cedgo Family Club

FRANCHISE PRESENTATION

Bring a premium family club to your city.

The Cedgo Family Club franchise opportunity



CONCEPT

Not a play area. A premium family club.

Design and materials

Natural wood, stone walls, soft tones and Cedgo-designed furniture. A space families want to stay in for hours.

Parents are members too

A café, a quiet co-working area and a phone booth. Parents enjoy a coffee or get work done while children play.

Curated programme

Art and robotics workshops renewed every week, with curriculum delivered by Cedgo Academy.

Safety and transparency

Controlled entry, trained staff and live viewing through Cedgo SuperApp.

Celebration hall

A themed birthday hall with a stage; children in the hall, adults in the café.

THE STRENGTH BEHIND IT

You open on top of a system proven across 50 branches.

50
branches in Türkiye

3.5M+
children welcomed

1.2M+
registered parent profiles

2018
operating since

340K+
active mobile users

140K+
Cedgo Wallet users

THE SPACE

A place families come back to every week.



Cedgo Classic play area

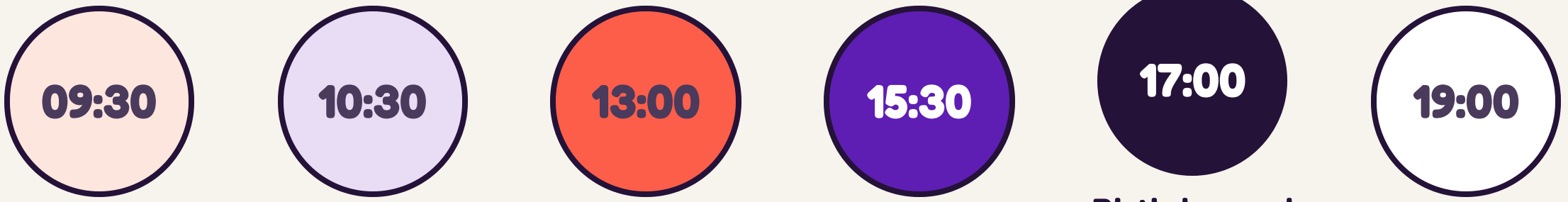


Birthday hall


Parents' café and co-working

A DAY AT THE CLUB

A business that is busy all day, not just after school.



REVENUE MODEL

One club, five revenue streams.

60%

Membership

Recurring revenue without reselling every month; the programme comes from headquarters.

15%

Birthdays

A high-ticket event; guest families are tomorrow’s members.

15%

Café and terrace

Parents waiting while children play are a revenue line of their own.

8%

Day visits

The door through which new families discover the club and convert to membership.

+

SuperApp share

Families joining your club also join the digital ecosystem; your club shares that revenue.

DATA AND SUPERAPP

Your club opens with Cedgo SuperApp and its 340K active users behind it.

Your club is a SuperApp subscription point

Every family that visits joins Cedgo SuperApp. Your club shares revenue from family subscriptions, Cedgo Wallet, Familio and Cedvento.

Data-driven member acquisition

Local campaigns reach families before opening day, and headquarters helps you win your first members.

Our own technology stack

Booking, Wallet payments, CRM, live camera and a management dashboard, all built by Cedgo.

A SuperApp that keeps growing

Modules such as the Cedgo AI family assistant, the Familio marketplace and Cedvento event ticketing deepen every club’s relationship with families.

Cedgo AI | Cedgo Wallet | Cedgo Cam | Go Atölye | Familio | Cedvento | Cedora | Cedomy

PARTNERSHIP MODELS

Choose the model that fits your market.

EXCLUSIVE COUNTRY RIGHTS

Country master franchise

You hold the rights for your country, open clubs and develop sub-franchisees with Cedgo’s system.

Investment by the master partner

SHARED INVESTMENT

Joint-venture partnership

Cedgo invests alongside you, takes an active role in operations and shares the risk and the return.

Investment shared with Cedgo

START WITH ONE CLUB

Single flagship club

Open one flagship club to prove the model in your city, then expand.

Investment defined after feasibility

PROCESS AND SUPPORT

Six steps from application to opening.

1

Intro call

We get to know you, your market and your goals.

2

Feasibility

We assess locations, the market and the financial model together.

3

Discovery Day

Meet the team at headquarters and tour a working Cedgo branch.

4

Agreement

The model is agreed and the concept is designed for your property.

5

Build-out

Fit-out, equipment and Cedgo Academy training are completed.

6

Launch

A headquarters-backed campaign brings in your first members.

- Country setup
- Design and build-out
- Team and curriculum
- Digital from day one
- Central marketing and support
- Protected rights

CONTACT

Let’s open Family Club in your market.

Fill in the form and our franchise team will contact you. If there is a fit, we will invite you to a Discovery Day at a working Cedgo branch.

Franchise line

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