



INSPIRE
YOGA



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**Any investor can
buy a franchise.**

**Lucky ones become
Franchisors.**



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**Give others the opportunity to
experience health and
wellness success.**

**Bring your passion for yoga
to your community.**

Be the Franchisor.



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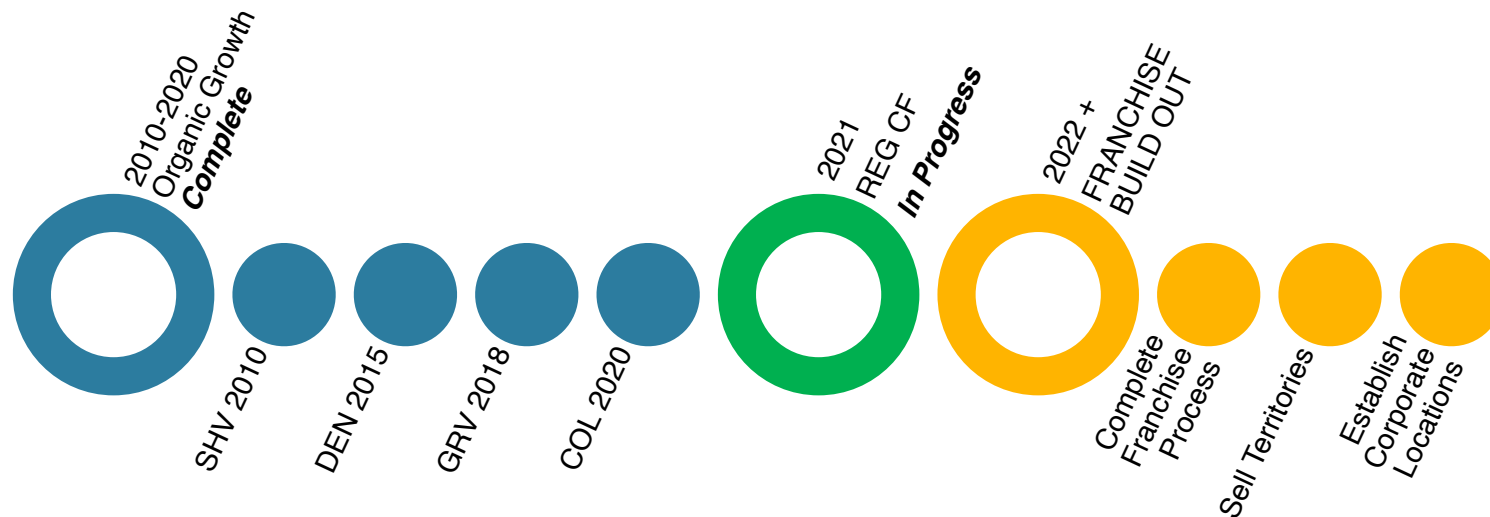
**REG CF investors of
Inspire Yoga Franchisor
also receive priority notice
when initial franchise
territories become available.**

**Communications will be
offered in order of
investment amount.**



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Timeline Overview



An established brand. Ready to franchise.



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Founders





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Organic Growth | ***Complete***

USPTO Reg. # 4,098,817
'INSPIRE YOGA'

2010: HIGHLAND VILLAGE

2015: DENTON

2018: GRAPEVINE

2020: COLLEYVILLE



INSPIRE
YOGA

An established brand.

Ready to franchise.

USPTO Reg. # 4,098,817
'INSPIRE YOGA'

United States of America
United States Patent and Trademark Office

INSPIRE YOGA

Reg. No. 4,098,817

Registered Feb. 14, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

INSPIRE YOGA, LLC (TEXAS LIMITED LIABILITY COMPANY)
THE SHOPS AT HIGHLAND VILLAGE
1401 SPOCAL CREEK DR. SUITE 268
HIGHLAND VILLAGE, TX 75077

FOR: YOGA INSTRUCTION, IN CLASS 41 (U.S. CLS. 106, 131 AND 103).

FIRST USE 12-15-2010; IN COMMERCE 6-17-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "YOGA", APART FROM THE MARK AS SHOWN.

SER. NO. 85-358,934, FILED 6-29-2011.

TEJHIR SINGH, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



WINNER

**BEST OF
DENTON COUNTY**

2017

CURRAY
BY DESIGN



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Business Plan

- A) Use existing brand equity.
- B) Convert brand equity into working capital.
- C) Offer franchises for sale and establish corporate locations.



First Location



Total

BIKRAM

1970's

75

Continues to operate despite reputation issues.

YOGAWORKS

1987

66

Several private transactions before a 2017 IPO raised \$40,000,000.

COREPOWER

2002

200+

Significant private equity infusions: 2013, 2019.



