

S30 FRANCHISE BOOKLET



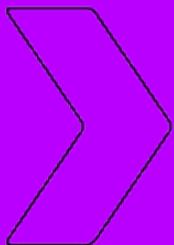


OUR STORY

Two best friends took a trip up a mountain in New Zealand only to find themselves close to a near-death experience at the top. They came to the decision that if they were to make it down alive and with each other, they would then dedicate the coming years to changing the fitness game forever. With 10 years experience in both group training and personal training, Luke and Ret decided then and there to build their entire Business Plan as they scaled back down the mountain in gale force winds with no track to follow and nothing but moonlight to guide them. Ten hours later, these two tramping amateurs, bruised and empty-bellied, had given traditional group training, personal training and the public's perception of your normal gym a full facelift.

Enter S30 Studio.

WHY S30? OUR P.O.D



3 Personal Trainers

Our biggest point of difference is having three trainers at all times. Period. S30 is the closest thing to a Personal Training session you will get outside of a 1-on-1 session. We looked at the cost of a Personal Trainer 2-5 times a week and thought that, for most, it is unjustifiable. So, we wanted to create programming in an environment that was the closest thing to a one-on-one session but at a fraction of the price whilst still allowing entry level to advanced members access to an amazing session.

Qualified Coaching

Our requirements state that each studio must have qualified PTs with over 12 months' experience as a Personal Trainer at a minimum. This is to ensure that there is proper coaching with the workout having structure and compound exercises in the correct form as well as regressed or progressive alternatives.

Perfect Pricing Options

After industry review and competitor analysis, we believe providing a more flexible pricing option is one of our key differentiators. By allowing options of 2, 3 or 4 sessions per week as well as unlimited this keeps the price per session high but in turn increases the overall capacity of the Studio and the longevity of the member. Other players in the market only provide unlimited options, which keeps the price point high but the downfall is that members can do two classes per day which causes a capacity issue.

Variety

Splitting the workout week into six daily programs, we target the entire body but in a more specific way. Monday is chest and back. Tuesday is a hybrid day (Cardio/Weights). Wednesday is lower body focused. Thursday is boxing with hybrid protocols. On Fridays, it is shoulders, arms and abs with Saturday being a full-body one hour circuit. This structure keeps the workouts intense with isolation. It has compound lifts for those who want to build strength and tone with no limitations.

THE SENSORY SYSTEM

S30 Studio dedicated over a year to analysing the human sensory system.

They thought about how what we see, smell, hear and feel can have a part to play in your overall relationship to exercise and people.

What you Smell at S30

S30's secret sauce is the way the Studio smells. Researching how people respond to different smells and thinking outside the box, we created our own patented unisex fragrance that diffuses around the studio like an EMOM, every minute on the minute.

What you Hear at S30

S30 incorporates custom made music specifically curated to the workout by our musical director. As the workout gets harder the music lifts a beat, the drops get bigger and brings some of your favourite tunes at the times you really need them.





THE SENSORY SYSTEM

What you See at S30

“Lights off Sweat On” is our motto as S30 utilises dark, ambient lighting in their studio to set the tone for the workout. With the bass turned up, a nightclub-themed environment is set. The small insecurities of what people think you look like whilst training are out the door.

What you Feel at S30

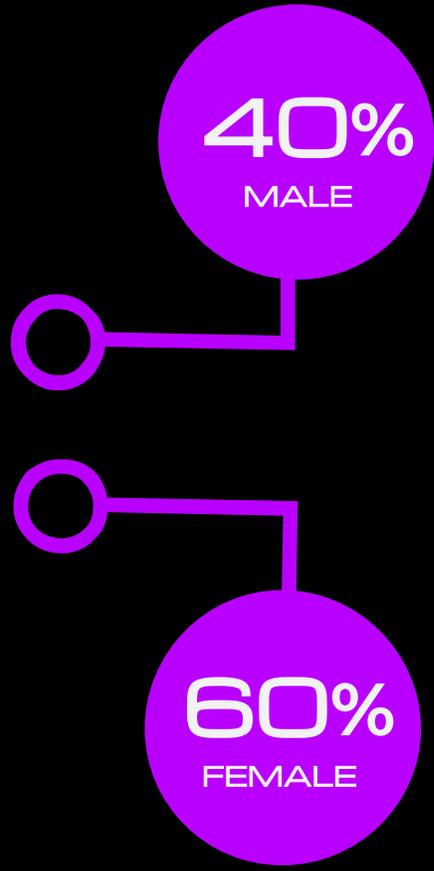
The S30 workout is designed around three blocks with the training philosophy of Weight, Tempo, and Time. Going against the traditional time-based group training workouts currently utilised in the market, S30 applies safe, compound lifts in A block, Tempo based supersets and tri-sets in B block, and giant-set time-based intervals in C Block.

