



# KalmaMamas

A healthy mind and body for pregnancy and motherhood

## Pre and Post Natal Yoga Relaxation Classes

# FRANCHISE



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KalmaMamas

## WELCOME TO KALMA MAMAS

Follow a dream, your dream and join our Kalma Mamas team...

Would you love to make a difference to the health and wellbeing of mothers and babies during pregnancy and the fourth trimester?

Want to build a business which is family flexible?

Want to work with an brand accredited in its industry?

We are giving these exclusive opportunities with our Kalma Mamas franchise, and it may be just what you are looking for...

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Kalma Mamas is a beautifully unique pre and post natal program empowering women through pregnancy and beyond with the use of yoga stretches, breathing, mindfulness and relaxation. Our classes offer pregnant women and those in the fourth trimester a safe, knowledgeable space to unwind, relax and stay healthy. They give women the chance to learn techniques to help in pregnancy, labour and beyond.

Each session has been designed by yoga teachers, midwives and anatomy specialists. Our brand is an approved training centre with the International Institute of Complementary Therapists, as well as holding a CPD accreditation and service industry award, ensuring our training programs are of the highest standard.

Our vision is to make yoga and relaxation a part of the journey through and into motherhood. Using our proven business formula, the right person will have the potential to builds a hugely successful Kalma Mamas business in their exclusive chosen territory.



**What a wonderful teacher and she created such a calm, relaxing environment for our sessions. I struggled a little with some yoga positions due to having SPD but was encouraged to do what was comfortable for me.**

**When it came to bringing my little one into the world I was able to recreate that feeling of calm and keep myself relaxed and in control through my labour. The breathing techniques, mantras and visualisations really did help. Strongly recommend attending it was lovely to take an hour a week for some mama and bump time”**  
Ashleigh Davison

## THE OPPORTUNITY

There are many advantages of buying a KalmaMamas franchise. Our franchise offers the independence of small business ownership but is supported by the benefits of a strong and supportive business network. You don't necessarily need business experience to run our franchise. Our in-house comprehensive training programmes ensure you have a wealth of knowledge and experience at your fingertips continuously.

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All our training programs are accredited through the CPD Standards Agency, ensuring your learning process is continuous. It also means each program is tailored to various learning styles. With coursework to support you along the way, training manuals and videos it has never been easier.

If you have your own entrepreneurial dreams, a Kalma Mamas franchise opportunity allows you to aspire as a business owner benefiting from a larger credible brand which has a proven track record, without having to start from scratch. Our franchise can be grown at your own pace and working hours suited to be family flexible. With our ongoing mentoring for your first 9 months of business and specific marketing mentoring for the first 4 months, we will help you to grow a successful business.

Research shows that pregnancy and children's enrichment plays a huge part in society today and parents want the best during pregnancy, labour and for their children throughout life. With a Kalma Mamas Franchise our unique approach in classes targets just that. Our model is designed to capture our customers from early pregnancy and retain them through the services we offer.

## ABOUT KALMA MAMAS

Rebecca Riley; Director, and founder of Kalma Mamas, Hatha yoga teacher, Pre and Post Natal Yoga teacher, Baby, Toddler and Children's Yoga teacher and trainer, Baby Massage and Relaxation Therapist

**'We aim to empower women through pregnancy and the fourth trimester. In a harmonious setting through yoga, breathing and visualisation we provide women with the tools to support them through pregnancy, labor and beyond.'**

Relaxation during pregnancy can have a positive influence on your birthing and first 6 weeks of parenting. Relaxation can help reduce fatigue, anxiety and lower blood pressure. Our ethos is to give mothers the tools and educate them on how best to use them.

I founded the sister brand Kalma Baby in 2014 after witnessing first-hand the affects yoga and massage had on my premature son. Our Kalma Baby franchisees deliver massage and yoga from 6 weeks to 18 years with the aim of making yoga fun with serious developmental benefits. We identified a gap in the market for this same high quality service for pregnancy and the fourth trimester. Together with a health visitor and midwife, we wrote the Kalma Mamas program. This has broadened our vision "To make yoga easily accessible for the children of the UK, from the womb through to young adulthood, giving them the tools to have a healthy mind and body".

