



ESTD. MMXV

SPARTANS
• BOXING CLUB •

PROSPECTUS

**Boxing for Everyone
Your Journey
Your Community**



SPARTANS BOXING CLUB

From Humble Roots to Global Ambitions

Our Origin and the Road Ahead

Born from a singular gym on Singapore's East Coast in 2015, Spartans Boxing Club has expanded to 17 exceptional gyms open across Singapore, Cambodia, the Philippines, and Dubai, with 4 more on the way.

Why Stop Now?

Founded on October 3, 2015, Spartans Boxing Club has ambitious plans for the future. Our goal is to extend our global reach to 50 clubs by 2025. As an investor, you're not just buying into a business; you're becoming part of a rapidly scaling global enterprise with proven success metrics and a powerful community network.

Meet the Visionaries - Russell Harrison & Naz Musa



Naz Musa

Transforming Lives Through Boxing

- Diagnosed with Type 2 Diabetes in 2008, Naz lost over 35 kilos through boxing.
- Launched the first Spartans gym in Joo Chat, Singapore, in 2015.
- Spearheaded the brand's international expansion into Dubai and the broader GCC while launching and continuing to develop our Spartans White Collar events offering.
- His journey underscores Spartans' potent blend of health, community, and business.



Russell Harrison

From Passion to CEO

- Before joining Spartans, Russ held senior roles in large corporate and start-up recruitment firms, managing multimillion-dollar revenues and large teams in Australia and Asia.
- Trained and competed in boxing and martial arts since age 8, achieving an unbeaten record as a professional boxer before retiring in 2018.
- A transformative meeting with Naz Musa at Joo Chat in 2015 set him on a new course.
- Transitioned from part-time coach to CEO, leaving his corporate job to fully commit to Spartans.
- Under his leadership Spartans expanded to 19 gyms across the globe

Together, They're More Than Just Gym Owners

- They build resilient communities.
- They offer a lifeline to better health and wellness.
- They provide a thriving, proven business model for franchisees, making an impact globally.





Spartans Today - More Than a Boxing Club

Why Spartans is a Game-Changer for Franchises

- **Community Driven:** Our biggest asset is our community. Spartans has mastered the art of creating inclusive and supportive environments, attracting loyal members and ensuring long-term profitability.
- **Financially Rewarding:** Spartans offers a low entry point and high ROI. Our franchisees typically reach operational breakeven at launch and achieve profitability within the first year—a testament to our solid business model.

Beyond Boxing

Spartans is not just a boxing club; it's a comprehensive ecosystem. We offer a holistic experience through our three corporate pillars: Gym, Events, and Education—all underpinned by Spartans Mind. From the Spartans Boxing Academy to our signature events like Spartans White Collar, we are more than just a boxing gym. We're a lifestyle brand that transforms lives.



Our Mission

To provide an authentic boxing experience to transform the mental and physical wellness of the individuals who compose our beautiful and unique communities around the world.



Our Vision

To be the world's leading boutique provider of authentic boxing training, boxing education and boxing events.

1st Gym Opened in East Coast Singapore

Cash flow positive in month 4, profitable from year 1

2015

1st Spartans Boxing Franchise opens in Balestier Singapore

2018

2018

Spartans Boxing Club develops Franchise offering

Cashflow positive in month 3, profitable from year 1

2021

Nominated 'Franchise of the Year' by The Fit Summit

2021
MAY

11 Spartans Boxing Franchises opened in Singapore

2021/2022/2023
5 Spartans White Collar events in Dubai

2023

The Spartans Journey

2022

1st Spartans Boxing Club opening in Philippines

1st Spartans Boxing Franchise opens in Cambodia

4 new franchise signed in Dubai

1st Spartans Boxing opens in Dubai
2 new franchises in Singapore signed

17 open and 2 more gyms opening by Q2 of 2024



2025

Spartans Boxing Club
projected to have **50** gyms
between **Asia Pacific** and
GCC

OUR CORPORATE OFFERINGS

- SPARTANS BOXING CLUB (**Gyms**)
- SPARTANS BOXING ACADEMY (**Education**)
- SPARTANS BOXING EVENTS (**Events**)



CORPORATE OFFERING 1

SPARTANS BOXING CLUB (Gyms)



Diverse and Holistic Offerings

Beyond our boxing gyms, we provide an extensive array of services designed to enhance the well-being of our members. Our holistic approach centers around community-driven boxing experiences that enrich both body and mind.

