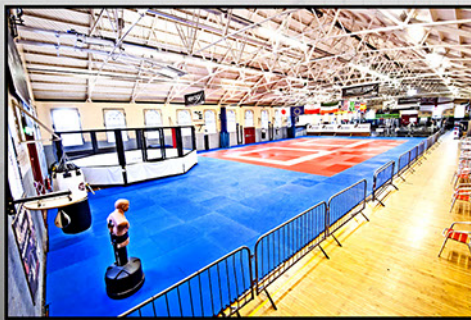
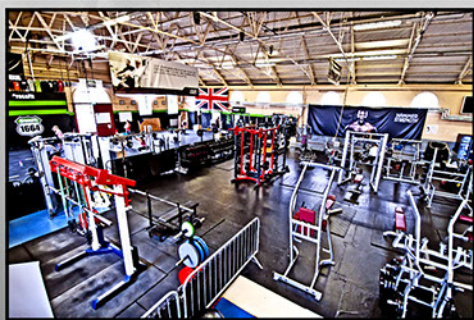




Fight-Science

Gym & Martial Arts Centre

FRANCHISE PROSPECTUS



The information contained within this Franchise Prospectus is covered by both copyright and Intellectual Property laws. The information must be kept secret and confidential and must not be disclosed to anyone else or used by yourself for any purpose whatsoever save to enable you to consider whether or not to become a Fight Science franchisee.

FIGHT SCIENCE GYM
HOSPITAL ROAD, ALDERSHOT, HAMPSHIRE, GU11 2BT

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ABOUT FIGHT SCIENCE

FIGHT SCIENCE is an innovative and exciting concept specifically designed for the world of Mixed Martial Arts (MMA) and combat sports, as well as sports competitors and athletes from all sporting backgrounds.

The **FIGHT SCIENCE** gym is a state of the art martial arts and strength and conditioning facility. Our mission is to enable everybody to reach their fullest potential by offering scientifically researched training and testing methods and state of the art, high end equipment. Customers use our unique resources and experts to improve their performance/fitness and measure progress in all relevant areas. At **FIGHT SCIENCE** our focus is on applying the correct training methods and recording the most important components of fight and general fitness while our customers develop the building blocks of superior athleticism. We are also a full time dedicated martial arts facility which houses a range of martial arts styles and disciplines. **FIGHT SCIENCE** offers martial arts clubs of all styles, purpose fitted facilities creating the perfect environment to train and practice.

THE GYM

FIGHT SCIENCE gyms are state-of-the-art, purpose fitted facilities, for fighters, athletes and fitness enthusiasts from a range of backgrounds. Our Head Office gym in Aldershot boasts over 20,000 square feet of high tech fitness, strength and conditioning and MMA training equipment and space. At **FIGHT SCIENCE** we pride ourselves on encouraging a friendly and welcoming environment with zero tolerance to egos. Whether a fighter looking to complete a **FIGHT SCIENCE** Fighter Development Programme, or someone looking to take advantage of **FIGHT SCIENCE** fantastic facilities and equipment, the customer is always welcome at a **FIGHT SCIENCE** Gym.



CARDIO EQUIPMENT

FIGHT SCIENCE are in partnership with Life Fitness who are arguably the world's leading manufacturer of fitness training equipment. **FIGHT SCIENCE** gyms have a whole range of their latest technology from high tech treadmills, life cycles, and cross trainers as well as having concept rowers, versa climbers, airdyne bikes and much, much more.



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STRENGTH EQUIPMENT

FIGHT SCIENCE are also in partnership with Hammer Strength who are arguably the world's leading manufacturer of strength training equipment. **FIGHT SCIENCE** gyms have an impressive range of purpose built, latest technology, plate-loaded, isolateral equipment, full Olympic benches, racks, power cages and platforms as well as kettle bells, free weights and much more.

