



Founding Partner Programme

FOCO and FOFO, under ₹10 lakh • 2026

Twelve founding outlets on special terms: a food court counter or a QSR scoop bar, all-in under ₹10 lakh, locked for five years.



Public edition • Final terms are set out in the signed franchise agreement

Scoops N Swirls Ice Cream LLP • Bengaluru • scoopful.in

What's inside

The Founding Partner Programme is how the first Scoopful franchises open: smaller formats, a lower entry cost and terms that stay fixed for five years. This document covers both models, both formats, the numbers and the terms.

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In short. Founding terms are limited to 12 outlets and close on 31 March 2027, or earlier if the slots fill. After that, new partners join on the standard FOCO and FOFO terms described in the Franchise Partner Guide.

Why a founding programme

Scoopful works in Bengaluru today: five outlets, a 4.8★ Google rating across 200+ reviews, and a product people come back for. The next step is to be visible in more places, faster.

A full Scoopful parlour costs ₹25–40 lakh to set up. That is the right model once the brand is known across a city. Before that, we want the first partners in on a format that costs a fraction of it, pays back quickly, and puts Scoopful in front of crowds in food courts and busy streets.

In return for coming in early, founding partners get terms we will not offer again: a ₹1 lakh fee instead of ₹4–8 lakh, a lower royalty or a higher payout share, and the first right to a full parlour in their area later.



The same counter standard, compressed into a smaller space.

The founding terms

	Founding Partner	Standard partner (for comparison)
Franchise fee	₹1,00,000 + GST	₹4,00,000–₹8,00,000 + GST
FOFO royalty	5% + 2% brand fund	6% + 2% brand fund
FOCO payout to investor	10% of net sales from month 1	5% for months 1–3, then 12%
Formats	Food Court Counter, QSR Scoop Bar	Compact and Signature Parlours
All-in investment	Under ₹10 lakh, including rent deposit	₹25–45 lakh plus deposit
Terms locked for	The full 5-year term	5-year term
Territory	1 km exclusive (food court: that food court plus 1 km)	2 km exclusive
Upgrade path	First right to a full parlour in your area, at 25% off its fee	—

How the 12 slots are allocated

- **At least 8 in Bengaluru**, where our supply route, trainers and auditors already run every day.
- **Other cities in clusters**: a city opens only when two or more founding outlets there can share a delivery route, so cold-chain costs stay reasonable.
- **One slot per partner** at founding terms. Further outlets follow standard terms, with the upgrade discount.
- **First come, first served**, subject to an approved site.

Two founding formats

Both formats carry 10 flavours, sundaes, the Six Wonders, shakes, cold coffee and frozen desserts. No hot coffee and no full kitchen, which keeps the cost down.

	Food Court Counter	QSR Scoop Bar
Space	100–200 sq ft	150–300 sq ft
Where	Mall, IT park and college food courts; any floor; shared seating	Ground-floor high streets and QSR strips
Seating	Shared food-court seating	4–8 seats or a counter ledge
Team	About 3 (one lead, two crew)	About 4 (one lead, three crew)
Hours	Food-court hours	11 am / 12 pm to 2 am, subject to local rules
Rent we plan around	₹40,000 a month or 15% of sales, whichever is higher	₹25,000–₹35,000 a month
Flavour display	10-flavour dipping cabinet	10-flavour dipping cabinet
All-in investment	₹7.6L–₹8.4L	₹8.9L–₹9.9L



Ten flavours in a dipping cabinet.



Weighed scoops, served in cups.

FOCO or FOFO

Both models are available in both formats. The difference is who runs the outlet and how you are paid.

	FOCO Founding	FOFO Founding
You invest	Fee, setup cost and rent deposit	Fee, setup cost and rent deposit
Who runs it	Scoopful: staff, rent, running costs and operations	You, with Scoopful's system
Lease	In Scoopful's name; deposit refunded to you when it ends	In your name
Your income	10% of net sales, every month from month 1	Outlet profit after costs, 5% royalty and 2% brand fund
Operating losses	Carried by Scoopful	Carried by you
Your time	A monthly statement	Daily; one lead must be full-time
At exit	Scoopful buys back your assets at depreciated value	Scoopful removes its branding; assets stay yours

Note. Net sales means sales after GST, aggregator commission and discounts. FOCO payouts are paid by the 10th of the following month, with POS access so you can see every bill.

