



Ariodante

BESPOKEN LUXURY EXPERIENCES

FRANCHISEES
BROCHURE - 2019



◆ INTRODUCTION	
◆ OUR PHILOSOPHY	
What we believe in	4
Our unique approach	5
Competitive advantage	6
◆ OUR HISTORY	
How it all started	8
The founder	9
Our uniqueness	10
◆ FRANCHISEES	
Ariodante's strategy	13
Opportunity	14
Setting-up and support	16
Day to day business	17
◆ JOIN US	19

Discover Ariodante and what makes us unique in the luxury travel sector and become part of our world by becoming one of our franchisees that shape our catalogue of outstanding experiences and services.

*A*lthough luxury travel services is a very competitive market, traditional businesses haven't embraced new trends and only offer traditional travel packages not suitable for the modern high-net-worth customer.

Travellers have to handle several bookings and rely on many services from independent providers who may not be able to provide exclusive products.

For the past few years, companies such as Airbnb and many private agencies have started developing "experiences" to allow a meaningful and inclusive approach of travelling. Yet, all those services are not suitable for those looking for exceptional and often complex exclusive experiences.

Ariodante is the first bespoke luxury travel experience company in Europe focusing on the Arts and Culture sector.

A sole provider where travellers can easily book unique experiences from our catalogue to craft the unique trip they want.

Arts & Culture

A unique catalogue of services to go beyond our customers' dreams, designed to provide them access to locations not usually accessible, always with an outstanding service.



Uniqueness

At Ariodante we believe the ultimate luxury lies upon what can't be measured. It is quality time, dazzlement and meaningful moments who can remain forever. This is precisely why, from the very beginning, we've done all in our power to bring this to our clients.

Our aim is to create and deliver the most exclusive and meaningful experience for travellers seeking something really unique.

Unlike many experiences providers or luxury travel agencies, we do not offer rigid package or experiences available elsewhere.

Each experience in our exclusive catalog brings countless experts and providers together with a monument, a museum, a theatre or even a city. This is what allows Ariodante to propose the most exclusive experiences in the market, tailored for the most exquisite travellers.

Our unique catalogue goes beyond our customers' dreams and it's designed to provide them with access to locations not usually accessible. We can take our clients to visit the backstage of an opera house, inaccessible parts of a monument or even behind the doors of normally closed rooms, and this without neglecting any single detail.





Exclusiveness is Ariodante's key word.

It's what drives our challenge to put together the most refined experiences catalogue in order to offer something new and outstanding to our clients.

Our catalogue is articulated around eight themes: Art & Culture, Music & Opera, Romantic, Adventure, For Women, For Kids, For Adults and Outside the City. In addition, we offer countless complementary services to match the requirements of our international clients.

We can organise for example a visit to Versailles taking our clients into unaccessible rooms, behind the great appartements visited daily by thousands of tourists and even organise a private visit of the palace in the evening with a souper in the majestic apartments of Louis XIV.

We can take our clients on a helicopter ride above Barcelona before visiting the Sagrada Familia with a world-expert in Gaudi's work, or to the Palau de la Musica including the visit of the backstage, and any other experience that is simply not usually open to tourists.



A private visit of the Louvre to discover the treasures of the museum without any crowd and enjoy walking through the palace of the kings of France.

*W*hile most of tourism services providers simply propose visiting famous buildings, we at Ariodante take our clients into a meaningful journey through art.

While relying on renowned experts and museum curators to talk and guide our visits, we also have a close relationship with world-class cultural institutions where we take our clients thanks to our active involvement in their funding strategy. This is how Ariodante can really make a difference for the culture and arts institutions we support.



We also support many contemporary artists by bringing art collectors to their atelier or gallery, thereby facilitating a meaningful collaboration between them.



Our History

How it all started

*E*very thing started in 2018 while Ricardo Araujo founder of Ariodante was running an experience on AirBnB for people wanting to learn (and often even discover) about classical music.

In March 2018 he met with a couple from Boston and they asked him to do for them the same experience he was doing with AirBnB but in the Royal Opera House. It was Ariodante's birth.

Since then, several high-net-worth clients started contacting him and then recommending him to their friends and relatives to explore London and other cities in a whole new way.

