



Lyft

24



HELL NO CARDIO!

LYFT 24 BRAND

Welcome

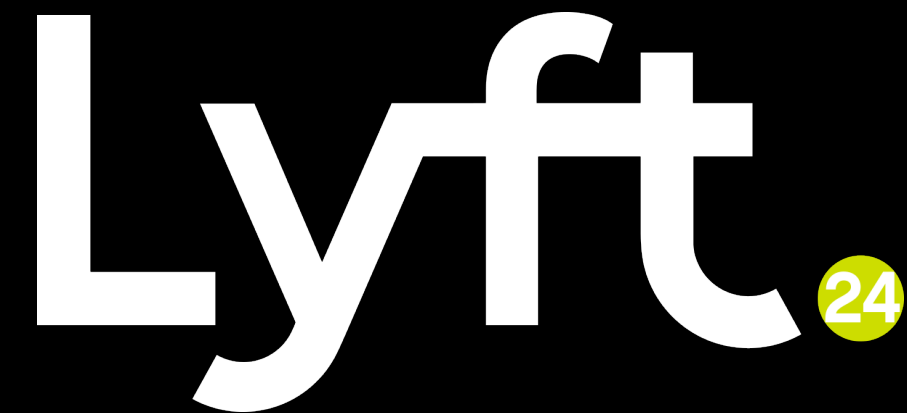
We Are Excited for Our Call Today!

Objective:

- **Company Overview:** An overview of Lyft 24
- **Franchise Benefits:** Explore the benefits of being a part of the Lyft 24 franchise family, including brand recognition, ongoing support, and access to a proven business model.
- **Training and Support:** Learn about the comprehensive training programs and ongoing support available to franchisees, including initial training, continuous education, and marketing assistance.
- **Financial Considerations:** Gain insights into the financial aspects of the franchise, including the initial investment, royalty fees, and projected return on investment.
- **Next Steps:** Outline the next steps in the franchise onboarding process, including required documentation, site selection, and the timeline leading up to the grand opening.

We truly appreciate the opportunity to spend time with you and engage in meaningful discussions..





FRANCHISE SELECTION PROCESS



Step in Process

1

STEP IN PROCESS

INITIAL BRAND INTRO

Brand overview, Support, Owner's Role

FOUNDERS CALL

Marketing, Training, Software,
Franchise Support

2

UNIT ECONOMICS REVIEW

Financial Performance Representations, FDD Delivered

3

FDD REFLECTION CALL

Support review with executive team, FDD reviews

4

DISCOVERY DAY

Meet the Executive Team, see a location

5

CONFIRMATION DAY

Welcome New franchisee awarded

TERRITORY ANALYSIS WITH LOCAL DEMOGRAPHICS

6

Transition to Franchise Liasson Begin Operating Procedures



What makes Lyft24 unique?

