



INVESTOR'S INFORMATION DECK

A unique Investment Opportunity to lead the future of fitness

Technology | Fitness | Entertainment

VirtuRide Investment

Table of Contents

- I. Introduction
- II. VirtuRide® Technological Features
- III. VirtuRide® “Enjoy the Ride” video
- IV. Testimonials & Reviews
- V. Past & Current Financials in North Miami Beach
- VI. Market Analysis:
 - Miami: Midtown & Brickell
 - Fort Lauderdale: Las Olas
- VII. Future Financial Projection
- VIII. Required Investment
- IX. Investor’s Benefits
- X. The Investment Process
- XI. Contact





Technology



Entertainment



Fitness



The Future is Now

VirtuRide® is a Miami-based Revolutionary Fitness Experience designed to immerse riders in simulated road motion through scenic routes, with curated soundtrack and music videos, all contributing to users' entertaining workout.

Simulated Road Motion

Patented VirtuRide® bike platforms tilt up and down and side to side, simulating the motion of the road as displayed on the cinematic screen.

Success can be yours!

VirtuRide® has an ambitious investor and franchise expansion plan to help franchisees replicate their success and beyond. It's an amazing opportunity!



Stellar Reviews

Whether it's Google My Business & TrustPilot.com, Facebook, Groupon, or TripAdvisor, those that have tried VirtuRide® have given their experience stellar reviews.

Scenic Routes

VirtuRide® filming crew chooses the most beautiful scenic routes in the world. From the Florida keys to Utah's Monument Valley, California's PCH, Iceland, Arizona, and many more..

Technological Features



Patented Platform Technology

Years of design and manufacturing have resulted in the creation of VirtuRide's Universal Platforms that can carry any stationary bike with any weight. VirtuRide's Universal Motion Platforms gives life to the spin bike! It basically lifts any spin bike above the floor, 5 degrees left and right as well as 20 degrees up and down, with a synchronized fan that blows wind at the user, according to the road video.

Visual Immersion and Tracking

The cinematic HD screen immerses riders in the scenic environment. Visual displays on either side of the primary screen display rider data such as calories burned, current and average heart rate, and individual performance percentage.





VirtuRide® INVESTMENT

VirtuRide®

"Enjoy the Ride"



Click on the video to start the

 **YouTube** *clip*

(Please exit full pdf screen to be able to click on video)



↑ SCAN ME ↑
↑ to watch the clip ↑

146
Reviews
5/5

"Had an amazing experience! This was my first time and it was intense but doable. I feel great that I pushed through. The studio is so cool and immersive. The instructor was great. I will definitely be back."

76 Reviews
4.8/5

"VirtuRide is amazing, easily the best spin/indoor cycling class I've been to, it adds a whole new dimension to indoor cycling you just can't get anywhere else. Couldn't recommend it more! Best Ride Ever."

Testimonials

79 Reviews
4.4/5

"This was the most fun I've had in any type of spin class ever. It was so much more than spin! Did the front row and truly felt like I was going up the mountain, around the curves and then flying downhill. The video was awesome and the music just kept you going. Can't wait to do it again!"

