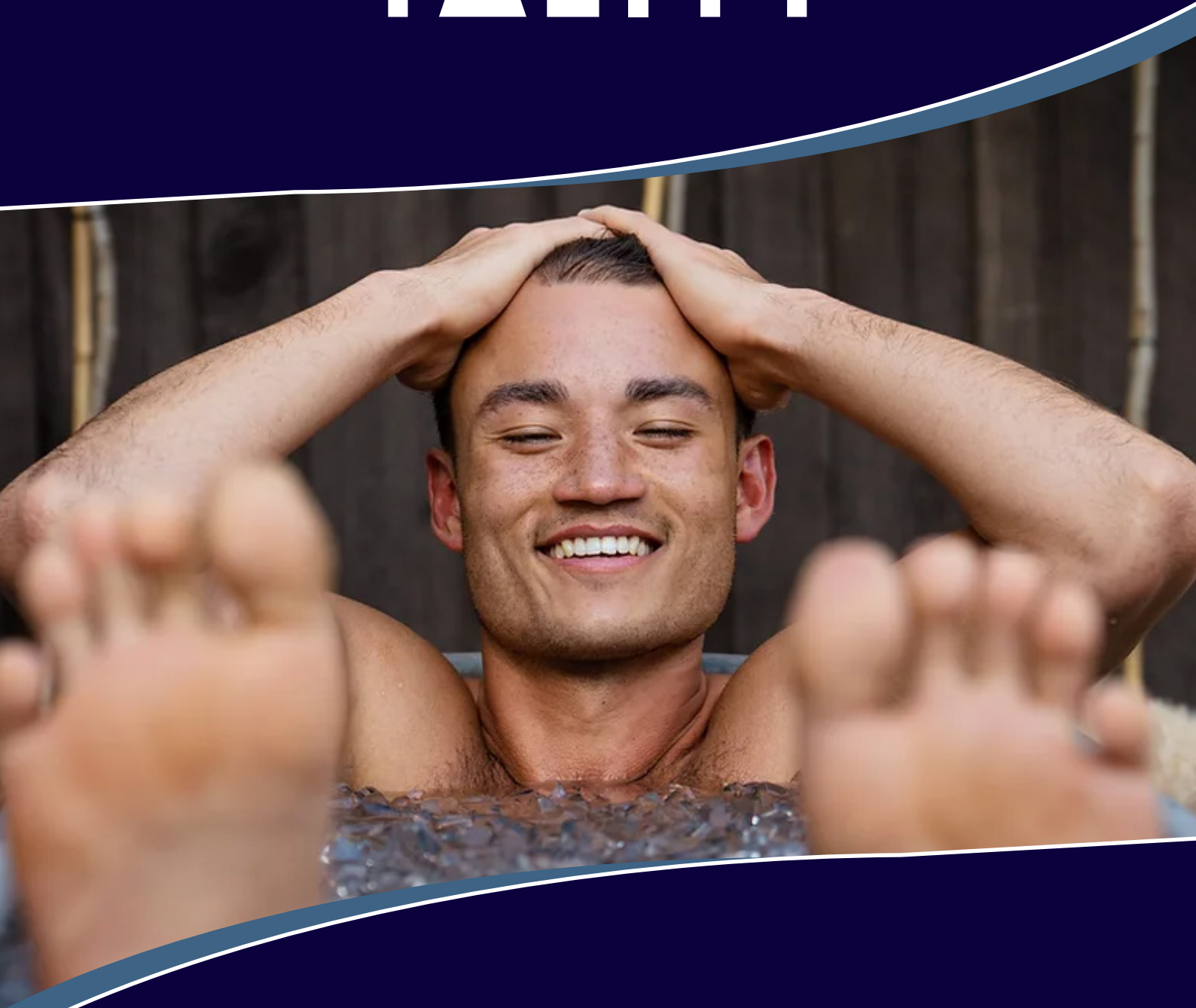


# TALITY



## TALITY FRANCHISE OPPORTUNITY

[www.talitspa.com](http://www.talitspa.com)





Perhaps you have always wanted to run a successful business, but are afraid of the challenges of starting a business from scratch. Hopefully you have already experienced the magic of hot/cold therapy for yourself, and would love to share it with more people. And since you are here, you have almost certainly felt that something is missing in modern society - a loneliness or separation from other people that you wish you could do something about. If that's you, you are in the right place.

