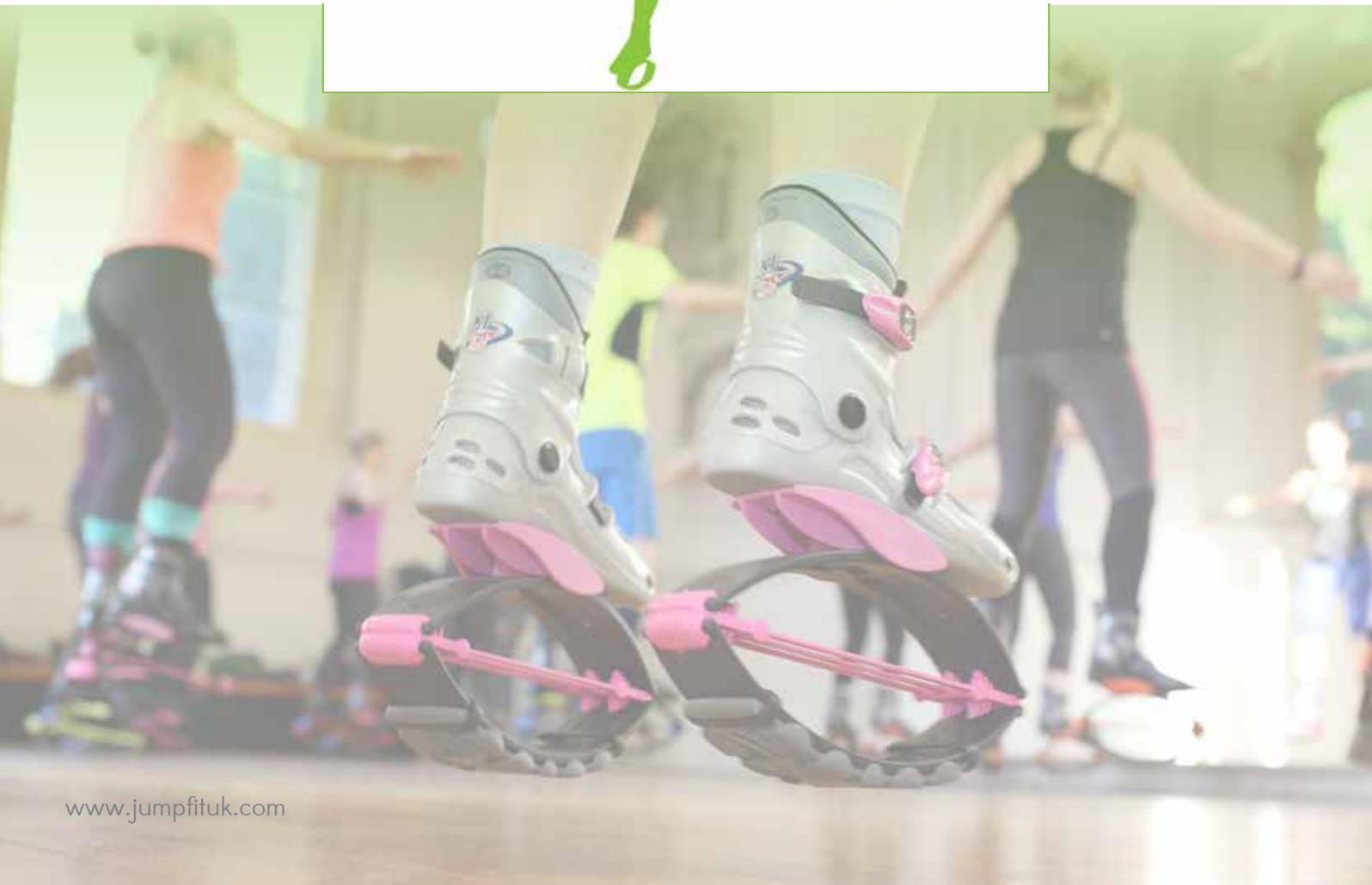


# Franchise Prospectus - JumpFit

#EatSleepJumpRepeat



# Purpose of The Prospectus

It is to provide an insight to a prospective Franchise investor what the business is, how it operates, the companies history and the people behind the success. Along with a sense of opportunity and reasons for being involved and investigating the opportunity further.

