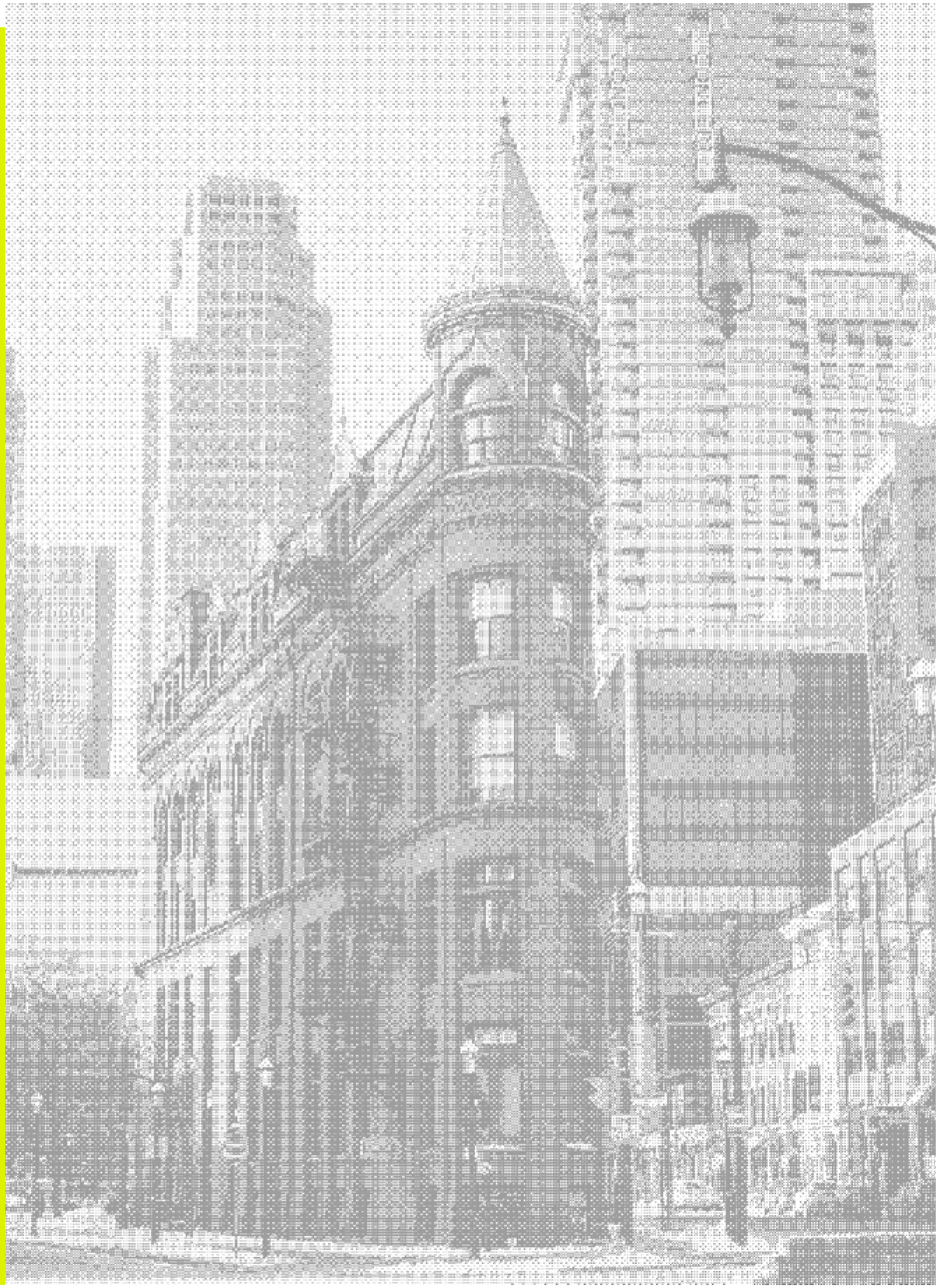
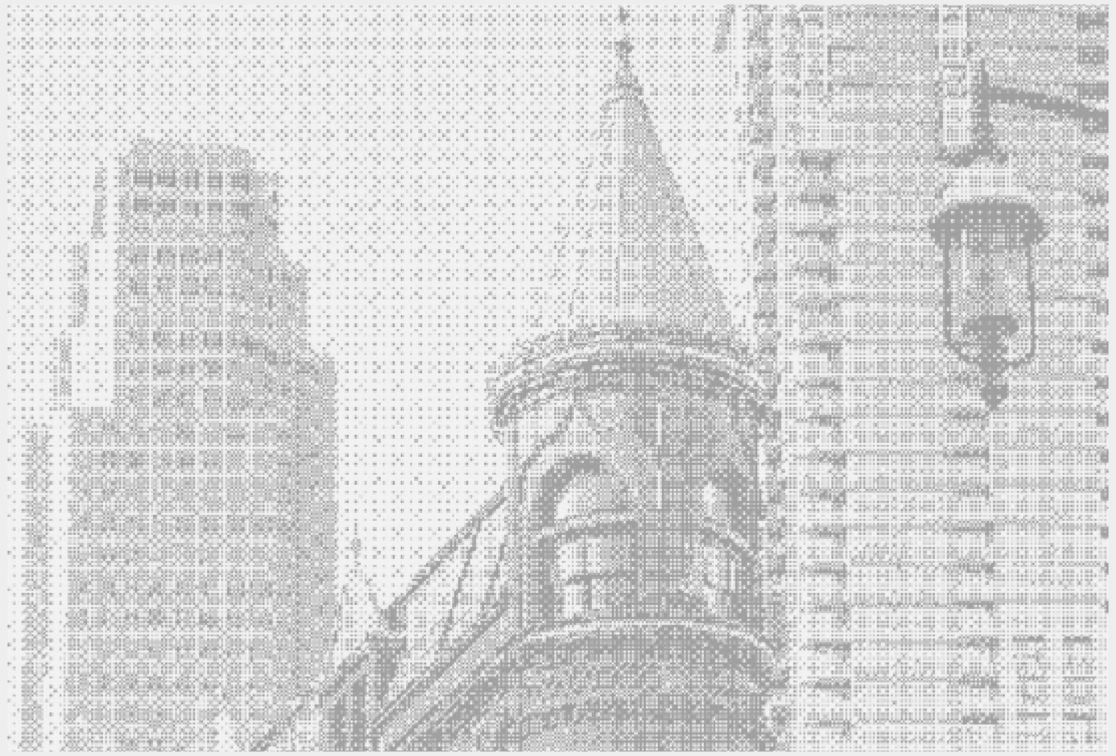


