



**S30**  
**FRANCHISE**  
**BOOKLET**





# OUR STORY

Every good story starts with a simple premise  
- two best friends took a trip up a mountain.

It was in New Zealand, late May, 2019. Finding themselves at the top, unprepared for ever-changing weather conditions and a close-to-near-death experience, the boys looked at each other and the epiphany's started. After turning around to begin the arduous journey to the bottom and trying to keep their minds occupied, Luke and Ret started to spin ideas and throw out some concepts on how they'd change the fitness game.

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 and crossed fingers 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.

A 10 hour hike, almost freezing, exhaustion...  
Inspiration comes in all shapes and sizes.

# WHY S30? OUR P.O.D

## 3 PERSONAL TRAINERS

Our biggest point of difference is having three trainers on 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

We hold high standards for all of our trainers and only employ people who have a genuine passion for fitness, people and our brand. The quality of our coaching is one of the largest aspects that attract members and this is something that we internally place a lot of time and effort into.

This is to ensure that all trainers provide correct coaching with our workout programs commonly including more advanced exercises and compound exercises than an average group training studio.

## 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 1, 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.

## WORKOUT VARIETY

Splitting the workout week into six daily programs (plus our rotating feature Sunday classes) 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 core with hybrid protocols.

On Fridays, it is shoulders, arms and abs with Saturday being our more advanced full-body hybrid class. 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.

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.

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.

“Lights off Sweat On” is our motto as S30 utilises dark, ambient state of the art lighting system which matches the BPM of the music 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.

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.

Paired with our hybrid classes that follow the same block structure but with ever-changing training protocols.

## 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

40%  
MALE

60%  
FEMALE



## B BLOCK

B	EXERCISE	S	R	TEMPO
B1	DB INCLINE PRESS	8	3	0 1 0
B2	DB CHEST PRESS	8	2	0 1 0
B3	REVERSE FLY	1	0	X
B4	PUSH UP PULSES	1	0	X
B5				
B6				
B7				
B8				
B9				
B10				

AGE 18-35  
AVERAGE (30)

INCOME:  
SLIGHTLY HIGHER THAN  
AVERAGE DISCRETIONARY  
INCOME.

VALUES TIME.

TRAINING HISTORY:  
HAS EXERCISED BEFORE.

ENJOYS ALL GENRES  
OF MUSIC.

# OUR BRAND

**MERGING URBAN STREETWEAR WITH HIP HOP AND R&B THEMED ARTWORK, S30 BRINGS TWO POLAR WORLDS TOGETHER, CONNECTING LIKEMINDED INDIVIDUALS TO EXERCISE THROUGH MUSIC AND CULTURE.**

## **SOCIAL MEDIA MANAGEMENT**

As Instagram and Facebook are an integral part of the success of your S30 Studio, all of our studio's work with our inhouse and third party marketing team to ensure that your studios content is tailored to your areas demographic and target market, while still remaining inline with S30.

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.

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 and the overall brand awareness.

# THE S30 WORKOUT



## WORKOUT: WEIGHTS

Upper Body Chest, Back and Abs.

**MUSIC: ARTIST VS ARTIST**  
**LIGHTING: RED**  
**CAPACITY: 30**



## WORKOUT: WEIGHTS

Lower Body - Glutes, Hamstrings,  
Quads and Calves.

**MUSIC: HIP HOP/RAP**  
**LIGHTING: BLUE**  
**CAPACITY: 30**



## WORKOUT: HYBRID

Metabolic Conditioning meets Weights.

**MUSIC: LIVE DJ**  
**LIGHTING: MULTI**  
**CAPACITY: 36**



## WORKOUT: WEIGHTS

Shoulders, Arms and Abs.

**MUSIC: 90S, 2000S  
& NEW SCHOOL RNB**  
**LIGHTING: RED/PURPLE**  
**CAPACITY: 30**



## WORKOUT: HYBRID

Anaerobic Cardio and Volume weights.

**MUSIC: HOUSE / HIP HOP**  
**LIGHTING: MULTI**  
**CAPACITY: 30/36**



## WORKOUT: HYBRID

Metabolic Conditioning & Core.

**MUSIC: DRUM &  
BASS TRAP**  
**LIGHTING: MULTI**  
**CAPACITY: 36**

# FEATURE CLASSES

The Sunday schedule rotates with these classes and one Sunday off per month.



## BAD & BOOTY

Slowing down and targeting everything glutes and lower body!

## F.O.M.O

A free class for members to bring their friends to see what S30 is about.



## SLOW JAMS & YOGA

A chance for members to stretch and relax.



**S30**  
**STUDIO**  
**CHALLENGES**

S30 PRESENTS

# STUDIO GAMES

## STRENGTH, CARDIO, HYBRID.

The Studio games is our most intense challenge. Your studio competes in pairs in either the Male or Female Division.

The Studio games span three weekends and runs twice a year, with each weekend focusing on a challenge. Then there is the End of Year Games where all studios compete against each other!

