

LICENSING OVERVIEW 2023

DEEP END FITNESS





ETHOS & CULTURE.

Deep End Fitness was founded with core values and principles centered on culture and community. We hold ourselves to the highest standards and expect those representing our brand to do the same. Here are our ten core values we promote in our community:

1. DEF is a merit-based organization. Athletes are 100% responsible for their own performance and growth
2. Obstacles promote growth. Progress cannot be made in the comfort zone
3. DEF has a “No Flex Zone” environment
4. The "Buddy/Guardian system" is always in effect
5. We respect each other, the water, and the sport at all times
6. Our training mantra is “calm breeds calm”
7. Everything we do is to benefit the team, which in turn empowers each individual
8. We do not compromise safety standards for the sake of growth
9. We foster a welcoming, inclusive environment to meet every individual at their current level of performance
10. We are 100% accountable for our actions and represent the community at all times in and out of the pool

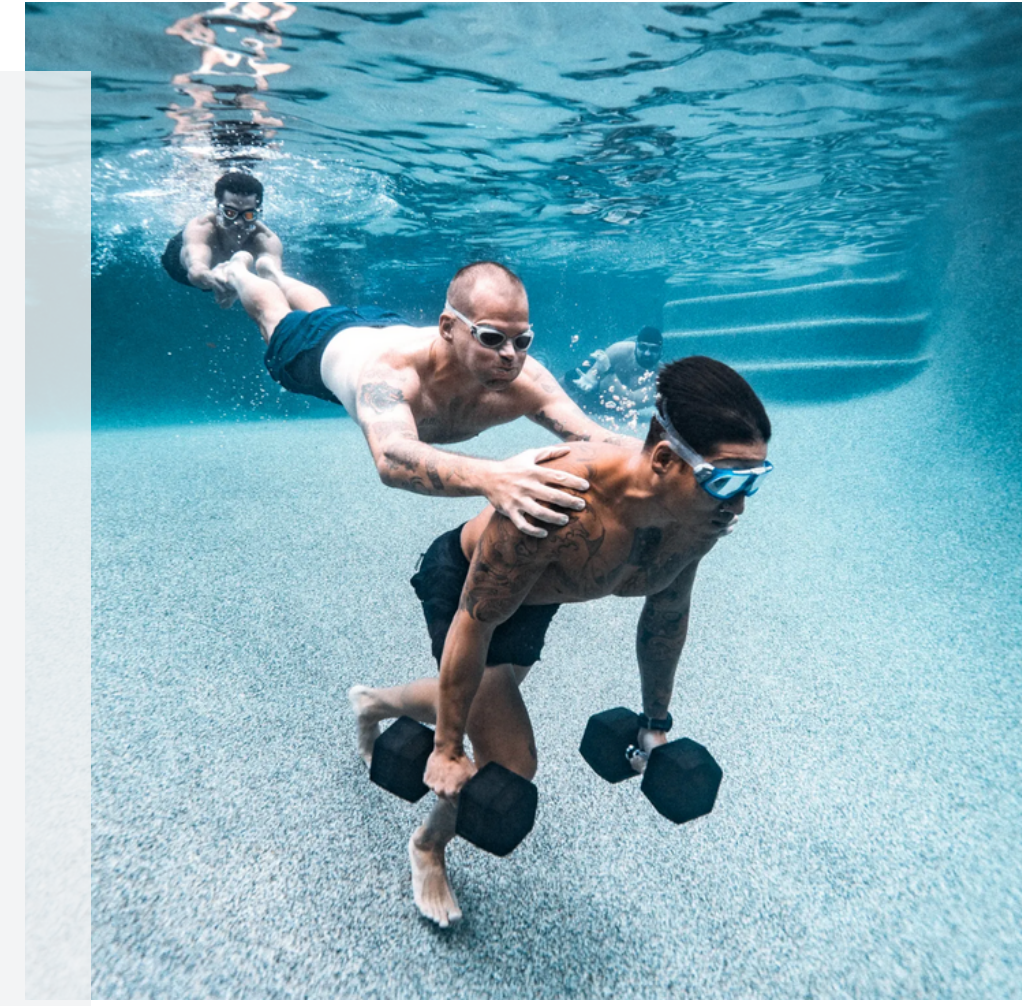
We require all individuals interested in licensing the Deep End Fitness brand to align and agree with the above values.