**Lisa Cryer; Kalma Mamas Trainer and Mentor**

**'I am a Biology, Physiology and Anatomy specialist and secondary science and Child Development teacher with a passion for the well being of mothers and babies during pregnancy and beyond. I helped to write the prgrame and began delivering whilst pregnant with my second child and used my own techniques to make my planned C section an amazing experience, so I know it works! I love enabling this opportunity for others.'**

Unlike other providers, we have an accreditation with the CPD Standards Industry along with a service industry regulatory award from The Children's Activity Association. This, along with a wealth of experience provides a solid framework to start up your KalmaMamas business.





## THE REWARDS

You can expect to earn on average around £80 -100 per class (based on customers per class and you can expect to achieve different in areas of the UK before overheads) We have listed the potential earning figures we would expect you to achieve in the first three years working part-time. We will provide you with a full breakdown of the figures at your franchise meeting.

(These figures are based on actual sales figures but are a franchisees potential earning figures. No guarantee of actual earnings can be given)



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## Key Franchise Benefits

- Brand credibility, use of the trademarked Kalma Mamas brand and proven business formula
- Large exclusive territory
- No previous experience required – full training given in all aspects of the business
- Start up package: Equipment, website, lesson plans and access to discounted insurance
- Benefits of national marketing campaigns
- Initial marketing mentoring and 9 months business mentoring
- Use of a Facebook group for franchisees to learn from each other
- Working with an accredited brand, full training in house
- CPD accredited training

## FRANCHISEE TESTIMONIALS



“I have been running classes in south Tyneside for over 2 years now, and I love my job! Meeting new parents and babies, supporting them in their development and watching them bond with each other and grow is just priceless! Yoga supports each aspect of baby’s development continuing as they grow into toddlers and children, to be a part of this journey is amazing. When I began I had 2 classes on a weekend now I have built up my classes to a massive 21 classes a week! This can work for you, a job you love, earning a good wage, working around family life to suit your needs. And no scary boss to work for! Come and join the team and love what you do! ” **Eve Gray, Kalma Mamas South Tyneside**



“Having worked with Kalma Baby for years now I decided to take on the Kalma Mamas Franchise which has been a great feeder into my childrens yoga classes. I started my Kalma Mamas franchise 6 months ago and absolutely love working with people to help them enjoy their pregnancy journey and also ensure that the babies get the best start even before they are born. The classes give mothers a safe space to meet other pregnant ladies, share their experiences, talk through their worries, make themselves feel great physically and mentally and just relax. You can tell how successful it is when they all want to come back for the postnatal course and you get to meet all these beautiful tiny babies. It’s amazing to be the person facilitating such a wonderful experience. I completely adore my job and wouldn’t want to be doing anything else.” **Lisa Cryer, Kalma Mamas Gateshead**



The CPD Standards Office  
CPD PROVIDER: 21462  
2016 - 2018  
www.cpdstandards.com



## THE PACKAGE

**Full Franchise:** £5995. Enables franchisee to teach Pre and Post Natal classes as well as Aqua Natal with a full equipment package along with everything listed below. Alternatively, a pre and post natal yoga package can be purchased for £5495 with the option to purchase Aqua later for an additional £500.

**Ongoing Fees:** Monthly fee of £100 in the first year which begins from month 4, £125 in year two, £150 in year three

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### Your Franchise package includes:

- **Trading use of Kalma Mamas as a registered trademark**
- **A large exclusive territory for you to trade in**
- **Full training on all aspects of the business operationally**
- **Accredited training to be able to teach pre and post natal classes**
- **Training for aqua natal yoga at various times throughout the year**
- **CPD annual training meeting**
- **All lesson plans and business templates, all equipment needed for classes**
- **Facebook teacher group, an invaluable tool**
- **Initial 4 marketing mentor support with the benefit of national marketing campaigns**
- **Ongoing additional business mentoring support for 9 months by phone and email**
- **Operations and resource manual, marketing manual and all teacher training manuals**
- **Central website, with booking system and Kalma Mamas email address with ongoing technical support**
- **Stationery package including flyers, car magnets, merchandise pack, posters, roller banner**
- **Fully enhanced DBS check**
- **Discounted public liability insurance and recommended accountant**