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# Welcome to JumpFit

Hi and Welcome!

We have put together this prospectus to try and help you understand our business and what a **JumpFit** Franchise is all about, it will not answer all of your questions but will help you decide if you wish to investigate matters in more detail.

**JumpFit** is a great business to operate it feels more of a fun hobby to me than a business that demands your time. We focus on the fun element with both our trainers and customers leaving each class with a smile on their face!

I would be keen to meet you and discuss in detail what we do and how we make a success of each venue we work with, and to help you find out if our exciting fun franchise business opportunity is the right fit for you?

We look forward to hearing from you.

Regards

Abbey  
Founder of JumpFit



# What is JumpFit & what we do?

Quite simply, a one stop service for all those wanting to have fun, get fit and enjoy time in a rebound exercise class.

We started in the Bristol area and our reputation and classes have expanded very quickly across the local community.

Fun and fitness should always go together hand in hand, we believe that everyone should leave our classes with a big smile on their face and feel invigorated and motivated!

Our classes run for 45 minutes are lively and instructed by only the very best in house trained industry professionals.

Fun



Fit



Lively



# The people behind JumpFit



We enjoy great teamwork within our business, staff that enjoy what they do, and provide help and support for every member of the team. The business has grown significantly over the past years much of this success has been reliant upon the people we employ.



Abbey

I was the chubby kid that hated PE but loved cake. Growing up I struggled with confidence and self esteem issues, suffered with low moods and didn't really know what I wanted to do with my life. I started going to the odd gym class, found out that I liked spinning, lifting heavy weights, boxing and swinging kettlebells. I soon realised that exercising made me happy, increased my confidence and I quite liked what was happening to my body. In 2011 a Dutch friend of mine posted a picture of herself in rebound boots and it was love at first sight! I had a head full of ideas about jumping for fitness and decided to act on them. Once I met Katie Griffiths it all fell into place and now here we are! I am a single mother of two and I can work Jumpfit around my children and the rest of my life. Every day is a good day when you can jump!

Now I'm so happy it can be annoying! I am very lucky I have such a great team around me and I can eat as much cake as I like!



Katie

They say some people come into your life and change your whole direction... Abbey and her boots did just that!

I had suddenly become jobless, I had walked out of Gym Management job for reasons beyond my control, I was feeling a little broken and somewhat bitter about life, I was at a crossroads, with no clue which way to go... then BOOM, along came Abbey with the boots and a bucket load of excitement, it was on!!!

We have jumped our way through two years and we are still jumping!

I have met so many wonderful people and made some great friends through Jumpfit, it is a pleasure to work with such a fantastic team!



Amanda

Unfit to fitness instructor in under two years!

Always hated jumping due to bladder control!

Now obsessed with jumping: bladder now under control

Love strength work, love jumping, love kettlebells, love Pilates

Love laughing at own jokes that are often inappropriate!

Fitter at 45 than ever before in my whole adult life and loving it!



Carly

I was 29 when I realised I was living a life I didn't want to be living, and it was quite scary to suddenly realise it was only me who was responsible for changing it. I spent that final year of my 20s working out what made me happy, and looking after my body by moving it in fun ways was my saviour! I became a massive advocate of body positive health and fitness, started a blog, and 4 years later I'm happily enjoying my third decade, loving my new career as a fitness instructor, and I've joined Team Jumpfit!

I LOVE the way people instantly break into a big grin as soon as they put Jumpfit boots on for the first time, and the fact it's such a fun workout that it doesn't even feel like exercise.

I'm thrilled to be on Team Jumpfit, helping spread my love of fun fitness and making people enjoy what their brilliant bodies are capable of.

# Why Franchise JumpFit



Growing



Quality



Ethical



Investing



Fitness



Fun

“

JumpFit is an ethical growing business, investing into quality fun fitness for all to enjoy.

”



Put Yourself  
in The Picture



**W**e have a great business that continues to grow year on year; we plan to expand our business by both growing the area in which we operate, and through franchising across the UK.

