for a Bach to Rock franchise is \$241,500 - \$531,500 That includes the brick-and-mortar school, marketing for your grand opening and a startup package of musical

instruments, as well as everything else you need to furnish your music school.



Our franchise schools tend to start out with one full-time music director and four to six part-time music teachers, with the aim of serving an initial enrollment of 250. As enrollment grows, you'll add more full-time and hourly staff accordingly. With limited full-time staff and a part-time teaching staff added as

needed, our franchisees can scale their business at a comfortable pace without overextending themselves financially.

We have already invested a lot of money into our unique curriculum and an ever-expanding library of songs from every genre of music. Our teaching method is like no other in the music education space today, fostering teamwork and enhancing self-esteem and, more importantly, bringing joy to a lot of kids who want to find their own inner stars. We help with marketing and offer support and training to our franchisees for special events such as grand openings. Our staff is always available to coach you on how to effectively market your Bach to Rock school.

Below is a look at the typical startup costs as outlined in Item 7 of our Franchise Disclosure Document.

Type of Expenditure*	Estimated Amount/ (Low- High Range)	Method Of Payment	When Due	To Whom Payments are to be Made
Initial Franchise Fee	\$40,000	Lump sum	Upon signing Franchise Agreement	Us
Harmony Gateway License Fee	\$5,000	Lump sum	Upon signing Franchise Agreement	Us
Real Estate; Prepaid Rent and Security Deposit	\$3,000-\$15,000	Lump sum	Upon signing lease and as incurred	Landlord
Leasehold improvements	\$105,000-\$275,000	As incurred	As incurred	Contractors
Signage	\$4,000-\$15,000	As incurred	As incurred	Suppliers
Furniture and Fixtures	\$2,000-\$14,000	As incurred	As incurred	Suppliers
Architectural Plans and Design	\$6,000-\$13,000	As incurred	As incurred	Suppliers, Us
Lease Review Fee	\$0-\$2,500	As incurred	As incurred	Us
Computer System	\$3,000-\$9,000	As incurred	As incurred	Computer suppliers
Equipment	\$15,000-\$25,000	As incurred	As incurred	Equipment suppliers
Insurance Deposits and Premiums	\$2,000-\$5,000	As incurred	As incurred	Insurance carrier(s)
Travel and living expenses during training	\$500-\$5,000	As incurred	During training	Third parties
Grand Opening Advertising	\$25,000	As incurred	Within the 60 days before and up to 90 days after opening of the School	Advertising suppliers
Licenses and permits	\$2,000-\$8,000	As incurred	As incurred	Various municipal agencies Attorneys, accountants and other professionals
Professional Fees	\$3,000-\$15,000	As incurred	As incurred	Suppliers, Us
Inventory, Curriculum and Course Materials	\$2,000-\$4,000	As incurred	As incurred	Suppliers, employees
Pre-Opening Costs	\$4,000-\$16,000	As incurred	As incurred	Suppliers, employees and other creditors
Additional Funds (3 Months)	\$20,000-\$40,000	As incurred	As incurred	Suppliers, employees and other creditors
Total Estimated Initial Investment	\$241,500-\$531,500			

* Additional details on these figures are included in the Franchise Disclosure Document (FDD).

Franchise Disclosure Document (FDD) Disclaimer:

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document

(FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

How Much Money Can I Make?

Bach to Rock attracts franchisees who want to build multiple units

Alan Goodstadt and Glenn Fleischman are both passionate amateur musicians who wanted to find a way to get more music into their lives. Alan was an investment banker for 20 years; Glenn was a successful technology executive.

The two entrepreneurs recognized the investment potential in Bach to Rock and became our company's first franchisees. They built a school in Port Washington, NY, a community on Long Island, and opened a second school in the 3rd quarter of 2014, 18 months ahead of their development schedule.

Multiple revenue streams

The average student at Bach to Rock takes 70 weeks of music instruction, but those aren't necessarily consecutive. Many children take summers off, for instance, to vacation with their families. Bach to Rock has created multiple streams of revenue to maximize earnings potential for our franchisees. Here are some of the ways our schools make money:

Private lessons. Before students get into ensembles, they typically sign up for some one-on-one instruction.

Band lessons. The most appealing part of the Bach to Rock instruction method is also a moneymaker, since many parents are eager to sign up their kids for an opportunity to perform with a band in public.

Summer camps. This is how it all began for Bach to Rock, and limited-engagement summer sessions are a very popular way to introduce kids to everything our schools have to offer.

Parties and corporate events. Bach to Rock events are popular with all ages — from first-graders to 50-year-olds. They are customized for birthdays, anniversaries, corporate team-building events and more. One of our most requested events, the Karaoke Birthday Party, brings parties of all ages into our recording studio.

Recording studio. Local bands take advantage of our full-scale 16-channel recording studio, where students also record their music. Bands often come in the mornings (before Bach to Rock classes are underway) and after lessons are over in the evenings.

Beat Refinery DJ Lessons. Aspiring DJs & Producers can learn and hone their craft here at Bach to Rock. Group and private lessons cover mixing, scratching and music production curriculum.

Whether you're interested in building your own mini-chain of Bach to Rock franchises or want to invest in a single school, this could be the perfect opportunity for you. Our company has been recognized among the Franchise Gator Top 100 franchises for and was included in "Entrepreneur" magazine's Franchise 500.

Consider the breakdown below from Item 19 of our Franchise Disclosure Document.