## WHY APPLY TO BECOME A TALITY FRANCHISEE?

- ◉ Tality franchisees have the opportunity to create a space of healing and connection that bring people together, directly benefiting their community
- ◉ Operate your franchise as either a fulfilling side business or as a full-time owner-operator
- ◉ Receive professional coaching and support on every aspect of creating your own business from experts who have done it successfully themselves
- ◉ All-expenses-paid training & development retreats with a network of entrepreneurial individuals who are enthusiastic about health & wellness, and personal development
- ◉ Remove most of the risk and market-testing involved with launching a business

► **Does this sound like your cup of (fermented) tea? Read on...**



### OUR MISSION

**Our mission is to connect the world through intentional suffering.**

*We live in a world plagued by comfort. While this may seem like a privilege, it has negative consequences on people's mental and physical health. A reliance on comfort impacts our ability to adapt to challenging situations, making it difficult to cope with adversity and hardship. It is our mission to provide an environment where people can choose intentional suffering, through which people heal themselves and connect with one another.*



### OUR VISION

**Our vision is to make social connection and personal wellness a one-stop-shop.**

*Going to the bar and getting drunk is an easy way to lower your inhibitions to be social, but damage your health along the way. We see a world without tradeoffs, where people connect over activities that are good for our bodies and spirits. By embracing both suffering and healing, we believe healthy individuals become healthy communities, unlock their full potential, and go on to positively impact the world around them.*



# FRANCHISE TERMS

## OWNERSHIP STRUCTURE:

**Franchisee owns 100% of their location**

TALITY will assist in incorporating your business, opening of bank accounts, drafting shareholder agreements, leasehold provisions, etc. TALITY is available for additional back-end consultation and support as well.

## FINANCING STRUCTURE:

- ☉ TALITY charges a **one-time franchise fee of \$25,000**
- ☉ Franchisee and your franchise coach build a business plan together based on your goals
- ☉ Franchisee covers 100% of the start-up costs (highly variable depending on your goals, location, etc)

## ROYALTY STRUCTURE

The franchisee pays TALITY royalties on their gross revenue, automatically debited each month through our booking app.

- ☉ **Royalties are 8% of gross revenue.** Plus, a marketing budget of 2% gross sales.



## OUR VALUE TO YOU

### **In exchange for the franchise fee and royalties, you will be receiving:**

- ⦿ Ongoing professional coaching and support for your business. Your success is our success.
- ⦿ All-expenses paid for training sessions / retreats / masterminds /goal setting sessions with all our franchisees, developing your entrepreneurial skills in marketing, branding, operations, hiring, leadership, financials, etc. These events may involve kombucha drinking games, jumping in an alpine lake, and having a laugh with great people.
- ⦿ Amazing guest speakers on all topics of entrepreneurship.
- ⦿ Access to our entire database of SOP's, historical financials, trade references, tips & tricks, training manuals, etc. Everything we learn, we share.
- ⦿ Slack community with all franchisees to learn and grow from one another.
- ⦿ Branding & marketing support: Tality HQ provides franchise-wide marketing, driving customers into your location.
- ⦿ Custom Tality app that handles all customer bookings, client and email management, revenue tracking, and more.
- ⦿ Tality homepage advertises your location and announces your launch, events, and other updates.
- ⦿ In-house professional photography/videography for your location.
- ⦿ Tality provides branded kombucha, towels, robes, cups, and other soft supplies at cost-plus rates.
- ⦿ Creative license over most of your location design, guided sessions, additional services like breathwork, etc.
- ⦿ A once-in-a-lifetime opportunity to positively impact the mental, emotional, physical & spiritual wellness of your community.

If you know yourself as competent, ambitious, committed, and detail-oriented, as someone who sets goals and works hard to achieve them, this is a fantastic opportunity to launch and operate a wellness business that is uniquely your own.

## AREAS OF CREATIVE LICENSE

We want you to enjoy the process of bringing your business to life and owning it. As such, here are a few categories where you will be able to exercise creative license in your franchise. We can assist or provide references for helping you in these areas of business, or you can make it yourself.

### Designing your location

Must be within reason

### Curating a playlist for your location

Must be within reason

### Email marketing

We encourage you to collect your own email lists for location specific events / updates / announcements

### Website design

You will have the option to design your custom page housed within the master website to highlight any differentiators your location might possess

### Guided sessions

Design your own guided sessions from Yin Yoga + Sauna, to Hypno + Hot/Cold, to Active Recovery for Trail Runners, etc.

