



OVERVIEW

FRANCONNECT GO: START SIMPLE. SCALE SMART.

Growing a franchise from a few locations to your first 25 is exciting – but it's also tough. Most emerging franchise brands are founder-led, working with a small team and juggling everything from managing franchise development to opening new stores to keeping operations on track. Without the right systems, things get messy.

That's where FranConnect GO can make a difference. It gives emerging brands the affordable, AI-powered solutions and proven best practices to run and grow with confidence --- delivering ROI from day one.



WHY CHOOSE FRANCONNECT GO



AI FIRST – DO MORE WITH LESS

Emerging market brands often face limited resources and expertise. FranConnect GO's AI First approach empowers teams to operate more efficiently by automating routine tasks, guiding decisions with built-in intelligence, and ensuring consistent execution. The result: smarter operations, reduced effort, and better outcomes without the need for large teams.



BUILT-IN BEST PRACTICES FOR FRANCHISES

It comes ready with built-in workflows for managing leads, onboarding new franchisees, and running daily operations – no customization needed.



FAST TO LAUNCH

FranConnect GO is built for quick launch and fast results. Go live within 3 weeks with guided onboarding, simple setup, and no additional IT resources needed. Get us your data and let us do the rest.



AFFORDABLE FOR EMERGING BRANDS

Priced to fit growing businesses, FranConnect GO gives you the core tools you need without stretching your budget.

SMARTER TOOLS. STRONGER RESULTS.



LEAD MANAGEMENT WITH INSTANT VISIBILITY

Pre-built dashboards and Frannie AI give your team real-time insights into every lead – from first contact to conversion. Track performance, pipeline stages and conversions without relying on spreadsheets or generic CRMs. With everything centralized, franchise development becomes more predictable and scalable.



LOCATION OPENING TOOLS THAT SCALE

Standardized “opener” milestones guide each location from signed to open. Built-in project timelines, task ownership, and status tracking ensure that everyone stays on the same page. GO eliminates the guesswork, delays, and rework that happen when each opening is managed differently.



UP AND RUNNING IN HOURS, NOT WEEKS

FranConnect GO is designed for emerging franchise brands without the need for IT expertise. With preconfigured workflows and campaigns, you can launch the platform quickly and start seeing value right away—no lengthy implementation, no custom setup, just tools that work out of the box.



PROVEN ROI FROM DAY ONE

FranConnect GO gives you exactly what you need to run and grow your franchise—without the complexity or high cost of an enterprise solution. Whether you're opening your third location or your 25th, GO scales with you and sets the foundation for long-term success.

