

CODE NINJAS®

FRANCHISE OPPORTUNITY

Own the future of kids' learning.

The category-defining Code Ninjas® franchise in kids' coding, robotics, and AI.

350+ Dojos worldwide · Ranked #1 in Child Enrichment: STEM, Entrepreneur 2026 · First kids' STEM franchise awarded the ISTE Seal of Approval

FRANCHISE INFORMATION GUIDE



INTRODUCTION

Thank you for considering Code Ninjas®.

You are looking at this guide because you want to build something durable—a business with real economics, a brand parents already trust and a mission that matters in your community. This document is written for that decision.

This is not a brochure for parents. It is a business overview for the person who will own and lead a Dojo. Over the next pages we answer the questions a serious operator asks first:

- What is Code Ninjas, and why is it a category of one?
- Why is demand for kids' coding, robotics, and AI structural rather than a trend?
- How does a Dojo make money, and what do the numbers actually show?
- What does it cost to open, and what do you get for it?
- Who succeeds as an owner, and what support stands behind you?

We take a mutual-fit approach. Code Ninjas is a strong business for the right owner and it is not the right fit for everyone. Our goal is to give you enough substance to decide—clearly and on your own terms.

When you are ready, the full Franchise Disclosure Document (FDD) is available at no cost and no obligation. It is the source of record for every figure and commitment referenced here.

Code Ninjas Franchise Development



WHO WE ARE

A category of one.

Code Ninjas® is the kids' education franchise built for what comes next. We are the only children's franchise brand that takes students across coding, robotics, and AI inside one connected curriculum—not a single subject, and not a rotating menu of unrelated activities.

That focus has made Code Ninjas the most recognized name in kids' coding, with 350+ Dojos serving families across the United States, Canada, the United Kingdom, and Lebanon.

ISTE Seal of Approval
first kids' STEM franchise
Microsoft MakeCode
curriculum partner
#1 Child Enrichment: STEM
Entrepreneur, 2026

WHAT SETS THE BRAND APART

- **The only coding-to-AI franchise for kids.** One brand, one progression, from first block of code through robotics and applied AI.
- **First to earn the ISTE Seal of Approval.** Code Ninjas is the first kids' STEM franchise recognized by the International Society for Technology in Education for the quality of its curriculum.
- **A Microsoft MakeCode partner.** Our proprietary IMPACT platform is built in partnership with Microsoft MakeCode.
- **Ranked #1 in Child Enrichment: STEM** in the Entrepreneur Franchise 500, 2026.
- **A proven operating system.** Founded in 2016, Code Ninjas has grown to 350+ locations on the strength of a repeatable center model, a defined curriculum, and Home Office support at every stage.

Parents enroll for the outcomes. Kids stay because they love it. Owners come because the brand, the curriculum, and the demand are already proven—so you are building on a foundation, not from scratch.

Every generation has a defining skill. For this generation, it's AI.

For today's children, fluency with technology is not an elective—it is the baseline for the careers and the world they will inherit. Parents understand this, and they are acting on it. That is what makes demand for Code Ninjas® structural rather than seasonal.

Three forces make this a durable market for an owner:

- **Future-readiness is non-negotiable for parents.** Coding, logic and problem-solving are viewed the way reading and math once were—foundational, not optional.
- **AI has raised the stakes.** As AI reshapes how work gets done, parents are more motivated than ever to give their children a head start on the skills behind it.
- **The model earns loyalty.** Ninjas progress belt by belt over months and years. That progression keeps students enrolled and parents renewing—the kind of recurring relationship most local businesses only wish they had.

Code Ninjas positions coding as the medium for skills that outlast any single language: creativity, persistence, collaboration, and structured thinking—whether or not a child's future is in code.

WHAT PARENTS ARE SAYING

"Our son is engaged and learning something he hopes to use in his future career, and most of all he enjoys it."
RACHEL R.

"My kids loved the Spring Break Camp. They came away excited, with a desire to learn more."
BUFFI D.

