



INSPIRE
YOGA



INVESTOR READY

ESTABLISHED BRAND
PATH TO FRANCHISE

NOTE REGARDING FORWARD LOOKING STATEMENTS

THE INFORMATION SET FORTH HEREIN CONTAINS “FORWARD-LOOKING INFORMATION”, INCLUDING “FUTURE-ORIENTED FINANCIAL INFORMATION” AND “FINANCIAL OUTLOOK”, UNDER APPLICABLE SECURITIES LAWS (COLLECTIVELY REFERRED TO HEREIN AS FORWARD-LOOKING STATEMENTS). EXCEPT FOR STATEMENTS OF HISTORICAL FACT, THE INFORMATION CONTAINED HEREIN CONSTITUTES FORWARD-LOOKING STATEMENTS AND INCLUDES, BUT IS NOT LIMITED TO, THE (I) PROJECTED FINANCIAL PERFORMANCE OF THE COMPANY; (II) COMPLETION OF, AND THE USE OF PROCEEDS FROM, THE SALE OF THE SHARES BEING OFFERED HEREUNDER; (III) THE EXPECTED DEVELOPMENT OF THE COMPANY’S BUSINESS, PROJECTS, AND JOINT VENTURES; (IV) EXECUTION OF THE COMPANY’S VISION AND GROWTH STRATEGY, INCLUDING WITH RESPECT TO FUTURE M&A ACTIVITY AND GLOBAL GROWTH; (V) SOURCES AND AVAILABILITY OF THIRD-PARTY FINANCING FOR THE COMPANY’S PROJECTS; (VI) COMPLETION OF THE COMPANY’S PROJECTS THAT ARE CURRENTLY UNDERWAY, IN DEVELOPMENT OR OTHERWISE UNDER CONSIDERATION; (VI) RENEWAL OF THE COMPANY’S CURRENT CUSTOMER, SUPPLIER AND OTHER MATERIAL AGREEMENTS; AND (VII) FUTURE LIQUIDITY, WORKING CAPITAL, AND CAPITAL REQUIREMENTS. FORWARD-LOOKING STATEMENTS ARE PROVIDED TO ALLOW POTENTIAL INVESTORS THE OPPORTUNITY TO UNDERSTAND MANAGEMENT’S BELIEFS AND OPINIONS IN RESPECT OF THE FUTURE SO THAT THEY MAY USE SUCH BELIEFS AND OPINIONS AS ONE FACTOR IN EVALUATING AN INVESTMENT.

THESE STATEMENTS ARE NOT GUARANTEES OF FUTURE PERFORMANCE AND UNDUE RELIANCE SHOULD NOT BE PLACED ON THEM. SUCH FORWARD-LOOKING STATEMENTS NECESSARILY INVOLVE KNOWN AND UNKNOWN RISKS AND UNCERTAINTIES, WHICH MAY CAUSE ACTUAL PERFORMANCE AND FINANCIAL RESULTS IN FUTURE PERIODS TO DIFFER MATERIALLY FROM ANY PROJECTIONS OF FUTURE PERFORMANCE OR RESULT EXPRESSED OR IMPLIED BY SUCH FORWARD-LOOKING STATEMENTS.

ALTHOUGH FORWARD-LOOKING STATEMENTS CONTAINED IN THIS PRESENTATION ARE BASED UPON WHAT MANAGEMENT OF THE COMPANY BELIEVES ARE REASONABLE ASSUMPTIONS, THERE CAN BE NO ASSURANCE THAT FORWARD-LOOKING STATEMENTS WILL PROVE TO BE ACCURATE, AS ACTUAL RESULTS AND FUTURE EVENTS COULD DIFFER MATERIALLY FROM THOSE ANTICIPATED IN SUCH STATEMENTS. THE COMPANY UNDERTAKES NO OBLIGATION TO UPDATE FORWARD-LOOKING STATEMENTS IF CIRCUMSTANCES OR MANAGEMENT’S ESTIMATES OR OPINIONS SHOULD CHANGE EXCEPT AS REQUIRED BY APPLICABLE SECURITIES LAWS. THE READER IS CAUTIONED NOT TO PLACE UNDUE RELIANCE ON FORWARD-LOOKING STATEMENTS.