**W**e have developed a sound business format with systems and operating procedures that allow us to remotely manage our services, whilst maintaining both our company ethos and quality of product delivery.



**B**elief in what and how we operate our business in an ethical way is key to our development, which is why we feel a Franchise model for our growth fits well.

**O**ur franchisees will be investing into and enjoying the benefits of all our experience, brand awareness and commercial practice, whilst not making some of the mistakes we made in the early days.



**I**n return we will benefit through franchising in many ways the most important being that our franchisees will be like-minded self-motivated and customer-focussed individuals that want to have fun!

# Our customers and what they say.

It is so important that you understand the impact of great service; we work very hard to ensure that everything we do is completed to the customer's requirements; the benefit to this is that they refer our classes to their friends and families. Please see below what just a few have said about us.

"I've loved coming to Jumpfit since a class opened up near my home. I've struggled to commit to fitness classes before but this is a fun hour of the week when I get a full workout whilst feeling like I'm having fun too! With other classes I tend to get a bit lazy but you can't slack with the boots on so by the time I leave I really am exhausted - and definitely feel as though I've got my money's worth! I'm trying to sign up all my friends!"

Sahra Marie Tulloch, 28



"I'll never have the body shape I want and I doubt I'll ever be quite as fit as I want to be, but enough of such negativity: Jumpfit has put me in a much better place. Since I started, I'm now four notches further down my trouser belt, getting into shirts I couldn't do before and am less scared of climbing hills and as well as that, I'm mentally better as well. Work tires and shatters the mind at times, Jumpfit clears my head, sharpens my focus and has made me more positive mentally too."

Dave

"I've been looking for an exercise activity for a long time, and after a while Jumpfit pop up on my Facebook page and I decided to join them to give it a go. After almost a year and half of jumping around, I still find Jumpfit very useful and is so much fun because I keep losing weight doing a bunch of different exercises that keep you fit at the same time, and the best part is that because of my job I can go to the classes any time of the week!"

Rigo Ignacio Luchi, 26



"I've been attending classes for around 9 months and they have all been brilliant. You get a really good work out, feel the benefit and have fun as well. I love starting my week positively knowing I have a class on a Monday evening to look forward to. It's great for people who want to try something different or need something with a low impact on joints, but good cardio! The teachers are full of energy and very supportive. I never leave a class without smiling."

Lizzy Cummins, 30

"Have been doing these classes for quite a while, the atmosphere is fabulous fun and friendly. If you've only thought about doing Jumpfit, think no more, book yourself a place near you, you will be hooked from the first class. It's AMAZING!!!...go on ....you know you want to."

Sher Lloyd, 56





## Katie Vines, 36

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“I love going to Jumpfit, I’m quite a lazy person but having this unique exercise to do really motivates me. The exercise challenges me and makes me want to work harder; the main thing is it’s fun and friendly. It’s a complete body workout and really gets you in shape. It’s really great for toning up your body and helping you have more stamina - I would highly recommend it.”

# The Franchise Opportunity

This Franchise opportunity has been carefully put together over time to ensure that the professional reputation of the company can expand over the coming years.



We are keen to expand into areas that we know have the potential to provide our Franchise network a very rewarding, exciting, fun and sound business venture.



Great care, resource and attention to detail has been undertaken to ensure that the very best in terms of systems and support is ready for each and every Franchisee that joins our expanding network. We also know that listening to our staff, Franchisees and customers every is important to our collective development and future success.



Each Franchise area will be carefully selected and developed, with a focused and clearly defined goal, this being foremost the success of the franchisee.

## Are you ready?

**S**tarting your own business can be a daunting prospect; the change from employment to self-employment and the responsibilities of taking on staff can seem a little overwhelming.

**O**n the next page we talk about the support that you can expect from us, but before you read on think about you and if you are ready to take the next steps.

**S**upport at home or from friends and advisors will be important to you, if you feel that you wish to take matters forward we would encourage that they are involved in the recruitment process.

# The help and support you can expect

It is important that your business emulates our objectives branding and style, we know how to make things work and will pass our experiences onto you through the following methods and practical solutions.

