



AUGMENT

WELLNESS REDEFINED

AUGMENT Brand

Welcome



Excited for your Discovery Day!

- **Company Overview:** An overview of Augment Wellness
- **Franchise Benefits:** Explore the benefits of being a part of the Augment Wellness franchise family, including brand recognition, ongoing support, and access to a proven business model.
- **Training and Support:** Learn about the comprehensive training programs and ongoing support available to franchisees, including initial training, continuous education, and marketing assistance.
- **Financial Considerations:** Gain insights into the financial aspects of the franchise, including the initial investment, royalty fees, etc.
- **Next Steps:** Outline the next steps in the franchise onboarding process, including required documentation, site selection, and the timeline leading up to the grand opening.





FRANCHISE SELECTION PROCESS



Step in Process

1

INITIAL BRAND INTRO

Brand overview, Support, Owner's Role

FOUNDERS CALL

Marketing, Training, Software,
Franchise Support

2

UNIT ECONOMICS REVIEW

Financial Performance Representations, FDD Delivered

3

FDD REFLECTION CALL

Support review with executive team, FDD review

4

DISCOVERY DAY

Meet the Executive Team, see a location, try an Augment Session

5

CONFIRMATION DAY

Welcome New franchisee awarded

TERRITORY ANALYSIS WITH LOCAL DEMOGRAPHICS

6

Transition to Franchise Liaison Begin Operating Procedures



What is Augment?



Augment is a wellness studio that operates on a high-end membership-based business model.

- Augment offers a range of biohacking modalities, such as ice baths, saunas, and compression therapy, to promote health and wellness among its members.
- Operates similar to a boutique fitness model, with exclusive access to its facilities limited to its members.
- Focuses on providing personalized wellness experiences, Augment aims to create a loyal membership base and establish itself as a premier destination for biohacking enthusiasts.

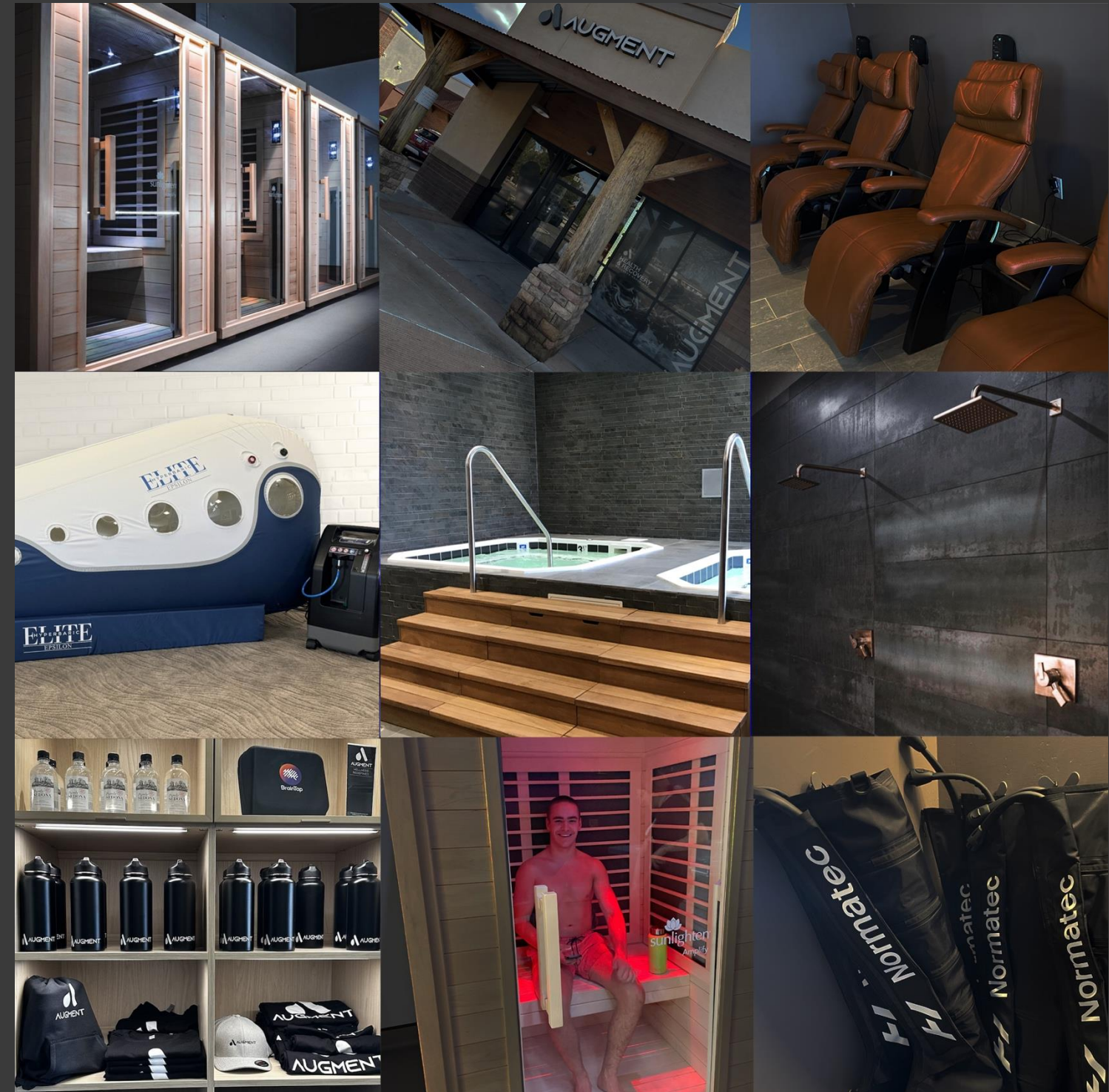
Overall, the Augment business model is centered around providing high-quality wellness services and products to its exclusive membership base, while generating additional revenue through service upgrades and retail sales.



