



# NORDICSPORTS FRANCHISING



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## FRANCHISE SERVICES RENDERED BY THE FRANCHISE PROVIDER

### Scope of services

#### In general:

With the *nordicsports academy* the franchise provider has developed a system, which offers the franchisee optimal support for running a *nordicsports academy*.

Therefore we attach importance to quality, professionalism, customer satisfaction and adherence of medical and sports-scientific standards.

The system of the *nordicsports academy* includes, without being limited to this, the following features:

- a.) Industrial property right, especially the in Austria registered trademark *nordicsports*, according to AT 205039.
- b.) Special know-how-rights
- c.) Certain rights on equipment with training scripts and
- d.) The right to use special training-programs
- e.) The right to conduct trainings on the Basic Seminar, Basic Instruktor, Instruktor and continuing education
  - ▶ Nordic walking
  - ▶ Nordic blading
  - ▶ Nordic snowshoeing
  - ▶ Cross-county skiing/classic – nordic fitness skiing
  - ▶ Cross-county skiing/skating
  - ▶ Centrics – powerclips - indoor-programs



***nordicsports academy*-licensees can quickly create a profound and save network directly and locally by providing licenses for membership on:**

- ▶ ***nordicsports active/Trainer***
- ▶ ***nordicsports hotel***
- ▶ ***nordicsports pension***
- ▶ ***nordicsports companies***
- ▶ ***nordicsports parks***
- ▶ ***nordicsports region***
- ▶ ***nordicsports commune***

**... which, on the one hand assures income, and on the other hand offers advantages for all parties involved.**

The base and marketing instrument is the benchmark:  
***Every day nordicsports – das Fitnesskonzept für jeden Tag.***



### **Quality assurance**

- ▶ Composition of sports-scientific and medical assured concepts
- ▶ Didactic und methodical optimized contents
- ▶ Certification and elaboration of standards
- ▶ We provide the know-hows and the digital CD including the right of reproduction
- ▶ Updating of curriculum and matters
- ▶ Updates



### **Administration**

- ▶ Coordination talks, support for practical realisation
- ▶ Digital membership templates (pensions, hotels, active, companies, parks)

### **Marketingmaterial**

- ▶ Postcards - digital
- ▶ Press releases - digital
- ▶ Handout - digital
- ▶ Certificate templates
- ▶ Providing of photomaterial

### **PR and media**

- ▶ Commercialisation on the homepage: [www.nordicsportsacademy.com](http://www.nordicsportsacademy.com)
- ▶ Commercialisation on public appearances in media, TV and print
- ▶ Supports on current marketing

**Manual with instructions how to run a *nordicsportsacademy* digital – english/german**



## education measures – country-specific for Mastercoach

### Courses

Basic seminar	8 lessons/1 day
Basic Instruktor	8 lessons/1 day or 2 x 2 days
Instruktor	8 lessons/1 day

### Continuing education

- ▶ Training program for Nordic Walking  
Basic Instructor/Instruktor basic seminar
- ▶ Training program for Nordic Blading  
Basic Instructor/Instruktor basic seminar
- ▶ Training program for Cross-County-Skiing/ classic  
Basic Instructor basic seminar
- ▶ Training program for Cross-County-Skiing/skating  
Basic Instructor basic seminar
- ▶ Training program for Nordic Snowshoeing –  
Basic Instructor basic seminar
- ▶ Training program for Gymnastics and Centrics Powerclips  
Instruktor
- ▶ Seminar MTB

## Material

- ▶ Central supply of *nordicsportsacademy equipment* by the franchise provider:
- ▶ Nordic walking sticks, nordic blading sticks, heart rate measuring, sport clothes, Inlineskates, cross country skiing equipment, powerclips, DVDs, CD and books.