Our commitment

ON TREND



Future of Fitness Specialized

Organic Nutrition Solutions



EPOC



Play Span VS Life Span



What is Lyft 24

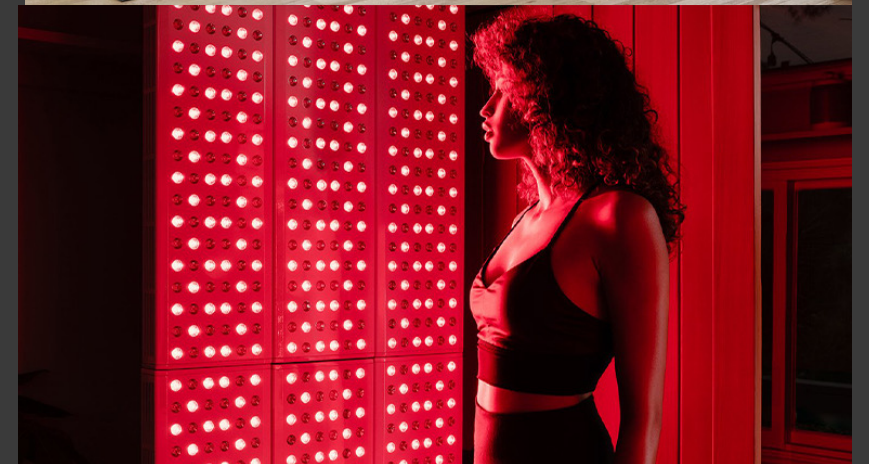


Our commitment

Lyft 24 is a Specialized Strength focused Fitness Facility and Recovery / Wellness that operates on a mid - high-end membership-based business model.

- Lyft 24 is centered around “Hell No Cardio!” We are a Full-Size Fitness Facility with Boutique amenities.
 - We offer state of the art weight training, and resistance training equipment, as well as Functional Equipment
 - Wellness services such as ice baths, saunas, and compression therapy, to promote health and wellness among its members.
 - Organic Juice Bar Staple
 - Signature Free Preworkout Shot / Margarita Mixer
 - Large Group / Small Group and 1/1 Personal Training
- Operates similar to a boutique fitness model, with exclusive access to its facilities limited to its members.

Overall, the Lyft 24 business model is centered around providing high-quality wellness services and products to its exclusive membership base, while generating additional revenue through service upgrades and retail sales.



What makes Lyft 24 unique?



Our commitment

Lyft 24 is Unique because:

- **24/7 Accessibility:** Open 24/7, we provide the ultimate flexibility for our members to work out at any time that suits their schedule.
- **First to Market Concept:** Our innovative gym model, focused on strength and functional training instead of traditional cardio, makes us a unique player in the fitness industry.
- **Lower Opening Costs:** By eliminating costly traditional cardio equipment, we're able to maintain lower opening costs, allowing us to invest more into the quality of our strength equipment and services.
- **Lower Overhead:** Size and Staffing levels allow us to specialize
- **Strength and Functional Training for Cardio:** We teach our members how to achieve their cardio fitness goals through unique strength and functional training methods, offering a fresh take on heart-healthy exercise.
- **Easy 10 play Proven Operating System**



What makes Lyft 24 unique?

Our commitment

Lyft 24 is Unique because:

- **Emphasis on Recovery:** We feature comprehensive recovery facilities, including ice baths, red light therapy, saunas, and compression therapy to promote optimal recovery and wellness.
- **Small Group Personal Training:** Our dedicated trainers offer small group sessions, ensuring personalized attention and a more effective workout experience.
- **Organic Smoothie Bar:** Post-workout, members can refuel with a fresh and nutritious blend from our in-house organic smoothie bar.
- **Premium Strength Equipment:** Members have access to the highest quality, specialized strength training equipment not found in typical gyms.
- **Lifestyle-Focused Approach:** From high-quality strength training to nutritious smoothies, Lyft 24 gym offers a comprehensive wellness approach to promote a healthy, balanced lifestyle.
- **Cultivating Community:** We not only provide a place to work out but also cultivate a supportive and motivating community, making fitness a more enjoyable part of our members' lives.





Lyft²⁴

THE BUSINESS MODEL

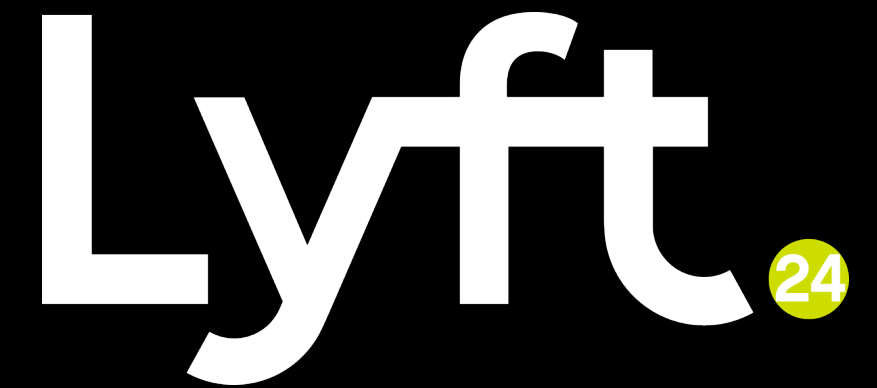
Monthly Membership Model (Auto Renew)

