

Lyft

24

HELL NO CARDIO!

LYFT 24 BRAND

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, etc.
- **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..



What is Lyft 24



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 cold plunges, infrared saunas, and compression therapy to promote health and wellness among its members.
- 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.

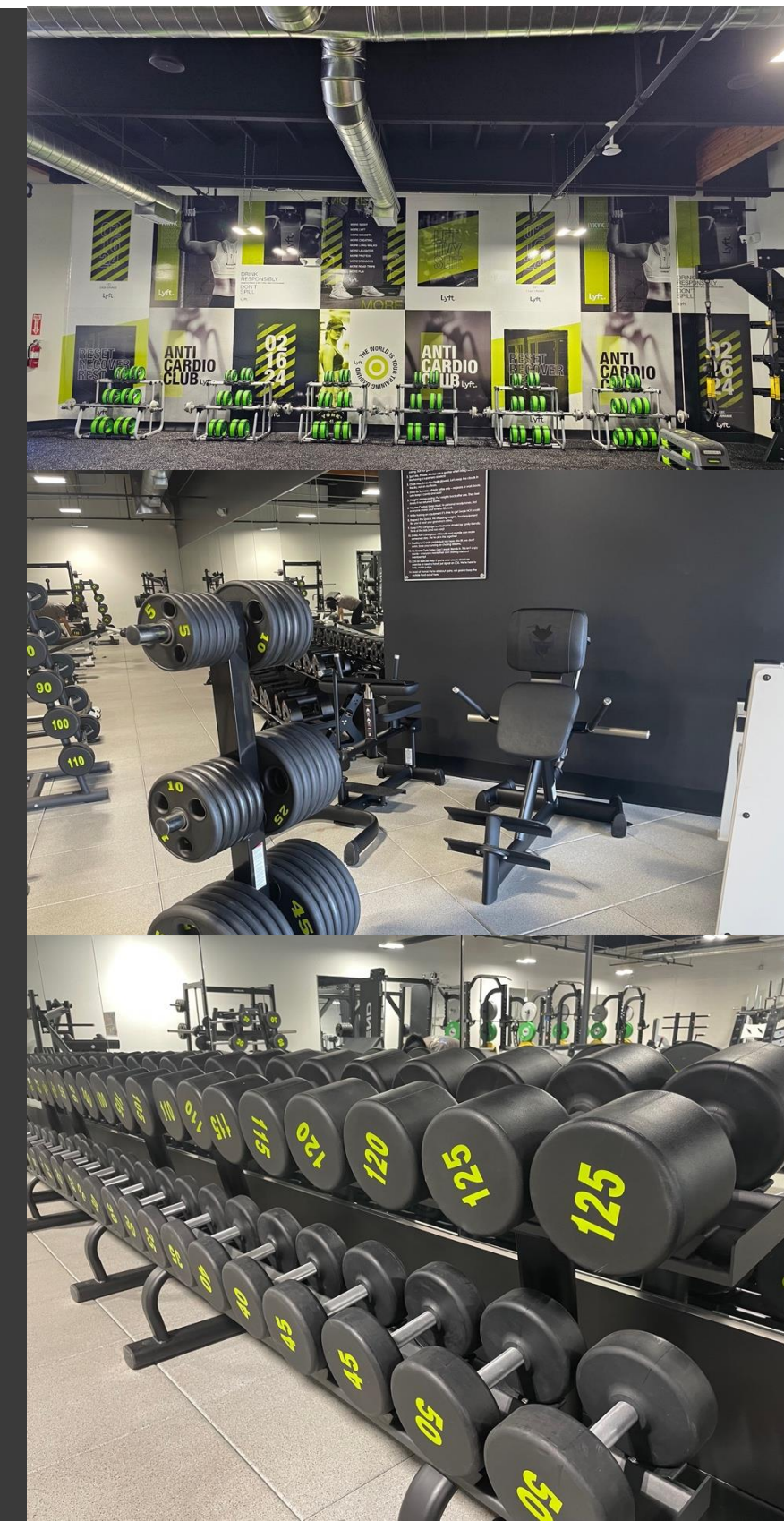


What makes Lyft 24 unique?



