

J.I.M



JOY IN MOVEMENT

WHAT IS J.I.M

THE WORLD'S FIRST FULLY AUTOMATED, INFRARED GROUP TRAINING EXPERIENCE



All classes are heated to 40degrees using state of the art infrared technology, which helps create a detoxifying sweat that stimulates blood circulation, improves flexibility, and accelerates weight loss.

Each J.I.M. class incorporates aspects of popular and effective exercise methods, such as Pilates, Yoga and Functional Training and each class is tailored with *moves* to help you sculpt, stretch, and tone your body.

With over a thousand moves and 28 unique and systemised workouts in our database, J.I.M will have you moving better, feeling better and looking better in just 30 minutes.

MISSION— To create a fun, non-intimidating, group training experience that leverages technology and infrared heat for more results — in less time.

THE PROBLEM...



**80% OF
AUSSIES DO
NOT ATTEND
A GYM.**

**HERE ARE A
FEW OF THE
REASONS.**

SOLUTIONS!

THE PROBLEM

GYMS...
"I DON'T
HAVE THE
TIME."

THE SOLUTION

One of the biggest reasons people do not attend a gym is due to a lack of time. We aim to eliminate this with close-to-home studios, offering short and effective 30-minute workouts.

THE PROBLEM

FUNCTIONAL TRAINING... *"TOO HARD."*

THE SOLUTION

Unfortunately the only way to get your heart rate up, create a sweat and burn calories is to work hard. Well, until now...Our low impact, interval training workout, combined with infrared heat allows you to work smarter not harder and avoid overexertion and high impact moves like burpees!

THE PROBLEM

PILATES... "TOO BORING."

THE SOLUTION

Pilates is a great workout that often focuses on corrective exercises, core strength and improving posture - but (let's be honest here) can be a little boring and leave you feeling like you need to do a run or some cardio to break a sweat.

However, let J.I.M add some HEAT and BEATS, and you've got a fun, sweat-dripping, effective and high calorie burning workout.

THE PROBLEM

YOGA...
"TOO
WOO-WOO."

THE SOLUTION

Finally, a solution to improve mobility, flexibility, and movement without the woo-woo.

J.I.M intends to disrupt the yoga space by combining moves with the latest beats and infrared heat — not just simply “hot air”.

THE PROBLEM

THE SPACE... "TOO MANY MIRRORS."

THE SOLUTION

The gym industry was founded by body builders that used mirrors to practice their poses.

Unfortunately, the trend has continued into Pilates and boutique studios which have created bright, white spaces with plenty of (unnecessary) mirrors.

This can be awfully intimidating for those not in tip top shape AKA most people!

THE PROBLEM

THE COACH... "WHY ARE YOU YELLING?"

THE SOLUTION

When you think of a coach you may think of a military style figure with a whistle, others a perfectly sculpted supermodel or a coach yelling at you for one more push up.

Surveys have suggested that members feel judged or intimidated by the coach. This has led to our new, innovative way to "coach" a class.

Introducing: J.I.M

VISION:
TO REDEFINE THE
~~GYM~~ EXPERIENCE
TO GET MORE PEOPLE
MOVING.

