



Company Overview & Global Opportunity License

yoga80™ Inc.

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Company Overview

yoga80™ Inc. (hereinafter yoga80), established in December 2008 by owner Reegan Lessie, is offering Global Opportunity Licenses to include unique and proprietary yoga classes and programs which create excellent income potential for a new yoga studio business or current studio owner.

Due to the recognition of yoga as a viable and fast growing part of the multi-billion dollar fitness industry, **yoga80** acknowledges there is interest from yoga instructors and business entrepreneurs in opening their own yoga studio(s) across the country.

The **yoga80** Global Opportunity License was created to provide a proven business method, so a studio owner can make a healthy income and prevent costly start-up mistakes. **yoga80's Global** Opportunity License, proprietary instructing methods and programs can potentially help future or existing studio owners save and make thousands of dollars. These proprietary strategies and concepts of **yoga80** have been tested and proven in one of the most competitive fitness markets in the world, Southern California.

Have the freedom from a Franchisor's rules, regulations, annual royalties and fees by licensing the **yoga80 Business Model!**

Benefits of a yoga80 Global Opportunity License:

- Maximize your business to potential **six figure revenues**
- No royalties to pay **saving thousands of dollars each year**
- Be a part of one of the **fastest growing** fitness industries
- Doctor's are **prescribing yoga** to improve the health of their patients
- Use proven strategies for **lower costs and higher profits**
- Learn about shortcuts and strategies to **save time and money**
- Stand out from other yoga studios and add revenue using a **proprietary system**
- Perfect business for **entrepreneurs** even if you're not a yoga instructor
- Turn your existing studio into a thriving business with our **bonus methods**
- Part-time or full-time **executive pay** as owner using the **yoga80** model
- Tested and proven **unique business model**
- Hire **independent contractors** to instruct classes
- Flexible hours so you can live a **balanced life** with time for family and friends
- Promote a **Healthy Lifestyle** by introducing others to the gift of yoga
- Perfect business model for **newly certified teachers**
- **Revenues** generated by classes, workshops, teacher trainings, retail and more

Yoga is one of the fastest growing industries in the fitness world. According to data from the 2012 Yoga Journal "Yoga in America Market Study", the amount spent annually in the U.S. on yoga products is **\$10.3 billion** compared to \$5.7 billion spent in 2008. This is a **45% increase** on yoga product spending over the past 4 years.

Why yoga?

Yoga is an ancient discipline and practiced for thousands of years. There is a reason why it is gaining popularity by the masses. Yoga is a perfect workout for people of all ages male and female. It is low impact but challenging at the same time. In addition to achieving a clear, calm state of mind, yoga strengthens the body and creates flexibility. Many athletes practice yoga as a part of their training, because it can counteract the painful effects of intense sports. Young or old, yoga is beneficial to everyone and Western Medicine is finally recognizing it as a viable way to improve health.

Why License the yoga80 Business Model?

yoga80 distinguishes itself from other studios with a unique proprietary sequence called **yoga80FLOW** (a functional set sequence which promotes weight loss, detoxification, stress release, while shaping the body quickly and healing injuries faster and safer), as well as other unique classes and bonus programs. The name **yoga80** itself represents something different from other studios which is the level of heat, because all classes are taught in an 80° room. Most other yoga studios offer very hot rooms or no heat at all. The **yoga80** way is neither too hot or too cold; it just feels perfect. **yoga80** offers an assortment of yoga classes for beginner, intermediate and advanced students.

Benefits of **yoga80** classes:

- **Reduced stress**
- **Better posture**
- **Decreased pain**
- **Calmer mind**
- **Sharper focus**
- **Increased energy**
- **Improved athleticism**
- **Deeper flexibility**
- **Greater strength**
- **Better endurance**
- **Toned muscles**
- **Relaxed sleep**
- **Improved mood**
- **Hormonal balancing**
- **Weight loss**

Management Team Members

Name: Reegan Lessie

- Owner and President
- 13 years in the business of yoga as an instructor, manager and owner
- Creator of **yoga80FLOW**: A functional set sequence which promotes weight loss, detoxification, stress release, while shaping the body quickly and healing injuries faster and safer
- Key Functional Areas Covered: Designing yoga classes, developing the yoga curriculum for teacher trainings, customer service, business strategies, head yoga instructor, supervisor
- Past positions, successes and/or unique qualities: Bikram yoga instructor (2000-2008), manager of Bikram La Jolla (2006-2008), owner yoga80 (2008-current)
- Yoga educational background: 100-Hour Teacher Training (1999 Vitality Massage School S.D.), 500-Hour Teacher Training (2000 Bikram College of Yoga L.A.), 500-Hour Teacher Training (2011 Dharma Yoga Center N.Y.), 800-Hour Teacher Training (2012 Dharma Yoga Center N.Y.)