Lyft 24 is Unique because:

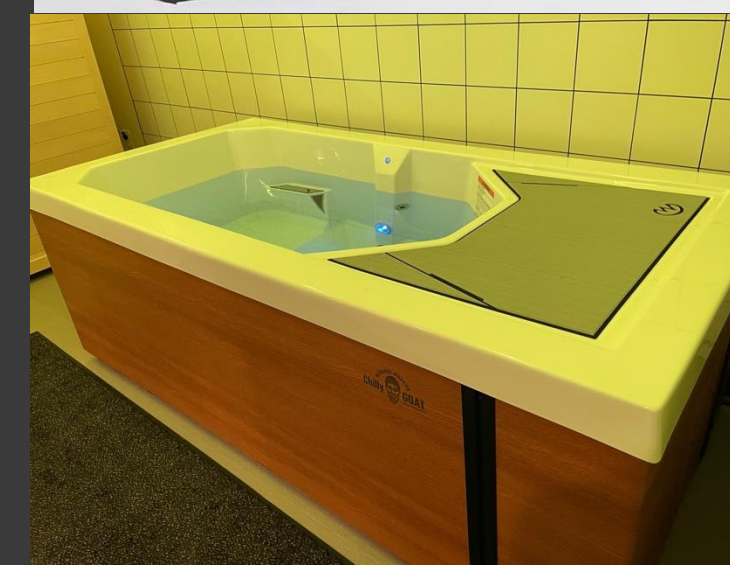
- **24/7 Accessibility:** Open 24/7, we provide the ultimate flexibility for our members to work out at any time that suits their schedule.
- **First to Market Concept:** Our innovative gym model, focused on strength and functional training instead of traditional cardio, makes us a unique player in the 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?

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.



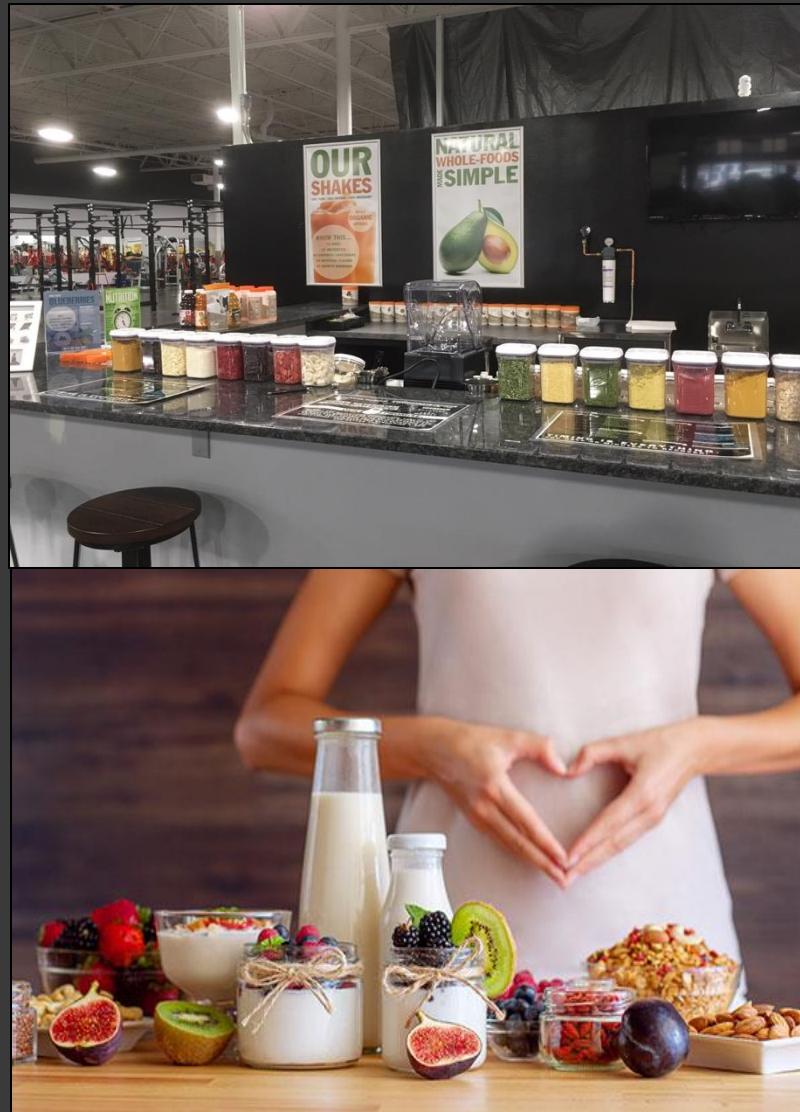
What makes Lyft 24 unique?