THE PROBLEM WE SOLVE

It is clear America is deep in the midst of a health crisis.

Emotional, mental, and physical health have all been neglected by the overriding infrastructures of our society.

Many Americans now seek alternate incomes to employment and alternate lifestyles to the corporate ladder.

Our Solution

ON A STUDIO LEVEL

We support individual and local community wellness.

ON A FRANCHISEE LEVEL

We expect constant growth of owner-operators seeking their own health and wellness business.

Inspire Yoga has a solid foundation
to support positive change and
create enduring value.



YOUR OPPORTUNITY

1

INVEST EARLY

Be part of the initial investment round in this growing health and wellness brand. With multiple locations and a proven model, Inspire Yoga provides a community investment you can trust.

2

FUEL YOUR PASSION

As a shareholder in a health and wellness brand, you are far more likely to continue your wellness journey. Inspire Yoga keeps your drive toward health moving

3

FRANCHISE PRIORITY

Initial investors will receive priority notice as franchisee opportunities come available. Give others the opportunity to experience health and wellness and give yourself a chance at your ideal lifestyle.



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LOCATION GROWTH

PROVEN BUSINESS MODEL



Consistent growth in highly competitive test markets since 2010. Successfully built communities from the ground up.

2020 | Colleyville



2018 | Grapevine



2015 | Denton



2010 | Highland Village



PROVEN LEADERSHIP



BETHANEY PILAT

Bethaney is the cofounder and lead trainer. She created the Inspire Yoga Teacher Training Program and trained over 100 successful yoga teachers.

EXPERIENCED, RELIABLE, VISIONARY

ADAM PILAT

Adam is the cofounder and operations support. He created the business model and investment opportunity.



PERFORMANCE



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INDUSTRY AWARDS



2,765

FIVE STAR REVIEWS



17,890

CLASSES TO DATE

Voted Best Yoga Studio 11 Years Running



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MARKET OVERVIEW



55 million

People practiced yoga in the United States in 2020

US Revenue Growth (\$ millions)

2012	\$6.9
2015	\$9.09
2020	\$11.56

The US yoga industry is growing at a rate of 9.8% annually.

Yoga Students in US



Large percentage indicates the continued potential for growth.
(Source: comparecamp.com/yoga-statistics)

Growth Demographic



Huge increase in men practicing yoga between 2012 and 2016 alone.
(Source: comparecamp.com/yoga-statistics)







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COMPETITIVE LANDSCAPE

	 1 ST Location	 Total	 Capital & Growth
BIKRAM	1970's	75	Continues to operate despite reputation issues
YOGAWORKS	1987	66	Several private transactions before a 2017 IPO raised \$40 million.
COREPOWER	2002	200+	Significant private equity infusions: 2013 and 2019.
 INSPIRE YOGA	2010	4	Privately held. Poised for growth
YOGA SIX	2012	400+	Sold to Exponential Fitness in 2017. Now over 400 signed franchise agreements.

Case studies indicate significant opportunity for growth.

