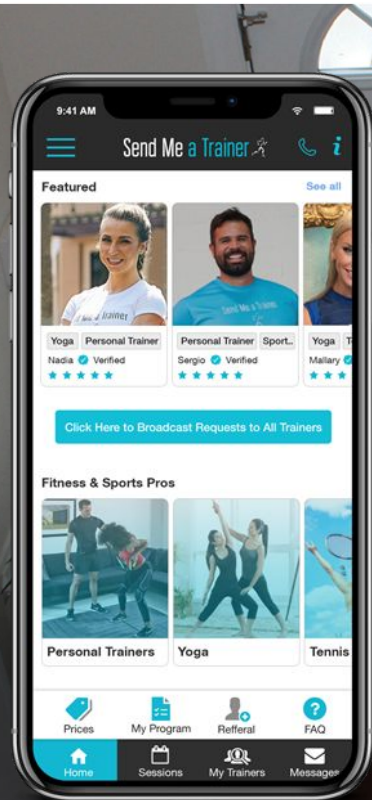


# Send Me a Trainer

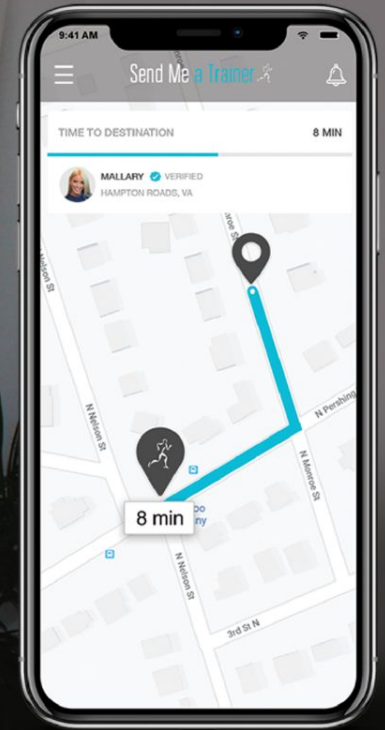
# TOP FITNESS & SPORTS PROS



## A TECH FRANCHISE FROM THE FUTURE



# WE COME TO YOU!



Featured By:



[www.sendmeatrainefranchise.com](http://www.sendmeatrainefranchise.com)

[info@sendmeatrainefranchise.com](mailto:info@sendmeatrainefranchise.com)

1-888-286-9819

# ABOUT US



Send Me a Trainer is the first in-home and live online fitness and sports training on demand franchise that is redefining the fitness franchising industry.



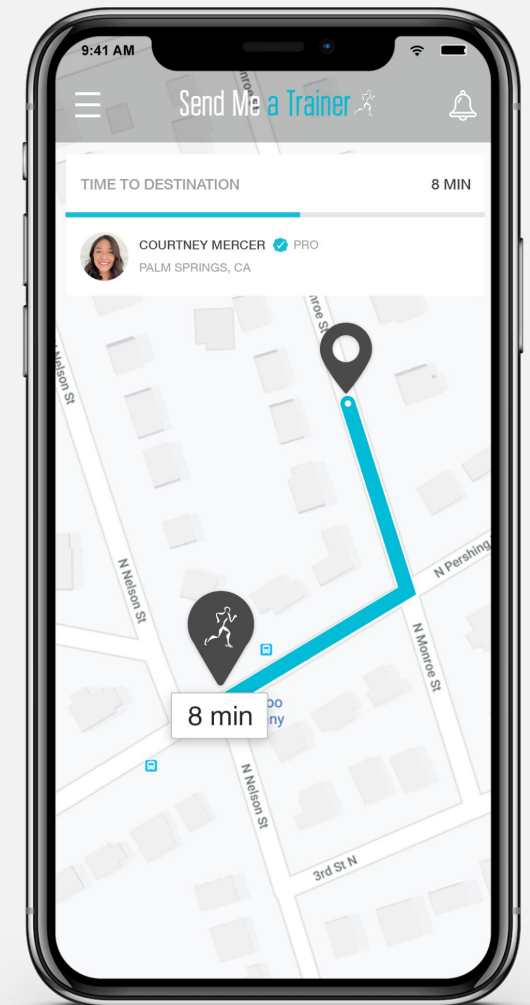
With over a decade of experience managing an in-home personal training service, Send Me a Trainer has developed proprietary cutting-edge technology that streamlines business operations.



