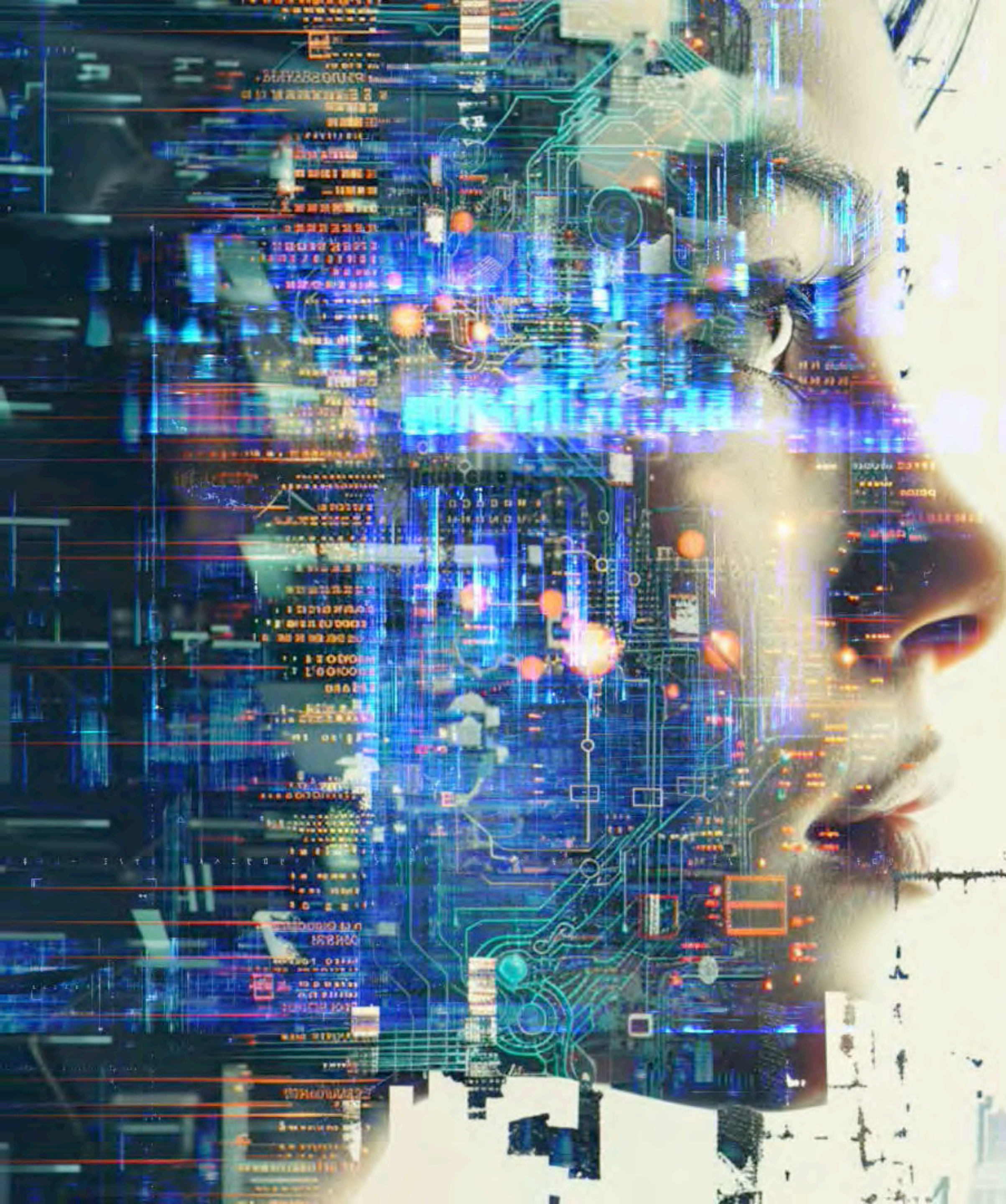


A woman's profile is shown in a light, ethereal style, facing right. Overlaid on her face and the background is a complex, glowing digital circuit board pattern in shades of blue, green, and orange. The circuit lines and nodes are intricate, suggesting a high-tech or artificial intelligence theme.