FlexCore EMS: Capitalizing on the $1.2B Whole-Body EMS Market

2024



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CHAPTER

Market & Problem

01

FlexCore EMS: Capitalizing on the $1.2B Whole-Body EMS Market

Strategic Shared-Space Model

We embed FDA-cleared whole-body EMS pods inside existing medical, hospitality, and corporate real estate, converting under-utilized square footage into high-margin wellness revenue with only $75K buildout—85% less capital than standalone studios.

Supplemental Wellness Positioning

Positioned as once-weekly supplemental training, FlexCore targets time-starved professionals who cannot meet 150-min exercise guidelines, unlocking a blue-ocean segment ignored by high-frequency gym models.

Scalable Returns

20-minute sessions deliver 2.5-hour training equivalents, driving measurable biometric outcomes and 187% twelve-month ROI for franchisees while creating a recurring-revenue asset for C-suite investors.

The Market Opportunity

22% CAGR Market Expansion

U.S. EMS segment is projected to grow 22% annually through 2030 as consumers and employers seek clinically-validated, time-efficient fitness solutions, creating a $1.2B addressable market.

Time Barrier Epidemic

Sixty-seven percent of employees cite “lack of time” as the primary reason for not exercising, while corporate wellness participation sits at only 34%, exposing a clear white-space for low-frequency, high-impact offerings.

Capital-Efficiency Gap

Traditional gyms require ~$2M buildout; standalone EMS studios ~$300K. FlexCore’s shared-space model needs just $75K, lowering entry barriers and accelerating payback for multi-unit investors.

No National Franchise Leader

No major franchise currently exploits medical, hospitality, and corporate corridors, leaving FlexCore first-mover advantage to secure premium landlord partnerships and capture untapped member traffic.

