



**KUNG FU
KIDS**™

**INCLUSIVE PROGRAMS.
VALUES-BASED CURRICULUM.
EXPANDED REVENUE
OPPORTUNITIES.**

**A MODEL FOR GROWTH IN THE MODERN
MARTIAL ARTS INDUSTRY**

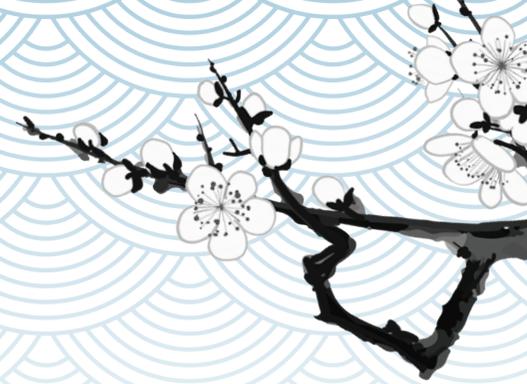
A FRANCHISE OPPORTUNITY





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DISCOVER THE WORLD OF KUNG FU KIDS



Our story began when founder David Chang transformed his lifelong dedication to kung fu into a professional calling. What started in a garage with only a handful of students soon grew into a thriving community built on discipline, empowerment, and authentic Wushu (kung fu) training. As the school expanded, David's wife, Liz Chang, stepped in to provide unwavering business and management support. With her steady leadership, operational expertise, and commitment to excellence, Liz helped shape the systems, structure, and culture that allowed multiple studios to flourish.

Together, David and Liz built a recognized standard for youth martial arts—one that inspires families, attracts passionate instructors, and positions franchise owners for rapid expansion in their markets. Their partnership is the foundation on which Kung Fu Kids continues to grow today.

We've designed a franchise approach aimed at helping children build character and strength through martial arts training that reflects the best of traditional values. We focus on respect, perseverance, leadership, and community

connection while keeping classes accessible to every child. By blending these ideals with inclusive instruction and flexible participation options, we serve as both a teaching center and a trusted community partner for the families we serve.

Entrepreneurs who share our passion for making a lasting difference leverage a business model built for modern needs. Streamlined staffing, well-defined operational systems, and an efficient studio footprint all help make it possible to create welcoming spaces in a variety of settings and locations. And our multiple program formats, options for parents and special events, and adaptable class schedules extend reach while maintaining high standards for instruction and safety.

Franchisee support is central to the Kung Fu Kids approach. We provide comprehensive initial and ongoing training, site selection assistance, grand opening marketing guidance, field visits, and a confidential operations manual. With integrated technology and responsive communication, we give franchise owners the tools to operate confidently, grow with purpose, and build meaningful connections within their local markets.

Today's parents increasingly seek activities that nurture the whole child and fit the pace of modern family life. Martial arts has emerged as a natural choice and offers structure, focus, and opportunities for meaningful community ties. Wushu Central's Kung Fu Kids reflects this approach with a model designed for wide participation and lasting relevance in every market we enter.

WHAT SETS KUNG FU KIDS APART



Franchise ownership with Wushu Central's Kung Fu Kids places you at the forefront of a modern martial arts brand built on inclusivity and enduring values. Our business model is structured to provide you with comprehensive systems and ongoing guidance as we connect you with the structure and resources to help you assume leadership and set the pace within an expanding national market.

Here are just some of the core features that make Wushu Central's Kung Fu Kids an appealing choice for community-minded entrepreneurs who want to join a brand dedicated to helping children develop critical life skills and focused on your growth:

Diverse Revenue Streams

Group classes, special events, and merchandise give you multiple ways to engage families and generate income across different service categories.

Core Values for Life

Our curriculum emphasizes respect, perseverance, and leadership to help children build lifelong skills that resonate with parents and distinguish the program from recreational-only activities.

Inclusive Approach

We welcome students of all ages, backgrounds, and learning styles and foster a supportive environment that reflects the values of today's diverse communities and family structures.

Whole-Family Engagement

Parents value our structured curriculum and focus on personal growth, which helps strengthen retention, encourage involvement, and generate ongoing referrals through shared satisfaction and visible progress.

Scalability

Our streamlined systems, lean staffing model, and efficient footprint allow you to replicate and scale up your business across territories without sacrificing quality or consistency.

A Trusted Brand

Offer a program with decades of experience and national recognition, and which has earned the trust of families who seek consistent, high-quality martial arts education for their children.

No Martial Arts Experience Needed

Lead with confidence with in-depth instruction through on-site, online, and field-based sessions that cover curriculum delivery, operations, marketing, and team development from day one.

Strong Community Focus

Our model encourages local outreach, parent involvement, and event participation to establish each studio as a meaningful contributor to the well-being of its surrounding community.