What Makes Augment Unique?



- First to market concept
- No National Competitors
- Low Monthly Overhead
- Requires Minimal Staff to Operate
- New wellness and recovery space with high demand
- Extensive Franchisor Experience (Proven Operating Systems)





THE BUSINESS MODEL

Monthly Membership Model (Auto Renew)

- No cash
- No account receivables
- Builds recurring revenue every 30 days
- Client retention model
- No chasing down renewals
- No constant worry about frequency

Monthly Membership Model

- Three core membership levels
- Additional credit packs for supplemental modalities
- Additional single-use modalities





Staffing Recommendations

EXECUTIVE BUSINESS MODEL
OWNER OPERATOR

GENERAL MANAGER

Oversees staff, sales, local marketing, and is a brand ambassador

FRONT DESK

Sales and brand ambassador.
Manages scheduling.

WELLNESS COACH

Manages members time on the floor and brand ambassador

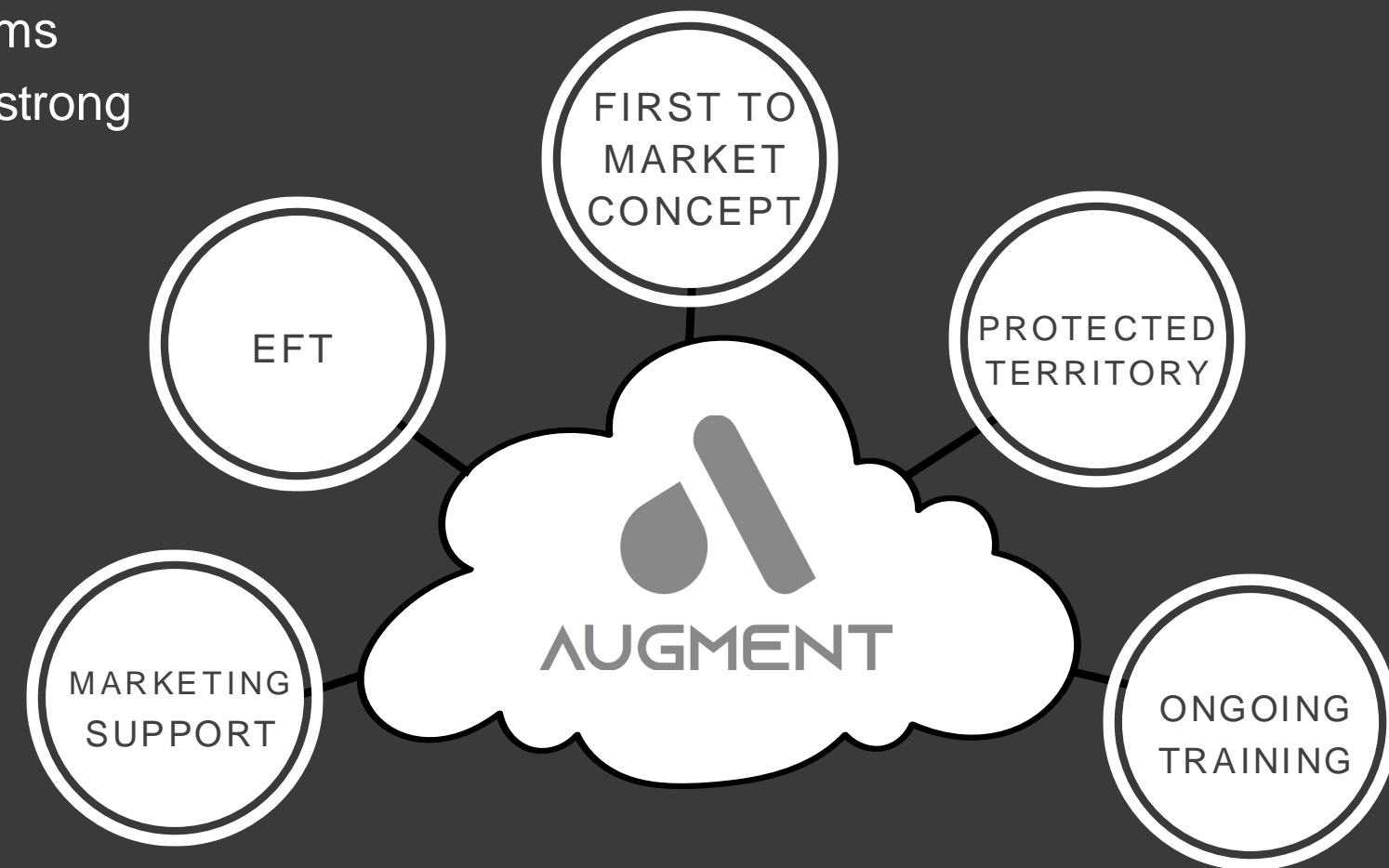


Benefits of Owning



OUR COMMITMENT

- Multi-Day Franchise Training for Owner and/or Location Manager
- Easy 8 Play System (Operating System) Our proven operating systems offer franchisees streamlined workflows, standardized procedures, and a strong foundation for success.
- Ongoing business and operations support.
- Equipment & product discounts
 - Purchase/lease options
 - National Pricing
 - Negotiation support
- Assigned a Pre-Opening Account Liaison
- Design Guide and Construction Support



Member Impressions



DESIGN ELEMENTS

- Comprehensive Design Guide
- Contemporary design elements enhance the member experience and create an atmosphere for ultimate rejuvenation
- Neutral colors and textures create a sense of comfort and connection
- Modern finished, layout, and technology build on our promise of newly discovered wellness modalities.



Facility Support



OUR COMMITMENT

- Site selection guidance
 - Demographics (age, HHI, residents per address)
 - Street traffic analysis
 - Competitive analysis (like services if available)
 - Lease negotiation support
- Modern, cloud-based operating software
 - PC/Mac, tablet, mobile-friendly
 - A/R management
 - Member & single-use calendar
 - Member management/tracking tools
 - Outbound marketing support tools
- Best Practices for Sales and Operations Systems