From visits of the backstages of Opera Houses, theatres, museums and monuments to sometimes more special visits, Ricardo start creating his company and all the procedures to make it successful.

By the end of 2018, he decided to step down a bit in order to improve his services and set things right to be able to expand his business as an international franchise.

With a proven track record and a significant turnover, Ariodante is now embracing a new chapter of his young history by opening new destinations all over Europe and the Mediterranean sea in order to become a leader in luxury travel services.



The Founder

Ricardo Araujo is an entrepreneur with passion who has a clear understanding of the world of arts and culture due to his background.

From a family of politicians, diplomats and most of all artists, Ricardo became a classical musician (composer, pianist and conductor) starting an international career at the age of 16.

As a conductor he has worked with several of the most prestigious orchestras in Europe but he has been involved as well in education and several charities.

As Artistic Director of an international Opera House and then 2 Orchestras, Ricardo understands how artistic institutions struggle with their funding and how important it is for them to reach new donors able to support their work.

Since creating Ariodante, this has been the cornerstone of his ambition: To bring together cultural institutions, artists and philanthropists while giving to his clients a truly meaningful human experience.

- Everyone can visit museums or monuments. Many can even pay to close a historic building and be alone there but how many people can truly have a real meaningful experience after their visit? What really matter is the people we can meet, their stories, their passion. The real luxury is what can't be bought but instead shared. -

Ricardo Araujo



*F*rom the very beginning in Ariodante's History opera houses museums and palaces have represented the biggest share in the experience catalogue.

We open for a client the doors of the Paris Opera House and arranged a VIP visit of all the places that are usually inaccessible to normal people. We arranged for their car to drop them just at the entrance. There they were welcomed by one of the curators of the Palais Garnier and by a senior administrator of the Paris Opera House.

During the visit, the clients were able to visit not only all the public spaces but also some secret parts of the building, among them the famous water-tank under the building who inspired Gaston Leroux his legendary character of the Phantom of the Opera.

From the "foyer de la dance" behind the main stage and the "cabestans" room fifteen meters below that same stage to discover all the 10th century machinery of the theatre, we took them to visit the costumes workshops and then up to the roof to enjoy the breathtaking view of Paris.

Although this was already something unique, we wanted to make the visit even more memorable for our clients and for that, Ricardo Araujo's insight as a professional conductor (having worked in that theatre) was a key factor.

This was not only an interesting and great visit but also a meaningful human experience allowing our clients to meet some incredible people and share the passion of those who make this theatre a living place.



Art & Culture

For opera fans, discovering how the theatre works, its history and people can be one of the most amazing and fulfilling experiences ever.



Adventure

Meeting extraordinary people is always one of the most amazing live experiences and this is why at Ariodante we focus so much on this aspect.

We believe the most meaningful moments of our lives comes from people and what we share with them. In all our experiences we always do our best to bring to our clients exactly this: a human experience.

We have for example organised a private dinner for a family of four in a Michelin stars restaurant where the chef was there, cooking for them and and the chef sommelier was choosing the right wines for each course according to what the chef was creating.

This was of course an amazing and unique evening for our clients where they were able not only to speak with those amazing 'artists" but also to learn (the chef gave them many cooking tips) about their passion and artistic universe, all that in a private and normally inaccessible place.





Franchisees

Ariodante's Strategy

Our current goal at Ariodante is to expand our catalogue to all the countries in Europe and the Mediterranean sea by having a local and an autonomous agent in each region able to create new experiences fitting our high-quality standards.

Our unique business model is based on a network of franchisees all working together so that new clients can then travel within our regions to try other great experiences with the same outstanding service.

As we operate in a really niche market we have tailored our model to take advantage of our franchises to expand our offer while maintaining the best quality possible.



We want our franchisees to have a deep knowledge of their region as well as the local culture and a capacity to create and expand a large network of contacts able to help us create the best experiences possible.

Each franchisee has the exclusivity of the region or country they sing for and operates his business autonomously while enjoying the great benefits of being part of a solid network able to help him grow from the very beginning.



Opportunity

Today, the luxury sector is rapidly expanding and new trends keep constantly arriving.

Travel operators however tend to apply the same patterns to their packages even when addressing wealthy individual clients. Clearly this is not suitable for those who really want something upscaled.