What it costs

Everything is included: the fee, the setup and the rent deposit. Working capital is separate.

Item	Food Court Counter	QSR Scoop Bar
Counter, interiors & civil work	₹1.2L–₹1.6L	₹1.3L–₹1.7L
Dipping cabinet (10 flavours)	₹0.8L–₹1L	₹0.8L–₹1L
Hard-top storage freezer (stock, desserts, ice)	₹0.3L	₹0.3L
Blender (shakes)	₹0.2L	₹0.2L
Microwave (desserts)	₹0.1L–₹0.1L	₹0.1L–₹0.1L
Menu screen	₹0.2L	₹0.2L
POS tablet and billing printer	₹0.3L	₹0.3L
CCTV, router, speaker	₹0.1L	₹0.2L
Power backup (inverter)	—	₹0.3L–₹0.4L
Air conditioning (1 unit)	—	₹0.4L–₹0.5L
Hand-wash sink, RO, dipper well	₹0.1L	₹0.2L
Seating (4–8 seats or ledge)	—	₹0.2L–₹0.3L
Smallwares (scoopers, scale, thermometer, racks, fire extinguisher)	₹0.3L–₹0.3L	₹0.3L
Signage & branding	₹0.4L–₹0.5L	₹0.5L–₹0.6L

Item	Food Court Counter	QSR Scoop Bar
Opening stock & consumables	₹0.8L	₹0.7L
Launch campaign	₹0.3L	₹0.3L
Licences & pre-opening costs	₹0.3L	₹0.3L
Setup total	₹5.4L-₹6.2L	₹6.5L-₹7.5L
Rent deposit (refundable, typical)	₹1.2L	₹1.4L
Founding fee	₹1L + GST	₹1L + GST
All-in investment	₹7.6L-₹8.4L	₹8.9L-₹9.9L

- **Token:** ₹50,000 at the Letter of Intent, adjusted against the fee; the balance at signing.
- Fees are non-refundable. GST at 18% applies to the fee, royalty and brand fund (FOFO).
- Equipment is bought to Scoopful's specification, through Scoopful's indent like every other supply.
- Keep a working-capital reserve for the first two to three months (FOFO).



Branded cups, bags and napkins, supplied by Scoopful.



Uniforms: mauve tee, cream apron, cap.

What it can earn

Three scenarios for a mature month (month 13 onwards), and how long it takes to get your investment back. The conservative case is a below-par location.

Food Court Counter (150 sq ft): a mature month, FOFO

Per month	Conservative	Realistic	Strong
Bills per day	110	160	220
Net sales (ex-GST)	₹4,40,000	₹6,40,000	₹8,80,000
Product & packaging (39%)	- ₹1,72,000	- ₹2,50,000	- ₹3,43,000
Aggregator commission	- ₹13,000	- ₹19,000	- ₹26,000
Royalty (5%)	- ₹21,000	- ₹31,000	- ₹43,000
Brand fund (2%)	- ₹9,000	- ₹12,000	- ₹17,000
Rent (₹40,000 or 15% of sales, higher)	- ₹66,000	- ₹96,000	- ₹1,32,000
Staff (3 people)	- ₹56,000	- ₹56,000	- ₹56,000
Electricity & water	- ₹12,000	- ₹12,000	- ₹12,000
Maintenance & misc.	- ₹10,000	- ₹10,000	- ₹10,000
Outlet profit (before tax)	₹81,000	₹1,54,000	₹2,41,000

