



“Every generation needs a new revolution.”

Thomas Jefferson

OrthoNOW... Let's start a revolution together....

Brace yourself for another year of opportunities and challenges in the medical industry. Longer life expectancies, emerging markets, increased regulatory scrutiny and health care reform are driving industry change. Disruptive innovations like specialty urgent care centers are prompting regulators to re-examine their roles while consumers demand more transparency, convenience and affordability. Investors and stakeholders are paying closer attention to health care overall and the device market is being forced to change with these new demands in order to hold or gain market share.

In 2010, OrthoNOW executive leadership recognized these opportunities and set out to lead the disruption of the traditional, multi-billion-dollar orthopedic health care delivery system. Today, not only have we done so but we have done so while simultaneously achieving the industries “Quadruple Aim”: better outcomes, lower costs, improved patient experience and improved clinician experience.

Today, we are actively seeking proven healthcare entrepreneurs and disruptive thought leaders across the US to partner with us at a revolutionary level by offering Master Franchising. There are **only 50 total exclusive territories available in the US** - making this the right time, right NOW to consider this lucrative and rewarding opportunity.

Master Franchising Lets You Enter the Game at a Whole New Level

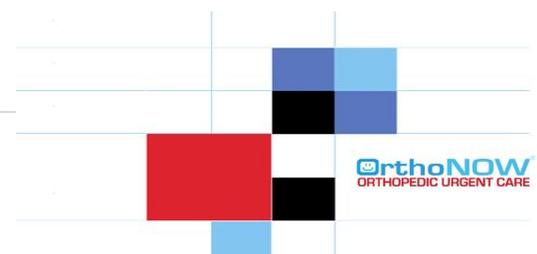
Brands are not born fully grown; they emerge. They require established leaders who thrive in environments that offer unique challenges combined with opportunities to truly own their success by using proven processes designed to bring products/services to market quickly.

OrthoNOW Master Franchising is just such an opportunity! Our Master partners will develop, manage and control their exclusive territory or region. Rewards include sharing with the franchise company the royalty revenue and franchise fees that are generated from the operations within that defined region.

Unprecedented Scalability and Multiple Revenue Streams

Disruptive innovation is occurring across the United States specifically to break the dominant business models and level the playing field. Look at companies like Uber or Lyft for instance who are in the taxi business but don't own any cabs. In much the same way, OrthoNOW provides our Master Franchisees a system where you develop an enterprise level orthopedic urgent care business while not operating multiple locations.

Master Franchisees build an annuity business by developing OrthoNOW locations. Your role is to coach and support expert, professionally trained operators who manage the actual clinics on a day to day basis.





Wealth Building Business

Master Franchisees are able to capitalize on the existing OrthoNOW brand while utilizing their industry and management expertise to grow their own enterprise business. **The Math is Simple.** The OrthoNOW franchise fee is \$65,000 per unit. Each unit also pays an annual royalty fee equal to 7% of their gross receipts. If you purchased a Master Franchise territory, for a pre-determined amount, you would receive 50% or \$32,500 for each franchise sold in your territory and 50% of their annual royalty sales.

Below is a list of revenue streams and a brief explanation of existing revenue opportunities:

Own a Regional Location

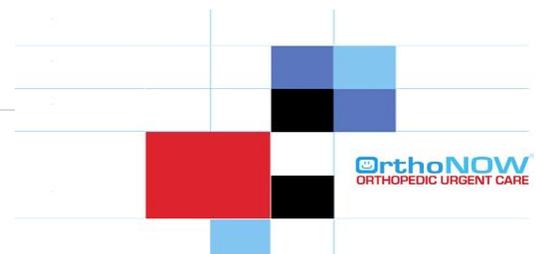
As a Master Franchisee you will own and operate at least one unit for a minimum of two years. This center will serve as a showcase designed to expedite market growth. Future center franchisors in your region will pay you half the Franchise Fee plus annual royalties.

Franchise Fees

The Master Franchisee and the Franchisor share equally the upfront franchise fees. The OrthoNOW Franchisee fee is \$65,000. With each unit awarded the Master Franchisee receives 50% or \$32,500 per unit.

Monthly Royalties

Building an ongoing residual income stream is the main reason to consider purchasing the rights to develop a territory. Master Franchisees share in the ongoing royalties with the franchise company. This is done at a rate of 3.5% for all locations. This revenue comes every month and is a tremendous wealth creation vehicle.





