



OPPORTUNITIES EXPERIMENT IN SUCCESS

IT WAS A GAMBLE, BUT MOVING TO A NEW STATE AND STARTING A BUSINESS PUT THIS COUPLE IN THE MONEY.

BY EMILY WEISBURG

For Scott and Robyn Rosen, the fun started when they launched their franchise. "We're having a blast," says Scott.

Scott and Robyn Rosen went all in when they moved from Chicago to Las Vegas to open a Mad Science franchise in 2003. Robyn had just received a master's degree in science education, and Scott was running a successful promotional products business but felt he was away from home too much. The Rosens, both 39, thought Mad Science was a perfect pairing of Robyn's teaching experience and Scott's marketing background, but the territory near their home in Chicago was already taken. Las Vegas, however, was available. They were drawn to how fast Las Vegas was growing and were excited about the adventure of starting something new in someplace new. The process of moving and starting up took about a year, after

which they began operations out of the garage of their new home.

Robyn directs operations for their science-themed birthday parties, after-school programs and summer camps, while Scott handles the sales and marketing. The franchisor allows them to set their own prices and choose the science enrichment classes and experiments they offer based on local demand and school districts' requirements. Scott's main marketing strategy has been to make himself known to and trusted by local school administrators through countless site visits and phone calls.

More than five years later, the Rosens' gamble has paid off, with sales reaching \$1.3 million last year and expected to hit \$1.5 million this year. Their business was named Mad Science Franchise of the Year in 2006 and Innovative Business of the Year by the Las Vegas Chamber of Commerce in 2007.

"To start everything from scratch was a little scary," Robyn says, "but also very exciting. We've had wonderful rewards from that risk."

Adds Scott, "We're having a blast."