Streamlined Operations

Hit the ground running with efficient staffing, space planning, and scheduling systems that support a smooth daily workflow and allow you to manage the business without unnecessary complexity.

These standout features position Wushu Central's Kung Fu Kids as a compelling option for entrepreneurs who want to build a purpose-driven business within a respected and forward-thinking franchise system.



INDUSTRY INSIGHTS: THE SURGING MARTIAL ARTS MARKET

The martial arts industry in general, and Kungfu in particular, are enjoying sustained national growth and have established themselves as a leading choice to promote character development and physical fitness. Here are key statistics that demonstrate this booming industry's potential.

6 Million Students: High Youth Participation•

Over 6 million kids in the U.S. actively participate in martial arts programs.

- The national martial arts industry serves an annual market valued at \$19.4 billion.
- Wushu training dominates the youth martial arts landscape, with more than 3.9 million kids in Kungfu programs nationwide.
- Increasing exposure to Kungfu in popular culture is building youth enthusiasm for the sport and positions the industry for continued growth.

Supporting Child Development

- Martial arts training has been shown to help kids build confidence, discipline, and other key skills they can use throughout their lives.
- Children as young as two can participate in martial arts training and are eager to engage in structured programs that foster development.

- Kids who participate in martial arts learning have been shown to improve motor skills and overall fitness and can see speed, agility, strength, flexibility, coordination, balance, and cardiorespiratory benefits.
- Martial arts training also supports social-skill development, from reduced aggressiveness to increased self-confidence and teamwork building.

Expanding Demand

- Community demand for effective martial arts training is high and getting higher, with robust attendance levels and increased participation from coast to coast.
- Children ages 7 - 12 are by far the largest age group participating in martial arts training in the U.S. and comprise more than 26% of total membership.
- Martial arts' broad accessibility and relatively low cost have helped establish it as a leading option for families across a wide range of economic backgrounds.

7.9% Accelerating Industry Growth

Over the past five years, the martial arts studio market in the U.S. has seen increasingly rapid expansion, averaging 4.6% annual growth nationwide. As demand for high-quality martial arts instruction continues to

build across the U.S., the industry is projected to see additional development in the coming years, with a compound annual growth rate of 7.9% through 2030.

The Future of U.S. Martial Arts

The martial arts industry is expanding, and Wushu Central's Kung Fu Kids is built to grow with it. As more families seek structured, values-driven programs for their children, our model is uniquely positioned to serve new communities through inclusive training, flexible formats, and meaningful local engagement.

Franchise ownership with Kung Fu Kids allows you to take an active role in shaping the future of your community. We equip you to deliver meaningful programs and back you with a trusted brand, comprehensive systems, and mission-driven support so your franchise can resonate with families and contribute to the long-term growth of a values-based business.

THE GROWTH POTENTIAL OF A KUNG FU KIDS FRANCHISEE



Wushu Central's Kung Fu Kids offers strong growth potential for franchisees entering the youth-focused martial arts and child development space.

A Market Primed for Continued Growth

Martial arts participation continues to grow nationwide as families seek structured, values-based programs for their children.

Growth opportunities include:

- Rising demand for youth enrichment programs
- Expanding awareness of martial arts as a developmental tool
- Underserved markets in suburban and secondary communities
- Year-round enrollment potential with school-year and seasonal offerings

Founder-Led Vision That Resonates With Families

David Chang's national martial arts background and hands-on leadership lend authenticity to the brand and give franchisees a clear mission, expert-driven curriculum, and values that connect with families seeking more than just a physical activity for their children.

Dedicated Territories and Stepwise Expansion Plans

Franchisees receive protected territories and enter a system committed to sustainable, regionally focused growth to avoid oversaturation and allow operators to develop strong community ties before expanding to new locations.

Layered Marketing and Enrollment Guidance

Kung Fu Kids supports franchisees with strategic marketing and enrollment systems tailored to drive awareness and grow student numbers.

Our support tools feature:

- Grand opening marketing plan and spend
- National brand fund and digital asset access
- Local lead generation guidance
- Ongoing enrollment and retention coaching

Recurring Revenue Through Long-Term Student Retention

The Kung Fu Kids curriculum encourages long-term enrollment by progressing students through multiple levels over several years.

Key contributors include:

- Age-specific programs that evolve with the child
- Structured advancement paths and belt systems
- Visible progress that reinforces commitment

- Family engagement tools that support continued participation

Expanded Revenue

Franchisees offer a variety of programs that serve families throughout the week and across life stages, and which position their franchise for growth.

