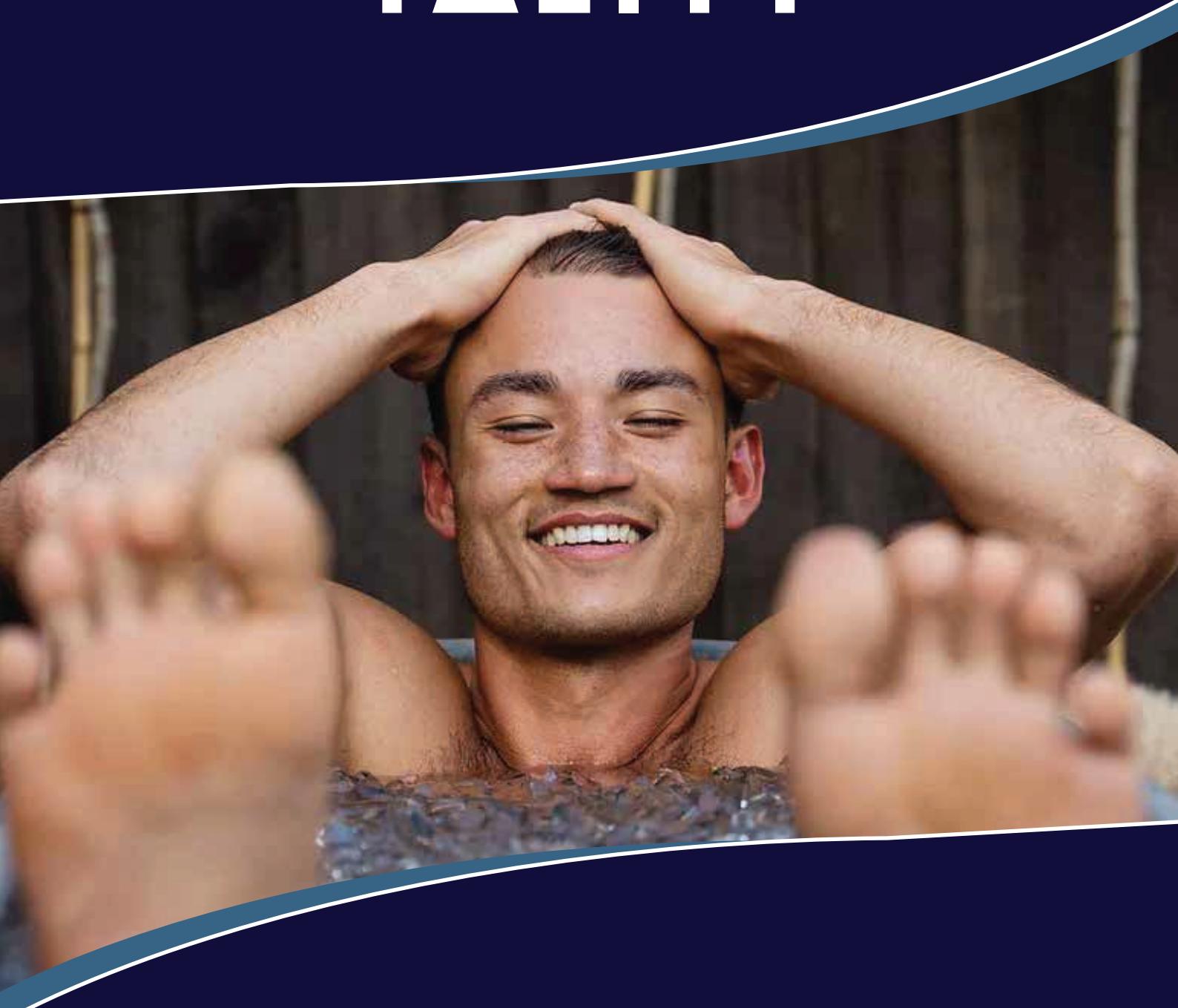


# TALITY



## TALITY FRANCHISE OPPORTUNITY

[www.talitywellness.ca](http://www.talitywellness.ca)



Perhaps you have always wanted to run a successful business, but are afraid of the challenges of starting a business from scratch. Hopefully you have already experienced the magic of hot/cold therapy for yourself, and would love to share it with more people. And since you are here, you have almost certainly felt that something is missing in modern society - a loneliness or separation from other people that you wish you could do something about. If that's you, you are in the right place.

## WHY APPLY TO BECOME A TALITY FRANCHISEE?

- Create a space of healing and connection that brings people together & directly benefits the people in your community
- Professional coaching and support on every aspect of creating your own business from experts who have done it successfully themselves
- All-expenses-paid retreats with your fellow franchisees that are a ton of fun
- You are the average of the people you spend the most time with - join a family of entrepreneurs who are enthusiastic about health & wellness, personal development, and high performance
- Remove most of the risk and market-testing involved with starting a business, so you can launch with confidence
- Operate your franchise as either a fulfilling side business, or as a full-time owner-operator

► **Does this sound like your cup of (fermented) tea? Read on...**



### OUR MISSION

**Our mission is to redefine how we gather by combining wellness and social connection.**

We create third spaces for high-aura individuals who are committed to personal growth and appreciating the challenge.