"The instructors are engaged and provide valuable feedback to parents. The kids are learning and having a great time!"
AFTAB A.

"It's so much fun that they can't wait to go every week."
AMANDA B.

From one Dojo to a global brand.

Code Ninjas® was built on a simple idea: kids learn best when they are building something they care about. That idea became a curriculum, the curriculum became a Dojo, and the Dojo became a system now running in 350+ locations across four countries.

2016 — **Founded.** Code Ninjas, LLC is established and begins franchising, offering a center-based model where children learn to code by building the video games they love.

Scaling — **Scaling the system.** The brand refines a repeatable operating model—defined curriculum, Dojo design standards, and Home Office support—and grows into one of the most recognized names in kids' coding.

IMPACT — **The IMPACT platform.** Code Ninjas builds its proprietary IMPACT learning platform in partnership with Microsoft MakeCode, keeping curriculum current and consistent across every Dojo.

PE-backed — **Private equity backing.** Code Ninjas is backed by Eagle Merchant Partners, providing capital and operating discipline to support continued growth.

ISTE — **The ISTE milestone.** Code Ninjas becomes the first kids' STEM franchise to earn the ISTE Seal of Approval—independent recognition of curriculum quality from the field's leading education-technology authority.

Today — **Today.** 350+ Dojos, a curriculum spanning coding, robotics, and AI, and a category-leading position in kids' STEM enrichment.

The brand you would be joining is past the proving stage. The recognition is earned, the curriculum is validated, and the operating system is in place.

A curriculum that keeps kids coming back.

The engine of a Code Ninjas® Dojo is IMPACT—our proprietary learning platform, built in partnership with Microsoft MakeCode. It gives every Dojo the same current, standards-aligned curriculum, delivered by your Code Sensei® team.

WHITE BELT NINE-BELT PROGRESSION **BLACK BELT**



CODE NINJAS JR

AGES 5–7

Early learners build foundational logic and computational thinking through graphical block-based coding and unplugged robotics and circuits.

CODE NINJAS CREATE

AGES 8–14

Ninjas build real video games and advance through nine belts, from white to black, moving from block coding into JavaScript and C# with tools like MakeCode Arcade and Unity.

CODE NINJAS CAMPS

AGES 5–14

School-break camps span 20+ STEM and tech experiences—Minecraft, Roblox, robotics, 3D printing and video production—a low-friction entry point that feeds year-round enrollment.

BELTS DRIVE RETENTION

Ninjas progress one belt at a time, white through black. Each belt is a milestone worth celebrating and a reason to stay enrolled. That progression is why families remain for years—the foundation of the recurring model behind a Dojo's economics.

STANDARDS-ALIGNED, INDEPENDENTLY RECOGNIZED

IMPACT aligns to CSTA standards in the U.S., Canada Learning Code in Canada and the UK National Curriculum for computing. It is the curriculum that earned Code Ninjas the ISTE Seal of Approval—the first for any kids' STEM franchise.

> **What Ninjas actually build:** Space Invaders-style games, platform runners, image classifiers, maze-running robots, and more—real projects, not worksheets.

A large market, moving in your favor.

Kids' enrichment is one of the most resilient categories in consumer spending. Parents protect education spending through economic cycles, and technology education sits at the top of the priority list.

- **A deep pool of demand.** There are tens of millions of school-age children in the U.S. alone, and the kids' enrichment market is measured in the tens of billions. Sources: census.gov; data.gov; credenceresearch.com
- **An AI tailwind.** The rise of AI has made technology fluency a mainstream parental priority, expanding the addressable audience for coding, robotics, and AI education.
- **A fragmented field.** Most technology instruction for children is delivered by unbranded tutors, one-off camps, and school programs with inconsistent quality. Code Ninjas® is the recognized brand bringing consistency, progression, and standards to that space.

55M+

SCHOOL-AGE CHILDREN, U.S.

