



BURNTHEORY

Franchise Partner Information Pack



BURNTHEORY

Become your own BurnTheory Boss!

Join an emerging, innovative and highly supportive team with your very own BurnTheory studio!

BurnTheory was founded by Hannah in 2016 with the goal to create a space that finally meets the needs and lifestyles of busy real-world women (and not just your gym bunnies). After trialing, testing and building an incredibly loyal community, the first studio was full and expansion was required into a second location. Within only 6 months, this second location was 2/3 full (and growing), and so the need for more studios was born.

As one of our first franchise partners, you are paving the way with first access to territories, hands-on support from the founder and financial incentives to open your own studio.



The Story

BurnTheory was born from a love of movement, and in particular, to create a welcoming, inclusive and unique space for women of ALL ages to workout, create relationships and thrive for life. We have been so fortunate to have such amazing members join us, and brilliant instructors guiding us; it truly has become a fitness culture where real world women thrive.

The founder, Hannah saw a large gap in the fitness market to deliver spaces for women to feel supported, encouraged, not judged and welcomed – particularly over the age or 30. To be challenged in a loving way to enhance their health and wellbeing. However, there's only so much one person can do!

That's why BurnTheory is sharing it's special sauce with other like-minded women – to be their own boss and own their own BurnTheory studio(s). We are seeking amazing individuals that can light the BurnTheory torch in their local area and bring this special community to the people they know and love.

Mission, Vision, Values

Vision

BurnTheory is dedicated to empowering all real-world women to have confidence in their bodies, their capabilities and to fulfil their potential in life.

Mission

To deliver a sustainable and inclusive culture for real-world women to move and thrive for life

Values

Growth - we seek to positive impact the lives of all of those we touch

Authenticity - We are real world women helping others be their true best selves with no judgement or fake promises

Inclusivity - We embrace, treat and celebrate all real world women as the awesome individuals they are.

Nurture - We provide an accessible and safe environment where real world women can move and thrive

Why own part of this emerging brand?

- Be your own boss, take ownership of your time, freedom and lifestyle.
- Work closely with the founder to open your own studio, with first dibs on territories and financial incentives to the first 2 franchise partners
- Do something that you love and that benefits your community
- Part of a thriving \$30+ billion industry
- Create a sustainable successful and energy-filled business for the long-term
- Low investment, high returns with recurring membership revenue
- Delivering an exceptional experience to an untapped market of women specifically over 30, with innovative systems, processes and offers
- Small footprint and minimal equipment required
- Extensive training and support provided
- BurnTheory is unique – a dedicated and targeted niche of real-world women, innovative structure and specialised offerings come together to create a whole-health fitness offer unlike anything in the market.
- Grow a community that's more than just fitness classes



The Classes, benefits and community

We have three unique offerings; Barre, Boxing and Core/Yoga. Our barre and boxing classes are our signature offerings, with boxing our proprietary offering and the first of its type in Australia. All three methods work together to target core facets of overall strength and movement.

In addition, we have our signature online offering, Thrive Online – with hundreds of at-home workouts, food/nutrition support and recipes, mindfulness and mindset support and lifestyle tips and tricks.

Plus, we have incredible programs that enhance our community and our culture, including our BT Vibes event (thin, barre and brunches, workshops and charity events), retention programs such as class clubs and member benefits, and our regular Podcasts and brand building social media accounts.

What makes us different?

If we could sum it up, it would be three things:

- **Real-world approach**
- **Target clients and offering**
- **Community**

BurnTheory takes a real approach to fitness. We are all busy women with busy lives and we don't necessarily want to smash ourselves and try to have a 6-pack. Most of us just want to feel fit, strong, healthy and happy in our bodies. And that's what we strive for. You won't find talk about 6-pack abs, crop tops or green smoothies here! Instead it's a down-to earth approach (and one that clearly meets the needs of our hundreds of clients) where wine, cake and couch days are part of life, and where our exercise fits into our lifestyle, not completely turning it on it's head.