**EMERGING
FRANCHISOR
CONFERENCE**

Future Point of View

Smarter, Faster, Leaner: Leveraging AI as
an Emerging Brand's Competitive Advantage

Amplify Your Brand

Scott Klososky



"Organizations that don't act today may find it twice as difficult to act tomorrow, courage comes from seeing the future and course-correcting today, instead of waiting for when you have no other choice."

- James Wilson, Accenture Research

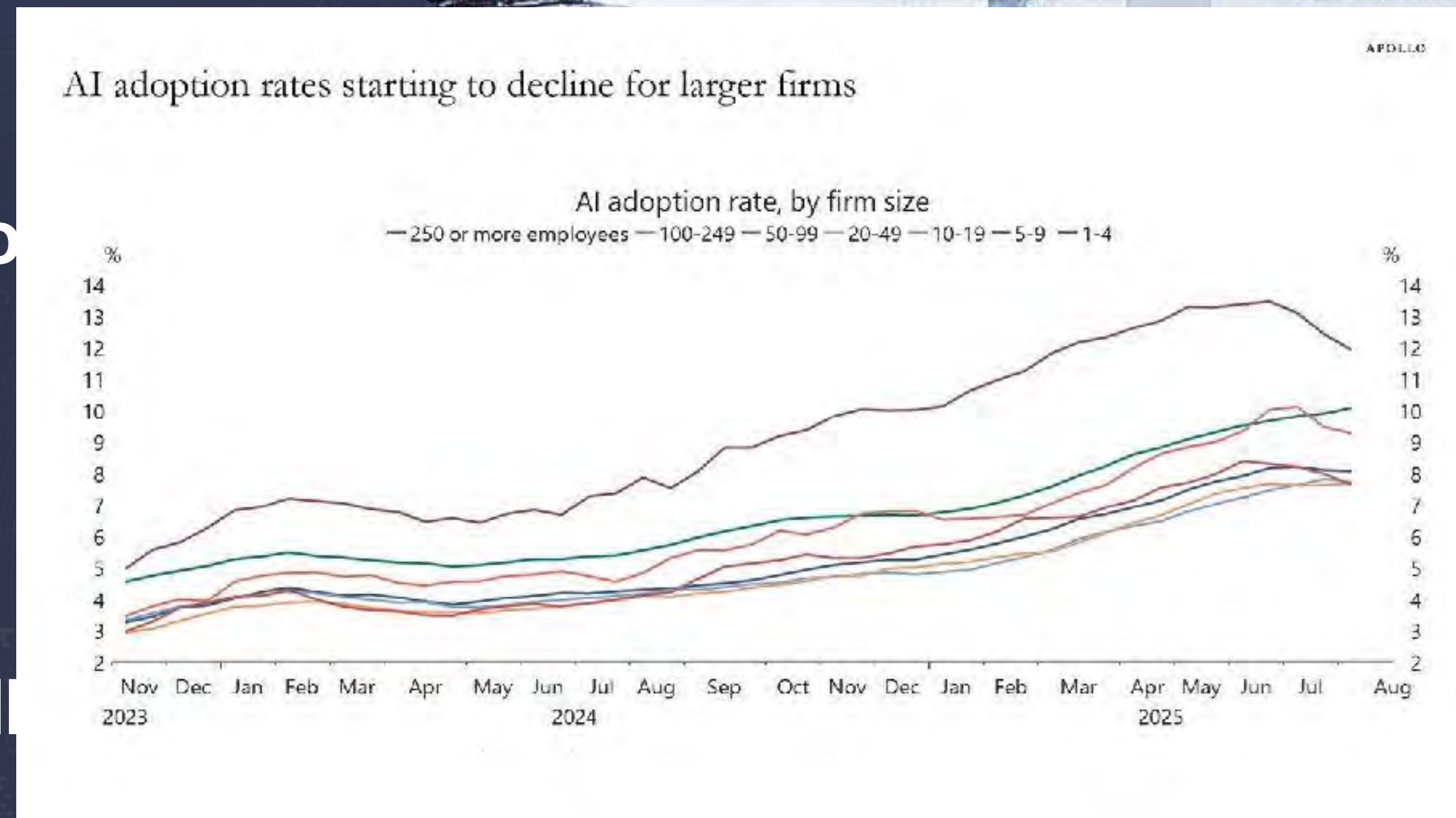
This wave is like a combination of building the railroads and the industrial revolution

