



FRANCHISE OPPORTUNITY

*Discover the perfect way to turn
your passion into your profession!*



yoga pod[®]



THE MARKET

- There are over 22 million yoga practitioners in the U.S.
- The percentage of people that practice yoga increases on an average of 22-25% every year.
- One in 10 Americans now practice yoga.
- 72.2% are women; 27.8% are men.
- 71.4% are college educated; 27% have postgraduate degrees.
- Practitioners are more affluent than national income averages.
- 44% have household annual incomes greater than \$75,000.
- 24% have household income greater than \$100,000 annually.

MISSION STATEMENT YOGA POD FRANCHISOR CORP

To empower those with an entrepreneurial spirit to embrace their potential by blending their business aspirations with their love for yoga, compelling them to realize their dreams and accomplish extraordinary results.

THE OPPORTUNITY

- A whopping \$6 billion was spent on yoga products last year.
- Spending on yoga products has increased by 87% in the past 5 years.
- Inc. Magazine declares yoga products and services as one of the best industries for starting a new business.
- Of current non-practitioners, nearly 8%, or 18.3 million Americans, say they are very or extremely interested in yoga, triple the number from a 2004 study.
- 4.1% of non-practitioners, or about 9.4 million people, say they will definitely try yoga within the next year.
- Nearly 14 million Americans say a doctor or therapist has recommended yoga to them and yoga is now being covered by many insurance companies.
- Yoga is now part of the P.E. curriculum for many schools. As we educate young people on this practice we seed our future market.
- The American College of Sports Medicine (ACSM) ranked yoga as #11 out of 20 top fitness trends.

OUR VALUES

Community • Authenticity • Diversity
Excellence • Abundance • Love • Fun





THE ADVANTAGE

- As a business owner you will put yourself in the unique position of inspiring people with the powerful and life-changing benefits of yoga.
- In business for yourself, but not by yourself, with a committed business "partner" that has the unique experience and business savvy to help ensure your success.
- The ability to profoundly impact your future financial security.
- Managerial, operational, marketing, and support systems are in place to facilitate your success.
- A strong and unique brand and business philosophy with ongoing field support and business coaching.
- Access to the latest Customer Relationship Management (CRM) software to help you manage your business and your connection to students.
- The tremendous advantage of a proven business where the research, planning, testing, trial and error have already been accomplished for you!
- **Assistance with Site Selection and Design:**
 - » Lease negotiations
 - » Demographic studies
 - » Studio design and space utilization
 - » Site evaluation and selection
 - » General contractor selection
 - » Construction specifications and ordering of fixtures and equipment

THE TALENT / INVESTMENT

We are seeking qualified individuals to become Yoga Pod franchisees either for single or multiple franchises. We are looking for individuals with a sincere desire for this type of business, a proven ability to lead, and a track record of success in any endeavor. A business, retail, or yoga related background is not necessary.

Additional attributes:

- » An ardent desire to succeed, a strong work ethic, and an enthusiasm to contribute to a winning team.
- » High personal integrity and strong interpersonal skills.
- » The willingness to follow a proven system.
- » The necessary financial resources and acceptable credit.

The franchise fee investment is \$35,000 with a 5% royalty fee, per month. The ideal model is a 5000 square foot location with two yoga rooms and fully equipped changing rooms. In addition to the franchise fee, a capital investment for the studio buildout must be made by the franchisee. SBA 7a financing is available for a qualified franchisee.





BENEFITS OF A YOGA POD FRANCHISE

- Proven System — years of significant, continuous growth!
- Brand Identity and Logo
- Mission and Vision Development
- Management Training
- Business Training
- Operations and Marketing Online Manual on Pod iPad (included)
- Marketing Support
- Assistance with Site Selection
- Dynamic Classes, Workshops, Programs and Teacher Training
- Access to Certified and Highly Experienced Teachers
- Field Operation Support
- Ongoing Service and Support

TURNKEY YOGA STUDIO MODEL

We enthusiastically provide franchisees with comprehensive training and support to empower them to create a highly successful yoga studio business.

We offer you the ability to own your own business and control your work environment without the large capital required by starting from scratch and the associated risk of opening on your own. We help you get in business for yourself but not by yourself, offering everything you need to successfully own and operate your business.

Our operations, marketing, and teacher recruiting training utilize best business practices and cutting edge technology, and our background in human performance and organizational growth strategies offers a distinct advantage.

We are fully committed to helping you engage in your passion of yoga/health and wellness, in a business that is high quality, affordable, and highly profitable.

Is it your dream to turn your passion into your profession? Are you ready to take the next step and harness the power of the Yoga Pod Franchise Corporation system?

If you'd like to be considered for a Yoga Pod franchise, please complete the confidential franchise application included in this brochure. Scan and email to info@theyogapod.com indicating Subject: Franchise Application.

After we have received your application, a representative will contact you to schedule a meeting and provide more details on our franchise opportunity. If you qualify, owning multiple franchises is an option.

All information will be held in the strictest confidence. Submitting the confidential franchise application does not obligate you in any way.

"When inspired by some great purpose, some extraordinary project, all thoughts break their bounds. The mind transcends limitations, consciousness expands in every direction and we find ourselves in a new, great and wonderful world. Dormant forces, faculties and talents come alive, and we discover ourselves to be greater persons by far than we ever dreamed ourselves to be."

— Patanjali

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