



FREQUENTLY ASKED QUESTIONS

DEEP END FITNESS LICENSING

WWW.DEEPENDFITNESS.COM



BENEFITS.

Q. WHY WOULD DEEP END FITNESS BE A GREAT BUSINESS TO HAVE?

- The Health and Fitness Industry is a \$37 BILLION a year industry, and is expected to increase 8.7% per year. The market size of “Fitness & Mind-body” grew from \$542 billion in 2015 to \$595.4 billion in 2017 at an average annual growth rate of 4.8%.
- An upward trend exists toward an overall well-being that incorporates both physical and emotional health. Mind-Body practices have steadily risen over the last 20 years.
- The fitness niche is an \$84 billion dollar industry and growing each year as people are living longer and becoming more conscious of their health
- Studies have shown Chlorinated swimming pool water can kill COVID virus in just 30 seconds. The CDC states that there are no reports of the virus that causes COVID-19 spreading to people through the water, making it a safe and effective way to exercise.

Q. HOW IS DEEP END FITNESS DIFFERENT FROM OTHER PROGRAMS?

- It is based in deep Neurophysiological Performance Enhancement. “DEF™ training unlocks performance breakthroughs by improving athletes' coping, enhancing mental toughness, improving top-down cognitive control, and activating biochemical signaling pathways that have been shown to reduce the deleterious effects of stress and inflammation.” Unlike anything, the aquatic training arena at this time. It is recovery based, with elements to improve your mental edge and uses underwater training benefits like CO2 tolerance and static pressure.



Q. IS BECOMING A LICENSEE MORE PROFITABLE THAN BEING A FRANCHISEE?

Yes! For three reasons:

1. You are not required to use Franchisor's vendors, contractors, carpenters, suppliers etc. that Franchisor's make extra profit on!
2. You do not have to have \$100K-300K in net worth or capital to "qualify" to become a Licensee as you do as a Franchisee. (Average in U.S. to qualify for a Franchise.)
3. You keep all of the profits earned from sessions

INVESTMENT.

Q. WHAT WOULD MY START-UP COSTS BE?

- This will vary depending on the individual type of establishment you choose, how many square feet, and how many pool lanes are open for rental. Most regular fitness programs working capital requirements can be up to \$200K-\$250K. DEF™ Licensees Tier 1 start-ups are \$8,500 for the first year and then \$5,000 recurring annually thereafter. DEF Licensees Tier 2 start ups are \$9,500 for the first year and then \$6,000 recurring annually thereafter

Q. HOW MUCH MONEY CAN I MAKE PER DEF POOL?

- Gross annual sales of \$50K to \$300K+ or more are possible depending on the size of the pool, how many classes are scheduled, and what type of programming you implement.



Q. HOW MUCH TIME PER WEEK WOULD THIS BUSINESS ENTAIL?

- This depends on how much time you want to devote to your business. The choice is up to you. You can hold as many pool sessions as you like, and may decide to hire additional instructor staff and set-up resources to hold more sessions. If you are working full-time on the business, with one associate supporting admin, sessions and set up, you could feasibly hold 6 sessions per weekend, which would typically take Friday afternoon, all day Saturday and Sunday morning. You also need to allow time for the following which can be completed at any time to suit your personal schedule:
 - *Athlete consultations / inquiries*
 - *Instructor mentorship*
 - *Marketing / Networking*
 - *General office administration; bookkeeping*

DETAILS.

Q. WHO DECIDES WHAT MY PRICING FOR CLASSES, RETAIL AND PROGRAMS ARE GOING TO BE?

- You do. We provide you with a suggested pricing structure, but you will make the final determination about your fees based on your knowledge of the local market.

Q. HOW MANY “LOCATIONS” CAN I OPEN IN MY AREA?

Licensees may have more than 1 pool per area in their licensed area. Multiple DEF™ Licenses will be decided on a case-by-case basis and the Licensing fee for 2 or more in an area/city will have a sliding scale (see Company Overview.)



