

SPARTANS BOXING CLUB

FRANCHISE PRESENTATION AGENDA

Welcome

Note and Reminders

**Introduction: Russell Harrison, Group Managing Director of
Spartans Boxing Club**

Spartans Boxing Club Overview

Franchise Management System

Q&A

End

FRANCHISE
FRANCHISE
FRANCHISE

X

BOXING CLUB

SPARTANS

Inclusive and friendly atmosphere for men,
women and kids



X



X

X

FRANCHISE DECK
FRANCHISE DECK
FRANCHISE DECK

SPARTANS

SPARTANS HISTORY

Founded in 2015, Spartans is a community boxing gym started in the East Coast of Singapore. We provide a clean, inclusive and friendly environment for like-minded folks to attend our classes that tailors to different **demographics, skill levels, age, gender and confidence**.

Our mission is to overcome traditional barriers and stereotypes.

We have a **detailed and structured approach** to how we build communities through boxing and fitness.

<https://youtu.be/fOP7Pcf7NqQ>



BOXING

MULTI FACETED

OUR COMMUNITY



SPARTANS

We ensure that our members feel like the boxing club is second home.



LOCAL

We give back to the local business community by partnering with local businesses and associations.



GRASS ROOTS

We are actively involved with local based amateur boxing organizations. For Singapore, this is SABA*

We also conduct **youth outreach** programs to help our communities.

*Singapore Amateur Boxing Association

WE ARE NOT UNAPPROACHABLE, SMELLY OR MALE-DOMINATED.

WHAT ARE WE?

We're Different.

- ✓ Friendly and accessible
- ✓ Clean, modern facilities
- ✓ Kids boxing
- ✓ Ladies boxing
- ✓ Corporate Wellness Programs
- ✓ Co-curricular Activities (CCA)

OUR
USP

CURRENT SITUATION

1st Gym opened (2015)

Cashflow positive in month 3, profitable from year 1

2nd Gym opened (2018)

Cashflow positive in month 4, profitable from year 1

3rd Gym opened (Jan 2020)

Breakeven before opening day

4th Gym opened (Feb 2020)

Breakeven before opening day

5th Gym launched (Oct 2020)

6th & 7th Gym signed (Oct 2020)

Master franchise in Melbourne (Oct 2020)

