

PROSPECTUS



ESTD. MMXV
SPARTANS
• BOXING CLUB •

SPARTANS BOXING CLUB

Boxing for Everyone
Your Journey
Your Community





Our Story

SPARTANS BOXING CLUB

Formed in 2015 as a single gym on the East Coast of Singapore, Spartans Boxing Club started franchising only a few short years ago and has grown into 13 gyms in the country and has added 2 international gyms in Dubai, UAE and Cambodia

Add a little bit of body text

With a focus on community spirit, boxing for everyone, professionalism and fun whilst retaining the fundamentals required to run a successful business, Spartans has developed into an attractive, affordable and profitable franchise offering.

Operating on small footprint community locations we are now looking at expanding significantly in the next 3 years to grow our vision and spread our culture of boxing without the bruises.



Our Vision

To build a global network of community boxing gyms that are inclusive, unintimidating and focused on driving the health and wellness goals of its members.

Holistic Offerings

In addition to boxing clubs, we offer a wide ray of other offerings that serve the well-being of our clients and create a holistic customer experience centered around community boxing.

Spartans Boxing Club



Spartans Boxing Academy



Spartans Community TV



Spartans White Collar



Spartans In Gym Xp@ Home



In Gym XP@Home

Spartans Mind



The Opportunities

Societal

- Covid has made the world health conscious.
- Obesity is prevalent around the world.
- 60% of GCC locals under the age of 35 and fundamentally unhealthy.
- Type two diabetes on the increase globally.
- Children leading sedentary lives.

Boxing & Boxing Gyms

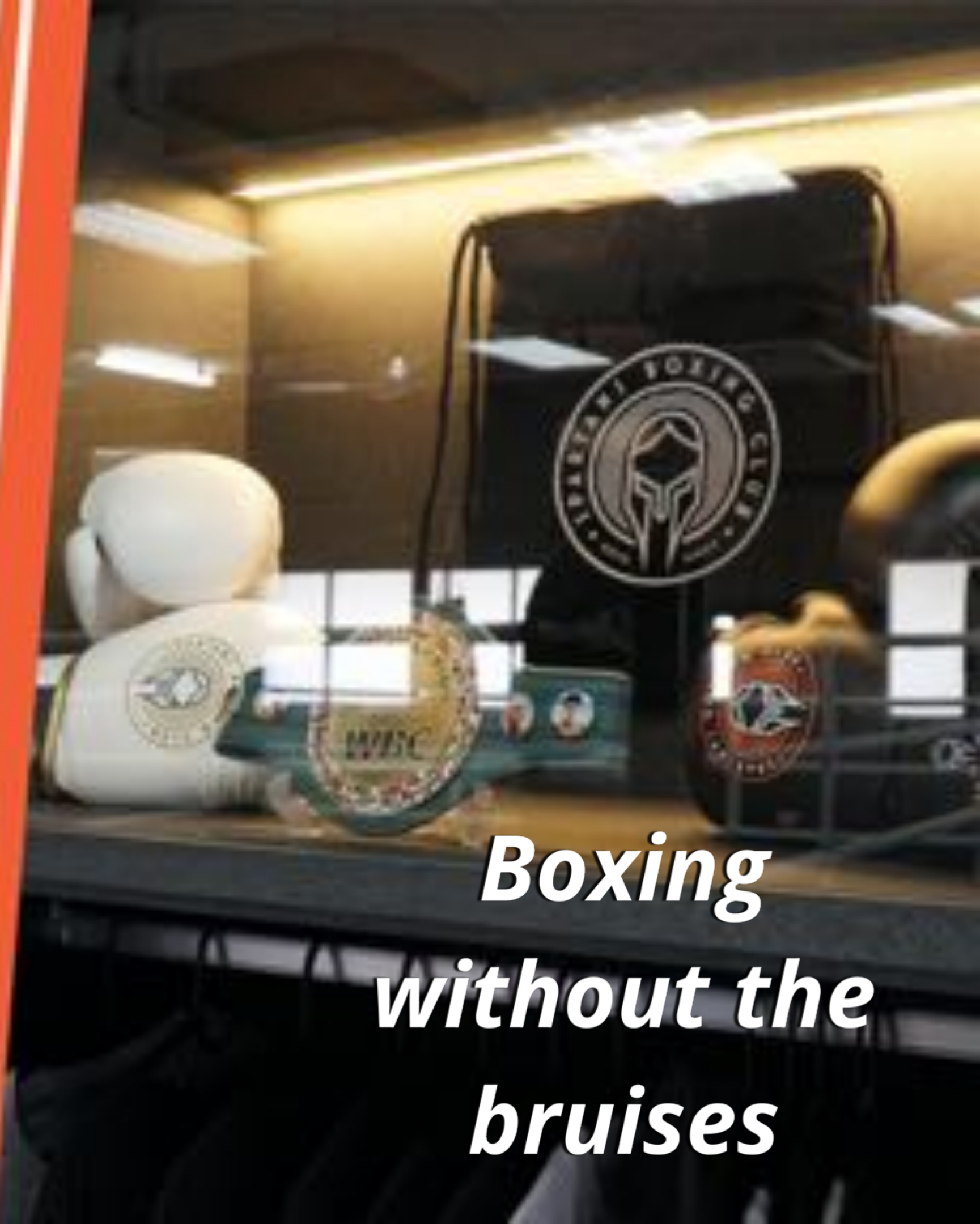
- Boxing is for brutes and not for me.
- Boxing is about getting hurt and hurting others.
- Intimidating atmosphere in most gyms.
- Boxing gyms are dirty and smell.
- A boxing gym needs a great deal of space.
- A boxing gym has expensive equipment needs.