- No cash
- No account receivables
- Builds re-occurring revenue every 30 days
- Client retention model
- No chasing down renewals
- No constant worry about frequency

Monthly Membership Model

- Three core membership levels
- Additional credit packs for supplemental modalities
- Additional single-use modalities

Lyft²⁴



Staffing Recommendations

EXECUTIVE BUSINESS MODEL
OWNER OPERATOR

GENERAL MANAGER

Oversees staff, sales, local marketing, and is a brand ambassador

FRONT DESK

Sales and brand ambassador.
Manages scheduling.

WELLNESS COACH

Manages members time on the floor and brand ambassador

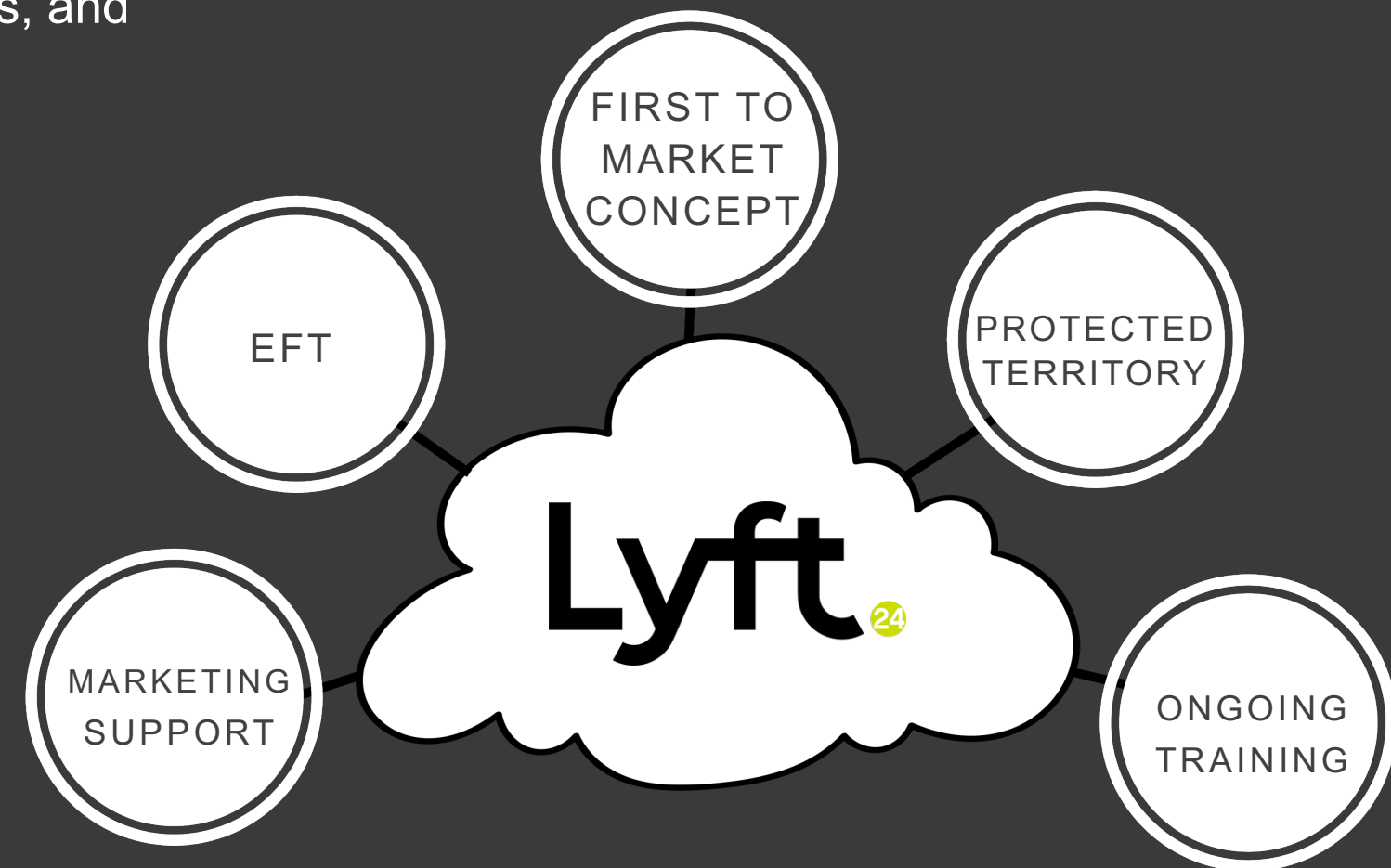


Benefits of owning a Lyft 24



We Are Excited for Our Call Today!

- Multi-Day Franchise Training for Owner and/or Location Manager
- Easy 10 Play System (Operating System) Our proven operating systems offer franchisees streamlined workflows, standardized procedures, and a strong foundation for success.
- On going business and operations support.
- Equipment & product discounts
 - Purchase/lease options
 - National Pricing
 - Negotiation support
- Assigned a Preopening Account Liasson
- Design Guide and Construction Support