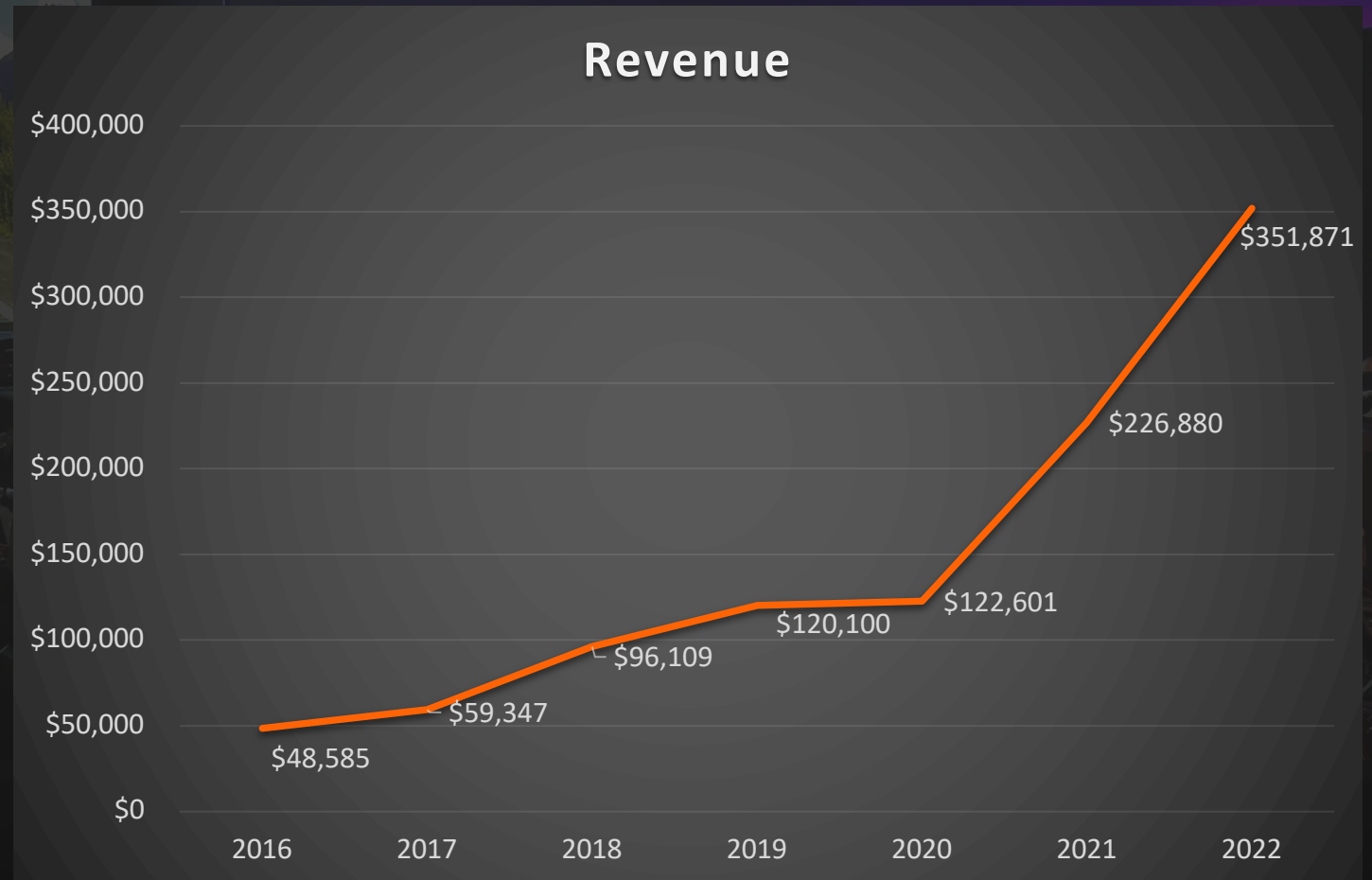
76
Reviews
5/5

"One of the best workouts I have done in my life. Highly recommended for those who want to be on a bike, stay safe and still get the outdoor feeling."



VirtuRide® Studio NORTH MIAMI BEACH

Increase in income throughout the years.*



* The information in this graph represents a studio with only 19 bikes and in a low traffic commercial warehouses area, whose demographic is not representing the new location requirements.

With a clear vision, horizons become limitless.



