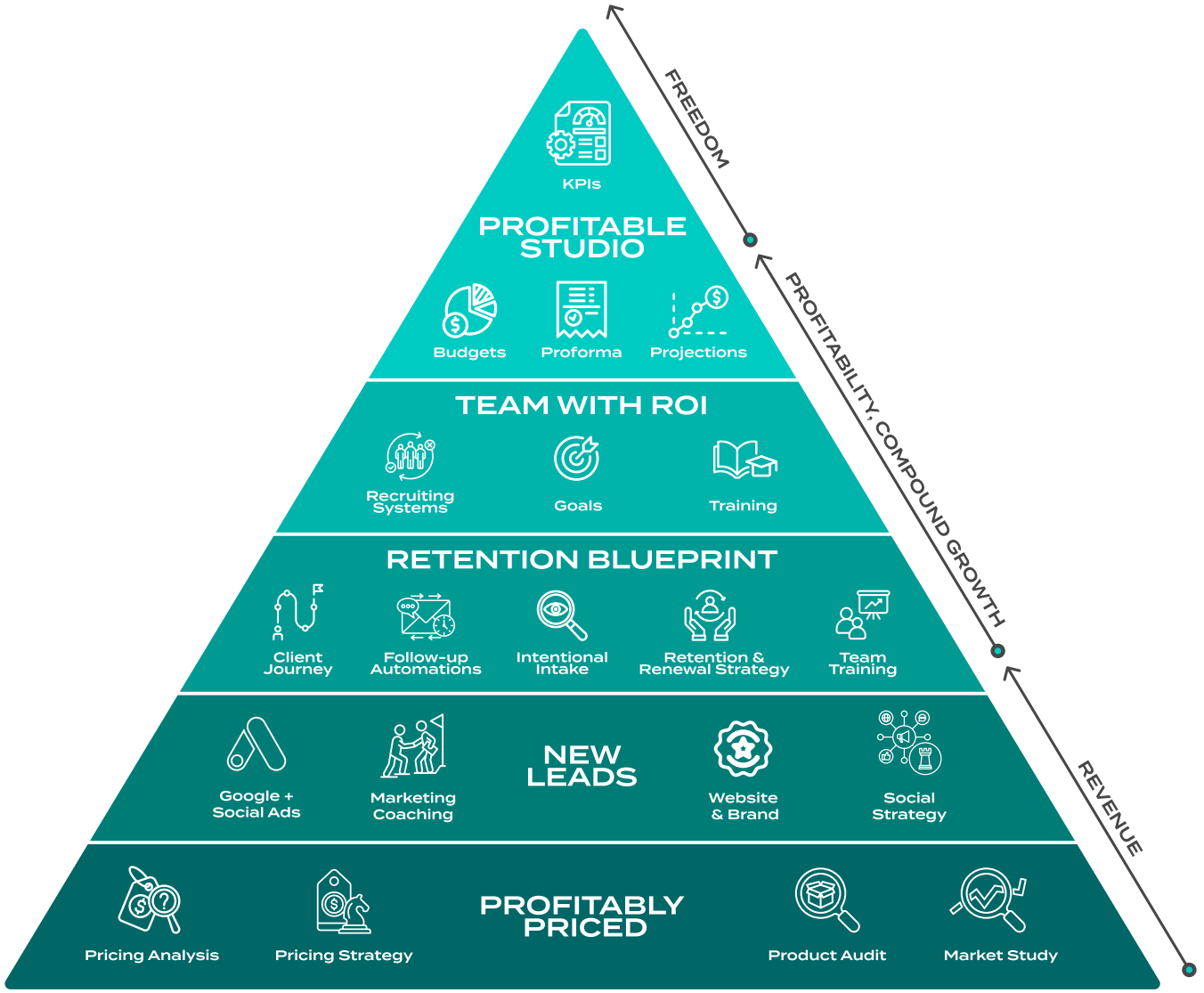
STUDIO GROW

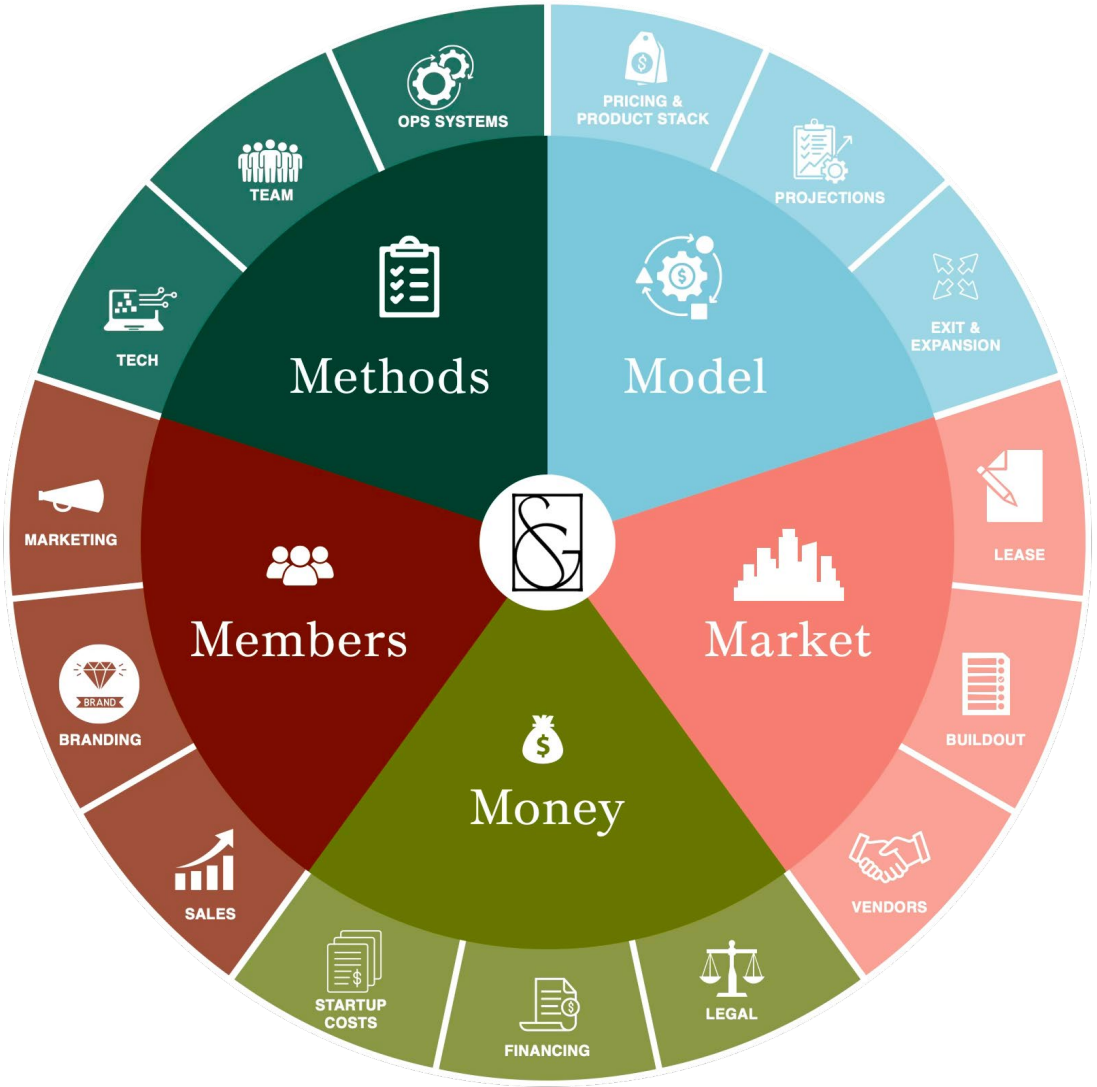
BREAK UP WITH CLASSPASS

GROW YOUR STUDIO PROFITABLY METHOD



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GROW YOUR STUDIO PROFITABLY FRAMEWORK