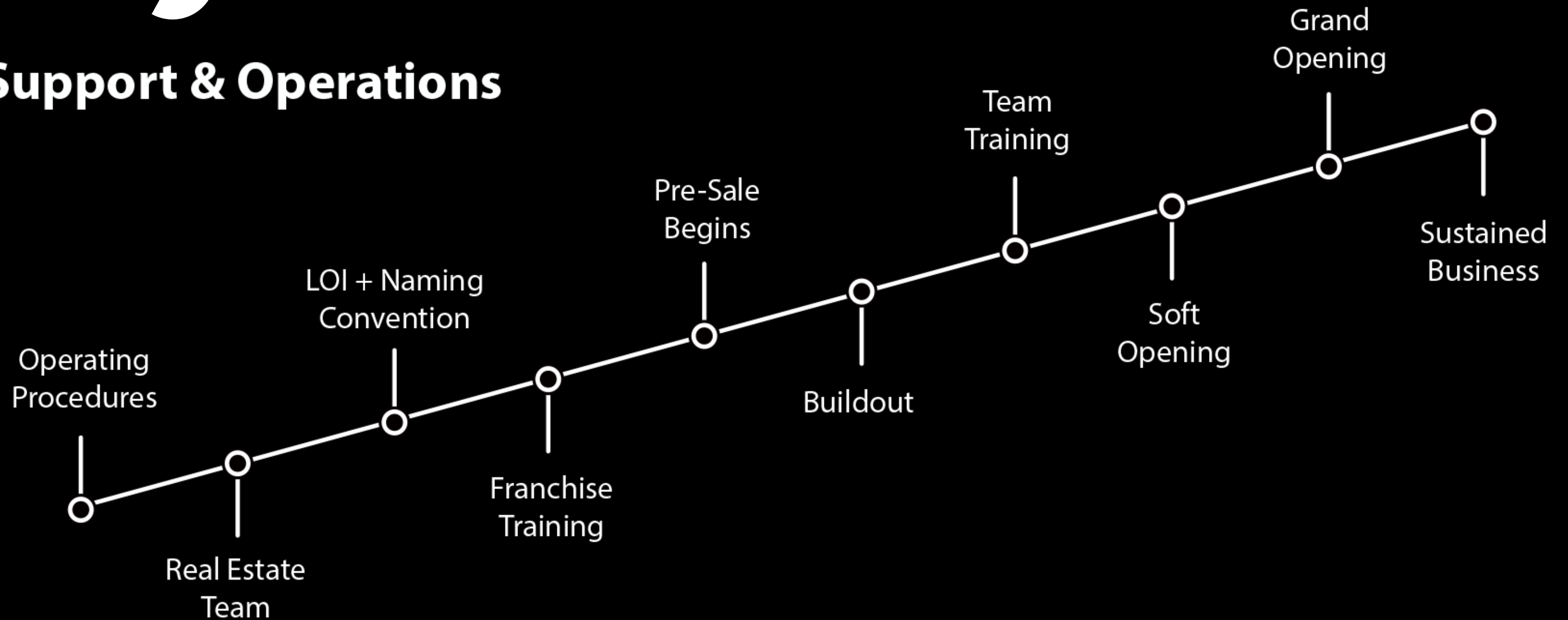


Our commitment

- Site selection guidance
 - Demographics (age, HHI, residents per address)
 - Street traffic analysis
 - Competitive analysis (like services if available)
 - Lease negotiation support
- Modern, cloud-based operating software
 - PC/Mac, tablet, mobile-friendly
 - Accounts Receivable management
 - Member & single-use calendar
 - Member management/tracking tools
 - Outbound marketing support tools
- Best Practices for Sales and Operations Systems