Source: census.gov; data.gov

$28B+

KIDS' ENRICHMENT MARKET

Source: credenceresearch.com

1

CATEGORY LEADER FOR KIDS IN CODING, ROBOTICS & AI

WHERE CODE NINJAS FITS

Code Ninjas® is positioned as the category-defining brand in kids' coding, robotics, and AI—the only franchise that carries a child across all three inside one curriculum, backed by the ISTE Seal of Approval and a Microsoft MakeCode partnership. For an owner, that means entering a large and growing market with the brand advantage already built.

Ten reasons owners choose Code Ninjas®.

1 **A category of one.**
The only kids' franchise spanning coding, robotics, and AI in a single curriculum—a brand advantage that is hard to replicate.

2 **Independently validated curriculum.**
First kids' STEM franchise to earn the ISTE Seal of Approval, built in partnership with Microsoft MakeCode.

3 **A recurring, progression-based model.**
Belt advancement keeps students enrolled and parents renewing across months and years.

4 **A recognized national brand.**
350+ Dojos and ranked #1 in Child Enrichment: STEM by Entrepreneur, 2026.

5 **An owner-led model—no coding required.**
You lead the business. Your manager and Code Sensei® team run the Dojo. Owners come from business, finance, healthcare, and other backgrounds.

6 **A defined, repeatable center model.**
Dojo design standards, preferred vendors, and a documented operating system reduce guesswork.

7 **Home Office support at every stage.**
Site selection, training, marketing, technology, and a dedicated Franchise Business Coach.

8 **A complete curriculum platform.**
IMPACT delivers current, standards-aligned content to every Dojo—you do not build or maintain curriculum.

9 **Private-equity-backed growth.**
Backed by Eagle Merchant Partners, with the capital and discipline to keep investing in the system.

10 **A mission that matters.**
You build a profitable business while giving children in your community skills that shape their future.

HEAR IT FROM AN OWNER

What I Love Most About Being a Code Ninjas Owner
youtube.com/watch?v=XctGoZ7kmKg

Nawroz Pirani, Code Ninjas Franchise Owner. More owner videos on page 19. Investment figures and financial performance are detailed later in this guide and in the FDD; this page describes the opportunity, not an earnings claim.

How a Dojo makes money.

A Code Ninjas® Dojo runs on recurring enrollment. Families subscribe to ongoing programs, and Ninjas advance through the belt system session after session. The result is a revenue base that renews rather than resets—supplemented by camps, events, and seasonal programs that bring new families in the door.

THE ENROLLMENT ENGINE

Attract
National brand strength and local marketing drive prospective families to your Dojo—often starting with a camp, an event or a trial session.

→

Enroll
A guided tour and first session turn interest into enrollment. This is the moment that decides your growth, and it is a core focus of training and support.

→

Retain & grow
Belt progression, community and results keep families enrolled and referring—the compounding core of the model.

THE OWNER-LED STRUCTURE

Code Ninjas is designed to be owned and led, not staffed by the owner.

You, the owner
Set direction, hire and lead your manager, track performance and grow the business. Many owners build their Dojo while maintaining another career.

Your Dojo manager
Runs daily operations and leads the Code Sensei® team.

Your Code Sensei® team
Delivers the IMPACT curriculum and guides Ninjas through the belts.

This structure is why owners without a technical background succeed—and why the model can scale from one Dojo to several.

What owning a Dojo actually looks like.

Code Ninjas® is an owner-led business, so your week is about leadership and growth—not delivering curriculum yourself.

A TYPICAL RHYTHM

01

Lead the team

Check in with your Dojo manager, review the week's enrollment and set priorities. Your manager runs the floor and the Code Sensei® team runs the sessions.

02

Watch the numbers

Track new tours, conversions, active enrollment and retention through your back-office systems. These are the levers of the business.

03

Drive local growth

Build relationships with schools, run camps and events and keep your Dojo visible in the community.

04

Grow the enterprise

As the Dojo stabilizes, plan for additional programs, additional shifts or additional territories.

