



# **ELITE FIT EMS**

— FEEL THE POWER. SEE THE CHANGE. —

START YOUR JOURNEY  
**TODAY.**



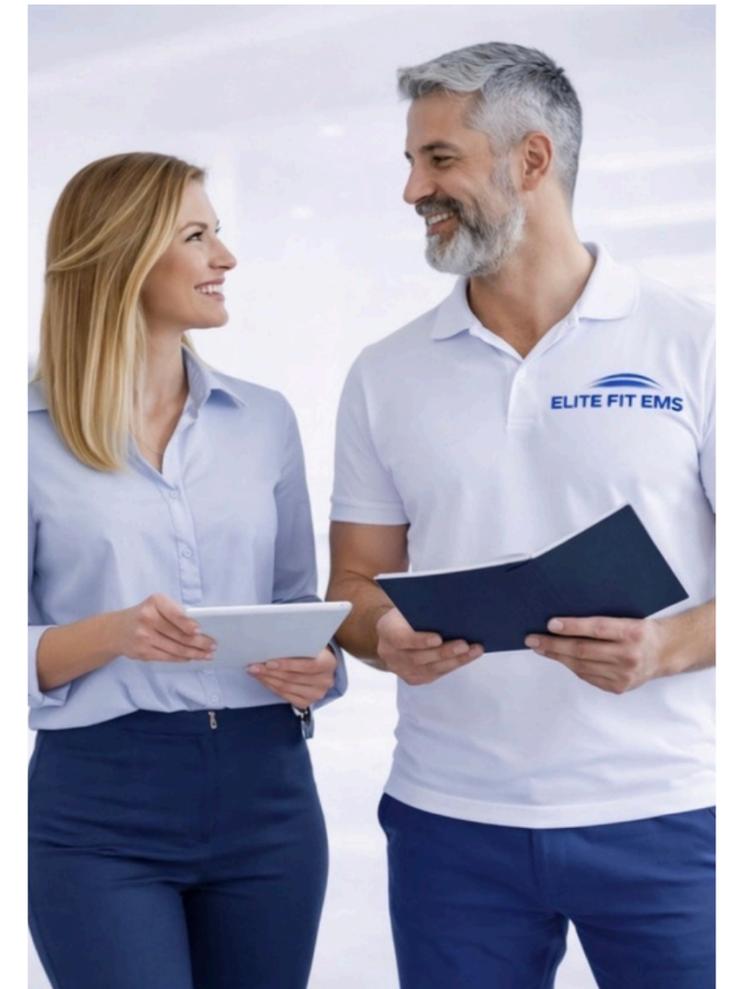
THE FUTURE OF  
**EMS TRAINING**

A PREMIUM FRANCHISE OPPORTUNITY.



ELITE FIT EMS

# THE FUTURE OF FITNESS IS INTELLIGENT



**Today's fitness customer is no longer paying for access to a gym — they are investing in fast, measurable results.**

EMS training delivers those outcomes in a fraction of the time, enabling a premium service model with strong demand, high client retention, and efficient session turnover.

As time becomes increasingly scarce, customer expectations continue to rise — with a growing emphasis on efficiency, personalisation, and measurable performance.

Boutique fitness has already reshaped the market by prioritising experience and results. Now, technology is driving the next phase of that evolution.

**Elite Fit EMS is positioned at the forefront of this shift — combining innovation, efficiency, and proven results to create a scalable, future-focused fitness business.**



# A PREMIUM, HIGH-EFFICIENCY MODEL

**Elite Fit operates within one of the most compelling segments in modern wellness:**

- Personalised training
- Technology-enhanced performance
- Premium pricing environments
- Recurring revenue structures

## **THE BRAND**

With a compact footprint and strong revenue density, the model is engineered for efficiency and margin discipline.

This is not a gym.