Built Group Organizational Structure

In Jan 2020

Franchise Management System implemented

In March 2020

International locations to open in Q2

In the Philippines, Indonesia and India

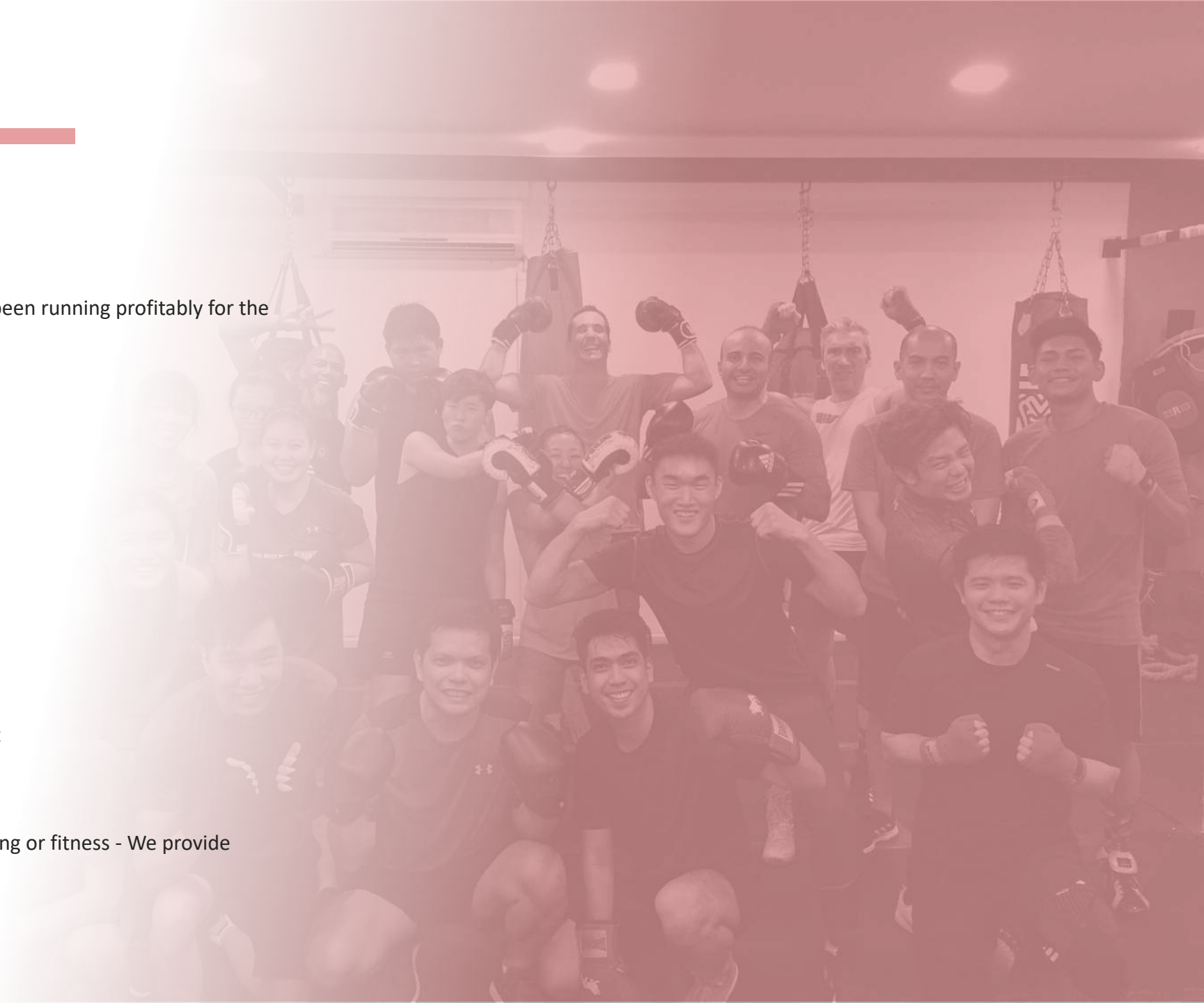
Target 8 franchises in 2020

Target 16 franchises in 2021

Target 24 franchises in 2022

WHY SPARTANS BOXING CLUB?

1. We have a proven business model that has been running profitably for the past **four years**
2. Full SOPs and Quality Standards
3. Low set up costs
4. Cash flow positive almost immediately
5. Profitable in the first year
6. Fast payback periods
7. Strong ROI
8. Full business support and marketing support
9. Low maintenance
10. You don't need to know anything about boxing or fitness - We provide everything you need.



PROOF OF CONCEPT

Start of Spartans (Oct 2015)

Opened 1st franchise (Aug 2016)

Breakeven at 90 members
-3rd month of operation

5th Gym opens (Nov 2020)

6th and 7th Gyms signed (Oct
2020)

500+ current active memberships across three
gym locations

- Strong local membership providing a sustainable source of revenue
- Significant female and children memberships



**393 Joo Chiat Rd,
Singapore 427625**



**573 Balestier Rd,
Singapore 329888**



**Downtown East,
Singapore 519599**



**56A Serangoon Garden Way,
Singapore 555952**



**30 South Buona Vista Road,
Singapore 118160**

MEDIA ENGAGEMENT

Strong social media presence

- 6000 organic likes on Facebook with only 5-star positive reviews

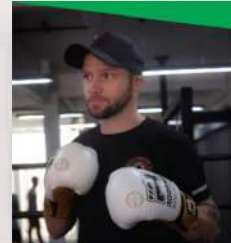
Engaged website and social media

Multiple pillars of community
(Spartans, Local and Grass root)