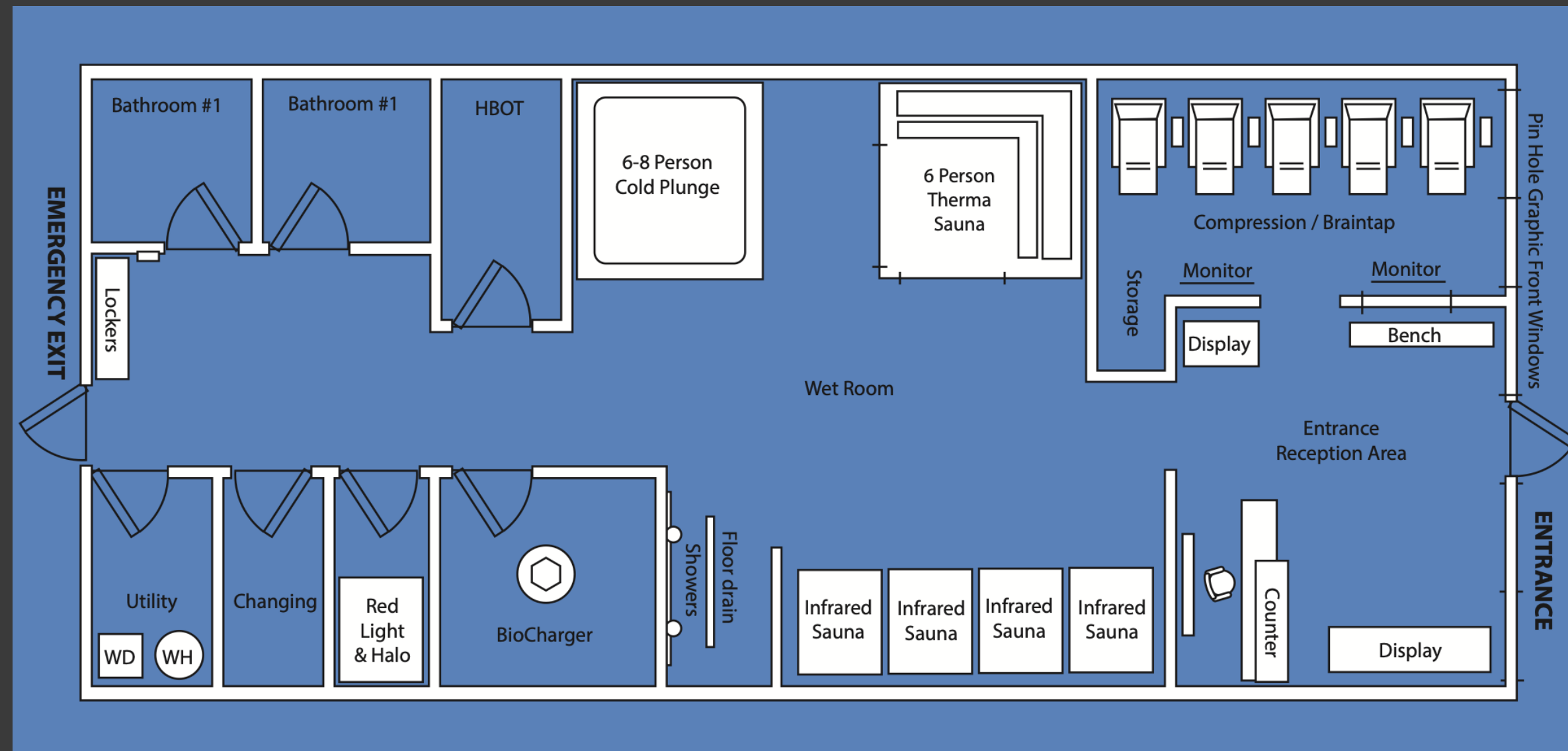
General Facility Review



CONSTRUCTION - OPTIONAL BUILDOUTS

Augment locations Range from 1600-2200 Square Feet

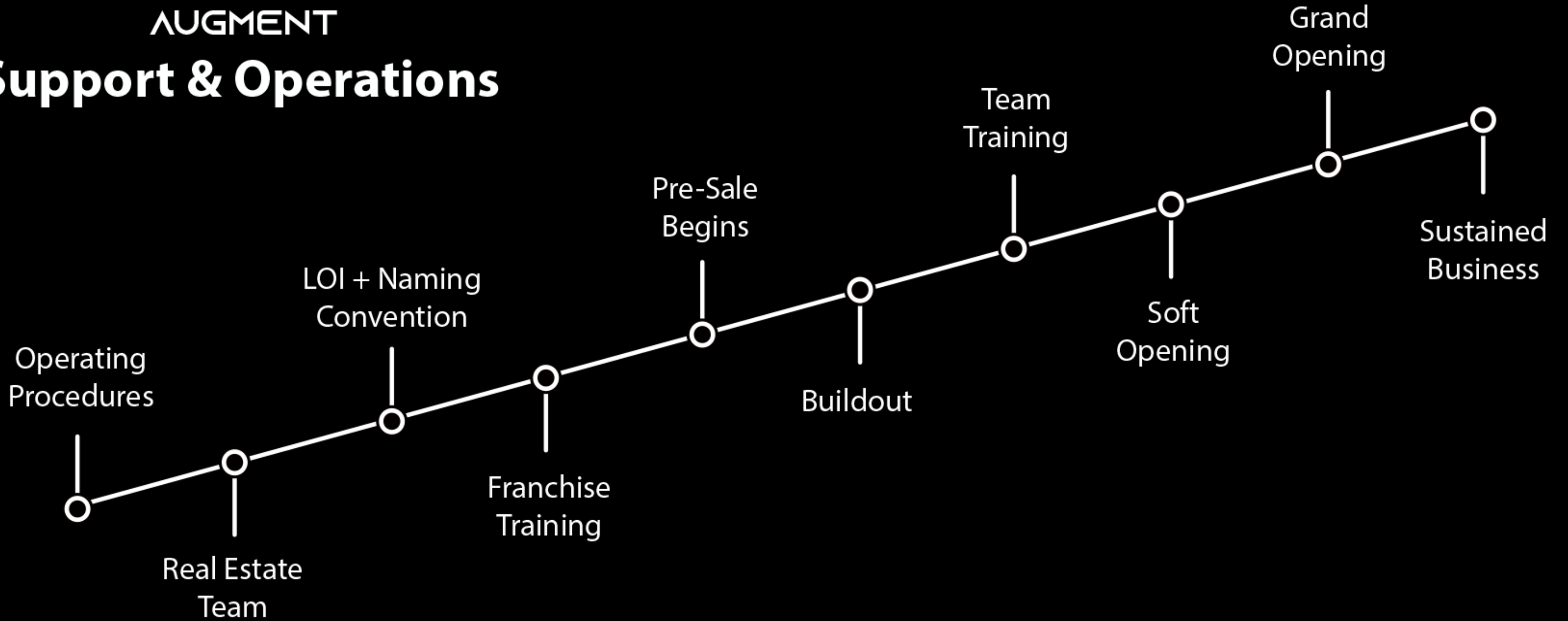
- Reception
- Compression
- Wet Room
- Specialty modality rooms
- Bathrooms
- Locker area
- Changing rooms
- Shower
- Utility W/D closet





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Support & Operations



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Unit Economics Review



Financial Review

Objective:

1. Item 7
2. FDD
3. Franchise Fee
4. Operating Costs
5. Financial Projections
6. Next Steps



Unit Economics Review



Start Up Cost

Objective:

- Item 7 \$377,500 - \$818,000 (Goal \$500k or less) Refer to the FDD for Breakdown
- FDD (Franchise Disclosure Document)

- Page 13 and 14 Considerations

- Lease Hold Improvements – Build out

- Landlord contribution

- Conversion vs Grey Shell (Current State of Location)

- Construction rates vary by location

- Initial Inventory and Equipment Package –

- First 12 Months Additional Funds –

BIO CHARGER GUIDE

The BioCharger HQ is a hybrid subtle-energy revitalization platform. The transmitted energy stimulates and integrates the entire body to optimize and improve potential health, wellness, and athletic performance. The BioCharger HQ is completely non-invasive, and has proven to restore strength, stamina, coordination, and mental clarity.