FIGHT SCIENCE SHOP

FIGHT SCIENCE also features a fully stocked shop onsite. The shop stocks a full range of nutritional supplements, leading fight wear and fight gear ranges, training and martial arts equipment, and much more.

THE CAGE

FIGHT SCIENCE has top quality full competition cages. It gives fighters the opportunity to centre themselves within a typical MMA events environment and learn specific techniques under similar circumstances of MMA competition. The cage can be used for fight training, hire and interclub competitions, classes, personal 1-to-1 training, and it can be closed off from the rest of the facility if privacy is needed. It is also on hire to coaches and fighters for a nominal hourly fee.

CLUB MAT RENTAL

FIGHT SCIENCE offers local martial art and sports clubs the opportunity to rent mat space at **FIGHT SCIENCE** locations. This allows clubs to train in a professional environment designed specifically to meet the needs of martial arts clubs and associations. The Head Office **FIGHT SCIENCE** Gym has 3 large mated areas fitted with Tatami British Judo Association approved mats and Tatami interlocking jig saw mats. The entire area covers an area of over 6,000 sq ft and accommodates all classes from MMA to Japanese weaponry Martial Arts. This space can be hired to martial arts instructors/clubs of any style or discipline, fitness instructors for fitness classes, fighters for private sessions and many other uses.





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THE FIGHT SCIENCE FRANCHISE

Following the success of our **FIGHT SCIENCE** business we are now looking to set-up individual **FIGHT SCIENCE** clubs throughout the UK.

THE WIN – WIN SCENARIO

We have chosen to expand **FIGHT SCIENCE** through a network of franchisees as we believe that a crucial part of our success is down to the personal commitment of our staff, unique business model and strong associations with some of the world's leading manufacturers and industry specialists. Having a network of franchisees that have their own **FIGHT SCIENCE** clubs will create a perfect win – win scenario whereby our customers get an excellent service, our franchisees benefit directly from the hard work they put into their business and our links and proven business techniques, and we centrally benefit from economies of scale and the growth of the **FIGHT SCIENCE** brand. We have also structured our central revenue stream so that it is linked to your success. This means we have a real vested interest in all our franchisees succeeding - if you don't succeed neither do we.

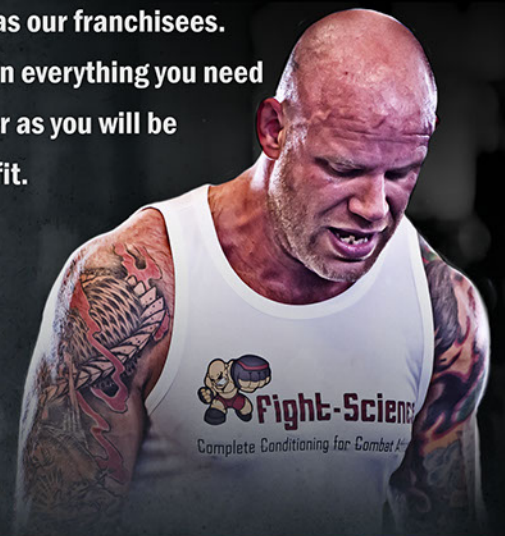
MAKING THE FRANCHISE ACCESSIBLE

When creating the **FIGHT SCIENCE** franchise we were conscious in trying to keep down the initial set-up costs to make a **FIGHT SCIENCE** Franchise a realistic opportunity for many people. We have done this by keeping our Initial Franchise Fee low at just £9,995 plus VAT and by arranging financing on all the club equipment.

COULD YOU BE THE NEXT FIGHT SCIENCE FRANCHISEE?

At **FIGHT SCIENCE** we are very passionate about having the right people as our franchisees. There is no need for previous martial arts experience as we will train you in everything you need to know about how to run a successful **FIGHT SCIENCE** business. However as you will be operating in a fitness environment it is important that you are physically fit.

In line with our company ethos we do not discriminate against any person who wants to become a **FIGHT SCIENCE** franchisee as our decision about whether to grant you a franchise will be based purely on your suitability to own and operate a **FIGHT SCIENCE** business.