Established public outreach

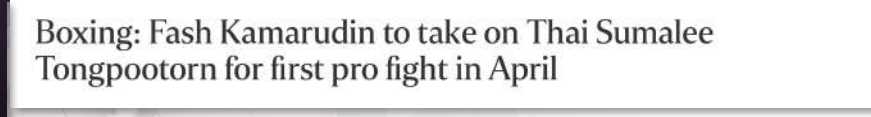
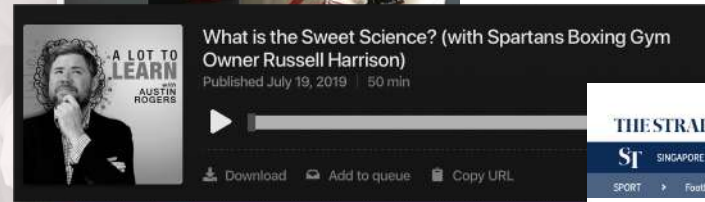
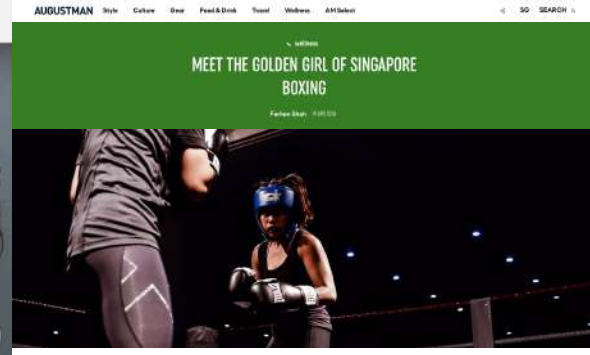
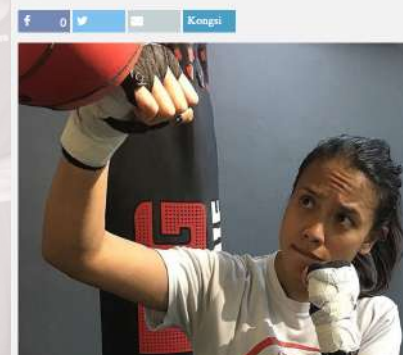
- Featured on numerous TV Films and series
- Featured on Eleven Sports consistently

Head coaches on the Board of SABA



YOUR MONEY
FRIDAY | 29 NOV | 9:15AM

RUSSELL HARRISON
Managing Director, Spartans Boxing Club



MEDIA ENGAGEMENT

Launched Spartans Community TV (April 2020)

Spartans Community TV Series (Season 1 & 2)