Starting a Send Me a Trainer franchise is simple because it doesn't require a physical location, expensive equipment, or any construction.



With proprietary technology, low startup costs, and the ability to work from home, Send Me a Trainer offers franchise partners a unique and exciting business opportunity.



**The First to “FRANCHISE TECHNOLOGY”  
Disrupting the Franchise Industry**

# ESTABLISHED AN INTERNATIONAL FOOTPRINT



15+

Years of Experience



48+

Territories Awarded

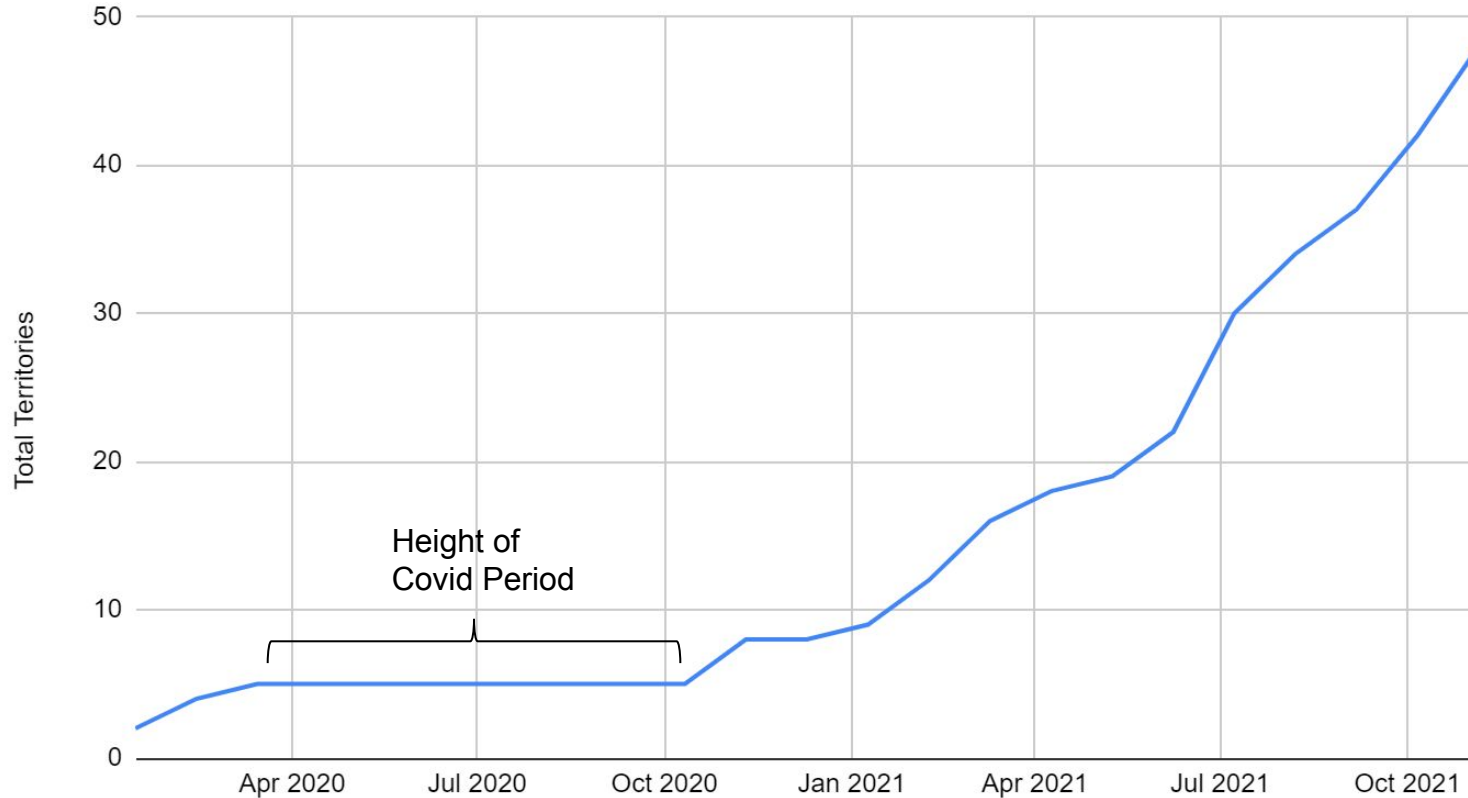


3

Countries

# 48 TERRITORIES AWARDED IN UNDER 2 YEARS

Total Territories



**Strong momentum in 2021**  
**83% of territories in the past 10 months**

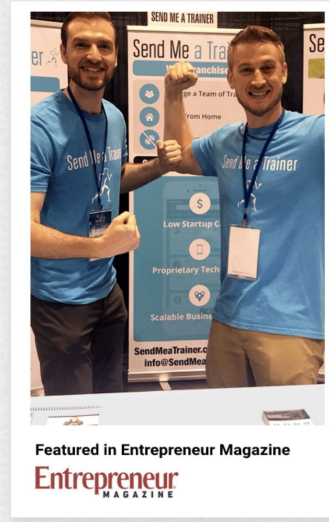
# AWARDS AND RECOGNITION

- ✓ Featured on the cover of **Entrepreneur Magazine**
- ✓ Ranked **2nd in Emerging Brands** by Franchise Gator in their top 100 list
- ✓ Listed in the **top 100 Fitness Franchises** by Franchise Connect Magazine
- ✓ Featured in **Authority Magazine** as disruptors in the fitness industry



Cover of Entrepreneur Magazine

Entrepreneur  
MAGAZINE



Featured in Entrepreneur Magazine

Entrepreneur  
MAGAZINE



Cover of Franchise Connect Magazine

FranchiseConnect

**COLLISION** WASHINGTONIAN Entrepreneur MAGAZINE **DISRUPT**  
WASHINGTON BUSINESS JOURNAL DC INNO **MSNBC** WASHINGTON DC STARTUP WEEK

