

MASTER FRANCHISE
BUSINESS OPPORTUNITY



UNIQUE PROPOSAL

OWN A SUBSTANTIAL PIECE OF
THE ONTARIO OPERATIONS.

PRESENTED TO:

Candidates with either entrepreneurial
or business management career
backgrounds.

PROPOSED BY:

Adriano Conti, President and CEO of Mariposa Group Canada Ltd.,
and principal owner of Mariposa Painting & Decorating
Etobicoke | GTA Operations.



ABOUT THE PROPOSAL

Mariposa Painting & Decorating Canada is an internal division of Mariposa Group Canada Ltd., and is structured as a venture capital holding company that forms mutually beneficial partnerships with audacious entrepreneurs who desire and are prepared to build enduring enterprise organizations that consist of a network of master franchise businesses.

Adriano Conti is respected as a business innovator that rolls up his sleeves and supports entrepreneurs with dedicated long-term mentorship, extending a vast amount of resources for business development, and applying strategic thinking for creating rapid scale of sustainable growth and achieving the attainment of wide spread prosperity.



**THE TIME TO BUILD
THE NEXT GENERATION
OF MASTER FRANCHISE
NETWORKS IS NOW.**

Supporting ambitious entrepreneurs with their pursuit of franchise business startup, through to establishing a master franchise enterprise organization.

Among Adriano's team at Mariposa Painting & Decorating Canada, a new plan was devised to rapidly build out painting and decorating operations throughout the Province of Ontario with a unique proposal and offering for candidates who have an impressive career history of business experience and wisdom to realize the value of owning equity and becoming a vital part of a company that has a clear vision and strategy to succeed and can define real substance of purpose for existing and thriving.

What sets us apart.

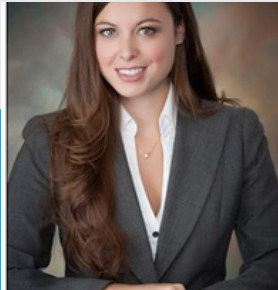
Adriano Conti leads by extending compassion and empathy, which also enables him to properly understand where to share his generosity and support.

The 40+ members of the business development department, are motivated to support early and growth stages of master franchise businesses, and are composed of talented people who possess the skills that are crucial to enabling entrepreneurs to obtain rapid and sustainable growth. Many members of the team have walked down the path of entrepreneurial success many times over. While no two entrepreneur stories are the same; such team experts know what it takes to succeed, and are therefore highly committed to helping accelerate the entrepreneurial journey of achieving goals that lead towards the attainment of wide spread prosperity.

Your immediate business development support team.



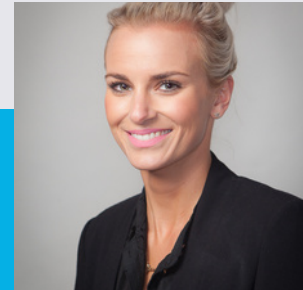
Daniel Gallego
Marketing Specialist



Alexandra Demidova
Business Development Specialist



Jonathan Patterson
Finance and Financial Management Specialist



Olivia Mangano
Executive Manager of Business Development

Adriano's commitment.

Adriano Conti is committed to enabling and assuring the success of his master franchise business partners.



To support this strong partnership, Adriano Conti has an extensive support structure of business development professionals who are dedicated to sharing their talent to enable and assure success. Every team member has significant business development and operational expertise needed to accompany entrepreneurs throughout the initial process of business startup and cycles of business growth. While Adriano Conti operates nationally with his business development team, Toronto however is considered Adriano's base of operations, after all it's where Mariposa was founded back in 1962.

Building massive national operations.

Adriano's ambition and ultimate goal is to build out nationwide operations with master franchise business networks being initially established across the Greater Toronto Area and southern Ontario, and then the remainder of the country.

Adriano Conti is well aware that growing nationwide operations is so much more than chasing valuations and profitability; therefore, Adriano's focus on building master franchise networks for the long-term will create a robust ecosystem that is fortified by sustainable venture capital. Adriano's talent and management experience can enable entrepreneurs to succeed with their franchise business startups and further business development endeavors.

Phase 1	Initial Business Startup.
Phase 2	Build-out Business across the GTA.
Phase 3	Expand Business throughout Ontario.
Phase 4	Expand Business into other provinces.
Phase 5	Fortify a growing national presence.
Phase 6	Dominate in certain provinces.
Phase 7	Establish a national enterprise.
Phase 8	Expand enterprise beyond Canada.

Making a measurable differences

Mariposa operates as a force for good company, making a measurable difference in many communities throughout Ontario and across Canada.



Mariposa's work would not be possible without the trust and support of its franchise business partners, as well as the successful and caring employees who share the company's vision, and who are actively involved in supporting the company's force for good initiatives.

The potential of your enterprise.