Current Location

Commercial Warehouses area
In North Miami Beach

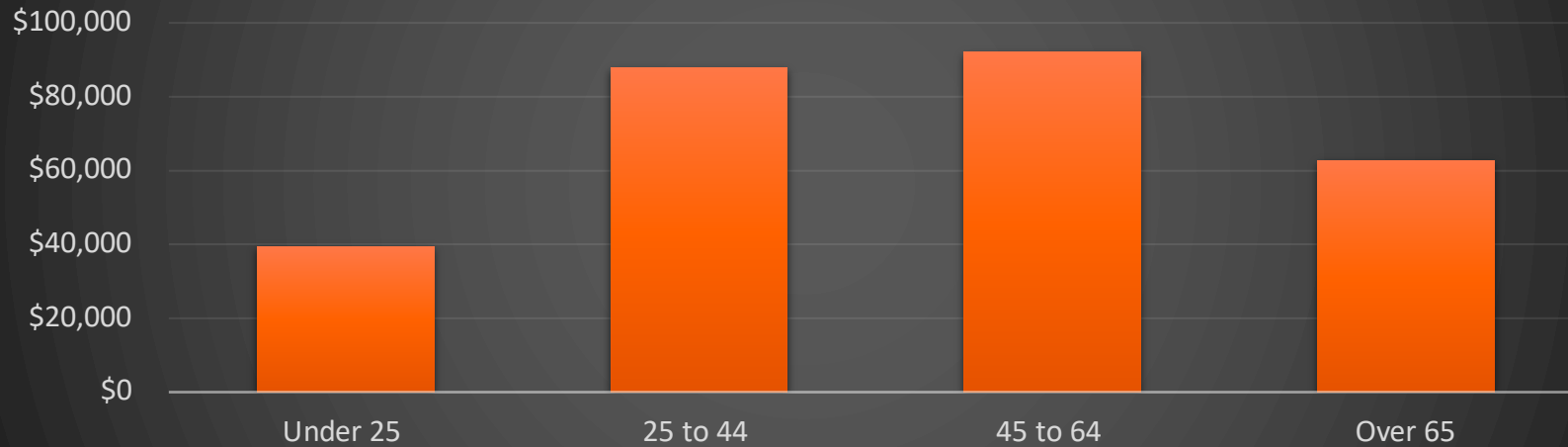


Suggested Future Location

Dense, High-Rise Residential
Midtown / Brickell / Miami

Market Analysis – Midtown, Miami

Median Income per Age

**35**

median age

\$96,913

average household income

75% of VirtuRide clients are women between the ages 20-60

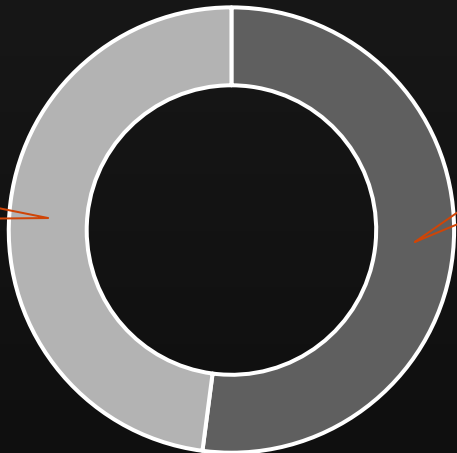
approximately

1,000

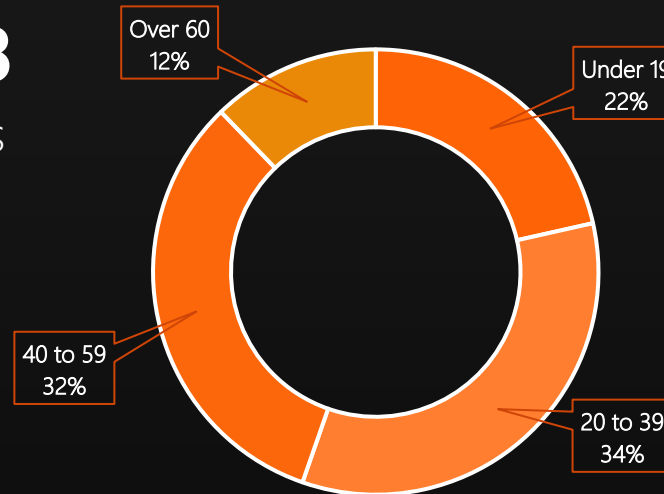
women aged 20-60

1,508

women

Female
48%**3,148**

residents