- 
-  All equipment required for start up and maintenance information
  -  Marketing and branding guidelines and updates
  -  Comprehensive initial and ongoing training
  -  Social media advertising and guidance
  -  Comprehensive business start up support
  -  Advertising materials
  -  Fully integrated systems and communications package
  -  Lead generation
  -  Administration and accounts back up
  -  Branded uniform and merchandise
  -  Ongoing business support and development

# Franchisee Financial Information

## The Key Elements of the JumpFit Franchise Relationship

These are:

- Your Franchise Agreement
- Your Territory
- The Financial Linkages

## The Elements Explained...



### You're Franchise Agreement

This contains details of both our and your obligations

It also grants you the rights to use:

- The name Jump Fit
- The Jump Fit logo
- Our systems and method of operating the business
- Our know-how and intellectual property
- Our Training and advice

### You're Territory

We will grant you a specific territory within the area that you live.

You will also have the opportunity to appoint and train your own team of dedicated people to meet the demand from your territory.

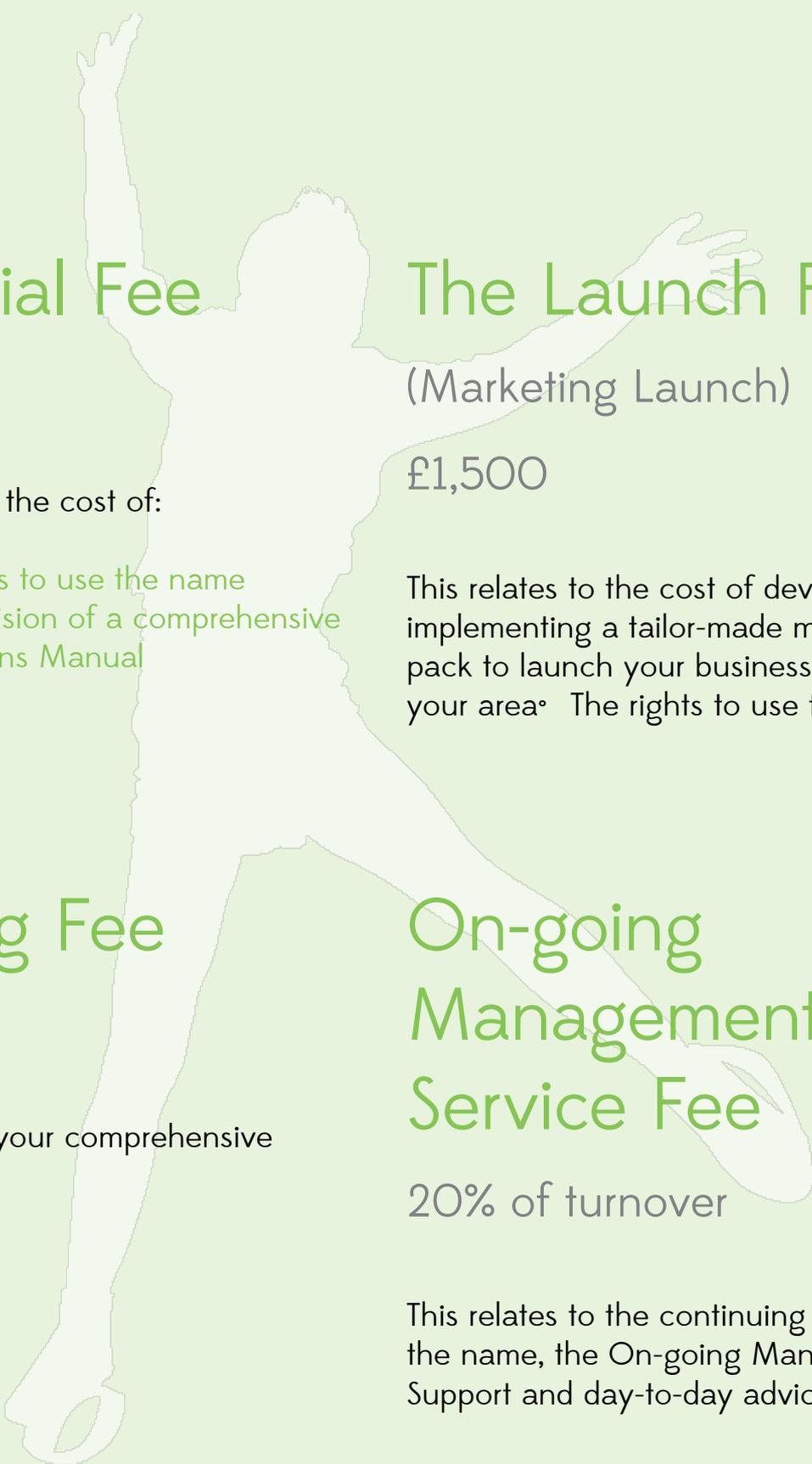
You may be given an opportunity to service customers from outside of your territory subject to our written agreement.