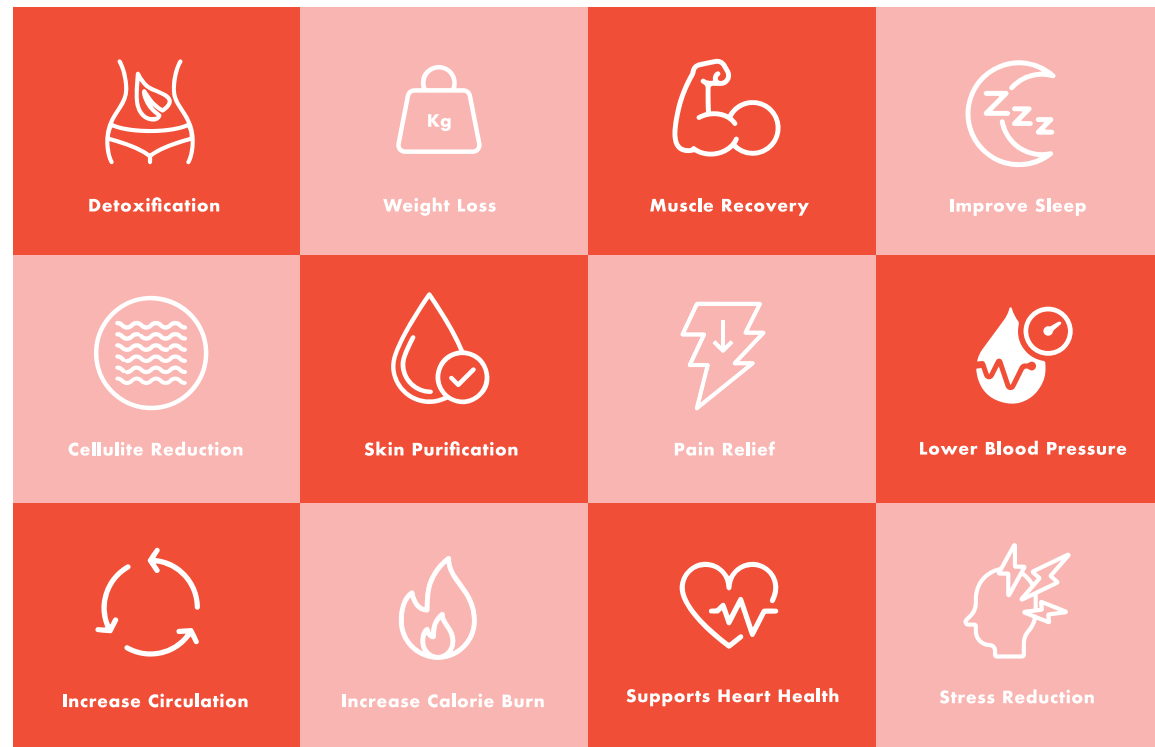
THE RESULTS



THE J.I.M FORMULA: *30 MIN WORKOUT, 3X PER WEEK.*

By combining the benefits of infrared heat and exercise, you'll achieve...

TWICE THE RESULTS, IN HALF THE TIME.



