

Discover the **POP CONNECT** Franchise Opportunity





According to the latest BFA survey, 99.5% of franchises succeed, while a staggering 50% of new independent businesses fail within their first three years

The face-to-face business networking sector in the UK currently generates over £12 million in annual revenue and is forecast to grow by around 40% over the next five years.

Why franchise with Pop Connect?

- **Established Brand**

Leverage a reputable name known for authentic and effective networking.

- **Proven Model**

Operate using a framework that has led to rapid growth and member satisfaction.

- **Comprehensive Support**

Receive training and ongoing assistance to ensure your franchise's success.

- **Community Impact**

Play a vital role in supporting local businesses and fostering community growth.

Joining the Pop Connect family as a franchisee offers a unique opportunity to be part of a thriving network dedicated to genuine connections and business success.

“Joining Pop Connect seven years ago was hands down the best move I’ve made for my business.”

- Jackie Lehane

The Birth and Growth of Pop Connect

In 2015, Katherine founded Pop Connect Networking with the vision of creating a supportive and collaborative environment for business professionals. The network emphasises authentic connections and mutual support but in a relaxed way, without pressure, setting it apart from other networking organisations.

The pandemic saw Pop Connect's group numbers fall from 24 to 13 – but it also sparked innovation. Founder Katherine launched 'Screen Pop', an online networking platform that grew to 36 groups in just 18 months and attracted investor backing. By the end of 2023, Pop Connect was rebuilding strongly with 17 in-person groups.

As of 2025, Pop Connect has grown to 35 groups across Essex, Hertfordshire and edging into East and North London, proving its resilience and strong community appeal.



Achievements and Success

Pop Connect's success is attributed to its unique approach to networking, which includes:

- **Structured Meetings**

Each session features member presentations and opportunities for attendees to promote their businesses

- **Supportive Community**

The network fosters a collaborative atmosphere, encouraging members to support each other's growth

- **Resilience and Expansion**

From its setback during the pandemic, Pop Connect has demonstrated strong recovery and continued expansion.



Current Standing and Franchise Expansion

Pop Connect continues to thrive, maintaining its presence across multiple counties with a robust membership base.

To further its mission of supporting small business owners and expanding its reach, Pop Connect is now offering franchise opportunities. This strategic move aims to bring the Pop Connect model to new regions, allowing franchisees to benefit from an established brand and a proven networking framework.



“I’ve met a lovely group of supportive people at my Pop group. They’ve helped me in ways I wouldn’t have thought of, as well as recommending me to their contacts.”

- Alice Hamley



Meet The Founder

Katherine Pop is a dynamic entrepreneur with a diverse professional background and extensive experience.

After earning her degree, she managed a residential home for the elderly in the late 1980s. She then transitioned to event and conference organising, facilitating international scientific conferences.

10 years before founding Pop Connect Katherine established a magazine company that attracted investment and has now been sold on. Additionally, she spent 25 years as a massage therapist, working with young people with special needs, including autism and learning disabilities.

Residing in Great Dunmow, Essex, Katherine has two grown up daughters and lives with her dog, Joey. Katherine has overcome some big life challenges and is empathic and understanding of others. She is passionate about supporting small business owners and fostering a supportive community.



Who we are looking for

Whilst business experience will be useful, we believe the right mindset and personality are more important. If you're enthusiastic about helping others succeed and enjoy connecting people, we can teach you the rest.

We're looking for individuals who:

- **Love Connecting People**

Enjoy bringing people together and creating meaningful business relationships

- **Are Great Communicators**

Feel confident leading groups, chatting with members, and creating a warm, inclusive atmosphere

- **Are Organised and Self-Motivated**

Comfortable managing your time, planning events, and following up with members

- **Are Keen to Learn**

You don't need to have run a business before – if you're open to learning, we'll give you all the training and tools you need

- **Are People-Focused**

You're friendly, fair, and calm under pressure – and you love supporting others

- **Are Community-Minded**

You care about making a positive difference in your local business community

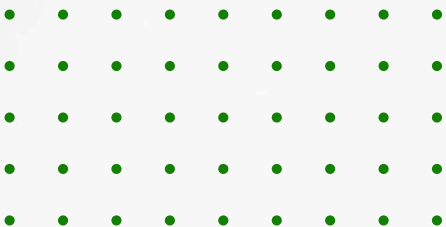
We welcome people from all walks of life – whether you're transitioning from a corporate career, re-entering the workforce, or looking to build something of your own. If you've got the right personality and a passion for connecting people, we'll train you in the rest.



