

Pod Plug Franchise E-Brochure Content

FRONT PAGE (1)

Logo w/ ®

Title: FRANCHISE PROGRAM OVERVIEW

Tagline: Business and nightlife made better.

[Images: people in nightclub settings, Pod Plug machines]

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Welcome to Pod Plug

The Unrivaled Smart Vending Franchise

Nightclubs are great for partying with friends, but what happens when partygoers suddenly need something the venue doesn't provide?

Pod Plug makes nightlife better by providing convenient smart vending machines that keep partygoers on-site longer. Stocked with essentials like vapes, pre-charged disposable chargers, tampons, condoms, disposable cameras, mystery bags, and more, our customizable machines offer everything needed in a pinch.

ETHAN KOHAN

Founded to fill a market gap, Pod Plug quickly expanded to over 65 locations in over 3 states. Now, we're offering entrepreneurs the chance to start their own smart vending business with a Pod Plug franchise, creating a flexible, dynamic, and rewarding opportunity.

[VISUAL NOTE: For the sidebar image, let's omit "Founder" and just put "Ethan Kohan" on the label]

Unlock your vending business potential with us!

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Redefine Nightlife. Redefine Your Future.

Pod Plug gives you the chance to start small and grow big.

Our franchise allows you to:

- **Own Your Business**

Be your own boss and operate your Pod Plug vending business locally.

- **Fill a Need**

Help venue owners keep customers longer with on-site convenience items.

- **Get Started at Home**

Launch your franchise from home, even while working part-time, to start.

- **Jump in on the Ground Floor**

Tap into the booming market of nightlife smart vending with minimal competition.

Let's explore this electrifying opportunity together!

[Images: Pod Plug machines full of products, being managed, restocked]

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Pod Plug is Dominating the Vending Industry

Our straightforward business model makes it easy for new owners to manage a streamlined operation with diverse product lines for maximum revenue. With a Pod Plug franchise, you'll grow your business and make your community's nightlife better.

Franchise benefits include:

- Affordable investment with growth potential
- Established business model with market validation
- Support from a skilled and experienced management team
- Various vending machine models and a wide range of products, including Pod Plug Exclusive items

Pod Plug is an up-and-coming rockstar brand, guided by our founder, a small business expert and consultant. Benefit from his expertise and the "Becoming a Vendpreneur" newsletter.

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Smart Vending, Seamless Accessibility

Place our smart vending machines in prime venues within your exclusive territory.

- The Bouncer
Capacity: 400 units
- The Spotlight
Capacity: 250 units
- The Hotspot
Capacity: 130 units
- The Hotspot Mini
Capacity: 100 units
- The Stunner
Capacity 65 units
- The Shot Glass
Capacity: 60 units

Product Categories You Can Offer:

- Vapes
- Games
- Chargers
- Fun Finds
- Convenience
- Mystery Bags
- Safe Intimacy
- Personal Hygiene
- Naughty Novelties
- Health & Wellness

[Images: Pod Plug machines, product lines]

Find the Right Pod Plug Franchise Fit for You

Choose from three franchise models tailored to different lifestyles and communities:

1. **Pod Plug Prep**

Located in a small to medium-sized town whose economy and social scene are dominated by a local college or university, such as the University of Wisconsin, University of Alabama, University of Michigan. Collegiate franchise owners are expected to place/manage approximately 10 machines. Geared towards current upperclassmen/students at the school, this model is a great launchpad for business ownership for young entrepreneurs.

2. **Pod Plug Prime**

Located in a traditional urban or suburban area, such as Nashville, Fort Worth, and New Orleans. Standard Franchisees are expected to place and manage approximately 30 machines. – located in secondary-tier U.S. cities.

3. **Pod Plug Prestige**

Located in major metropolitan areas with a robust nightlife and dense population base, such as Los Angeles, Dallas, Miami, or New York. Premium Franchisees are expected to place and maintain approximately 50 machines, but these markets also have considerable upside potential.