Name: Robert Pastor

- Owner and Vice-President
- Business Investor
- Past positions, successes and/or unique qualities: Partner in East West Stone and responsible for business development and generating sales of \$14,000,000 (2005-2008)
- 18 years in the business of yoga as a student, instructor and investor
- Key Functional Areas Covered: Daily administrative duties, business development, marketing, customer service, yoga instructor
- Yoga educational background: Self taught and 200-Hour Teacher Training (2011 yoga80)

The management team of **yoga80**, Reegan Lessie and Robert Pastor came about because of the need to blend yoga and business together.

Reegan wanted to start a yoga studio in 2008, but there was no pre-formulated, yoga studio, business plan for her to use as guidance. She decided to open the studio without help and in December 2008 the doors of Sorrento Valley Yoga opened for business. Reegan understood the yoga side of the business very well, but found the business side more complicated.

Mid 2009 Robert stepped in to help manage the day-to-day operations. Reegan's expertise in

yoga and Robert's business talents complimented each others' and together they created a successful yoga business. In 2012 the name was changed to **yoga80** reflecting the level of heat used in the studio and to commercialize the brand.

Reegan and Robert soon realized there were other yoga instructors and business entrepreneurs thinking about starting their own yoga studios, and the situation remained the same as when Reegan started **yoga80** without a business model to follow. There was no **tested and proven, yoga studio, business plan** to help start-up yoga studio business owners and their investors from making costly mistakes.

Reegan and Robert want to share the valuable knowledge they gained while opening their yoga studio and bringing it to a **6-Figure Revenue Business**, which their "Quick-Start" Guide, **yoga80 "Secrets to Success"** provides. This is a proven, proprietary method with precise steps to help prevent costly mistakes when setting up and/or running a yoga studio.

This is the reason Reegan and Robert are so excited about providing the strategies they learned (usually the hard way) which can cost you, existing or prospective yoga studio owners, time and potentially thousands of dollars, as it cost a yoga studio close by to them, **whose owners made more than \$50,000 in contractor mistakes**.

Many entrepreneurs or yoga instructors don't know where to turn for real proven information on how to open a yoga studio and they often turn to "Consultants". These consultants can charge upwards of \$40,000 for "studies" etc. similar to Franchise consultants, both who make money off "Preliminary Market Analysis". The information is not very useful and can be obtained at much less cost if necessary, it only makes money for the "Consultants" and delays the opening of a yoga studio. Others are led astray by entrepreneurs advising yoga instructors who want to open their own studio, to set up 1 studio and then franchise. This route can cost \$70,000 - \$100,000 to get started and then comes under Security and Exchange Commission (SEC) rules.

The solution is to **License a Proven Business Model**. **yoga80** owners, who have been successful, can tell prospective yoga studio owners how to set up their business to be **Successful and More Profitable** from the beginning, based on their direct experience in one the most competitive areas in the U.S., Southern California.

Reegan and Robert bring years of retail operating experience, certifications, knowledge of the yoga industry, as well as sound contacts and vendors. They have compiled their experience, proven ideas, bonus programs, concepts and teaching techniques in a complete package allowing you to maximize profits and create a cutting-edge yoga studio. All of this is available to you, in one reasonably priced, Global Opportunity Licensing package.

All of their experience and knowledge is available to prospective yoga studio owners with the **yoga80** Global Opportunity Licensing package for:

- A **One-Time** Licensing Fee of: **\$9,999.00**

Industry Analysis with Market Growth and Potential Revenues

Market Overview

- The market in which **yoga80** is operating can be characterized by the following 2012 data from the Yoga Journal “Yoga in America Market Study”:

Yoga Demographics and Statistics

- The latest "Yoga in America" study, just released by Yoga Journal (yogajournal.com) shows that **20.4 million** Americans practice yoga, compared to 15.8 million from the previous 2008 study, an **increase of 29%**. In addition, practitioners spend **\$10.3 billion** a year on yoga classes and products, including equipment, clothing, vacations, and media. The previous estimate from the 2008 study was \$5.7 billion, an **increase of 45%**.
- Data for this survey, the most comprehensive study of the consumer yoga market available, were collected by Sports Marketing Surveys USA on behalf of Yoga Journal.
- The 2012 study indicates that 8.7 percent of U.S. adults, or 20.4 million people, practice yoga. Of current non-practitioners, 44.4 percent of Americans call themselves "aspirational yogis"—people who are interested in trying yoga.
- "The number of practitioners and the amount they spend has increased dramatically in the last four years," says Bill Harper, vice president and group publisher of Active Interest Media's Healthy Living Group. "Companies that want to advertise to the health-and-fitness market for women will want to make sure that yoga is a strong segment in their target."
- The study also collected data on age, gender, and other demographic and lifestyle factors. Of the yoga practitioners surveyed:
- **Gender:** 82.2 percent are women; 17.8 percent are men.
- **Age:** The majority of today's yoga practitioners (62.8 percent) fall within the age range of 18-44.
- **Length of practice:** 38.4 percent have practiced yoga for one year or less; 28.9 percent have practiced for one to three years; 32.7 percent have practiced for three years or longer.
- **Level of practice:** 44.8 percent consider themselves beginners (22.9 percent are new to yoga; 21.9 percent are beginning to practice yoga after taking some time off); 39.6 percent consider themselves intermediate; 15.6 percent consider themselves expert/advanced.
- **Motivation for practice:** The top five reasons for starting yoga were: flexibility (78.3 percent), general conditioning (62.2 percent), stress relief (59.6 percent), improve