Male
52%

Market Analysis – Midtown, Miami

1

Specialized Cycling Studio



Purepower Cycle Midtown

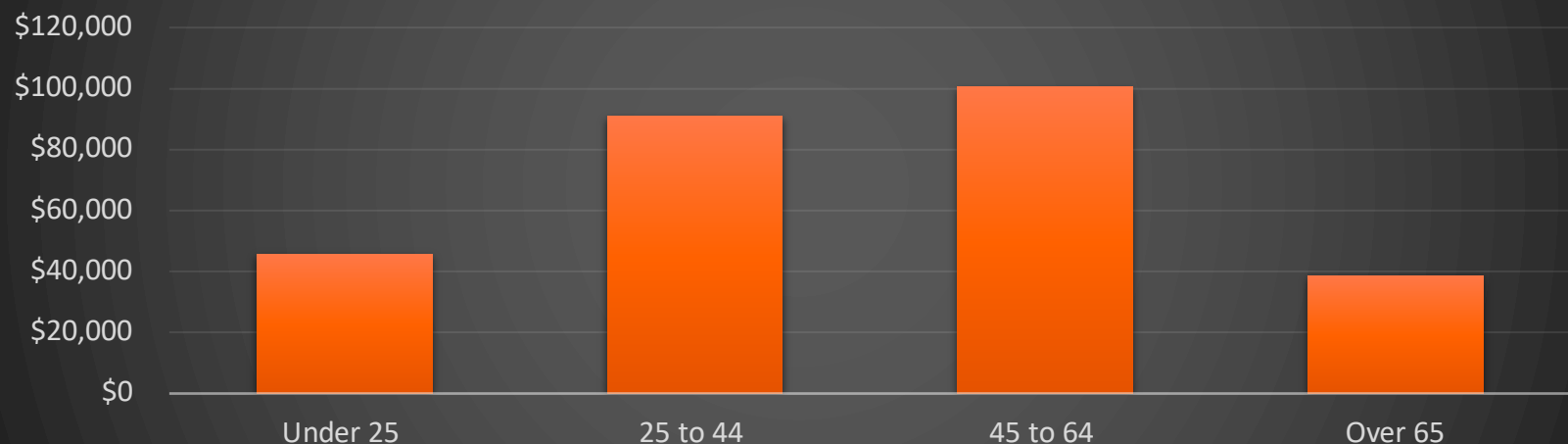
4.9 ★★★★★ 58 reviews

Indoor cycling

Currently, approximately **1,000 women aged 20–60 in the area are served by one studio.**

Market Analysis – Brickell, Miami

Median Income per Age

**38.7**

median age

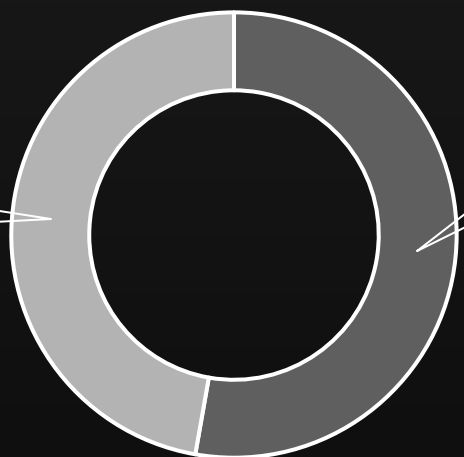
\$116,251

average household income

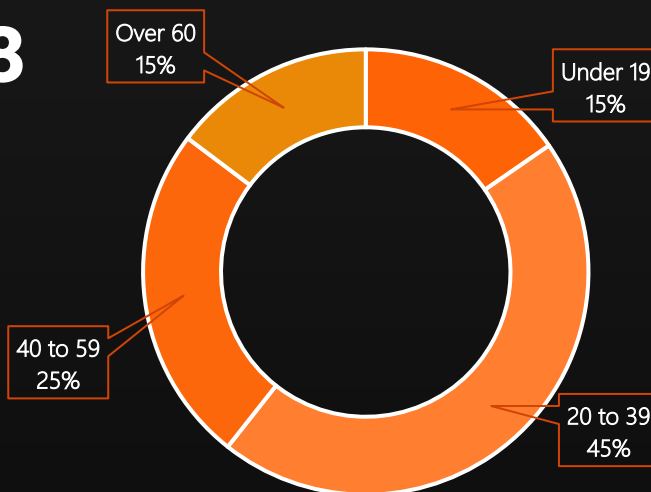
75% of VirtuRide clients are women between the ages 20-60

