

Creative Kids

MOVEMENT NETWORK®

Inspiring healthier lives through movement

Your journey starts here...



A trusted partner in children's wellness programming since 1998

Dance · Yoga · Fitness

On-site in Daycares, Schools, & Communities · On-demand App

Franchise opportunities nationwide

FranchiseWire

FDM FRANCHISE
DICTIONARY
MAGAZINE

Newsweek

FRANCHISEE
FIRST MAGAZINE



A group of young children are dancing in a bright, open room. They are holding long, flowing scarves in various colors like pink, blue, green, and purple. The children are smiling and appear to be enjoying their movement. The room has large windows in the background, letting in natural light.

What started as a small business
teaching dance in daycare centers
by a 20-year-old in 1998 is one of
the top emerging national brands in
children's wellness.

We believe that movement is the
foundation for healthy, strong, and
emotionally regulated children.

Dance · Yoga · Fitness

On-site in Daycares, Schools, &
Communities

On-demand App

Franchise Opportunities Nationwide



Kate DeBiase
President & Founder

- Founder: Creative Kids Dance (1998)
- President & Founder: Creative Kids Movement Network (2024)
- 25+ years in children's movement education
- 200 hr RYT- Yoga Alliance
- National Academy of Sports Medicine (NASM) Youth Exercise Specialist
- Featured in: Newsweek
- *Speaker | Entrepreneur | Children's Wellness Advocate
- Based in: Rochester, New York

Kate DeBiase is the founder and president of Creative Kids Movement Network (CKMN), a national children's movement education company dedicated to helping children build confidence, healthy habits, and a lifelong love of movement through dance, yoga, and fitness.

Kate founded Creative Kids in 1998 with a simple mission: to make movement accessible, engaging, and meaningful for young children. After a successful career in sales and corporate training, she made the leap to run the business full-time in 2016. Within her first year, she grew the company by 274%, expanded her team, and personally taught more than 30 classes each week while developing the systems that would become the foundation of CKMN.

Today, with more than 25 years of experience in both business leadership and children's movement education, Kate is leading the expansion of CKMN across the United States through a growing network of franchise owners who share her passion for improving children's health and wellness. Together with her husband, Alex, she is building a company that not only transforms the lives of children and families but also creates meaningful business opportunities for purpose-driven entrepreneurs.

Since 1998, CKMN has served thousands of children through on-site programs in daycare centers, nursery schools, and elementary schools. Designed with busy families in mind, the programs allow children to participate during the school day, giving families more quality time together in the evenings. Today, that mission has expanded even further through the CKMN app, bringing movement-based classes to families everywhere and extending access to communities beyond the reach of on-site programs. Along with her Bachelor of Science in Business Management, Kate holds a 200 hr RYT Yoga Alliance certification, two children's yoga certifications, and National Academy of Sports Medicine (NASM) Youth Exercise Specialist certification.

Kate is passionate about helping children establish a strong foundation for lifelong wellness while empowering others to build businesses that create lasting impact in their own communities. Her vision is simple: healthier children, stronger families, thriving communities, and opportunities that change lives.

- Co-Founder, CKMN
- 20+ Years in Sales Leadership & Business Development
- Creator of CKMN's Franchise Sales Training Program
- President's Club Honoree
- Business Coach | Sales Strategist | Franchise Development Leader

Alex DeBiase

VP, Business Development
& Co-Founder



As Vice President of Business Development and Co-Founder of Creative Kids Movement Network (CKMN), Alex DeBiase is dedicated to helping franchise owners build thriving businesses while expanding CKMN's mission of improving children's health and wellness through movement. He leads franchise development, sales strategy, and business coaching, equipping new owners with the tools, confidence, and systems they need to build a successful business.

Drawing on an accomplished career in medical and dental sales leadership, Alex brings more than two decades of experience in business development, territory expansion, relationship management, and sales training. Prior to joining CKMN full-time, he served as Area Sales Manager for Sonendo across Upstate New York and New England, where he consistently exceeded sales goals, achieving 127% of quota in 2023. His performance earned him multiple honors, including Area Sales Manager of the Year and membership in the President's Club. He also held leadership roles with Neuronetics and Patterson Dental, where he successfully grew territories and built lasting partnerships with healthcare professionals and industry leaders.

At CKMN, Alex has developed the company's comprehensive franchise sales training program, providing owners with proven strategies for relationship building, community outreach, sales, and business development. His passion for coaching and mentorship helps franchise owners gain the skills and confidence to create sustainable businesses while making a meaningful impact in their communities.

Together with his wife, Kate, President & Founder of CKMN, Alex is helping build a nationwide network of purpose-driven entrepreneurs committed to enriching the lives of children and families. He holds a Bachelor of Science in Organizational Management from Roberts Wesleyan College and is a graduate of both NAPS's Pharmacology/Pharmaceutical Sales Training Program and NAMS's Medical Sales Training Program.