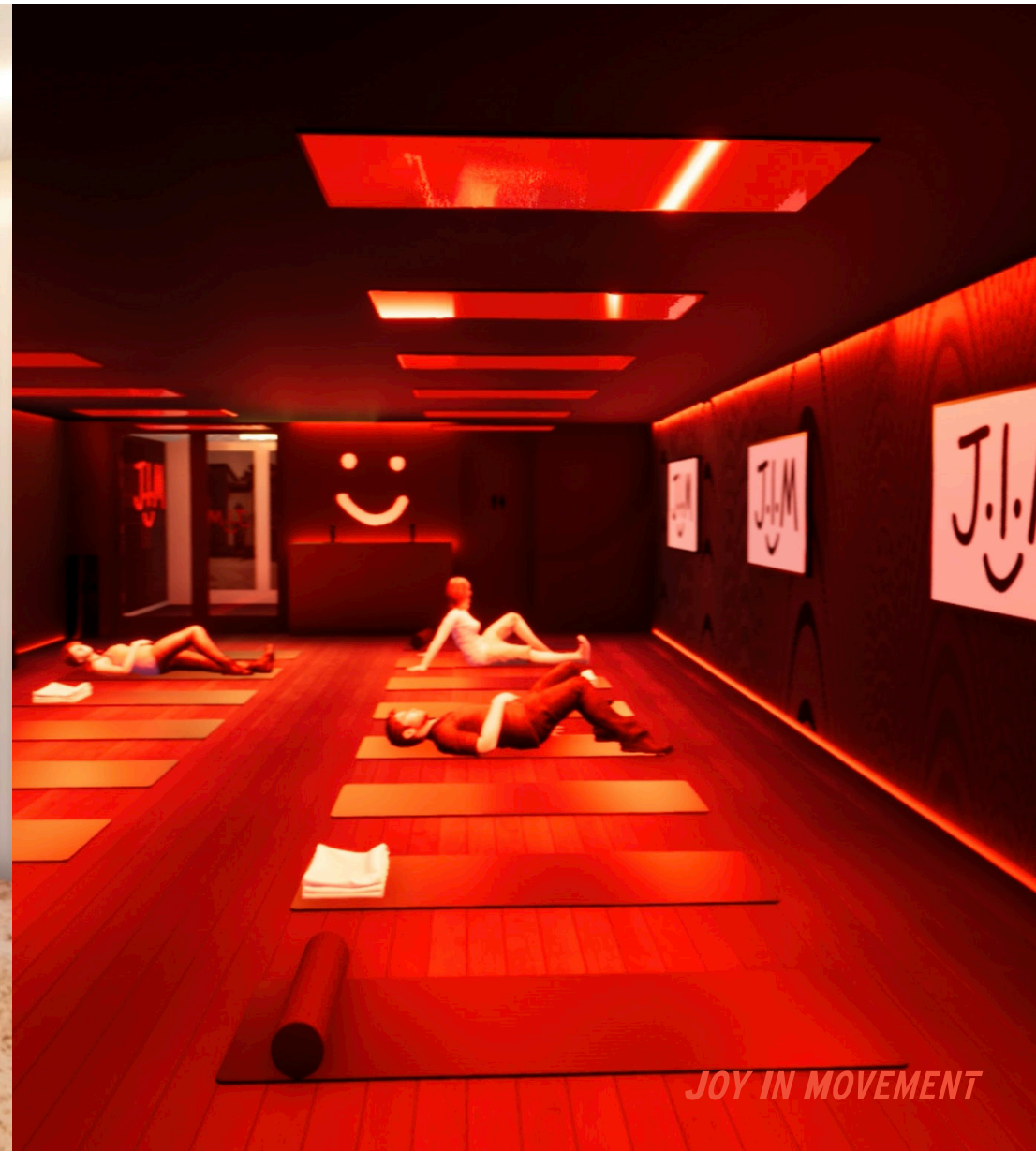
THE SPACE



THE FUTURE OF FITNESS

4—THE SPACE

JOY IN MOVEMENT



THE TECHNOLOGY



J.I.M APP

The J.I.M APP integrates with our world class CRM and allows prospects to simply download the app, register for a trial, book classes and join online.

J.I.M ACCESS

J.I.M ACCESS allows members to attend during **“unstaffed hours”** allowing more classes for members and freedom for the owner/operator.

J.I.M TV

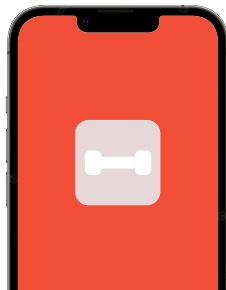
J.I.M TV Technology guides members through the daily class with a streaming video demonstration of each movement, an interval timer and the overall structure of the class.

J.I.M BEATS

Each class showcases the freshest DJ produced mixes by J.I.M BEATS, complete with our voiceover which help guides and instructs the class.

**THIS ALLOWS
AN OWNER
TO OPERATE
THE STUDIO
WITH NO
COACH....**

**(YEP, YOU
MIGHT
WANT TO
READ THAT
AGAIN.)**



BUSINESS APP

Access your CRM, control classes, bookings, new members and key business metrics.



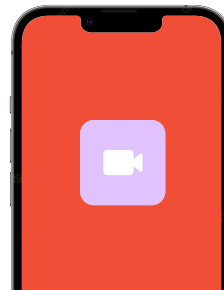
ACCESS APP

Assign "digital keys" to members and control who has access to the studio as well as the ability to remotely open the door with our cloud-based locking solution.