**“I attended Kalma Mamas Yoga up to week 39 of my pregnancy and I was really impressed with all of the sessions. The mood was very relaxed and informal with a good balance of focussing on general wellbeing and relaxation as well as the more specific yoga breathing & stretching exercises. There is good provision and use of equipment such as birthing balls and yoga blocks as well as more using more commonplace items such as the wall in a room or a chair, meaning you can use some of the techniques at home really easily. Eve is a fantastic teacher and took a real interest in supporting us both individually and as a group and it was lovely to be able to meet other women in different stages of pregnancy”**  
**Imogen Harris**



## TRAINING & SUPPORT

At Kalma Mamas we are committed to providing an excellent service to all our customers. With this in mind our principle from day one has been to achieve exceptionally high standards with a professional approach. This is something we will pass on to every franchisee through in depth training, and with the added benefit of marketing support and business mentoring too.

The training program has been designed to ensure that you run your business efficiently and deliver your classes to the highest standard. Your initial training will take place over three days and includes:

- Overview and the market place
- Sales and marketing, including how to advertise and produce advertising
- General administration and reporting, including how to use your web page and payment system
- Accredited training to be able to teach Pre and Post Natal yoga and relaxation classes

You are expected to complete coursework during your first 12 weeks to gain your teacher training certificate, you can do this alongside building classes. Your coursework creates a portfolio and helps learning whilst building up knowledge. You will also need to pass a fully enhanced DBS check in the very first instance before any training commences (cost included in the package). Pediatric first aid, safeguarding level 1 training and a music licence are all required at an additional cost, this can be sourced yourself but copies must be sent to Kalma Mamas and you must complete all training before commencing classes.

Our bespoke training for Aqua Natal mamas can be picked up at various training days available to you throughout the year. In all cases coursework must be completed.. Our training and support are key franchise features.

## SOUNDS GOOD.....WHAT DO I DO NEXT?



Who are we looking for to join our franchise Kalma Mamas?

If you have a passion for pregnancy and beyond, working with mums to be and babies and want to look after their emotional and mental well being, are business driven and want the flexibility of running your business to fit in with your lifestyle and family commitments, then you could be just who we are looking for.

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You don't have to have experience in relaxation therapy or yoga to be a success with Kalma Mamas. We are looking for individuals with a commitment to making a difference to the lives of women emotionally, physically and mentally and who are passionate about the well being of women in pregnancy and beyond through your own Kalma Mamas business. **Kalma Mamas has access to potential funding, should financing your dream be a problem please ask for further information.**

You must be:

- Enthusiastic
- Have a passion for working with children of all ages
- Service driven
- Business driven
- Motivated and inspiring
- Committed to delivering high standards

### Taking your Application further

If having read through the prospectus you believe you have the necessary skills and desire to become a franchisee with Kalma Mamas, then you are ready to take your application further.

To answer any questions you may have regarding the franchise, arrange a chat with us through the website [www.kalmayogafranchise.co.uk](http://www.kalmayogafranchise.co.uk) or email us [info@kalmamamas.co.uk](mailto:info@kalmamamas.co.uk).



## FURTHER ENQUIRY FORM

Name: .....

Address: .....

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Postcode: .....

Country: .....

Contact Telephone: .....

Email: .....

Date of Birth: .....

Nationality: .....

Where did you hear about the Franchise?

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Brief Career History:

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If in business, how long have you been trading?

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Have you got a criminal record? If yes please give more details:

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Have you ever been bankrupt? If yes please give more details:

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Do you have sufficient capital to invest in the Franchise?

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Would you require any additional finance?

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Is this going to be your main source of income?

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Outside Interests:

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Which Franchise location are you interested in?

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