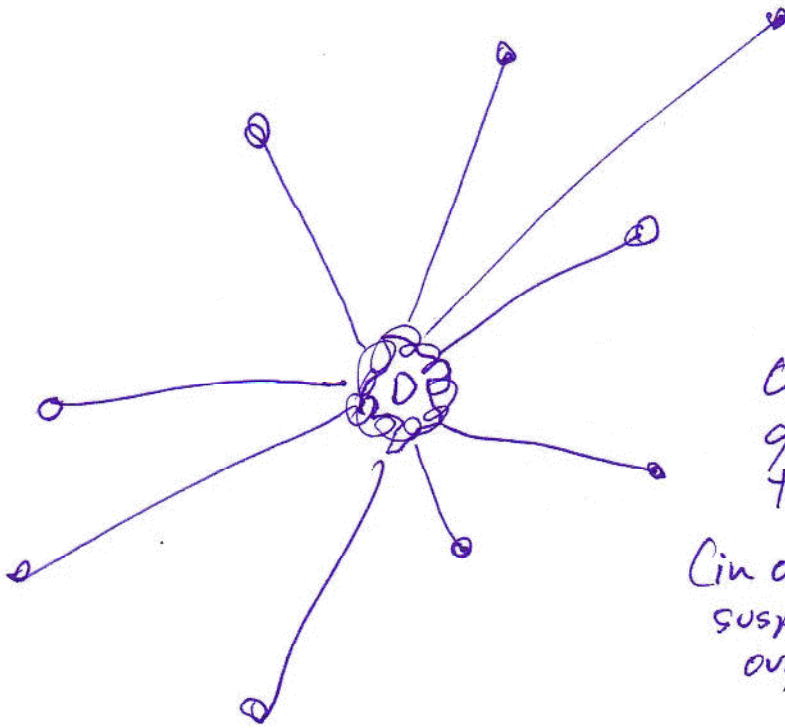


Evolution of how we saw the franchise

~ 5 yrs

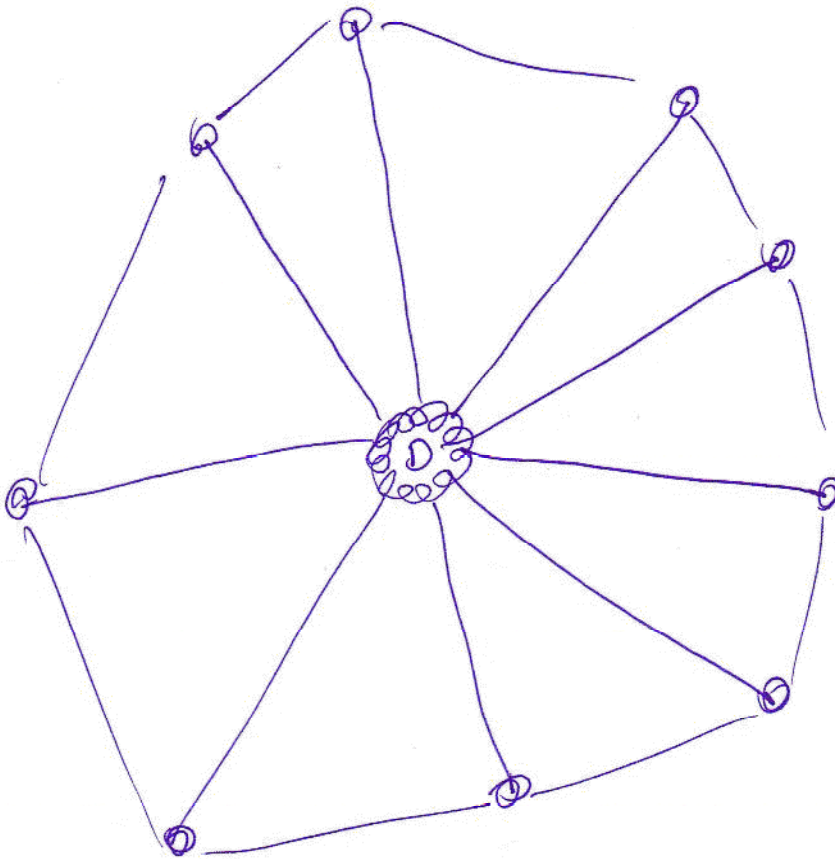


①

Open & help bakeries
give good service
teach, train

(in other franchises, actual
suspicion of owners
organizing)