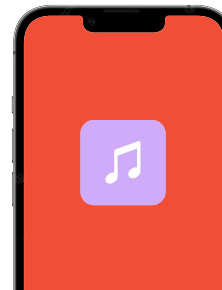
AIR QUALITY APP

Remotely control the heat, humidity and air quality of your studio via the app.



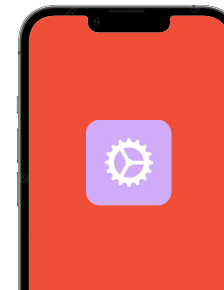
CCTV APP

All studios are equipped with CCTV, panic buttons, first aid and Difibulators, and the ability to remotely check in and view the studio in real time.



MUSIC APP

Whilst the music and playlists are automated you have the ability to remotely control music levels, playlists and song selections.



AUTO-MATION

From the Infrared Heating system to the LED lighting, everything is scheduled and automated allowing the studio manager to focus on what matters most... members.



PAPER-LESS

Our "Online Forms" allow us to go paperless and manage everything from daily checklists to membership sign ups.

THE MARKET



THE FUTURE IS INFRARED

The Australian market size for gyms and fitness centres reached \$2.2 billion in revenue in 2021 with Yoga and Pilates studios generating more than \$608 million.

Health and wellness spas in Australia have also grown in revenue to \$507.9 million showing a high demand for services like Infrared Saunas.

Combined this is a \$3+ billion industry, as well as no current leader in the Yoga/Pilates space with over 5% market share.

J.I.M is first to market to combine group training (Pilates/Yoga/Functional) with Infrared Technology (wellness) while providing a unique, profitable, and scalable product offering.

Pilates and Yoga Studios in Australia, IBIS World Industry Specialized Report, May 2020
Move to be well: The Global Economy of Physical Activity, Global Wellness Institute Oct 2019

THE CONSUMER



J.I.M

**ATTRACTS
BOTH WOMEN
& MEN
TYPICALLY
AGED
BETWEEN
25-45.**

THEY VALUE TIME

They are most likely to join a close to home studio, with a short, effective workout that works with their schedule.

THEY VALUE EXPERIENCE

They want variation in their style of workout and the chance to connect in with a local community.

THEY VALUE WELLNESS

They have a desire to get fit, lose weight and tone up, and understand the positive impact movement has on mental health.

THE DIFFERENCE



FOR OUR MEMBERS

INFRARED WORKOUTS

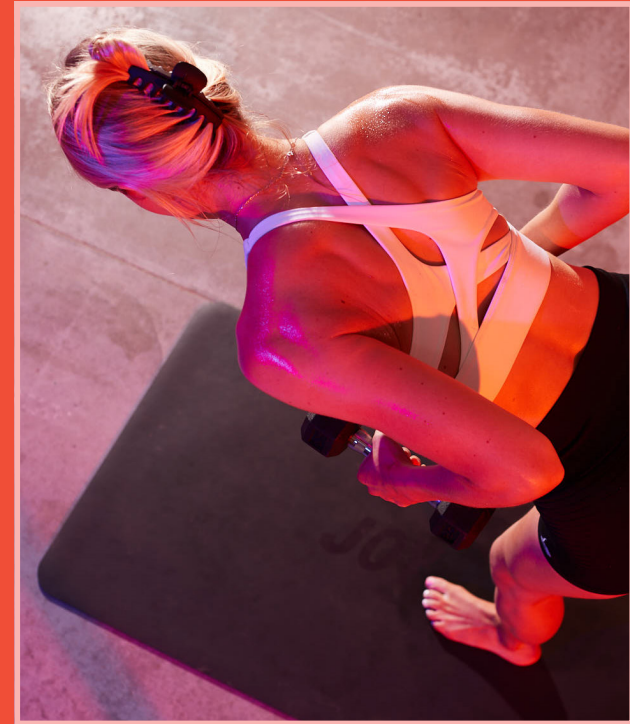
A new workout experience that gets more results in less time.