### The Financial Linkages

In principal these are the Financial Linkages:

- An Initial Fee
- A Training Fee
- A Launch Fee
- An on-going Management Service Fee



## An Initial Fee

£5,000

The fee covers the cost of:

- The rights to use the name
- The provision of a comprehensive Operations Manual

## The Launch Fee

(Marketing Launch)

£1,500

This relates to the cost of devising and implementing a tailor-made marketing pack to launch your business within your area. The rights to use the name

## Training Fee

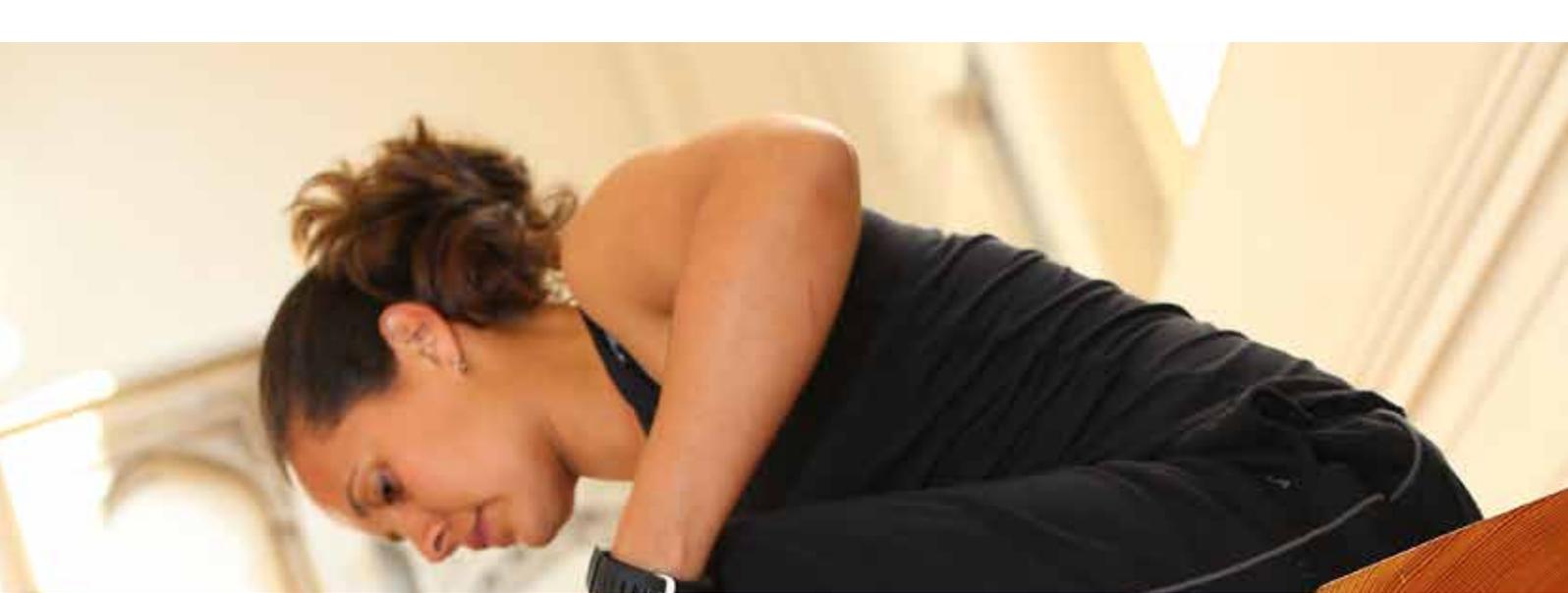
£1,500

This relates to your comprehensive training

## On-going Management Service Fee

20% of turnover

This relates to the continuing use of the name, the On-going Management Support and day-to-day advice.



