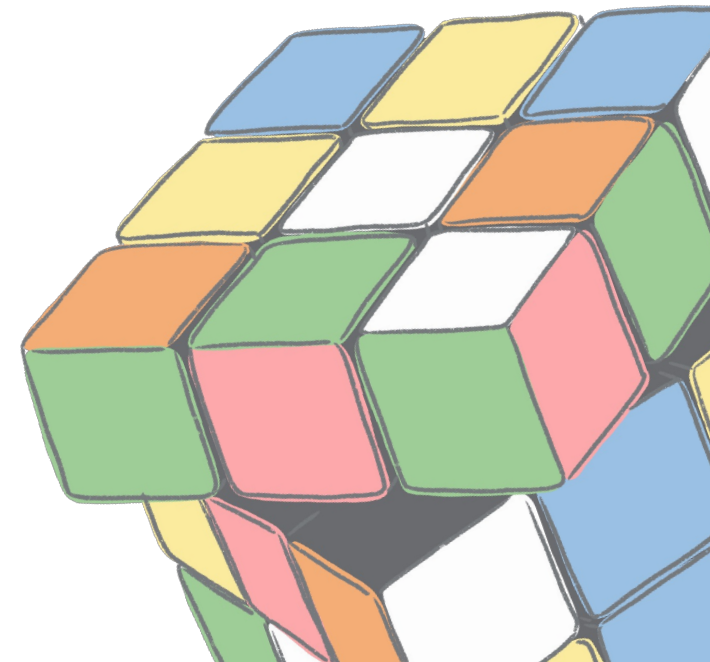


ERNO'S CUBE™

Franchisee Manual

Updated September 2023



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A BIT ABOUT US

Erno's Cube was set up to challenge the perception that only a select few can solve the cube – known to be one of the world's most challenging puzzles

After years of research and development, we honed the simplest methodology with novel notation and a story-based memorisation technique to show that, in fact, anyone can solve the cube.

But what's so interesting about the cube anyway?

Invented in 1974 by Hungarian Professor, Erno Rubik, the cube has built a long-standing reputation for being intellectually challenging. As a result, there's a lot of kudos associated with being able to solve it – a skill that even appears on CVs!

It's credited with being a great way for kids to start exploring the world of science, technology, engineering and maths ("STEM"), as it requires logical reasoning and sequences to solve.

Lesser-known are its mindfulness benefits. As an engaging and tactile toy, the cube is a brilliant alternative to screen-time. It teaches patience and concentration, helping children to take their minds off worries and anxieties.

And for those with a competitive streak, speed cubing has become a major "sport", whether that be racing to solve it alongside other kids or recording your personal best, building confidence along the way.

Our cubing club is all about bringing these benefits to as many children as possible.

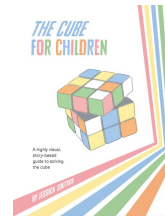
TRADEMARKS, PRODUCTS & IP

We've spent years developing our product suite and approach to achieve our mission of giving every child the chance to become a solver

ERNO'S CUBE

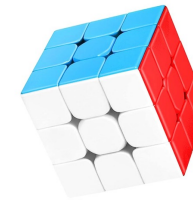
Erno's Cube Trademark

The "Erno's Cube" trademark (pending) represents a brand of cube that is accessible and designed for children



The Cube for Children Book

Our book follows our clear and simple, step-by-step method for solving the cube, with unique notation and story-based memorisation technique



The Erno's Cube

Our sustainably packaged, 3x3 cube has a smooth and flexible mechanism, making it forgiving on turns and perfect for little hands



Video Tutorials & Know-how

We spent years developing and refining the methodology and techniques for children. We pass this knowledge on to you through our online tutorials and on-hand support

Purchased or accessed via our Online Portal

OUR SYSTEM & APPROACH

We operate clubs and workshops in which children learn and practise the Erno's Cube

- Workshops centre around solving the Erno's Cube using our core methodology as set out in The Cube for Children book and our Tutorials available via the Online Portal.
- Our 4-part methodology comprises:
 - **Part 1:** Getting to know the cube including different pieces, layers, moves and sequences.
 - **Part 2:** A 7-step method for solving the cube, for children who do not know how to solve it.
 - **Part 3:** A story that is used to memorise the method, which we recommend introducing once the children are comfortable with the method. Some children may find this more helpful than others depending on how they learn and internalise information.
 - **Part 4:** Practising sequences to build muscle memory and develop a deeper understanding for how the sequences move pieces around.
- Where children already know how to solve the cube through an alternative methodology, alternative activities are recommended, for example, helping to teach other children, practicing their personal best, memorising it, exploring the 2x2 cube or 4x4 cube (which are not yet part of our Product suite).
- If you would like to introduce alternative or complimentary products or services, **permission should be sought from Erno's Cube in advance.**

CLUB STRUCTURE 1/2

PREMISES

Clubs and workshops typically take place in libraries, classrooms or school halls **on school premises either before, during or after school**, but may also take place on alternative premises and/or on weekdays and during school holidays.

Franchisee's must ensure that premises provide a **safe, appropriate and welcoming** environment for children.

ATTENDEES

Sessions should be for a **maximum of 20 children per tutor**, unless otherwise approved by Erno's Cube, and at all times an appropriate number for the premises used.