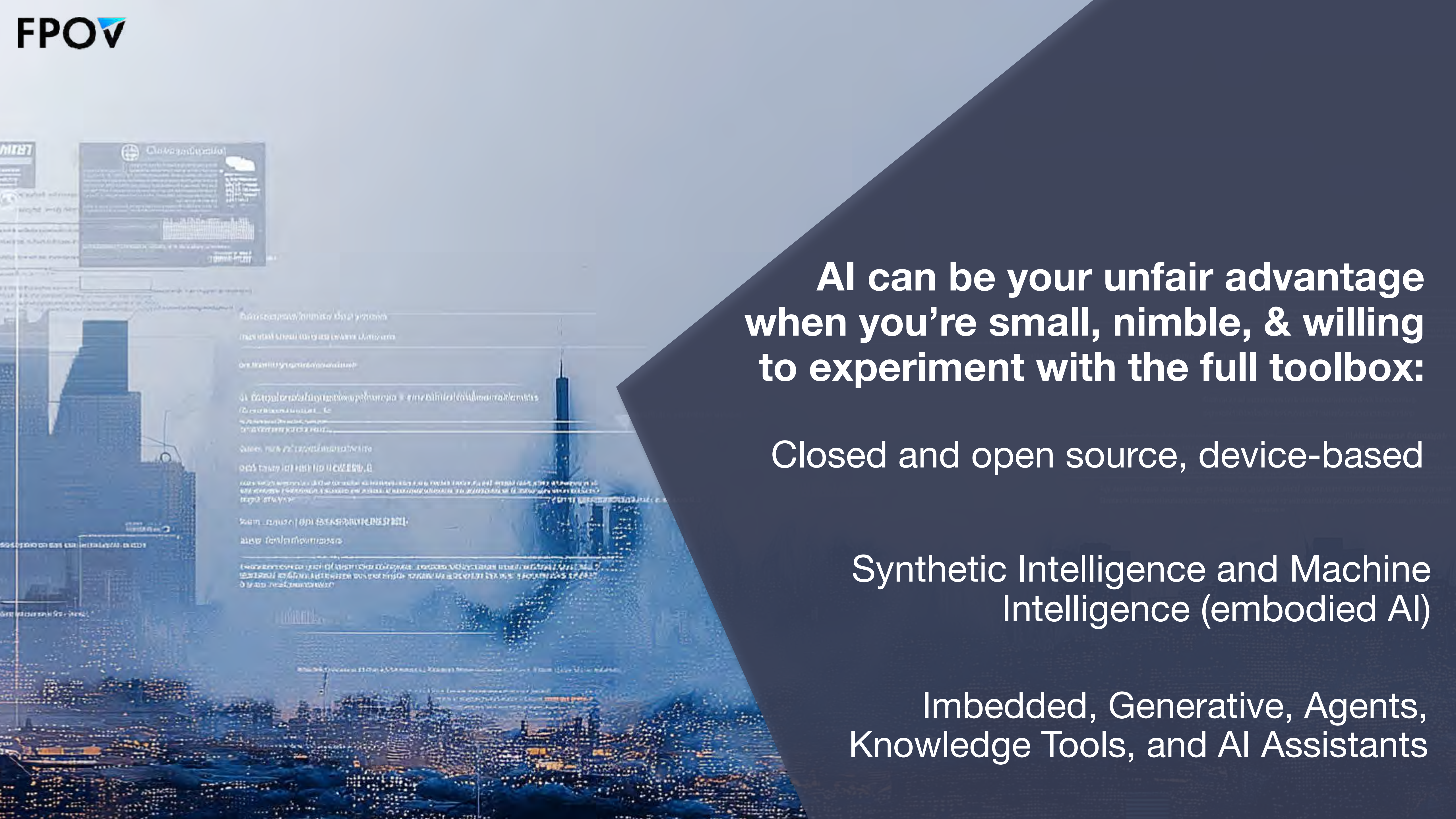
It is gaining power faster than any other technology and with a lower expense ratio