overall health (58.5 percent) and physical fitness (55.1 percent).

- The growth in the yoga market is reflected in the growth of *Yoga Journal* magazine, which recently announced a rate-base increase to 375,000 from 350,000 effective January 2013.

Expanding Markets and Income Potential

Income Potential

- Gross annual sales of \$150,000 to \$600,000 and beyond are possible, depending on location, demographics, size of the studio, whether it has multiple yoga rooms and how many classes are scheduled

Great Timing

- Now is the time to capitalize on the growing and expanding yoga industry as demand for mind-body fitness is increasing
- **yoga80** will appeal to a large part of the population of both men and women. In fact, the demographic for yoga ranges from ages of 6 to 80 years old and beyond
- For baby boomers who are trying to stay young so they can keep playing golf, tennis, skiing, basketball, and other sports, yoga will be essential to keep them flexible and less prone to injury. **This market is 78 Million with 10,000 retiring daily!**

Unique Global Opportunity License

- **yoga80** is the only yoga studio of its kind offering a Global Opportunity License in the U.S. and abroad. **yoga80** is making available to prospective or current yoga studio owners valuable information on how to set up their own **yoga80** studio. Utilize this knowledge to maximize profits, save time and money, pay no royalties, no marketing fees, and no franchise fees.

Proven Business Model

- **yoga80's** success is based on key factors which make it unique from other yoga or fitness studios in the country. **Sales in the first year exceeded projections even an economy which has been down or flat since 2008.**

Highly Profitable Business

- Depending on how many classes and programs are offered, you have the potential for a six figure income. Success of the **yoga80** studio concept has been proven in one of the toughest, most competitive fitness markets in the world, Southern California.

- Even in a weak economy, the health and fitness industry is thriving and yoga is growing quickly. Maximize your income potential with **yoga80's** unique teaching methods, classes and bonus programs. By following **yoga80's** proprietary business model, one studio location has the potential to produce gross revenues of \$150,000 to \$600,000 and beyond each year.
- The cost of goods in the yoga industry is extremely low, consisting mainly of optional retail items. Fixed costs remain mostly the same, regardless of increased sales and additional profit centers.

Flexible Hours

- The beauty of the yoga business, if you choose, is to train your instructors to not only teach classes, but to also check customers in and handle sales. You choose the hours you want to be at the studio. A lot of work can be done from any computer, on vacation or at home.

The yoga80 Global Opportunity License

The **yoga80 “Secrets to Success”** guide will provide prospective or current yoga studio owners with the knowledge for a viable, turn-key yoga business. By following our proprietary business model, one studio has the potential to produce annual revenues of \$150,000 to \$600,000 and beyond.

The yoga80 Global Opportunity License Fee: \$9,999 (\$2,999 for additional licenses)

The yoga80 “Secrets to Success” “Quick-Start Guide” includes:

- Criteria for choosing and securing good locations
- Permits and licenses needed to start the business, lease negotiation tips
- Studio layout, design guidance and tenant improvement recommendations
- Equipment and computer system requirements
- Pointers for hiring contractors and architects
- Recommendations for hiring and training Instructors
- Incentive strategies and studio income generators
- Proprietary bonus income generators
- **yoga80FLOW** sequence (10-16 hours of online training)
- **yoga80** proprietary yoga sequences
- Teacher training and workshop syllabuses
- Scheduling and recommended hours of operation
- Incentive strategies
- Suggested equipment, vendors, POS system and more
- Powerful marketing strategies and specific steps for implement public relations
- Inventory, pricing and merchandising selections

- Tips to generate customers and revenue using your Website and Facebook
- How to create interest through Twitter and other social networks
- Link to **yoga80** website and Facebook
- **10 hours of phone consultation**

Optional Add-On Investment For Each Global Opportunity License

- **Turn-Key Website and Facebook Page \$3,999 - \$5,999** (saves time and money)

Suggested Working Capital

- \$25,000 to \$250,000 depending on many factors including whether the location is new or existing, square footage, number of yoga rooms, tenant improvement and etc.