Spartans Boxing Club



Spartans Boxing Academy



Spartans Community TV



Spartans White Collar



In Gym XP@Home

Spartans In Gym Xp@ Home



Spartans Mind



COMMUNITY BUILDING

At Spartans, community isn't just a word; it's the essence of who we are and what we do. Our approach to community encompasses:

- **Spartans Family:** We go the extra mile to ensure every member feels at home in our clubs. We aren't just a gym; we're a family.
- **Local Partnerships:** Each of our locations actively collaborates with local businesses and organizations. Our goal is to be an integral part of the communities we serve, continuously contributing to their growth.
- **Grassroots Boxing Associations:** We're proud affiliates of local boxing associations wherever we have clubs. This involvement allows us to support and nurture the grassroots boxing communities across all regions.



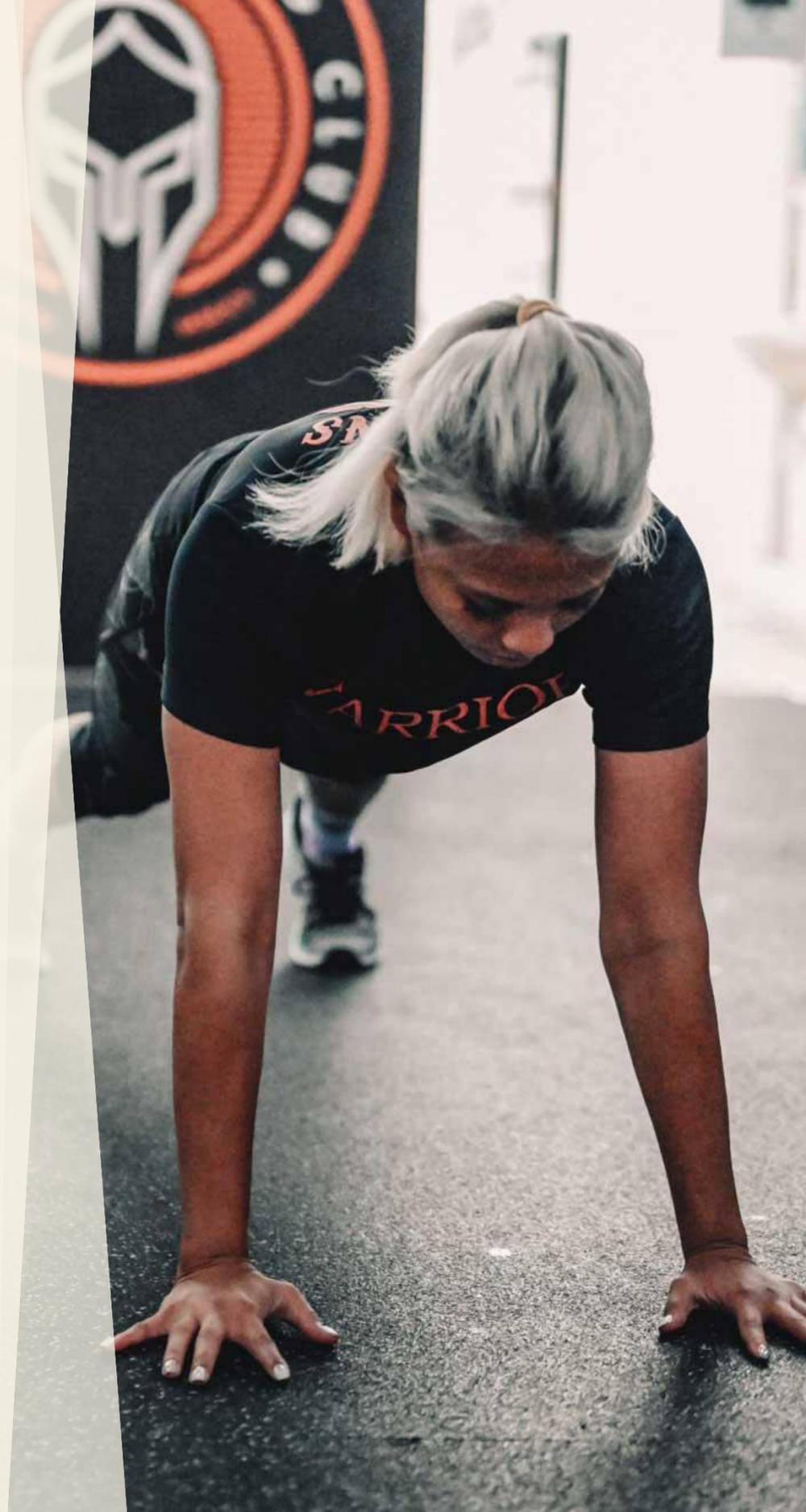
The Opportunity Awaits

Addressing Pressing Health Concerns

- In the aftermath of a global pandemic, the world is hungrier than ever for reliable, effective fitness solutions. Be the answer to that demand.
- From soaring obesity rates to a sedentary younger generation and the alarming rise in Type 2 Diabetes, Spartans isn't just a gym. Recognized as one of the best fitness modalities, boxing at Spartans serves as a holistic health solution to pressing societal challenges.

