



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

Thank you for taking the time to explore the Vibe 28® opportunity — and for considering what this next chapter could look like.

Vibe 28® was built over five years inside the fitness and wellness industry, shaped by real-world studio ownership, constant refinement, and a deep understanding of what today's clients are actually seeking: performance, recovery, longevity and results — without burnout.

The foundation of the concept is vibration-based training technology, widely used in professional sports, rehabilitation and performance training, positioned inside the fast-growing recovery and longevity movement. But what shaped Vibe 28® goes well beyond programming.

My background spans television hosting and media production — which at its core means building connection in front of an audience. It extends into interior and experiential design, creating warm, elevated spaces that invite people to gather, connect and return. And it includes large-scale event planning, sponsorship outreach, brand collaborations and press activation — 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. An award-winning, five-star studio with a community that still asks when it's coming back.

That philosophy carries into everything outlined here. If we move forward, you won't simply be acquiring assets — you'll be stepping into a platform built with intention, creativity, strategy and real-world execution behind it. If this resonates, I'd love to connect and build this next chapter together.

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xo,

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Founder, Vibe 28®





THE OPPORTUNITY

Vibe 28® is a boutique fitness and wellness concept built around 28-minute vibration training.

Short, efficient, high-energy classes designed for a client who wants results without living in a gym.

It is offered as a brand licence. 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.

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
- High revenue per hour — small footprint, premium pricing, efficient staffing
- A social, lifestyle-driven experience that builds retention through community rather than discounting

BUILT AND PROVEN, NOT THEORETICAL

- Five years of real-world operation as an award-winning, five-star studio
- A weekly schedule seven days a week
- Documented operations: front desk, instructors, retail, campaigns, hiring
- A member journey mapped across stages, from before arrival to long-term loyalty
- Featured across local media and television; built through events, partnerships and activations



Vibe 28® BRAND LICENCE

WHAT YOU RECEIVE

- Signature signage package — exterior marquee and interior neon signs
- Launch and onboarding — three days, in-person founder-led
- Studio layout, blueprints and buildout templates
- Brand and campaign asset library
- Studio Experience Audit at 90 days
- Commercial-use rights to the complete Vibe 28® operating library
- Vibe 28® registered trademark and the right to trade under it

BEFORE YOU OPEN — INCLUDED IN THE LICENCE FEE

Brand and identity

Vibe 28® trademark rights and brand standards guide

Signature signage: exterior marquee, logo neon, "Vibe Tribe" and "Vibrate Higher" neons

Complete logo suite, typography and colour palette

Social templates and brand voice guide

Space and buildout

Studio layout and equipment plan drawn for your specific room

Mirror, lighting, flooring and sound placement guidance

Front desk, retail wall and merchandising plan

Wholesale vendor and sourcing list built over five years of operation

Systems and operations

Front Desk Handbook — opening, closing, between-class and during-class standards

Instructor Handbook — arrival standards, class setup by modality, teaching scripts with timing

Five daily operating checklists: opening, between classes, during class, day and night closing

The Member Journey, from before they arrive to keeping them for years

The V.I.B.E. Method, Tribe Integration, the Perfect Handoff and the Follow-Up



Vibe 28® BRAND LICENCE

WHAT YOU RECEIVE *continued*

Team

- Hiring framework, interview structure
- Instructor certification on the 28-minute class formats
- 30-day new-hire training plan and live observation form
- Pay structure and classification guidance
- Revenue model
- Membership architecture, pricing tiers and class pack structure
- Retail assortment and margin guidance
- Corporate partnership blueprint
- Third-party platform handling
- Marketing and launch
- Campaign and challenge library – seasonal challenges, referral programs, loyalty cards, spotlights
- Newsletter and email templates
- 90-day pre-opening launch calendar
- Founding member offer and grand opening plan

Direct support

- Three days of founder-led onboarding, on-site or live
- Opening walkthrough and studio approval

INCLUDED EVERY MONTH

- Monthly strategy call with the founder
- Email and text support
- Every update to the systems library as it is released
- A new campaign suggestion drop each quarter, ready to run
- Seasonal challenge calendar
- Annual brand asset refresh
- Studio Experience Audit at 90 days
- Continued trademark rights and signage use



TERMS & INVESTMENT LICENSEE RATES

INVESTMENT

- **License fee, due at signing: \$20,000**
- **Monthly license fee, beginning month four: \$1,000**
- **Monthly license fee, years three to five: \$1,250**
- Term 5 years, renewable
- Each additional location: \$10,000

No revenue share. No access to your books. No audit rights. You keep every dollar your studio earns — and it is written into the agreement deliberately.

EQUIPMENT — AVAILABLE SEPARATELY

7 commercial Power Plate Pro5 systems — \$5,500 each	\$38,500
Hampton FIT commercial dumbbell set with iron cart	\$4,500
Studio sound system	\$500
Group fitness accessory set	\$200
Retail fixtures and statement pieces	\$700

Total \$44,400 | Vibe 28 Studio Pre-Owned Equipment at 60%+ off retail
Comparable new: approximately \$105,000.

WHAT WE ASK

- Brand and service standards are maintained
- A named operating manager is identified before opening
- The licensee personally completes onboarding
- The studio is approved before opening
- Studio social accounts, domain and listings are held under Vibe 28® ownership with the licensee as an authorized user
- The licence is not transferred without approval

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