



FOS 2.0 Standard Franchisee (Type A)

Build a Business, Technology & Marketing Agency with India's most powerful growth ecosystem.





Formium is a Business, Technology & Marketing ecosystem delivering end-to-end solutions across digital marketing, design, tech development, automation, creative production and strategic consulting.

Built on systems, results, and a powerful operational structure.

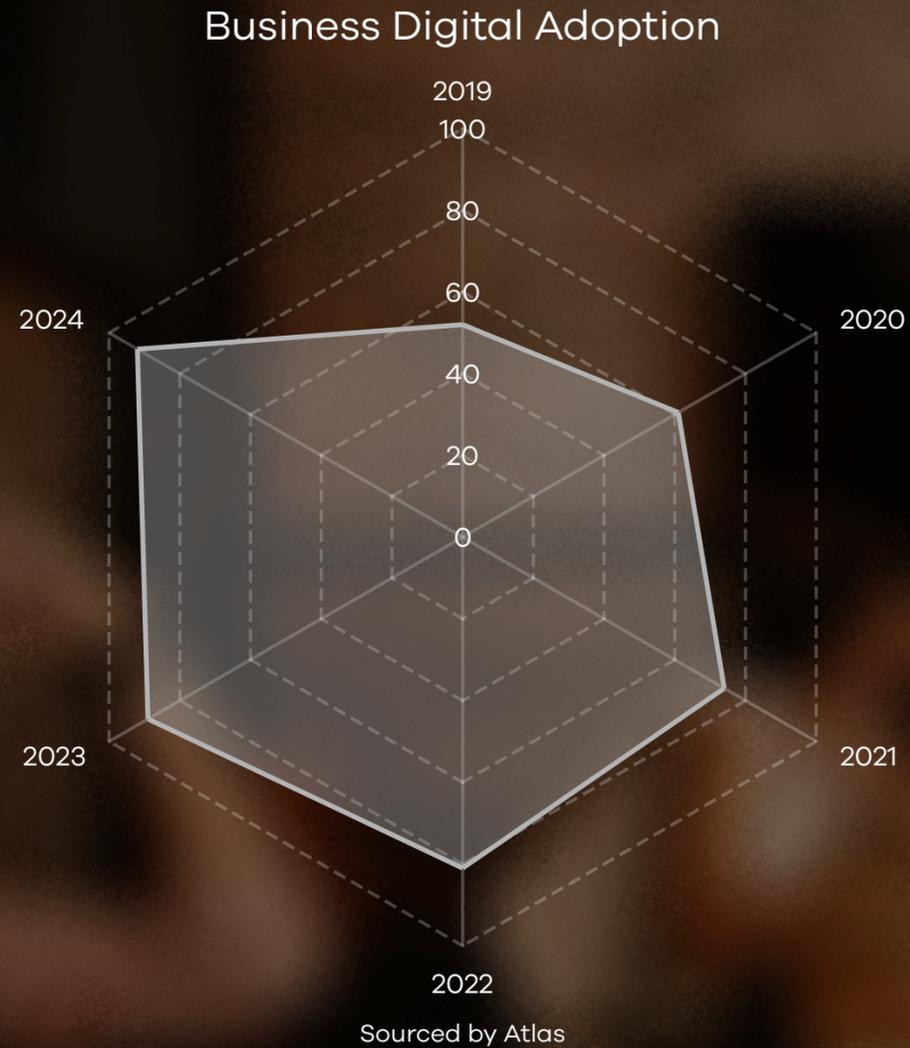
Our Core Divisions

 Marketing Division <ul style="list-style-type: none">• Digital Marketing• Branding & Identity• Social Media Management• Performance Marketing• Lead Generation• Marketing Automation	 Creative & Production Division <ul style="list-style-type: none">• Professional Photoshoots (product, corporate, lifestyle)• Videos & Marketing Films• Creative Content Production• Ad-Centric Visual Media
 Business Strategy Division <ul style="list-style-type: none">• Brand Consulting• Market Positioning• Business Growth Strategy• Operational Process & Automation• GTM Strategy & Execution	 Technology Development Division <ul style="list-style-type: none">• Website Development (UI/UX, corporate, e-commerce)• Advanced Web Development (systems, dashboards, portals)• Custom App Development (Android / iOS / Web apps)• AI & Automation Tools• SaaS Development• CRM & API Integrations