The Advantages of Master Franchising

Royalties - You share in royalty income, or annuity type income, for the life of the franchises that are open in your exclusive territory.

Truly OWN Your Market in Orthopedic Urgent Care - You control a new standard in orthopedic care in an entire metropolitan area.

Exclusive Territory – Allows you to build a scalable business with residual income you control as only you and your designated franchisees will be allowed to develop franchises in your area.

Financial leverage – You can leverage your income stream to develop additional units and increase the value of your territory.

Economy of Scale – You will not only have an existing business with cash flow you also have additional franchise opportunities to sell giving your master franchise a higher value.

Speed to Market - You can build equity at a much faster rate by leveraging other people's money while significantly increasing the value of your business.

Turnkey Unit Development - You develop turnkey units and sell them for a considerable profit while building additional royalty income.

Build Equity - You can sell a few franchises, or open your own franchise locations, significantly increasing the value of your Master Franchise business. Also, as units open in other territories and the Franchisor grows, your territory may become very valuable.

Build Additional Assets. You have the option of developing additional urgent care franchises as separate assets in your territory and then selling them to the franchise operator while still realizing your share of the monthly royalties.

Low Overhead. You can start small and expand as the region grows at your pace.

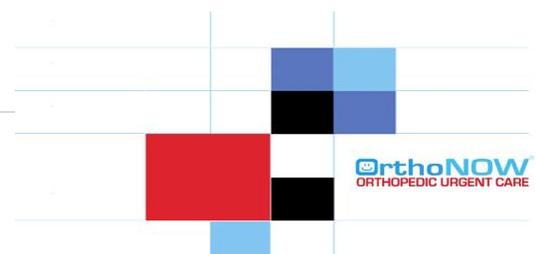
Lower Cost of Entry. You can own, control, and realize financial gains from multiple locations in your exclusive territory for many times less than the price of building one urgent care franchise.

Very Few Employees - Master Franchise Owners typically launch a region by themselves and then expand to include an administrative assistant, a trainer, and/or support staff as the business grows.

Very Few Customers - Your customers are your franchisees. You help support a small number of franchisees who typically own several franchise units each.

Time- Is on your side. Many Master Franchisees who have developed their area will spend minimal time with their business.

Improved Quality of Life - Unlike operating multiple locations your primary function is that of a business consultant or coach to your franchisees.





Value Based Care in Your Community - You champion the collaboration of our franchise partners and the cumulative intellectual capital, which prepares all of us for the inevitability of mandatory value-based care.

Spearhead the Big Data Revolution in Healthcare. As first movers in the data sphere, you, OrthoNOW and its franchise partners will drive value based healthcare and our leverage will only continue to grow.

Access to Intellectual Capital Pool. You will be a part of a larger franchise system which allows the best ideas to flow into the corporate office and then into the field. You'll have your own research and development department built right in.

Create, Keep and Grow WEALTH. You will build equity and value in your business as you develop your exclusive territory. Master Franchising offers what most proven entrepreneurial leaders demand - SCALABILITY and RESIDUAL Income.

The Role of an OrthoNOW Master Franchisee

Master franchising is not for beginners. It requires significant capital, not only to acquire the master franchise license, but also to introduce a brand into a region. A Master Franchise partner needs both a passion for the OrthoNOW brand and the will and acumen to grow and develop a team of like-minded entrepreneurs all working to the same level of excellence.

Master franchisees possess strong management skills and/or the organizational capabilities to provide them. Experience in the specific industry is desirable. However, it is not mandatory nor is experience in franchising. Master franchisees are strong in sales, marketing, and operations. They are able to train their franchisees to manage their own unit economics to provide maximum cash flow for all parties.

Master Franchising is the Best Kept Secret in Business Today

Master franchising takes the traditional two-tier franchisor-franchisee relationship and adds a third tier. When all parties are contributing as agreed, the cash flows faster for franchisees, master franchisees, and franchisor alike. At OrthoNOW, we realize how critical clarity over expectations, goal alignment, transparency and trust are for our partnership to thrive. We also realize that what we are giving up to our future Master Franchise partners far outweighs what we all gain in the end... Collective power to MAKE change happen for us and not to us...

Urgent Care Franchising is Not a Trend

You're not too late

This is just beginning

CONTACT US NOW!

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