THE CROWD FUND PLAN

1

USE EXISTING BRAND EQUITY

2

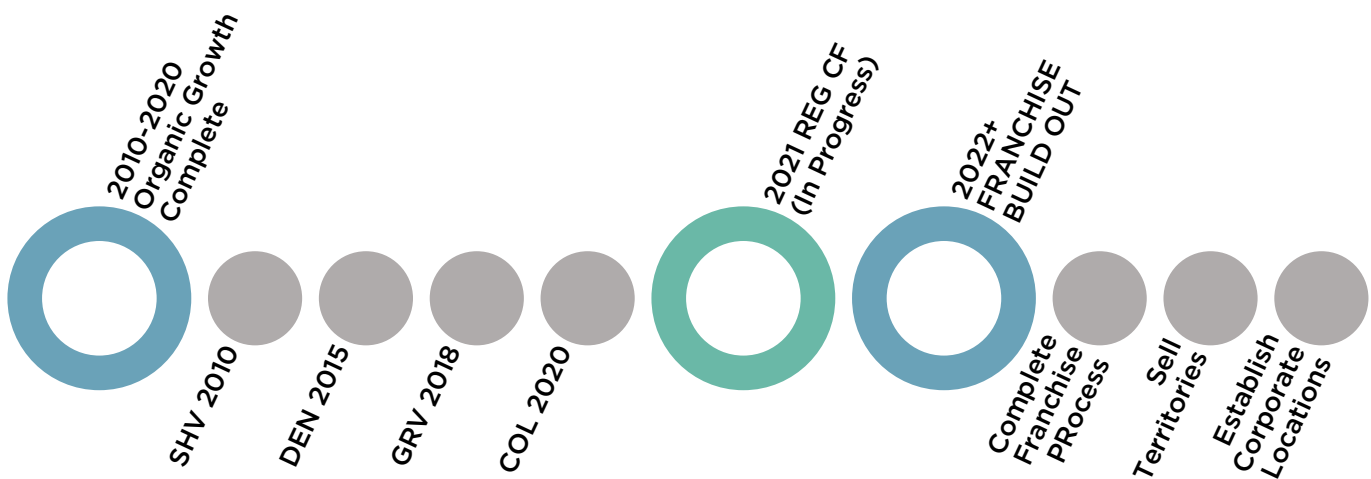
CONVERT BRAND EQUITY INTO WORKING CAPITAL

3

OFFER FRANCHISES FOR SALE & ESTABLISH CORPORATE LOCATIONS



Timeline



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REG CF IN PROGRESS

CAPITAL RAISE



\$500K

Sells a 30% Equity Stake in Inspire Yoga Franchisor



Individual Investments

\$2,000 minimum investment, but \$1,000 increments are accepted. \$7,000 recommended.



Flexible Investments

Even self-directed IRA's can be accepted into this REG-CF.



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PROJECTIONS

Revenue

Source	YR1	YR2	YR3	YR4	YR5	YR6	YR7
Franchise Fees, Territory Sales	-	\$120,000	\$200,000	\$320,000	\$400,000	\$400,000	\$400,000
Royalties	-	\$14,400	\$43,200	\$86,000	\$129,600	\$172,800	\$216,000
New Franchise Territories* sold	0	6	10	16	20	20	20
*/Only Active (operating)	0	2	6	12	18	24	30
Corporate Locations	-	\$55,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000
Total Revenue	-	\$189,400	\$353,200	\$516,400	\$639,600	\$682,800	\$726,000

- Franchise Fees/Territory Sales – Net of Expenses (\$20K per location)
- Royalties – Assume 4.5% on \$160,000 per location = \$7,200 each
- New Franchise Territories counts only those sold in that year
- Total Active (operating) counts total Franchisee locations
- Corporate Locations – Assume Net Income YR 1 = \$0, \$55K/yr thereafter

Revenue Sources



Franchise Fees for sale of specific territories



Royalties as franchisees become operational



Net income from established Corporate Locations



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How Funds Will Be Used



Initiate and Complete Franchise Process



Labor, Marketing, and Professional Services



Acquisition and Establishment of Corporate Locations

Detailed Expenses

Source	YR1	YR2	YR3	YR4	YR5	YR6	YR7
National Franchise Set-Up	\$62,500	-	-	-	-	-	-
Labor 1	\$20,000	\$50,000	\$52,500	\$55,125	\$57,881	\$60,775	\$63,814
Labor 2	-	\$20,000	\$52,500	\$55,125	\$57,881	\$60,775	\$63,814
Marketing Budget	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Legal, Admin, Set-Up, Fees	\$27,500	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Corporate Locations	\$150,000	\$150,000	-	-	-	-	-
Total Expenses	\$285,000	\$260,000	\$145,000	\$150,250	\$155,763	\$161,551	\$167,628

