

LICENSEE APPLICATION

Thank you for your interest in pursuing a Licensee Agreement with *Future Stars Sports Photography*. This application is just one step in our selection process. We strongly believe that a “right fit” starts with the sharing of information resulting in a mutual desire to move forward. As we move through the process each party will then have the opportunity to determine if that right fit is present.

Please take a few minutes to familiarize yourself with the information and questions contained herein. You will receive an email with a link to an online version of this application to allow you to submit it quickly and easily.

Experience with past Licensees has shown that estimated start-up costs range between \$550.00 and \$4,000.00. The table below introduces and itemizes those typical costs.

ESTIMATED COST OF ESTABLISHMENT

	<i>AMOUNT</i>	<i>WHEN DUE</i>	<i>TO WHOM</i>
Initial Licensee Fee	None		
Travel (Personal Meeting/Training)	\$300 to \$2,000	As incurred	Airlines, Hotels, Restaurants
Photography Equipment	\$0 to \$1,500	By First Shoot	Designated Suppliers
Legal & Accounting	\$250 to \$500	As incurred	Lawyers, Accountants
TOTAL	\$550 to \$4,000		

Future Stars Sports Photography presumes that as a working professional photographer, you possess the majority of the required equipment to get started. We will, however, walk you through a full equipment review to determine if you need to supplement/upgrade your current compliment. It is also presumed that items such as business liability insurance, office furnishings and supplies are also already in place. The chart above is meant as a guide as costs will vary from Licensee to Licensee.

Personal Meeting – As part of the partnering process it may be deemed helpful by one or both parties that an additional personal meeting take place. In this event, as a gesture of goodwill and to demonstrate our commitment to supporting our licensees, *Pegasus* will arrange and cover up to two nights hotel accommodation for you and a business/deciding partner (should you have one). Transportation and meals shall remain the responsibility of the applicant.

Training – Training is always provided at no cost, however, transportation, meals and hotel accommodation shall be the responsibility of the Licensee along with any other expenses associated with the initial training program. As initial training will take place at our headquarters in Stoney Creek, Ontario, incidental costs will vary.



◆◆ OPPORTUNITY ◆◆◆◆

◆◆ LIFESTYLE ◆◆◆◆

◆◆ PROFIT ◆◆◆◆

◆◆ INDEPENDENCE ◆◆◆◆

PERSONAL INFORMATION:

Last Name				First Name			
Date of Birth				Spouse's Name			
Children	Yes	No	Age(s)				
Address				City			
Province/ State				Postal/Zip Code			
At this address since				Do you carry a valid drivers license & own a vehicle?	Yes	No	
Home Phone				Best Time to Call	<input type="checkbox"/> Evenings	<input type="checkbox"/> Weekends	<input type="checkbox"/> Do Not Call
Work Phone				Best Time to Call	<input type="checkbox"/> Evenings	<input type="checkbox"/> Weekends	<input type="checkbox"/> Do Not Call
Cellular Phone							
Email				Web site			

PHOTOGRAPHY BUSINESS INFORMATION:

Your Business Name			In Business Since		
Gross Sales	Current Year (Est.)	Last Year	Address <i>(If different from home)</i>		
	\$ _____	\$ _____			
City			Province or State		
Postal or Zip code					

Please indicate which professional photography services you currently offer your clients and approximately how many per year.

<input type="checkbox"/> Weddings		<input type="checkbox"/> Family Portraits		<input type="checkbox"/> Business Portraits		<input type="checkbox"/> Products		<input type="checkbox"/> Schools	
<input type="checkbox"/> Maternity		<input type="checkbox"/> Seniors		<input type="checkbox"/> Fashion/Models		<input type="checkbox"/> Architectural		<input type="checkbox"/> Sports	

How many hours per week do you currently devote to income generating photography business?	10 - 15	15 - 25	25 - 35	35 - 40 plus
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CURRENT EMPLOYMENT STATUS:

(We will not contact any employers listed without your consent)

Current Employment Status	<input type="checkbox"/> Self Employed <input type="checkbox"/> Company Employed <input type="checkbox"/> Unemployed				
Current Employer <i>(if applicable)</i>			Position/Title		
Employed Since		Hours Worked Per Week		Days & Times	

Please describe any previous employment experience that you believe would contribute to your being successful as a Licensee.