CONVENIENCE

Close to home, open 365 days a year with more class availabilities.

VALUE

Our model allows us to sell memberships below market price and offer a wellness solution, creating more value for the member.



FOR OUR PARTNERS

WORLD CLASS BRAND

More than a clever play on the word gym, J.I.M is a persona with a core purpose to bring joy to people's lives.

LOWEST STAFF COST

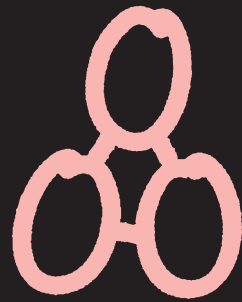
With zero coaches, our staff costs are the lowest on the market

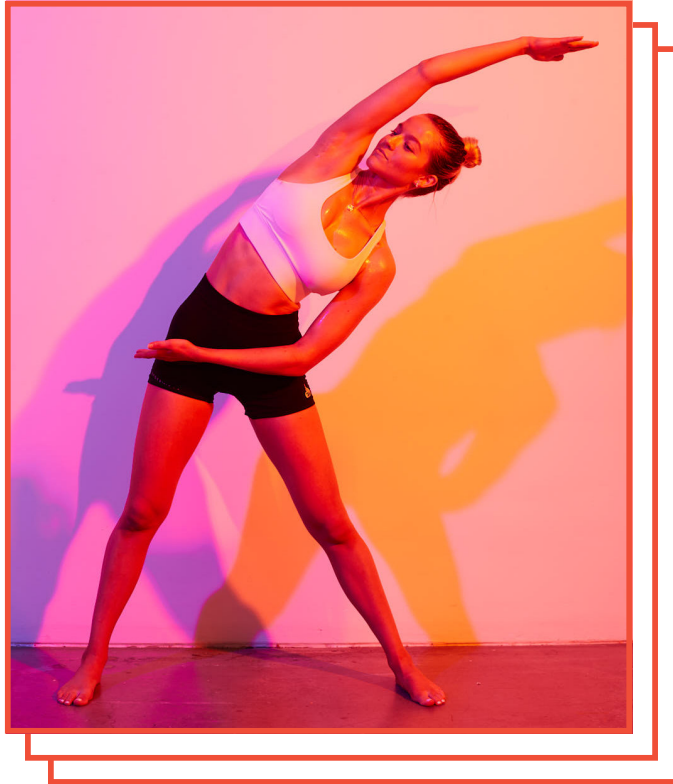
LOW INVESTMENT / HIGH RETURN

You can achieve an ROI within 12-months*



THE MODEL





J.I.M is a member only, subscription-based model that aims to maintain 150 members in a small 50-70sqm studio, with a Studio Manager and no coach.

We have a pre-launch and grand opening strategy, along ongoing monthly promotions to attract new members.

We aim to presell 100 pre-sale memberships with just 10-20 ongoing sales per month*.

We deliver experience, results and build a strong community to establish a 90-95% monthly retention rate*.

THE OPPORTUNITY XX

UNLOCK OPPORTUNITY!

At J.I.M we're not just introducing the next trend - we're pioneering a never before seen business, that is redefining fitness for all. Join us and be the first to market in bringing pioneering, infrared workouts to your area.

- ✓ **OPEN YOUR J.I.M CASH FLOW POSITIVE***
- ✓ **ROI WITHIN 12 MONTHS***
- ✓ **BEST AVAILABLE TERRITORIES SELLING FAST!**



**APPLY NOW TO RECEIVE ACCESS TO
OUR FINANCIAL DISCOVERY MODEL
AND DISCUSS AVAILABLE TERRITORIES.**

Aaron Crossin

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