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FRANCHISEE EARNING POTENTIAL

Listed below is a 5 Year Profit & Loss Summary for a **FIGHT SCIENCE** franchise. The figures are based upon the performance achieved by our **FIGHT SCIENCE** Head Office Club however there is no limit on the earning potential for Franchisees as the ultimate success of a **FIGHT SCIENCE** Franchise is down to the hard work and commitment of each individual franchisee.

FIGHT SCIENCE - FRANCHISEE P&L 5 YEAR SUMMARY

Figures Rounded to £	Year 1	Year 2	Year 3	Year 4	Year 5
(a) Income	£150,609	£221,549	£266,787	£296,787	£323,035
(b) Cost Of Goods	£50,969	£61,363	£69,618	£77,034	£84,485
(c) Gross Profit (a-b)	£99,640	£160,187	£197,169	£219,730	£238,551
(d) Franchise Fees	£4,674	£22,155	£26,679	£29,676	£32,304
(e) Fixed Costs/Overheads	£96,283	£98,169	£94,556	£80,027	£85,283
(f) Net Profit Before Tax (c-d-e)	-£1,316	£39,863	£75,935	£110,027	£120,964

NOTES:

- 1) Income: This includes the income from your Fights Science gym, mat rental to clubs, strength conditioning programme development, nutritional supplement sales and merchandise sales.
- 2) Cost of Goods: This is the direct costs for the franchisee associated with signing up gym members and running the gym, the costs related to developing the strength conditioning programmes, and the nutritional supplement and merchandise costs.
- 3) Gross Profit: This is the income less cost of goods.
- 4) Franchisor Fees: This is the Franchisor Management Fee and the National Marketing Fee.
- 5) Fixed Costs/Overheads: These are the costs of running a Fight Science franchise and include rent and rates for you club premises, utility costs, insurance, maintenance, marketing, bookkeeping, accountancy, credit card charges, banking fees, and finance repayment fees.
- 6) Net Profit: This is the Gross Profit less fixed costs / overheads.
- 7) All figures shown are exclusive of VAT



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THE FRANCHISE PACKAGE

The total cost of a **FIGHT SCIENCE** Franchise will vary depending on the size and condition of each **FIGHT SCIENCE** Club premises. As a guide the Total Investment to launch a **FIGHT SCIENCE** franchises is in the region of £97,995 plus VAT and consists of:

- o Franchise Licence Fee: £9,995 + VAT (Fixed)
- o Franchise Set-Up Package Costs: £5,600 + VAT (Fixed)
- o Build & Fit-Out Costs: £75,000 + VAT (Estimate)
- o Working Capital Facility £7,400 (Estimate)

AS THE MAJORITY OF THE TOTAL INVESTMENT CAN BE FINANCED THIS MEANS AN INDIVIDUAL CAN PURCHASE AND LAUNCH THEIR FIGHT SCIENCE FRANCHISE FOR LESS THAN £25,000 PLUS VAT

FRANCHISE LICENCE FEE

The **FIGHT SCIENCE** Franchise Licence Fee provides franchisees with 5 year renewable licence to operate as a Fight Science franchisee; an exclusive territory where you will be the only **FIGHT SCIENCE** in your area; a full franchisee training programme; and a detailed Operations Manual showing you how to run a successful **FIGHT SCIENCE** franchises business.

FRANCHISEE SET-UP PACKAGE

The **FIGHT SCIENCE** Franchise Set-Up Package will provide franchisees with an initial supply of branded marketing material, your initial stock of merchandise and nutritional supplements, a personalised section for your club on the **FIGHT SCIENCE** website and a local marketing launch worth up to £2,000.

BUILD COSTS

The £75,000 estimated build costs is based on decorating and fitting out a standard 8,000 sq ft premises (local area variances apply). Prior to franchisees signing a lease for a particular premises, we will arrange for a full build quote to be produced so that you will know the total build cost before having to commit on a specific premises.