TIME COMMITMENT

The model is built to be owner-led and manager-run. Some owners are full-time operators; many stay actively engaged while maintaining another career, hiring and closely leading a manager to run daily operations. This is an owner-led model, not a passive investment—you set direction and own the results.

A DAY IN THE LIFE

A Day in the Life of a Code Ninjas Owner
youtube.com/watch?v=HAOTGWpNU9s

Ashima Gupta, Code Ninjas Franchise Owner, walks through a day owning a Dojo.

What the centers report.

The figures below are drawn directly from Item 19 of our 2026 Franchise Disclosure Document. They represent 2025 historical **annual gross sales** and **monthly active students** for the 224 franchised Code Ninjas® Centers and Studios that were open and operational for the full year.

> **These figures are gross sales and student counts only. They do not reflect profit, costs or earnings. Your Dojo will incur costs—including wages, rent, marketing, royalties and other expenses—that are not represented here. You should conduct your own independent investigation of the costs and expenses you will incur.**

Table 1—2025 Annual Gross Sales (Learning Centers)

Sales Quartile	Average Gross Sales	Median Gross Sales	Range (Min–Max)	Locations
Overall	$236,651	$216,122	$43,091–$730,612	218
Top 25%	$383,473	$354,227	$287,537–$730,612	55
Mid-Upper 25%	$252,020	$250,016	$216,123–$285,859	54
Mid-Lower 25%	$189,384	$191,359	$162,491–$216,122	54
Lower 25%	$121,146	$126,407	$43,091–$160,676	55

Studio Centers (2025 annual gross sales): Overall average $209,647; median $195,865; range $105,552–$321,769 across 6 Studios.

All Centers combined (Learning Centers and Studios): Overall average annual gross sales $235,927; median $215,939; range $43,091–$730,612 across 224 Centers. 112 of 224 (50%) were at or above the average.

Table 2—2025 Monthly Active Students

Location Type	Average Monthly Active Students	Median	Range (Min–Max)
Learning Centers (Overall)	81	77	1–264
Studios (Overall)	70	72	31–110
All Centers (Overall)	81	76	1–264

"Monthly Active Students" means all students with active subscriptions for Core programs (Code Ninjas CREATE, Code Ninjas JR and the Code Ninjas After School Program).

> **See Item 19 of the FDD. Your results may vary; there is no assurance you will earn as much.**
>
> The results include franchised Centers open and operational as of the start of 2025 and exclude Centers that opened or closed during 2025 and company-owned Centers. Some Code Ninjas Learning Centers and Studio Centers have earned these amounts. Your individual results may differ.

Your estimated initial investment.

The table below is the estimated initial investment for a single Code Ninjas® Learning Center under a Franchise Agreement, taken from Item 7 of the 2026 FDD. The initial franchise fee is $45,000.

Table A—Single Learning Center

Type of Expenditure	Low	High
Initial Franchise Fee	$45,000	$45,000
New Franchisee Training Fee	$750	$750
Lease	$7,000	$10,000
Utility Deposit	$250	$500
Architect Fees	$1,500	$5,000
Construction Costs	$50,000	$90,000
Expenses for Initial Training	$1,500	$1,500
Business Licenses and Permits	$250	$1,000
Business Insurance	$1,000	$2,500
Initial Inventory	$2,500	$5,000
Computer Hardware & Software	$10,000	$20,000
Furniture, Fixtures, and Equipment	$20,000	$30,000
Signage	$6,000	$12,000
Grand Opening Marketing Program	$8,000	$10,000
Professional Fees	$500	$2,500
Additional Funds (3 months)	$20,000	$30,000
Total	**$174,250**	**$265,750**

OTHER PATHS

Studio Center
$73,500–$109,250
Smaller-footprint model under a Franchise Agreement and Studio Center Rider. Initial franchise fee $35,000.

Development Agreement (3 Learning Centers)
$224,250–$315,750
Includes the investment for your first Learning Center plus a development fee for the second and third.

Typical footprint
1,100–1,500 sq ft
A Code Ninjas Learning Center typically occupies this range.