### IRL event activations

Open to providing budget

### Content creation

Tality will provide in-house professional photography/videography for your business

### Custom branded merchandise

### Custom essential oil mixes

### Custom incenses

**Ability to leverage franchise network to distribute custom items**

# OPERATIONAL STRUCTURE

## **TALITY will mostly handle:**

- ⦿ General marketing & branding
- ⦿ Top level customer awareness funnels
- ⦿ Booking support
- ⦿ General online customer support
- ⦿ Kombucha & beverage support
- ⦿ Franchisee coaching, training and development

## **TALITY will assist with:**

- ⦿ Permitting & legal issues
- ⦿ Review of lease, floor plan, purchasing, budgets and forecasts
- ⦿ Loan application support
- ⦿ Staff hiring and training resources
- ⦿ Accounting and financing
- ⦿ Health and safety plan
- ⦿ Business insurance
- ⦿ Functional and aesthetic design
- ⦿ References for preferred construction or trades contacts

## **The Franchisee will handle:**

- ⦿ Location scouting and procurement
- ⦿ Hiring, training, & managing facility staff
- ⦿ Project management of design, construction, setup and permitting
- ⦿ Ensuring smooth operations once open and running
- ⦿ Inventory management
- ⦿ Location-specific marketing ie. building a social media presence for your business



## A few expectations on our end (subject to discussion):

- ⦿ The location must be designed in good taste and alignment with our brand
  - Rustic, industrial chic, functional, clean, and clutter free
  - A comfortable and warm lounge area that promotes social connection
- ⦿ Electric or wood fired - NO INFRARED
  - Must be able to hold 90c
  - Water on rocks must be allowed
- ⦿ Minimum 1 cold tub per 6 person capacity
  - Ice almost always required
- ⦿ Unlimited kombucha & tea must be offered
- ⦿ The location must be highly rated publicly and internally

Failure to adhere to basic TALITY Franchise standards may result in additional training or, if performance is consistently low, termination.





## TIMELINE

### Check Out The Opportunity

Read up on what this is all about. If it resonates with you, send us your application form and we will get back to you promptly.

### Feasibility Assessment ~2 weeks

1.5hr competency assessment with Peter including live simulation problem solving  
1hr personal interview with Eddie  
1hr joint call with Peter & Eddie to review assessments, potential obstacles & locations (may require physical availability in North Van to complete a hot/cold cycling session)

### Franchise Offer & Deposit

If you successfully complete these assessments and we all get along, we collect a fully refundable deposit for 20% of your franchise fee, ask you to sign an NDA and Confidentiality Agreement, then send you the franchise disclosure document which includes the franchise agreement and all relevant materials for you to review.

### Franchise Contracts & Fee (2 weeks to review)

Review the legal terms of the agreement. If you are ready to join this wellness movement and create your own Tality Spa, the \$25,000 franchise fee is due upon signing of franchise agreements. Welcome to the Tality Franchise Network! You will receive our franchise welcome package, we will introduce you to the other franchisees, and onboard you to our database.

### Location Procurement

We will help you build a business plan to achieve your financial goals, determine the appropriate financing route for your business needs (loan, line of credit, savings, etc), and begin the search for an appropriate location in your territory. We will help you locate a commercial realtor, filter appropriate spaces, and everything in between.

## Building Phase

After finding the location, this phase is highly dependent on building permit times. The exact support you need will greatly depend on your location. We will help with budgeting, financial forecasts, trade references, floor plan design, hiring staff, training staff, setting up booking systems, banking accounts, financing logistics, and everything in-between.

## Launch your own TALITY Spa!

The climax of your entrepreneurial journey. The first few months are all about learning the business and adjusting our proven systems to make them work for the best for you. We are confident that we will be able to fill your capacity very quickly upon opening. Now is the time to execute and run a fantastic operation. We're here to help you as much as celebrate with you. Because celebrating your business success is so much better when you can celebrate it with your friends!

## Ongoing Support & Franchise Level Engagement

Through coaching calls, casual meetups, and all expenses paid for franchise events, we will grow our businesses together and seek to become the industry leader in nervous system regulation for health-conscious individuals. Feel the synergistic effects of being a part of a brand that reaches further together than we can alone. Continue down the path of self-improvement alongside a community of badassess, and enjoy what being a business owner is all about!

## SUMMARY

In more simple terms, we have attempted to design a structure that puts you in a leadership position with risk and equity, where you are responsible for making the magic happen. You are responsible for ensuring the operation runs smoothly with happy customers. It is our goal as a Franchisor that customers will experience and learn to expect a high level of quality, attention to detail, functionality, and thoughtfulness when visiting any TALITY Spa.

...so what are you waiting for? Go ahead and send us your application - it might just be the best plunge you take all year.