VIBE 28® | A STRATEGIC FITNESS & *Wellness* OPPORTUNITY

LICENSING OVERVIEW

Founding licenses now available in select states

Thank you for your interest in Vibe 28® — and for considering what your next chapter could look like.

Vibe 28® was built over five years of real-world studio ownership in Henderson, Nevada, and became an award-winning, five-star studio with a community that still asks when it's coming back. It was shaped by constant refinement and a deep understanding of what today's clients are actually seeking: performance, recovery, longevity and results — without burnout.

The foundation is vibration-based training, widely used in professional sports, rehabilitation and performance, and positioned inside the fast-growing recovery and longevity movement. But what made Vibe 28® work goes well beyond programming. My background spans television hosting and media production, interior and experiential design, and events, sponsorships and press — creating warm, elevated spaces people want to gather in, and knowing how to generate visibility and momentum from day one.

Vibe 28® was never just a fitness studio. It was a curated environment, designed aesthetically, operationally and energetically to feel both high-performance and genuinely welcoming. Everything that made it work is now documented, refined and ready for the right operator.

If this resonates, I'd love to connect and build this next chapter together.

xo,

Angelique Gorges

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THE VIBE 28®
OPPORTUNITY

Vibe 28® is a boutique fitness and wellness concept built around 28-minute vibration training — proven, documented and ready for your market.

Short, efficient, high-energy classes designed for a client who wants results without living in a gym. Vibe 28® is offered as a brand license: you own and operate your studio, keep your revenue, your books and your decisions. Vibe 28® gives you the name, the systems and the standards behind a proven studio, so that none of it has to be invented twice.

Licensing opportunities are evaluated on market fit, operator alignment and long-term growth potential. Whether you are launching a new studio or adding a differentiated concept to an existing wellness business, Vibe 28® gives you a proven model from day one.

WHY THE MODEL WORKS

- A small footprint: a full studio in roughly 1,000–1,200 square feet
- Lean staffing: instructors can cover the front desk most of the day
- High revenue per hour: premium pricing on a 28-minute class
- Retail that pays: $270,000 in retail sales from an 80 sq ft corner
- Retention through community and experience, not discounting

WHAT MAKES IT DIFFERENT

- 28-minute format — a full class in the time most people can actually commit to
- Vibration platform training, used across professional sport, rehabilitation and recovery
- Twelve-plus class formats on one platform: strength, circuit, HIIT, Pilates, barre, yoga, dance, kettlebell, kickboxing, trampoline, foam roll, stretch, detox and recover
- A social, lifestyle-driven experience that builds retention through community rather than discounting

BUILT AND PROVEN, NOT THEORETICAL

- Five years of real-world operation, seven days a week
- Documented operations: front desk, instructors, retail, campaigns, hiring
- A member journey mapped from before arrival to long-term loyalty
- Best of Las Vegas (Las Vegas Review-Journal), twice; Best of Mindbody; ClassPass User Favorite
- Chosen by Staples as one of three small businesses in the U.S. for a national streaming campaign
- Built through events, sponsorships and community partnerships
- Five-star ratings on Google, Facebook, Mindbody and ClassPass

Vibe 28® BRAND LICENSE
WHAT YOU RECEIVE

Everything it took five years to build — the brand, the studio, the systems and the founder — ready on day one.

BEFORE YOU OPEN

Brand and identity

Vibe 28® registered trademark and the right to trade under it
Signature signage: exterior marquee and five neon signs
Logo suite, typography, color palette and brand standards guide
Social templates and brand voice guide

Space and buildout

Studio layout and equipment plan drawn for your room
Mirror, lighting, flooring and sound placement guidance
Front desk, retail wall and merchandising plan
Wholesale vendor and sourcing list built over five years

Systems and operations

Front Desk and Instructor Handbooks, with teaching scripts and timing
Five daily operating checklists
The Member Journey and the V.I.B.E. Method

Team

Hiring framework and interview structure
Instructor certification on the 28-minute formats
30-day new-hire training plan
Pay structure and classification guidance

Revenue model

Membership architecture, pricing tiers and class packs
Retail assortment and margin guidance
Corporate partnership blueprint

Marketing and launch

90-day pre-opening launch calendar
Founding member offer and grand opening plan
Campaign and challenge library: seasonal challenges, referrals, loyalty
Newsletter and email templates

YOUR LAUNCH — FOUNDER-LED

You don't open quietly. You open with the founder, the playbook and the momentum of a brand that has already done it.

- Three days in person: onboarding, team training, opening walkthrough and studio approval
- Founding member pre-sale and grand opening plan
- Ribbon-cutting and launch event plan
- Media launch plan: local TV, press and social
- Partnership and sponsorship connections
- Wholesale vendor accounts and retail contacts
- Phone and email support from the founder from then on

INCLUDED EVERY MONTH

- Monthly strategy call by phone with the founder
- Phone and email support
- Every update to the systems library
- Studio Experience Audit at 90 days
- Quarterly campaign drop, ready to run
- Seasonal challenge calendar
- Annual brand asset refresh
- Continued trademark and signage rights

INVESTMENT & NEXT STEPS

A simple, flat-fee license. No revenue share, no access to your books, no audit rights — you keep every dollar your studio earns.

THE LICENSE

License fee	**$15,000**
Founding-partner rates	**Available to our first licensees**
Monthly license fee	**Flat — no revenue share**
First three months	**No monthly fee**
Term — runs with your lease and renews with it	**5 years, renewable**
Additional locations	**Reduced rate**

EQUIPMENT & BUILDOUT

Every licensee receives a studio layout and equipment plan drawn for their room, with sourcing guidance for commercial vibration platforms, accessories and retail fixtures through vendor connections built over five years. Signature Vibe 28® signage direction is included with the license.

Founding opportunity — Henderson and the Las Vegas valley: one founding license includes the option of the original Vibe 28® studio equipment package and signature signage.

HOW IT WORKS

- **Discovery call** — tell us about you, your market and your timeline
- **Full opportunity** — qualified candidates receive complete terms and investment details
- **Agreement** — license signed, space secured, buildout plan drawn for your room
- **Launch** — founder-led onboarding, pre-sale and grand opening

WHAT WE LOOK FOR

Operators who care about experience as much as results: a personal commitment to onboarding, a named operating manager before opening, and a commitment to the brand and service standards that made Vibe 28® a five-star studio.

REQUEST A DISCOVERY CALL

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