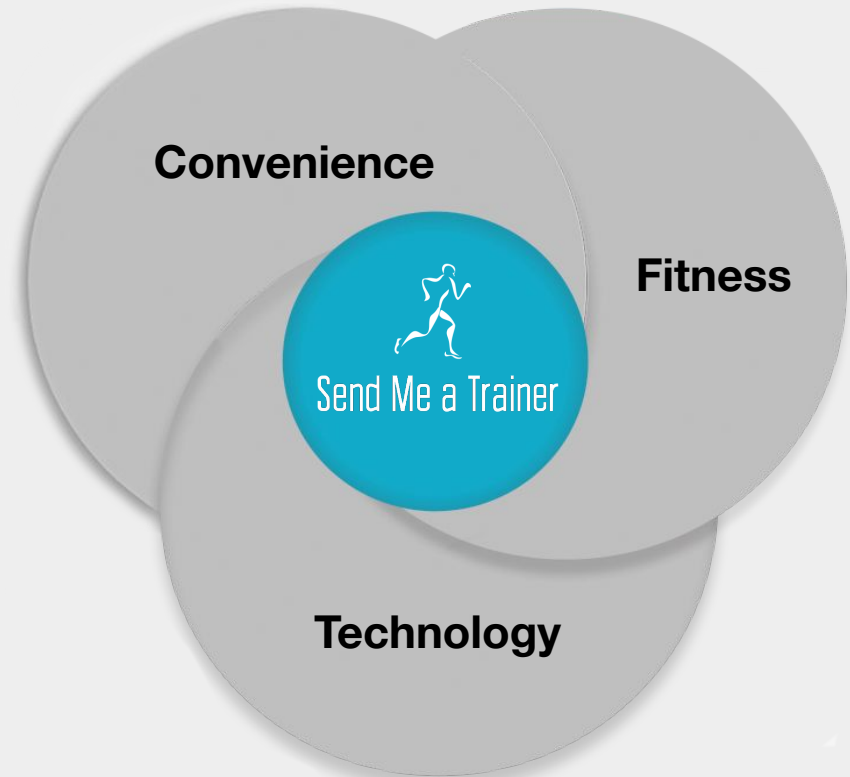


# COMBINING TOP SECTORS



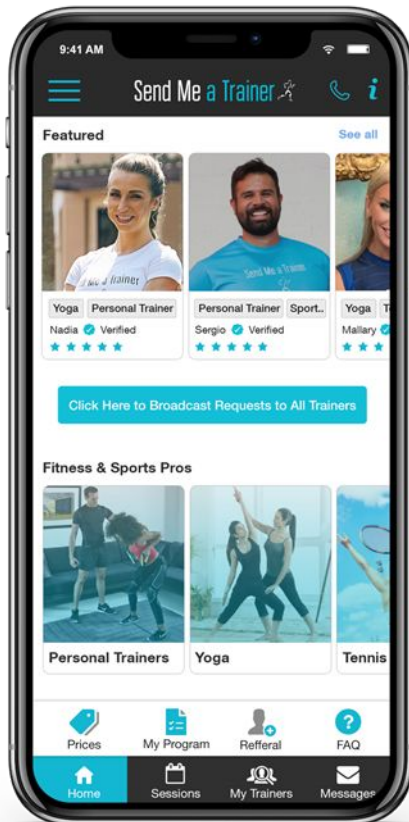
Send Me a Trainer is strategically positioned at the intersection of three booming sectors: **Convenience, Fitness, and Technology**. This makes Send Me a Trainer a promising franchise of the future.

With the convenience and accountability of a personal trainer coming to clients at the click of a button, staying in shape has never been easier.