TIER 1 INVESTMENT

- **\$500 initial deposit**
 - Approved 'Memo of Intent to License'
 - Two Instructor Courses included
 - **\$500 due 30 days later**
 - DEF HQ consulting hours
 - Support in securing pool location
 - Access to DEF media library
 - **\$3,000 due in order to launch pool sessions**
 - Signed contract
 - Wellness Living website creation
 - Headquarters marketing exposure
 - Listed on Deep End Fitness main website
 - **\$4,500 remaining due over the year**
 - Monthly: \$375
 - Quarterly: \$1125
 - Bi-annual: \$2250
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- **Total first year fee: \$8.5k**
 - **After first year: Annual \$5k (paid over the course of 8 months)**
 - **Revenue share percentage**



FIRST YEAR INCLUDES:

- **10 HOURS OF HQ CONSULTING (THIS INCLUDES HEADQUARTERS MARKETING STRATEGY)**
- **TWO INSTRUCTOR COURSES**
- **MEDIA PACKAGE WITH CONTENT**
- **4 PACK OF PASSES TO SOCIAL LOCATIONS TO OBSERVE, PARTICIPATE, AND LEARN BEST PRACTICES OF LICENSING**
- **ACCESS TO CURRENT LICENSEE'S (QUARTERLY MEETINGS WITH ALL LICENSEES TO SHARE KEY STRATEGIES)**
- **LICENSEE ROADMAP TO SUCCESS**
- **FREE VIDEO 1 SERIES & F.R.E.E. YOUR MIND PROGRAMMING**
- **15% OFF ALL MERCH**