Creating AI Users, Makers, Developers

Anyone can self-learn how to use this tool

Large and small organization are moving the fastest with adoption at the moment





**AI can be your unfair advantage
when you're small, nimble, & willing
to experiment with the full toolbox:**

Closed and open source, device-based

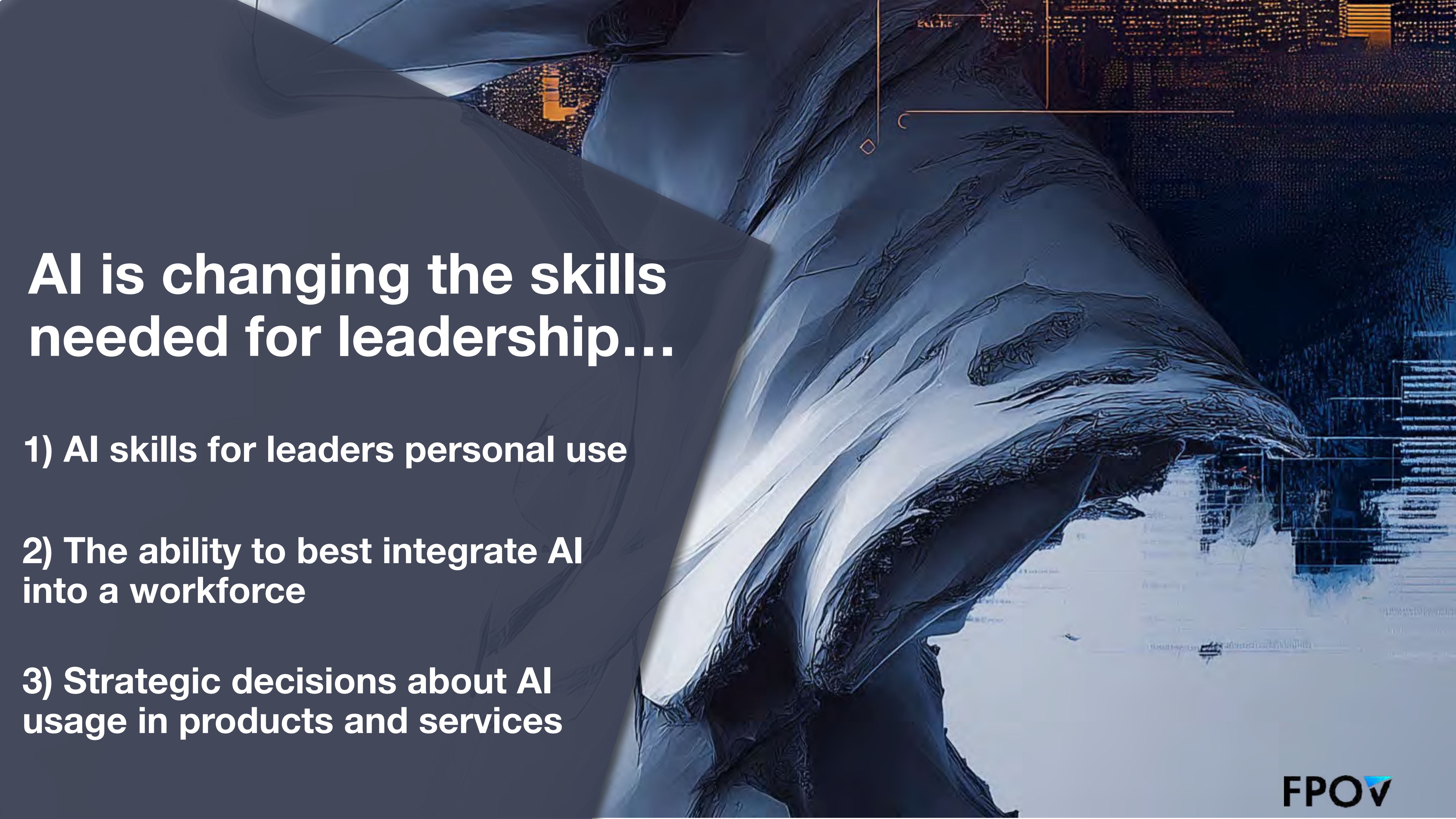
Synthetic Intelligence and Machine
Intelligence (embodied AI)