- WHAT TO WEAR**
Our number one rule for our BioCharger experience is be comfortable. The hybrid subtle energy emitted from the BioCharger HQ will work with any clothing type.
- SETTINGS**
After consulting with an Augment Professional, they will determine the best settings to ensure a positive outcome.
- DURING YOUR EXPERIENCE**
We're on substrate of The Wim Huff Breathing Method. Complete a series of deep breaths. On the final deep breath, hold for 30 seconds. Then release and breath normally.
- SHARING THE EXPERIENCE**
Your BioCharger HQ experience can be shared by up to 3 people without diluting the hybrid subtle energy.
- RECOVERY**
Pair your BioCharger HQ experience with additional modalities such as Red Light Therapy for expedited recovery and rejuvenation.

I/R SAUNA GUIDE

Reduce minor pain, improve recovery injury recovery time, and boost cardiovascular circulation. Our infrared saunas work differently than traditional hot rocks or heated coil saunas. The infrared panels incorporated into the ceiling only transfer heat to your body. It does not heat the interior of the sauna. Link to the I/R saunas on part of your recovery and rejuvenation modality.

- WHAT TO WEAR**
Since you'll be taking advantage of the infrared light, we recommend shorts/bathing suits for men and bikinis for women.
- SETTINGS**
In consultation with your Augment Professional, you can extend your time in the infrared saunas up to 40 minutes. Typically though, members will spend between 20 and 30 minutes per session.
- DURING YOUR EXPERIENCE**
We recommend you relax and drink plenty of fluids (preferably water). Drinking water will not only flush toxins from your body, but will help to maintain safe hydration levels.
- INTERACTIONS WITH MEDICATION**
If you're currently on any prescription medication, we suggest you discuss this procedure with your physician.
- RECOVERY**
Pair your Infrared Sauna experience with additional modalities such as our Immersive Cold Tub for expedited recovery and rejuvenation.

COLD TUB GUIDE

Old tub making sure to hold onto the sides. You may experience diminished coordination old tub making sure to hold onto the sides. You may experience diminished coordination old tub making sure to hold onto the sides. You may experience diminished coordination old tub making sure to hold onto the sides.

- ONE**
Step into the 45" Augment Cold Tub. Immerse yourself into the cold water.
- TWO**
Submerge yourself up to your neckline. Practice short breaths, breathing whole through your nose, hold for 21 seconds, exhale through your mouth.
- THREE**
Bring your arms to the side of the cold tub. Breathe and concentrate on the lower areas of your body.
- FOUR**
Bring your arms down into the cold tub. Hold for 10 seconds. Bring your arms out to the side.
- FIVE**
After 2-5 minutes of cold exposure, step out and into the multiperson warm water jet tub. Once your core temperature has risen, repeat the cycle.

HALOTHERAPY GUIDE

Attached to our Red Light Therapy booth is a HALOGA™ PRO Halogenerator. The Halogenerator delivers salt therapy - a medical grade salt that is reduced to microscopic, aerosolized particles. These tiny particles are mixed with the oxygen concentration. Halo Therapy delivers treatment for many things including asthma, bronchitis, allergies, and skin conditions such as eczema, dermatitis and psoriasis.

- WHAT TO WEAR**
Since you'll be taking advantage of the Red Light Therapy, we recommend shorts/bathing suits for men and bikinis for women. If you're experiencing the Halo Therapy only, wear what's comfortable.
- SETTINGS**
The HALOGA™ PRO Halogenerator automatically mixes the microscopic medical grade salt with the internal oxygen concentration. You can however, in consultation with your Augment Professional, tune set your session.
- DURING YOUR EXPERIENCE**
We're on substrate of The Wim Huff Breathing Method. Complete a series of deep breaths. On the final deep breath, hold for 30 seconds. Then release and breath normally. For the Red Light Therapy portion, you may either sit or stand for the duration.
- INTERACTIONS WITH MEDICATION**
Halotherapy is a complementary therapy that's meant to work with any medications you're on. Although we suggest you discuss this procedure with your physician.
- RECOVERY**
Pair your Halo Therapy experience with additional modalities such as BioCharger HQ for expedited recovery and rejuvenation.