TYPES OF FRANCHISES – FOS 2.0

		
Type A — Standard Franchisee	Type B — Premium Franchisee	Type C — Ultimate Franchisee
For freelancers & individuals starting their marketing agency	For small agencies wanting to scale operations & team	For large-scale business setup with office + full team
Investment: ₹75,000 – ₹90,000	Investment: ₹5,00,000 – ₹7,00,000	Investment: ₹25,00,000 – ₹30,00,000



Why Marketing Franchise Makes Sense NOW

- Every business needs digital marketing
- India's digital ad industry growing 30% YoY
- High demand for content, branding & websites
- Businesses want a single agency that provides marketing + tech
- Huge market gap for system-driven agencies

Huge opportunity to build a stable, high-income agency.



Market Problems

- ✗ Solo freelancers can't scale
- ✗ No professional marketing system
- ✗ No portfolio
- ✗ No website/app execution capability
- ✗ No brand trust
- ✗ Hard to win big clients

Formium Solution

- ✓ Full marketing ecosystem
- ✓ Backend team for websites, apps & automation
- ✓ Portfolio of 250+ clients
- ✓ SOP-based operations
- ✓ Complete training & support
- ✓ Strong brand credibility



WHO IS THIS FOR?

Freelancers

Individuals offering marketing or creative services who want to scale beyond solo income.

Designers & Web Developers

Creative or tech professionals wanting to expand into full-service marketing with backend execution support.

Marketing Professionals

People working in the marketing field who want to build their own agency and earn independently.

Students with Skills

Skilled young individuals ready to start a marketing business with a powerful brand and support system.

Early-Stage Agencies

Small agencies looking for systems, support, and brand strength to grow faster and close bigger clients.

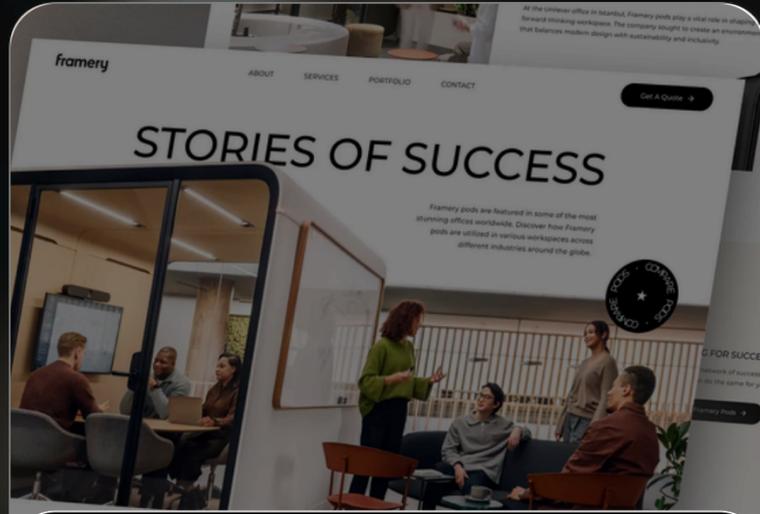
Business-Minded Individuals

Anyone with an entrepreneurial mindset wanting to build a stable, high-income marketing company.