## SERVICES PROVIDED BY THE FRANCHISEE

Therefore we expect from the franchisee:

- ▶ Coordination of location
- ▶ Integration of the **nordic sports academy** or **nordic sports international** logo on the welcome page of your homepage/linking
- ▶ Exclusive use of education manuals, teaching concepts, contents, methods and certificate templates
- ▶ Exchange of addresses of educated participants
- ▶ once-only payment: **nordic sports academy**  
10.000 € (for 20 years)
- ▶ Standing charges/annual license fee  
750 €
- ▶ In case of turnover – allocation of logo: *active, pension, company, hotel*  
10 %

All prices exclusive of VAT

## Terms of payment

- 50 % cash with order
- 50 % after delivery of all documents and other provided material

## Investment needs

- ▶ Education trainerteam in Salzburg/Austria  
10 persons 7.000 € excl.
- ▶ **nordic sports academy** once-only payment/20 years  
10.000 € excl.  
material: starter kit (after prior consultation)

## Example

**nordic sports academy** educates further trainers in a running network according to the concept (gyms, associations, medical facilities, popular tourist regions) and offers courses. For example: nordic walking, nordic blading, cross-country skiing, snowshoeing, nordic fitness, Centrics powerclips indoortraining



## The product

- ▶ **What is nordic walking?**  
Speedy walking with therefore intended sticks according to efficient method
- ▶ **What is nordic blading?**  
Inlineskating with therefore intended sticks
- ▶ **What is nordic fitness?**  
Being en route on tracks across country in a shorter, broader and saver way with therfore intended material with an efficient technique
- ▶ **What is Centrics powerclips?**  
Indoor-training-program developed by sport science – patented

## Why is *nordicsports* trendy?

Beacaus it is an efficient and joyful outdoor-training for everyone which can be pactised everywhere.

## Clientele

### ▶ Who pactices *nordicsports*?

Nordic walking is the ideal gateway to sports, exercise and fitness sport for figure/weight conscious persons. Its trains the whole body efficiently.

Nordic blading, the ideal funsport for young and juvenescent as well as fitness-orientierted persons.

## Location

### Where is *nordicsports* successfull?

- ▶ Good frequency, conspicuity
- ▶ Hotels
- ▶ Sports- and leisure facilities (gyms, etc.)
- ▶ Touristic centers/medical centers



## HISTORY

### 1997

- ▶ Formation of the company **nordicsports**.

### 1999

- ▶ Franz Ganser writes the first Nordic-Walking-concepts by order of the industry: EXEL, POLAR.

### 2000

- ▶ Franz Ganser developed by order of the genuine associations INWA and ANWA the Nordic Walking and Nordic Blading training-concepts, directives, digital programs and developed the mastertrainer-system in Europe.

### 2001

- ▶ ANWA/INWA teach according to the **nordicsports**-concept.

### 2002

- ▶ Internationalisation of **nordicsports** – parallel acceptance of the **nordic-sports international** apprenticeships and INWA-, ANWA-certificates.
- ▶ Foundation of further associations in the range of Nordic Walking.

### 2003

- ▶ Austrian associations: ASKÖ, UNION and educational facilities such as WIFI; BFI, PGA etc. take over the concepts and programs.
- ▶ International standardisation and matching of the apprenticeships.
- ▶ Italian Nordic Walking association takes over the concepts of **nordic-sports**.
- ▶ GNFA-Germany is founded, takes over the guidelines, standards and Nordic Walking programs of **nordicsports**.
- ▶ Development of the franchise system **nordicsportsacademy** and of *Nordic Fitness Sports School*.

### 2004

- ▶ Development and concept of *Centrics academy* – enhancement of **nordic-sportsacademy** Italy – South Tyrol/Ritten takes over the franchise-system.
- ▶ Author of the book: „NORIDIC FITNESS“.

### 2005

- ▶ 6 franchise participants : Kitzbühel (Tyrol), Salzburg, Imst (Tyrol), Finkenstein/Faakersee (Carinthia), St.Aegydt (Lower Austria), Ritten (South Tyrol).
- ▶ Author of the book: „Every day **nordicsports** – das Fitnesskonzept für jeden Tag“.
- ▶ Further implementations of **nordicsports academies** will shortly be put through a deal: Germany, Switzerland, Poland, Bosnia-Herzegowina.
- ▶ Cooperations with the Medicial Institute of Sports Salzburg, Maxfun.cc, Ike-Software.



## OUR MISSION

- ▶ ... is to spread the success of **nordicsports** from Austria/Europe to the whole world

## IN WHAT WE BELIEVE

- ▶ Professional realisation (design, marketing, products, service)
- ▶ Concentration on authentic products

Manager  
Franz Ganser

Sports-scientific leadership  
Franz Ganser / Sebastian Hörl



[www.nordicsports-international.com](http://www.nordicsports-international.com)  
[www.nordicsports.at](http://www.nordicsports.at)

