



FREQUENTLY ASKED QUESTIONS

yoga80™ Inc. (hereinafter yoga80)

Why would yoga80 be a great business to own? Is the Market Growing?

- **yoga80** is a great business to own because the market is growing. The latest “Yoga in America Market Study”, published by Yoga Journal in 2012 shows that **20.4 million Americans practice yoga**, compared to 15.8 million from the previous 2008 study, an **increase of 29% in just 5 years**....even in a recession!
- 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. This is a **45% increase in spending on yoga classes and products!**
- The number of participants taking yoga classes and the yoga clothing and accessories business are both **expanding markets**.

Do I need to be a yoga instructor to own a yoga80 studio?

- No, it is not necessary for you to be a yoga instructor. Entrepreneurs and Investors are focusing on the **Yoga Industry** and opening yoga studios nation-wide. They know this is a growing industry and a great place to put their investment money and see it grow! You can hire qualified yoga instructors as independent contractors and they will help run your business. You determine how much time you want to spend at your studio. You can become certified and teach classes yourself, but this is not a requirement.

What specific skills do I need to operate a yoga80?

- You need the ability to make decisions, be motivated, organized, and be willing to take simple steps and commit the time in order to launch your business. We will teach you the steps we took to become profitable and successful, in the exclusive **yoga80 “Secrets to Success” “Quick-Start” Guide**. The guide will show how we set up **yoga80** and created a six figure revenue business.

What makes yoga80 different from other yoga studios?

- The **unique process of running our yoga business** is designed to keep **costs low** and with the **yoga80 bonus method, revenues high**.
- We have a proprietary system as well as the **yoga80FLOW**, a functional set sequence which promotes weight loss, detoxification, stress release, while shaping the body quickly and healing injuries faster and safer.
- The **yoga80** way is neither too hot nor too cold; it just feels perfect at 80°.
- Most importantly, the **yoga80** way has much less risk for injury than occurs at other yoga studios.

Is becoming a Licensee more profitable than being a Franchisee?

- **Yes and for three reasons:**
- **You pay no royalties like you do in Franchising**, often 6-9% plus 1-2% for advertising, **therefore by licensing instead of franchising you will add thousands of dollars to your revenue each year.**
- **There are no requirements to use the Franchisor’s vendors, contractors, carpenters, suppliers, etc., which cost more money.**
- **You do not have to show your tax return or prove your net worth** thereby eliminating the requirement to have \$250,000* in net worth or enough working capital to qualify when you become a Licensee as you do as a Franchisee (*average in U.S. to qualify for a Franchise).

Who decides my pricing for classes, retail and programs?

- You make the decision. **yoga80** will provide you with suggested pricing, but you will make the final determination on fees based on your knowledge of your local market.

How much money can I make per yoga80 studio?

- **Gross annual sales of \$150,000 to \$600,000 plus are possible**, depending on the location, size of your studio, how many yoga rooms you have, how many classes are scheduled, what type of programming you implement, and whether you open 1 or several Yoga Studios.

What would my start-up investment be?

- Your investment could range from \$25,000 - \$250,000 and will vary depending on the location, square feet of the studio and whether or not it is an existing yoga, pilates, or dance studio.

How is my area defined and protected?

- With Licensing we have a “Defined Market Area” that is set by a combination of state, county, city and zip codes. Area sizes may vary depending on population, density, traffic counts and zoning laws. Unlike Franchising which has a “fixed territory”, when licensing we license an area or master area as a “Defined Market Area”. **yoga80's** commitment to you, our Licensee, is not to sell another Global Opportunity License within a geographical area which you are licensing.

Can I open several Yoga studios in my area?

- **Yes!** You can open several “**studio locations**” in one area; each additional location will have a reduced license fee of \$2,999.00. Sales of multiple areas or a “**Master Territory License**”, such as for several neighborhoods within a city, will be decided on a case-by-case basis.
- “**Master Territory Licenses**” are available for multiple locations or larger areas.(i.e. Midwest, The South, The Rockies)

How long will it take to open a studio?

- If you have an existing space or studio, it can take as little as 8 weeks. If you don't, it can be 3-8 months depending on certain variables which can make the process move fast or slow it down (another reason to have the benefit of our experience and knowledge that you receive in our “**Quick-Start**” guide).

I want to get started right now; what should I do?

1. **Fill out the fields** in the form below and click the submit button.
2. Once you submit your information and within **48 hours**, Reegan and/or Robert will make a personal phone call to you at the time of day you requested in the form. **Anyone who will be making decisions or is involved financially** with you should be on this phone call.
3. Right after your personal phone call with Reegan and/or Robert you will receive a “**Non-Disclosure Agreement**”.
4. You will sign the “**Non-Disclosure Agreement**” and e-mail or fax back to **yoga80**. You will then have a second phone call with Reegan and/or Robert (this second call will be pre-arranged with you during the first call).
5. After the second call and you decide to implement the **yoga80** system to make more revenue for your business, you will receive an “**Intent to License Agreement**”.
6. You will return the “**Intent to License Agreement**” along with a **Non-Refundable deposit of \$3,999.00**. Deposit can be made by credit card through the **yoga80** MindBody system or by mail with a cashier's check.
7. **yoga80** will then stop communications with other potential entrepreneurs or studio owners in your city until we complete our agreement. This usually takes approximately 3 weeks.
8. **yoga80** will then e-mail the “**Global Opportunity Licensing Agreement**” to you. You may have your lawyer review the documents then sign and return the hard copies by mail to **yoga80** (this process can take a few days or a few weeks depending on you).

At this point you will **pay the balance of \$6,000.00** by credit card or cashier's check.

9. The “**Global Opportunity Licensing Agreement**” cannot be modified or changed in any manner by your attorney. Similar to a **Franchisor**, we do not change our license agreement even if your attorney wants changes.
10. Once we have finalized the “**Global Opportunity Licensing Agreement**”, you will receive a password to download our proprietary **yoga80 “Secrets to Success” “Quick-Start”**. This process will take approximately **3 weeks**.

The **yoga80 “Quick-Start”** guide provides you with valuable knowledge regarding how we made our decisions, ways to save time and money, our proven business method from initial start-up to hiring and training, basic accounting, marketing, and ongoing operations.

11. We will then schedule the **10 Hours of Consulting Time** that comes with the **yoga80 “Global Opportunity License”**.