The S30 Touch- “Knuckles”

The way you are greeted is the most important part to S30. The S30 community comes with a physical connection before and after class, establishing a newfound bond with your trainers and your fellow members. Once you get your first Knuckle, you are a part of the S30 Family. You’re connected.



THE S30 MEMBER



AGE 18-35
(AVERAGE 30)

INCOME: SLIGHTLY HIGHER THAN
AVERAGE DISCRETIONARY INCOME.

VALUES TIME.

TRAINING HISTORY:

HAS EXERCISED BEFORE.

ENJOYS ALL GENRES OF MUSIC.





Merging urban streetwear with hip and R&B themed artwork, S30 brings two polar worlds together, connecting millennials and others to exercise through music and culture.

Our internal branding team maintains quality control across all our Studios, keeping us unified and on the same page. Every S30 you go to, you will have the exact same experience, starting from the way you are greeted to the way the Studio is fitted out. The poster walls, the colours and content through social media all remain an integral part of each Studio.

OUR BRAND

Social Media Management

As Instagram and Facebook are an integral part of the success of your S30 Studio, we provide monthly digital artwork with captions and time to post. This allows you to simply download and upload to Instagram with a timestamp and caption.

Our inbuilt design team streamlines all your content so it remains on-brand with S30 Studios guidelines, taking the hassle out of running your own internal social media management. We allow Instagram story control for day-to-day postings and captions of members training in line with our social media guidelines.



THE S30 WORKOUT

BACK 2 BACK

WORKOUT - Upper Body
Chest, Back and Abs
MUSIC: Artist vs Artist
LIGHTING: Red
CAPACITY 30

DRIP DRIP

WORKOUT - HYBRID,
Anaerobic Cardio and
Volume weights
MUSIC House / HIP HOP
LIGHTING - Multi coloured
CAPACITY 30 // 36



NO SCRUB

WORKOUT - Shoulders,
Arms and Abs
MUSIC - 90s, 2000s and
New School RnB
LIGHTING - Purple and
Red
CAPACITY 30

GET LOW

WORKOUT -Lower Body -
Glutes, Hamstrings, Quads
and Calves
MUSIC - HIP HOP / RAP
LIGHTING - Blue
CAPACITY 30



SWEATFEST

WORKOUT - Full Body
HYBRID circuit
MUSIC Live DJs
LIGHTING Multi-Coloured
CAPACITY 30

DRIP DRIP 2.0

WORKOUT -HYBRID - Cardio,
Boxing, Weights
MUSIC - Drum & Bass // Trap
LIGHTING Multi Coloured
CAPACITY 30



4-HUNNIT

WORKOUT - Full Body Volume
MUSIC - Hip Hop Mashed with
LIGHTING: RED
CAPACITY: 27



S30 CHALLENGES

C BLOCK		S	R	TEMPO
C1	EMOM			1:15
C2	SQUATS			8
C3	CRUNCHES			8
C4	PUSH UP			
C5				
C6				
C7				
C8				
C9				
C10				

THE STUDIO GAMES

STRENGTH, CARDIO, HYBRID

The Studio games is our most intense challenge. Your studio competes in either the team event or the singles. The Studio games span three weekends, with each weekend focusing on a challenge.

- Weekend 1 **The Drip Drip Games** - Cardio
- Weekend 2 **Beast Mode** - Dense Strength
- Weekend 3 **HYBRID City** Cardio x Weights

A collective scoring across all events determines the male winner, female winner and overall winner.



UPGRADE U - MINDSET, CREATING HABITS AND ACCOUNTABILITY.

Over the course of 30 days members, will actively upgrade their habits, their attitude toward themselves and others, and their overall performance at work. UPgrade U is a 30-day period where members as a collective will be given small, daily practices to follow, as well as set themselves smaller daily goals and bigger weekly goals to achieve.

The practices will involve an intention to benefit all four pillars of our health: Spiritual, Physical, Mental and Emotional, which will be carefully infused into the 30-day challenge in a modern, realistic, sexy and empowering way. Members will track each day for 30 days, rate their performance that day from 0% - 100% with the aim of at least 70%.