6,416

women

Female
47%**13,588**

residents

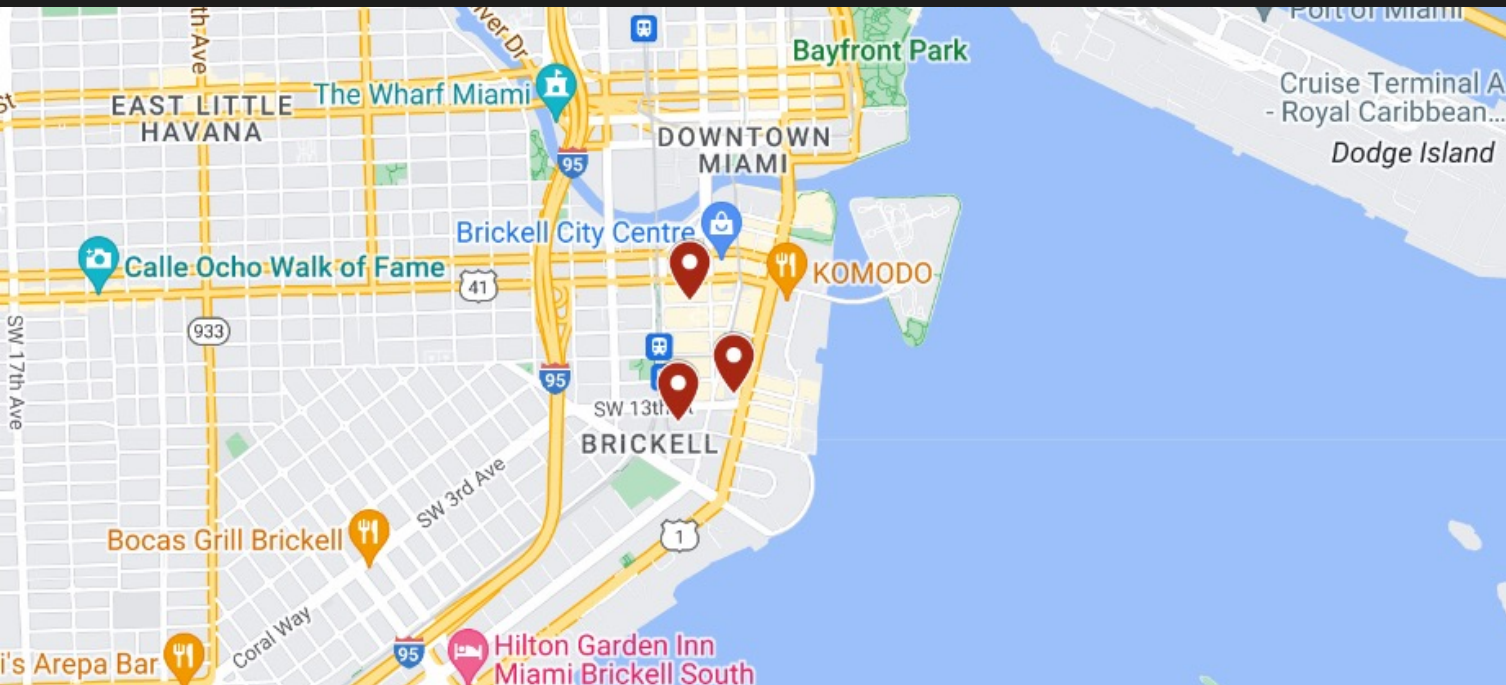
Male
53%

approximately
4,500
women aged
20-60

Market Analysis – Brickell, Miami

3

Specialized Cycling Studios



Atrix Club

4.8 ★★★★★ 18 reviews

Gym

Rodé Cycle Brickell

4.8 ★★★★★ 26 reviews

Indoor cycling

SoulCycle BRKL - Brickell

4.9 ★★★★★ 25 reviews