Future of Fitness Specialized

On Trend



Organic Solutions



EPOC



Play Span VS Life Span





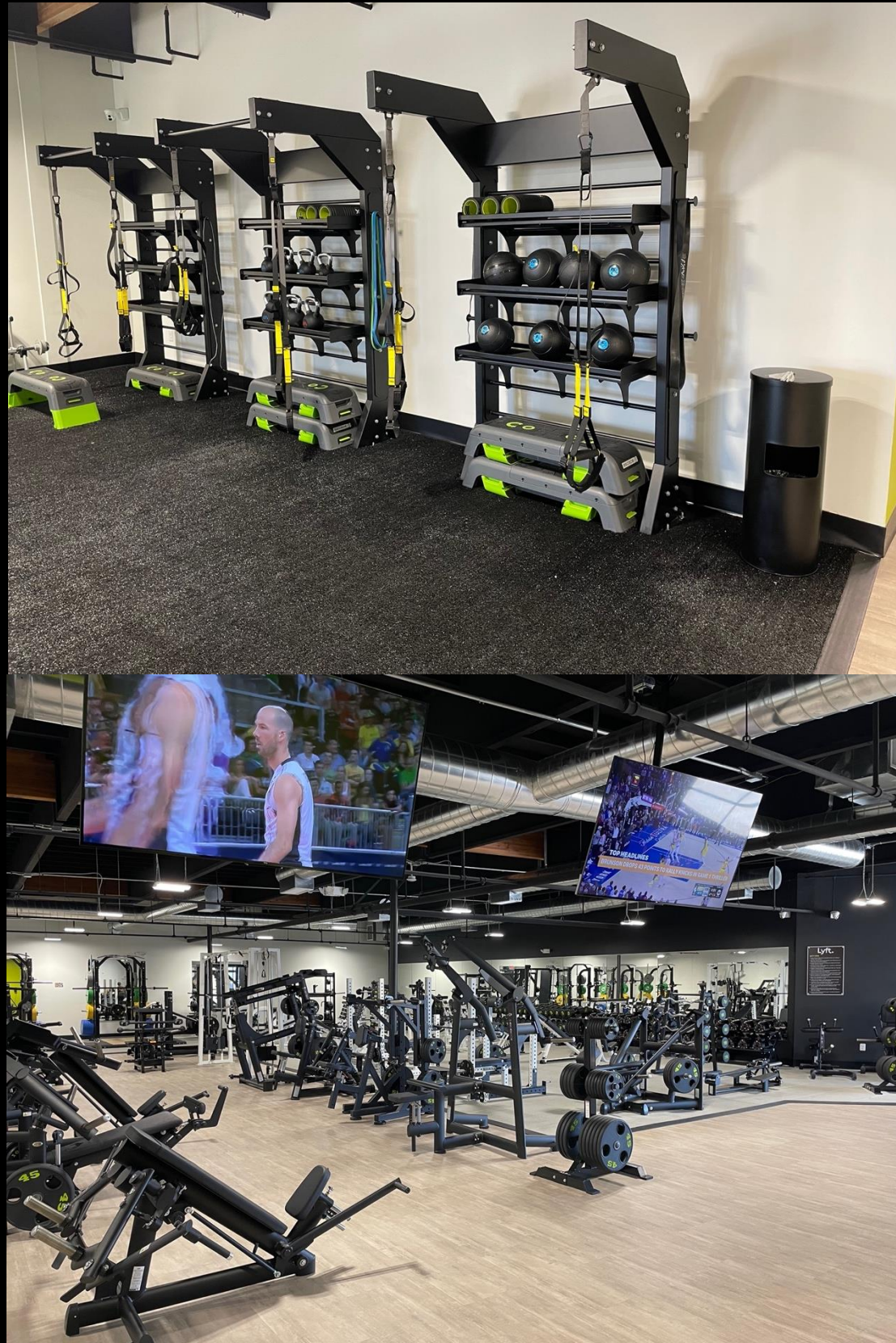
THE BUSINESS MODEL

Monthly Membership Model (Auto Renew)

- No cash
- No account receivables
- Builds recurring 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



Objective of Business Model

1. Increase Recurring 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 Recurring Dues

PT 1 on 1 Rent Model
or Employment



Organic
Smoothie Bar



PT Small Group



Nutrition Training
Platform



Research Based
Supplements

The dotFIT Difference

- ✓ Third-party Tested Safe and Pure
- ✓ Truth In Labeling
- ✓ Scientifically Formulated
- ✓ Superior Nutrient Delivery



Lyft.²⁴

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.