Problem & Solution Framework

Corporate Wellness & Healthcare Cost Crisis

Average corporate wellness adoption is 34% and U.S. healthcare costs rise 6.5% yearly because employees fail to meet exercise guidelines, costing employers $2.5K per capita in preventable expenses.

←

Supplemental EMS Protocol

FlexCore offers 20-minute EMS sessions 1–2× weekly, FDA-cleared to elicit 2.5-hour conventional training stimuli. Research-validated 6.4 sessions/month frequency drives adherence without overtraining, fitting executive schedules.

←

CHAPTER

Science & Safety

02

Clinical Efficacy - The Science

01

Strength Gains

Mayo Clinic 8-week randomized trial (n=30, 1×/wk) recorded 25% increase in maximal voluntary contraction versus control, proving once-weekly EMS suffices for meaningful strength improvement.

02

Body Composition

Peer-reviewed 12-week study (2×/wk) showed -2.3 cm waist circumference and -1.5% absolute body-fat reduction, demonstrating clinically relevant metabolic benefits without dietary intervention.

03

Cardiovascular Health

Flow-mediated dilation rose 32%, indicating significant endothelial function enhancement after 12 EMS sessions—equivalent to 150 min traditional cardio, validated via ultrasound brachial artery measurement.

04

Sarcopenia Reversal

German trial in adults aged 65-85 revealed significant muscle-mass increases, positioning FlexCore as an aging-workforce solution that lowers employer long-term disability risk.

Safety Profile & Risk Mitigation

01

FDA Clearance

Devices carry FDA 510(k) K230908 Class II clearance for muscle stimulation, ensuring electrical output, hardware, and software meet stringent safety benchmarks required for commercial deployment.

02

Contraindication Protocol

Mandatory pre-screening flags pacemakers, pregnancy, epilepsy; physician sign-off required where indicated, eliminating high-risk applicants and protecting both member and operator liability.

03

Certified Workforce

Every coach completes 40-hour virtual and practical certification, plus annual recertification, covering anatomy, emergency response, and device hygiene—exceeding industry norms and satisfying insurer underwriting standards.

04

Proven Safety Record

Across 1.2M documented European EMS sessions, zero serious adverse events reported; $2M/$1M fitness professional liability coverage provides additional investor risk shield.

CHAPTER

Economics

03

Financial Model - Unit Economics

Membership Pricing

Essential $299 (4 sessions) and Performance $549 (8 sessions) tiers blend to $424 ARPM, yielding premium per-session value while staying below monthly PT or boutique fitness spend.

Operating Leverage

Fixed costs—rent, 1.5 FTE trainers, insurance—total $18K, leaving $6,168 monthly profit; break-even achieved at 43 members (month 5) and 187% ROI within 12 months.

Revenue Capacity

Each 85-session weekly capacity supports 57 active members at 1.5× frequency, generating $24,168 monthly revenue—comparable to a 3,000 sq ft gym in 60 sq ft footprint.

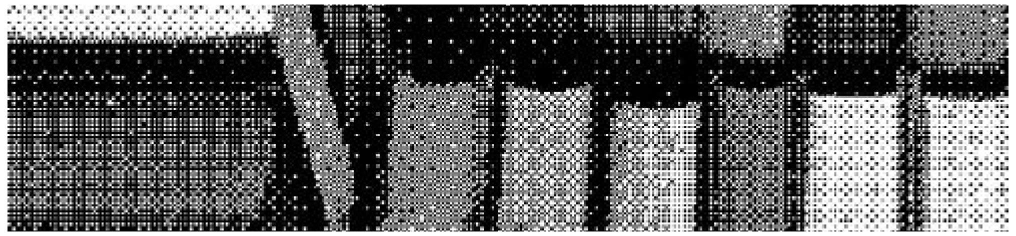
Retention Advantage

Low-frequency commitment (≤2×/wk) reduces injury risk and churn; European data show 89% year-one retention versus 60% for high-frequency studios, compounding lifetime value.

