

# THE NINJA'S 2 MINUTE DRILL



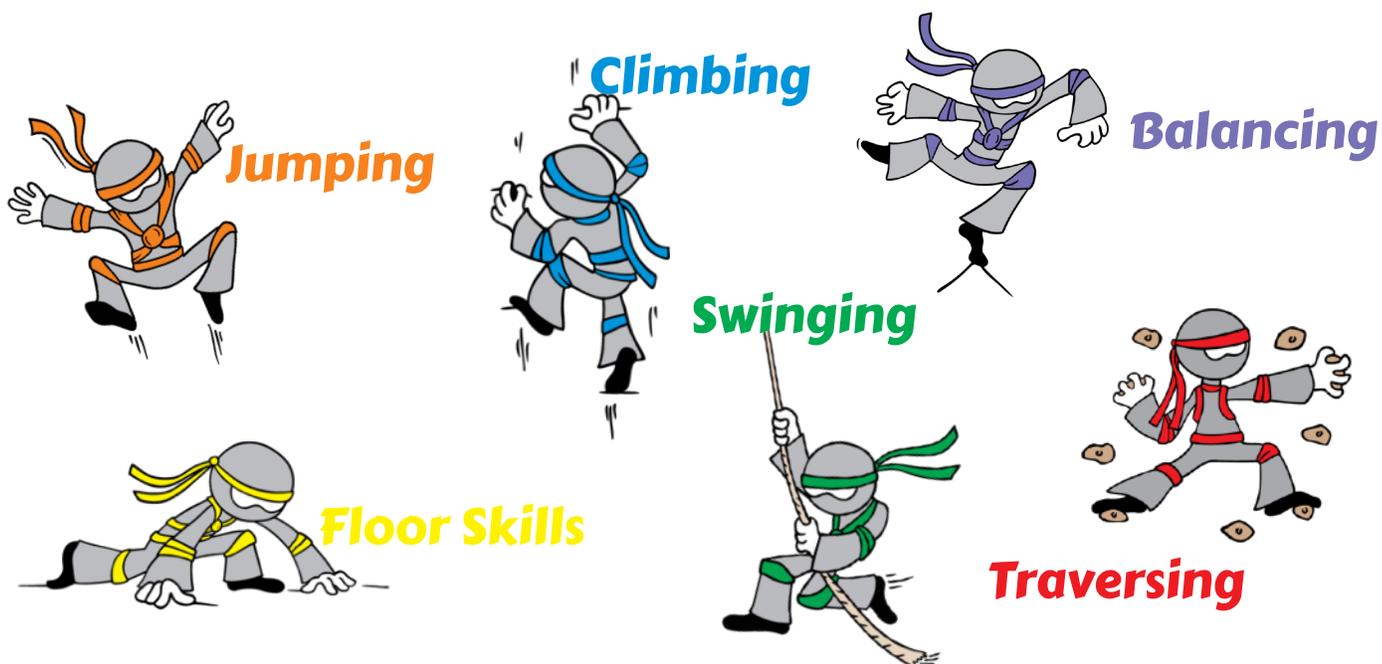
# WHO WE ARE!

USA Ninja Challenge has created a blueprint for a successful business that increases children's wellbeing and positively impacts the community. The unique, progressive training system challenges children to overcome obstacles, one at a time. The level system and extensive curriculum keep children from ages 4-17 engaged for years, creating customers for life. Community support and interaction is a key pillar of the business that creates opportunities to work with other community-based organizations and charities.



Coupling the youth fitness and community aspects with the strongest business model in the industry, USA Ninja Challenge gym owners create successful businesses that break even in months instead the years that conventional businesses experience. Protected territories and unique IP drive a profitable business model that can support single or multi-unit ownership. EBITDA is strong and drives a rapid ROI for your investment.

Are you ready to provide a positive impact for children, your community and your family? Explore USA Ninja Challenge and build your lasting legacy.



# OUR BUSINESS PROFILE

USA Ninja Challenge began franchising in 2015. Today we have 15 gyms located around the USA and are on track to launching several more locations in 2020.

**South Windsor, CT**

**Southington, CT**

**Grand Junction, CO**

**Durham, NC**

**Concord, NH**

**Amherst, NH**

**Hudson, NH**

**Manchester, NH**

**Marlborough, MA**

**North Andover, MA**

**Cincinnati, OH**

**Mason, OH**

**Katy, TX**

**Murray, UT**

**Bristol, VA**

## OUR FPR (FINANCIAL PERFORMANCE REPRESENTATIONS)

USA Ninja Challenge has a strong potential ROI for a franchise owner. The concept is financially sound and has been proven in the marketplace. Franchise owners are anticipated to produce attractive margins with a minimal break-even period. We, of course, can not be guaranteeing any success or levels of profitability. Some franchises may be much less effective than we have project, yet still realize significant profitability.

Gross income for a franchise location includes revenues from tuition, registration fees, parties, camps, field trips and pro shop sales. The collection of gross annual income data from all franchise locations, that have been in operation for a minimum of two years, yielded the following results for 2019:

- **Highest gross income - \$510,287**
- **Lowest gross income - \$330,117**
- **Average gross income - \$393,893**
- **Median gross income - \$420,202**

# BOOT-UP COSTS

The items below will also be required to start and run a successful USA Ninja Challenge Franchise Gym.