BUSINESS PROFILE QUESTIONNAIRE

Do you plan to have an operational partner?	Yes	No	Partners Full Name & Relationship	
A licensing fee is never levied, however, you may experience start-up costs ranging from \$750-\$5,500. Are you comfortable financially with this possibility?			Yes	No
Up to what amount?	\$ _____			
Have you had any experience in sales?	Yes	No	Please describe...	
Have you had any formal sales training?	Yes	No	Please describe...	
Would you be willing to travel to our Head Office in Stoney Creek, Ontario for a personal interview if requested?	Yes	No		
Do you currently have any physical limitations that impact on the type of work you can take on?	Yes	No		
Have you or any person listed above ever been convicted of a felony or misdemeanor?	Yes	No		

Please circle the letter associated with the most applicable answer for you.

Are you regarded by those who know you as:

- Frequently frustrated by tasks you find boring?
- Able to endure a reasonable amount of boredom and frustration?
- Generally good at concentrating on whatever tasks face you?

Would you say that:

- You find mistakes and setbacks very demoralizing?
- You feel that mistakes can be a very useful means of learning as long as they are not repeated?
- You try to learn from your mistakes but often find it easier said than done?

Which of the following most accurately describes you?

- You set yourself targets and almost obsessively chase after them?
- You get fed up if you find yourself 'on the go' all the time?
- You like to take life at a modest pace and respond to pressures as and when they arrive?

Would you say that:

- You do not suffer fools gladly and make little effort to hide your feelings?
- You have notable patience and self-control?
- You are situated in between positions a) & b)?

Would you say that:

- Your mood is very influenced by events?
- Your mood is hardly influenced by events?
- You tend to adopt a policy of 'taking the rough with the smooth'?

Are you regarded by people who know you as:

- A person who needs to know exactly where they stand?
- A person who can live with uncertainty?
- A person who can endure a reasonable amount of uncertainty?

As a business owner do you:

- Resent people who appear to be telling you how to run your own business?
- Regard the views of others as a potential source of useful information and guidance?
- Listen to others when you have the time but likely to 'take it all with a pinch of salt'?

Do you feel that your spouse:

- Feels that how you earn a living is very much your own affair?
- Would prefer to see you doing something you enjoy?
- Is very keen on your taking a license and willing to back you very strongly?

Is your main reason for wanting to be a licensee:

- To achieve a good standard of living?
- Because most of the alternative options for making a living appear closed?
- For the independence and autonomy involved in having your own business?

Do you feel that, in taking a license:

- You would have a tried and tested product/service, which should sell itself?
- No matter how good the product/service, customers still respond to sales effort?
- Selling would still be a key activity?

In running your own business, would you:

- Prefer to stay small?
- Wish to grow as big as circumstances allowed?
- Just grow to a size where you could begin to take more time out of the business?



Do you feel that it usually pays to:

- a) Take a long-term view of things?
- b) Make hay whilst the sun shines?
- c) Adopt the medium-term view?

Do you feel that:

- a) Your future lies largely in your own hands?
- b) You can at least partly influence your own future?
- c) The individual is merely a puppet on the end of a string and can do little to influence events?

Would you say that:

- a) You possess an excess of mental and physical stamina and enjoy excellent health?
- b) You find that you tire easily if you work long hours and your health is not always of the best?
- c) You estimate that your health and stamina are about average for a person of your age?

When meeting new people would you say:

- a) You're comfortable asking them personal questions?
- b) They tend to control the conversation?
- c) You will talk to those who approach you only?

Business success does not come by chance. It requires a deliberate plan. Please describe your professional experiences as they apply to this statement.

Please describe where you see your self professionally in 5-yrs and how Future Stars would fit into that vision.

Understanding that the selling cycle in the sports market can range from 1-4 months, please describe how you would remain motivated and focused on regular prospecting to build your business?

Our experience has shown that in person Cold Calling is the most effective method of signing accounts in the sports market. Please describe your comfort level with this type of sales, why you feel you would be suited for it, and any past experience/success you may have had using this approach.

Acceptance of this application by Future Stars Sports Photography does not grant or legally tie the Applicant to any form of broad license at this time. Licenses and accompanying territories are granted upon completion of due diligence by all affected parties ONLY via the execution of a written license agreement.

By signing below, you agree that everything stated herein is true and accurate. You also state that 'this is my authorization' to credit reporting agencies, bank(s), creditors and suppliers to release to Future Stars Sports Photography all information requested regarding my depository, loan or other credit information including, without limitation, financial information, by telephone or in writing as part of the normal credit evaluation process. I release my bank(s), creditors, suppliers and Future Stars Sports Photography from all liability with respect to the release of any such requested information. Authorization is granted to use fax copies of my signature to obtain information. I understand that Future Stars Sports Photography may, at any time, require that I sign an updated application or provide updated information.

Applicants Name (please print): _____

Applicants Signature: _____ Date _____

Please Fax to 905-643-4386 {OR} complete the online version.