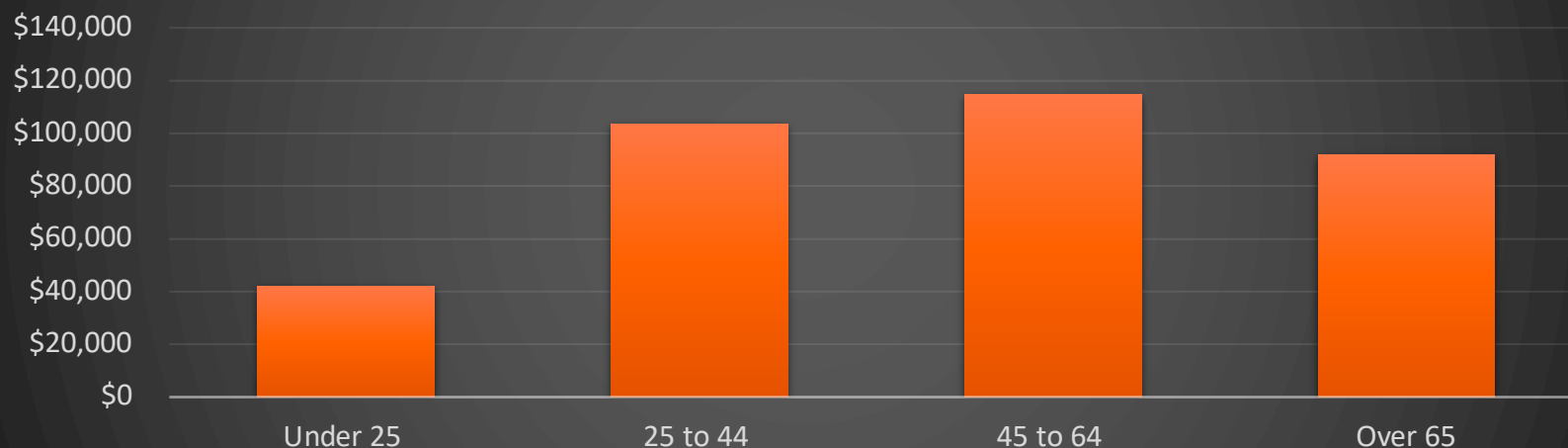
Indoor cycling



One studio per 1,500 women aged 20-60 living in the area

Market Analysis – Las Olas, Fort Lauderdale

Median Income per Age

**42.6**

median age

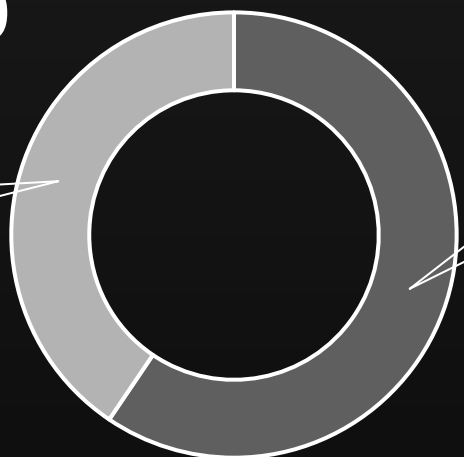
\$156,589

average household income

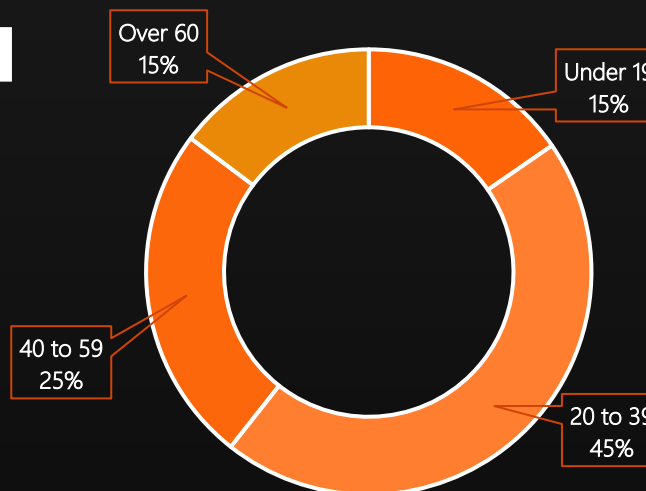
75% of VirtuRide clients are women between the ages 20-60