- National Franchise Set-Up - Project Execution: Franchise Marketing Systems (or equivalent)
- Labor 1 and Labor 2 - IYF Employee or contractor - centralized marketing, QC, and office management
- Marketing Budget - IYF Franchise Sales Strategy - Social Influencers, Outreach, Web, Social, Etc. (or equiv)
- Legal, Admin, Set-up, Fees includes documentation and ongoing professional services support - IYF acquires license rights, company document updates, professional counsel, annual audits, bookkeeping
- Corporate Locations - Acquisition or Build New

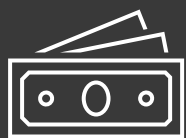


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How Do Investors Get Their Money Back?



This investment
provides two
aspects of value

1

Direct Equity Position

First, this investment is a direct equity position. This means that based on your shares, you own a percentage of the company. The management team will work to create an equity exit for the REG-CF participants at the 7-year mark. This cannot be guaranteed, but the goal is to create an exit option at year 7.

2

Guaranteed Annual Payment

Second, you are guaranteed an annual payment of the company's Net Income. This is defined in the Company Agreement. All shareholders receive an annual direct payment of Net Income that matches their percentage ownership.



INVESTOR RETURNS

RETURN ON INVESTMENT



29%

\$500K capital raise distributes 30% equity to REG-CF participants. \$482K average annual net income distributes \$145K per year as pro-rata net income to REG-CF. $\$145/\$500 = 29\%$ average annual ROI on REG-CF investments.

BREAK EVEN (YEARS)

2.5

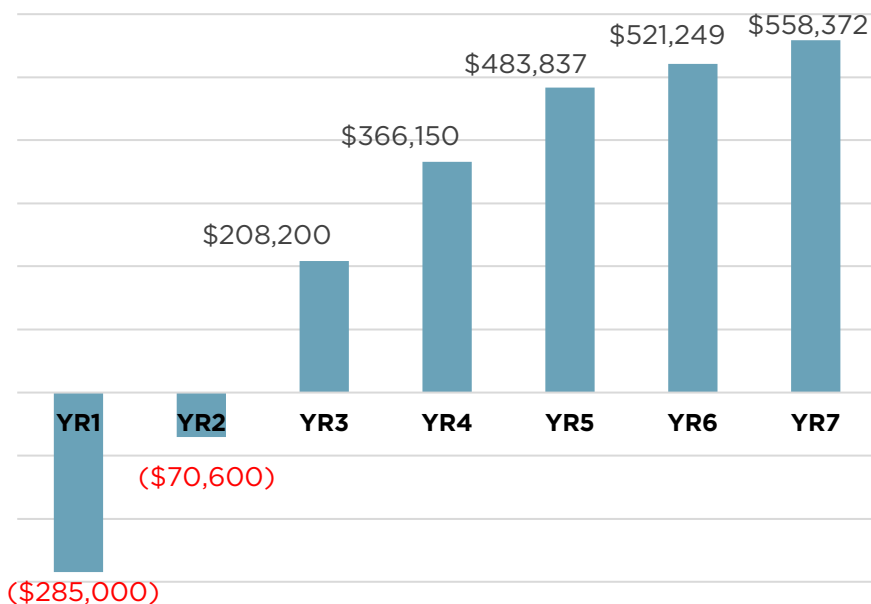
NET INCOME (AVERAGE YEARS 3-7)

\$482K

PAYOUT (PER YEAR)

\$145K

PROFIT (OR LOSS)



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PLEDGE TODAY



Investment Portal via:
<https://inspireyoga.com>



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