Description	Low		High
Real Property	\$3,000		\$8,000
Property Improvements	\$20,000		\$150,000
Computer Equipment, Software	\$1,500		\$2,500
Office Expenses	\$400		\$500
Signage	\$3,400		\$5,600
Furniture and Fixtures	\$2,000		\$3,000
Equipment	\$60,000		\$85,000
Utilities	\$400		\$800
Inventory	\$1,500		\$2,000
Market Introduction	\$10,000		\$10,000
Insurance	\$1,000		\$4,000
Licenses and Permits	\$500		\$1,000
Legal and Accounting	\$1,500		\$3,000
Dues and Subscriptions	\$600		\$2,000
Website Setup	\$1,500		\$3,000
Installation Fee	\$10,500		\$10,500
Working Capital	\$20,000		\$40,000
<b>Total Before Franchise Costs</b>	<b>\$137,800</b>		<b>\$330,900</b>
<b>Average Before Franchise Costs</b>		<b>\$234,350</b>	
Training Expense	\$4,000		\$8,000
Franchise Fee	\$20,000		\$20,000
Start-Up Fees	\$20,000		\$20,000
<b>Total With Franchise Costs</b>	<b>\$181,800</b>		<b>\$378,900</b>

# OUR CUSTOMER

Our customers love USA Ninja Challenge because we provide a progressive physical training regimen that accommodates each child's individual ability and skill level. As children grow and master the different ninja obstacle levels, their parents see changes in their child's emotional and physical well-being. Typical household incomes range from 65-150K per year. Our customers highly value physical exercise and structured workouts for themselves and their children.

## KEY INGREDIENTS FOR SUCCESS

1. Low initial investment costs - **\$182K to \$379K** (includes buildout and operating capital).
2. Strong EBITDA standings in the fitness industry!
3. Six revenue streams built into the franchise model: *monthly tuition, annual registration, camps, parties, events and retail merchandise.*
4. Comparatively low liability with strong risk management.
5. Comprehensive support and training on curriculum, coaching techniques, finances, site procurement, marketing, and daily operations.
6. Progression-based curriculum designed to keep students engaged from age 4 to 17.
7. USANC creates and maintains unique IP on progression-based training, systems and implementation.

## WHY OWN A NINJA GYM?

USA Ninja Challenge has created one of the most exciting and unique youth fitness franchise opportunities in the industry! Our competitive landscape is slim to none, providing us with a simple path to extreme growth. We have **proprietary** systems that set us apart from other models. This allows us to benefit in an industry that has **untapped earning potential**. Everyone involved is very excited about the possibilities that this program offers. Owning a USA Ninja Challenge franchise, gives you the opportunity to create success via a variety of available revenue streams available.

Franchisees have the ability to shape their own financial futures based on their efforts. Fitness gym franchise opportunities provide a wonderful chance for owners to reach their communities and offer the youth a positive, life-changing experience.

Parents are raving about the health and social interaction benefits that our fitness program provides, because it allows children to break from the negative effects of today's technology.

When you become a franchise, you will enjoy the simplicity of our systems. You can relax, knowing your investment will be rewarding to all parties.

## **QUALIFIED CANDIDATES**

We're looking for owners who desire to adopt and follow a playbook for success! People who want to use their professional business backgrounds and training to better their own lives and the lives of their students and coaches are ideal candidates for this business. Possessing administrative skills, attention to detail and the ability to lead others is of the utmost importance. Those who have a personality to draw people to themselves, high energy and contagious positivity are highly valued.

## **Are You Ready to Start Your Ninja Challenge Franchise?**

We're here to help you every step of the way! Don't miss out on the incredible opportunity to enrich today's kids by introducing them to one of the fastest growing, most exciting sports in the world!

Contact Richard Knight at [richard@usaninjachallenge.com](mailto:richard@usaninjachallenge.com) to get started on your Ninja journey!

# OWNER TESTIMONIALS

## **- Thomas Pielech - USA Ninja Challenge - Katy**

“Our USA Ninja Challenge franchise has been an excellent experience. Parents like that we are a positive experience for their children. They see their children having fun while increasing their physical fitness. The professional design and installation of the ninja equipment also provide parents the confidence to sign their children up for our classes. Parents and children’s jaws drop when they come in through the front door and see our facility.

In deciding to open a franchise, the low start-up cost was important. It greatly reduced our sense of risk and convinced my wife and me to move forward with the franchise. We have been open just over two months and we feel that we are already on a pathway to success.”

## **- Amy Harley - USA Ninja Challenge - North Andover, MA**

“Thank you USA Ninja Challenge Franchising for an AMAZING first week of opening! I never imagined that I would own a business that would bring me to tears of joy as I watch a child do more than they realized they could; watch a child who is having a hard time in school gain confidence in the gym; watch a child who excels at every sport be challenged in our gym. This is really the reward for all the hard work.

This week I have heard parents say that they have never seen their child so happy in a class before. I've heard parents comment on how much nicer our facility is than many other places they've taken their children. I heard comments on how it was one of the best birthday parties they've seen put on! Best of all, I heard them comment on how great our trainers were and how well run everything was. I am so proud to be part of USA Ninja Challenge!!”

## **- Wendy McGinness - USA Ninja Challenge - South Windsor, CT**

“My partners and I are the owners of a USA Ninja Challenge franchise. Since the day we met the founders, they have given us the support and information needed to open and run a successful business. The USA Ninja Challenge program is second to none. Their experience shows in the organization and in the attention to the detail they provide. We are so happy with the program and the immediate success we are feeling since opening two years ago. We are excited to see the growth in this business for many years to come and can’t wait to open our next location.”