

CASE STUDY

When it Comes to Franchising a Business, Brooklyn Robot Foundry Did it Right.



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Introduction

Brooklyn Robot Foundry, founded by [Jenny Young](#), is a shining example of how passion and a methodical approach can turn a small initial dream into a growing franchise.

Jenny's engineering background and excitement for hands-on learning inspired her to create a space where kids in New York City could explore and tinker.



Jennifer Young
CEO, Brooklyn Robot Foundry

Recognizing the potential to expand through franchising, she meticulously systematized her operations and partnered with CGI Franchise, a renowned franchise development firm.

The result? An impressive first year, and ambitious plans for even more. This case study delves into Jenny's journey, the critical role of Recruitment Operating System® (ROS®), and Brooklyn Robot Foundry's bright future.



1 EARLY DAYS AT BROOKLYN ROBOT FOUNDRY

Jenny's engineering background and lifelong passion for hands-on learning were the catalysts for Brooklyn Robot Foundry. From a young age, she reveled in the joy of tinkering and creating, a passion she was determined to share with the next generation. In the bustling urban landscape of New York City, children often lack access to workshops and garages where they can explore and innovate. Jenny saw an opportunity to fill this void and founded Brooklyn Robot Foundry 13 years ago.

Her vision was clear: to provide children with a unique space where they could engage in hands-on learning, foster creativity, and develop critical thinking skills. The Brooklyn Robot Foundry became a hub of innovation, offering classes and workshops that empowered kids to build robots, gadgets, and more.

Jenny's philosophy was rooted in the belief that experiential learning could inspire a lifelong love for **science, technology, engineering, and mathematics (STEM)**.

As the Foundry gained popularity, Jenny faced the challenge of scaling her business while maintaining the quality and spirit of her workshops. She knew that to reach more children, she needed to expand. Franchising seemed like the ideal solution, but Jenny knew it required a robust and systematic approach.

2 THE ROAD TO FRANCHISING – THE BIG DECISION

Jenny could see the opportunity to expand the business through franchising. However, she knew that scaling required more than just a good idea; it demanded a solid foundation of processes and operations. She attended conferences, paying close attention to what other franchises were doing and the problems they were encountering.

The decision to franchise wasn't taken lightly.

Jenny understood that franchising would allow her to bring hands-on learning to more children while empowering entrepreneurs to join her mission. It was a strategic move to scale impact without compromising the quality and philosophy of the original venture. This required meticulous planning and a clear understanding of what made Brooklyn Robot Foundry unique.



I think failure is just kind of part of learning and doing something new.

Jenny Young



When you're trying to do something so new, so much rides on this fact: are you going to have the right number of candidates to hit your targets.

It gives me happiness to know someone actually knows that we're hitting the right number from this step to this step and that our metrics are working to make us hit our targets.

Jenny Young

3 WORKING ON THE BUSINESS RATHER THAN IN THE BUSINESS

Launching a franchise isn't for the faint of heart. It requires working on the business rather than in the business.

For Jenny, this meant stepping back from day-to-day operations and focusing on the broader vision.

She spent a year working with a consultant, identifying tasks she needed to delegate. By doing so, she could focus on the bigger picture: **launching and managing the franchise model.**

Looking back, Jenny thinks they avoided several moments of uncertainty and unexpected challenges because of their extensive preparation. Everything proceeded more smoothly and quickly than anticipated. While securing their first franchisee took some time, the timeframe was shorter than expected, which was a pleasant surprise.

The partnership with ROS® proved to be a game-changer.

4 SUCCESS IN YEAR ONE USING ROS®

Jenny was drawn to ROS®'s ability to provide robust support and a sense of community for franchise owners, aligning perfectly with her vision for Brooklyn Robot Foundry.

ROS® brought a structured, data-driven process essential for hitting targets in such a new venture. The ROS® framework provided clear metrics and analysis, which reassured Jenny that her company was on track. The systematic use of industry and brand-specific data allowed Jenny to confidently measure progress and make informed decisions, ensuring they were attracting the right candidates.



ROS®'s approach also balanced the analytical with a strong appreciation for the human element.

In her own words, Jenny's background was not "sales-y" – the ROS® team guided her through understanding the crucial characteristics of potential franchise owners. Their empathetic perspective ensured the candidates felt valued and supported, recognizing their significant investment and trust in Brooklyn Robot Foundry. This balance of rigorous data analysis and human-centric thinking fostered strong, long-term partnerships,

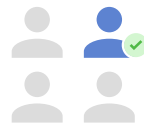
The collaboration with Art Coley and the team at ROS® optimized recruitment and operations. The supportive, community-driven environment has been crucial in helping Jenny navigate the challenges of launching a franchise. Jenny started this journey with zero franchise experience. With the expertise of Art and the ROS® team, she led Brooklyn Robot Foundry to a smooth and successful first year of franchising **with five new franchise locations, surpassing their first year target.**

Buoyed by the first year's success, Jenny and her team have set ambitious goals for the second year of franchising. They aim to sign 12 new franchise locations, significantly expanding their reach and moving towards the goal of bringing hands-on learning to even more children around the world.

Jenny's engineering mindset and focus on process have been key assets in setting and achieving these growth targets.

One fundamental element of Brooklyn Robot Foundry's expansion strategy is the continued partnership with ROS®. ROS®'s data-driven approach provides her team with valuable insights into their performance and areas for improvement.

Over the last 13 weeks, nearly **25%** of candidates moved from the initial discovery phone call to signing. In other words, for every four candidates who met with a recruiter, one has become a new franchisee.



For every four candidates who met with a recruiter, one has become a new Brooklyn Robot Foundry franchisee.

That's an unprecedented metric for a new brand. This highlights that they have a strong and appealing recruitment process that prioritizes the candidate and their journey. It also validates a fantastic business model. Overall, Brooklyn Robot Foundry is clearly on a very promising path forward.

By leveraging data-driven strategies and continuous feedback, Jenny and her team avoided costly mistakes and saw early success. Jenny's engineering mindset has streamlined their growth, resulting in an impressive ability to reach more kids and eager entrepreneurs.

Reflecting on her methodical pursuit of expert guidance and collaborative efforts, Jenny sums it up best: "I thought, you know what, I bet these people are gonna know things that I would never know. And I could figure it out, but it might take me 15 years to get there, and I'm gonna make a bunch of mistakes."

This mindset underscores the promising future ahead for Brooklyn Robot Foundry.



We're always constantly looking at feedback and trying to 'write the course as you're doing it' without taking huge leaps, just taking little steps.

Jenny Young

Ready to overcome your unique challenges?

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