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Picture Your Pod Plug Business in Action

Our smart vending machines and kiosks come in various sizes, including free-standing and wall-mounted options. Equipped with smart screens, they offer ad space for additional revenue. With 10 to 40 customizable slots, you can stock a range of products, including our Pod Plug Exclusive items.

We'll guide you through all the options so you can provide tailored solutions to venue owners and customers in your area.

[Images: different vending machine options, locations/settings/venues]

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A Business Model for Motivated Entrepreneurs

As a Pod Plug franchise owner, you'll place our smart vending machines in bars and clubs, providing convenience to nightlife venues. You'll secure locations, remotely manage the machines, and handle maintenance, repair, and restocking—some tasks can be delegated to a local merchandiser once your business scales.

Bring Convenience Locally. Build Your Future with Ease.

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Talk of the Town

"They got everything I need!" – Michelle

"So much more convenient than leaving the bar to run to a convenience store. We love it!" – Evelyn

"They are more than just vapes! Quality products when I need them. Very convenient!" – Gary

"First time seeing one of these around! Very convenient!" — Jordan

"Awesome vending machine came in clutch when I really needed one when I was out and about!" — Kincade

"Machine was so cool!! I've never seen anything like it before and it was so convenient!!!" — Riley

"I'm a bartender and have this vending machine at my bar and my guests LOVE it!! It's so convenient to have inside a bar especially us being open until 2 AM. The people who work for/on the machine are also so friendly and helpful." — Jenna

"Highly recommend Pod Plug vending machines in all bars! Very convenient! Love it at my local bar!" — Gloria

"Having the machine is convenient for guests hanging out and for the people who work here it is a great investment" — Bank

"We love this machine!!! Best thing we got for our bar!" — Monica

[NOTE: include venue owner quotes, as well]

[Images: collage of customer reviews, media mentions]

[NOTE: let's have a [Senja](#) testimonial integration (wall of love)]

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Top Reasons to Own a Pod Plug Franchise

Pod Plug stands out with our unique sourcing, branding, and packaging. With over 65 installations and plans for rapid expansion, you can be part of a breakthrough industry. Benefits include:

- Strong brand reputation

- Commitment to innovation
- Affordable initial investment
- Reliable supplier relationships
- Comprehensive training and support
- Flexible, streamlined business model
- Protected territories for your business
- Established brand presence across multiple markets
- Home-based operation with no fixed location
- Multiple revenue streams: product sales and ad spaces

Join Pod Plug and leverage a top brand known for making nightlife better.

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The Growing Vending Industry

- The global vending machine market was worth [\\$51.91 billion](#) in 2021 and is rapidly growing.
- Vending investments are a top trend of the 2020s, ideal for passive income, according to the [Wall Street Journal](#).
- With [152,396 U.S. convenience stores](#) offering similar products, our smart vending kiosks in bars, clubs, and colleges provide a superior and more convenient selection.
- [6.5% of adults](#) between ages 25-44 use vape products, making them our top sellers.
- Nearly [6,000 colleges](#) and [67,531 nightclubs and bars](#) in the U.S. present substantial market potential for Pod Plug franchises.

[Join a standout brand in a booming industry with exceptional growth potential.](#)

[\[Images: infographics showing industry size / growth\]](#)

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What it Takes to Be a Pod Plug Franchise Owner

Are you a...

- ✓ Motivated entrepreneur
- ✓ Investment-savvy innovator
- ✓ Certified nightlife enthusiast
- ✓ Experienced bar, club, and hospitality professional

We seek franchisees who are handy, tech-savvy, and hardworking, with sales or business experience. If you're passionate about nightlife and have strong industry connections, a Pod Plug franchise is your ideal opportunity!

Financial Requirements:

- **Estimated Initial Investment*:** TBD
- **Initial Franchise Fee*:** \$20,000 to \$40,000 (varies by model)
- **Required Minimum Liquid Capital:** \$75,000
- **Minimum Credit Score:** 720

Ongoing Fees:

- Royalties*: 8% (supports brand and technology improvements)
- **Technology Fee*:** \$12/week per machine
- Local Marketing*: 2% of gross revenue (0.5% initially) for brand and local marketing, as directed by the franchisor.