Testimonials



Click the YouTube logo or scan the QR code to watch the testimonial video from parents and a daycare center owner



"Creative Kids has been a great asset to our organization. The program is very organized for parents and great for students! Newsletters and lesson plans help keep parents, as well as Directors, informed about what the children are learning.

The instructors are always positive and upbeat when interacting with my staff and children."

- Andrea, Daycare center Director

"As a daycare provider of 19 years, I recommend adding CKMN to any childcare experience. The instructors have such a commitment to professionalism with both kids and staff. The kids learn confidence, kindness, and self-worth.

My 4-year-old son also participates in class. He started his year with very poor balance, and has improved so much after only 5 months! He is always talking about the fun he has in class."

- Rachel- Daycare teacher & parent of a student



Tap, jazz, ballet and creative movement are incorporated into one class to give your child a full dance experience!

Classes teach the fundamentals of dance through steps and dance vocabulary, rhythm and musicality, and engaging activities!



Classes teach the practice of yoga in a fun and creative way through the use of games, songs, and props.

From sun salutation to savasana, classes teach children how to self-regulate through breathing, and to focus, be calm, and stay positive through a variety of poses and movements.



Specifically designed for ages 2–5, this fitness-based class includes stretching, exercises and activities, and rhythm-based movement through music and storytelling.

Our bodies are made to MOVE! From X-jumps and tumble trains to cool-down and quiet time, kids are engaged and having fun, all while building strength and body awareness.

Our age-appropriate curriculum has been developed over more than 25 years. Over 99.7% of our classes are held on their scheduled dates and times, and every territory is locally owned and operated!

With three distinct and unique programs to choose from, you'll have a partner who can provide programs that fit your site's needs.

In the News

Click the logo or scan the QR code to read articles and watch the podcast

Newsweek



"The \$8.5B Kids' Wellness Market Is Creating a New Gen of Mobile Franchises"

FRANCHISEE FIRST MAGAZINE



"Building Confident Kids and Empowering Entrepreneurs"
Noted as "one of the most compelling emerging brands of 2026!"

FranchiseWire



"A Mom-Friendly Franchise Opportunity"

FDM FRANCHISE DICTIONARY MAGAZINE



"Cutting the Corporate Cord"



"Want More Freedom? Your Fitness Business Needs This."

The App



**Moms
&
Kids
Fitness**
by
CKMN



Moves for Moms

Moves for Kids

Moves for Both

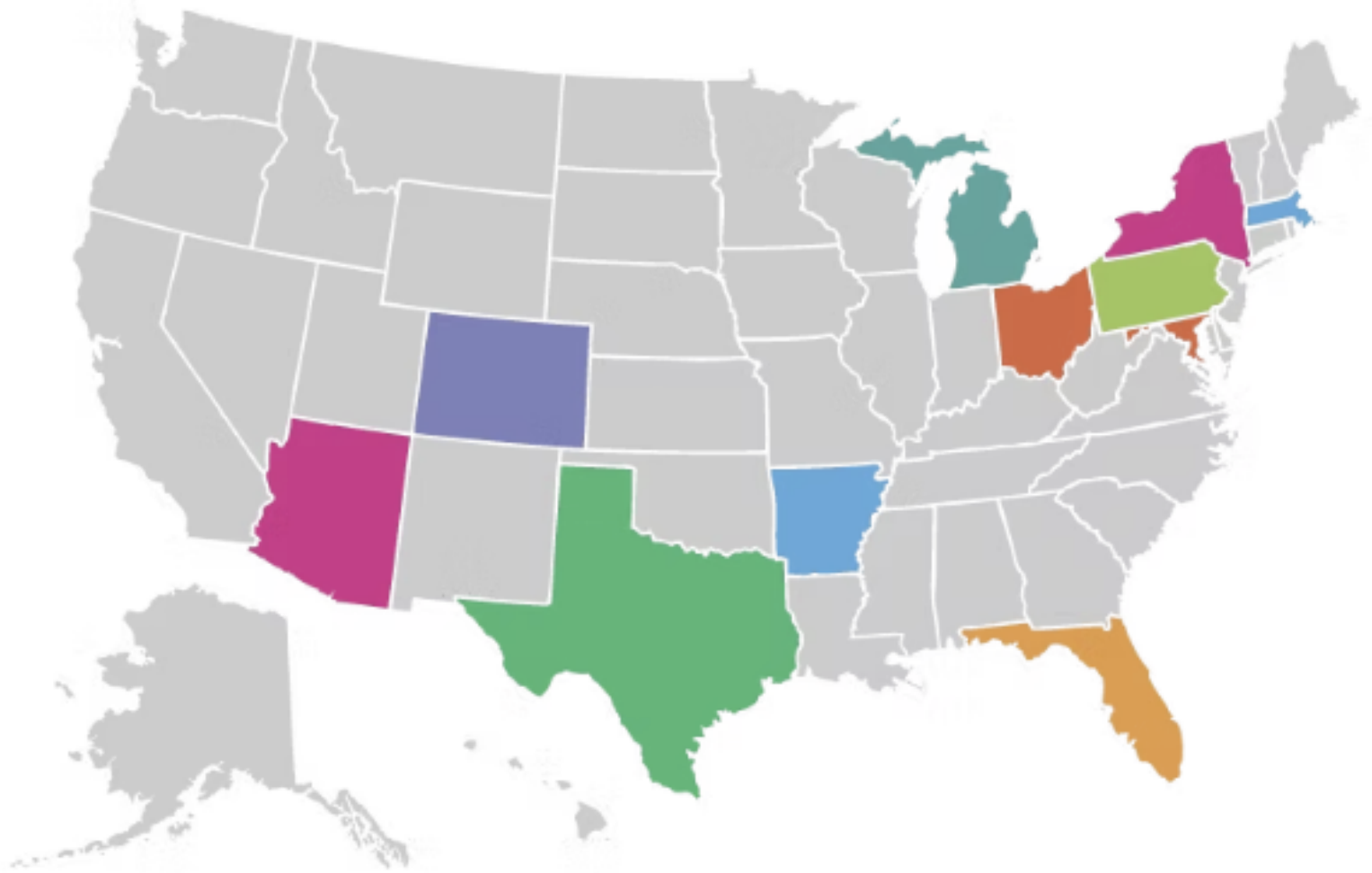
The Creative Kids Movement Network app is redefining family wellness by bringing an unmatched collection of movement-based classes together in one place for both children and moms. From dance, yoga, and fitness for kids to wellness classes designed for moms, the app makes healthy movement accessible anytime, anywhere.