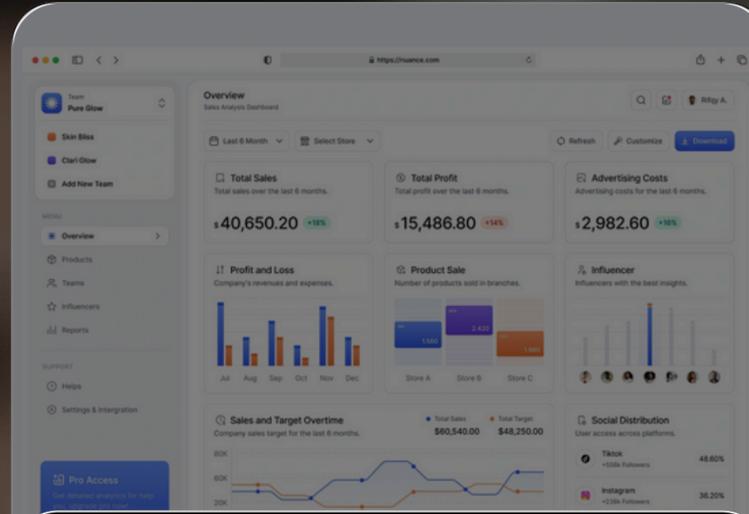


WHAT YOU GET

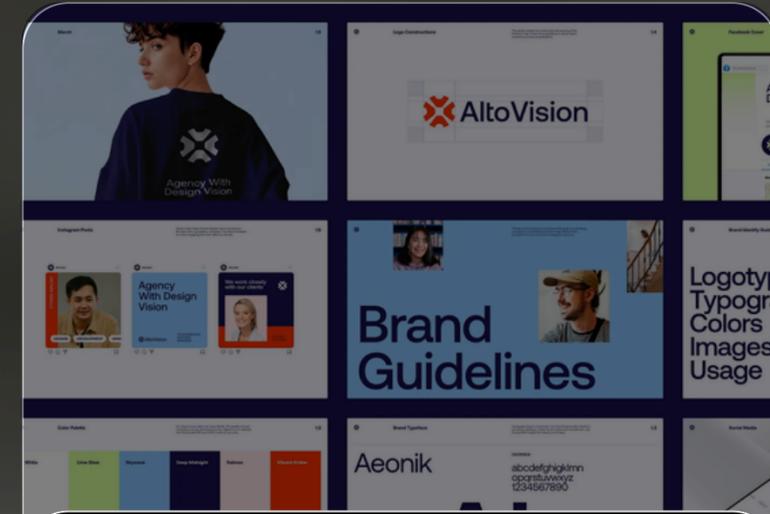
Category	What You Get	Description
BRAND & IDENTITY	Formium Brand Kit	Logos, colors, templates, proposals, pitch decks
	250+ Client Portfolio	Real projects to build instant credibility
SYSTEMS & TOOLS	Marketing Acquisition System	Lead-gen scripts, meeting framework, sales process
	Complete Marketing SOPs	Step-by-step execution workflows
	CRM Access	Track leads, clients, pipelines & tasks
	Paid Tools Access	Design tools, automation tools, analytics helpers
SALES & BUSINESS SUPPORT	Sales Pitching Support	Help with proposals, pricing & closing
	Strategy Support	Guidance on marketing & business growth
	Office Access for Meetings	Use our workspace to meet clients professionally
	Monthly Growth Review	Performance tracking & improvement
TECH & EXECUTION SUPPORT	Website / App Backend Support	Sell websites & apps; backend executed by Formium
	Automation Support	Offer clients automation systems with backend support



[View Website Portfolio ↗](#)



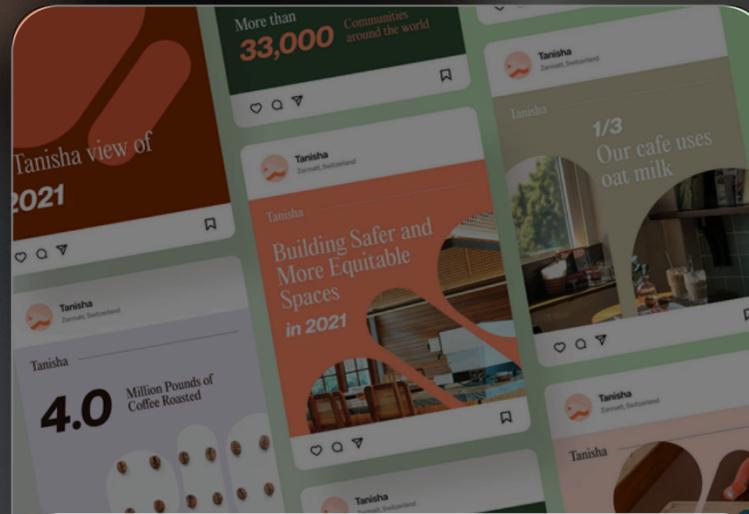
[View Marketing Portfolio ↗](#)