Ariodante operates in a really niche market, not only because we target a highly profitable market share of high-net-worth individuals able to spend more than £15000 a day but we focus on individual interested in arts and culture.

Although this might seem extremely niche, it's precisely what makes Ariodante's strength. Our clients look at us to find what they can't find elsewhere, and therefore, remain with us.

By becoming a franchise, Ariodante seeks to leverage its uniqueness and offer to its clients a wide experiences catalogue covering all Europe and the Mediterranean sea so our clients will remain with us in order to explore all the amazing experiences we've created for them.



*L*ooking ahead, Ariodante decided to change how it use to operate. From an exclusive travel specialist Concierge service, we are now moving towards a wider model where clients from all over the world can find us and work with us.

Therefore, there is now a unique opportunity for ambitious entrepreneurs willing to join Ariodante and become one of our franchisees as we will be giving an important discount on the franchise entry fees, support and training as well as a discount in the monthly fee we charge for the systems and administration.

With a total investment ranging between £7,630 and £15,720^[1] franchisees will be able to become profitable within the first year and rapidly grow their business.



[1] 30% discount on entry fees already applied

Setting-up and Support

When joining Ariodante as a franchisee you will become part of a real network to help you set-up and then expand your business quickly

After familiarising yourself with our Manual for Franchisees, we will schedule some online meetings to help you step by step setting up your business and then Ariodante's founder will travel to spend at least a full day with you helping you to create your first set of experiences.

Once your first experiences are on Ariodante's website we will start advertising them for you and promote them in our social media so we can generate tracking for you.

Financial terms & investment.^[1]

- **Entry Fee:** Between £8,960 and £17,500 ^[2]
30% discount will be applied to the first 10 franchisees
- **Training & Support:** Between £2,200 and £2,700 ^[2]
25% discount will be applied to the first 10 franchisees
- **Monthly Fixed Fee:** Between £1720 and £3,350 ^[2]
10% discount will be applied to the first 10 franchisees
- **Advertising and PR:** 3% to 4% of the turnover
- **Royalties:** 8% of the turnover

^[1] Exact amounts depend upon the region/country. It is possible to hold more than one region but additional conditions will apply.

^[2] Special cities/regions such as London, Paris, Rome and Vienna have a higher entry fee as well as a training and a monthly fee due to their exceptional potential.

As one of Ariodante's franchisees you will receive all you need to setup your business and start getting clients rapidly.

Among other things you will get:

- Our bespoke bookings and clients management software.
- Software licenses for 2 people (or more if requested) and email addresses.
- Full training both online and 1 to 1 to help you create your catalogue.
- Full and constant support to run your business.
- Online advertisement (PPC), social media exposure and global PR.
- Full payments processing for providers.

Day to day business

*O*ur franchise model is designed to help all of franchisees to run their business smoothly by releasing them from time-consuming aspects of every business so they can dedicate themselves to what really matters: our clients and our catalogue.

Our clients use Ariodante's website to find the experiences they like and then request a full proposal. Our system is therefore designed to allow clients to search among all our franchisees catalogue and then, once a request is made, the relevant franchisee receives an alert with what the client wants.

By centralising the sales process it allows us to also centralise advertisement and PR in order to maximise all our franchisees' exposure.

We also centralise all the payments process so franchisees don't need to waste valuable time and resources dealing with payments to providers for each experience they sell.



A scenic view of the Pont-Neuf bridge in Paris at sunset. The bridge's ornate stone arches and balustrade are visible, with several street lamps along its length. In the background, the city skyline is silhouetted against a warm, golden sky. Two prominent towers with statues on top are visible on either side of the bridge. The text "Join Us" is overlaid in a white, elegant cursive font, underlined, in the lower-left quadrant of the image.

Join Us



Join Us

*A*riodante is pleased to welcome new talented and dedicated Franchisees who want to challenge themselves and become part of a dynamic and passionate luxury company by helping us expand our catalogue and offer.

If you wish to apply to join us and become a franchisee, please click on the link below and complete the form. We will come back to you shortly to have a chat and start the process if we feel you can be a good match for us.

[Application Form](#)

Uniqueness, Exclusiveness and meaningful unforgettable moments, this is what Ariodante creates for it's clients and today, you could become one of our Regional Managers and be at the heart of all this.

Ariodante

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