Support & Operations



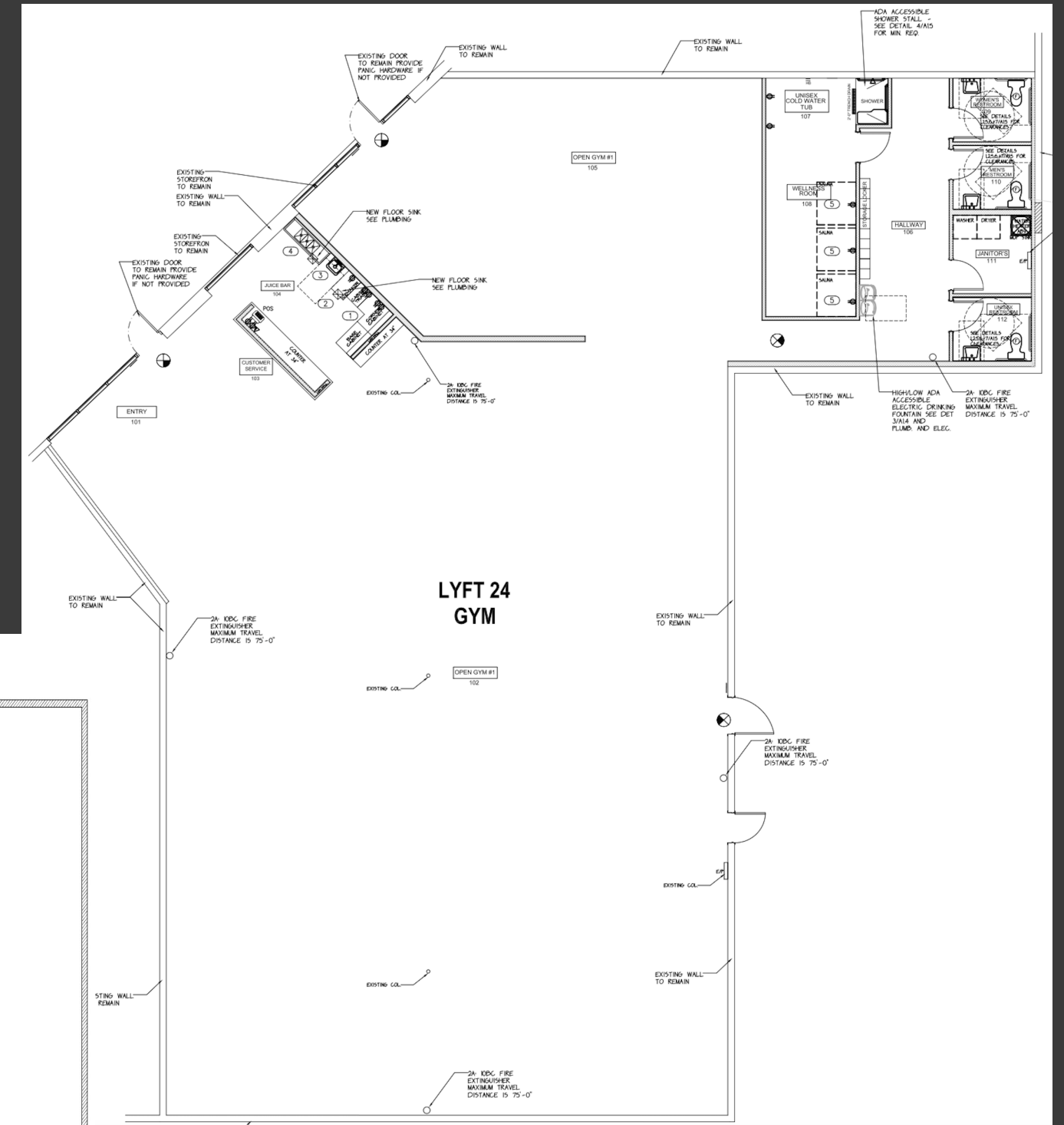