Why Your Investment Matters

When you invest in Spartans, you're not just opening a gym. You're making a lasting impact on community health, and in return, the community makes your business thrive. This is not just a business; it's a revolution.



Spartans Boxing Club - A League of Its Own

- **Inclusive Environment:** Unlike traditional gyms that can feel intimidating, Spartans welcomes everyone, from beginners to seasoned boxers, in a family-friendly atmosphere.
- **Safety First:** We're not just about fighting; we prioritize safety and well-being, dispelling the myth that boxing is only about hurting others.
- **Clean and Modern Facilities:** Say goodbye to the notion that boxing gyms are dirty and smelly. Our gyms are clean, well-maintained, and feature modern amenities.
- **Cost-Effective Operations:** We've streamlined our equipment needs to make running a Spartans franchise a more affordable venture without compromising quality, covering everything from turn-key setup to operations and marketing costs.

By investing in a Spartans franchise, you're not just buying into a gym; you're becoming part of a game-changing approach to boxing and fitness that resonates with a wide audience.



The Solution

Spartans Boxing Clubs

- **Community: Our Secret Sauce**

The heart of Spartans lies in our community. We don't just have customers; we have raving fans who stay for life.

- **Impactful Health Transformations**

Our members don't just lose weight; they gain confidence, mental clarity, and a renewed zest for life.

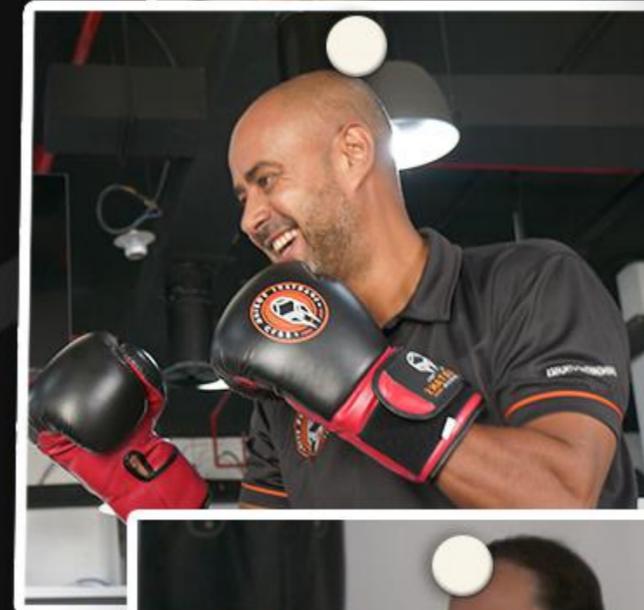
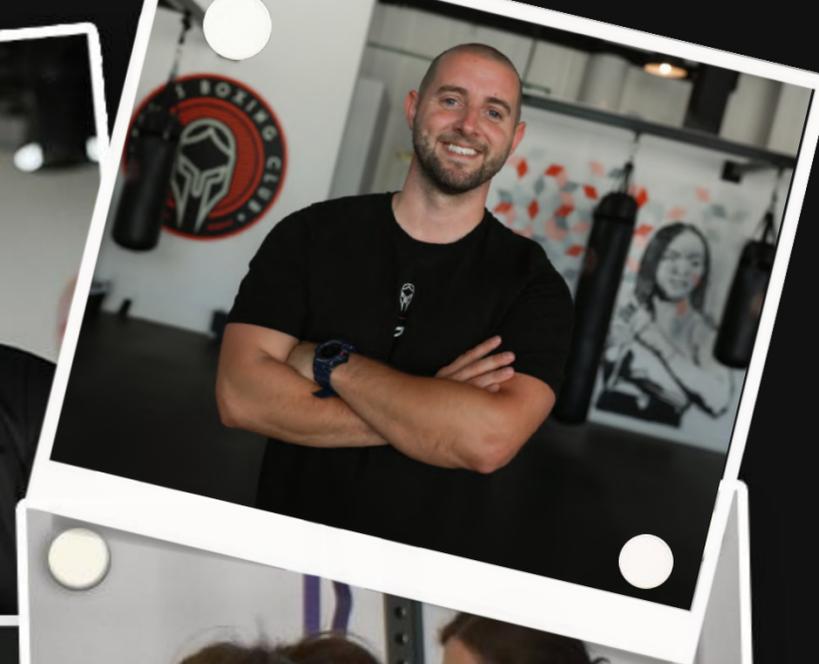
- **Business Optimization**

Our compact, tech-savvy gyms are designed to maximize your ROI. It's not just about being the best in fitness; it's about being the best in business.