Everyone says their offering is unique, but we really do believe it is. Whilst more and more functional training gyms open up (that are catering to the super fit under 35's), we cater across the board, with our ideal client being over 35 (average ages are 40-55). We deliver exceptional classes that meet the needs of female bodies as we go through stages of life – classes that provide the ideal results and benefits to someone in their 60's, 50's, 40's, 30's and 20's.

But the big one is we don't just claim to have a community, but we actually DO community exceptionally well/ Our studios are about helping real world women be their true best selves. No judgement or fake promises. We embrace, treat and celebrate all our clients as the awesome individuals they are. And through this welcoming, inclusive approach, we grow friendships, relationships and a real connection to community. Not to mention we aren't just fitness. We see the whole person and look after their wellbeing through food, mindfulness, social and physical.

Support we provide

You are supported throughout with proven systems, training and business development education:

- Provision of a detailed operations manual and training in use of this
- Advice and assistance with fit-out and set-up, including equipment purchase and supplies
- Software provided and set up to start running your business right away, along with training in all systems
- Best and highly innovative business practices with a laser focus on client experience, revenue and profitability
- Detailed training to teach the BurnTheory method and to manage and run a thriving business
- Ongoing training for new staff and owner training as your business expands
- Support from the initial agreement all the way through; including guidance for location, lease agreement, construction and design, marketing and launch coordination



Smart Investment

BurnTheory studios are low investment with capacity for high returns

- Recurring revenue model and flexible membership options to significantly increase retention and conversion
- Minimal equipment required and extensive support to manage fit-out
- Detailed and proven systems to grow your membership base and revenue
- Step by step launch strategy with corporate support to open your studio with strong revenue flow (and even at profit)
- Incentives to own more than one studio, with profit margins increasing with number of studios owned

Who are we looking for?

Being a franchise owner has the potential for a higher rate of success than a standard new business due to its proven systems and processes. As a franchise owner, you've had the Franchisor go first, nutting out what works and what doesn't and finding the best and most efficient ways of running the business.

It is however, important to note that although all systems, processes, management, marketing and training is provided by the franchisor, it is still the responsibility of the franchisee to make the business model succeed. In order to do that, we believe there are a few key traits that help us to find the ideal owner (and to help you succeed):

- A passion for fitness, wellness and health
- Self motivated and high personal accountability
- Ability to follow processes in a set operational environment
- Highly developed leadership, communication and customer service skills

Ownership / Business Snapshot

Term of Franchise

Five (5) years, with option to renew for five years

Initial Costs (these are listed in more detail in the BurnTheory Disclosure Document, which will be given to prospective franchise partners upon discussion of territory)

- Franchise fee - \$50,000 (reduced rates available for first 2 franchise partners)
- Equipment and fit-out costs (between \$100-\$200,000)
- Rental bond (estimate) \$15,000
- Legal fees \$5,000
- Opening promotional package \$25,000
- (it is also advisable to have the equivalent of 3 months operating expenses as liquid capital prior to opening and ongoing)

Ongoing fees

- Monthly royalty 10% gross revenue
- Technology fee 1% gross revenue
- Marketing and brand fund levy 2% gross revenue
- Local marketing fee \$2,500 or 2.5% of gross revenue (whichever is greater)
- Rental (market value)
- All other outgoings including wages, rates, utilities etc)

Average studio space requirement

220 square meters (two studio rooms)

Average studio capacity

200 members in first year, maximum membership base of 400



Next Steps

Phone call

(We jump on a call with the founder and chat through your questions and run through some of the requirements to open BurnTheory)

Due diligence, interview and understanding the business

(We run through an interview process and take you into a deeper dive of running and managing your own burntheory business as a franchise partner)

Application, review board and Disclosure Document

(this is where we review your application, and provide you with the disclosure document/legal documentation)

Formal approval

(pop the champas!)

Franchise partner induction program

(we take you through your induction program and commence support to find the ideal location, sign the lease and organise detailed training program)

Build and promote your new studio

Open your new studio!

Still have some
questions?

[FAQ](#)

Ready to take the
next step?

[Book a call](#)