**It is a precision-driven performance studio.**

# WHAT IS EMS?



**ELECTRICAL MUSCLE STIMULATION (EMS) ACTIVATES UP TO 90% OF MUSCLE FIBRES SIMULTANEOUSLY USING CONTROLLED ELECTRICAL IMPULSES.**

DELIVERED THROUGH STRUCTURED, TRAINER-LED SESSIONS, EMS PROVIDES:

- FULL-BODY ACTIVATION
- JOINT-FRIENDLY INTENSITY
- ACCELERATED STRENGTH DEVELOPMENT
- MAXIMUM TIME EFFICIENCY

EVERY SESSION IS CALIBRATED, MONITORED, AND PERSONALISED.

**PERFORMANCE — ENGINEERED.**

**PRECISION IN 20 MINUTES**

# THE ELITE FIT DIFFERENCE



## **Built to Define the Fitness Industry**

Elite Fit EMS is not simply participating in the EMS space.

We are building the benchmark.

Our model integrates:

- Advanced EMS technology
- Elevated studio architecture
- Data-driven programming
- Structured operational systems

**Designed from inception for scalability.**

# OUR VISION

## The Global Standard in Intelligent Training

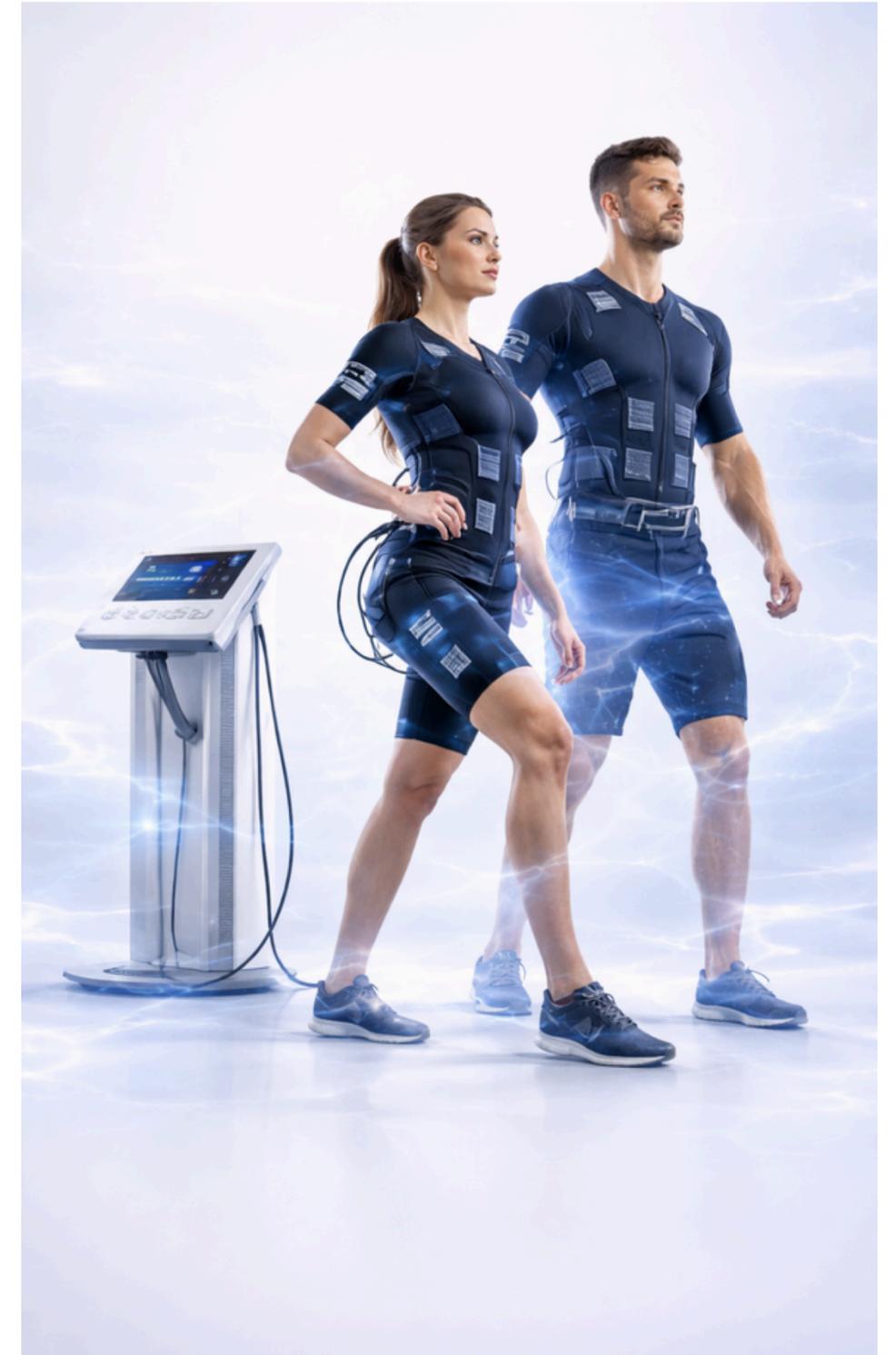
Our ambition is clear:

To establish Elite Fit EMS as the reference brand in technology-led performance training.

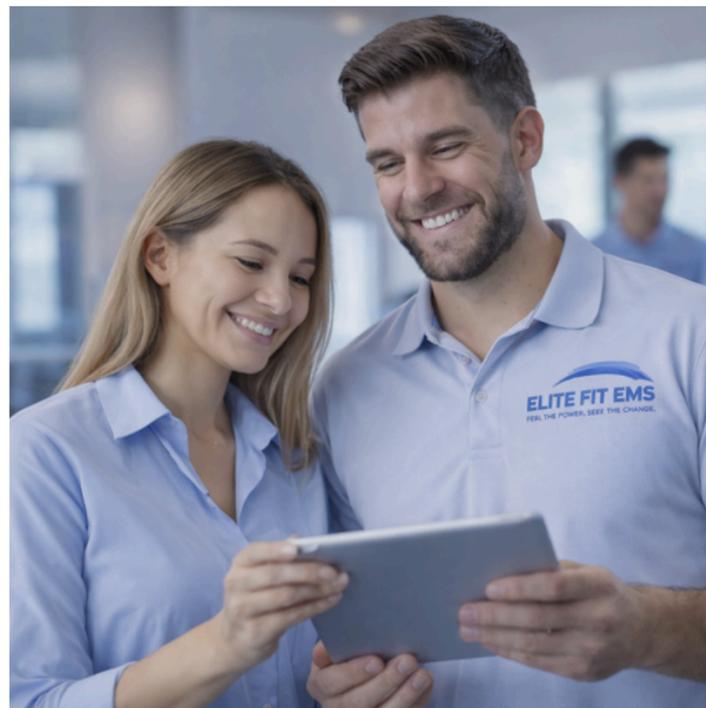
We are building:

- A recognisable international identity
- A disciplined franchise platform
- A scalable multi-unit framework
- A refined, premium experience

**Every studio reflects precision, discipline, and design integrity.**



# TECHNOLOGY & INFRASTRUCTURE



## ADVANCED EMS SYSTEMS

### OVERVIEW

Elite Fit operates with high-performance EMS technology calibrated for safety, efficiency, and measurable progression.

Key components include:

- Personalised impulse calibration
- Real-time trainer monitoring
- Structured programming protocols
- Certified operational standards

Integrated Business Infrastructure

Behind each studio sits a robust operating platform:

- CRM and subscription management
- Automated billing systems
- Marketing automation
- Performance analytics dashboards

**Technology is embedded in every layer of the model.**



# STRUCTURAL ADVANTAGE

**Compact. Efficient. Profitable.**

Traditional gym environments rely on volume.

Elite Fit relies on precision.

- 800–1,200 sq ft footprint
- Lean, highly trained team
- Premium pricing architecture
- High client retention
- Strong revenue per square metre

Smaller footprint.

Greater control.

**Higher yield.**



# THE REVENUE ARCHITECTURE

**Recurring. Predictable. Scalable.**

Elite Fit operates on a subscription-based model supported by:

- Structured membership tiers
- Personalised performance programs
- High-value session packages
- Corporate partnerships

Capacity is managed intentionally to maximise revenue per hour and per square metre.

