



**CONFIDENTIAL FRANCHISE APPLICATION**

We welcome your interest in VYPE High School Sports Magazine, LLC (VYPE) franchise opportunities! To determine if you qualify for a VYPE franchise, complete this application and return it to our office at 8282 South Memorial, Suite 300, Tulsa, OK 74133, or fax to (918) 495-1787. The completion of this form does not obligate you, nor does it constitute an offer of a franchise by VYPE. This is not a contract, and all information contained herein shall be considered confidential. VYPE may, at its own discretion, conduct a credit check and/or verify all references submitted.

**PERSONAL INFORMATION (PLEASE TYPE OR PRINT CLEARLY)**

Last name: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
Sex: M F Social security number: \_\_\_\_\_  
Street address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ How long at this address? \_\_\_\_\_ Own: Y N  
Home phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_ Work phone: \_\_\_\_\_  
May we contact you at work?: Y N Email address: \_\_\_\_\_ Date of birth: \_\_\_\_\_  
Are you a U.S. Citizen? Y N  
Marital status: \_\_\_\_\_ Spouse's name: \_\_\_\_\_ Spouse's occupation: \_\_\_\_\_  
Spouse's annual salary: \_\_\_\_\_ Spouse's social security number: \_\_\_\_\_

**EDUCATION**

\_\_\_\_\_  
Last year of school completed Name of college and/or postgraduate school Degree

\_\_\_\_\_  
Describe any training in sales, management, publishing or advertising industry.

**EMPLOYMENT INFORMATION (Please attach Resume)**

Present Employer: \_\_\_\_\_ Title: \_\_\_\_\_ Salary: \_\_\_\_\_  
Nature of duties: \_\_\_\_\_ Street address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Date started: \_\_\_\_\_  
Previous Employer: \_\_\_\_\_ Title: \_\_\_\_\_ Salary: \_\_\_\_\_  
Nature of duties: \_\_\_\_\_ Street address \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Date started: \_\_\_\_\_

**GENERAL QUESTIONS**

Will you be an owner-operator or investor?: \_\_\_\_\_ How did you hear about VYPE?: \_\_\_\_\_  
How soon will you be available to open the business: \_\_\_\_\_  
Please list your preferences for locations (City & State): \_\_\_\_\_  
1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_  
Will you have Partner: \_\_\_\_\_ Name: \_\_\_\_\_ Relation: \_\_\_\_\_

Will your Partner be active? \_\_\_\_\_

**NOTE: If you have a partner, he or she will be required to submit a separate Confidential Franchise Application.**

Have you ever been convicted of a felony? \_\_\_\_\_ if yes, explain: \_\_\_\_\_  
Have you ever been self-employed? \_\_\_\_\_ if yes, explain: \_\_\_\_\_  
Are there currently any lawsuits against you? \_\_\_\_\_ if yes, explain: \_\_\_\_\_  
Have you ever-declared bankruptcy? \_\_\_\_\_ if yes, explain: \_\_\_\_\_



**GENERAL QUESTIONS continued**

Why are you looking for a new business opportunity?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How long have you been looking for a business?: \_\_\_\_\_

What types of business have you previously considered?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What did you like about these businesses?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What did you not like about these businesses? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What did you like most about your past jobs or business?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What did you least like about your past jobs or businesses?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

On the basis of your past business experience, your strengths are: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Your weaknesses are: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What do you consider your highest achievement?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

You wish to invest in a franchise because: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



**GENERAL QUESTIONS continued**

Rate yourself on a scale of 1 to 5 (5 being strongest) in the following characteristics:

Independent	1 2 3 4 5	Creative	1 2 3 4 5	Money-oriented	1 2 3 4 5
Motivated	1 2 3 4 5	Problem-solver	1 2 3 4 5	Decision-maker	1 2 3 4 5
Management	1 2 3 4 5	Self-confident	1 2 3 4 5	People-oriented	1 2 3 4 5
Technical	1 2 3 4 5	Energetic	1 2 3 4 5	Communicator	1 2 3 4 5
Determined	1 2 3 4 5	Patient	1 2 3 4 5	Crisis manager	1 2 3 4 5
Achiever	1 2 3 4 5	Detailed	1 2 3 4 5	Sales/Mktg	1 2 3 4 5
Intellectual	1 2 3 4 5	Leader	1 2 3 4 5		

What is important for you about a business you would like to own?