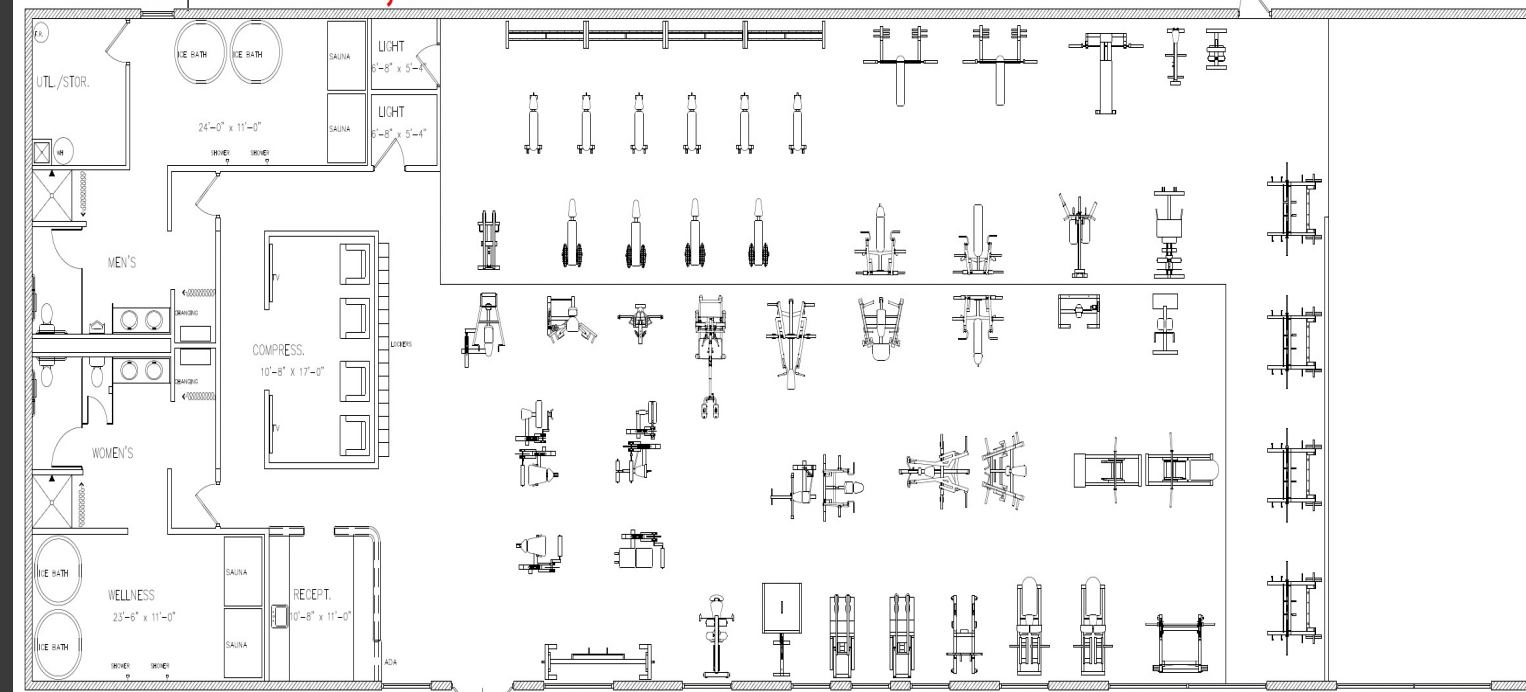
Facility overview