Available offerings include:

- Group martial arts classes for multiple age groups
- Themed birthday parties
- Season events such as our Halloween Monster Hunt
- Evening enrichment like Parent's Night Out

Comprehensive Support

From initial site selection and launch planning to ongoing coaching, field visits, and marketing assistance, our support systems are structured to guide franchisees from day one and continue evolving as their business grows.

With a well-defined operating system, mission-driven support, and growing demand for youth-focused programs, Wushu Central's Kung Fu Kids offers franchise owners a strong foundation to expand their reach and impact.



WHAT DOES IT TAKE TO BE PART OF KUNG FU KIDS?

Franchisee Background

- Entrepreneurial individuals motivated to build a purpose-driven local business
- Passionate professionals focused on community, families, and youth development
- Minimum liquid assets: \$75,000
- Net worth requirement: \$375,000

Ideal Candidate Profiles

Martial Arts Athlete on a Mission

Practitioners who want to share their passion for discipline and character-building through a structured, community-based youth development business.

Former Teacher With Purpose

Educators seeking a new way to mentor children while running a values-driven business that supports personal growth and leadership.

Community and Business Leader

Professionals with local influence who want to launch a mission-focused business rooted in youth development and neighborhood engagement.

Parents Committed to Child Development

Moms or dads inspired to lead a business that empowers children and strengthens families through structure, consistency, and life skills.

Entrepreneur Seeking Community Impact

Driven individuals looking to build something meaningful by investing in a brand that helps children grow, learn, and thrive.

What We're Looking For

- Commitment to youth development and community engagement
- Strong interpersonal skills, especially in parent and customer relationships
- Willingness to be coached and follow established systems
- High level of personal integrity and work ethic
- Leadership mindset with a hands-on approach to early operations
- Passion for helping children grow through structure and values

Financial Requirements

- Total Investment Range: \$213,550 – \$396,800
- Liquid Capital Required: \$75,000
- Net Worth Requirement: \$375,000
- Franchise fee: \$50,000 (discounts available for qualified candidates)
- Initial term: 7 years with two 5-year renewal options

Professional Qualifications

- No martial arts experience required to own a franchise
- Ideal for those with leadership, teaching, or management experience
- Comprehensive in-person and online training provided
- Ongoing coaching, operations support, and marketing guidance included



STEPS TO BECOMING A KUNG FU KIDS FRANCHISEE



Step 1 : Start the Conversation

Reach out to our franchise team to explore the opportunity and learn what it means to bring Kung Fu Kids to your community.

Step 2 : Introductory Call

Connect with our team for a personalized discussion about your background, interests, and how our mission aligns with your goals as a potential franchisee.

Step 3 : Submit Your Application

Complete the franchise application so we can begin a mutual review process and determine if we're a strong fit for one another.

Step 4 : FDD Review

If approved, you'll receive our Franchise Disclosure Document, which outlines key details about the model. We'll walk through it with you and answer any questions.

Step 5 : Attend Discovery Day

Visit an operating Kung Fu Kids studio, observe the program in action, and meet our leadership team to better understand the brand culture and systems.

Step 6 : Finalize Your Agreement

Once you're confident in the fit, you'll sign the Franchise Agreement and officially become part of the Kung Fu Kids franchise family.

Step 7 : Begin Training and Onboarding

Take part in a comprehensive training program that covers everything from site selection to curriculum, business systems, and marketing preparation.

Step 8 : Open Your Doors

With our team by your side, launch your location, build connections in your community, and welcome your first students into the studio.

Step 9 : Build Your Business and Connect With Your Community

Focus on long-term growth by enrolling students, building lasting relationships, and positioning your studio as a trusted resource for local families, with our continuing support.





JOIN WUSHU CENTRAL'S KUNG FU KIDS

Join a Business Dedicated to Inclusive, Values-Oriented Child Development

Wushu Central's Kung Fu Kids offers a dynamic opportunity to build a values-driven business that brings structure, confidence, and leadership to children in your community. Our time-tested model, strong training systems, and curriculum that resonates with families gives you the tools to step into ownership with clarity and purpose.

As the martial arts industry continues to expand and families seek high-quality, character-building experiences, Kung Fu Kids stands out for its mission-driven approach and franchisee-focused support. Now is the time to align your goals with a brand built to serve and grow.

Franchise ownership with Kung Fu Kids offers a direct path to meaningful community connection and long-term growth. You'll lead a purpose-driven business that brings families together, supports childhood development, and reflects your commitment to making a difference.

Ready to Learn More?

Opportunities in youth enrichment are expanding, and Wushu Central's Kung Fu Kids franchise is custom-built for leaders ready to grow with a mission-driven brand. Reach out to explore how our business model aligns with your goals and community vision.





CONTACT US TODAY



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Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward community engagement and values-oriented business growth with Wushu Central's Kung Fu Kids.