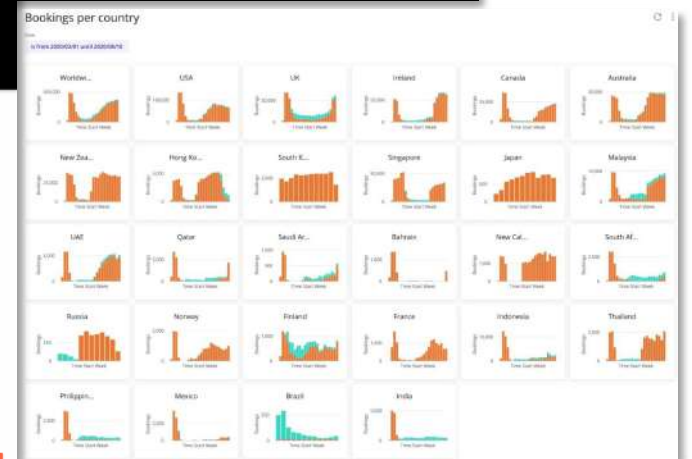
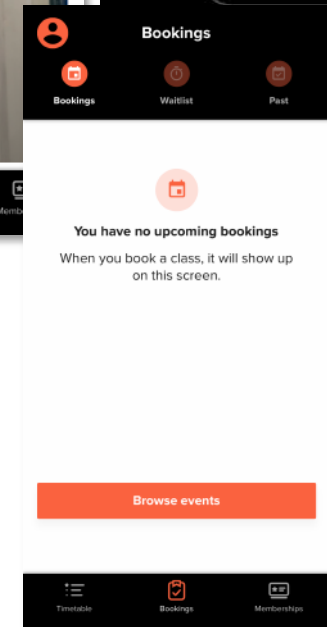
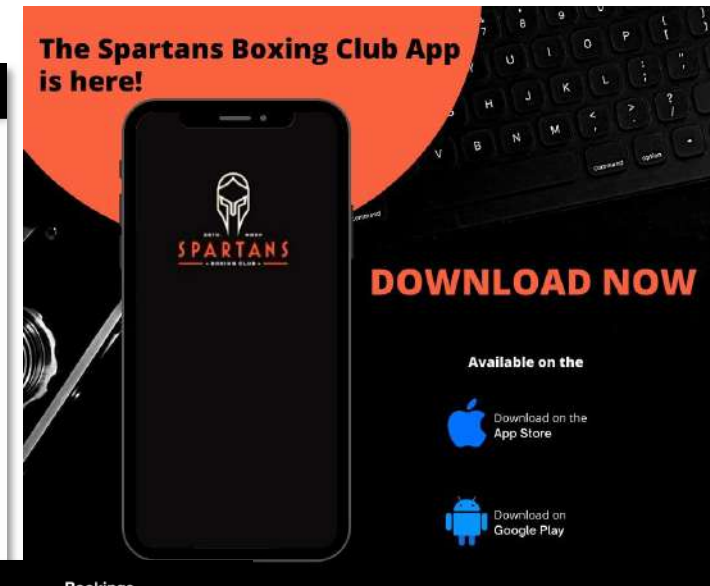
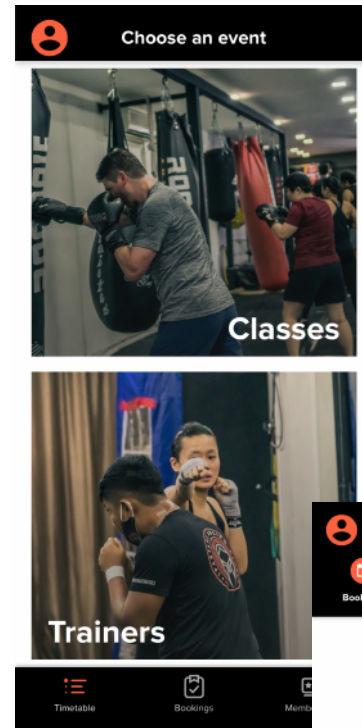


SPARTANS BOXING CLUB APP

Signed a global deal with Glofox for the Spartans Boxing Club app

Launched Spartans Boxing Club app (Oct 2020)

Exclusive live online classes + VOD for personal training (boxing, strength & conditioning)



BUILDING THE BUSINESS MODEL



SPARTANS

— • BOXING ACADEMY • —

LEARN TO TEACH BOXING THE CORRECT WAY.

Repetitive exercises are boring. Up the dynamism and fun while keeping workouts safe with highly effective boxing training techniques and form!

Get **OFFICIALLY CERTIFIED** by a top boxing club in Singapore with a training program designed for **Boxing Enthusiasts** as well as **Personal Trainers** who are looking to include proper boxing techniques safely to their workout routines for their clients.



BOXING IS LESS PRONE TO INJURIES BUT STILL DYNAMIC AND FUN FOR YOUR CLIENTS

BOXING IS THE TRENDING MARTIAL ART OF 2019
THE WALL STREET JOURNAL

BOXING TECHNIQUE IS EASY TO INCORPORATE INTO ANY WORKOUT ROUTINE

CHOOSE SPARTANS

We are a top boxing club in Singapore. Our coaches are or were National Champions and National Team Members, or professional fighters that have competed for international titles.

Learn proper punching technique, footwork to minimize and avoid injury, and spar from coaches at the top of the sport in Singapore.

Get access to exclusive coaching resources and continued support from our experienced coaching team.

Great coach to participant ratio for personalized attention.