The Solution

Spartans Boxing Clubs

- **Community focused.**
- Life changing health outcomes
- **Offline** with **online** capabilities
- Class scheduling ensures no crossover of different levels of ability.
- Small footprint requirements.
- **Clean & modern** but retaining a boxing gym feel.
- **Technology driven** with human expertise.
- A proven business with **15** gyms open.



***Boxing
without the
bruises***

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).



The Spartans journey

15 Gyms in Total

1st Gym Opened in East Coast Singapore

Cash flow positive in month 4, profitable from year 1

2015

2018

1st Spartans Boxing Franchise opens in Balestier Singapore

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
First 3 Spartans White Collar events in Dubai

2022

1st Spartans Boxing Franchise opens in Dubai

2 new franchises in Singapore signed

1 new franchise signed in Cambodia

2023

1st Spartans Boxing Club opening in Philippines



2025

Spartans Boxing Club
projected to have **118** gyms
between **Asia Pacific** and
GCC

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



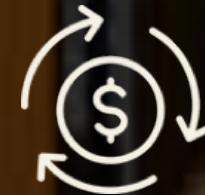
**Cash flow positive
within weeks**



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



 Mango

Key Indicators

	Your suburb	Australia
 Median Age	51	58
 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

2021 4,343

2,254 Male 51.4% 2,117 Female 48.7%

National 25,422,788

12,545,154 Male 49.3% 12,877,635 Female 50.7%

Country of Birth

Your suburb

Born in Australia 86.3%

Born overseas 13.5%

Australia

Born in Australia 70.7%

Born overseas 29.3%

COMMUNITY BUILDING

Community for Spartans is multi-faceted and entails:

1. Spartans Community. Ensuring our members feel like they have a home at our clubs. We are family.
2. Our local communities. Wherever we have a gym we have connections and Me ups with local businesses and associations. We are always striving to grow the communities we are a part of.
3. Grass roots boxing communities. In Singapore we are affiliated with Singapore Amateur Boxing Association (SABA). We intend to support and involve ourselves at this level in any country we have gyms.



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



JOEL CAMILLERI

Elevate your Boxing game to the next level!
Book your ticket & attend the live seminar with:

Joel "CamaKo" Camilleri Australian Professional Boxer
30 fights - 22 Wins (10 x KO)
7 Losses - 1 Draw
Public Price: \$120
Members price: \$80
Spartans Fight and Coaches: \$50
For Booking click link in the bio

Saturday 5 November 3:30-5 PM



Creating New Markets



SPARTANS
— • BOXING ACADEMY • —



SPARTANS
— MIND —

Today

- **15** Gyms open
- **1st** International Gym in Dubai open
- **2nd** 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**
- **Singapore**
- **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 \$2,500, whichever is higher) +\$550 marketing fee.
- Market Value Expenses
 - Operations and Admin
 - Marketing Ads and Content Creation
 - Wages, platform rates and utilities
 - Property rental
 - HQ Management fee for Operations and Marketing

Meet The Team



NAZAR MUSA

Founder & Chairman

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



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.



AZIZ MUSA

Global Head of Marketing

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



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.



ALEX KERSHAW

Founder & Advisor

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

Onboarding Team



MARISOL SANDOVAL

Group Marketing Manager

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



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



KENNEH HE

Marketing Communication Lead

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



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

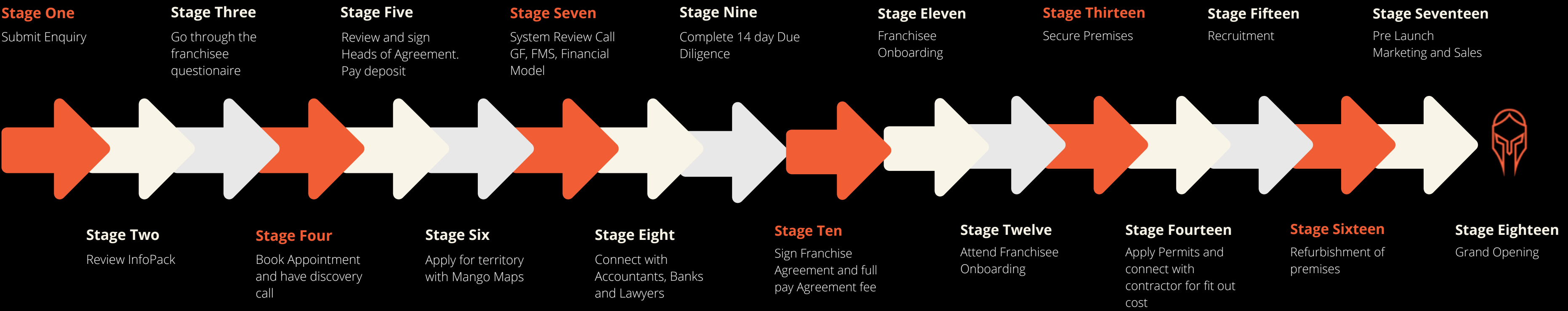
MONTH 0

GRAND OPENING

MONTH +3


ONGOING SUCCESS

FRANCHISEE JOURNEY



Expressions of Interest

To receive further information please contact
Russ on:

 +65 9853 4405

 franchise@spartansboxing.com

Learn more about the Spartans Boxing Club
Franchise offering here:

[Franchise Video](#)