Construction

Lyft 24 locations Range from 6000-8000 Square Feet

- Reception & Waiting
- Organic Juice Bar
- Stater of the Art Weight Room
- Turf Area Functional Training
- LYFT IT (Group Training Classes)
- Recovery Area
 - Ice Bath
 - Infrared Sauna
 - Compression
- Individual Bathrooms
- Day Use Lockers
- Changing rooms

LYFT 24 - Edmond, OK



Unit Economics

Financial Review

Objective:

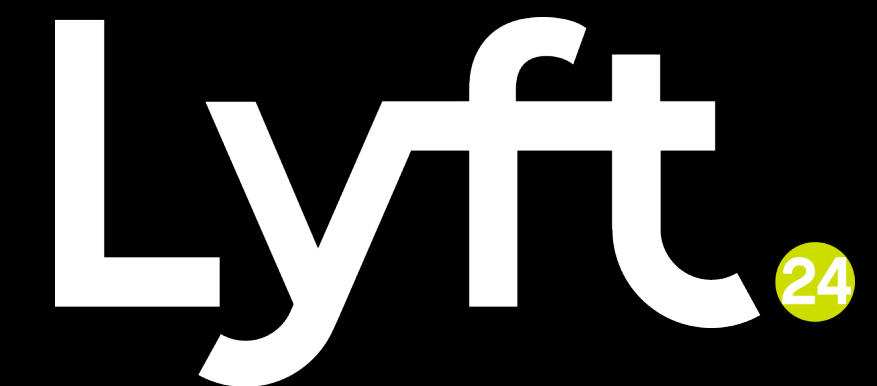
1. Item 7
2. FDD
3. Franchise Fee
4. Operating Costs
5. Financial Projections
6. Next Steps



Start-up Costs

Objective:

- Item 7 \$369,000 - \$1,942,000 (Refer to the FDD for Breakdown)
- FDD (Franchise Disclosure Document)
 - Page 13 and 14 Considerations
 - Lease Hold Improvements – Build out
 - Landlord contribution
 - Conversion vs Grey Shell (Current State of Location)
 - Construction rates vary by location
 - Initial Inventory and Equipment Package –
 - First 12 Months Additional Funds –



ANTICIPATED INITIAL INVESTMENT*

ITEM 7 RANGE: \$369,000 - \$1,942,000

LIQUIDITY: \$150,000

FRANCHISE FEE: \$50,000 / Territory
Current Franchise Offer 3 / \$29,000 (1 Per State)

NET WORTH (Single Unit): \$600,000

* Initial estimated investment range for a single Lyft 24 franchise location.
See the 2023 Lyft 24 FDD for explanatory notes and details.



Income Projections

Objective of Business Model

1. Increase Reoccurring Membership, Individual Modality Sales, Ancillary Sales
2. Increase Unit Sales volume through Lead Generation
3. Formula

Maximum units at the Highest Dues

+

Accurate Billing

+

Retention

=

Increased Reoccurring Dues



Other Lyft 24 Revenue Streams

**PT 1 on 1 Rent Model
or Employment**



**Organic
Smoothie Bar**



**Research Based
Supplements**

WHY dotFIT?