**The result is recurring income with expansion potential.**



# UNIT ECONOMICS

## Engineered for Margin Discipline

Revenue is driven by:

- Premium monthly memberships
- Performance progression programs
- Strategic upsell pathways
- Controlled operating overheads

The model balances revenue density with operational simplicity.

**Performance will vary by market and operator capability.**



# INVESTMENT

## A Structured Investment Framework

Initial investment includes:

- Franchise rights
- EMS equipment suite
- Studio fit-out
- Technology integration
- Launch strategy
- Working capital allocation

Estimated investment range:

*£100,000 - £130,000 (varies on studio, location and initial Franchise fee)*

**Full financial disclosure is provided following qualification.**



# OPERATING MODEL

## HOW THE BUSINESS RUNS DAY-TO-DAY



**Structured. Scalable. Supported.**

### **Typical operating model:**

- Appointment-based training (no overcrowding)
  - Small group / semi-private sessions
- Technology-assisted performance tracking
- Centralised marketing & lead generation
- Ongoing coaching & operational support

**Every location runs on a proven system designed for consistency, efficiency, and premium client experience.**



# THE STUDIO

## ENVIRONMENT

ELEVATED. CONTROLLED. REFINED.

TYPICAL STUDIO FORMAT:

- 800-1,200 SQ FT
- 2-4 CERTIFIED PERFORMANCE TRAINERS
- PRIVATE OR SEMI-PRIVATE TRAINING AREAS
- MINIMALIST, HIGH-END DESIGN

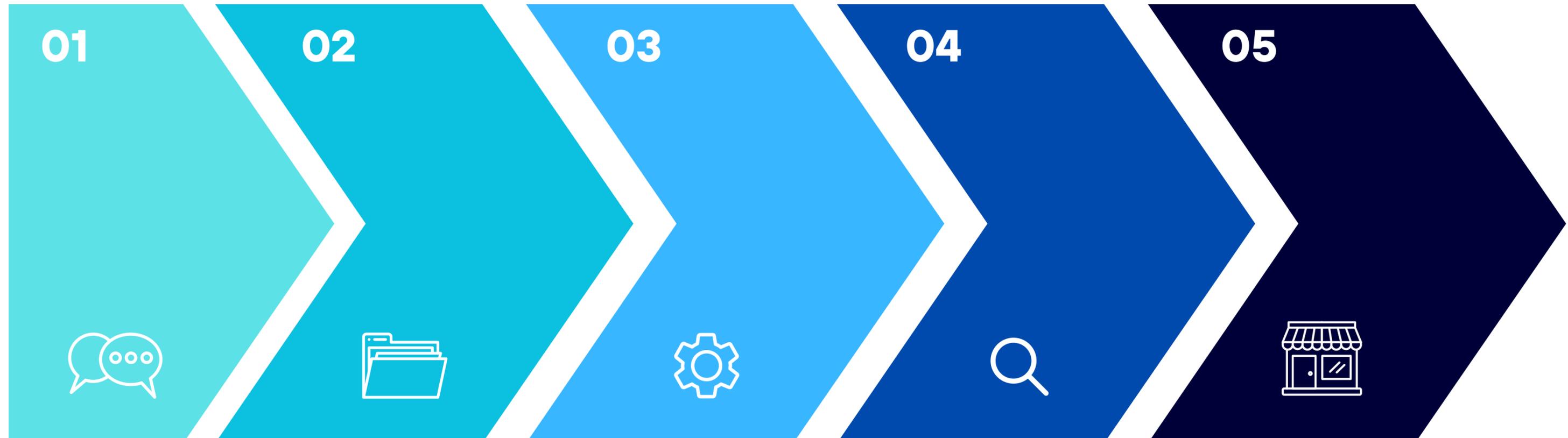
**EACH LOCATION REFLECTS THE BRAND'S COMMITMENT TO PRECISION AND PREMIUM EXPERIENCE.**

ELITE FIT STUDIO



# THE PARTNER JOURNEY

Structured. Disciplined. Supported.