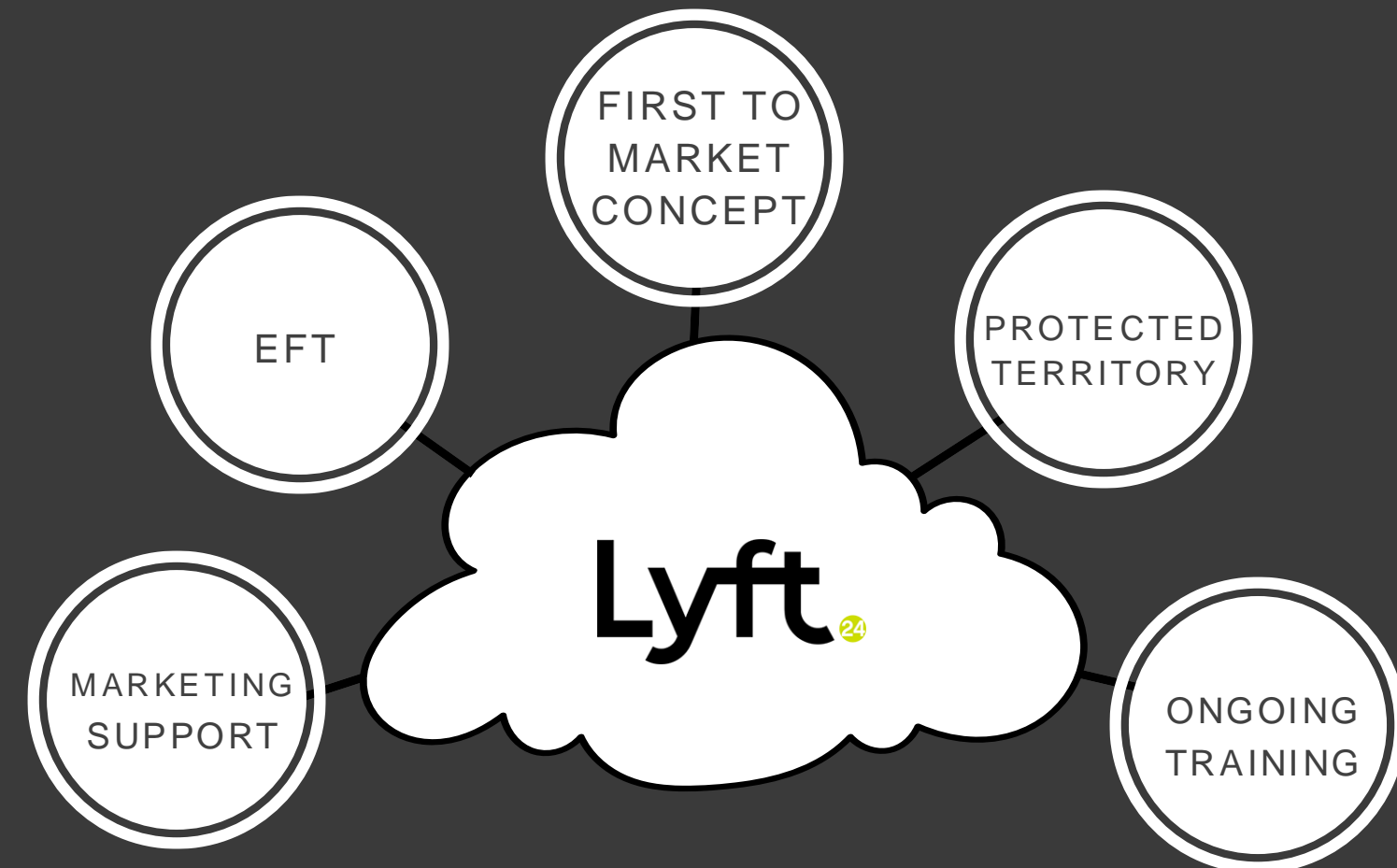
FITNESS COACH

Manages members time on the floor and brand ambassador

Lyft.²⁴

Benefits of owning a Lyft 24

- 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 Liaison
- Design Guide and construction support