6,590

women

Female
41%**16,261**

residents

Male
59%

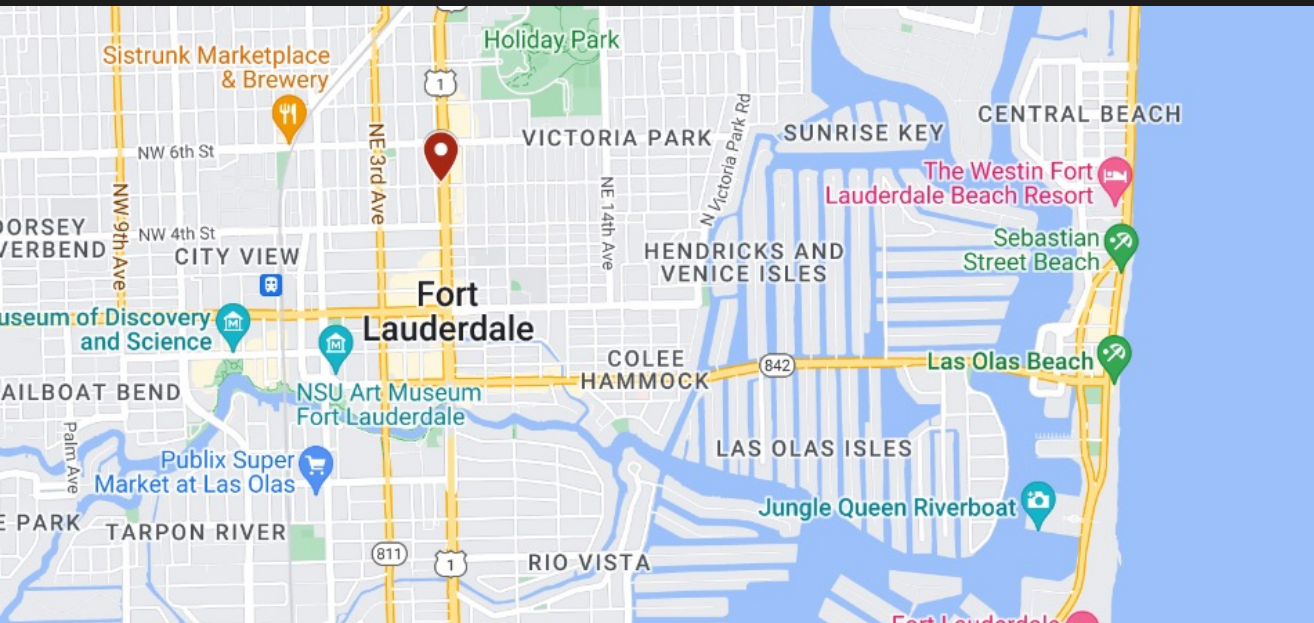
approximately

2,833women aged
20-60

Market Analysis – Las Olas, Fort Lauderdale

1

Specialized Cycling Studio



CYCLEBAR

4.4 ★★★★★ 49 reviews

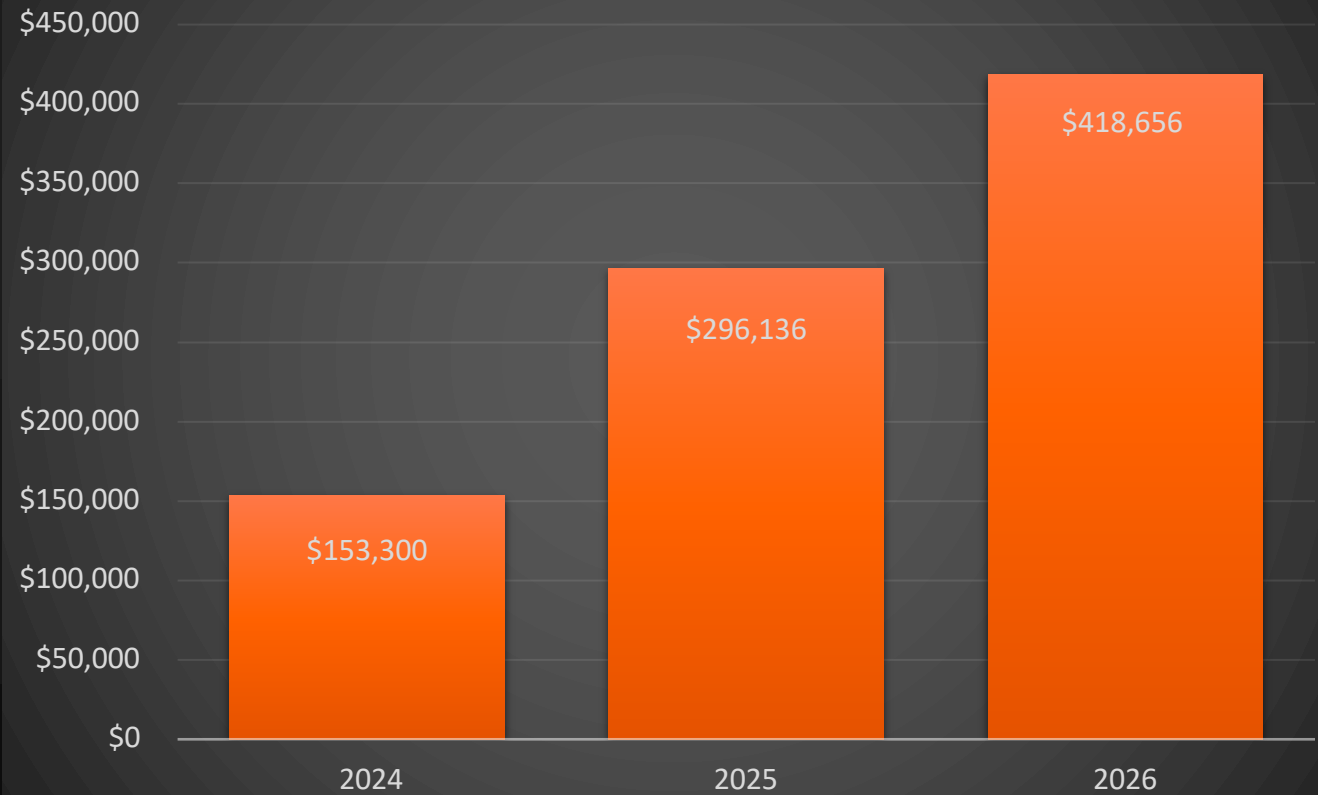
Indoor cycling



Currently, approximately **2,833** women aged 20–60 in the area are served by one studio.