The Spartans Difference

- ✔ Friendly and accessible.
- ✔ Clean and modern facilities.
- ✔ Technology and analytics driven with human expertise and future ready gyms.
- ✔ Classes timed to ensure no crossover between skill levels. Basic, intermediate, advanced, kids & family classes.
- ✔ Partner with the local grass roots boxing community as well as local businesses.
- ✔ Ladies only boxing classes.
- ✔ Corporate Wellness Programs.
- ✔ School Extra Curricular Activities (ECA's).



What Our Franchisees Say



Maz (Single Unit Franchise Owner)

"I've been a member of Spartans Joo Chiat since 2017. I initially joined to get fit. Got really into it when I realized how technical boxing is and how much I was learning. I fell in love with it when I realised it was a place where I had made many friends. I was fortunate enough to have the opportunity to take on the Joo Chiat Franchise in 2021."



WK (Multi Site Franchise Owner)

"The team that run the gym are great fun to work with and you can sense their passion to make members feel welcome. I may be the owner, but first and foremost I'm proud to be a member of Spartans Boxing Club"

What Our Members Say



Lee Tao

"I'm 29 years old and have been wanting to keep fit and burn some fat for awhile now! I've been boxing on and off for about 2 years. Initially I enrolled in another Spartans outlet but when my work was relocated, I decided to join the nearest Spartans Gym which was at Jurong West.

I like the Spartans' coaches here because they are very experienced & friendly. I definitely have improved a lot in terms of boxing skills and stamina since I came here!"



Dilshan

"I've found myself improve mentally and I am able to take on challenges whether it's university or work."

Why Franchisee's Choose Spartans



**Proven
business model**



**Comprehensive SOPs
and quality standards**



Low set up costs



**Cash flow positive
within weeks**



ROI in 18 months



Fast payback periods



Strong ROI



**Full business & marketing
support**



Low maintenance



**Fully digitalised business from
customers to owners to staff**

Extensive Class Library

Classes That Evolve To Our Audience

Each Spartans Boxing Club gym works within a flexible system of classes. Each gym chooses the most appropriate classes based on their membership base. Set class routines that are modifyable by coaches allow gyms to create unique experiences. In this way, each Spartans Boxing Club gym is both identifiably Spartans and exclusively unique.

SPARTANS KIDS

SPARTANS YOUTH

SPARTANS PERSONAL TRAINING

SPARTANS LADIES

SPARTANS FIT

SPARTANS IMPACT

SPARTANS OUTDOOR

SPARTANS STRENGTH
AND CONDITIONING

SPARTANS IN GYM XP@HOME

Future Ready Gyms

TECHNOLOGY DRIVEN & IN PLACE

- Franchise Management System
- Spartans Boxing App
- Cashless Payment
- Member Management and Dashboard Analytics with Glofox
- VOD with Spartans In Gym XP@Home
- Technology led sessions with Spartans Impact
- Online Coach Accreditation Course
- Spartans Mind App
- Spartans Reports and Analytics