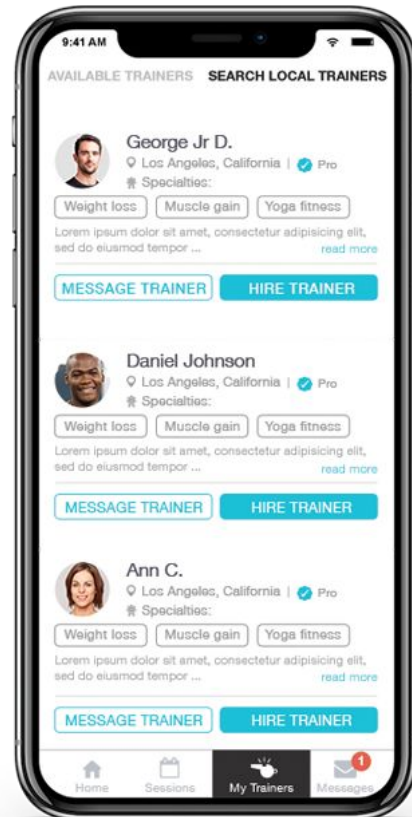


# HOW IT WORKS

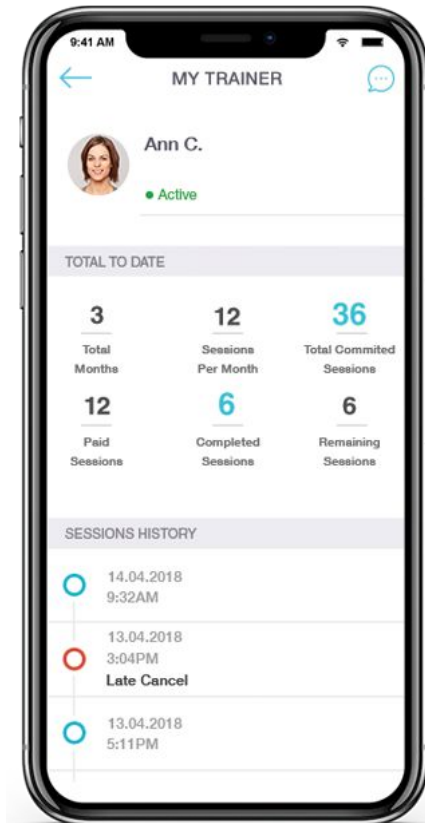
## DOWNLOAD OUR FREE APP



**PICK YOUR  
CATEGORY**



**HIRE TRAINERS**



**TRACK SESSIONS**

# KEY FEATURES



CONNECT CLIENTS WITH TRAINERS



TWO WAYS MESSAGING



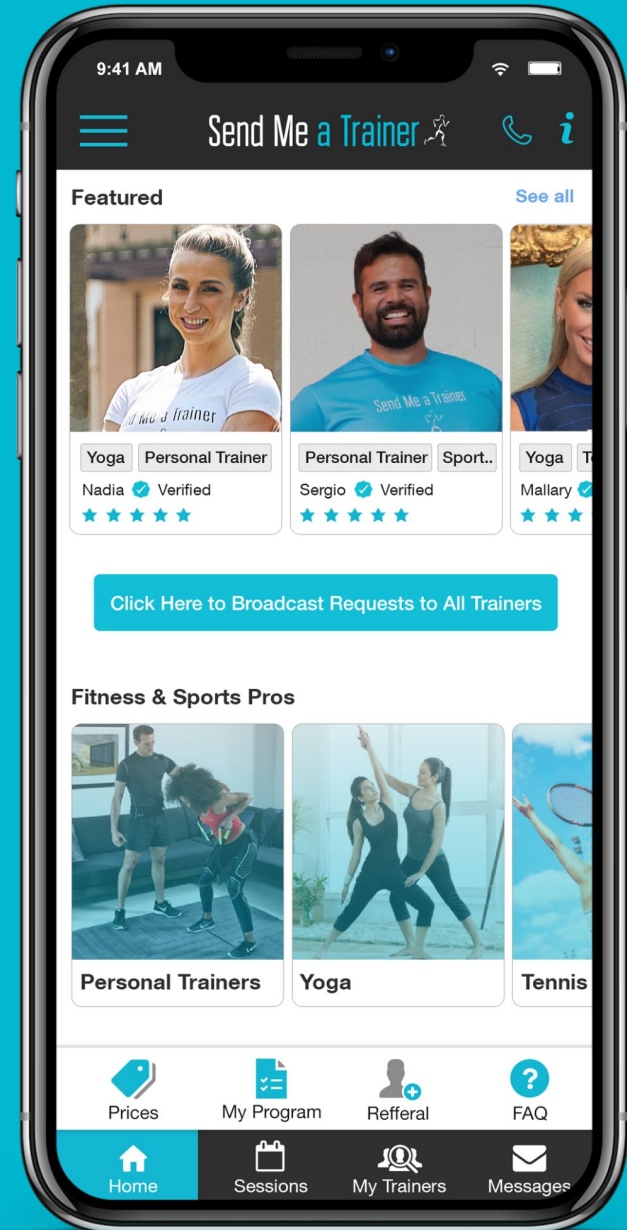
TRACK SESSIONS



SECURE PAYMENTS



24 HOURS SUPPORT





# WHY CLIENTS CHOOSE US

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## STANDARD PRICING

With our fair rates, no more wasting time getting quotes and negotiating.



## CONVENIENT

Save time and hassle of going to the gym by having a trainer come to you.



## ROTATE TRAINERS

Book any of our qualified trainers at any time.



## CUSTOMIZED PROGRAMS

Each program is customized based on your goals.



## SECURE AND SIMPLE

Easily make payments and track sessions on our app.



## ACCESS TO TOP TRAINERS

Hand-picked certified trainers with background checks.

# HOW THE FRANCHISE WORKS

- ✓ Franchise partners are awarded an exclusive territory with a population of 50,000 to 75,000.
- ✓ Within each territory, franchise partners use the mobile app to operate the business locally.