### OUR VISION

**Our vision is to be a global leader in routine social wellness.**

Tality is a cultural cornerstone for social wellness - when people say 'Tality', they think of unwinding with their friends while taking care of their well-being.

# TALITY CORE VALUES

## Go above and beyond

Go 100% on the last 10% when it matters

## Choose the abundant experience

HOT sauna, COLD tubs, UNLIMITED bubbles, GREAT vibes.  
Create environments where customers can't help but feel abundant.

## Where others see walls, we see doors

Keep your eyes on the desired outcome, rather than the perceived obstacles.  
If you can imagine it, you can create it. There is always a way.

## Always Learning

I am eager to learn what I don't fully know or understand.  
I am confident in what I know, and more confident in what I don't know.

## You Either Win or You Learn

Every attempt either works or contains a lesson, so take the shot.

## Be A Go-Giver

Seek first to give, then to receive. This trickles down through our entire ecosystem from the franchisors to the franchisees to the managers to the staff to the customers... to our customers giving to their customers.

## Act With Integrity

You are your word. We don't expect perfection, only that you make your best effort to act with integrity. This includes cleaning up any messes you make along the way without guilt or shame.

# FRANCHISE TERMS

## OWNERSHIP STRUCTURE:

Franchisee owns 100% of their location

TALITY will assist in incorporating your business, opening of bank accounts, drafting shareholder agreements, leasehold provisions, etc. TALITY is available for additional back-end consultation and support as well.

## FINANCING STRUCTURE:

- TALITY charges a **one-time franchise fee of \$45,000**
- Franchisee and your franchise coach build a business plan together based on your goals
- Franchisee covers 100% of the start-up costs (highly variable depending on your goals, location, etc)

## ROYALTY STRUCTURE

**Royalties are 8% of gross revenue.** Franchisees also contribute 2% of gross revenue to the franchise-wide marketing fund - 100% of these funds are invested into Tality marketing and branding that directly benefits your location.



## OUR VALUE TO YOU

### Becoming a Tality Franchisee means you get:

- Ongoing professional coaching and support for your business, teaching you how to navigate the challenges of launching and operating a hot/cold cycling business.
- All-expenses paid training sessions / retreats / masterminds /goal setting sessions for all our franchisees, developing your entrepreneurial skills in marketing, branding, operations, hiring, leadership, financials, etc. These events may involve kombucha drinking games, jumping in an alpine lake, and having a laugh with great people.
- Amazing guest speakers on all topics.
- Access to our entire database of SOP's, historical financials, trade references, financial templates, insider tips & tricks, training manuals, etc.
- Access to our Slack community with the founders and all franchisees to learn and grow from one another.
- Branding & marketing support: Tality HQ provides franchise-wide marketing, driving customers into your location.
- The ability to generate immediate success for your business by marketing to our growing database of tens of thousands of customers.
- Our custom Tality app that handles all customer bookings, client and email management, revenue tracking, and more.
- Tality homepage advertises your location and announces your launch, events, and other updates.
- In-house professional photography/videography for your location.
- Tality branded bubbles, towels, robes, cups, skincare line, and other merchandise for retail at steeply discounted rates.
- Creative license over most of your location design, guided sessions, merchandise, additional services like breathwork, massage, etc.
- A once-in-a-lifetime opportunity to positively impact the mental, emotional, physical & spiritual wellness of your community.
- Unlimited free access to all other Tality locations + discounts for your friends and family

The popularity of hot/cold cycling is rising fast, and for good reason! We believe we have the best formula for providing an incredible hot/cold cycling experience, and we need more great people to help us achieve our mission. If you know yourself as competent, ambitious, and committed - as someone who sets goals and works hard to achieve them - this is a fantastic opportunity to launch a successful health & wellness business with the help of the experts, that is uniquely your own.

## AREAS OF CREATIVE LICENSE

We want you to enjoy the process of bringing your business to life and owning it! Besides a few non-negotiables and standards for each Tality location that we can discuss (ie. no death metal in your music playlist), we give our franchisees a ton of leeway to exercise your creative freedom in your franchise. We assist and provide guidance (or references) for helping you bring your vision to life. Here are some of the areas you get to customize in your business:

### Designing your location

Within reason

### Curating a playlist for your location

Within reason

### Email marketing

We encourage you to collect your own email lists for location specific events / updates / announcements

### Website design

You will have the option to design your custom page housed within the master website to highlight any differentiators your location might possess

### Guided sessions

Design your own guided sessions from Yin Yoga + Sauna, to Hypno + Hot/Cold, to Active Recovery for Trail Runners, etc.