See Item 7 of the FDD

See Item 7 for the complete line-item breakdown, notes and the full estimates for all three paths. Figures are estimates; your actual costs may vary.



WHO IS THE IDEAL FRANCHISE CANDIDATE

Who succeeds as an owner.

The strongest Code Ninjas® owners are leaders first. You do not need to code, teach or come from education. You need to be able to hire well, lead a team, build relationships in your community and run a business with discipline.

OWNERS TEND TO SHARE THESE TRAITS

- **Leadership over technical skill.** You lead the business and your manager leads the Dojo. Most owners come from business, finance, healthcare, real estate, and other professional backgrounds.
- **A community mindset.** You are comfortable being visible—building relationships with schools, families, and local organizations.
- **Operational discipline.** You track the numbers, hold your team accountable, and follow a proven system rather than reinventing it.
- **A genuine interest in the mission.** The owners who thrive care that they are giving children real, future-ready skills.

A MODEL THAT FITS YOUR LIFE

Code Ninjas is an owner-led business. Some owners operate full-time; many stay actively engaged while maintaining another career, hiring and closely leading a manager to run daily operations. It is an owner-led model, not a passive investment.

FINANCIAL QUALIFICATIONS

Prospective owners should have a minimum of $75,000 in liquid capital and a minimum net worth of $350,000 to fund the initial investment and operating reserves. Financing is available through third-party lenders, and Code Ninjas is an SBA-approved franchise. Qualified U.S. military veterans and active-duty service members receive a 10% discount on the initial franchise fee.

Marketing built to fill your Dojo.

Code Ninjas® marketing works on three levels, so you are never generating demand alone.

- **National brand.** A recognized brand and category leadership—#1 in Child Enrichment: STEM (Entrepreneur, 2026), the ISTE Seal of Approval and national press—do work in your market before you spend a dollar locally. The Brand Marketing Development Fund supports advertising, public relations, and promotional programs across the system.
- **Digital, run for you.** Home Office operates an in-house advertising agency that produces and places local digital marketing and advertising on your behalf, for a current fee of $350 per month (you also pay third parties for the media placement itself). You get professional digital marketing without building it yourself.
- **Local, supported.** You drive community awareness—schools, camps, events, and partnerships—with playbooks and creative from Home Office. Per the FDD, owners spend $2,000–$2,500 per month on local marketing for the first 24 months, then 4.0% of Net Sales thereafter.
- **Grand opening.** A required Grand Opening Marketing Program (minimum $8,000) drives pre-opening enrollment, beginning 60 days before opening and running through 60 days after.

NATIONAL

Brand, PR and the Brand Marketing Development Fund working across the system.

DIGITAL

In-house agency produces and places local digital, $350/mo plus third-party media.

LOCAL

Schools, camps and events with Home Office playbooks and creative.

Every prospective family flows into your CRM, where enrollment and follow-up are tracked—so marketing spend turns into tours, and tours turn into enrolled Ninjas.

You are never building alone.

Home Office supports you from the day you sign through every phase of growth.

BEFORE YOU OPEN

- **A dedicated onboarding specialist.** One point of contact walks you through site selection, build-out, pre-sales and grand opening—including site guidelines, counseling and a Home Office site evaluation with written site approval.
- **New Franchisee Training.** A structured program totaling 28 hours over 21 days: two weeks of remote, self-paced learning on core systems, then one week of in-person group training at Home Office in Atlanta covering culture, education principles, marketing, sales, cash-flow management, center operations, and a visit to a top-performing Center. You may send up to three additional individuals. Training is led by our Vice President of Education & Training and completed at least 60 days before you open.
- **Grand opening support.** Help developing your Grand Opening Marketing Program and preparing for launch.

AFTER YOU OPEN

- **A dedicated Franchise Business Coach.** Ongoing check-ins and operational guidance from someone who knows the system.
- **Field support.** Periodic assistance across marketing, management, and operations, including field consultant visits.
- **Continuing resources.** The IMPACT platform and curriculum updates, back-office systems, the Brand Manual, and ongoing education.
- **A national community.** Owners across 350+ Dojos, shared best practices, and an annual Franchise Owner Conference.