Their score will be based on whether they have completed their daily practices and goals or not, and based on how they feel they performed. There will be an area for members to give themselves constructive feedback if they experience a setback or failure. The guilt will be banished and instead, members will identify how they can move on and make tomorrow better.

UPgrade U is focused on enjoying the process of achieving goals and the small actionable steps that set them up for success. It will give present, mindful and measurable progress.

S30 PRESENTS

SWEATCHELLA



2019



COMMUNITY, ENGAGING, FUN

Win two VIP tickets to Coachella! This challenge is based around community, training intensity, and overall engagement with others competing.

We run amazing races, quiz nights and poster scavenger hunts to keep things fun and exciting.

Your Studio will be re-fitted for Sweatchella season with new posters, signage and music all provided by HQ to ensure all Studios are in sync for the best time of the year! A 3,2,1 point system determines the winner collected by your trainers at the end of each class.



MEMBERSHIP OPTIONS



Deuces - 2 Sessions/wk
(12 Week Commitment)



Stay Woke - Unlimited Sessions
Per Week



3-Peat - 3 Sessions/wk
(12 Week Commitment)

Research has found fitness is extremely important to people in Australia. In fact, Australians invest a lot of time and money into their health, but people don't like to be locked down to one thing at one time. Gone are the days of 12-month contracts; we certainly don't entertain the idea of that here at S30.

Providing flexible options has been the key to our high sales conversion rates. Our members like smashing three sessions with us per week and adding in a pilates class or a yoga session on the other days they don't have S30 and we are ok with that. Locking down unlimited members on contracts burns clients out and ends up with unhappy members and a bad service. We believe that having these flexible options increases the longevity of our members from your traditional 3-month seasonal members to the 9-12 month mark.

**TOTAL
INVESTMENT
REQUIRED** **\$250K**

- Franchise Fee \$75,000
- Franchise Royalty Fees 7.5% gross turnover
- PR & Advertising Fee 1.5% gross turnover
- Store Indicatives of Rent \$50K- \$65K/annum

**Franchise
Specifications**



**THE
FINANCIALS**

S30 Studio has a proven low-cost entry model with estimated return



THE FLOOR PLATE

S30 Studio requires a floor area of 200m² - 300m² . Ideally, an underground basement is preferable but is not necessary. The internal floor plate must be partitioned off from the main windows or the street with tinted internal windows to maintain a dark setting inside our workout zone. S30 reviews all floor plates and works closely with franchisees on finding the ideal location that meets our Fit Out guidelines.

S30 Studio must be in a larger square and preferably a rectangle floor plate with ceilings 3m minimum in height.

S30 allows no clocks with the time. S30 allows no mirrors.

Amenities:

- 1 unisex bathroom is necessary
- A shower is optional but not necessary
- Changing rooms are optional
- A concrete kiosk is mandatory.

Merch is available for sale at the concrete kiosk.



THE FITOUT



DESIGN AND AMBIENCE

S30 is a nightclub inspired Fitness Studio with a Hip Hop attitude.

The S30 Studio design and fit-out is unique. For us to flip the traditional stereotype of a gym, we had to think outside the box. We have introduced a new attitude of fitness with LED lighting and neon signs, elevating darkness in the Studio. Each Studio must have: a feature wall with posters of hip hop lyrics mixed with fitness quotes; a walk-in waiting entrance lit up with our training ethos and neon flex signs prompting gram opportunities for members while they wait for class; and a state of the art sound system that make classes loud!



A FRANCHISEE TO US

Our intensive vetting process streamlines our applications down to a more suitable franchisee. Unfortunately, S30 is not for everyone and our brand needs to be in what we believe is the right hands. Our success is your success and means the overall success of S30.

We undertake three interviews with our applications after they are vetted. But, at a glance, this is what we look for in our applications:

- Strictly Owner-Operators
- A passion for health and fitness
- A bubbly and relatable personality
- A minimum of three years' experience in the fitness industry, either back-end but more preferably front-end
- Management experience
- Cash liquidity of a minimum \$150,000 with access to outside investment
- Someone who enjoys all genres of music and has a liking to Hip Hop and RnB
- Someone who isn't too serious. The majority of S30 members live by a 70:30 mentality: train hard and also enjoy life and don't sweat the small stuff like a burger or a glass of wine on the weekend. We want people that understand this lifestyle.
- Problem Solvers

WRITE
YOUR
FUTURE

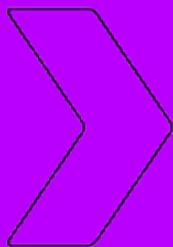
Our intense four-week induction covers everything from Studio Process, staff, training manuals and the coaching itself. We pride our studios in streamlining everything, from music selection to workout programs to end of year challenges - every Studio is in sync. All franchisees must complete a full working week at the Flagship Studio shadowing and running classes as well as running class demonstrations verbally. All franchisee staff must complete a full week of S30 training so that they understand the intensity and level of coaching we set as precedent.