Key Stage	Years	Age	Comment
KS1	1 & 2	7 - 11	Clubs may include children from KS1 or be exclusive to KS1 but must be adapted accordingly, i.e. smaller class sizes and sufficient support
KS2	3, 4, 5 & 6	5 - 7	Clubs are typically aimed at KS2
KS3 and 4	7+	11+	Clubs may include KS3 or 4 children but should be adapted accordingly

CLUB STRUCTURE 2/2


PRICING & PRODUCTS

- Franchisee revenue is derived from the **sale of workshop places** to the parents or guardians of the children attending, or from the school if they are funding the club.
- The price charged for a one-hour workshop place must be **between £8 and £15** (including VAT) unless otherwise approved by Erno's Cube.
- Franchisee's must provide each child with the following products purchased from Erno's Cube:
 - **The Cube for Children book**
 - **An Erno's Cube**
- We recommend that franchisees hold spare stock of books and cubes in case children forget to bring these items with them.

OTHER EQUIPMENT

- Further products developed by Erno's Cube may be made available for purchase from time to time. The use of 3rd party products, such as the 4x4 cube, must be approved by Erno's Cube in advance.
- Laptops and tablets may be used to show children our tutorial videos if desired, or to play music provided appropriate in age. Timers may be used to record "personal bests" or for competitions.

SESSION PLANS & ACTIVITIES



Sessions are designed to cater for varying ability levels of children and areas they may wish to focus on

Our sessions are designed to be fun and flexible. While our aim is to teach children to solve the cube, our sessions shouldn't feel like "just another lesson"

Our primary goal is to help the children to **engage in the benefits of the cube** – to explore their curiosity, give it a go, learn how to fail, be proud of what they achieve and have fun along the way.

Our book serves as a **standalone self-taught guide**. Tutors therefore play the role of support and encouragement, giving children tips and helping them when they get stuck. Our video tutorials can also be used as a teaching aid.

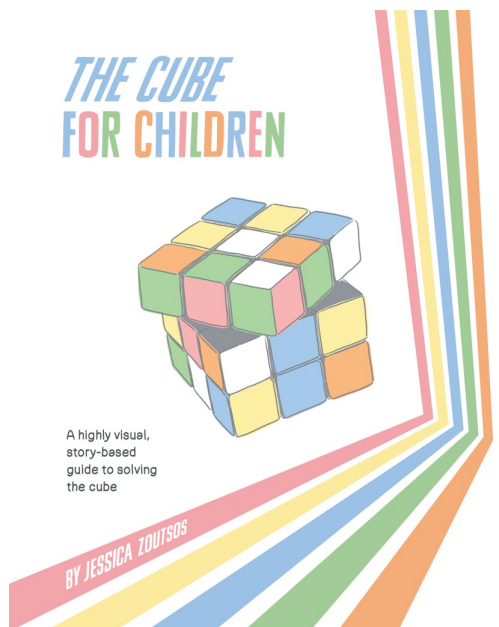
Sessions can be tailored to suit a range of personalities and capabilities – the cube can be practiced as a **solo activity**, in **pairs or groups** working together, or **competitively**.

Early sessions are likely to entail independent learning – allowing children to work through our 4-step process with the book and support from the tutor. They may do this **Independently, with a friend or in groups of similar ability level**.

Those comfortable with solving the cube or with prior experience can be supported in getting quicker, participating in mini competitions, or teaching beginners. They may also wish to explore the 4x4 cube or see if they can use similar logic to solve the 2x2 cube.

CORE ACTIVITIES

Our core activity is in supporting children to explore and learn the cube at their own pace, utilising the book and with guidance from tutors



Part 1 - Getting to know your cube

- Using Part 1 of The Cube for Children, learning about the faces, layers, moves and sequences.

Part 2 - Solving the cube

- Learning the 7-chapter method for solving the cube using Part 2 of The Cube for Children
- We recommend that sessions should allow children to move at their own pace

Part 3 - Memorising the cube

- Memorising the 7-chapter method using Part 3 of The Cube for Children, which follows a treasure hunt

Part 4 - Building muscle memory

- Mastering the sequences and speeding up using Part 4 of The Cube for Children

OTHER ACTIVITIES

We also include activities for children at all ability levels.



Personal Best & Leaderboard

We set up a cubing timer so that children can record their personal best and secure a place on the leaderboard



Explore & Imagine Area

We provide 2x2, 4x4 and other related products for children to explore and test their skills



Mini Competitions

Children can go head-to-head to see who can solve the cube fastest or take part in a time-challenge (e.g. solve within 10 minutes)



Show & Tell

Children can show off a specific part of the methodology they have learned by heart, or their solving skills

TRAINING FOR TUTORS

Franchisees are responsible for sourcing and training tutors and should ensure all tutors are appropriately prepared for hosting a club or workshop

INITIAL TRAINING

Before hosting any workshops, tutors (employees or contractors of the franchisee) must:

- Read The Cube for Children book
- Watch the tutorials provided on the Online Portal
- Be comfortable with the approach used and be able to solve the cube.

ONGOING TRAINING

Tutors should make use of The Cube for Children book and/or the materials on the Online Portal on an ongoing basis as required to maintain a high standard of workshops, including addressing areas of difficulty for children.

The Support section of the Online Portal should be used for any specific queries or where help or guidance is needed.

PROMOTION & ADVERTISING

We work collaboratively to promote our brand and clubs

- Please make use of the templates provided on the Online Portal, including Club Flyer.
- If you wish to provide your own materials, please use the branding, logos, fonts and images provided.
- “TM” should be included next to “Erno’s Cube” to represent the pending Trade Mark.
- If you would like us to promote your club on our central social media accounts, please contact us to discuss.

GETTING IN TOUCH

For questions or queries, please reach out to us

team@ernoscube.com