Customer results show that leads nurtured with Amplify had a

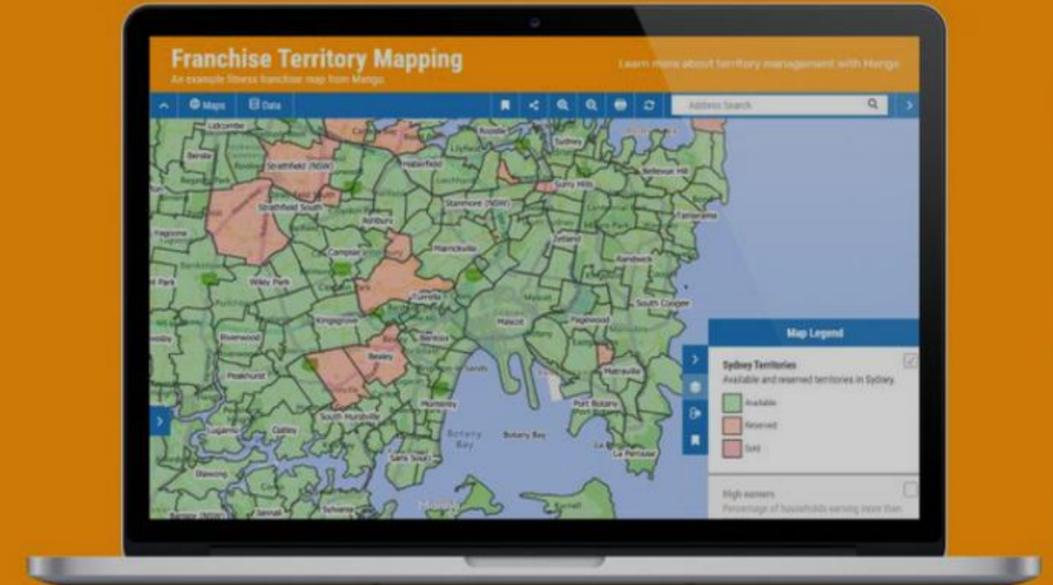
2.5x

increase in conversions

amplify
glofox

Research Driven & In Place

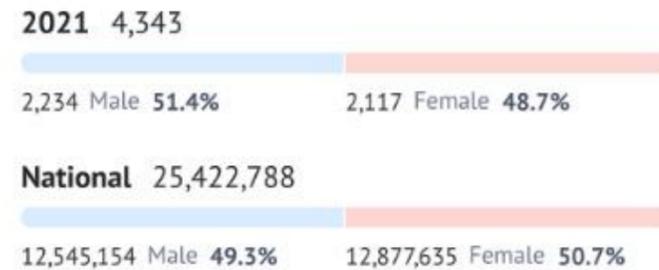
Franchise Territory Mapping



Key Indicators

	Your suburb	Australia
Median Age	51	38
Average Household Size	2.2	2.5
Median Weekly Personal Income	760	\$805
Median Weekly Household Income	€1479	€1746
Median Monthly Mortgage Payment		
Median Weekly Rent		

Population



Country of Birth



CORPORATE OFFERING 2

SPARTANS BOXING ACADEMY (Education)



SPARTANS
— • BOXING ACADEMY • —



The road to becoming a boxing coach is paved with hard work and dedication. Spartans Boxing Academy makes it much easier, more efficient, and Fun! Spartans Boxing Academy formulated the perfect Boxing coaching certification course (CAC) for beginner and seasoned boxing coaches. From the basics of what makes a good Boxing coach to how to run a boxing class and what and how to teach precisely. Beneficiaries of the course can buy the entire course or choose a module or a specific set of modules. In addition, the course comes with a handy, concise, and easy-to-use manual.



CORPORATE OFFERING 3

SPARTANS BOXING EVENTS (Events)



World Class Spartans White Collar Events

Spartans Boxing Club organizes the World Class Spartans White Collar Event twice a year. The event takes White collars with little to no experience in boxing and gets them ring-ready after an extensive training period of 10 to 12 weeks. Spartans White Collar is held at the prestigious Marriot Marquis hotel ballroom in Dubai, where fighters show off their skills in front of a 600-plus audience.



Spartans Boxing League

Spartans Boxing League (SBL) is a beginner-friendly competition created for our members to test out their skills in the ring. SBL aims to provide a safe and healthy environment for our community to grow and progress along their boxing journey.



Events and Workshops



Where We Are Now?

- **17** open and **2** more gyms on the way in Q2 of 2024
- **3rd** and **4th** International Gym opens in Dubai
- **1st** International Gym opens in the Philippines
- **1st** International Gym in Cambodia open in partnership with SUN & MOON Hotel Group
- **Operational profitability** in traditional gyms takes many months / years*
- Spartans average time for operational profitability in franchises – **1-3 months**

Time to accelerate growth and drive franchises.

<https://economictimes.indiatimes.com/magazines/panache/why-gyms-and-health-clubs-are-finding-it-hard-to-stay-profitable/articleshow/41281833.cms?from=mdr>

Where Will We Grow?