~ 5+ yrs



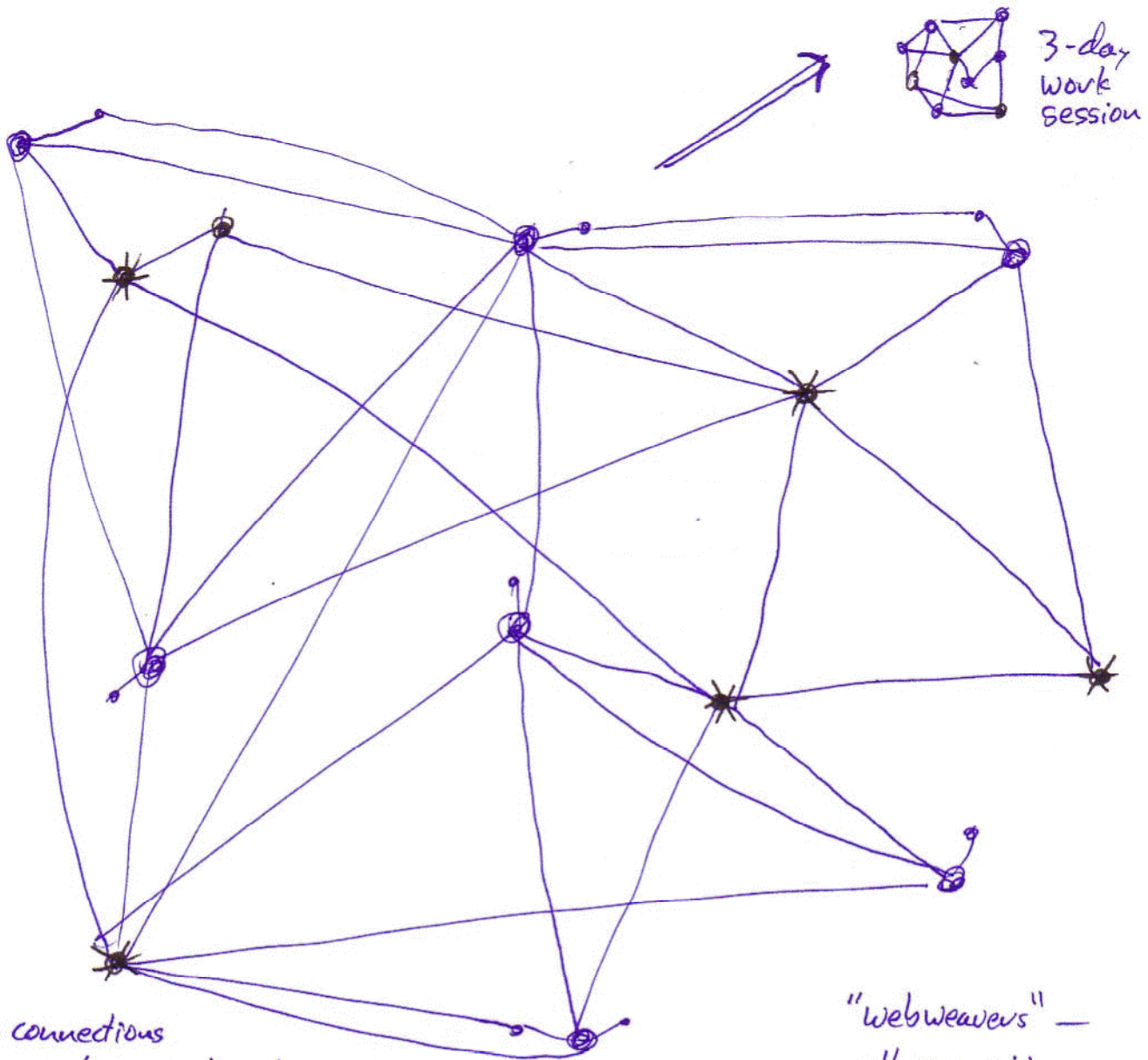
②

Spoke & rim is
stronger

Involve "rim-staff"

Help owners link
up "out there"
& we'll distill.

Similar to
community (them)
& K-base (us)



3 strong connections
+ 5-10 weak ones is strongest

"webweavers" —
all over it.

Notice the lines that aren't there. Don't try
to overconnect.

or, paid acting troupe on
the dance floor, crowd
going wild.

- = Bakery Owner • = employee
- * = Dillon

"Convention" or "Dance" model — people clump, Dillon
folks work full time introducing them to new friends, new ideas,
new materials or resources. Royalty = energy, but they do it
all themselves once started.

Nothing Dillon does they couldn't do themselves — in theory. In practice,
the royalty signifies a huge commitment to "make it happen"