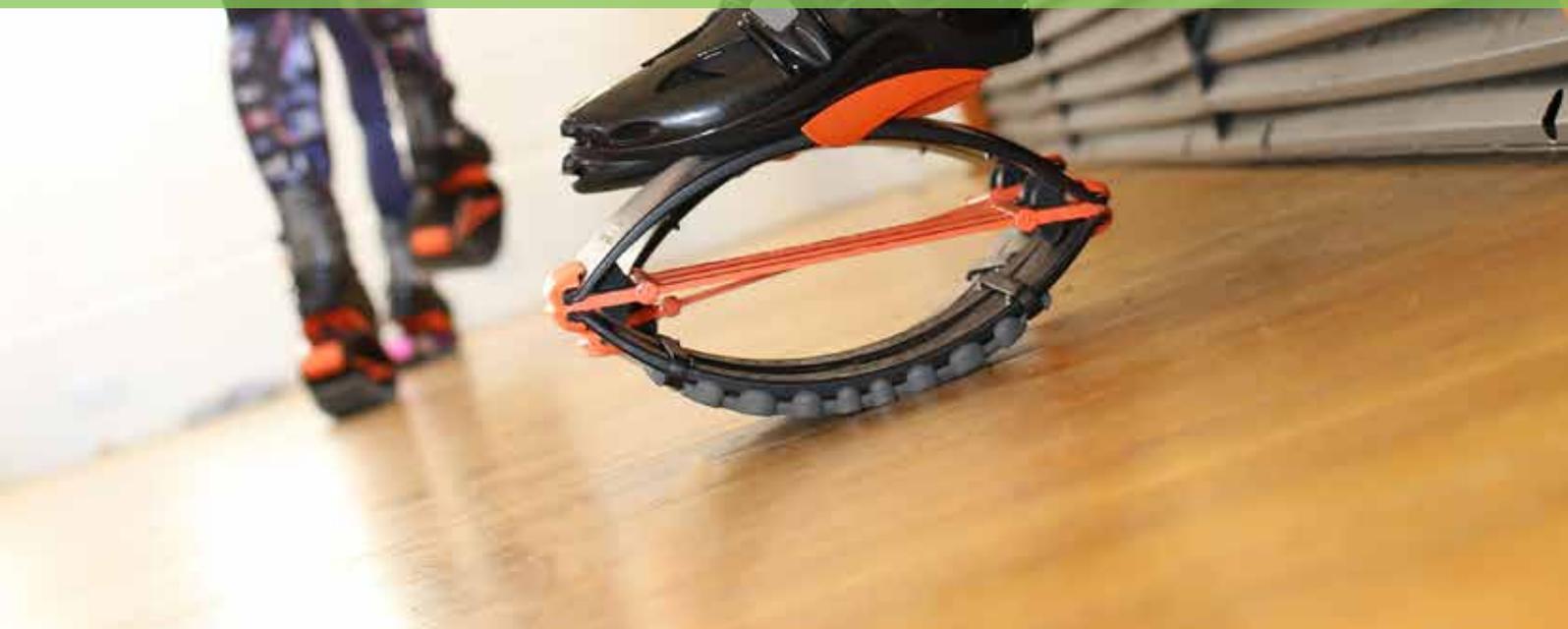
## Next Steps

We very much hope that you have enjoyed reading through and viewing the content of this franchise prospectus.

We know that we have fun each and every day and that jumping and helping others achieve is a very rewarding and worthwhile part of our lives!

We very much hope that you want to get involved and join us, if so you will find our application form accompanying this prospectus, please complete it in full and return to the address below by post or email.

Should you have any additional questions please feel free to contact Abbey at [info@jumpfituk.com](mailto:info@jumpfituk.com)



# Thank You!

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Thank you for your interest in our company we look forward to hearing from you.





Franchise  
Prospectus

JumpFit UK.

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