## Initial Enquiry

Introduction and qualification of potential partners.



## Strategic Discovery

Discovery call and financial review to assess alignment.



## Territory Confirmation

Finalize territory selection, secure rights, and complete initial agreements.



## Build & Certification

Site build, operational setup, and certification.



## Launch & Grand Opening

Pre-launch campaign and official opening.



# PARTNER SUPPORT

## True Partnership, Full Support

Elite Fit partners receive:

- Comprehensive operational training
- Technology integration support
- Launch marketing strategy
- Ongoing performance coaching
- Strategic growth guidance

**We build long-term operators, not short-term launches.**



# IDEAL PARTNER PROFILE

## Capability Matters

We partner with individuals and groups who are:

- Commercially sophisticated
- Growth-oriented
- Well-capitalised
- Operationally disciplined
- Brand-aligned

Fitness background is optional.

**Professional leadership is essential.**



# FRANCHISE STRUCTURE



## STUDIO

Single or multiple studios within a protected territory.

Designed for operators building a local EMS business with a clear growth pathway and brand integration.

## DEVELOPER

Exclusive rights to develop a city or metropolitan territory.

A density-focused expansion strategy with structured rollout of multiple studios.

## MASTER

Exclusive national territory.

Authority to appoint and manage sub-franchise partners with defined development obligations.

## ENTERPRISE

For established businesses integrating Elite Fit EMS into existing operations.

- Monetise unused capacity
- Generate recurring revenue
- Enhance your service offering

# ELITE STUDIO OPTIONS

## Launch Package

**£30,000**

### 3 Months Marketing

Designed for entrepreneurs ready to start their Elite Fit EMS studio with essential support and a strong marketing launch.

- Franchise licence for your territory
- Complete studio launch guidance
  - Initial operational training for owners
  - 3-Month Launch Marketing Campaign
- Lead generation campaigns to attract new members
- Studio opening marketing support
- Access to Elite Fit EMS operating systems
- Ongoing business support from the Elite Fit team

## Growth Package

**£45,000**

### 6 Months Marketing

For partners who want additional marketing support to build membership faster and establish a strong local presence.

Everything in the Launch Package plus :

- 6-Month Growth Marketing Campaign
- Advanced lead generation strategies
  - Local studio brand awareness campaigns
- Membership conversion support
- Monthly marketing performance reviews
- Business coaching from the Elite Fit team
- Optimised launch strategy for faster growth

## Dominance Package

**£60,000**

### 12 Months Marketing

Our premium package designed to maximise growth, accelerate membership and dominate your local market.

Everything in the Growth Package, plus:

- 12-Month Elite Marketing Campaign
- Full digital marketing management
- Advanced member acquisition strategies
- Social media growth campaigns
  - Priority marketing support
- Strategic business growth planning
- Ongoing performance optimisation

**Choose the level of support that best suits your growth ambitions.**

Every Elite Fit EMS partner receives expert training, proven systems, and marketing designed to generate **members from day one.**



# EXPANSION STRATEGY

## **Selective & Strategic**

Elite Fit expands through disciplined territorial allocation.

We prioritise:

- Market quality over speed
- Regional density over saturation
- Capability over volume

**Territories are limited and allocated selectively.**

# FREQUENTLY ASKED QUESTIONS

## **Is fitness experience required?**

No. Business leadership and operational competence are essential.

01

## **Is the allocated territory protected?**

Yes. All agreements include defined territorial rights.

02

## **Can I scale beyond one location?**

Yes. Structured expansion pathways are available.

03



# THE FUTURE OF PERFORMANCE IS INTELLIGENT

**Elite Fit EMS is engineered for efficiency, margin control and premium positioning.**

We are building the benchmark brand in technology-led training.

Selective partners only.

- Book a Discovery Call
- Apply for a Territory
- Request the Investment Pack

 [www.elitefitfranchise.co.uk](http://www.elitefitfranchise.co.uk)

 [partners@elitefitfranchise.co.uk](mailto:partners@elitefitfranchise.co.uk)





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