TOTAL & NET SALES 2022 SUMMARY - AFFILIATE-OWNED & FRANCHISED SCHOOLS

	Affiliate-Owned 2022 System Average Open 12+ & 24+ Months	Affiliate-Owned 2022 System Average Open 36+ Months	Franchise-Owned 2022 System Average Open 12+ Months	Franchise-Owned 2022 System Average Open 24+ Months	Franchise-Owned 2022 System Average Open 36+ Months
Total Sales	\$570,373	\$606,546	\$515,629	\$523,137	\$551,240
Schools Attaining Average	2 of 10	2 of 8	17 of 38	14 of 33	13 of 28
Median	\$459,840	\$503,249	\$506,916	\$508,297	\$523,220
Highest Number in Range	\$1,152,481	\$1,152,481	\$1,132,468	\$1,132,468	\$1,132,468
Lowest Number in Range	\$353,220	\$353,220	\$160,568	\$186,789	\$186,789
Private Lessons	\$392,381	\$416,909	\$377,860	\$388,172	\$410,489
Schools Attaining Average	3 of 10	2 of 8	20 of 38	15 of 33	14 of 28
Median	\$321,332	\$351,917	\$380,870	\$383,376	\$398,577
Highest Number in Range	\$850,566	\$850,566	\$857,062	\$857,062	\$857,062
Lowest Number in Range	\$219,242	\$219,242	\$95,442	\$161,341	\$161,341
Band, Group, Early Childhood	\$107,009	\$109,599	\$90,075	\$87,410	\$91,641
Schools Attaining Average	3 of 10	2 of 8	17 of 38	14 of 33	12 of 28
Median	\$92,323	\$92,323	\$81,313	\$77,596	\$77,868
Highest Number in Range	\$212,790	\$212,790	\$208,113	\$208,113	\$208,113
Lowest Number in Range	\$70,343	\$70,343	\$6,332	\$6,332	\$6,332
Camps	\$32,653	\$37,302	\$26,519	\$26,672	\$27,335
Schools Attaining Average	4 of 10	4 of 8	17 of 38	14 of 33	13 of 28
Median	\$24,390	\$34,935	\$24,016	\$22,476	\$20,398
Highest Number in Range	\$84,442	\$84,442	\$73,332	\$73,332	\$73,332
Lowest Number in Range	\$8,613	\$10,522	\$0	\$0	\$0
Parties	\$4,445	\$4,258	\$2,744	\$2,639	\$2,817
Schools Attaining Average	3 of 10	3 of 8	17 of 38	15 of 33	13 of 28
Median	\$3,376	\$3,376	\$2,380	\$2,323	\$2,579
Highest Number in Range	\$14,244	\$14,244	\$10,529	\$10,529	\$10,529
Lowest Number in Range	\$807	\$807	\$0	\$0	\$0
DJ	\$19,306	\$22,653	\$19,025	\$20,757	\$23,039
Schools Attaining Average	3 of 10	3 of 8	6 of 18	5 of 15	5 of 12
Median	\$13,727	\$16,010	\$14,993	\$15,870	\$19,211
Highest Number in Range	\$54,681	\$54,681	\$49,817	\$49,817	\$49,817
Lowest Number in Range	\$824	\$4,528	\$3,924	\$3,924	\$3,924

TOTAL & NET SALES 2022 SUMMARY - AFFILIATE-OWNED & FRANCHISED SCHOOLS (continued)

Other: Retail, Studio, Satellite	\$14,578	\$15,828	\$9,419	\$8,809	\$9,084
Schools Attaining Average	3 of 10	3 of 8	17 of 38	15 of 33	13 of 28
Median	\$10,356	\$10,356	\$8,219	\$7,967	\$8,199
Highest Number in Range	\$34,687	\$34,687	\$22,124	\$18,822	\$18,822
Lowest Number in Range	\$5,944	\$6,093	\$1,382	\$1,382	\$2,147
Less: Discounts	(\$17,712)	(\$17,973)	(\$23,327)	(\$23,041)	(\$25,169)
Schools Attaining Average	4 of 10	3 of 8	15 of 38	13 of 33	12 of 28
Median	(\$14,327)	(\$13,526)	(\$21,574)	(\$21,181)	(\$22,259)
Highest Number in Range	(\$32,938)	(\$32,938)	(\$53,809)	(\$53,809)	(\$53,809)
Lowest Number in Range	(\$8,746)	(\$8,746)	(\$1,600)	(\$1,600)	(\$4,457)
Less: Cost of Goods Sold	(\$5,489)	(\$5,852)	(\$4,077)	(\$3,943)	(\$3,982)
Schools Attaining Average	4 of 10	2 of 8	19 of 38	16 of 33	14 of 28
Median	(\$4,622)	(\$4,622)	(\$3,965)	(\$3,848)	(\$3,923)
Highest Number in Range	(\$17,901)	(\$17,901)	(\$18,572)	(\$18,572)	(\$18,572)
Lowest Number in Range	(\$1,104)	(\$1,378)	\$1,041	\$1,041	\$1,041
Net Sales	\$547,173	\$582,721	\$488,225	\$496,153	\$522,089
Schools Attaining Average	2 of 10	2 of 8	16 of 38	14 of 33	13 of 28
Median	\$444,394	\$488,224	\$479,324	\$482,782	\$501,262
Highest Number in Range	\$1,101,642	\$1,101,642	\$1,065,757	\$1,065,757	\$1,065,757
Lowest Number in Range	\$333,563	\$333,563	\$149,630	\$179,939	\$179,939
Direct Instructional Costs	\$134,927	\$147,042	\$131,941	\$132,485	\$143,023
Schools Attaining Average	3 of 10	2 of 8	17 of 38	15 of 33	13 of 28
Median	\$102,998	\$117,969	\$124,083	\$125,726	\$141,548
Highest Number in Range	\$309,725	\$309,725	\$256,999	\$256,999	\$256,999
Lowest Number in Range	\$71,770	\$71,770	\$49,511	\$49,511	\$49,511