Our Rates

Membership

Membership Perks:

- Unlimited access to **classes**
- Unlimited access to group workouts
- Ability to participate in **5k** runs
- Interactive workouts with our **partners**

3 Months **\$230** Per Month
\$69 per Month

6 Months **\$220** Per Month
\$36.67 per Month

12 Months **\$210** Per Month
\$17.50 per Month

Unlimited Access to All Classes

The logo for Spartans Running Club is positioned at the top center. It consists of a stylized white helmet icon on a black background, with the word 'SPARTANS' in white and 'RUNNING CLUB' in smaller white text below it.

EXISTING FREE Initial Journey Map

BEFORE
3 ways to interact with existing service

STAGES

TASKS

TOUCHPOINTS

EMOTIONS

TRANSITION

DURING

OPPORTUNITIES

BEFORE

- google**
Googled for buying gear in Singapore
- social media**
Chatted on friends group chats about social media posts
- physical space**
Visited post during lunch (checked-out) saw EAC while in the hot

TRANSITION

DURING

- 1) greeted by staff
- 2) signed waiver form
- 3) changed into suits
- 4) got on boxing wrap
- 5) warm-up as group
- 6) personalized training
- 7) group training

OPPORTUNITIES

- 1) Spec information across website and the club
- 2) Information literacy (location, pricing, programme, facilities)
- 3) Customer profile to be highlighted
- 1) improve online free trial journey - reduce cost
- 2) clearer pricing and schedule information to be added
- 3) free trial programme to be included prior to trial

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CBD AND EXPATS AREA IN JAKARTA

The map displays the 16 administrative districts of Jakarta, each color-coded: North (light blue), West (light green), Central (yellow), East (light orange), South (light grey), Southwest (light purple), Southeast (light green), and South-South (light grey). Key areas are highlighted: the CBD area in the central-eastern part, and the expats area in the northern and western parts. The map also shows the locations of the main expats areas: Kemang and Menteng in the central-western part, and Kuningan (in Setiabudi) and Pondok Indah (in Cilandak) in the southwestern part. The map is titled 'CBD AND EXPATS AREA IN JAKARTA' and includes a legend for the CBD and Expats areas, a source note, and a small logo for Jakarta.

CBD Area:
Jl. M.H Thamrin

Expats area:
Main:
Kemang and Menteng
Followed by:
Kebayoran Baru
Kuningan
(in Setiabudi)
Pondok Indah (in
Cilandak)

CBD area:
J. Jendral Sudirman,
J. Prof Dr. Setiyo
J. Gatot Subroto

CBD Area:
SCBD Super Block

Source: [Wikipedia, Indonesia](#)
[map](#), and [Jakarta.com](#)

 **JAKARTA**

AFTER

- show experience of service staff
- check location schedule
- get more information on pricing
- sign up immediately if a member or decide another day



emerged, I feel like I just did a 40 hrs. job. it was intense!"

give prices provided prior to signing a contract

FRANCHISOR'S PRE FR.

EXPENSES			
Marketing & Lead Generation Expense			
Sales Expense			
Administration & Legal Expense			
Self-up Assistance			
Training Support			
Brand Support			
Anticipated Cost Per Unit			
Projected Single Unit Franchise Fee			
Projected Margin to Franchisor			

MARKETING & LEAD GENERATION

Variable	Year 1	Year 2	Year 3	Year 4
	\$ 1,000.00			
Display Budget	\$ 1,000.00	\$ 1,000.00		
Online Listings				
Search index				
Structure	\$ 1,000.00			
Print Advertisement				
Total				
Self-Per Budget				
Average Cost/offer subsidy				

SALES EXPENSE

Commission payable to franchisee (noted)

ADMINISTRATION & LEGAL

Franchise Agreement Expense + Other Expense

FRANCHISE SITE VISIT AND INITIAL

No. of Personnel	Year 1	Year 2	Year 3	Year 4
		2		
No. of Days				
Compensation				
Air Travel*		\$ 200.00	/Per person	
Salary*		\$ 5,000.00	/Per person	
Local Transportation*		\$ 50.00	/Per person	
Accommodation*		\$ 100.00	/Per person	
Subsistence		\$ 50.00	/Per person	