In July 2022, the leadership of Mariposa Painting & Decorating Canada, began with the vision of enabling franchisees to become established quicker, while also growing their business operations with greater support and convenience. From the beginning, Mariposa's promise has been that of certainty, aiming to reassure franchisees evolve their expertise quickly. While today, Mariposa is aiming to become the largest and most eminent painting and decorating service provider across Canada. Moreover, Adriano Conti takes pride in fortifying locally owned and operated franchise businesses with their objectives to achieve growth at a rapid pace throughout every borough of Metropolitan Toronto and provincial region of southern Ontario. This organic growth however, is not sufficient. Therefore, an opportunity for rapid advancement has been created specifically for select candidates that possess the skills necessary to achieve successful operations of master franchising.





Why pursue this type of franchise opportunity?

The non-traditional path of master franchising known as "Off-the-Shelf".

Opportunity extended to:
Experienced Business People
with plenty of skills and
wisdom.

Offer made available on
August 1, 2022.

What Adriano Conti is offering in the sense of investment...

Specific Franchise Business Website	\$27,000
Web Marketing and Portal Website	\$47,000
Painting and Decorating Equipment	\$22,600
Administration Support and Services	\$86,000
Marketing Support and Services	\$87,000
Business Productions and Promotions	\$92,000
Product Service Support	\$24,700
eCommerce and Mass Communications	\$96,000

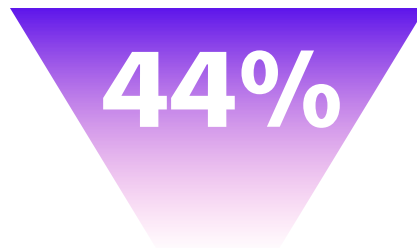
Why choose to partner with Adriano Conti? Because he will help you achieve the following:

Over \$8 Billion Market.



\$80,000,000

Your portion of daily operations after five years.



\$2,640,000

Business expansion and growth.



\$3,600,000

Adriano's principle goal for Mariposa within the painting and decorating sector, is for the company to achieve the status of becoming the largest full-spectrum service provider in Canada by 2035. Within the immediate future, Mariposa aims to achieve 12% of the overall consumer market of the painting and decorating industry within the Province of Ontario.

Supportive Services

Adriano Conti will provide everything that is necessary to establish a network level of master franchising within the initial three to five years.



Internet presence

You will receive both a primary and Portal Website, along with mass communications for brand recognition and strategic Web marketing.



Marketing

Marketing strategies implemented and a sales force established.



Franchise Network

There will be seven franchise businesses established in order to form a network.

At Mariposa, we're here to help you succeed!

Mariposa's Business Development team will assist franchise business partners with overcoming any business challenges or achieving their next growth milestone by working with their municipal-wide network of operations. Mariposa's experienced experts have industry knowledge that enables them to create business-driven approaches that integrate proven methodologies and best practices that also enable practical and tangible results to be achieved.

You will begin as an Executive Managing Director.

The duties and responsibilities of a Mariposa Executive Managing Director and Master Franchise Partner.

An Executive Managing Director performs many tasks that help increase sales and overall productivity. The duties and responsibilities of an Executive Director of Mariposa Painting & Decorating Ontario Operations may include:



- Overseeing company operations, project timelines, business developments, and operational productivity while building upon a highly inclusive culture to ensure team members excel and thrive.
- Working closely with the members of Mariposa's Executive Management Committee to set and drive the organizational vision and mission, corporate strategy, and progressive business needs.
- Measuring and analyzing current revenue streams, offerings, and relationships to optimize business growth and revenue strategy.
- Developing actionable business strategies, objectives, and plans that ensure alignment with short- and long-term objectives developed in tandem with Mariposa's Executive Management Committee.
- Strategically managing, organizing, and coordinating members of Team Mariposa from different departments and locations to ensure efficiency.
- Implementing financial procedures and organizational policies and support programs to enable the company's operating capabilities to surpass the industry average standards.
- Assessing and implementing improved processes and new technologies and collaborating with all levels of corporate management.
- Building and maintaining relationships with other business professionals and organizations in the property improvement and development industry sectors.

The skills and qualifications we require.

There are specific set of skills and capabilities that a candidate must have.



The skills and qualifications of a Mariposa Executive Director and Master Franchise Partner.

A successful Mariposa Executive Managing Director has various skills and qualifications that allow them to perform the duties of this position. Some of these may include:

- Ability to motivate, organize, and respond to other members of Team Mariposa within many different areas of expertise and circumstances.
- Excellent business management and project planning skills.
- Strong organizational and time-management skills.
- Ability to adapt to changing environments and circumstances.
- Excellent verbal and written communication skills.
- Excellent interpersonal and relationship-building skills.
- Ability to work as an independent contributor and as part of a team.
- Excellent analytical and planning skills.

Financial projections within the first five years.



Financial targets...

Profits generated:
\$1,500,000

Repeatable business:
\$1,000,000

Franchise Partnerships:
5 to 7 fully operational franchises.



Future plans for growth.

New Business Development:
\$200,000 in additional annual profits.

Optimization of current capabilities:
\$200,000



Additional sources of revenue.

Customized technology development.
Tiered content subscriptions and retained customers.





**For further
inquiries, please
contact us.**

Phone (General Inquiries):
(416) 970-6681

Email:
opportunity@mariposacanada.ca

Website:
mariposadecorate.ca
mariposacanada.ca