

Tiaki Franchise Prospectus

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Overview

Tiaki Australia is a company committed to promoting health and wellbeing throughout Australia. We believe we have a system of exercise that achieves ultimate results for women and men who want to tone and strengthen their bodies. As well as this, we are able to achieve long term perspectives on our client's health and wellbeing through our understanding of postural integrity.

Our vision is to share this knowledge and expertise with likeminded individuals who have a similar passion for people's health and wellbeing. Individuals who can see the wonderful opportunity in the market for an alternative to gym memberships.

We believe both our product and business model are far superior to the standard commercial gym. The reasons for this are that our overheads are far lower; we don't, for example, have to maintain pools and complicated equipment. However, the value of our memberships is higher due to the nature of the exercise.

Pilates and Yoga have long been regarded as niche and expensive alternative regimes. Awareness of the benefits of both Pilates and Yoga have grown enormously over the last few years and are now becoming a mainstream preference for peoples exercise requirements, creating a wonderful business opportunity.

Tiaki Australia is also supported by Tiaki Education, dedicated to developing and maintaining the highest standards within Pilates and Yoga, ensuring Tiaki becomes and stays a market leader.

At this moment there is no other franchise model which is competing with Tiaki in terms of an alternative market to gyms, which again opens up a wonderful opportunity for the partners of Tiaki to capture and set the standards in the Australian market.

The Need

There is a trend, within the health and fitness industry, of people becoming increasingly unwilling to commit to long-term gym memberships. This is based on people not receiving the results they desire and an environment which is often quite sterile and impersonal, and as a result people are looking for alternatives.

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Some have an idea of what they are looking for as an alternative to gyms, others are not quite sure what they're missing, but at Tiaki we believe that a lifestyle promoting health and wellbeing on a long term basis is the answer most people are looking for.

As a result of this trend the market for health and fitness has opened up significantly, creating a wonderful business opportunity for those who understand the need. The need is not a short term fix or a 3 month program. It is an understanding that people want to invest in themselves, respecting their body which should last them a life time.

Generally to truly look after oneself can be an expensive proposition, and so you find that people will often stick to the cheaper gym alternative, leaving true health and wellbeing to the select few. Therefore, there is a great need for a cost effective and accessible health alternative.

The Solution

The solution to people's health and wellbeing can be found within Pilates and Yoga.

Pilates creates postural integrity which is critical for people's health and wellbeing on a long term level. Bad posture is the root of many degenerative and long term injuries and ailments. Pilates also creates an incredible amount of strength within the anatomy with the ability, not to just work the main global muscles, but also the smaller intrinsic muscles which are so often overlooked in gyms and as a result the full potential within the body is not reached. This can also increase the risk of injury during a workout where postural integrity is not applied and understood.

The most impressive value-add which Pilates brings is its ability to sculpt a woman's body. This is achieved by toning and lengthening muscles, creating what we call the "long, elongated dancers' look." Because of the testosterone in men's bodies, Pilates produces a more naturally athletic male physique, as opposed to the somewhat imbalanced "bulked-up" look that is found in more traditional fitness regimes.

The weakness with Pilates is, traditionally – not enough time is spent on stretching out the anatomy which helps with recovery. Yoga is the perfect counter balance to Pilates, helping to create the ideal solution for a fit and healthy body. Yoga is important because it aids with muscle recovery and helps keep, and increase, the elasticity within the individual's anatomy providing a beautifully balanced workout.

