



HAWAII

Fluid Art

a place to
Create!

*Own a
Franchise*



Aloha

from the Big Island of Hawaii.

Capitalizing on the popularity of acrylic painting, Hawaii Fluid Art takes the mystery, expense and mess out of the craft.

Our studios provide the instruction, materials, set-up AND clean-up, leaving only gorgeous works of art to proudly display in your home or office.

*Ready to own a
cool Franchise?*

This is the perfect opportunity for you.





Get Started

THE FRANCHISE PROCESS

The process starts with you letting us know that you're interested in receiving more information including our Franchise Disclosure Document (FDD).

Next, complete our application and provide us with some information about your background, experience, interests and finances.

Review our FDD in detail and prepare questions to ask our team.

Attend our Discovery Day to meet our team, talk to other franchisees, ask questions and see firsthand what's involved with operating a Hawaii Fluid Art franchise.

If you like what you've seen and heard and you meet our franchise requirements, we'll move toward finalizing an agreement.

Upon completion, you'll select your location and begin training. It's easier than you think to get started, and it begins with a call.

Why are we the Best?

We're passionate about a lot of things. Our proven **art instruction business model** is one of them. It's a way to go into business for yourself, but never by yourself.

ACCELERATE YOUR CAREER

We provide the kind of support that can take your career to new heights.

PROVEN BUSINESS CONCEPT

We offer a proven business concept in a growing segment of the \$30 Billion craft and hobby industry.

LOW START-UP COSTS

Compared to other business opportunities, a Hawaii Fluid Art franchise is flexible, easy to operate, and has relatively low start-up costs.





Support for Success

COMPREHENSIVE TRAINING & GUIDANCE

Pre-opening training and introduction to painting instruction, techniques, processes, marketing and business functions.

On-site support to ensure your franchise launches in peak form.

On-going support to help keep your operation on track.

OPERATING PROCESSES & TOOLS

Confidential operating manual that includes day-to-day business and operating procedures to help keep your operation running smoothly.

MARKETING & PROMOTIONAL SUPPORT

- ◆ Online booking system.
- ◆ Email marketing tips.
- ◆ Social media guidance.
- ◆ Discounts on marketing materials and promotional products.

What is the Investment?

FRANCHISE FEE

\$49,500

ESTIMATED INITIAL INVESTMENT

\$102,850 to \$147,950 (with franchise fee)

ROYALTY FEE

8% (of gross sales)



What is Fluid Art?

Maya Ratcliff, founder of Hawaii Fluid Art, began her art career helping people with brain injuries delve into their artistic talents as therapy. She eventually developed her proprietary method of fluid art using acrylic paints and a special pouring medium while working from her home and area resorts.

As word spread by students thrilled at seeing what they could create, even first-timers, Ratcliff opened the first Hawaii Fluid Art studio where her fluid art technique is taught during multiple daily classes.

This is not your typical painting class. Hawaii Fluid Art created a fluid art style all its own. Explore your inner artist while creating beautiful one-of-a-kind masterpieces. Unique and fun art is what Hawaii Fluid Art is known for.





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