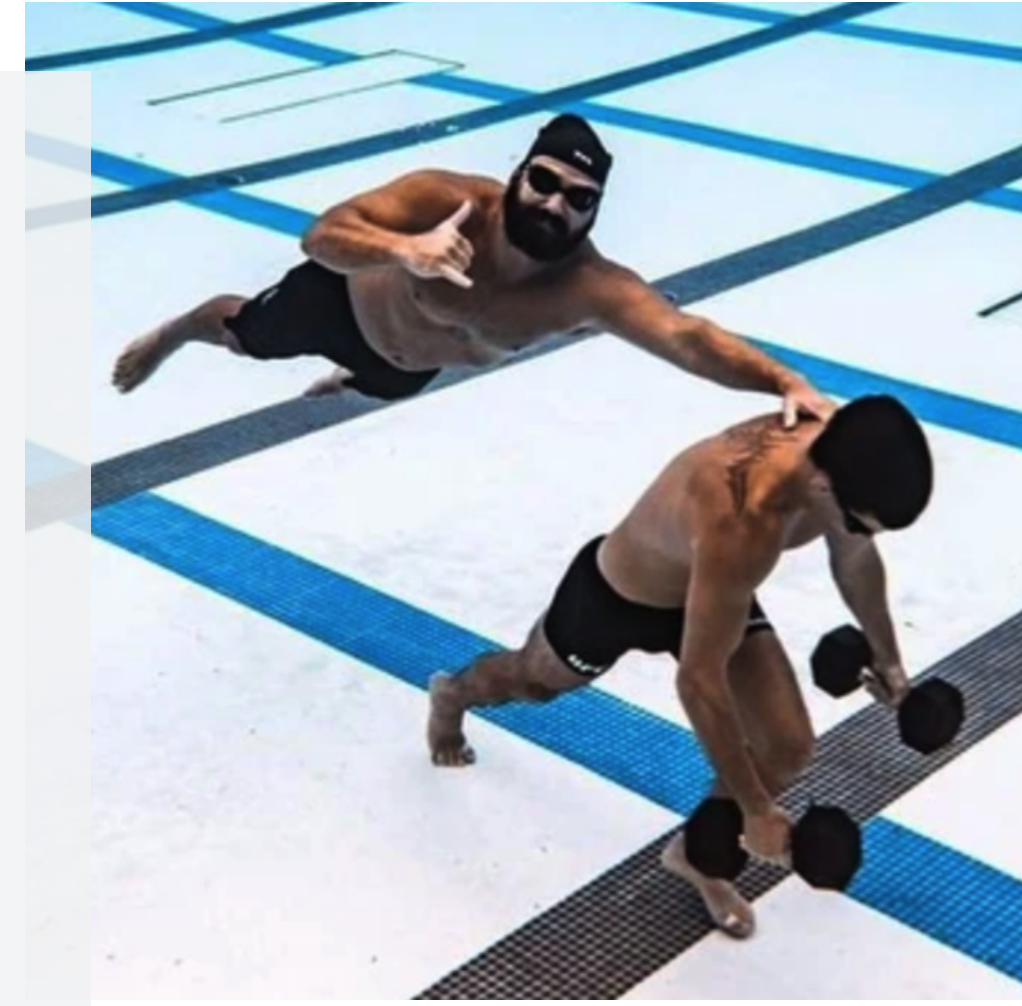


TIER 2 INVESTMENT

THE INCREASE IN COST FOR THIS INVESTMENT IS THE RESULT OF A LICENSEE STARTING THEIR BUSINESS IN AN ALREADY ESTABLISHED POOL BY DEEP END FITNESS HQ

- **\$500 initial deposit**
 - Approved 'Memo of Intent to License'
 - Two Instructor Courses included
- **\$500 due 30 days later**
 - DEF HQ consulting hours
 - Support in securing pool location
 - Access to DEF media library
- **\$3500 due in order to launch pool sessions**
 - Signed contract
 - Wellness Living website creation
 - Headquarters marketing exposure
 - Listed on Deep End Fitness main website
- **\$5,000 remaining due over the year**
 - Monthly: \$417
 - Quarterly: \$1250
 - Bi-annual: \$2500

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- **Total first year fee: \$9.5k**
 - **After first year: Annual \$6k (paid over the course of 8 months)**
 - **Revenue share percentage**



FIRST YEAR INCLUDES THE SAME AS TIER 1



RETURN ON INVESTMENT



POTENTIAL INCOME

- Our most successful licensees are currently netting **\$6k-\$9k per month**, running **two sessions per week** with an average of **20-25 athletes** per session
- Gross **annual sales of \$60k-\$100k+** are possible depending on the size of your DEF Training Center
- **Full-time revenue:**
 - An executive income is absolutely achievable depending on the number of pool sessions you hold and the number of athletes per session
- **Part-Time revenue:**
 - Flexibility and opportunity to create an additional source of income depending on time availability

INVESTMENT RETURN

The following data represents numbers from a current licensee program with a monthly overhead of \$901 and an average of 25 athletes per session:

2 sessions per week:

	GROSS PROFIT
JAN.	\$5,011.67
FEB.	\$10,023.33
MAR.	\$15,035.00
APR.	\$20,046.67
MAY.	\$25,058.33
JUN.	\$30,070.00
JUL.	\$35,081.67
AUG.	\$40,093.33
SEP.	\$45,105.00
OCT.	\$50,116.67
NOV.	\$55,128.33
DEC.	\$60,140.00

BREAK-EVEN POINT

4 sessions per week:

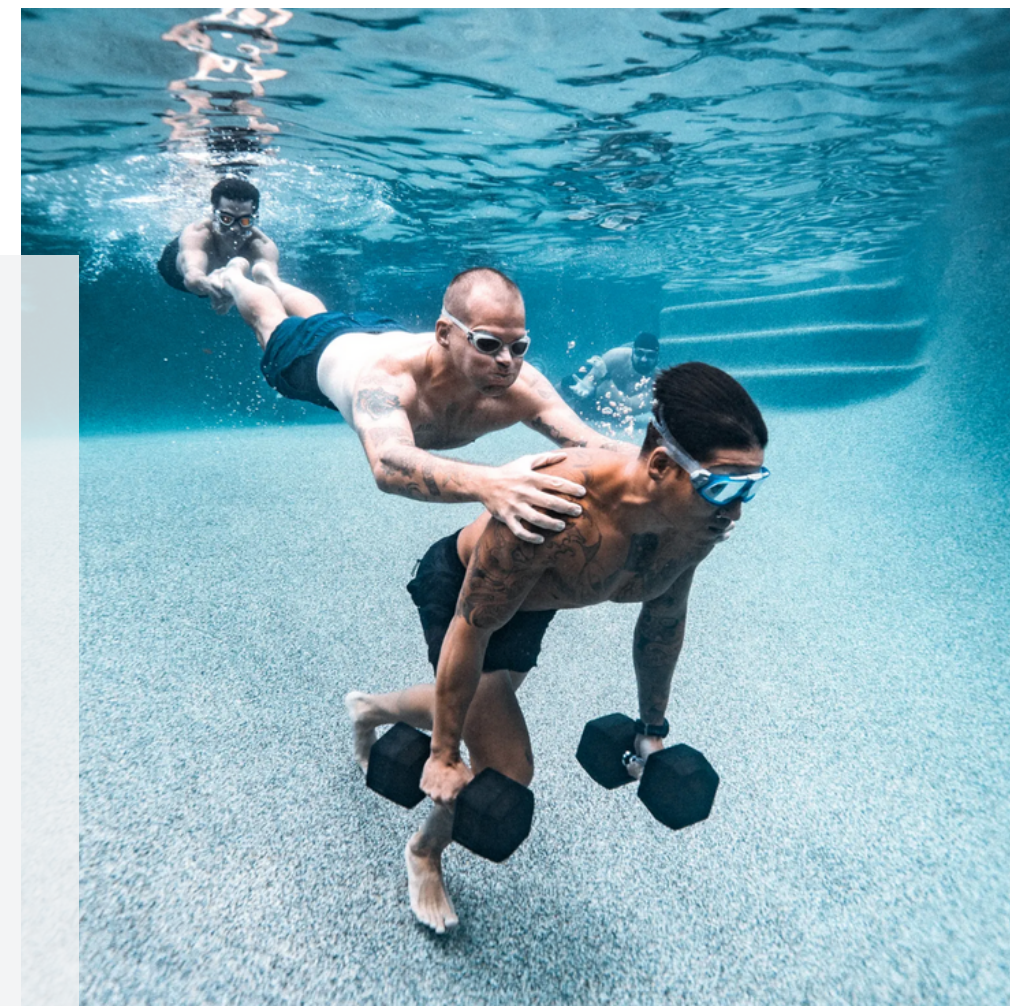
	GROSS PROFIT
JAN.	\$10,023.33
FEB.	\$20,046.67
MAR.	\$30,070.00
APR.	\$40,093.33
MAY.	\$50,116.67
JUN.	\$60,140.00
JUL.	\$70,163.33
AUG.	\$80,186.67
SEP.	\$90,210.00
OCT.	\$100,233.33
NOV.	\$110,256.67
DEC.	\$120,280.00



Deep End Fitness™ teaches Individuals of all different skill levels water confidence, increased endurance, and improved physical and mental fitness. It is defined as the practice of movement, breath work, and strengthening one's mind with the goal of increasing human performance and confidence in and out of the water using a crawl, walk, run approach.

A SESSION AT A GLANCE

- **OPENING CIRCLE**
 - SAFETY BRIEF
 - BREATH WARM-UP
- **WATER-BASED WARM-UP**
 - AQUATIC SKILL DEVELOPMENT
 - BREATH REGULATION TECHNIQUE
- **DEEP END FITNESS WORKOUT**
- **UNDERWATER TORPEDO LEAGUE**



DEF RESEARCH STUDY

DEF SIGNIFICANTLY REDUCES:

**STRESS BY
22.5%**

**DEPRESSION BY
28%**

**ANXIETY BY
28%**

WE ARE HONORED TO PROVIDE A SAFE AND TRUSTED ENVIRONMENT FOCUSED ON BUILDING CONFIDENCE, MENTAL FOCUS, AND OPTIMUM PERFORMANCE, IN AND OUT OF THE WATER.



DEEP END FITNESS
X
AMERICAN RED CROSS
ENHANCING AQUATIC SAFETY





PARTNERING FORWARD.

Our mission in partnering: to enhance and optimize water safety with the most up-to-date understanding of aquatic-based training standards

CURRENT PARTNERSHIP

- Annual lifeguard training events with pools
- Inner city water confidence in current expansion areas

PRIMARY FOCUS MOVING FORWARD

- Create and expand Red Cross-sponsored Deep End Fitness programs across the country
- Promote water safety training with enhanced Deep End Fitness protocols to Red Cross Lifeguards and personnel