TOTAL & NET SALES 2022 SUMMARY - AFFILIATE-OWNED & FRANCHISED SCHOOLS (continued)					
Salary/Benefits/Taxes	\$110,259	\$106,420	\$110,621	\$108,461	\$113,653
Schools Attaining Average	4 of 10	2 of 8	17 of 38	14 of 33	12 of 28
Median	\$104,739	\$101,375	\$101,432	\$100,271	\$101,432
Highest Number in Range	\$151,583	\$151,583	\$238,975	\$238,975	\$238,975
Lowest Number in Range	\$83,195	\$83,195	\$29,768	\$29,768	\$29,768
All Other	\$46,162	\$47,635	\$56,318	\$56,111	\$59,407
Schools Attaining Average	3 of 10	2 of 8	15 of 38	13 of 33	12 of 28
Median	\$45,402	\$45,402	\$52,893	\$46,146	\$54,922
Highest Number in Range	\$73,217	\$73,217	\$126,769	\$126,769	\$126,769
Lowest Number in Range	\$30,626	\$31,283	\$31,454	\$31,454	\$31,930
Total Site G&A**	\$156,421	\$154,056	\$166,939	\$164,572	\$173,061
Schools Attaining Average	3 of 10	2 of 8	16 of 38	13 of 33	11 of 28
Median	\$148,085	\$141,946	\$157,806	\$152,403	\$158,302
Highest Number in Range	\$223,260	\$223,260	\$351,465	\$351,465	\$351,465
Lowest Number in Range	\$126,324	\$126,324	\$64,708	\$64,708	\$64,708
Total Marketing	\$39,477	\$40,539	\$25,246	\$23,921	\$25,441
Schools Attaining Average	3 of 10	3 of 8	17 of 38	13 of 33	12 of 28
Median	\$37,986	\$38,934	\$23,187	\$22,238	\$23,187
Highest Number in Range	\$51,708	\$51,708	\$72,228	\$72,228	\$72,228
Lowest Number in Range	\$33,826	\$34,806	\$5,151	\$5,151	\$11,281

The chart above reflects the Total Sales, Net Sales, and certain revenue, cost and expense data in 2022 for all Schools that have been operating for more than one year as of December 31, 2022, and were in operation during all of 2022. Please see Item 19 of our 2023 FDD for further details.

* Additional details on these figures are included in the Franchise Disclosure Document (FDD).

** Total Site G&A is the total of Salary/Benefits/Taxes and All Other.

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- 2. Actual results vary from franchisee to franchisee and we cannot estimate or predict the results that you may experience as a franchisee. Your individual financial results are likely to differ from the results shown in the charts. Your results will be affected by factors such as prevailing economic or market area conditions, demographics, geographic location, interest rates, your capitalization level, the amount and terms of any financing that you may secure, the property values and lease rates, your business and management skills, staff strengths and weaknesses, and the cost and effectiveness of your marketing activities.*



Who Makes a Great Bach to Rock Franchisee?

We're looking for experienced business leaders with a passion for excellence

Since we opened our first Bach to Rock school in Bethesda, MD, in 2007, we've been growing so quickly we've won awards — combined gross sales were more than \$3 million by 2010, the year we started franchising, proving that the model is both profitable and scalable. By the end of 2020, Bach to Rock generated over \$20 million in revenue.

Our franchises are typically run by leaders with strong backgrounds in management or business, who may also have a passion for music or childhood education. The investor-owner need not be a musician, but he or she does need the ability to build a team of energetic, dependable and committed musicians. The franchisee will play an important role in promoting the school to the community, which is the most important aspect of marketing a Bach to Rock school. That connection to the community will drive your business.

The day-to-day heavy lifting of the business will be done by a full-time school director, leaving the franchisee the ability to focus on more of the activities that generate sales and profitability. Because each school has a manager, franchisees are not shackled to a single location. The model was built from day one for franchisees who want to start with one school and eventually grow a chain, multiplying their income with each school they open.

"If you are passionate about music, this is a great fit," says husband and wife team, Wayne and Sue Chattaway who own a Bach to Rock school in Florida. "There are just so many other things you could do. We think that you will find the folks who do this, whether it be multi-unit or even single-unit operators, have a certain love for music and a certain love for kids."



The Bach to Rock business model begins with a full-time director who runs the day-to-day operations of your school, including the hiring of professional musicians as part-time music instructors. As your school's enrollment grows toward our target of 500 students or more, you will add more full-time support staff and hourly instructors. It's important for a franchisee to have the ability to sell and promote, as well as a knack for managing people.

We look for franchisees who are outgoing and want to feel a more meaningful connection to their communities. Our franchisees need not be musicians themselves, but having a passion for music and for educating children will help you

better relate to why Bach to Rock employees work as hard as they do.

"The ideal candidate is going to be an involved member of their community, and they'll know people in the community — whether it's civic, political or otherwise, because that really helps with business," says Bach to Rock President Brian Gross. "They'll have demonstrated success in

managing something, whether that's as vice president or president within a company or whether it's their own business. They'll have that whole understanding of P&Ls, plus staff management and those types of issues. They are going to be entrepreneurial but still want the guidance and advice and recommendations of a

franchisor."

Getting into the numbers

The typical investment necessary to open a Bach to Rock franchise is \$241,500 - \$531,500 and our franchise fee is \$40,000.

Franchisees should have a net worth of at least \$500,000 and a minimum liquidity of \$100,000. A college education or business experience of at least five years is a must, and a background in finance or marketing is especially helpful. Of course, we're still looking for that music-lover at heart."

We've had businesspeople come to us who have been closet guitar players for 20 years," says Ralph Rillon, Vice President of Franchise Development and Sales.

Sameer Patel, who built a school from the ground up in Bristow, VA, came to Bach to Rock as a Bach to Rock customer and the owner and administrator of a successful Montessori school. Sameer loved music as a child but has unpleasant memories of suffering through music lessons with an out-of-touch music teacher. He decided to invest in a Bach to Rock franchise after seeing his own children respond enthusiastically to the Bach to Rock approach to music.

“My positive impression of Bach to Rock comes from my personal experience as a parent and also from my professional experience as an early childhood educator,” Sameer says. “It also comes from my personal experience with being a musician. Bach to Rock brings me back to something that I really love — music. I also like the fact that Bach to Rock is a sustainable business. It’s rooted in an amenity for a specific community.”