Imbedded, Generative, Agents,
Knowledge Tools, and AI Assistants



**We now have the ability to
“manufacture” intelligence**

**And we will build different “flavors” e.g. AGI,
*Superintelligence, Industry Focused, Embodied,
Surveillance, Fast & Slow Thinking***



AI is changing the skills needed for leadership...

- 1) AI skills for leaders personal use**
- 2) The ability to best integrate AI into a workforce**
- 3) Strategic decisions about AI usage in products and services**



Where do you feel the most pain today?: marketing, ops, franchisee support, or customer engagement

THE AI OPPORTUNITY FOR EARLY-STAGE FRANCHISORS

Consumer expectations will quickly involve their providers using AI tools to help with the customer journey

MACRO AI TRENDS

AI tools are quickly evolving business operations to be more efficient, faster, higher quality and more automated



Franchise Intelligence



Automated
& Programmed

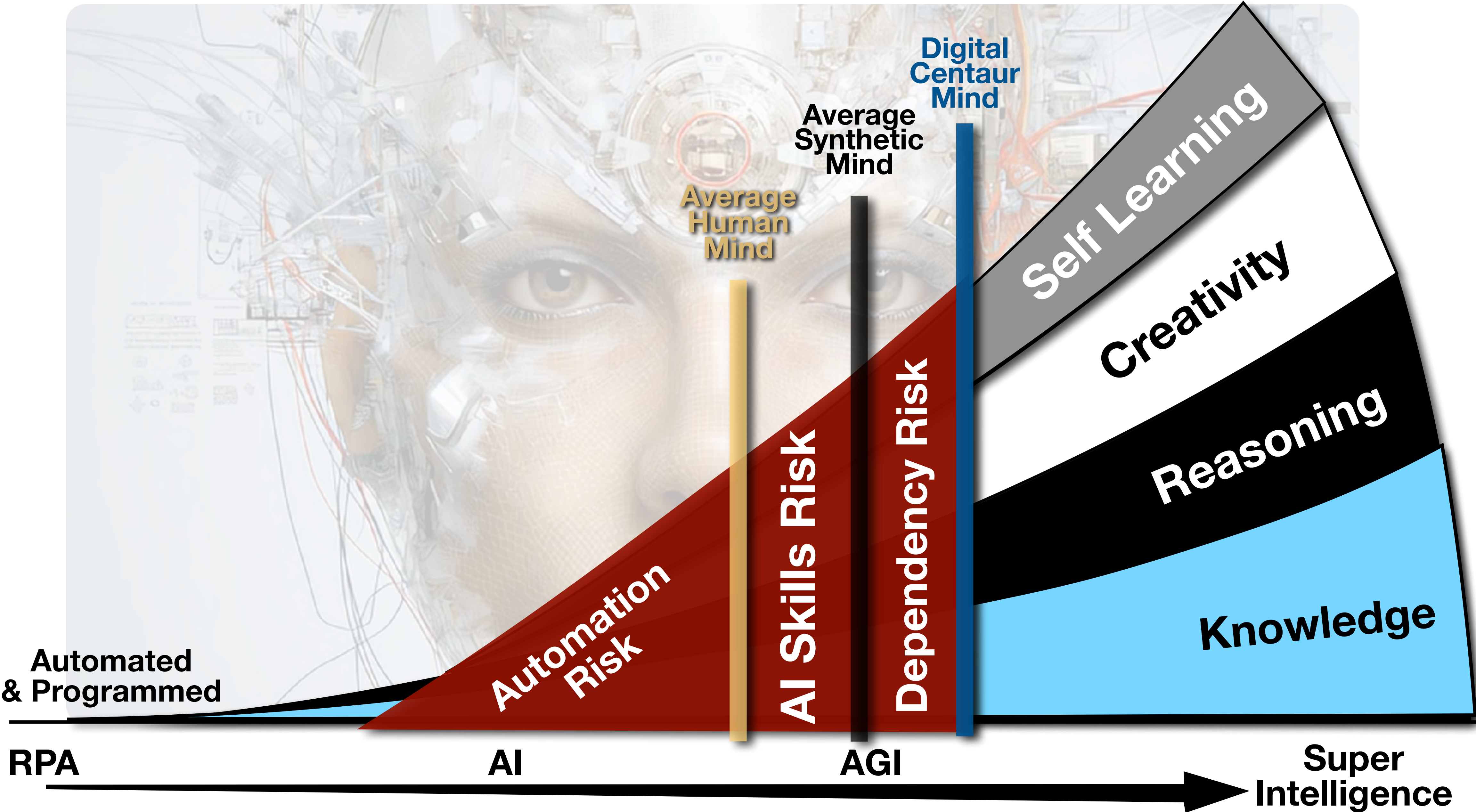
RPA

AI

AGI

Super
Intelligence

Franchise Intelligence



AI Strategy Bell Curve (Maturity)

Lost Opportunities

- Financial Performance
- Efficiency/Automation
- Job Satisfaction
- Decision Making
- Franchisee Growth
- Customer Experience

30% **AI Laggards**
Still defining policy & risk control, licensed Copilot at a small scale and have done no real AI education

The Herd 60%

Usage encouraged, wider adoption of imbedded AI, a few POC's developed, little AI education provided. An ad hoc AI team in place

Opportunity Zone

Amplify Profits
Grow Faster
Create equity value

AI Elite
10%