Payback	Conservative	Realistic	Strong
Investment (fee + setup mid-point)	₹6.8L	₹6.8L	₹6.8L
FOFO: profit in year 1	₹7.2L	₹11.5L	₹16.7L
FOFO payback	12 months	9 months	8 months
FOCO: your monthly payout (10%)	₹43,000	₹62,000	₹85,000
FOCO: payouts in year 1	₹4.4L	₹5.6L	₹7L
FOCO payback from payouts	18 months	14 months	12 months

QSR Scoop Bar (250 sq ft): a mature month, FOFO

Per month	Conservative	Realistic	Strong
Bills per day	100	150	210
Net sales (ex-GST)	₹4,29,000	₹6,43,000	₹9,00,000
Product & packaging (39%)	- ₹1,67,000	- ₹2,51,000	- ₹3,51,000
Aggregator commission	- ₹26,000	- ₹39,000	- ₹54,000
Royalty (5%)	- ₹20,000	- ₹30,000	- ₹42,000
Brand fund (2%)	- ₹8,000	- ₹12,000	- ₹17,000
Rent	- ₹30,000	- ₹30,000	- ₹30,000
Staff (4 people)	- ₹74,000	- ₹74,000	- ₹74,000
Electricity & water	- ₹22,000	- ₹22,000	- ₹22,000
Maintenance & misc.	- ₹10,000	- ₹10,000	- ₹10,000
Outlet profit (before tax)	₹72,000	₹1,75,000	₹3,00,000

Payback	Conservative	Realistic	Strong
Investment (fee + setup mid-point)	₹8L	₹8L	₹8L
FOFO: profit in year 1	₹3.6L	₹9.8L	₹17.3L
FOFO payback	19 months	11 months	9 months
FOCO: your monthly payout (10%)	₹40,000	₹60,000	₹85,000
FOCO: payouts in year 1	₹3.9L	₹5.1L	₹6.5L
FOCO payback from payouts	23 months	17 months	14 months

Reading this honestly. In the realistic case, FOFO founding partners get their investment back in about 9–11 months, and FOCO founding investors in about 14–17 months from payouts alone. In the conservative case it is about 12–19 months for FOFO and 18–23 months for FOCO.

Assumption	Food Court Counter	QSR Scoop Bar
Bills per day, month 1	80	60
Bills per day by month 12 (Conservative / Realistic / Strong)	110 / 160 / 220	100 / 150 / 210
Average bill	₹140 incl. GST	₹150 incl. GST
Product & packaging	39% of net sales (ice cream at ₹850 per 4L tub)	Same
Delivery commission	3% of net sales	6% of net sales
Rent	₹40,000 or 15% of net sales, whichever is higher	₹30,000 a month
Staff (salaries, no accommodation)	₹56,000 a month	₹74,000 a month
Setup cost used for payback	₹5.8L (mid-point)	₹7L (mid-point)

Important. These projections are estimates built on the assumptions shown. They are not a promise of sales, profit or payouts. Results depend on the site, rent, local competition, seasonality and execution. The refundable rent deposit is not counted in payback.

What Scoopful does

A founding outlet runs on exactly the same system as our own parlours.

- **Supply.** Every flavour, dessert, topping and cup, delivered in refrigerated vehicles through indents.
- **Training.** The full 10-day programme on your counter, with a 95/100 pass mark.
- **Audits.** Two scheduled and one surprise audit every month, scored and shared.
- **Menu and pricing.** Set centrally; the same prices as every Scoopful franchise.
- **POS and delivery.** POS provided; Zomato and Swiggy listings under the Scoopful name from day one.
- **Launch.** A trainer on site through opening, and a launch campaign in your area.
- **Visibility.** Founding outlets are featured on scoopful.in and in our social channels as “Founding Partner” locations.



Training on the counter, with a checklist for each trainee.



Refrigerated deliveries, received straight into the freezer.

The menu

Founding outlets use the standard franchise menu, set and revised by Scoopful, minus hot coffee.

Item	Indicative price
Scoops: Classic / Signature / Special	₹79 / ₹89 / ₹99
Sundaes, Mini / Regular	₹139-₹179 / ₹179-₹229
Six Wonders	₹549
Milkshakes / Thick shakes	₹149 / ₹199-₹229
Cold coffee / with a scoop	₹159 / ₹189
Frozen desserts	₹149-₹249



The Six Wonders, the biggest bill on the menu.