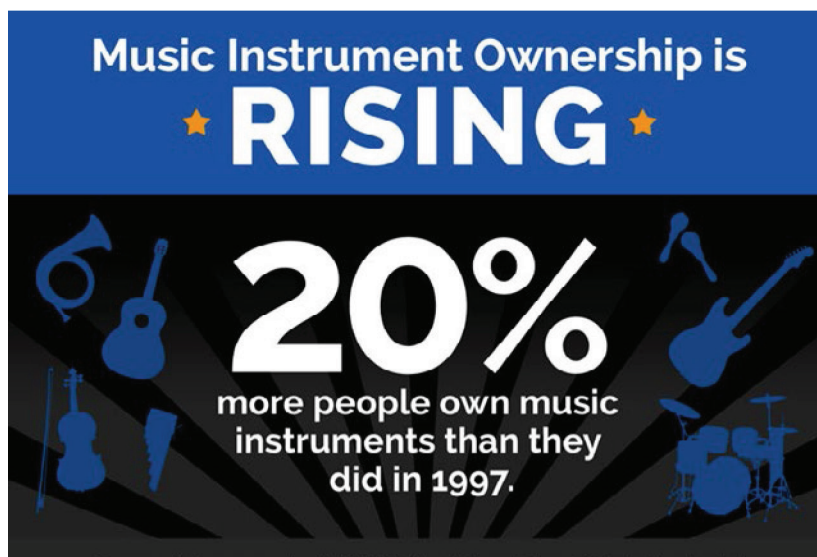
How Do I Get Customers?

Once you win over the moms, you’ll win customers

Think about who purchases music lessons: almost always, it’s a mom. It’s moms who are coordinating the soccer practices, the birthday parties and the playdates, and it’s moms who are

overwhelmingly choosing the music lessons. In the communities where Bach to Rock works best — an upscale suburban market where families have disposable income for music lessons — we make it as easy as possible for moms to come to Bach to Rock.

Eventually, the students will tell their friends — post pictures on Facebook, put pictures up on Instagram, post videos on YouTube — and your school will go viral.



Our marketing methods are slightly different from those of the typical franchise concept, which often relies heavily on paid media marketing. We take advantage of grassroots networks that tend to be in place in our ideal markets. The beauty of that is that an investor’s marketing expenses will be lower. We

tend to get in front of moms in two ways:

- 1. Events.** Every time a Bach to Rock band plays a public venue, you’re putting your teachers and kids where moms are already spending their evenings and weekends. As a franchisee you’ll work with your site directors to find those family friendly local restaurants, festivals and school or church events where their student bands will find a welcome reception. They always play free of charge to gain exposure to performing, and that means Bach to Rock gets a free way to advertise services.

"Your community wants you at those events," says Angela Sakell, Vice President of Marketing & Operations for Bach to Rock. "They will beg you to come. You'll get booths for free. You'll be at every elementary school spring festival, you'll be at every church fair. It's an incredible symbiosis. Your community wants you, the kids you're teaching want to be there, it's part of your curriculum and it costs you nothing. That's one of your biggest ways to market."

2. The Internet.

We take a three-pronged approach to getting out the word online:

We publish strategic content that targets local organic search phrases, we launch visible paid search advertising and we participate in high-profile directory and review websites. When someone Googles "guitar lessons" and the name of any community where we have a school, we make sure Bach to Rock pops up in as many places as possible. Our corporate staff uses part of your national advertising dollars to handle the organic search portion of that, and we teach you how to raise your visibility online. We'll recommend vendors and local grassroots sites targeted for moms in a specific geographic location. You'll be able to list your Bach to Rock events on listservs, email blasts and other online tools that list kid-friendly resources for those moms who are always searching for activities.



Why our marketing works

More than 5,000 kids pour through our classrooms each week. Every one of them wants to be a star or performer. Bach to Rock can promise them something that no one else can:

They'll actually get to experience what it feels like to be a famous musician.

Bach to Rock kids are out there playing gigs to cheering, applauding crowds. Writing their own songs. Performing the kind of music they love, whether it's rock, hip-hop, Top 40 or indie. Maybe some of them will go

on to be famous — one of our bands, Throwing Wrenches, is making a name for itself already — but even if they end up in unglamorous careers, they'll always have that Bach to Rock experience. And their mothers love us for that.

How Large is the Music Education Industry?

Cuts in school programs leave hole in music education market, creating an opportunity for Bach to Rock investors

We live in an era where music is everywhere, and interest in it — and exposure to it — is at an all-time high.

At any given moment millions are watching performances on YouTube or streaming the latest songs from Bruno Mars, Beyoncé or Taylor Swift. Yet, it's not looking very good for music education in our schools. From New York to California to Florida, music programs such as marching band, glee club and orchestra are getting cut drastically or slashed altogether.

Meanwhile, the power of music in our culture just gets stronger and stronger. When "American Idol" rolls into a city, an average of 10,000 aspiring stars show up, willing to wait for many hours for the opportunity to perform in front of the judges.

Families need new alternatives for music education, and that's where Bach to Rock comes in.

We talk to parents every day who are eager to find engaging ways for their children to learn music. Their desire to give their kids the best possible music education is a primary driver of our success.



Most Americans love music, still want to learn to play an instrument

Despite the fact that music education programs are being axed right and left, a recent Gallup Poll survey entitled Public Attitudes toward Music revealed that Americans have highly positive opinions about music in general and music education specifically.

Eighty-seven percent of those surveyed say that music is a very important part of their lives. Seven in 10 said they would still like to learn to play an instrument, and 85% of those who didn't play a musical instrument wish they had learned to play.

Even though the odds of it happening are low, 96% of those surveyed believe that schools should offer music as a regular part of the school curriculum, and 8 out of 10 believe music should be mandated by the states.

Instrument sales are spiking, show growing demand for music education

One way to gauge the demand for music education is to look at the sales of instruments and related electronics equipment, such as DJ controllers and mixers.

The National Association for Music Merchants (NAMM), a widely respected trade association for the music products industry, recently reported that sales of musical instruments have risen 10% overall in the past decade.

Some instruments are selling at even higher numbers.

NAMM reports that sales of custom acoustic instruments have risen 39% since 2009, and DJ equipment is flying off the shelves at an all-time high. Ukulele sales have almost doubled in two years, going from 581,000 to more than 1 million.

Many industry experts look to NAMM as a gauge of the music education industry, because growing instrument sales create a demand for more music instruction. According to NAMM's research and analysis, music education is definitely set for a renaissance.

The organization is bullish on the industry and predicts that the public will continue to engage with music at record levels.

NAMM's convention is likely a very good indicator of that interest. Each year attended by almost 100,000 people.



What territories are available?

Why playing in a band and playing music you like is a formula for success

Bach to Rock franchises thrive in specific kinds of communities, and there are hundreds of them in the United States.