1
Site & build-out
Guidelines, evaluation and written site approval.

2
Grand opening & ramp
Launch marketing and pre-opening enrollment.

3
Coaching & systems
Business Coach, field support and IMPACT.

4
Growth
Community, conference and multi-unit paths.

The systems that run the business.

Every Code Ninjas® Dojo runs on a connected technology stack—so you spend your time leading, not building tools.

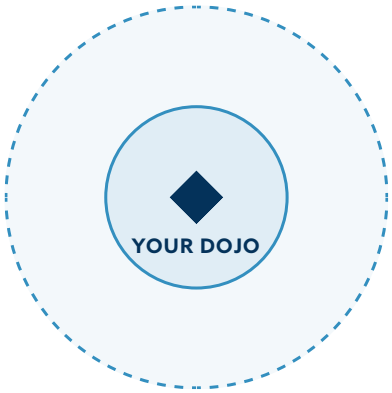
- **The IMPACT platform.** Our proprietary, always-current curriculum engine, built in partnership with Microsoft MakeCode and delivered by your Code Sensei® team.
- **CRM and enrollment.** Prospective families, tours, enrollment, and follow-up are tracked in one system, so no lead falls through and your marketing spend is accountable.
- **Point of sale and payments.** Subscriptions, camps, and events are billed and managed in one place.
- **Back-office reporting.** Enrollment, retention, and performance metrics give you the numbers that drive the business.



Home Office provides the technology services and licenses under a Technology Fee, currently $350 per month (you also pay third parties for certain technology services). The systems are standardized across the network—so best practices, updates, and benchmarks reach your Dojo automatically.

Your protected territory.

When you open a Code Ninjas® Learning Center, you receive a defined Protected Area around your Dojo. Within it, we will not operate or grant another franchisee the right to operate a Code Ninjas Learning Center for as long as you remain in compliance with your Franchise Agreement.



- **A defined radius.** A typical Protected Area covers a radius of 1.5 to 2.5 miles around your Learning Center, specified in your Franchise Agreement.
- **Protected while you perform.** You do not need to hit a sales quota to keep your Protected Area—only to stay in compliance with your agreement. We do not have the right to modify it while you remain in compliance.
- **Room to grow.** Multi-unit and development opportunities are available in select markets. Many of our strongest owners have grown from one Dojo to several through a Development Agreement.

Your Franchise Development contact can tell you what is available in your market and whether a single Dojo or a multi-unit path fits your goals.

The team behind the brand.

Code Ninjas® is led by an experienced team focused on the growth and profitability of its franchise owners. The brand is backed by a leading private equity firm, bringing capital and operating discipline behind the team.



Navin Gurnaney
Chief Executive Officer

Navin Gurnaney is the Chief Executive Officer of Code Ninjas, bringing more than 20 years of global leadership experience across consumer, retail, and education businesses. Prior to Code Ninjas, he held executive leadership roles with Starbucks, PepsiCo, Domino's International, Office Depot, C2 Education, and most recently led Starbucks India and Tim Hortons India, where he focused on operational excellence, growth, and organizational transformation.



Adam Patterson
Chief Financial Officer

Adam Patterson serves as Chief Financial Officer of Code Ninjas, overseeing the company's financial strategy, compliance, and operational performance. He has more than 15 years of finance leadership experience supporting high-growth service businesses, including serving as Vice President of Finance at BCJ Building Services and holding progressive finance roles with MCI USA.



Tim Klein
Vice President, Operational Excellence

Tim Klein serves as Vice President of Operational Excellence at Code Ninjas, leading operations and franchise support across the system. Before joining the company, he spent nearly two decades with Starbucks in a variety of leadership roles, most recently as a Regional Director responsible for approximately 150 stores, building expertise in multi-unit operations and team development.