- ✓ Main responsibilities of franchise partners include:
  - Hand-pick a team of local trainers (start with 10-15)
  - Conduct local marketing and business development
  - Manage sales leads and customer service



# PARTNER WITH UNDERUTILIZED ONSITE FITNESS CENTERS (B2B SERVICE)

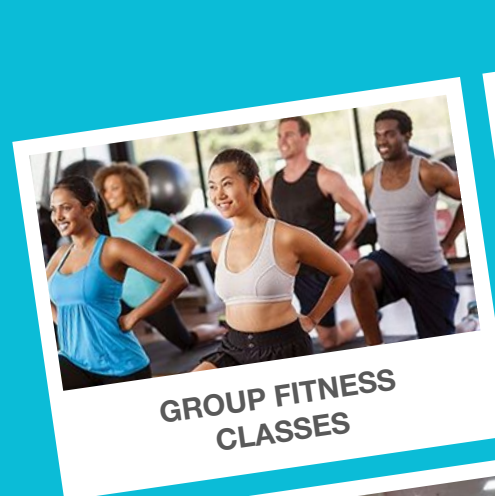
✓ **RESIDENTIAL COMMUNITIES**  
(Club houses and apartment gyms)

✓ **OFFICE BUILDINGS**

✓ **CORPORATES**

✓ **HOTELS**

✓ **SENIOR CARE FACILITIES**



**Additional revenue streams from B2B services**

# POPULAR FITNESS CLASSES

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**BOOTCAMP**



**YOGA**



**PILATES**



**SPINNING**



**KICKBOXING**



**ZUMBA**



**HIIT**



**BODYPUMP**

# KEY FRANCHISE TERMS



<b>Total Estimated Startup Costs</b>	<b>\$49,599 - \$85,299</b>
<b>Franchise Fee</b>	<b>\$34,999</b>  *For an exclusive territory with a population of 50,000. Additional territories available for additional fees.
<b>Term</b>	<b>10 years</b>
<b>Royalty</b>	<b>6%</b>
<b>Brand Development Fund</b>	<b>2%</b>
<b>Software License Fee</b>	<b>\$500 / month</b>