Picture a fast-growing suburb of a large metropolitan area such as New York, Boston, Dallas, Philadelphia or Houston. Or a densely populated city neighborhood or borough that's teeming with successful small businesses, family life, arts and culture.

Bach to Rock finds a natural home in locales where there's a high concentration of families with school-aged children. The majority of moms work full or part time and are super-busy getting their kids to birthday and slumber parties, Little League games, dance, music lessons and the like.

These are towns and cities that have a strong sense of community and a deep commitment to education. Mom and Dad probably went to college and may have graduate degrees. They're places where the public school system has a great reputation, and private schools thrive. Houses of worship are full, and so are parks, swimming pools, pizza places and shopping centers. These

are communities where kids still ride their bikes and play outside, places where parents will do just about anything to help their kids — and many of them have the extra income to do so.

In the coming decade, we envision about 500 Bach to Rock franchises up and running in communities throughout the United States. Very large metropolitan areas such as Boston or New York can support about 20 franchises, and just about any of the country's top Designated Marketing Areas have residential pockets where a Bach to Rock school would fit perfectly — Seattle, Phoenix, Minneapolis, San Francisco, Nashville, Houston, Dallas and Chicago, to name a few.

How does Bach to Rock define territories?

Bach to Rock music schools are always close to neighborhoods and communities with active, growing families.

At least 5,000 of the households in these territories have incomes of more than \$75,000 a year. You might label them “soccer mom” neighborhoods, but they are so much more. They are full of families who value a wide array of choices for their kids — whether it's T-ball, chess club, karate camp or tuba lessons.

Here are some communities where Bach to Rock is already flourishing — or could be in the future. They are near large metro areas where there's a heavy concentration of families who place an extraordinarily high value on education and enrichment of all kinds:

Port Washington, NY. Bach to Rock has been a big hit in this suburb of New York City since opening in early 2013. The upscale hamlet, which has a population of about 16,000, is about 23 miles from the Big Apple.

★ Better SAT Scores ★

Music students score higher than non-music students

57 POINTS
higher on
READING

41 POINTS
higher on
MATH

Source: Profile of SAT and Achievement Test Takers.
The College Board, compiled by Music Educators National Conference, 2001

Bethesda, MD. The first Bach to Rock school opened in 2007 in Bethesda, MD. The northwest suburb of about 61,000 has been named No. 1 on “Forbes” magazine's list of most educated communities in the United States.

What makes an ideal Bach to Rock community?

- Educated — white-collar, educated parents tend to spend more on music education
- Upper middle class and suburban
- Community hub — close to where people shop and dine
- More residential — we need households, not businesses

What Makes a Good Location?

Bach to Rock seeks out high-traffic retail space in high-end suburban areas

A huge part of our marketing strategy at Bach to Rock is marketing to moms. Moms make most of the family decisions about extra-curricular

activities, and they're most likely the ones looking for soccer teams, dance classes and music lessons. So when we consider the best location to build a Bach to Rock school, we look for a way to appeal to our key demographic.

Good locations for our business model are areas with lots of families. We tend toward suburban communities near large cities, and we look for a certain density of population, with above-average income, within about a 30-minute drive of a proposed site. Even before we started franchising, Bach to Rock was able to finesse the wish list for our schools, thanks to the experience we had with our six corporate locations, says Angela Sakell, Vice President of Marketing & Operations. "We have very strong business experience, and we have been operating six schools for many years now," Angela says. "Out of operating those six corporate schools, we've literally seen thousands of customers come through our doors, and we've served those customers successfully."

Consider some of our current sites:

In Bethesda, MD, our Bach to Rock is in an upscale urban neighborhood next door to a Quizno's, just around the block from a CVS and a stone's throw from a Pilates studio and a holistic veterinary clinic.

The McLean, VA, school is in a large shopping center with a grocery store.

Bach to Rock in South Riding, VA, is in a booming shopping center anchored by a Home Depot and an upscale grocery store.

A hip pedestrian mall in Gaithersburg, MD, is the perfect site for our busy school there, which is next to a candy store and across the street from a Starbucks.



The schools have something in common: They're all in Class A retail space. An end cap in a high-end shopping development would be perfect. A franchisee might expect to pay \$60,000 in rent on the low end and perhaps upwards of \$100,000 on the high end.

An education business that is part of the community

One of the biggest puzzle pieces to finding the right location is finding the heart of whatever community you're in. When we look to acquire customers, we rely on three things: marketing, referrals and location. We cannot underestimate how important it is to find a location where you can build a strong sense of community.

Size-wise, we look for a site that's about 2,100 to 2,500 square feet depending on the dimensions of the space. The school needs to accommodate performance spaces, a recording studio and individual lesson and band rooms, as well as an office. A 2,250-square-foot school could handle about 500 students, which is a target for our successful schools.

“A Bach to Rock will do very well in an upscale, more-affluent market where the disposable income is there for music lessons,” says Angela. “We work well in suburban locations where there are lots of families, where people go to raise their kids.”

Does Music Make You Smarter?

Parents astonished that music affects school performance

It’s a question that’s been asked in scholarly circles and around the dinner table for decades: Does music make you smarter? An ever-growing body of research suggests that the answer to that question is overwhelmingly yes.

At Bach to Rock we don’t really need stacks of research to show us that music profoundly affects students of all ages — and on many levels.

Our franchisees and investors certainly see the educational benefits of music education because many students who come to Bach to Rock build a strong musical identity, and almost all develop a passionate and informed appreciation for music. Even if they don’t grow up to be professional musicians, the self-confidence and joy that comes from learning to master a set of drums, the mandolin, classical guitar — even their own singing voices — equips them with valuable skills they can tap into over a lifetime.

We see our students’ lives improve on so many levels. In fact, transformations are quite common within the walls of our school, and they take many forms — academic, social, emotional, behavioral and more.

Bach to Rock students blossom

A popular poster sold in music stores says, “Music makes everything better.” It’s hard to argue with that statement. We certainly see it at Bach to Rock. Every child comes to us with a unique story and an individual set of circumstances, yet music has an almost magical ability to seep into each child’s life and improve it — often dramatically.

Here are two scenarios that illustrate how students can grow at Bach to Rock.