Total

FINANCING SUPPORT AND TRAINING

No. of Personnel	Year 1	Year 2	Year 3	Year 4
		5		
No. of Days				
Compensation				
Air Travel*		\$ 250.00	/Per person	
Salary*		\$ 5,000.00	/Per person	
Local Transportation*		\$ 50.00	/Per person	

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RE-OPENING A POST-COVID GYM

WINNING AND LOSING IN THE VIRTUAL WORLD

Outside of Audio, Visual, Music & Aesthetics note the following...

Get technical help when you need it, first impressions last in the virtual world and you won't get a second chance

Select the right platform for your customers' needs/behaviours and the right format mix - live vs. pre-recorded

Late booking patterns are inevitable for events, structure and promote early bird discounted pricing strategies / bundles

Invest resource, money and time - leveraging Zoom/FB/IG is a losing strategy on multiple levels



You must deliver consistent world-class engaging content. Content is King.

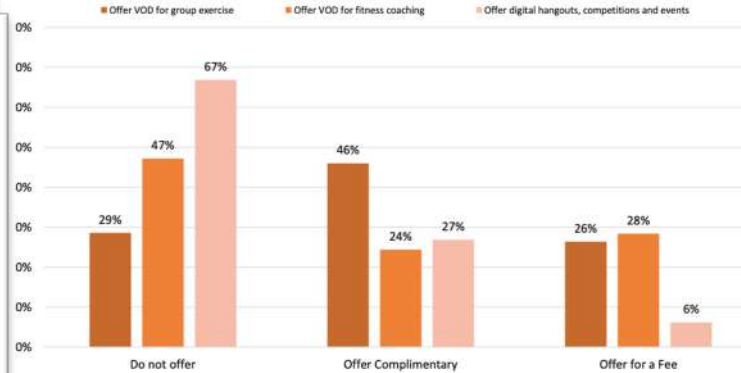
You must be customer centric, build your offering with personalization and community front of mind

Create a distinct and measurable value proposition for both attendees and sponsors to - is it fun, purposeful and gamified?

Scale matters, margins are small. If you don't have scale you have to have frequency, do you want to churn?

Run your economics, target national and international attendees, price accordingly and have faith in your pricing

Clubs & Studios Offering VOD Fitness Content by Type



DIGITAL FITNESS & WELLNESS - INSIGHTS & TRENDS

INSIGHTS

Throughout COVID Les Mills on Demand had increased from 20 to 100 countries using their service and in March 2020 had over 10 million views on their platform.

Technogym's Mywellness platform now has over 15 million users in over 15,000 facilities connected world-wide. In April, 2,000+ of these used Mywellness to train customers at home (including Virgin Active, Rosewood HK, Babo).

Wesley, a global leader in virtual fitness, working with 25 of the world's biggest operators, has seen an increase of 700% user increase on their platform since the start of the COVID crisis

Several operators seen an increase of 400% in members using digital. EW has now had over 7 million views of their free content in 2020.

Smart application of gamified digital fitness competitions, such as MYZONE's MEPS challenge, for customer engagement and the accumulation of good will capital through the crisis.

TRENDS

Saturated market will become hyper-saturated in the coming months. ClassPass survey indicating that of their studio partners offering digital offerings, 70% will continue to offer digital post COVID

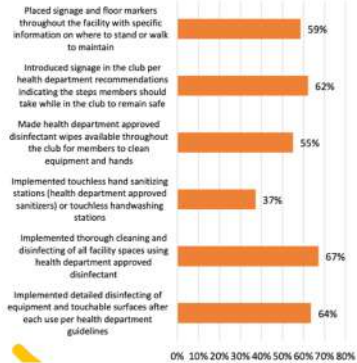
Established apps and content providers to capitalise further on growing market as consumers gravitate towards the largest and most marketed/successful platforms (Nike Training Club, Sweat, Keep, Centr, AloMoves, Asana Rebel, Fyrefit, Les Mills, Molossini)