What are your business preferences?

What is your business style?

**Answer these questions by underlining your choices, and then add whatever else you wish.**

1. Do you like working in an office? Prefer a store? Or, out and about calling on customers in their places of business or their homes?
2. Do you like a lot of people around you? or, do you prefer to work on your own?
3. Is there a set amount of money that you need to make in order to be content? or, are you driven to higher and higher levels of success?
4. Do you prefer the strong support typical of larger organizations? Or do you prefer more flexibility and freedom to make your own decisions with less support and intervention?
5. Do you want a business that is very hands-on, where you will be heavily involved? Or, do you want a business that you can back away from, or run as an absentee owner?
6. Are you prepared to work either nights or weekends? Or do you prefer more traditional business hours?
7. Do you like to be in a “suit and tie” environment? Or do you prefer something more casual?
8. Do you want to “cherry pick” locations or markets by being the first in your area to open the franchise? Or do you prefer to wait until others are already in business, to benefit from their experience?



**GENERAL QUESTIONS continued**

9. Are there certain categories of business that, no matter how profitable they may be, just do not make sense to you? \_\_\_\_\_

10. Would you prefer to have multiple franchise units? Or, if you can achieve the same monetary success, would you prefer to have just one? \_\_\_\_\_

11. What other preferences do you have? \_\_\_\_\_

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**FINANCIAL INFORMATION** (Please attach prepared financial statement, if available)

**ASSETS**

**LIABILITIES**

Cash in checking & savings account(s)  
\$ \_\_\_\_\_

Real estate, home  
\$ \_\_\_\_\_

Other real estate  
\$ \_\_\_\_\_

Cash surrender of life insurance  
\$ \_\_\_\_\_

Stocks and Bonds  
\$ \_\_\_\_\_

Retirement account/401k  
\$ \_\_\_\_\_

Automobile(s)  
\$ \_\_\_\_\_

Your own business  
\$ \_\_\_\_\_

Money due you  
\$ \_\_\_\_\_

Other assets  
\$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Notes payable to banks  
\$ \_\_\_\_\_

Notes payable to finance companies  
\$ \_\_\_\_\_

Real estate, indebtedness  
\$ \_\_\_\_\_

Automobile(s) indebtedness  
\$ \_\_\_\_\_

Owing on life insurance  
\$ \_\_\_\_\_

Charge accounts  
\$ \_\_\_\_\_

Credit Cards  
\$ \_\_\_\_\_

Taxes payable  
\$ \_\_\_\_\_

Other liabilities  
\$ \_\_\_\_\_

Total \$ \_\_\_\_\_

NET WORTH (total assets minus total liabilities) \$ \_\_\_\_\_

**FINANCIAL INFORMATION continued**

What amount of money do you feel comfortable investing?      Liquid Capital      \$ \_\_\_\_\_  
Amount to finance      \$ \_\_\_\_\_  
Total investment you are willing to make \$ \_\_\_\_\_

Do you have a financial partner or any other personal source of investment capital?      Yes      No  
If yes, please explain \_\_\_\_\_

Annual income desired from your franchise:

After one year (i.e. second year) \$ \_\_\_\_\_

After two years (i.e. third year) \$ \_\_\_\_\_

**REFERENCE** (Please list two references other than relatives)

Name: \_\_\_\_\_ Company & Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Relationship: \_\_\_\_\_ Years known: \_\_\_\_\_

Street address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name: \_\_\_\_\_ Company & Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Relationship: \_\_\_\_\_ Years known: \_\_\_\_\_

Street address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**ACKNOWLEDGEMENT**

I understand that the information I am receiving from VYPE is confidential and will be held in strict confidence. I will not disclose or use any data, business material, techniques, methods and systems of operation, procedures, policies, standards, criteria, customers, suppliers, or other information of whatever kind used in conjunction with this franchise without prior written consent of VYPE.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Co-Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

It is understood that the purpose of this application is for general information and is in no way binding upon either VYPE or the applicant. It is, however, understood that the applicant supplies the information contained herein, to the best of his or her knowledge and ability, and that VYPE relies on this fact in assessing the qualifications of the applicant.