A bright sixth-grader does well in school, with mostly A’s and a couple of B’s, but she has yet to find an extracurricular activity that really excites her. She gains confidence and grows as a leader from her experience as a lead singer in a pop-inspired band at Bach to Rock.

A 13-year-old has high scores on IQ tests, but his achievement at school doesn’t always reflect it. Not that he’s a poor student; there’s just a little spark missing from his overall performance. After learning to read tablature — the complex way chords are fingered from fret to fret on a guitar— he gains a quiet confidence, and when it’s time for him to start high school, he’s ready to tackle the social and academic challenges. When he’s a 16-year-old sophomore, he decides to major in music when he goes to college.

Rock-solid evidence that music education improves academics, self-esteem.

Even though we don’t need hard data at Bach to Rock to know that music education can have a positive impact on everything from IQ to hand-eye coordination, it’s still illuminating — and a lot of fun — to read what the research says.

There are thousands of pages of research available on the Internet and on the shelves of libraries on the benefits of music.

It shows that music and music education improve intelligence, creativity, self-image, ability to set goals, dexterity, listening skills, confidence, work ethic, reading and problem-solving skills, short- and long-term memory, patience and fine motor skills.

Here are a few relevant findings

- A study at Mission Viejo High School in Southern California showed the overall grade-point average of music students was 3.59, while the overall grade-point average for non-music students was 2.91.
- Brain scans of 9- to 11-year-old children have revealed that kids who play musical instruments have significantly more gray-matter volume.
- An in-depth Harvard University study found evidence that spatial-temporal reasoning — the ability to solve and put things together into a whole — improves when children learn to make music.
- One study conducted by the Commission on Drug and Alcohol Abuse found that college-age musicians who took music lessons as children are emotionally healthier than their non-musician counterparts.



- The Associated Press reports that college admissions officers cite participation in music as an important factor in making admissions decisions. They claim that music participation demonstrates time management, creativity, expression and open-mindedness.

Bach to Rock Franchise Reviews

Investors are attracted by income potential, chance to give back to the community

“We like to invest in franchises that value the consumer. Bach to Rock falls into this category because it’s helping take care of kids with the highest-quality music education. With Bach to Rock, you’re doing something that adds value to a community — whether it’s for musicians, children or teachers. We know it’s

growing fast because the leadership is fantastic — just excellent.

“CIG has put some real money behind Bach to Rock. The reality is that they have got tools and resources that more mature franchises sometimes would not. Bach to Rock is doing a great job. We’re very excited to be a part of the growth.”

— **Sue and Wayne Chattaway**, franchisees in Florida

“Bach to Rock creates structure around a fragmented industry. I think there is a lot of potential for growth if it’s done well. My positive impression of the franchise comes from my personal experience as a parent and also from my professional experience as an early childhood educator. And also from another personal experience — being a musician myself. I was a singer in high school and college in an a cappella group. Bach to Rock brings me back to something that I really love — music.

“Everyone at Bach to Rock has been as open as they can be. They are a good group of people. I instantly had a feeling of trust in talking with them about the potential of purchasing my own Bach to Rock school. They really want their franchisees to be successful.”

— **Sameer Patel**, administrator and owner of Bristow Montessori School and Bach to Rock franchisee in Bristow, VA & Fulton, MD

“I was passionate about music from an early age, and I started learning to play guitar when I was 13. I was in bands all through high school and in college, but then I dropped it for about 20 years because I fell under the misconception that playing music you love is not something that adults do. I was in a career in banking, which was a great career, but it wasn’t something that I was passionate about. Eight or nine years ago I just started playing guitar again and really immersed myself in it. I reached the point in my life where I was ready to combine my skills and my passions professionally.”

— **Alan Goodstadt**, co-owner of Bach to Rock schools in New York and co-partner of Amplified Capital Partners, a company that owns multi-unit territories in the Long Island/White Plains, NY, area.

“Alan and I were very nervous about going into the world of franchising. We had a connotation about what franchising was in our minds, and we weren’t sure if it was good. None of those fears has been borne out. The Bach to Rock guys are just great. They are good, honest people. The business model is also great. I feel like as long as people keep making babies there will be a never-ending source of potential customers.”

— **Glenn Fleishmann**, co-owner of Bach to Rock schools in New York and co-partner of Amplified Capital Partners, a company that owns multi-unit territories in the Long Island/White Plains, NY, area

Why Customers Love Bach to Rock

Parents are astonished that kids have fun learning the music they love

We’ve seen it happen over and over. A parent enrolls a child in a Bach to Rock class and witnesses the child learning quickly in a fun environment, experiencing a sense of accomplishment almost instantly. They go from not being able to play an instrument to becoming a performer, even a star. In addition to chops, they see their kids develop confidence and even do better in school.

Because of this, parents fall in love with us and end up becoming wildly enthusiastic ambassadors of the Bach to Rock brand. In turn, that local Bach to Rock franchise becomes more and more profitable, while continuing to benefit the community it serves.

Parents rave about Bach to Rock to friends, neighbors and coworkers. They swell with pride when they see their child's band gig at a local cafe or when they go into a Bach to Rock studio to record their own CD.

Many parents can't believe they've found Bach to Rock to begin with — they've really never heard of anything else like it.

Bach to Rock music lessons are certainly nothing like ones many customers remember from when they were growing up. Those can conjure up awkward — even painful — memories: sitting at a piano in a grumpy teacher's living room practicing the same drills over and over or attempting a trumpet solo in a school performance of a Bach sonata when you really don't like classical music very much to begin with.

Bach to Rock parent Melinda Mansfield discovered a Bach to Rock franchise in Northern Virginia when she was seeking out a positive musical experience for her twins, Josie and Will.

Bach to Rock was a big hit with the entire Mansfield family from the very beginning. Ongoing classes have helped Josie and Will with everything from learning stage presence to developing fine and gross motor skills. The twins have too many musical success stories under their belts to count, and both have made many close friends in their Bach to Rock classes.

"They are both doing just great," Melinda says. "Recently Will was in a Battle of the Bands. It was exciting. He played on an enormous stage flooded with lights. To see his growth from his last performance is just amazing. Something rose up in him, and now he's very comfortable and confident.