Operationalizing many AI tools, full usage of imbedded AI, a fully functioning AI team, AI innovation program is in place with budgets to support it

Verlo Mattress, a boutique mattress franchisor with ~42 franchisee-owned stores

The Challenge: Compete locally against big-box and national mattress brands with limited marketing staff per location.

What they did with their AI tools:

- Adopted an AI tool to centralize brand-approved content while auto-localizing execution at the store level—covering local SEO, social, reviews, listings, & local pages.
- Used a social Agent to provide templated, localizable social posts each franchise can schedule weeks ahead; AI helps tailor per-location content.
- Turned on an AI-assistant to review responses for each store (tone/brand-safe replies) and speed up local engagement.
- Layered hyper-localized paid campaigns so each store runs geo-tailored ads with centralized control.

Measured impact (reported):

- +74% Facebook post engagement QoQ after rolling out an AI workflow.
- Review response time cut by 29 hours within two weeks using AI-assisted replies—improves local visibility and conversion signals.

Why this is truly “hyperlocal”:

Each franchise location gets AI-assisted, neighborhood-specific social content, review replies, search visibility (local pages/listings), and ads—while HQ controls brand guardrails. **That combination lets a ~40-store system show up like a national player in each trade area without staffing every store with a marketer.**

Practical Use Case Harvesting

1) What is a Pain Point that you would like to improve?