Growth from franchises will come from existing conversations taking place in various countries:

- **Australia**
- **Dubai**
- **Abu Dhabi**
- **Saudi Arabia**
- **Qatar**
- **Malaysia**
- **Taiwan**
- **Cambodia**
- **Vietnam**
- **India**
- **Philippines**
- **Indonesia**
- **New Zealand**
- **United Kingdom**

Investment and Monthly Expense



Turn Key Investment

- \$50k franchise territory fee
- \$4.5k Pre Launch Marketing
- \$3.5k Legal Fee
- \$10k-\$20k Merchandise range
- \$45k Training Equipment range
- \$75k- \$125k Fit out cost pending site and landlord contribution



Monthly Expense

- Royalties: 7% of revenue (or \$1,500, whichever is higher)
- Marketing Fee: 1% + \$550
- Market Value Expenses
- Operations and Admin
- Marketing Ads and Content Creation Add On
- Wages, platform rates and utilities
- Property rental

Meet The Team



NAZAR MUSA

Founder & Chairman

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



DR. PAUL ENGLERT

Head of Operations & Spartans Mind

Professionally known as a Pracademic; both a practitioner and an academic, Paul brings an eclectic mix of business experience, academic backing and innovative problem-solving.



RUSSELL HARRISON

Chief Executive Officer

Lifelong martial artist with boxing experience fighting at amateur and professional levels. Coaching experience that spans hundreds of fights from club, national and professional levels. Strong business acumen which has been acquired through running MNC recruitment businesses across Asia Pacific.



ALEX KERSHAW

Founder & Advisor

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



AZIZ MUSA

Chief Marketing Officer

A C-Level executive, former UK Plc CEO, with a proven track record of transformative commercial and organisational growth.

Onboarding Team



KENNEH HE

Marketing Communication Lead

Martial Arts Geek with an eye for marketing and a flair for writing



SIMON NIAZI

GCC Head of Operations

Dubai based fitness professional with a background of both training and gym management. Simon has launched and scaled numerous gyms across the UAE



IAN VALMONTE

Singapore Head of Operations

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



KHAIRUL IRFAN

Singapore Customer Experience Manager

Specialist in Customer Experience, Strategic Sales, Team Mentorship and Leadership.

SPARTANS BOXING CLUB

LAUNCH Timeline

MONTH 5

KICK OFF CALL, CREATION OF TEAM CHAT AND SHARED FOLDER

MONTH 4

SITE APPROVAL, PROJECT LAUNCH AND ORDERING OF EQUIPMENT, RECRUITMENT

MONTH 3

ONBOARDING, PLATFORM REGISTRATION AND SET UP (GLOFOX, PAYMENT GATEWAY, WEBSITE CREATION, SOCIAL MEDIA HANDLES, GOOGLE MY BUSINESS ETC)

MONTH 2

PRE LAUNCH MARKETING AND SALES

MONTH 1

SOFT OPENING

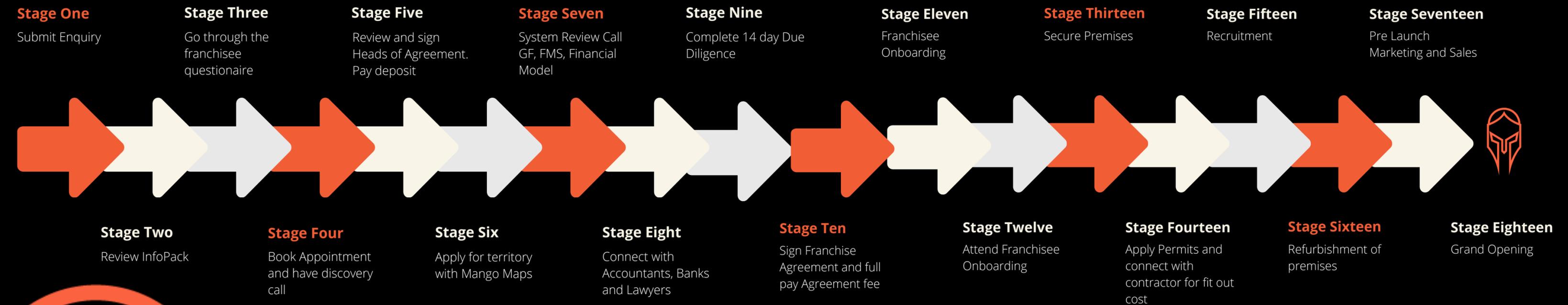
MONTH 0

GRAND OPENING

MONTH +3

ONGOING SUCCESS

FRANCHISEE JOURNEY



Expressions of Interest

To receive further information please contact

Russ on:

 +65 9853 4405

 russ@spartansboxing.com

Learn more about the Spartans Boxing Club
Franchise offering here:

[Franchise Video](#)



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