Melinda, who has a master's degree in music and is the music director of her church, also is a raving fan of Josie and Will's Bach to Rock teacher Sean Mason, who has been with them for four years.

"The kids love Sean, and they trust him, so they take risks," Melinda says. "He encourages them to come up with their own music and start with improvisation and move on to songs. Plus, the music pertains to what they are doing and who they are, and that keeps them engaged and excited. It is truly a fantastic thing to witness."

Passionate franchise owners

Some customers believe in us so passionately they purchase their own Bach to Rock franchise territories. That's what happened with Sameer Patel.

Sameer, who is the owner and administrator of a 14,000-square-foot Montessori school in Bristow, decided to make the commitment to Bach to Rock after seeing the profound impact the school was making in the lives of his two youngsters, Rumi and Rayn.

He made the investment to build his school from the ground up.

Why? Sameer had a less-than-ideal experience with music lessons as a child, and yet he never outgrew his passion for music. In Bach to Rock he found a highly profitable business opportunity that also gives him the ability to help other families and children in his community.

"I was introduced to piano as a kid, I took lessons at an old lady's house," Sameer says. "After only a few months, my mom decided it wasn't working for her or for me. I didn't like it. I think if I had been exposed to music in a different way, it might have had a different result.

It's a different story for Rumi and Rayn. Sameer has one word that sums up his children's Bach to Rock experience so far — magic.

Rayn plays piano drums. Rumi plays piano and violin. Rumi has begun to perform in recitals and public performances with his band Teal Steel.

"He is generally a shy kid, but he has confidence from Bach to Rock classes and performances," Sameer says. "When he plays something that energizes him, and he doesn't get nervous, a transformation happens to him, and he taps into something very different inside of him. I think it really is magical, especially for someone whose normal disposition doesn't come off as super-confident. It's really helping him in other aspects of life."

Meet the Executive Team

Bach to Rock is managed by a close-knit group that has years of experience in franchising and a great passion for music education

Brian Gross President

Brian Gross is President of Bach to Rock, a position he has held since 2011. Immediately prior to that Brian was Bach to Rock's Vice President of Marketing and Operations. Brian served as president of Rileyroos, a children's footwear company, and he also was the general manager of Barton-Cotton Inc., a direct marketing and print production company. Brian began his career in banking at Bank of America and then moved into brand management for Kraft Foods. He also

worked in brand management for Cover Girl at Procter and Gamble, and as director of business concept development for Sylvan Learning Centers. Brian earned a Bachelor of Science in economics from the University of Delaware and an MBA from University of North Carolina's Kenan-Flagler Business School.

Brian is a lifelong fan of classic rock and country. His first concert was AC DC, and he recently rocked out to a live U2 concert. His best karaoke song is "Love Shack" by the B52s, and Guns 'n Roses is his favorite band. Brian is a beginner guitar player and a wanna-be drummer.

Ralph Rillon Vice President, Franchise Development & Sales

Ralph Rillon is Bach to Rock's Vice President of Franchise Development and Sales. Before joining Bach to Rock in 2011, Ralph served as vice president of franchise development for ZIPS franchising, and he was also the director of franchise development for Sylvan Learning Inc. Prior to Sylvan Learning, Ralph was national director of sales and marketing for Southwest Equity Partners in Houston, TX, where he developed the Artistic Fireplace Surrounds concept. Ralph also served as national director of franchise development for Water to Go Diet & Nutrition centers in Las Vegas, NV. He has also been an independent business broker.

Ralph sang in recitals as a child and participated in elementary school plays. In the 1970s he toured with several bands as a full-time musician. Ralph's favorite genre of music is soul. His favorite album is The Beatles' first album, "Please Please Me."

Angela Sakell

Vice President, Marketing & Operations

Angela Sakell is Bach to Rock's Vice President of Marketing & Operations, a position she has held since January 2013. Angela worked with Bach to Rock for two years as a consultant in her role as president of Sakell Consulting, a management consulting firm based in Arlington, VA. Prior to founding Sakell Consulting in 2009, Angela was vice president of sales and marketing of BoardSource, a nonprofit dedicated to building exceptional boards in Washington, D.C. She spent seven years with Sylvan Learning Center as the vice president of marketing, director of national advertising and director of program development and international marketing. She also worked for six years with various advertising agencies, including Gray Kirk VanSant and Shandwick, where she supported franchise brands such as Jiffy Lube, Precision Tune, Choice Hotels and Nutri-System. She has an MBA from Loyola College in Baltimore, MD. Angela played clarinet in her high school marching band. Her favorite musical genre is hip-hop. Her best karaoke song is "Fight For Your Right" by the Beastie Boys.



FAQs

Answers to common questions about owning a Bach to Rock franchise

How much does a franchise cost?

The typical investment for a Bach to Rock franchise is \$241,500 - \$531,500.

How long does it take to open a Bach to Rock?

It can take four to six months, depending on whether you open your school in an existing location or build one from the ground up.

How is Bach to Rock different from other music instruction?

We believe music instruction should be fun. We also encourage students to learn to play the music they love. We rely on performance-based instruction, putting our students in groups and ensembles and scheduling them to play at public concerts in their communities. Our proprietary curriculum engages kids immediately and keeps them interested long after they would have given up on traditional lessons.

What are the financial qualifications to become a franchisee?

We are seeking someone with a minimum net worth of \$500,000 and at least \$100,000 in liquid capital.

Why does music education matter?

Involvement in music positively affects everything from neurological development to social behavior and academic achievement. Numerous studies have shown it deeply enriches many aspects of children's lives.

How much money can I make?

Total sales of our Bach to Rock schools open more than 1 year, according to our 2023 Franchise Disclosure Document, are as follows:

	Affiliate-Owned 2022 System Average Open 12+ & 24+ Months	Affiliate-Owned 2022 System Average Open 36+ Months	Franchise-Owned 2022 System Average Open 12+ Months	Franchise-Owned 2022 System Average Open 24+ Months	Franchise-Owned 2022 System Average Open 36+ Months
Total Sales	\$570,373	\$606,546	\$515,629	\$523,137	\$551,240

How do you define territories?