2) What is the AI solution and which AI tool or platform should you use?

3) What are the measurable results: Captured hours, competitive impact, customer experience, employee joy?

Marketing and Franchise Development

Localized Content Factory – Auto-generate SEO pages, landing pages, and ads tailored to each territory (neighborhoods, landmarks, local FAQs), all within brand guardrails **Result:** *More views & interaction with less time invested*

Lookalike Prospecting Engine – Use AI to find people who “look like” your best owners across LinkedIn, professional associations, the internet, and local business registries. **Result:** *Higher close rate for less money*

Scenario-Based Readiness Assessment – An interactive AI interview simulates day-one realities (staffing crunch, local marketing plan, cash-flow hiccup), scores responses against a rubric & produces a “readiness” report. **Result:** *improves success rate*

Pain Point → AI Solution & Tool → Measurable Result

Operations and Cost Control

Predictive scheduling, inventory optimization – AI tools are great at complex reasoning across a large number of variables. **Result:** *Hours captured and better decision making with predictive analysis*

Franchisee Visit AI Tool – Gathering data from the field is always a challenge. Not anymore when a field rep can just “talk” to an AI tool to plan and report. **Result:** *Much higher levels of data gathered and better discussion with franchisees*

Franchisee Performance Oversight AI – An AI surveillance tool can monitor many streams of data at once. This provides much more insight into the drivers of success. **Result:** *A much better real time understanding of drivers for unit economics*

Pain Point → AI Solution & Tool → Measurable Result

Franchisee Support

AI-powered training (personalized learning paths) – Interactive AI tools can be used to train on processes, new products, new market dynamics. **Result:** *This will improve knowledge transfer quality, speed, and cost*

Franchisee Data Analysis System – An AI tool that allows franchisees to “talk” to their data in order to gain faster and new insights. **Result:** *Franchisees will have much more awareness of performance and the reasons behind it*

AI Franchisee Onboarding System – The AI program will provide a real time engine of training, tasks to do, requirements, and achievement goals **Result:** *Lowest the investment in a very labor intensive process for the franchisor*

Pain Point → AI Solution & Tool → Measurable Result

Customer Experience

AI-Driven Personalization & Loyalty – An AI platform can be assembled to “Know” prospects and customers and communicate with them specifically. **Result:** *This allows local customization and an automated touch point system that seems human*