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2010

4

Privately held. Poised for growth.

YOGA SIX

2012

400+

Sold to Exponential Fitness in 2017. Now over 400 signed franchise agreements.

INDUSTRY OVERVIEW



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2021:

REG CF Crowd Fund | **In Process**

\$500K Capital Raise sells a 30%
Equity stake in Inspire Yoga
Franchisor.

\$2,000 Minimum.

\$1,000 Increments Accepted.

If not an Accredited Investor,
individual cap at 10% of Annual
Gross Income.

Self Directed IRA's Accepted.

REVENUE: DESCRIPTION	REVENUE						
	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6	YR 7
Franchise Fees, Territory Sales -Net of Expenses (\$20K per location)	\$ -	\$ 120,000	\$ 200,000	\$ 320,000	\$ 400,000	\$ 400,000	\$ 400,000
Royalties -Assume 4.5% on 160,000 per location = 7200 ea	\$ -	\$ 14,400	\$ 43,200	\$ 86,400	\$ 129,600	\$ 172,800	\$ 216,000
*New Franchisee Territories Sold This Year	0	6	10	16	20	20	20
*/Total Active (operating) Franchisee Location Count	0	2	6	12	18	24	30
Corporate Locations -Assume Net Income yr 1 = 0, \$55K/ yr thereafter	\$ -	\$ 55,000	\$ 110,000	\$ 110,000	\$ 110,000	\$ 110,000	\$ 110,000
Revenue Total	\$ -	\$ 189,400	\$ 353,200	\$ 516,400	\$ 639,600	\$ 682,800	\$ 726,000

Sources of Revenue:

Franchise Fees for the sale of specific territories.

Royalties as franchisee's become operational.

Net Income from Corporate Locations as they become established.



Use of Funds (Expenses):

Initiate and Complete the Franchise Process.

Labor, Marketing, Professional Services.

Acquisition and/ or Establishment of Corporate Location/s.

USE OF FUNDS: DESCRIPTION	EXPENSES						
	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6	YR 7
National Franchise Set-Up Project Execution: <u>Franchise Marketing Systems, (or equiv)</u>	\$ 62,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Labor 1 - IYF Employee or contractor - centralized marketing, QC, and office management.	\$ 20,000	\$ 50,000	\$ 52,500	\$ 55,125	\$ 57,881	\$ 60,775	\$ 63,814
Labor 2 - IYF Employee or contractor- centralized marketing, QC, and office management.	\$ -	\$ 20,000	\$ 52,500	\$ 55,125	\$ 57,881	\$ 60,775	\$ 63,814
Marketing Budget - IYF Franchise Sales Strategy - Social Influencers, Outreach, Web, Social, Etc. (or equiv).	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Legal, Documentation, Set-Up, Fees and ongoing professional services support- IYF acquires license rights, company documents updates, <u>professional council, annual audits, book</u>	\$ 27,500	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Corporate Locations -Acquisition or Build New	\$ 150,000	\$ 150,000	\$ -	\$ -	\$ -	\$ -	\$ -
Expense Total	\$ 285,000	\$ 260,000	\$ 145,000	\$ 150,250	\$ 155,763	\$ 161,551	\$ 167,628
PROFIT (or Loss)	-\$285,000	-\$70,600	\$208,200	\$366,150	\$ 483,838	\$ 521,249	\$558,372

How Do Investors Get Paid Back:

Annual payments based on pro rata net income after 2 year hold period.

REVENUE:	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6	YR 7
Revenue Total	\$ -	\$ 189,400	\$ 353,200	\$ 516,400	\$ 639,600	\$ 682,800	\$ 726,000

USE OF FUNDS (Expenses):	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6	YR 7
Expense Total	\$ 285,000	\$ 260,000	\$ 145,000	\$ 150,250	\$ 155,763	\$ 161,551	\$ 167,628

PROFIT (or Loss)	\$ (285,000)	\$ (70,600)	\$ 208,200	\$ 366,150	\$ 483,838	\$ 521,249	\$ 558,372
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Break Even: **2.5 years**

Average Net Income YR 3-7: **\$482K**

$(\$482K \times 0.3CF \text{ Equity}) = \$145K / \text{YR Paid Out}$

$\$145K / \$500K = \mathbf{29\% ROI}$



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Average Net Income YR 3-7: **\$482K**

$(\$482K * 0.3CR \text{ Equity}) =$

$\$145K / \text{YR Paid Out}$

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2021:
REG CF Crowd Fund | **In Process**

Be the Franchisor.

\$2K Minimum
\$7K Suggested
\$20K+ Perks

\$500K Capital Raise
(30%Equity)



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franchise.**

**Lucky ones become
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Find the Investment Portal via:

www.inspireyoga.com

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