



# Kid Junction

([www.kidjunction.com](http://www.kidjunction.com))

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# Introduction

- Kreative Minds is a Limited Liability Company (LLC) formed in the year 2011
- Kreative Minds, LLC is operated by three partners
- Kreative Minds team is in the process of purchasing the franchise of Kid Junction



# Kreative Minds, LLC - Partners

Partner			Spouse		
Name	Qualification	Occupation	Name	Qualification	Occupation
Alpa Sachde	Masters in Computer Science	Software Engineer	Himanshu Doshi	Masters in Computer Science	Software Engineer
Mausam Popat	Masters in Computer Science	Software Engineer	Parag Pujara	Masters in Computer Science	Software Engineer
Srikanth Duddala	Bachelors in Computer Science	Software Engineer	Vishali Ennala	Masters in Computer Science	Home Maker



# Kreative Minds, LLC - Partners Strengths

- All the partners and spouses are well educated
- The financial situation of all the partners is good
- Two of the partners have established business in India
- All the partners and spouses have management experience in IT Industry



# ABOUT KID JUNCTION

- Kid Junction offers children's indoor recreational entertainment, customized children's parties, general admission open play for children from 1 to 9 years of age.
- Facilities are designed for children to learn, develop skills, and play with safety and cleanliness as priority. Access entering and exiting the facility is carefully controlled and monitored.
- Kid Junction will offer a fully-enclosed toddler play area, parent seating, a children's arcade including coin-operated ride-ons, interactive play areas.
- Kid Junction has two award winning locations in NJ.
- Virginia location will be located at 4090 Lafayette Center Drive, Chantilly, VA 20151

# Kid Junction - Mission Statement



To provide a consistently fun, educational, clean, safe, and inviting environment where children and their families can play and learn.



To treat all customers, employees and business associates with fairness and respect.



To thoroughly train, support and guide all employees to ensure that excellent customer service remains our highest priority.



To be a positive and valuable contributor and supporter within the community.



To continue improving children's entertainment and the developmental resources offered in our Kid Junction facilities.



To maintain a working knowledge of the most recent developments and regulations related to the children's entertainment industry.



To be a supportive, encouraging and thoroughly involved Franchisor who is dedicated to helping all its Kid Junction Franchisees to be as successful as they can be.



# Kid Junction - Themes

- Grocery store
- Pizzeria
- Animal hospital
- Post office
- Karaoke Room
- Kid Junction Zoo
- Costume shop





**POPULATIONS IN RADIUS STUDY AREA  
 CENTER POINT: 4090 LAFAYETTE CENTER DRIVE, CHANTILLY, VA 20151**

**Resident and Tourist Visitor Population Annual  
 Estimates Within Study Areas**

<b>Population Description</b>	<b>0 - 5 Miles</b>	<b>5 - 10 Miles</b>	<b>10 - 20 Miles</b>	<b>20 - 30 Miles</b>	<b>Totals</b>
<b>Primary Resident Population</b>	222,850	655,936	1,946,786	1,379,149	<b>4,204,721</b>
<b>Hotel &amp; Motel Annual (1) Overnight Visitor Estimate</b>	3,420	3,420	0	0	<b>6,840</b>
<b>RV &amp; Campground Annual (1) Overnight Visitor Estimate</b>	1,155	1,155	0	0	<b>2,310</b>
<b>Totals</b>	<b>227,425</b>	<b>660,511</b>	<b>1,946,786</b>	<b>1,379,149</b>	<b>4,213,871</b>

# Age Range Breakdown Estimates – Chantilly, VA

Age Range Breakdown Estimates						
Resident and Overnite Visitor Population						
Age Ranges	% of Ages (1)	0 - 5 Miles	5 - 10 Miles	10 - 20 Miles	20 - 30 Miles	Totals
Totals	100%	227,425	660,511	1,946,786	1,379,149	4,213,871
3 - 9 Years	13.30%	30,248	87,848	258,923	183,427	560,445
10 - 18 Years	15.12%	34,387	99,869	294,354	208,527	637,137
19 - 42 Years	35.34%	80,372	233,425	687,994	487,391	1,489,182
43 - 64 Years	28.54%	64,907	188,510	555,613	393,609	1,202,639
65 Years or More	3.80%	8,642	25,099	73,978	52,408	160,127



# Current Status

- Signed the Franchise Disclosure Document with Kid Junction Franchise System.
- Hired All Kids Play, Inc to do the feasibility study. The results of the feasibility study are very promising.
- Hired a design group, a commercial real estate agent, a real estate attorney and a franchise attorney
- Secured financing (Commitment Letter) from a local community bank.
- Leased the space at 4090 Lafayette Center Dr, Suite E, Chantilly, VA 20151.
- Special Permit and Building Permits have been applied with Fairfax County. Special Permit hearing is scheduled for 02/13/2013.
- General Contractors bidding process complete and bids are currently being reviewed.



Questions  
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# Thank you