Scheduled to release in August, 2026, the CKMN app extends our mission beyond the communities we currently serve with on-site programs, giving families across the country access to engaging, educational movement experiences. It offers parents a screen-time option they can feel good about—one that encourages children to move, learn, build confidence, and develop healthy habits instead of remaining sedentary.

As the platform grows, it will also serve as a vehicle for giving back, helping us expand access to movement education and wellness resources for underserved and differently abled children. The CKMN app is more than technology—it's a way to make movement more accessible, meaningful, and impactful for every family.



Our Locations & Impact



What began as one mission to help children thrive through movement is quickly becoming a national movement.

Since launching our franchise opportunity in September 2025, CKMN has expanded to **10 franchise owners** and **12 locations**, including our flagship in Rochester, NY, reaching **more than 2,000 children** and families through our programs in the first half of 2026 alone.

We're just getting started!



Creative Kids Movement Network is a mobile, school-based children's enrichment franchise delivering dance, yoga, and movement programs to childcare centers and elementary schools. With a proven system, family-friendly model, and mission-driven purpose, CKMN helps franchisees build a meaningful business without the overhead of a traditional studio.

Why CKMN?

- **Recession-resistant**, recurring revenue business.
- **25+ years** of proven curriculum and experience
- **Three programs:** Dance, Yoga, and MiniMovers
- **Mobile model** with no studio overhead
- **Family-friendly** schedule with daytime classes
- **Turnkey support** including training, systems, and coaching



FREQUENTLY ASKED QUESTIONS

What does it cost to start a Creative Kids Movement Network franchise?

Startup investment typically starts at **\$29,900**, which includes the franchise fee, training, marketing support, an initial package of class supplies, and access to CKMN systems. Because the model is mobile and school-based, franchisees avoid the heavy overhead of a traditional studio space.

Do I need a background in dance, yoga or education to own a franchise?

Most CKMN franchise partners do not come from education or childcare backgrounds. It is preferred that franchise owners have experience in at least **2 of the 3 programs** prior to certification, along with the drive to build relationships and grow their territory.

What kind of training and support do franchisees receive?

Franchisees receive onboarding, hands-on territory support, lesson plans, a learning management system, weekly sales check-ins during the first six months, monthly coaching calls, and mentorship from experienced owners. The goal is to support our partners from launch through growth and beyond.

How does the business model work day to day?

CKMN delivers on-site dance, yoga, and movement programs at childcare centers and elementary schools. It is a **mobile, daytime-class model**, which means no studio overhead and more flexibility for family life, while serving children in places they already attend each day.

How long does it usually take to start generating revenue?

Most new franchise owners begin securing their first classes within the first **60 days**. Typical early milestones include revenue generation by month 3 and a significant jump in monthly revenue by month 6, depending on how quickly partnerships are built and students are enrolled.

How are Royalty and Brand Fund Fees Structured?

Our royalty fees are \$500 per month flat fees. First 6 months royalty free. We have an annual brand fund fee of \$1,650 and your first year is free.



CONTACT
Set up initial call here!

Steps to Owning a CKMN Franchise

- 1 Schedule an introductory call- no pressure, just information!
- 2 Learn about the business and territory opportunities through our virtual discovery meeting
- 3 Speak to members of our community and discover if CKMN is the right fit for you!
- 4 Onboarding & Training with our supportive team and community
- 5 Launch your territory!

Begin your journey in 4-6 weeks from 1st call to 1st visit!

To schedule your introductory call with Kate DeBiase, [click here](#) or scan the QR code



Click the YouTube logo or scan the QR code to learn more about our franchise community