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

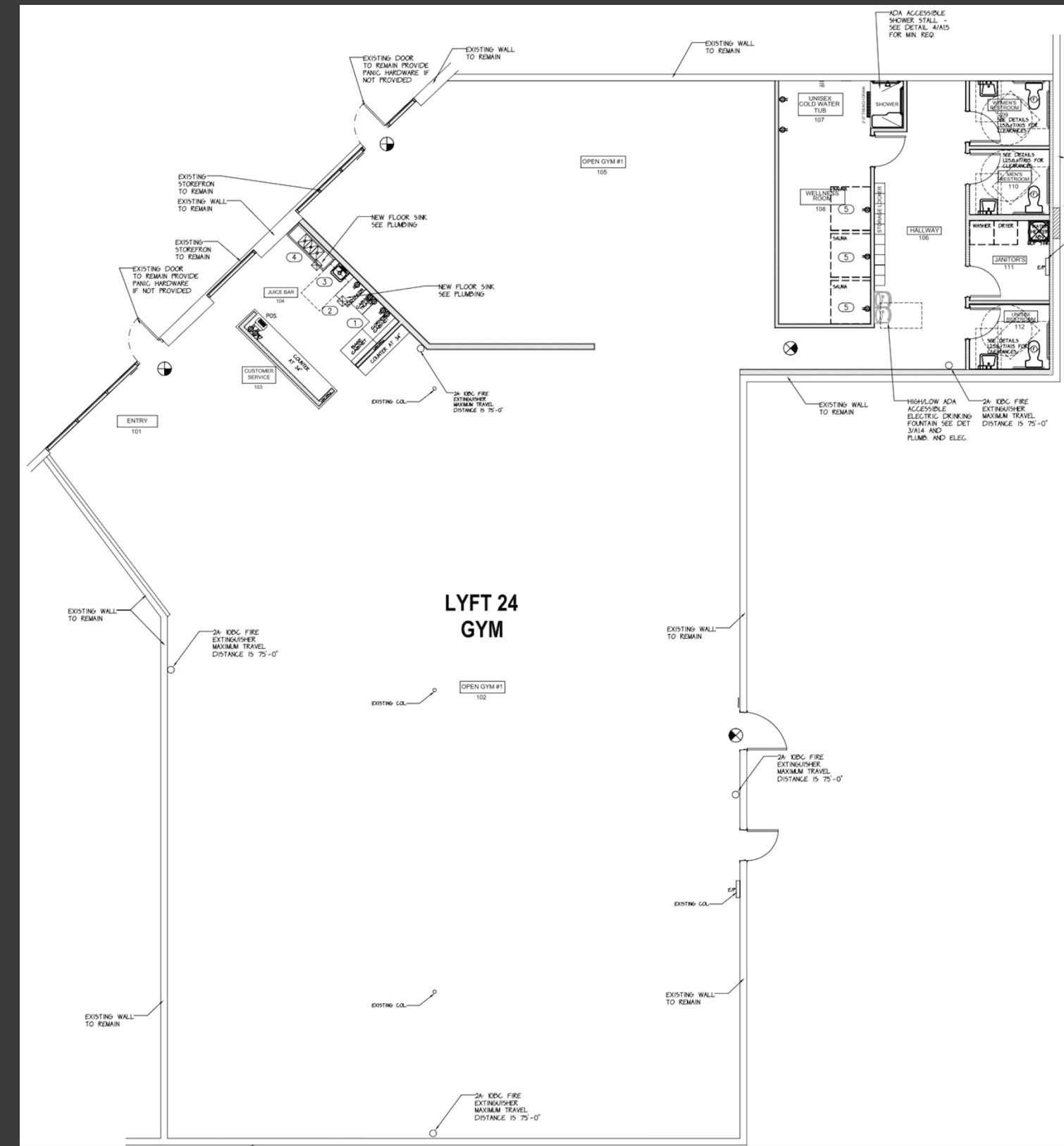
Best Practices for Sales and Operations Systems



Facility overview

Lyft 24 locations Range from 6000-8000 Square Feet

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



Unit Economics

Monthly Lease



Payroll

CPL VS CTA

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

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.

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(480) 442-1815

Lyft. Friends Don't Let Friends Do Cardio!

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

50% FOUNDING ME NO PAYMENTS U

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: _____

24 Hour Access



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

FOLLOW UP CALL

General Questions, Next Steps

3

DISCOVERY DAY

Meet the Executive Team, see a location, Try a workout at Lyft 24.

4

CONFIRMATION DAY

Welcome New franchisee awarded

5

TRANSITION TO FRANCHISE OPERATIONS LIAISON

Begin Operating Procedures



Thank you for your interest in Lyft 24. We believe our franchise offers a unique and compelling opportunity for entrepreneurs. 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.