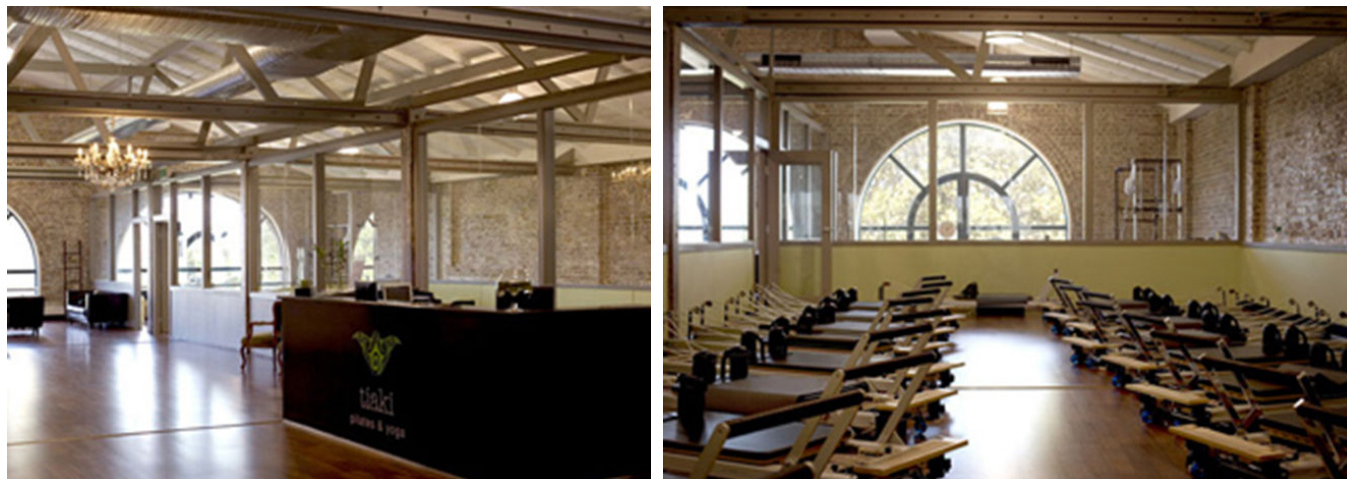
Atmosphere created by an environment that inspires but yet relaxes the mind is incredibly powerful for creating lifestyle. At Tiaki we have created an ambient studio that radiates sophistication, friendliness and creates a haven away from the every day. Tiaki's mission statement for all members involved is to help them understand – it's not about getting fit that matters, it's about creating a lifestyle that keeps you fit which really matters. Our aim is to always get the most out of the body on an ongoing basis. So, by creating an atmosphere that inspires, yet relaxes the mind it encourages people to return to the studio and make it their own. In this environment people start to build friendships with likeminded individuals, unlike what happens in most gym environments today.

So, ultimately Tiaki is not something you do, it's something you become. Tiaki means "to look after" for life.

Tiaki Australia's mission for our franchisees is to help them to be as successful as possible. The work-life balance of our franchisees is very important. We achieve this through technology, which has been built into our model and allows franchisees to watch their staff and memberships grow in the comfort of a home office or the studio. Our franchise partners will have the choice to be either a hands-on manager who loves being involved in the industry; or a passive investor who hires a manager and enjoys watching their investment grow.

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So here it is



Structure

You will select an area or territory which will best suit you and your business opportunity, we will help by advising you on venue and negotiations with landlords. With the market being wide open and no one else involved in this concept you can pick the most affluent area which will bring you the best return. This opportunity is sold and administered as a franchise business. Once purchased and developed the business is yours and you may sell it at any point under the terms of the franchise agreement.

Because Tiaki Pilates and Yoga was built from the ground up we have been able to discover ways to cut costs and make the most of business potential maximising your return from day one. Therefore, the business model will be very scalable. We will help you to minimise your costs by teaching you and your staff (a minimum of 3 full time staff which could include yourself) to become multi task oriented, from teaching, sales/marketing and administration. At a later date you will hire specialised sales people and instructors as you grow and expand reaching your full potential. We also will give you the opportunity to have a pre-sales campaign with the goal of having 200 memberships signed. This will mean your business will receive a kick-start of \$383,800 per annum.

We will send out a document called "Where to from here" this will ensure you understand the requirements and will outline from start to finish the process involved in getting your business up and running.

Product

At the end of the day you will be selling a prestige product at a very affordable cost to the average individual. These individuals generally do not have the chance or the opportunity to participate in what is traditionally an expensive and exclusive mode of exercise. These memberships will be sold by first offering a free class which helps people to see the enormous difference between a small Yoga or Pilates studio which do not have the equipment; Or gyms which do not have the expertise in their staff, nor the correct equipment to achieve the same results as they would within a Tiaki Pilates and Yoga membership.

Your product will be centred on Pilates and Yoga, with Dance and Martial Arts as a possible option. Later on you will add the rehabilitation arm onto your business, which enables you to connect to the medical practitioner's referral system generating another revenue stream into your business.

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Target Market

- Women between their early 20's to mid 40's.
- The corporate market.
- Boyfriends, girlfriends and partners.
- Clients with rehabilitation needs.
- Students and elite athletes.

Track Record

Tiaki's track record is found in the quality and the results of our product. Often we have had people come from other Pilates and Yoga studios amazed at the results we have achieved in their bodies. It has not only been the result but the speed of which we have achieved these results, which has helped them to see Tiaki creates a far more rewarding and pleasing outcome than their previous experiences. This is due to the ongoing development of the Tiaki discipline led by Tiaki Education. In short, we have taken what we believe to be the best Pilates and Yoga disciplines, removing unnecessary traditional traits and adding science to our modifications backed by specialised medical practitioners, such as Physiotherapists and Osteopaths, creating what we believe to be a premier product in the Australian market.

What Next?

If this appeals to you and you are looking for a change in lifestyle that can be both enjoyable and financially rewarding, please give us a call. We are seeking capable people to take on franchises throughout Australia.

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