Archana Singh
Chief Technology Officer

Archana Singh is the Chief Technology Officer at Code Ninjas, responsible for the company's technology strategy, platforms, and digital innovation. She brings over 20 years of experience in technology leadership and solution architecture, including senior leadership roles at Ernst & Young and experience with NCR, where she led large-scale enterprise technology initiatives.



Ed Kim
Vice President, Education & Training

Ed Kim is Vice President of Education & Training at Code Ninjas, where he leads curriculum development, instructor training, and educational strategy. With more than 14 years of experience in K–12 and after-school education, including leadership roles at C2 Education, he has focused on improving student outcomes, learning experiences, and educator development.



Tyler Semerdjian
Chief Marketing Officer

Tyler Semerdjian is the Chief Marketing Officer at Code Ninjas, where he leads the company's global marketing strategy with a focus on driving enrollment, modernizing marketing infrastructure, and accelerating franchise growth. He brings more than 15 years of marketing leadership experience across direct-to-consumer, marketplace, sports, and private equity-backed businesses, most recently serving as CMO of a family entertainment platform where he helped drive a 274% increase in EBITDA while supporting multiple portfolio companies.

Hear it from owners.

The best way to understand this opportunity is to hear from the people already living it. Scan to watch two Code Ninjas® owners share their experience in their own words.



Ashima Gupta

Code Ninjas® Franchise Owner

Why I Became a Code Ninjas Owner
youtube.com/watch?v=Uls54BAF65c

The Role Code Ninjas Plays in the Local Community
youtube.com/watch?v=rL3WH-MlHKA



Nawroz Pirani

Code Ninjas® Franchise Owner

My Favorite Student Success Story
youtube.com/watch?v=dli4vg9JnDE

The Role Code Ninjas Plays in the Local Community
youtube.com/watch?v=YaHePiacXw8

What I Love Most About Being a Code Ninjas Owner
youtube.com/watch?v=XctGoZ7kmKg



KJ & Calvin

Code Ninjas® Franchise Owners · McKinney, TX

"We were very intentional about finding the right opportunity, and Code Ninjas kept rising to the top. We spent a lot of time thinking about what the next generation needs to be successful, and this felt like a way to be part of that. Code Ninjas is a brand we believe in, and one that helps kids build skills that will carry with them long-term."

KJ & Calvin—McKinney, TX



Kay C.

Code Ninjas® Franchise Owner · Multi-Unit, IL

"What drove me to Code Ninjas was the incredible franchisee support network and proven framework the brand provides. As a first-time business owner, having access to a system that combines innovative curriculum, ongoing training, and marketing resources gives me the confidence to focus on what matters most, helping kids grow their skills and discover a passion for technology. It's exciting to bring that kind of opportunity to families in our own community."

Kay C.—Multi-Unit, IL

Common questions from prospective owners.

Do I need a background in technology or education?
No. Most Code Ninjas® owners come from business, healthcare, finance, real estate and other professional backgrounds. Your Code Sensei® team handles curriculum delivery—you hire them, lead them, and run the business. You do not need to know a line of code to own a Dojo.

Can I keep my career while I build my Code Ninjas business?
Yes, and many owners do exactly that. You hire and closely lead a skilled Dojo manager who handles daily operations and leads the Code Sensei team. You set direction, track performance, and grow the business as the owner. This is an owner-led model, not a passive investment.

How much does it cost to open a Dojo?
Per Item 7 of the FDD, the initial franchise fee is $45,000 and the estimated total investment for a Learning Center ranges from $174,250 to $265,750. A smaller-footprint Studio Center ranges from $73,500 to $109,250. See Item 7 of the FDD for the full breakdown. This is not an earnings claim or financial projection—review it with qualified legal and financial counsel.

How is my investment financed?
Code Ninjas does not provide direct or indirect financing. Franchisees typically fund their investment through third-party options such as SBA 7(a) or 504 loans, 401(k)/IRA rollovers (ROBS), or a home equity line of credit.