RED LIGHT GUIDE

Red Light Therapy is a safe, all natural process that encourages your body to naturally produce collagen, elastin fibers and hyaluronic acid that support the skin's structure. This produces younger, smoother and lower healing skin. And because it increases blood flow, it helps reduce muscle aches, inflammation, joint aches, and wound healing. Red Light Therapy has shown to reduce depression, improve hair growth, and provide benefits to general cellular health.

- WHAT TO WEAR**
Red Light Therapy works best when the rays are able to reach the parts of the body you're looking to get treated. If you're looking for whole body treatment, then we recommend shorts/bathing suits for both men and bikinis for women.
- SETTINGS**
Red Light Therapy is best between 2-5 times per week with a minimum session of 20 minutes each. Your Augment Professional can help determine the best sequence for your desired outcome.
- DURING YOUR EXPERIENCE**
You can either stand or sit during your experience. Just be aware that by sitting, you'll effectively be covering part of your body and limiting your exposure to the Red Light Therapy rays.
- INTERACTIONS WITH MEDICATION**
If you use medications such as Seroquel, Xanax, Zolpidem, Tylenol, Aspirin, and other over-the-counter drugs, antidepressants, and steroids, please consult your physician before using Red Light.
- RECOVERY**
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SAUNA GUIDE

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ANTICIPATED INITIAL INVESTMENT*

ITEM 7 RANGE: \$375,000 - \$818,000

LIQUIDITY: \$150,000

FRANCHISE FEE: \$50,000 / Territory

NET WORTH (Single Unit): \$600,000

* Initial estimated investment range for a single Augment franchise location. See the 2024 Augment FDD for explanatory notes and details.



Financing Options

Traditional, Alternative, Personal, and Investor Financing

Traditional

1. **SBA Loans**
 - 7(a) Loan Program: General-purpose loan for franchise startups.
 - CDC/504 Loan Program: Specifically for real estate and equipment.
2. **Bank Loans**
3. **Business Lines of Credit**
4. **Home Equity Loans/HELOC**

Alternative Financing

5. **401(k) Rollovers**
6. **Equipment Financing**
7. **Factoring**
8. **Merchant Cash Advances**

Personal Financing

9. **Personal Savings**
10. **Personal Loans**
11. **Friends and Family Loans**

Investors

12. **Angel Investors**
13. **Venture Capital**



Unit Economics Review



Low-Cost Operating Model

Monthly Lease



Payroll



CPL VS CTA



Operating Expenses	
Facility	
Lease (1800 sqft)	
Janitorial	\$ -
Utilities	\$ -
Improvements	\$ -
Amenities	\$ -
Misc. Operations Expense	\$ -
Subtotal Facility	\$ -
Labor	
General Manager	\$ -
Front Desk (Mon - Fri)	\$ -
Front Desk (Sat & Sun)	\$ -
Commission	
SS Tax, Etc	\$ -
Subtotal Labor	\$ -
Advertising	
Website	\$ -
Print Advertising	\$ -
Postcards (3 Mile Radius)	\$ -
Google Ad Words	\$ -
Social Media	\$ -
Subtotal Advertising	\$ -
TV	
Phone/Internet	
promo gear	
Club Access	
Subtotal Vendors	\$ -
Miscellaneous	
Royalties	\$ -
Vendor	\$ -
Liability Insurance	\$ -
Payment Software	\$ -
Equipment Maintenance	\$ -
Equipment Lease / Total Loan Paym	\$ -
Subtotal Miscellaneous	\$ -
Total Operating Expenses	\$ -
Net Earnings	\$ -