Efficacy
Dosages and Forms match 3rd Party Clinical Trials

Safety
Shown in trials and history, screening and ingredient synergy

Purity & Potency
Tested from start to finish

Nutrient Delivery
Right place, right time

Truth in Labeling 
Legal facts based upon Efficacy and 3rd Party Testing

Personalized to YOU
Attain the complete fitness solution based upon your body, goals and medical history to create the "greenhouse effect"

PT Small Group



**Nutrition Training
Platform**



Unit Economics

Low-Cost Operating Model

Monthly Lease



Payroll



CPL VS CTA

Lyft. HELL NO CARDIO! RESERVE YOUR FOUNDING MEMBERSHIP

Your ultimate strength boutique gym where we redefine what it means to train with purpose.

Experience our cutting-edge facility, indulge in our ice bath and sauna recovery room, join our invigorating group training sessions, and leave cardio in the dust.

1355 E. Florence Blvd., #1115 • Casa Grande
lyft24casagrande@gmail.com
(480) 442-1815

50% FOUNDING ME NO PAYMENTS U

24 Hour Access

Lyft. Friends Don't Let Friends Do Cardio!

Your ultimate strength boutique gym where we redefine what it means to train with purpose.

Get \$24 Off Next Month's Dues with Each New Member

- Free-weights & resistance machines
- Wellness Center with ice baths, compression, and infrared saunas
- Meal Planning and Nutritional
- In-Body Monthly Result Tracking

Referred by: _____

Name: _____

Email: _____

Phone: _____

| Operating Expenses | |
|-----------------------------------|------|
| Facility | |
| Lease (1800 sqft) | |
| Janitorial | \$ - |
| Utilities | \$ - |
| Improvements | \$ - |
| Amenities | \$ - |
| Misc. Operations Expense | \$ - |
| Subtotal Facility | \$ - |
| Labor | |
| General Manager | \$ - |
| Front Desk (Mon - Fri) | \$ - |
| Front Desk (Sat & Sun) | \$ - |
| Commission | |
| SS Tax, Etc | \$ - |
| Subtotal Labor | \$ - |
| Advertising | |
| Website | \$ - |
| Print Advertising | \$ - |
| Postcards (3 Mile Radius) | \$ - |
| Google Ad Words | \$ - |
| Social Media | \$ - |
| Subtotal Advertising | \$ - |
| TV | |
| Phone/Internet | |
| promo gear | |
| Club Access | |
| Subtotal Vendors | \$ - |
| Miscellaneous | |
| Royalties | \$ - |
| Vendor | \$ - |
| Liability Insurance | \$ - |
| Payment Software | \$ - |
| Equipment Maintenance | \$ - |
| Equipment Lease / Total Loan Paym | \$ - |
| Subtotal Miscellaneous | \$ - |
| Total Operating Expenses | \$ - |
| Net Earnings | \$ - |

Next Steps

NEXT STEPS

1. SENDING YOU FDD

1. 150 Pages Boiler Dry Read

1. Unit Economics more in depth

2. *Sample* Franchise Agreement

3. Sign last page RECEIPT only acknowledge
receipt NOT Commitment to Anything

2. Book Next appt FDD Review Call





FRANCHISE
SELECTION
PROCESS



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FDD call

Thank You

Thank you for attending Lyft 24's Unit Economic discussion . We believe our franchise offers a unique and compelling opportunity for entrepreneurs like you. We are committed to providing the training, support, and resources you need to succeed, and we look forward to partnering with you.

We understand that investing in a franchise is a significant decision and appreciate the time and effort you have invested in researching our opportunity.

If you have questions or would like to discuss next steps, please contact us anytime.

VP of Franchise Development
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