### IRL event activations

Open to providing budget

### Content creation

Tality will provide in-house professional photography/videography for your business

### Custom branded merchandise

### Custom essential oil mixes

### Designing your location aesthetic

**Ability to leverage franchise network to distribute custom items**

# OPERATIONAL STRUCTURE

## **TALITY will mostly handle:**

- General marketing & branding
- Top level customer awareness funnels
- Booking support
- General online customer support
- Kombucha & beverage support
- Franchisee coaching, training and development

## **TALITY will assist with:**

- Permitting & legal issues
- Review of lease, floor plan, purchasing, budgets and forecasts
- Loan application support
- Staff hiring and training resources
- Accounting and financing
- Health and safety plan
- Business insurance
- Functional and aesthetic design
- References for preferred construction or trades contacts

## **The Franchisee will handle:**

- Location scouting and procurement
- Hiring, training, & managing facility staff
- Project management of design, construction, setup and permitting
- Ensuring smooth operations once open and running
- Inventory management
- Location-specific marketing ie. building a social media presence for your business

## A few expectations on our end (subject to discussion):

- The location must be designed in good taste and alignment with our brand
  - Functional, clean, clutter free design that promotes a feeling of well-being
  - A comfortable and warm lounge area that promotes social connection
- Electric or wood fired - NO INFRARED
  - Must be able to hold 90c
  - Water on rocks must be allowed
- Minimum 1 cold tub per 6 person capacity
  - Ice almost always required
- Unlimited kombucha & tea must be offered
- The location must be highly rated publicly and internally

Failure to adhere to basic TALITY Franchise standards may result in additional training or, if performance is consistently low, termination.



## TIMELINE

### Check Out The Opportunity

Read up on what this is all about. If it resonates with you, send us your application form and we will get back to you promptly.

### Feasibility Assessment ~2 weeks

1hr personality interview with Eddie.  
1hr competency assessment with Eddie including live simulation problem solving.  
1hr joint call with Peter & Eddie to review assessments, potential obstacles & discuss whether we want to move forward.

### Franchise Offer & Deposit

If you successfully complete these assessments and we all get along, we will extend you the formal invitation to become a Tality franchisee! We collect a fully refundable 20% deposit of your franchise fee, ask you to sign an NDA and Confidentiality Agreement, then send you the franchise disclosure document which includes confidential financials and materials for you to review, as well as the franchise agreement.

### Franchise Contracts & Fee (2 weeks to review)

Review the terms of the agreement. Ensure you are a "Hell Yes" to joining this wellness movement and creating your own Tality Spa. If so, we will schedule an in-person session at one of our locations to complete a cycle together, and take you out for a celebratory dinner.

The franchise fee balance is due upon signing of franchise agreements, and then you are officially welcomed to the Tality Franchise Network! You will receive our franchisee welcome package, we will introduce you to the other franchisees, and begin your onboarding.

### Welcome to the Tality Franchise Network!

## Phase 1 - Location Procurement

We will help you build a business plan to achieve your financial goals, determine the appropriate financing route for your business needs (loan, line of credit, savings, etc), and begin the search for an appropriate location in your territory. We will help you locate a commercial realtor, filter appropriate spaces, and everything in between.

## Phase 2 - Buildout

After finding the location, this phase is highly dependent on building permit times. The exact support you need will greatly depend on your location. We will help with budgeting, financial forecasts, trade references, floor plan design, hiring staff, training staff, setting up booking systems, banking accounts, financing logistics, and everything in-between.

## Phase 3 - Launch and Operate Your Own Tality Location!

The climax of your entrepreneurial journey. The first few months are all about learning the business and adjusting our proven systems to make them work the best for you. We are confident we will be able to fill your bookings very quickly upon opening - now it's time to execute and run a fantastic operation that keeps customers coming back. We're here to help you, guide you, and celebrate with you - because celebrating business success is infinitely better when you can celebrate it with your friends!

## Ongoing Support & Franchise Level Engagement

Through coaching calls, casual meetups, and all expenses paid for franchise events, we will grow our businesses together and seek to become the industry leader in nervous system regulation for health-conscious individuals. Feel the synergistic effects of being a part of a brand that reaches further together than we can alone. Continue down the path of self-improvement alongside a community of badasses, and enjoy what being a business owner is all about!

## SUMMARY

In more simple terms, we have designed a structure that puts you in the leadership position with risk and equity. You are responsible for making the magic happen, and ensuring your operation runs smoothly with happy customers and staff. You are in charge of your financial success! It is our goal as a Franchisor that customers will experience a consistently high level of quality, attention to detail, functionality, and thoughtfulness when visiting any Tality location - and leave with that blissed-out feeling that has become synonymous with Tality.

...so what are you waiting for? Go ahead and send us your application - it might just be the best plunge you take all year. Click [here](#) for the Application Form.