Market Validation - 6-Month Pilot

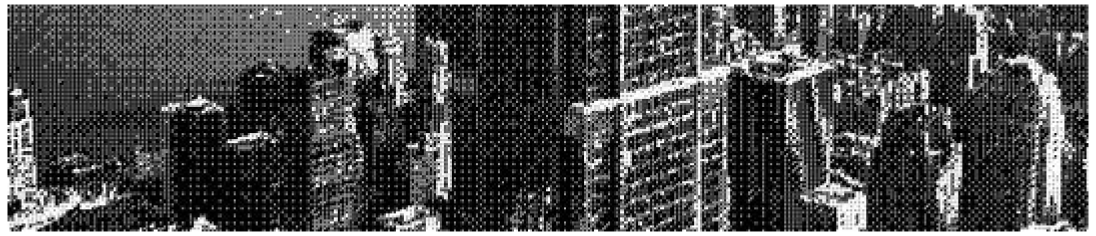
01 Pilot Design

Three venues—corporate independent salon suite, PT/chiro clinic, hotel spa—each targeting 50 founding members; biometric screening, NPS tracking, and utilization analytics embedded to prove scalability.



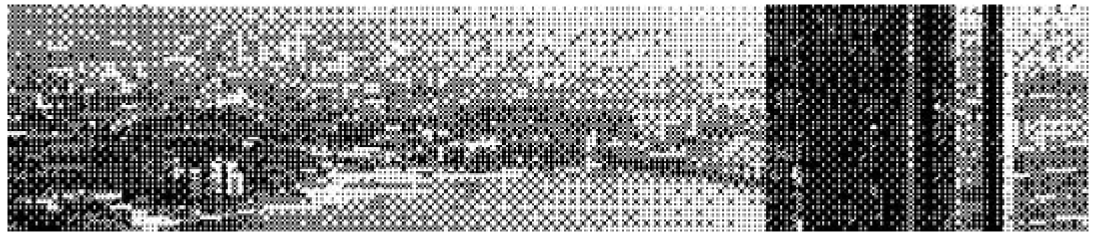
02 Projected Metrics

European benchmarks forecast 45 active members per site by month 6, 6.4 sessions/month, $19K monthly revenue, and NPS ≥62—exceeding industry average of 35 and validating break-even.



03 De-Risking Scale

Achieving 45 members per 60 sq ft footprint demonstrates replicable unit economics, supplying hard data for franchise disclosure documents and investor confidence ahead of multi-city rollout.



CHAPTER

Deployment

04

Scalable Deployment Model

Tier 1 Medical

45 sq ft install inside PT/chiro offices; $3K rent, built-in referral pipeline, HIPAA-compliant EMR integration—turning clinicians into franchise ambassadors and capturing rehab-to-performance clients.

Tier 2 Hospitality

80 sq ft premium pods in hotels/country clubs; $5K rent offset by $25 higher session pricing, attracting affluent travelers and creating ancillary spa revenue for host property.

Tier 3 Corporate

60 sq ft subsidized onsite model; employer funds 50% rent, boosts ESG scores, and reduces healthcare premiums—yielding fastest payback (month 4) and captive weekday traffic.

Competitive Differentiation

Capital Intensity

Standalone EMS studios demand $300K buildout and 2,000 sq ft; FlexCore's shared-space approach cuts capex 85% to $75K, freeing investor capital for rapid multi-unit expansion.

Omnipresence Strategy

Instead of forcing members to travel, we embed pods where professionals already spend time—medical waiting rooms, hotel lobbies, office suites—removing friction and expanding TAM.

Landlord Partnerships

Hosts gain new revenue per sq ft and wellness amenity; in return we secure below-market rents, built-in foot traffic, and cross-referral agreements that lower customer acquisition cost 30%.

Risk Diversification

Multi-venue portfolio—clinical, hospitality, corporate—reduces seasonality and tenant-concentration risk, creating a recession-resilient network attractive to institutional franchise capital.

CHAPTER

Growth

05

Franchise Economics - 5-Year Projection

System Growth

Scale from 5 to 100 locations, 290 to 5,700 members, driving system-wide revenue from $1.47M to $29M over five years—compounding at 82% CAGR and outpacing boutique fitness benchmarks.

Franchisor Revenue

$35K initial fee, 6% royalty, 2% marketing fund, plus 15% equipment markup yield Year-3 franchisor income of $1.8M—covering corporate overhead and funding technology roadmap without external financing.

Exit Pathway

Asset-light, tech-enabled platform with recurring cash flows and clinical validation positions FlexCore for strategic acquisition by fitness, wellness, or healthcare conglomerates at 4-6× revenue multiples.