For studio owners and operators a blend of live and pre-recorded (on-demand) content is key to ensure ultimate customer experience, engagement and retention

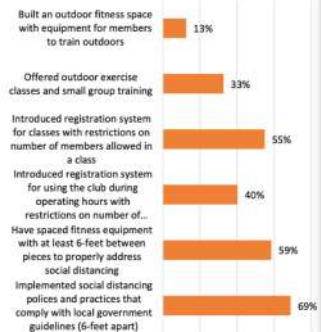
A migration of classes off Facebook TV, Instagram Live and Zoom onto more customizable and effective lead-gen platforms like Uscreen, BrandBot, FitGrid and Snap (by Intellivideo)

Look out for national champions - such as India's Fittermy and Cure.fit expanding across Asia with their strong digital offerings

Policies and Programs Incorporated Since Re-Opening



Policies and Programs Incorporated Since Re-Opening



VIRTUAL REVENUE - GROUP EXERCISE CLASS

- ~25-50% of Normal Class Price. Some retain 100% pricing!
- Competing against free content (and bad content)

VIRTUAL REVENUE - PERSONAL TRAINING

- ~50-75% of Normal Class Price. Some retain 100% pricing!
- Much less saturated marketplace

Direct parallels exist in the virtual events world...

VIRTUAL REVENUE - BUSINESS EVENT (SPONSORSHIP)

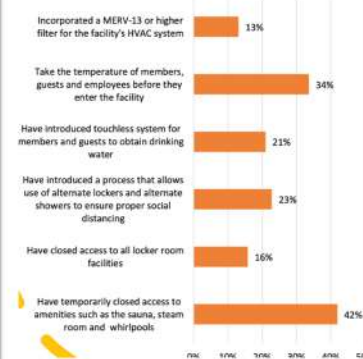
- ~25-50% of Normal In-Person Event Sponsorship
- Proof of concept and ROI required to improve deal yield

VIRTUAL REVENUE - BUSINESS EVENT (TICKET SALES)

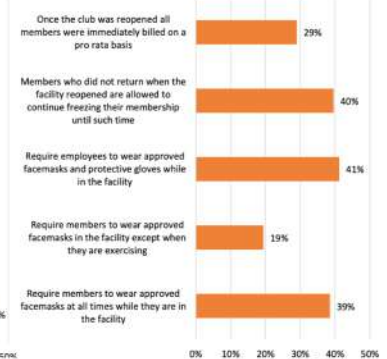
- ~20-40% of Normal In-Person Event Ticket Price
- Competing against free content (and bad content)

In both cases, freemium buys you eyeballs and good will capital but pointless if you can't monetize at some point down the road

Policies and Programs Implemented Since Re-Opening



Policies and Programs Implemented Since Re-Opening



STATISTICS

We see this as a viable blueprint for Spartans to achieve similar results in the Asia Pacific region.

Why boxing is the **best workout** of 2019
—Wall Street Journal

Asia Pacific fitness club sector worth **USD \$16.8 billion**
—Deloitte

CASE STUDY: TITLE BOXING CLUB

- **2008**
Retired Boxer Danny Campbell founded Title Boxing Club
- **2010**
10 franchises opened
- **2011**
32 franchises opened
- **2014**
134 centers in 44 different states and its first international franchise
- **2016**
\$50 million in sales, double-digit sales growth over the previous 22 quarters



FRAN CHISE

BUSINESS MODEL

FRANCHISE OFFERING



Full turnkey project



Comprehensive
market research



Location selection



Equipment supplies



Merchandise
supplies



Full financial
models, marketing
assets and training



Systems
set up (CRM,
accounting, HR)



Coaches recruitment
and training



Coaching
accreditation course



Pre-opening support



Post opening
support



Ongoing marketing
support

REV ENUE

OUR REVENUE STREAMS

FRANCHISE LEVEL

1. Boxing Unlimited memberships
2. Boxing Flexi-Packages Memberships
3. Personal and Self-Training Packages
4. Strength and Conditioning Memberships
5. Corporate Wellness Programs
6. School Co-curricular Activities (CCA)
7. Events and Workshops
8. Gym Lease (Events and Prom)
9. Online Glofox App