WRITE
YOUR
FUTURE



INTENSE
INTENSE
INDUCTION
INDUCTION

YOU GET THE WHOLE FAMILY



Being a part of the S30 network means you have access to all our amazing partners. We work closely with you to maintain efficiency across our studios.

LEGALS

Our internal legal team provides you with a firm company set-up structure for you to engage in and also review your lease agreements.

LEASING

Getting your lease right with the appropriate clauses and incentives can be the difference between a successful business and a failed business. S30 has access to our lease agents who handle the negotiation of your release on your behalf, ensuring all parties get the best deal.

ACCOUNTING

Our third-party accounting team at RSM work closely with you to set up the necessary structures and accounting software to streamline the back end of your business in the best possible way.

COUNCIL PLANNING OFFICER

Fast-tracking your change of use (if you need one) is handy to have in getting your location approved and ready.

WRITE
YOUR

YOU

GET

THE

WHOLE

FAMILY

CONTI.

WRITE
YOUR
FUTURE

Being a part of the S30 network means you have access to all our amazing partners. We work closely with you to maintain efficiency across our studios.

MARKETING & PR

S30's internal PR, marketing, and creative team provides you with up-to-date content for your monthly social and EDM campaigns to ensure potential members continue to hear about your studio.

CONSTRUCTION AND FITOUT

Our Turnkey Specialists at S30 provide you with the keys to your Studio after the completion of your build. S30 can handle your Studio architectural drawings, council approval, equipment logistics and complete the studio build for you.

INSURANCE

S30 provides insights into third-party Insurance companies you may want to contact to ensure you're covered for every eventuality.

FUNDING

S30 has access to third-party capital for funding if you need assistance with the initial investment. Terms and Conditions apply.

HR & RECRUITMENT

S30 assists in the recruitment and quality of your future trainers as this is your bread and butter. Our connections with local institutes as well as approaching existing trainers who are looking for work is something we strive to get right.

A man in a black t-shirt and cap is assisting a woman with a barbell in a gym setting. The man is leaning over the woman, who is lying on a bench, and is holding the barbell. The woman is wearing a black sports bra with 'LORNA' visible on the side. The background is dark and industrial, suggesting a gym or studio environment.

EIGHT STEPS TO SWEAT FEST

STEP 1

Complete our application form and vetting questionnaire. Your score will determine your initial likelihood of moving to the next step, so make sure that you answer truthfully and carefully. It's our first initial glance at you and your team, so be sure to make a good first impression. S30 does not envisage taking all applications on. The quality of our brand and franchisees is the most important thing to us.

STEP 2

If your application is successful, an S30 associate will give you a call and invite you along to attend a joint session at the flagship Studio. Afterwards, you will have the first of your three meetings. This is a good time to assess your current financial position and how you intend to fund your franchise as well as operate it. S30 will provide you with all the necessary documentation to take away with you to do your Due Diligence.

STEP 3

This is where we have a more formal engagement where we run through all the legalities involved with owning and running an S30 franchise as well as alleviate any further questions, queries or issues that would stop us from moving forward. Upon the completion of this meeting, we provide you with your final franchise copy and request your Franchise Fee payment

STEP 4

You're a part of the fam - here is where we have our strategy meeting, including discussing turn key options, equipment logistics, timelines and potential sites for your franchise.

STEP 5

Intense Induction

Our 28-day intense induction commences at Step 5 and it's where you earn your stripes as a gun operator. We run through everything you need to know before the doors open to your own S30 Studio. It's at this point that we sign off on the pre-opening marketing plan to ensure we have 40 pre-sold "OG" memberships prior to opening.