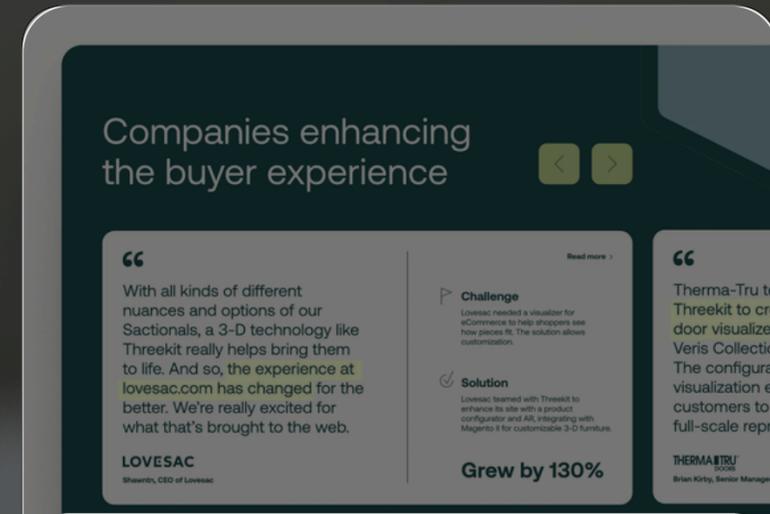
[View Branding Portfolio ↗](#)



[View UI/UX Portfolio ↗](#)



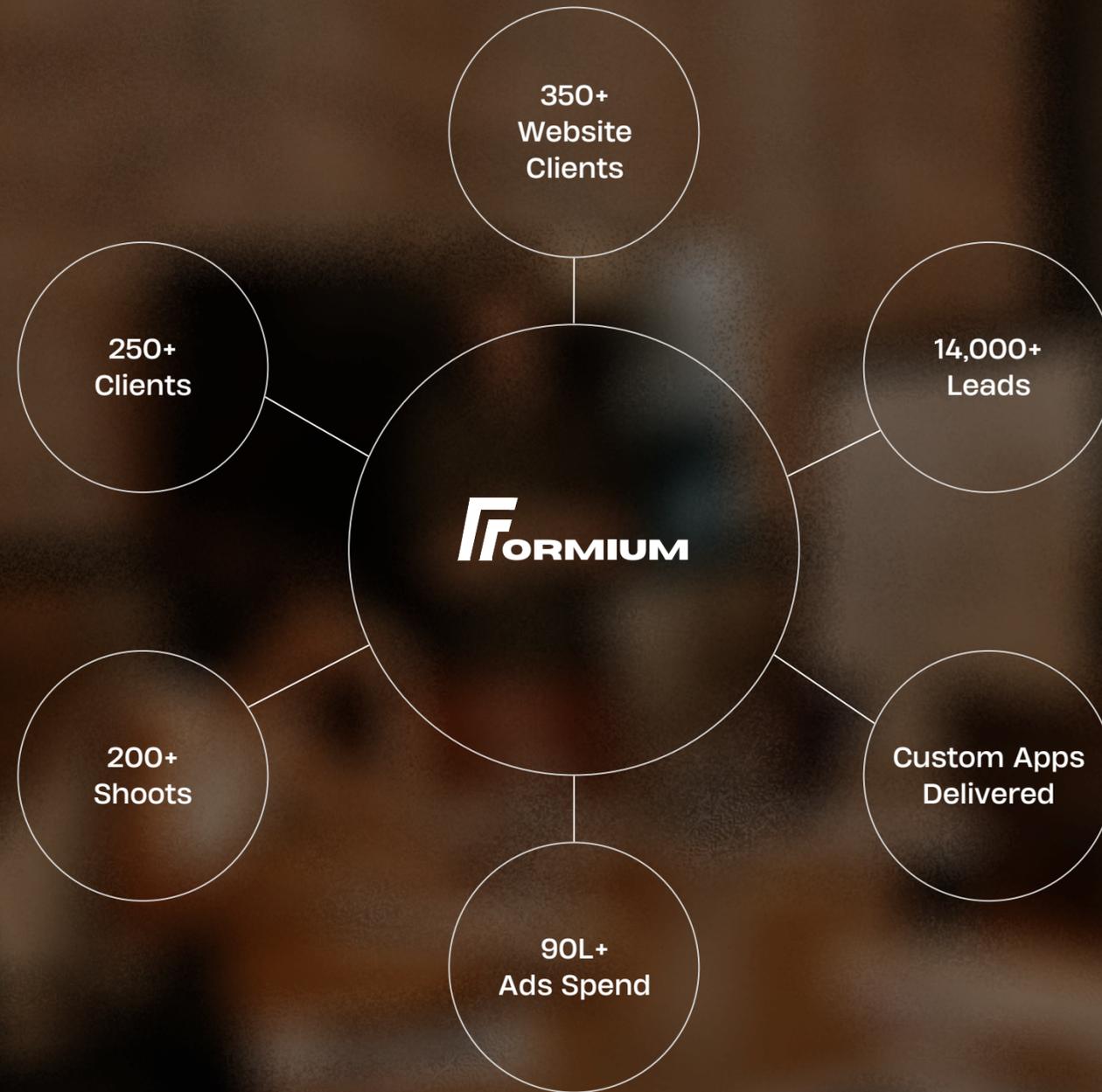
[View Creative Portfolio ↗](#)