Q. CAN THE LICENSING AGREEMENT BE MODIFIED BY MY ATTORNEY?

- No, the Licensing Agreement cannot be modified or changed.

Q. HOW IS MY AREA DEFINED AND PROTECTED?

- Your License will contain a “Defined Market Area” and will be set on a case-by-case basis that is based on city, zip codes or area population. Our commitment to you, our Licensee is to not sub-license within your geographical area that you are licensing. Area sizes may vary depending upon: Population, Density, Traffic Counts, and Zoning.

Q. DO I HAVE TO BE A DEF INSTRUCTOR OR EVEN KNOW HOW TO DO SWIM TO OWN A DEEP END FITNESS™ POOL LOCATION?

- We prefer those who have training experience but you may also hire qualified local instructors as independent contractors that help run your business. You determine how much time you want to spend in your pool. We include Instructor Certifications with your licensing to give you the tools necessary to run a safe and effective program.

Q. WHAT SPECIFIC SKILLS DO I NEED TO OPERATE A DEF™?

- You should have the ability to make decisions, safely instruct a group of individuals, be motivated, organized, and be willing to do simple steps and put in the time to get your business off the ground. We'll teach you what you need to know in our exclusive DEF™ Roadmap to Success—how we set up our business & created a 6-Figure Income. You will soon be attracting instructors who have values, interests, skills and expertise that your business will need. Instructors will naturally come to you with enthusiasm and excitement because you will offer them something different than other fitness programs.



PROCESS.

Q. HOW LONG WILL IT TAKE TO GET STARTED?

Typically you can get going within 30-90 days depending on how long it takes to complete the following steps:

1. Fill out the Licensee interest form on the Deep End Fitness website and watch the first two introductory videos on the process. You will automatically receive the Licensee Introductory Packet
2. Schedule a meeting with our licensee team through the Calendly sign-up on the website
3. Sign the 'Memo of Intent' to the license and the Non-Disclosure agreement with the initial deposit. Secure instructor training dates.
4. Launch pool once instructor certified and the remainder of pool deposit is paid.

Q. HOW LONG WILL IT TAKE TO OPEN A DEF™ TRAINING CENTER?

- If you have an existing space, or pool, it can be as soon as 8 weeks, if you don't, it can be 3-8 months depending on certain variables that can make it go faster or slow it down. In our DEF™ Roadmap to Success, we show you what we did and what mistakes NOT to make with pool rentals, set up, etc. that could cost you thousands of dollars.

Q. CAN YOU USE PERSONAL POOLS?

- Yes, as long as you have a certified lifeguard at every session



Q. WHAT HAPPENS AFTER I LICENSE A DEF™ TRAINING CENTER FOR MY AREA?

- You will receive DEF™'s Roadmap to Success, our proprietary information about how we became successful with tips for potential annual sales of \$50K to \$300K+ or more. This guide provides you with valuable knowledge regarding how we made our decisions, ways to save time and money, our proven business methods from initial start-up to hiring & training, basic accounting, marketing, and pool acquisition suggestions.

Q. OK, I WANT TO GET STARTED RIGHT NOW, WHAT SHOULD I DO?

- Fill out the Preliminary Questionnaire on our website Link: (<https://www.deependfitness.com/licensee>) Scroll down to the bottom of the page. (if you have already filled this out, you're ahead of the game)
- Set up a call with our Licensing team using the Calendy sign-up on our website

Q. WHAT MAKES A GOOD INSTRUCTOR / GOOD LICENSEE?

- **Open-minded:** willing to learn and communicate
- **Responsible:** prioritizes safety at sessions and continues to develop themselves to become a subject-matter expert in their craft
- **Balanced:** able to maintain strong command presence as an instructor while also catering to customer relationships and interactions in the business sector



**WE LOOK FORWARD TO WELCOMING YOU INTO THE DEF FAMILY!
GO DEEP. LIVE EMPOWERED.**



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