What does a typical Dojo look like?
A Code Ninjas Dojo typically occupies 1,100 to 1,500 square feet in a neighborhood or community retail center—visible, accessible, and welcoming. Dojo design standards, preferred vendor lists, and build-out specifications are provided by Home Office.

How long from signing to opening day?
Most owners open within roughly 120 to 240 days of signing, depending on real estate, lease negotiation and build-out. You must open your Learning Center within 8 months of signing (extendable to 12 at our discretion). Home Office provides site selection support and milestone tracking.

What ongoing support will I receive?
You are assigned a dedicated Franchise Business Coach for ongoing guidance. You also have the IMPACT curriculum platform, national marketing support, back-office technology, continuing education, and a community of owners across 350+ Dojos.

Does Code Ninjas offer multi-unit or territory rights?
Yes, in select markets. Each Learning Center includes a Protected Area, and multi-unit growth is available through a Development Agreement. Speak with our Franchise Development team about what is available in your market.

How the process works.

We take a mutual-investigation approach—so you and Code Ninjas® both confirm the fit before moving forward.

1. **Request the guide.** Review this overview and reach out to start the conversation—at no cost and no obligation.
2. **Introductory call.** Meet your Franchise Development contact and confirm you meet our basic qualifications.
3. **Discovery conversations.** Go deeper on the model, the economics and your market.
4. **Financial and background validation.** Complete the qualification review.
5. **FDD review.** Receive and review the FDD in detail and raise any questions with our team and your own advisors.
6. **Meet the team.** Connect with Home Office leadership and, where possible, existing owners.
7. **Orientation Day.** Spend focused time with the Code Ninjas team to finalize your decision.
8. **Mutual approval and award.** On mutual approval, the franchise is awarded and you sign your Franchise Agreement.

The FDD is shared after your introductory call. Timing varies with your market and schedule.

NEXT STEP

Ready to build the business that prepares kids for tomorrow?

If you are ready to explore owning a Code Ninjas® Dojo, here is what happens next.

FIRST—ARE YOU QUALIFIED?

- A minimum of $75,000 in liquid capital and $350,000 net worth to fund the initial investment and operating reserves
- A leader ready to hire and build a team
- Genuinely motivated by the mission of preparing kids for a technology-driven future

THEN—LET'S TALK.

- Speak with a Franchise Development team member who knows your market
- Receive and review the FDD at no cost or obligation
- Connect with existing owners in the Code Ninjas community

No pressure and no commitment—just clear information.

Code Ninjas Franchise Development



Kids have fun, parents see results.

350+ Dojos worldwide.

Code Ninjas® Franchise Development

This information is not an offer to sell a franchise. An offer can be made only through a Franchise Disclosure Document.

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Important legal information.

This Franchise Information Guide and the information it contains are for informational purposes only and do not constitute an offer to sell, or the solicitation of an offer to buy, a Code Ninjas® franchise. An offer of a franchise can be made only through the delivery of a Franchise Disclosure Document (FDD).

Certain states and other jurisdictions regulate the offer and sale of franchises. If you are a resident of, or seek to operate a franchise in, one of these jurisdictions, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in that jurisdiction.

The financial performance information in this guide is drawn from Item 19 of our 2026 FDD and reflects historical annual gross sales and monthly active students for certain franchised Centers during 2025. **These figures represent gross sales and student counts only. They do not reflect profit, costs or earnings.** Some Code Ninjas Learning Centers and Studio Centers have earned these amounts. Your individual results may differ, and there is no assurance you will earn as much. Any financial performance information should be reviewed together with the complete Item 19 disclosure and its underlying assumptions.

You should read the entire FDD and your Franchise Agreement carefully, and review both with your own legal and financial advisors, before making any decision.

More information about franchising, including "A Consumer's Guide to Buying a Franchise," is available from the Federal Trade Commission at ftc.gov, 1-877-FTC-HELP, or 600 Pennsylvania Avenue NW, Washington, D.C. 20580.

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