[View Management Case Studies ↗](#)

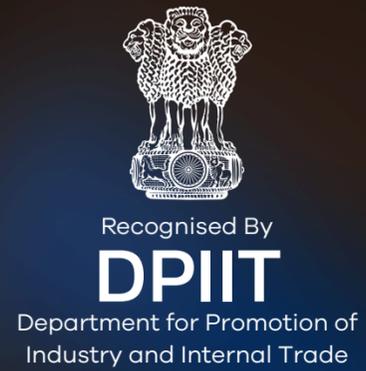


SOCIAL PROOF & ACHIEVEMENTS





SOCIAL PROOF & ACHIEVEMENTS





INVESTMENT STRUCTURE

Investment Category	Amount (INR)	Description
BNI Membership (Mandatory)	₹50,000 – ₹60,000	Networking system for client acquisition
Company Registration	₹20,000 – ₹25,000	Legal setup, GST, documentation
Branding & Initial Setup	₹5,000	Business cards, stationery, basic branding
TOTAL INVESTMENT	₹75,000 – ₹90,000	One-time investment to start your franchise



REVENUE MODEL

Revenue Sharing

Party	Share	Details
Franchisee (You)	90%	You keep majority of the revenue earned
Formium	10%	Royalty on service revenue only (no ad spend)

Income Sources You Can Earn From

Service Category	Revenue Opportunities
Digital Marketing	Social media packages, performance marketing
Branding	Logo design, identity systems, brand kits
Website Services	Corporate websites, advanced web portals
App Development	Android, iOS & web apps
Automation & AI	CRM workflows, automation systems, AI tools
Creative Production	Photoshoots, video shoots, creative assets
Strategy Consulting	Marketing strategy, business growth consulting





1-5 YEAR GROWTH PLAN

1 Year



5 Year

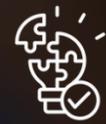


Type A — Standard Franchisee

Type B — Premium Franchisee

Type C — Ultimate Franchisee

This is entirely dependent on the performance of the franchise and its owners.



Strategic Support

- Weekly strategy call
- Meeting monitoring



Sales Support

- Sales + pricing help
- Proposal templates



Marketing Support

- Marketing execution help
- CRM training



Tech Support

- Website/App backend
- Automation support



Q1: Do I need marketing or technical experience?

A: No. Basic understanding helps, but we train you completely — and you get full backend support for marketing, websites, apps & automation.

Q2: How soon can I start earning?

A: Most franchisees start closing clients within 30–60 days, depending on their effort and BNI activity.

Q3: What if I don't get clients?

A: You'll use our proven client acquisition system, BNI network, portfolio support, and sales guidance. We assist in proposals, pricing, and closing.

Q4: Do I need to hire a team?

A: No in the beginning. You can run the business solo using our backend. Team hiring is only needed when you want to scale (Year 2+).

Q5: Do I need an office?

A: Not required. You can operate from home. We provide office access for meetings when needed.

Q6: What exactly does the 10% royalty cover?

A: Brand access, tools, CRM, portfolio, support, strategy calls, backend execution guidance, and complete system integration.

Q7: Can I offer websites, apps, and automation even if I don't know tech?

A: Yes. You sell the service, and Formium executes the backend with you. You earn from every project.

Q8: Is there a lock-in period?

A: Yes — 1.5 years. This ensures proper growth, support, and stability for both sides.

Q9: Can I upgrade to Premium or Ultimate later?

A: Yes. We help Standard franchisees grow into Premium (1.5–2 years) and Ultimate (3–5 years) based on performance.

Q10: What if I face issues with clients or delivery?

A: Our team is always available. You get weekly support, monthly reviews, and execution guidance.



Why Choose Formium?

- ✓ A real marketing company, not MLM
- ✓ Multiple income sources (marketing + tech)
- ✓ Low investment → High return
- ✓ Full support & training
- ✓ Strong portfolio
- ✓ Brand-backed credibility

Let's build your marketing company together.
Welcome to Formium FOS 2.0.