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Unit Economics Review



Next Steps

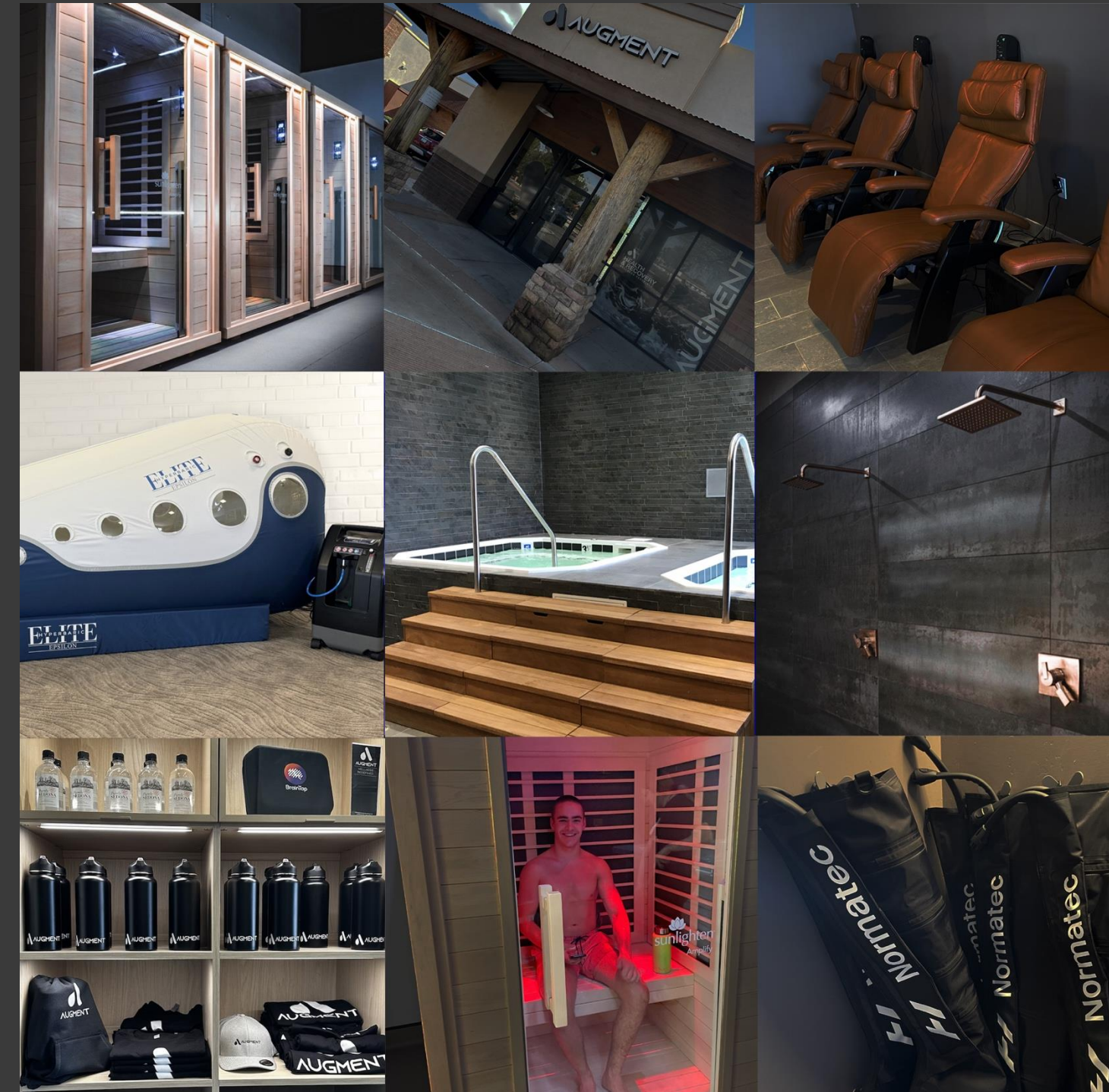
NEXT STEPS

1. SENDING YOUR FDD

a) 150 Pages Boiler Dry Read

- I. Unit Economics more in depth
- II. Sample Franchise Agreement
- III. Signing the last page simply acknowledges receipt of the document and does NOT commitment you to anything

2. Book Next appt FDD Review Call



Thank You for Your Interest



Thank you for your interest in AUGMENT. We believe our franchise offers a unique and compelling opportunity for entrepreneurs. We are committed to providing the training, support, and resources you need to succeed, and we look forward to discussing the Augment concept and franchise process.

We understand that investing in a franchise is a significant decision and appreciate the time and effort you have invested in researching this opportunity.