Future Financial Projection



1. Numbers above are based on relocating to a new location at the end of 2023, beginning of 2024
2. Numbers above are based on relocating to either Brickell or Midtown Miami.
3. Numbers above are based on 1 studio with 28 bikes, operating 7 days a week, 365 days a year.

VirtuRide Studio Required Investment

- Relocation of current studio
 - Build up of 9 more platforms (for a total of 28)
 - Permits, Architectural design and complete build up of new studio
- \$160,000**

- First 2 years projected rent
 - Commercial Real Estate Agent finding fee:
- \$240,000**

Total investment: **\$400,000**

Investment	Year 1 total PROJECTED INCOME	Year 2 total PROJECTED INCOME	Year 3 PROJECTED INCOME
\$400,000	<p>\$153,300</p> <p>Based on avg. of \$15/per client/per class. 2 classes a day, 7 days a week, with 28 bikes, %50 capacity used.</p>	<p>\$269,136</p> <p>Based on avg. of \$15/per client/per class. 3 classes a day, 7 days a week, with 28 bikes. %60 capacity used.</p>	<p>\$418,656</p> <p>Based on avg. of \$15/per client/per class. 4 classes a day, 7 days a week, with 28 bikes. %70 capacity used.</p>
	<p>%50 split:</p> <p>\$76,650</p>	<p>%50 split:</p> <p>\$134,568</p>	<p>%50 split:</p> <p>\$209,328</p>
Projected ROI between year 2 to 3 of operations			

Relocation recommended neighborhood: Brickell / Midtown / Downtown Miami.

Investor's Benefits

Investor will benefit from the Founder's **20+** years of international spinning, fitness, and triathlon expertise and will be granted license rights to use the VirtuRide® name, international patents, trademarks. Investors can also become future franchisees, owning and operating VirtuRide® Studios.



The Future of Fitness

Licensed use of the patented VirtuRide® cycling system



Silent Investor

VirtuRide organic team will manage and operate the new VirtuRide studio while investor is not required to be involved in daily operations and can operate as a business consultant.



VirtuRide® Marketing Materials

VirtuRide® marketing and advertising material is regularly updated and distributed to clients.



VirtuRide® Operations Manual

Details the policies, procedures, and operational standards for the VirtuRide® studio. The manual was written by a professional company and is available for review by investor.



VirtuRide® Operations Software

Licensed use of the custom-built VirtuRide® software



VirtuRide® Scenic Ride Videos

The Investor will benefit from over than 30 full one-hour state-of-the-art movies that were already filmed in 6k, edited by a professional Production Burbank based company and finalized as money making movies to be used at the new studio!

The Investment Process

01

VirtuRide LLC. and Investor will sign an agreement establishing:

- 1a. A new FL based LLC. (based on %50/%50 ownership share between VirtuRide LLC and Investor)
- 1b. A new bank account (with full access to both parties)

02

The investor will make **deposit #1** in the amount of **\$30,000** non-refundable funds on the day of signing the agreement.

2.a Agreement's lawyer fees will be paid from this initial non-refundable funds

03

The investor will then make **deposit #2** in the amount of **\$160,000** in the new entity bank account within 30 days of account establishment.

04

VirtuRide LLC and investor will agree on the new location within 30 days of signing the agreement.

05

3 months prior to relocating to the new location, the investor will then make **deposit #3** in the amount of **\$100,000**.

06

30 days prior to the soft opening of the new VirtuRide studio, investor will make **deposit #4** (last one) in the amount of **\$100,000**.

07

VirtuRide LLC. will lease all of its existing equipment, movies, patents, trademarks and know-how to the new entity for an agreed upon monthly fee.

08

Investor will benefit from a silent investor status, having the VirtuRide team manage and operate the new studio.

09

Monthly profit will be shared on a 50%/50% base

10

Investor will have the first right to open a future VirtuRide Franchisee Location anywhere in the USA (excluding NYC).

Thank You

VirtuRide®
BestRideEver®
EnjoyTheRide®



@virturide



@VirtuRide



<https://www.facebook.com/VirtuRide/>

Contact

For further information, please
contact:

Omer Cohen
Omer@VirtuRide.com

Technology | Fitness | Entertainment