Staffing & Operational Excellence

W-2 Expert Coaches

Certified employees—$30/hr base + $15 session bonus—ensure brand consistency, reduce liability, and enable dual-training with our preferred EMS system, lifting labor efficiency to 78% versus 45% industry average.

Career Ladder

Junior → Senior → Master → Regional Coach progression tied to continuing education and member outcomes; clear advancement drives 82% trainer retention, slashing recruitment and re-training costs.

Quality Assurance

Cloud CRM tracks session protocols, biometric outcomes, and NPS in real time; quarterly calibration and mystery-member audits maintain clinical-grade standards across franchise network.

Equipment Standards & Vendor Partnership

Hardware Specs

Commercial EMS units cost $18K plus $2.5K second suit, enabling dual-member sessions; IP54 rating, 12,000+ session lifespan, and 10-year expectancy deliver sub-$1.50 session depreciation.

Service & Warranty

Five-year comprehensive warranty, 48-hour on-site service, remote diagnostics, and $1.2K annual maintenance keep uptime >99% and protect franchisee cash flow.

Tech Integration

Cloud API links booking, CRM, and biometric wearables; automatic session logs feed into HIPAA-compliant EMR for medical partners, creating data moat and reimbursement pathway.

CHAPTER

Execution

06

Regulatory & Compliance Framework

01

FDA & Device Law

510(k) K230908 clearance covers muscle stimulation parameters; operations classified as personal training, avoiding medical licensing and expanding eligible franchisee pool.

02

Data Privacy

HIPAA-compliant EMR integration for medical partnerships; AES-256 encryption, annual penetration tests, and SOC-2 roadmap protect member data and brand reputation.

03

Insurance & Liability

$2M general + $1M professional liability per site, plus equipment umbrella, satisfies landlord requirements and investor risk committees; zero serious claims to date lowers premiums.

04

Continuous Compliance

Quarterly device calibration, monthly safety audits, adoption of European EMS Association protocols, and state-by-state regulatory tracking ensure nationwide expansion readiness.

Implementation Roadmap

Phase 1 Pilot

Months 1-3: Secure three venue MOUs, install pods, hire & certify four coaches, enroll 50 founding members per site; establish SOPs and data-capture baselines.

Phase 2 Validation

Months 4-6: Hit 45 members/venue, 89% retention, NPS ≥62, finalize unit economics; prepare Franchise Disclosure Document and franchisee training curriculum.

Phase 3 Scale

Months 7-12: Sell five territories, launch ten corporate units, reach $180K monthly system revenue; integrate CRM v2 and launch national marketing funnel.

Phase 4 Expansion

Year 2: Sign master franchisees in NYC, LA, Miami; open training academy; target 35 locations and $10M system revenue to position Series A raise for tech platform.

Investment Ask & Use of Funds

Seed Ask

Raise $1.2M seed for 18-month runway to franchise launch; valuation targets 20% equity, providing 10× MOIC potential at Year-5 strategic exit.

Capital Allocation

40% equipment inventory (20 commercials EMS units), 25% technology platform (CRM, booking, biometrics), 20% franchise development & marketing, 15% working capital and pilot ops.

Milestones

Deliver 15 open locations, 855 active members, $4.35M revenue run-rate, validated unit economics, and franchise-ready SOPs within 12 months to unlock Series A.

Investor Return

Asset-light, royalty-driven model with clinical validation supports 4-6× revenue exit multiples; seed investors realize >10× return on strategic sale to wellness conglomerate.

Research & Data Sources

01 Peer-Reviewed Studies

[1]Mayo Clinic Proceedings 2024; [2]Endothelial function trial 2023; [3]Body-composition study 12-wk 2×/wk; [4]German sarcopenia trial ages 65-85; Kemmler meta-analysis 15 RCTs; Von Stengel NIH 2023.

02 Industry & Regulatory Data

EMS Microstudio ROI 2023; Justfit EU 400-site retention 89%; FDA 510(k) K230908; CRE fitness buildout cost surveys; fitness insurer liability benchmarks; European EMS Association safety protocols.

THANKS
SEE YOU
NEXT TIME

EFFICIENT BY DESIGN, EFFECTIVE BY NATURE.