

# **Own a Cognitive Training Lab**

**A Premier Franchise Opportunity in Neuroscience-Based Human Intelligence Education**

Launch and operate a fully structured Cognitive Training Lab powered by scientifically designed human intelligence programs. This franchise provides a complete business ecosystem training, operations, and delivery systems to build a profitable and purpose-driven education venture.

## **Business Potential (Indicative)**

**Average Annual Revenue:** ₹85 Lakhs – ₹1.8 Crores

**Operating Margin:** 35–45%

**Training & Certification:** 6–8 weeks

**Support & Systems Score:** 9.8 / 10

(Outcomes depend on execution and market conditions.)

## **Ideal Franchise Partners**

### **This opportunity is designed for:**

- Educators and professional trainers
- Entrepreneurs entering the cognitive wellness and education sector
- Schools, colleges, and institutions expanding experiential learning
- Professionals transitioning into impact-driven facilitation careers

No neuroscience background required. Complete training and certification provided.

## **Core Deliverables to Franchise Partners**

Each franchise partner receives a ready-to-launch Cognitive Training Lab Business System, including:

### **1. Signature Neuroscience-Based Programs**

Eight fully structured Human Intelligence Labs

Core focus areas:

- Cognitive abilities
- Clarity and focus
- Values and ethics
- Decision-making and judgment
- Self-awareness and reflection

Designed for students, professionals, corporate teams, and individuals

Modular curriculum adaptable across age groups and audience segments

### **2. Training & Certification**

- 6-week intensive facilitator certification program
- Authorization to deliver all labs and programs
- Ongoing mentor guidance and expert support
- Quality assurance systems for consistent program standards

### **3. Operations & Center Setup**

- End-to-end center setup framework
- Facility design and branding guidelines
- Detailed facilitation playbooks
- Standard operating procedures (SOPs)
- Operational manuals and management systems

#### **4. Marketing & Business Enablement**

- Brand-approved marketing collaterals and templates
- Sales pitch decks and outreach strategies
- Institutional and corporate engagement models
- Brand positioning and launch roadmap

#### **Business Model**

- Session-based and program-based offerings
- Individual, group, and institutional formats
- Low infrastructure, high scalability
- In-person and virtual delivery options

#### **Revenue Streams**

- Structured cognitive training programs (₹25,000 – ₹1,50,000 per participant)

- Workshops and intensive sessions
- Institutional partnerships
- Corporate learning and leadership development programs

## **Implementation Timeline**

### **Month 1 – Onboarding & Training**

Completion of certification and operational systems training

### **Month 2 – Center Setup**

Location preparation, branding, and infrastructure readiness

### **Month 3 – Launch Operations**

First cohort launch with guided marketing support

### **Month 6 – Growth Phase**

Expansion into partnerships and advanced programs

### **Month 12 – Maturity Phase**

Stable operations with multiple revenue streams and repeat clientele

## **Franchise Value Proposition**

- Complete business-in-a-box model
- Scientifically grounded learning framework
- Strong brand and operational support
- Scalable across cities and institutions
- Continuous mentoring and quality assurance