What you get

As a Pop Connect Networking franchisee, you will receive:

- **Brand Authority**
Rights to run Pop Connect networking groups in a defined area
- **Exclusive Territory**
Leverage the well-established Pop Connect brand and reputation
- **Comprehensive Training**
Full initial training covering best practices, event management, and member engagement
- **Marketing Support**
Access to branded marketing materials, social media templates, and promotional guidance. Branded roller banners will be supplied
- **Operational Resources**
Proven systems, CRM access, dedicated website, templates, and guides to help you run your networking groups efficiently
- **Ongoing Support**
Regular check-ins, and support from the Pop Connect team
- **Revenue Streams**
Annual membership fees and monthly subscriptions, plus exposure for your existing business promoted through the networking groups



What you can expect from us

- **A Proven Model**

A structured and successful networking system that has been refined over the past 9 years

- **Dedicated Support**

Assistance with setting up, growing, and managing your groups

- **Brand Growth Initiatives**

National marketing efforts to enhance brand awareness and credibility

- **Member Management Systems**

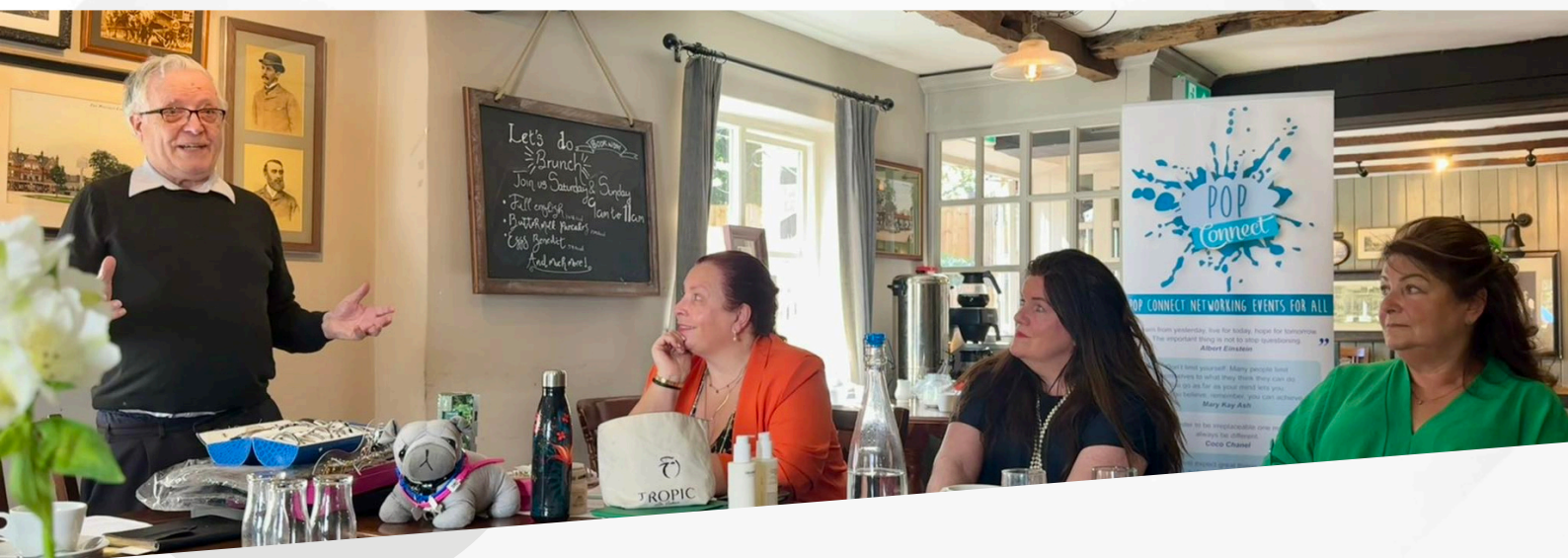
Tools to help you track and engage with members effectively

- **Regular Updates**

Ongoing development to help you maximize success

- **A Franchisee-First Approach**

We're proud to lead with a "franchisee first" philosophy. You'll be supported with care, fairness, and integrity – not just policies. Our **Franchisee Charter** outlines our values and promises to you, ensuring our partnership is grounded in trust, respect, and shared success



Your Commitment

- **Time Investment**

Dedication to running regular networking meetings, engaging members, and growing your groups

- **Business Development**

Active outreach to attract new members and retain existing ones

- **Brand Representation**

Upholding the values and professionalism of Pop Connect Networking.

- **Collaboration**

Participating in franchisee meetings and contributing to the wider success of the brand

- **Operational Standards**

Following the prescribed processes and guidelines to ensure a consistent experience for members



Your Investment

- **Initial Franchise Fee**

Pilot franchises will be available for a limited time for a discounted one-time payment of £7,500+vat for access to the brand, training, and resources

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- **Franchise Deposit**

A deposit of 25% of the initial franchise fee is required to secure your franchise postcodes and demonstrate commitment

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- **Ongoing Royalty Fees**

A payment of 8%+vat of revenue to cover marketing, continuous development, and support services

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- **Operational Costs**

Venue and lunch costs, group marketing expenses, host payments and other incidental costs

“Since joining Pop, I have met like-minded people wanting to get their name out there. This networking group gave me the confidence to push myself, and I'm now as busy as I can possibly be

- Dawn Moores

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Please contact

Katherine Pop or Toby Acton for more
information and a chat

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POP CONNECT

Franchise Opportunity



Inclusivity & Diversity

Pop Connect values inclusivity and is committed to creating a diverse, welcoming environment for all members and franchisees