INVESTMENT OPPORTUNITY

SGD\$120K – 150K
Investment

EBITA
40 – 50%

SGD\$200 member
fee per month

Breakeven at
90 – 100 members

9X ROI
in 5 years



FITNESS CENTRES

Average Size
4000 – 6000 sqft

Initial Investment
SGD\$400K - \$600K

Customers
PMETS

Requirements
Wide range of equipment
= high cost and maintenance
Basic training for staff



SPARTANS BOXING CLUB

Average Size
2000 – 3000 sqft

Initial Investment
SGD\$150K - \$200K

Customers
PMETs | Kids | Housewives

Requirements
Basic equipment
= low cost and maintenance
Trained and experienced staff



BIG BOX GYMS

Average Size
8000 – 8000 sqft

Initial Investment
SGD\$700K - \$900K

Customers
PMETs

Requirements
Expensive equipment
= high cost and maintenance
Basic standards training for staff

FRANCHISE OFFERINGS

FORMAT	SINGLE UNIT	MULTI-UNIT	MASTER FRANCHISE
PAYABLE FEES	SGD\$50K	SGD\$210K	Negotiable
NO. OF OUTLET(S)	1	5	Negotiable
DURATION	3 Years	8 Years	5 Years
DEVELOPMENT	3 Months	3 Months	3 Months
TERRITORY	1 Unit	City Based	City Based
ROYALTY	7%	7%	7%
RENEWAL	Available*	Available*	Available*
STORE SIZE	Min. 2000 sqft.	Min. 2000 sqft.	Min. 2000 sqft.

SGD\$10K on Letter of Intent
SGD\$90K on Franchise Agreement
SGD\$30K per store

1 outlet in Y1, 2 outlets in Y2,
1 outlet in Y3 and 1 outlet in Y4

MEET THE TEAM



NAZAR MUSA

FOUNDER

25 years of global business experience ranging from Europe, US, Middle East, Asia and Australia.



ALEX KERSHAW

FOUNDER & ADVISOR

Global HR professional with years of board experience across Europe, Middle East, Asia and Australia.



RUSSELL HARRISON

MANAGING DIRECTOR

Recruitment Director with years of business management across Australia and Asia. Professional boxer and lifelong martial artist.



EFASHA KAMARUDIN

COACH & TRAINER

Coach at Spartans Boxing Club. Professional female boxer who has won Singapore's National Championship, Hong Kong City Cup (Gold) and Sijori (Gold)

MEET THE TEAM



IAN VALMONTE

FRANCHISE DEVELOPMENT MANAGER

15 years of experience being an Operations Manager for renowned F&B brands.



MARISOL SANDOVAL

GROUP MARKETING MANAGER

21 years of experience as an entrepreneur specialising in marketing and growing start up businesses.



NAZ.

Founder Nazar Musa picked up boxing when he was officially diagnosed as diabetic. He needed to lose ~30kg to stay alive.

Boxing saved his life.

He wanted to share his story and boxing as much as possible. As a serial entrepreneur, he transformed Spartans boxing club from a passion project into a **successful stand-alone business.**

FOUNDER



RUSS.

At 13, Russell Harrison obtained his second degree black belt in Australian Combat Karate. Unsatisfied, he moved onwards to **professional boxing** to reach greater heights.

Outside of sports, Russ has grown and nurtured large recruitment businesses across the entire Asia Pacific as a professional.

The potent combination of his sharp business acumen and athletic expertise in boxing **expedites Spartan's success.**

CONTACT CONTACT

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<https://www.facebook.com/spartansboxingclub/>

<https://www.instagram.com/boxingspartans/>

<https://www.linkedin.com/company/spartans-boxing-club/?viewAsMember=true>

<https://spartansboxing.com/franchise/>