WORKING CAPITAL

In any business it is important that there is sufficient working capital to support the day to day operation. With a Fight Science franchisees will need an initial working capital facility of £7,400 to cover the deposit required on the asset financing for your equipment and for general daily expenses in the first month.





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FREQUENTLY ASKED QUESTIONS

Q. DO I NEED TO HAVE A BACKGROUND IN MARTIAL ARTS OR RUNNING GYMS?

A. No. We will train you in everything you need to know about how to run a successfully Fight Science business. However as you will be operating in a fitness environment it is important that you are physically fit.

Q. IS IT POSSIBLE TO FINANCE PART OF THE CAPITAL COST?

A. Yes. Most of the high street banks have a franchise department and are very supportive of franchising. We have developed a good working relationship with Lloyds Bank, and they have expressed a keen interest in supporting all of our chosen franchisees. We have also arranged Asset Finance Funding on all the Clubs equipment should franchisees wish to spread the cost of their equipment over the first 3 years of their franchise.

Q. WHAT IS THE FRANCHISE MANAGEMENT FEE AND HOW IS IT CALCULATED?

A. The Franchise Management Fee is 10% of your Income net of VAT which is paid monthly. This provides you with ongoing support, advice and funds the development of future Fight Science products and services for our franchise network. In order to help franchisees in the early months of their Fight Science business we have waived the first 6 months Franchise Management Fees.

Q. ARE THERE ANY OTHER ONGOING FEES?

A. Yes. We charge a National Marketing Fee of 2% of your income net of VAT which is paid monthly. This allows us to fund national marketing for the benefit of all our franchisees. As with the Franchise Management Fee, we have waived the National Marketing Fee for the first 6 months of a franchisees business.

Q. ARE THE PROJECTED EARNINGS GUARANTEED?

A. No. However, the projected earnings are a realistic estimate of what franchisees should earn and are based on actual performance. Successful Franchisees can earn in excess of the projections, however the ultimate success is down to each individual franchisee.

Q. WHAT TRAINING IS PROVIDED?

A. Training is split between technical training and business training both of which are delivered from our Head Office club in Hampshire.

Q. HOW MUCH DOES TRAINING COST?

A. The cost of the initial training is included within the Franchise Licence Fee. The only items not covered are your own travel, accommodation, and food.



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FREQUENTLY ASKED QUESTIONS

Q. CAN I SELL MY BUSINESS IN THE FUTURE?

A. Yes, although we would always insist on 'vetting' any new franchisee to ensure they are right for the business and have the required skills and experience.

Q. WHAT ARE THE NEXT STEPS?

A. If you are interested in finding out more about our Fight Science Franchise opportunity franchise please contact us and request a "Franchise Application Form".

PERSONAL STATEMENT

Become a **FIGHT SCIENCE** franchisee and start an exciting new chapter in your life and experience the excitement, thrills and sense of extreme satisfaction and achievement that comes with running your very own **FIGHT SCIENCE** "Super Gym". We will provide you with full support and guidance from the initial business planning right through to the general operating and running of your business.

FIGHT SCIENCE has a proven formula, driven with branding, economies of scale and support from a wide network of experienced experts, all of which gives your Fight Science business a far better chance of success.

Come on board with **FIGHT SCIENCE** and work under our brand that has been established using the business system we have developed and proven in the marketplace. Let us support and help you operate and build your business and, eventually, a capital asset that you could even sell for a profit if you wish.

Ongoing support is just one of the key reasons for considering our franchise opportunity. We have already gone through the pain of finding out what works and what doesn't. We have invested in the systems and are now willing to teach you how to replicate it, we have secrets and methods of success that we are willing to show you.

I thank you sincerely for interest in Fight Science, I truly hope that we can work together in the future and build something really special





Fight-Science

Gym & Martial Arts Centre

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