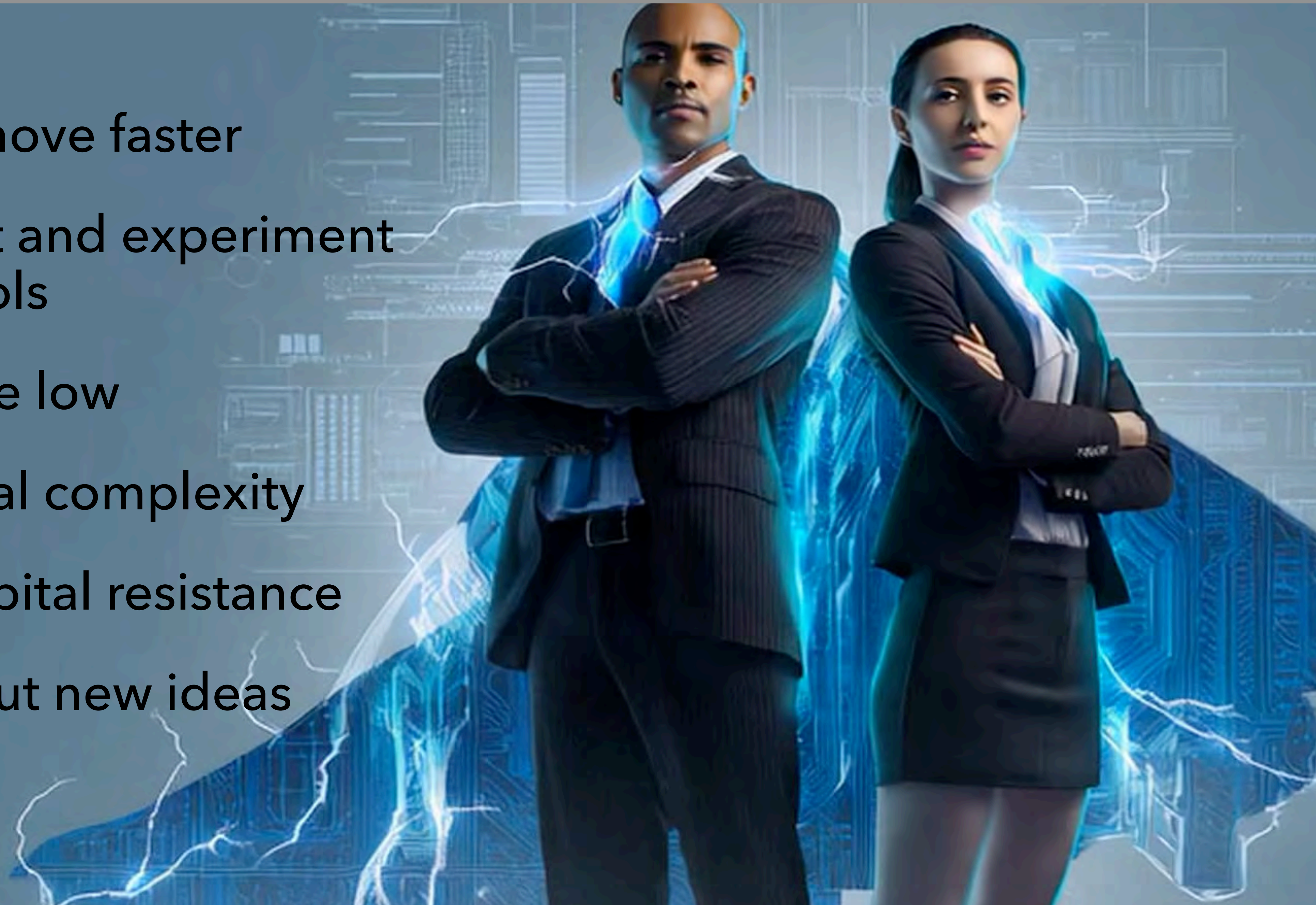
AI Persona-Based Discussion Tools – AI “chat” tools can be built with different personalities and expertises to talk with customers anywhere in the customer journey. **Result:** *Positive branding impact, lower costs, higher revenue*

AI Augmented Transactions – AI tools can be used to make transactions easier, faster, and more fun - especially online. **Result:** *Higher customer experience scores, more personalization, Less customer frustration, positive branding impacts*

Pain Point → AI Solution & Tool → Measurable Result

THE SMALLER BRAND ADVANTAGE

- The ability to move faster
- Easier to adopt and experiment with new AI tools
- AI tool costs are low
- Less operational complexity
- Less human capital resistance
- Easier to test out new ideas



Exercise

Identify one important pain point you have and map how AI can address it

1. Identify the Pain Point clearly
2. Design the AI Tools and Approach
3. What are the Expected Benefits (cost/time saved, growth impact)

Pain Point → AI Solution & Tool → Measurable Result



FPOV

DISCUSSION

Each Group Share Your Most Valuable “First AI Win”

An Immediately Actionable Idea...

Ten Minutes

The AI Playbook for Emerging Franchisors

Start Small and build momentum as you learn how to implement. Pick one clear pain point

Pilot use cases quickly, test in 30 days with minimal investment. Build an AI factory

Measure & invest based on the returns you are getting. Use the hour capture model

Have a long term vision: The Organizational Mind. Work toward an inspiring end goal



EXERCISE

Takeaway Commitment: Write down your next "AI Test" with a completion date. Share it with an accountability partner





The long term consequences of a sub-par AI strategy are expensive and possibly devastating

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