**WEEKEND 1: METABOLIC CONDITIONING**

**WEEKEND 2: DENSE STRENGTH**

**WEEKEND 3: CARDIO**

**WEEKEND 4: STUDIO FACE OFF**

A collective scoring across all events determines the winners of the male and female divisions

**S30**  
STUDIO



# THIRTY

THE 30 DAYS OF S30 CHALLENGE IS DESIGNED TO HELP OUR MEMBERS CREATE HABITS WITH THEIR TRAINING ROUTINE BY COMMITTING TO TRAINING FOR 30 DAYS STRAIGHT!

The challenge includes Sunday classes of Bad & Booty and our recovery yoga sessions Slow Jamz and Yoga to take care of their bodies and mind.

Members are scored by their trainers in each studio by commitment and progress made - with their fitness, strength and dedication amongst other things.

This helps with the member buy-in to the S30 Family with prizes usually involving free memberships for 3, 2 and 1 month/s.

# SWEATFEST SUMMER SHAKEUP

PRESENTED BY S30 STUDIO

## 2021

Our end-of-year summer shake up. This 'You vs You' inspired challenge focuses on our members mentality and their relationship with not only working out, but also themselves. It's a summer kickstarter that the community was craving and only S30 could deliver.

With fortnightly sessions of Slow Jams and Yoga, wellbeing seminars, community events and culminating in our Annual Christmas party - it's not only the best way to close off the challenge, but also an awesome way to celebrate an amazing year of hard work.

Scoring is via an established 'Fit Test', taken before and after the challenge. Members not only see how much they have improved, but also can see where they can build upon for their overall training.



# MEMBERSHIP OPTIONS

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. Some of our members train at S30 every day of the week, and some 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.



## DEUCES \$39 PER WEEK.

12 WEEKS.  
DEBITED FORTNIGHTLY.  
2 CLASSES PER WEEK.



## 3 PEAT \$49 PER WEEK.

12 WEEKS.  
DEBITED FORTNIGHTLY.  
3 CLASSES PER WEEK.



## 4 PEAT \$59 PER WEEK.

12 WEEKS.  
DEBITED FORTNIGHTLY.  
4 CLASSES PER WEEK.



## STAY WOKE \$69 PER WEEK.

12 WEEKS COMMITMENT.  
ACCESS TO UNLIMITED  
CLASSES PER WEEK.



## GLOWED UP \$74 PER WEEK.

NON COMMITMENT.  
ACCESS TO UNLIMITED  
CLASSES PER WEEK.

# THE FLOOR PLATE

**S30 STUDIO MUST BE IN A LARGER SQUARE AND PREFERABLY A RECTANGLE FLOOR PLATE WITH CEILINGS 3M MINIMUM IN HEIGHT.**

S30 allows no clocks, mirrors, fridges, or outside light in the workout zone.

## **AMENITIES**

- 1 unisex bathroom is necessary
- Changing rooms are optional
- 1 water fountain is necessary
- A concrete reception is mandatory
- Merch is available for sale at the concrete kiosk.

**S30 STUDIO REQUIRES A FLOOR AREA OF 200M<sup>2</sup> - 300M<sup>2</sup>**

Ideally, an underground basement is preferable but is not necessary. The internal floor plate must be partitioned off from the main windows and entry way by a custom designed Neon tunnel, used for members to take photos and wait prior to class starting

S30 reviews and signs off on all Franchise floor plates, during the design phase and works closely with franchisees on finding the ideal location that meets our fit out guidelines.



# 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 signs prompting gram opportunities for members while they wait for class; and a state of the art sound system that make classes loud!

S30 STUDIO  
001 // FLAGSHIP

# TRAINING ACADEMY

## ALL FRANCHISEES MUST ATTEND OUR TRAINING ACADEMY.

This includes all owners of that franchise and their manager, this covers everything from S30 background and brand standards, owner, trainer and manager expectations, memberships, classes and creating logins for required programs (MindBody etc).

The second day includes all your trainers and is focused on the practical application of introducing, demonstrating and coaching classes so that they understand the intensity and level of coaching we set as precedent.

We pride our studios in streamlining everything, from music selection to workout programs to end of year challenges - every Studio is in sync.



# 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.**

## **MARKETING**

S30's internal marketing & content coordinator team works closely with our third party marketing team to ensure that your studios content is up to date and relevant to your studio (which will also be used for your member EDM's) to ensure potential members continue to hear about your studio.

## **PUBLIC RELATIONS**

All S30 studios to date have launched with the assistance from our third party public relations team with great success. We recommend that all studios engage this team as they are experienced in working with our brand and we are able to facilitate this introduction.

## **CONSTRUCTION AND FITOUT**

S30 can assist you in working with your studios construction and fitout by pairing you with our Head of Logistics and Construction.

Christian is experienced with our studios and has managed studio fit outs before and is able to manage these projects efficiently and to an accurate timeline.

## **INSURANCE**

S30 has also worked closely with a third party building group who is able to assist with certification and council submissions.

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

# CONTACT

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