Got what it takes? If you're a forward-thinker with a passion for nightlife, you could be a great fit. Join us in redefining convenience and making nightlife better!

[Fineprint:]

**See our Franchise Disclosure Document (FDD) for more information.*

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With Pod Plug, You Are Plugged In

We're committed to helping you reach your full potential with comprehensive support:

- **Pre-Opening Training:** Receive expert guidance and training to kickstart your local vending business.
- **Planning and Ordering:** Get assistance with planning, ordering machines, and inventory.
- **Ongoing Support:** Access phone and email support anytime for ongoing assistance.
- **Exclusive Documentation:** Use our confidential operations manual (the business secret sauce) for essential procedures, HR, reporting, and marketing.
- **Supplier Assistance:** Benefit from our established relationships with key suppliers to save money.
- **Marketing and Sales Support:** Get expert advice on local sales tactics and networking.

Sales Made Easy

We help you find locations and set up on-site sales appointments. Our Sales Development Representative (SDR) handles cold calls, emails, and DMs to secure meetings with decision-makers, making it simple for you to close deals.

We continually innovate to ensure your success and improve our business model.

[Images: training session, operations manual, marketing materials, sales assistance, etc.]

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Where Will You Launch Your Pod Plug Franchise?

Pod Plug is expanding across the U.S. and seeks new owners to spread convenience in bustling nightlife areas. We offer protected territories in key states, with plans for nationwide growth.

Ready to make an impact locally? Join us and start your journey today.

[Image: U.S. map with Pod Plug logo scattered around key states, metro areas]

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Meet Our Founder

Ethan Kohan, the visionary behind Pod Plug, launched the company after recognizing common needs in Miami's nightlife during his senior year at the University of Miami. Noticing the demand for chargers, vapes, and other essentials, Ethan saw an opportunity.

Before Pod Plug, Ethan faced a major setback when he lost his life savings in sports betting. With a net worth of \$0, he found inspiration from a fraternity buddy making money selling Juul pods. Seizing the moment, Ethan began selling pods with a 55% margin and quickly earned the nickname "Pod Plug." He expanded by contacting other universities, hiring sales reps, and branding his vending machines, which laid the groundwork for his success in the vending industry.

Now, with Ethan and the Pod Plug team guiding you, you have the chance to build your own thriving local business.

[Image: Ethan in front of Pod Plug machines/products]

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Unlock Your Pod Plug Franchise

Step 1: Submit Application

Start by filling out the application form on the Pod Plug franchise website.

Step 2: Initial Contact

Our team will reach out to you for a general qualification call.

Step 3: Pre-Qualification Confirmation

Once pre-qualified, you'll receive a confirmation email with essential documents and next steps.

Get a Pod Plug Franchise Brochure, a mutual evaluation process checklist, a link to our Request for Franchise Consideration form, and a link to help us confirm your profile.

Step 4: Detailed Qualification Call

Participate in a call to review your Request for Franchise Consideration submission.

Step 5: Review Franchise Documents

Receive and go through our Franchise Disclosure Document (FDD) and Franchise Agreement.

Step 6: Sign NDA & Overview

Sign an NDA to access an online franchise overview and Discovery Day details.

Step 7: Discovery Day in Dallas

Attend our Discovery Day to meet the team and receive exclusive training.

Step 8: Decision Call

Await a call from Pod Plug with the decision on your franchise application.

Step 9: Franchise Award & Onboarding

If awarded, our Operations Team will onboard and train you to start your franchise.

[Image: flow chart of steps; *NOTE: these steps may be changed based on how Pod Plug structures its franchise sales process*]

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Let's Get Started!

Get in touch to learn more about becoming a franchise owner. With Pod Plug, you'll create a community that experiences **nightlife made better**, all while shaping your future as a business owner.

(###) ###-#### (TBD)

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<http://www.podplug.com/> (TBD)

Logo w/ ®

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