We create geographically exclusive territories for our franchisees, so there's never a worry about competing with other Bach to Rock franchisees in your area. A typical territory consists of at least 5,000 households with an average family income of \$75,000 or more.



What kind of location is best for Bach to Rock?

We market to moms more than anyone else, so the best locations for our schools are places where moms are going to go anyway. Suburban strip malls anchored by big-box retailers are ideal.

How many employees will I need?

Typically, Bach to Rock franchises start out with one full-time music director and probably four to six part-time music teachers for a school with 250 students. With an enrollment of 500 students, you would probably add a full-time assistant director and have as many as 25 part-time music teachers, each working about 30 hours a week. Employees are scaled according to enrollment.

What's my marketing support?

We rely heavily on grassroots marketing, making sure we get in front of moms — our target customer — by scheduling performances at family-friendly events and by conducting paid and organic search campaigns. Our emphasis on local networking means your franchise's marketing costs will be lower.

How can I get a copy of the Franchise Disclosure Document?

After filling out the form (located in the sidebar of our franchise website) a member of our franchise development staff will be in touch with you quickly for an initial conversation. If you both wish to proceed, you can request a copy of our FDD at that time.

Who are my main customers?

Middle- to upper-income families with school-aged children living in suburbs close to large metropolitan areas.

Where does Bach to Rock want to expand?

We have schools on both coasts, and we hope to build 500 of them across the country outside major metropolitan areas like Philadelphia, Chicago, Boston, Dallas, Houston, Atlanta, Phoenix and so on.

Do I need any musical experience?

No. What we're really looking for is someone with a passion for music and the arts, as well as for educating children. You'll be hiring professional musicians to do the teaching, so your business experience is far more important than any experience you might have as a musician.

Can I hire someone to run my franchise?

Absolutely. Although we are open to owner/operators, the majority of our franchisees are investors who have hired someone to run their schools for them.

Next Steps

Interested in buying a Bach to Rock music franchise?

Here's our process for ensuring a great fit

At Bach to Rock, we care about doing good things in the community and positively affecting the lives of children. We also care about results. We are very focused on the metrics and the data that tell us how we're doing because we're very motivated to make money.

Our seasoned management team is experienced in franchising and passionate about the Bach to Rock mission. They are there to guide franchisees every step of the way, from site selection and build-out to grand opening and beyond.

As you continue to investigate whether Bach to Rock is the right investment for you, we'll be evaluating you, as well. Ralph Rillon, Vice President of Franchise Development and Sales, says the first step is to fill out the lead for located in the sidebar of our franchise site.

Someone will email a response to you or call you within about an hour. We'll have a quick introductory conversation, and then we'll send you a brochure that lays out Item 7 from our most recent Franchise Disclosure Document (FDD), which explains the initial investment and your startup costs.

Over the next couple of weeks, both sides will conduct due diligence. We may exchange several phone calls to discuss the model and any questions that come up. If you're still ready to move forward after that, you'll fill out a request for consideration.

Once you've sent in that application, we'll be able to release our FDD for you to review our business practices in depth. That typically generates more questions, a couple more phone calls and continued due diligence.

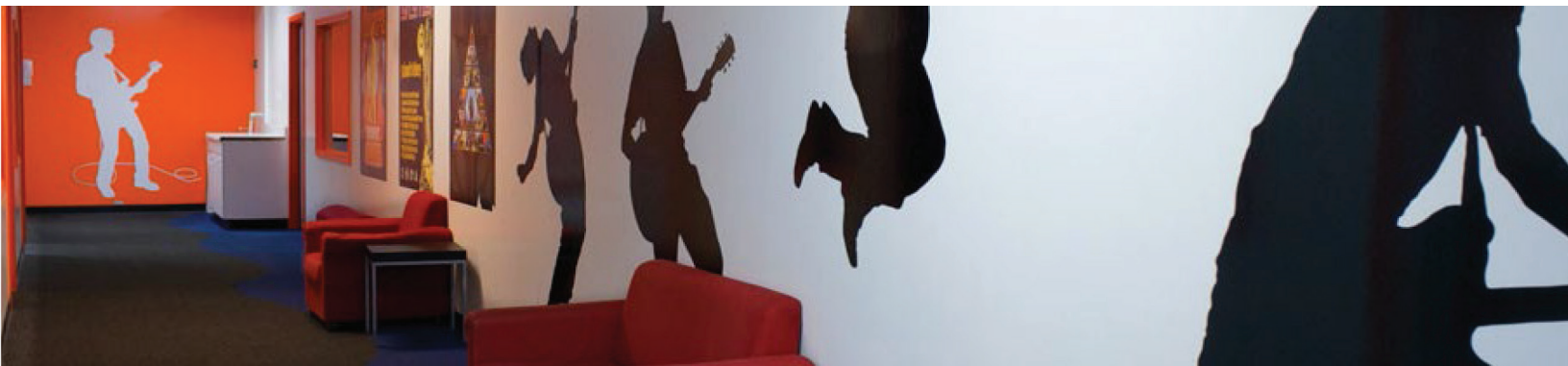
Here's a preview: Overall, the typical investment for a Bach to Rock franchise is \$241,500 - \$440,000, depending on your site selection. We are seeking franchisees with a minimum net worth of \$500,000 and at least \$100,000 in liquid assets.

After that, if a candidate is still interested, we'll schedule a Discovery Day. You'll visit our franchise training center in Herndon, VA, meet the management team and tour some of our schools to see what they're like day-to-day.

"It's a young culture, it's energetic. When the kids start coming in, it gets even more upbeat," says Ralph. "We want to find someone who find that culture inviting."

At some point during the six-week mutual evaluation process, you'll talk to our existing franchisees about their experience with Bach to Rock. You'll find that they'll be very open to answering whatever questions you might have.

Then, it will be time to talk to an attorney and review all the documents from a legal perspective. On Discovery Day, after signing a franchise agreement, you could get your school up and running in six to nine months. Throughout the process, our management team will be there to answer your questions and help in any way they can. If we are to be successful, we must rely on each other. We hope you've enjoyed everything you've learned so far about Bach to Rock. Thank you for taking the time to learn about Bach to Rock. We look forward to hearing from you!



This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

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