# INITIAL INVESTMENT RANGE

CATEGORY	ESTIMATED INVESTMENT RANGE	
Franchise Fee (Population of Territory)	\$34,999 (up to 50,000)	\$44,999 (up to 75,000)
Computer & Phone	\$1,400	\$3,000
Insurance	\$1,800	\$4,400
Company Registration, Permits & Licenses	\$100	\$500
Grand Opening Advertising & Marketing	\$800	\$3,000
Startup Marketing Kit	\$2,000	\$5,000
Training Travel Expenses	\$0	\$2,500
Professional Fees	\$500	\$4,000
Business Phone Number	\$0	\$200
Other Software	\$500	\$700
Additional Funds - 3 Months	\$7,500	\$17,000
<b>Total Estimated Startup Funds</b>	<b>\$49,599</b>	<b>\$85,299</b>

# OUR COMPETITIVE ADVANTAGE

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**LOW STARTUP  
AND OVERHEAD  
COSTS**



**PROPRIETARY  
TECHNOLOGY  
AND MOBILE APP**



**SCALABLE AND  
FLEXIBLE  
BUSINESS MODEL**



**WORK FROM  
HOME**

**The First to “FRANCHISE TECHNOLOGY”  
Disrupting the Franchise Industry**

# FRANCHISEE TRAINING & ONGOING SUPPORT

## TRAINING & SUPPORT

- ✓ **Comprehensive franchisee training program** to get you fully equipped to run your business with confidence.
- ✓ **Recruiting assistance** from our experienced coaching team any time you need assistance in finding, onboarding, hiring, or training your network of trainers and staff.
- ✓ **Business development systems**

## RESOURCES

- ✓ **Cloud-based software and mobile app** for business optimization, including client and trainer registration, payments, booking, and payroll.
- ✓ **Operations manual** built on over a decade of experience with proprietary techniques on how to run the business effectively.
  - Pre-opening manual (guidance in opening a new territory)
  - Operations manual (day-to-day business operations)
  - Standard operating procedures guides (SOP guides)

## MARKETING ASSISTANCE

- ✓ **Send Me a Trainer brand**
- ✓ **Flyers and brochures**
- ✓ **Email marketing campaigns**
- ✓ **Professional press release**
- ✓ **Website**
- ✓ **Social media template content**
- ✓ **Video advertisements**
- ✓ **Testimonials**
- ✓ **Access to preferred marketing vendors**