From signing to opening

Smaller formats open faster. Our target is about 45 days from the Letter of Intent.

Stage	Days	What happens
Letter of Intent	Day 0	₹50,000 token; site search begins
Site approval	Day 1-7	Joint visit and written site assessment
Agreement	Day 8-12	Agreement signed; balance fee paid
Fit-out	Day 13-35	Counter, branding, equipment
Hiring & training	Day 25-38	Team hired; 10-day training on site
Pre-launch	Day 39-44	Stock, POS, listings, trial runs
Opening	Around day 45	Launch campaign and opening day



Opening day.

Key terms

Term	5 years from opening, renewable at the standard terms applicable then.
Founding terms	Fee, royalty and payout stay fixed for the full 5-year term.
Lock-in (FOFO)	2 years. Exit within the lock-in attracts liquidated damages of ₹1,00,000 (year 1) or ₹50,000 (year 2), plus forfeiture of the fee. 90 days' notice for any exit.
FOCO exit	If net sales stay below ₹2,50,000 a month for 12 consecutive months (reviewed from month 6), Scoopful may close or relocate the outlet and buys back your assets at depreciated value; your deposit is returned.
Territory	1 km exclusive radius (a food court counter also gets exclusivity within that food court), conditional on minimum sales and audit scores.

Non-compete	No competing ice cream or dessert business during the term; confidentiality and no staff poaching continue after it.
Transfer	Scoopful has the first right to buy. Any other buyer must be approved by Scoopful and train; founding terms transfer with the outlet.
Insurance	FOFO: mandatory. FOCO: arranged by Scoopful.
Law & disputes	Laws of India and Karnataka; arbitration by a sole arbitrator seated in Bengaluru.

Upgrading to a full parlour

The founding outlet is meant to be a first step, not the last one.

- Founding partners get the **first right** to open a Compact or Signature parlour in their area before it is offered to anyone else.
- The full parlour comes at **25% off** its franchise fee at the time.
- Your founding outlet can keep running alongside the new parlour, or move into it.
- Your track record (sales, audit scores) is the basis of the site and terms discussion; no fresh qualification needed.



A Signature Parlour: where a founding partner can go next.

Frequently asked questions

Why is this so much cheaper than the standard model?

Smaller space, one dipping cabinet instead of a full display, no hot coffee, and a ₹1 lakh fee. It is priced to get the first outlets open, which is why it is limited to 12.

Is ₹10 lakh really all-in?

Fee, setup and a typical rent deposit, yes. Working capital (for FOFO) is separate, and a landlord asking for a larger deposit would add to it.

Can I open a food court counter in any mall?

In any food court that permits a dessert counter and where Scoopful approves the site. Upper floors are fine in food courts.

Do founding terms ever change?

Not during your 5-year term. Renewal is at the standard terms applicable then.

How many founding outlets can I take?

One at founding terms. Further outlets follow standard terms, with the upgrade discount on a full parlour.

What happens after the 12 slots fill?

The programme closes. New partners join on standard FOCO and FOFO terms.

Who handles Zomato and Swiggy?

Scoopful. The listings are ours, under the Scoopful name.

Important notice

This is the public edition of Scoopful's franchise overview, published by Scoops N Swirls Ice Cream LLP ("Scoopful") for people evaluating a Scoopful franchise. The content may not be reproduced for commercial use without written permission.

It is not an offer, a contract or a guarantee. Commercial terms summarised here are binding only when set out in a signed franchise agreement. Financial projections are estimates based on stated assumptions; actual results will differ and can be materially lower. Setup costs are indicative and depend on the site and contractor quotes.

Prospective partners should take independent legal, tax and financial advice before committing. Scoopful may revise fees, prices and terms before an agreement is signed.



Pure Magic in Every Scoop

Revanth Dinesh, Founder · +91 90194 14130 · scoopsnswirlsicecream@gmail.com · @Scoopfulicecream