STEP 6

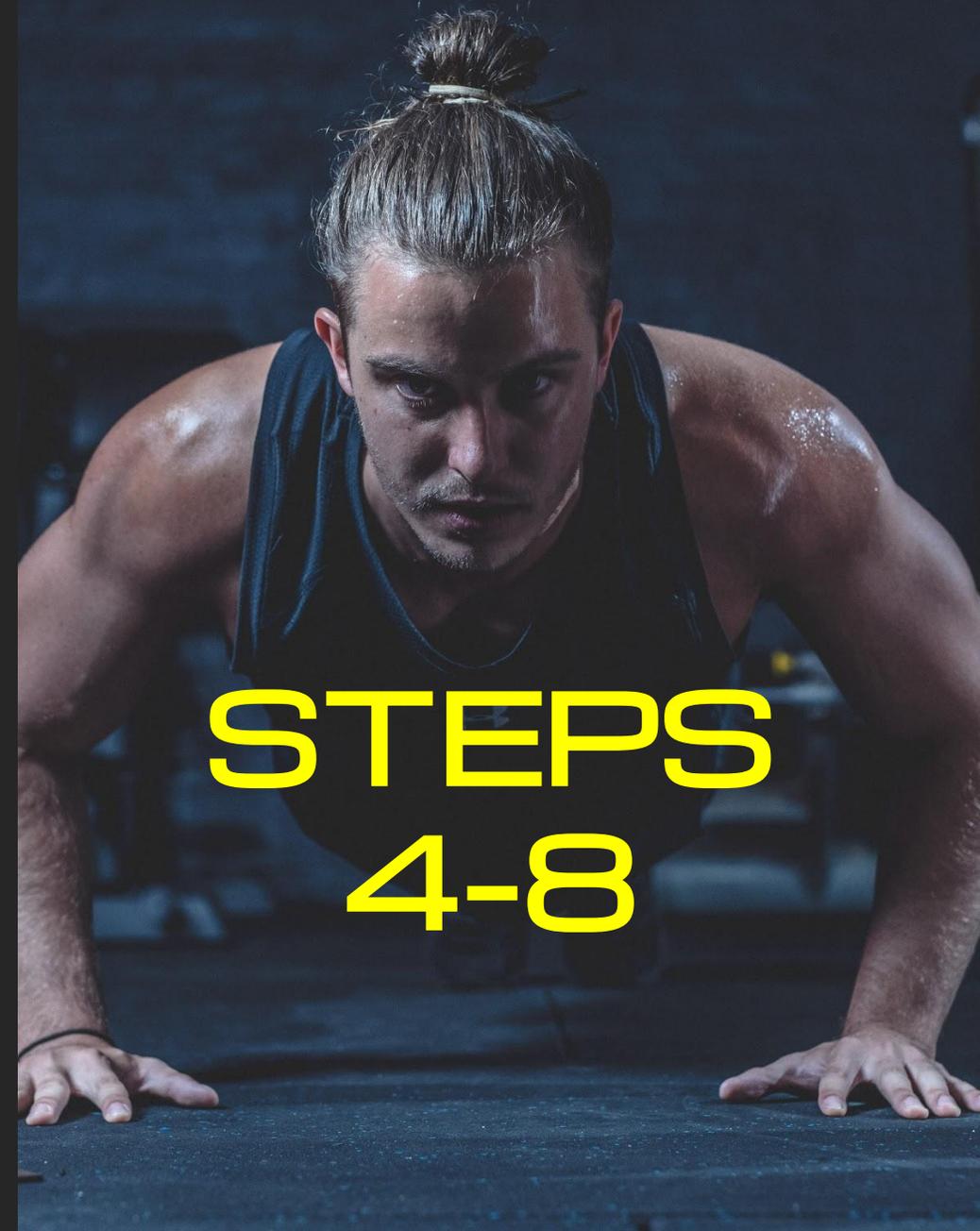
Onsite inspection - your last step is when our Studio fit-out consultant runs through a thorough inspection of your Studio. At this in-person inspection, we review the brand and fit-out guidelines, test the audio system, and make sure you have kept to our specifications.

STEP 7

If all is approved at your onsite inspection, we provide you with your first month's programs and custom-made mixtapes for opening.

STEP 8

Our final step is 6 weeks post opening. Here, we review your sales conversion rates, class capacity and member analysis. This is our opportunity to troubleshoot any early issues to fasttrack your studio to breaking even!



The image shows the interior of an S30 Studio gym. The room is dimly lit with red and orange neon lighting. In the center, a brick wall features a large, glowing neon sign that reads "S30" with a double arrow pointing right, and the word "STUDIO" in smaller letters below it. To the left, there are several stationary exercise bikes lined up. In the background, a squat rack and a calendar titled "A BLOCK" are visible. To the right, a rack of dumbbells is neatly organized. The floor is made of large, light-colored tiles.

S30
STUDIO

CONTACT

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