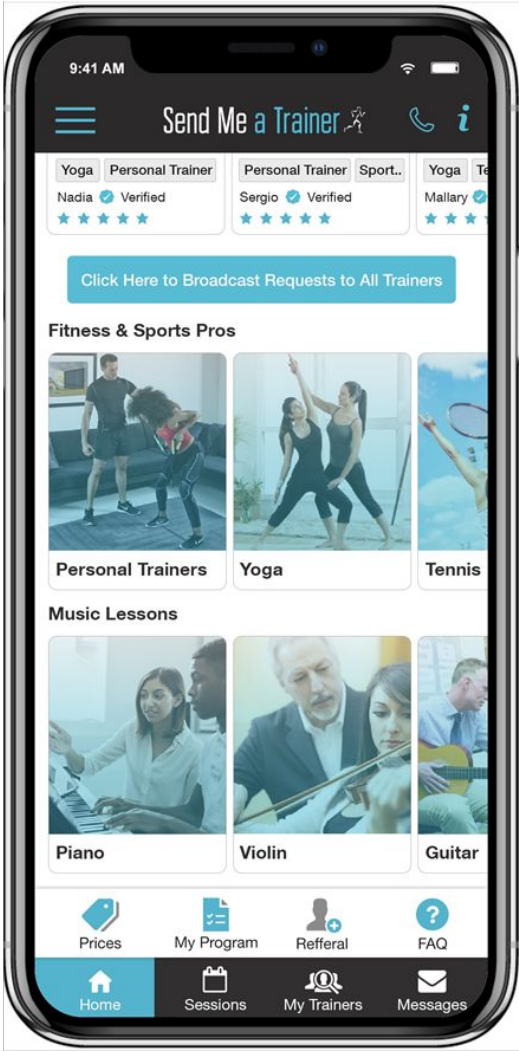
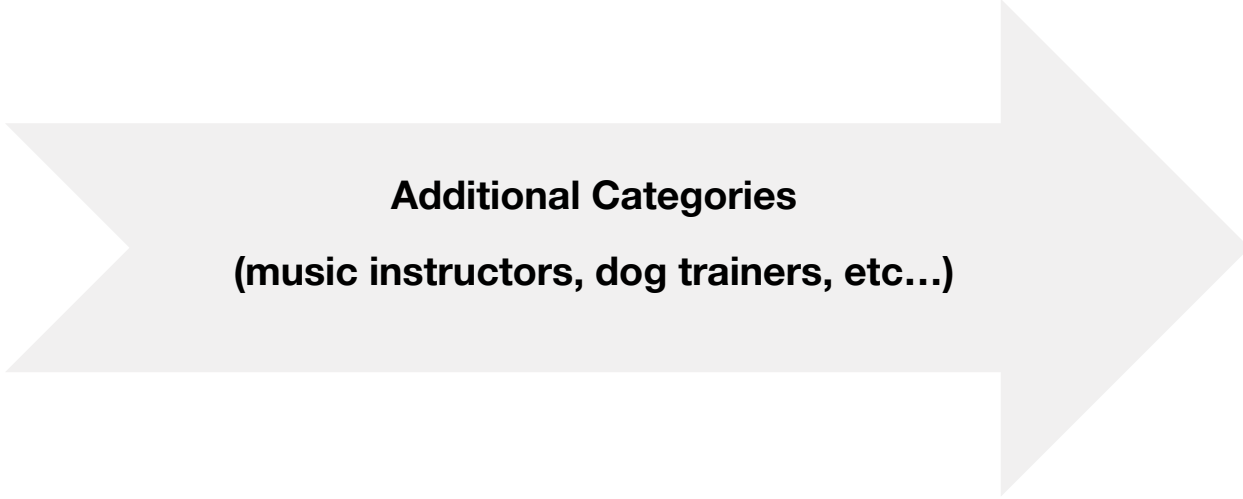


# WHERE WE ARE GOING



The Core of our business is **CONNECTIVITY**

Grow your Total Addressable Market by adding more **CATEGORIES...**



A Marketplace Franchise -  
“The Amazon of In-Home Services, as a Franchise.”

# TO QUALIFY - NO FITNESS EXPERIENCE NEEDED

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**PROVEN TRACK RECORD**



**STRONG SALES & COMMUNICATION SKILLS**



**\$49k - \$85k TO INVEST IN YOUR BUSINESS**

Franchise partners are awarded through a selection process.  
Apply to be considered.

# STEPS TO BECOME A FRANCHISE PARTNER

WEEKS 1 - 2

WEEKS 3 - 4

**1** **INTRODUCTORY CALL**  
Our history and what makes us unique

**2** **UNIT ECONOMICS**  
Startup expenses, operating expenses

**3** **FDD REVIEW**  
FDD Q&A, sign FDD Receipt

**4** **TERRITORY REVIEW & SPEAK TO OTHER OWNERS (VALIDATION)**  
Territory analysis

**5** **FRANCHISE AGREEMENT DELIVERY**  
Personalized franchise agreements delivered

**6** **FRANCHISE AGREEMENT SIGNING**

# TIMELINE TO LAUNCH

4 - 8 WEEKS

**1 COMPANY SET UP**  
Company Set up, Bank Account, Phone

**2 SETTING YOUR PACKAGES AND PRICES**  
Market Research

**3 RECRUITING & ONBOARDING TRAINERS**  
10 - 15 trainers with great profiles

**4 SALES AND MARKETING TRAINING**  
Local Marketing Plan

**5 READY TO LAUNCH**  
Let's go!

**GET STARTED IN 4 WEEKS!**

# FOUNDER PROFILES

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**BARY  
EL-YACOUBI**

Co-Founder & CEO

- Master Certified Personal Trainer
- D1 Football Player
- Sales & Marketing Guru



**MUHSSIN  
EL-YACOUBI**

Co-Founder & CFO

- Private Equity & Investment Banking
- Kellogg MBA, Northwestern
- UVA, Finance & Accounting