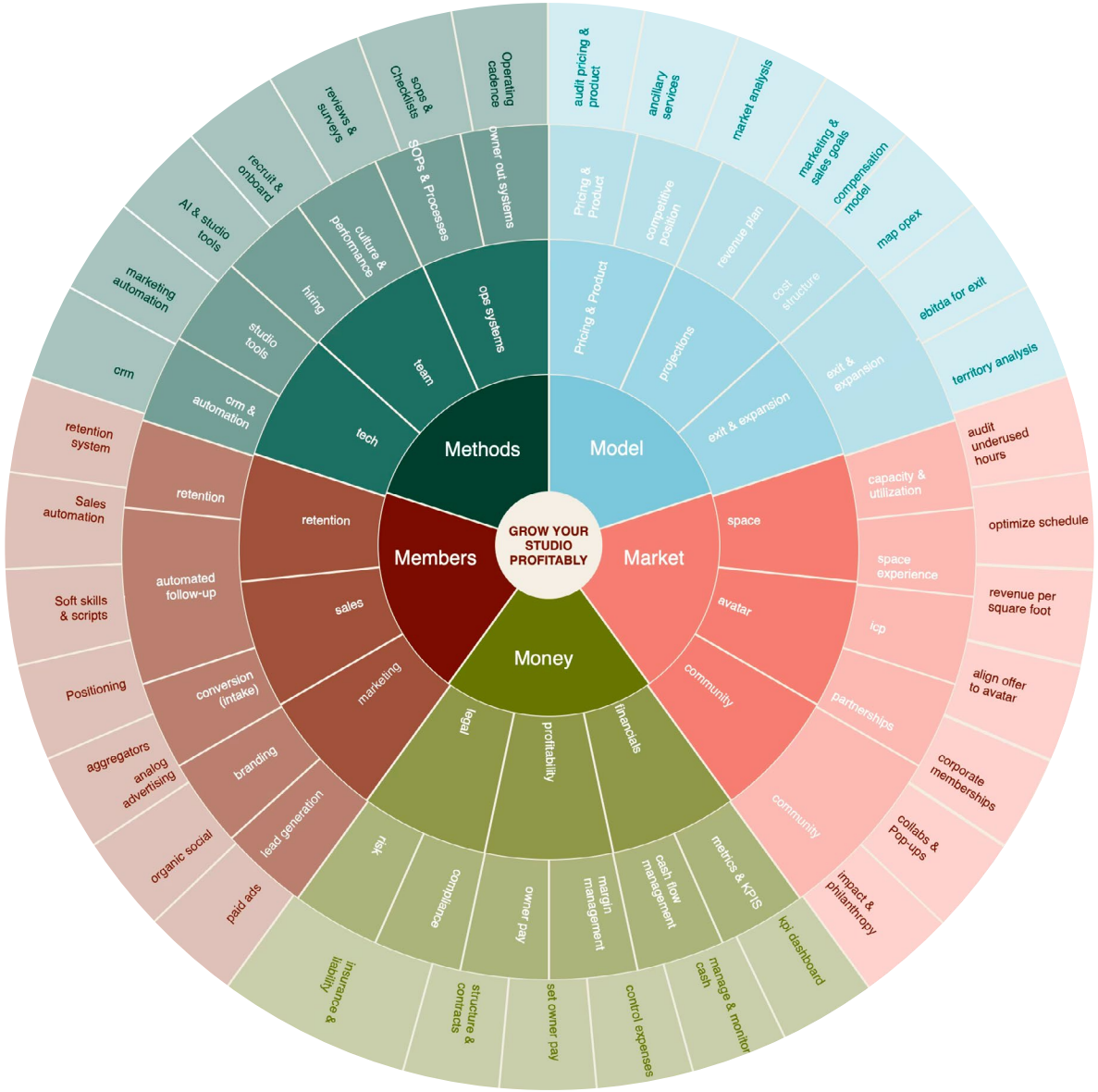
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GROW YOUR STUDIO PROFITABLY LEVERS



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GROW YOUR STUDIO PROFITABLY PLAYS



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THE CLASSPASS CONUNDRUM

Who	Why	Your Real Problem
☐ Classpass		
☐ Urban Sports Club		
☐ Wellhub		
☐ Optum One Pass		
☐ Freefit		
☐ Wellpass		
☐ Hussle		
☐ Privlee		
☐ Fitpass		

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AGGREGATOR BENCHMANS



Industry Average _____ %

Ideal Average _____ %



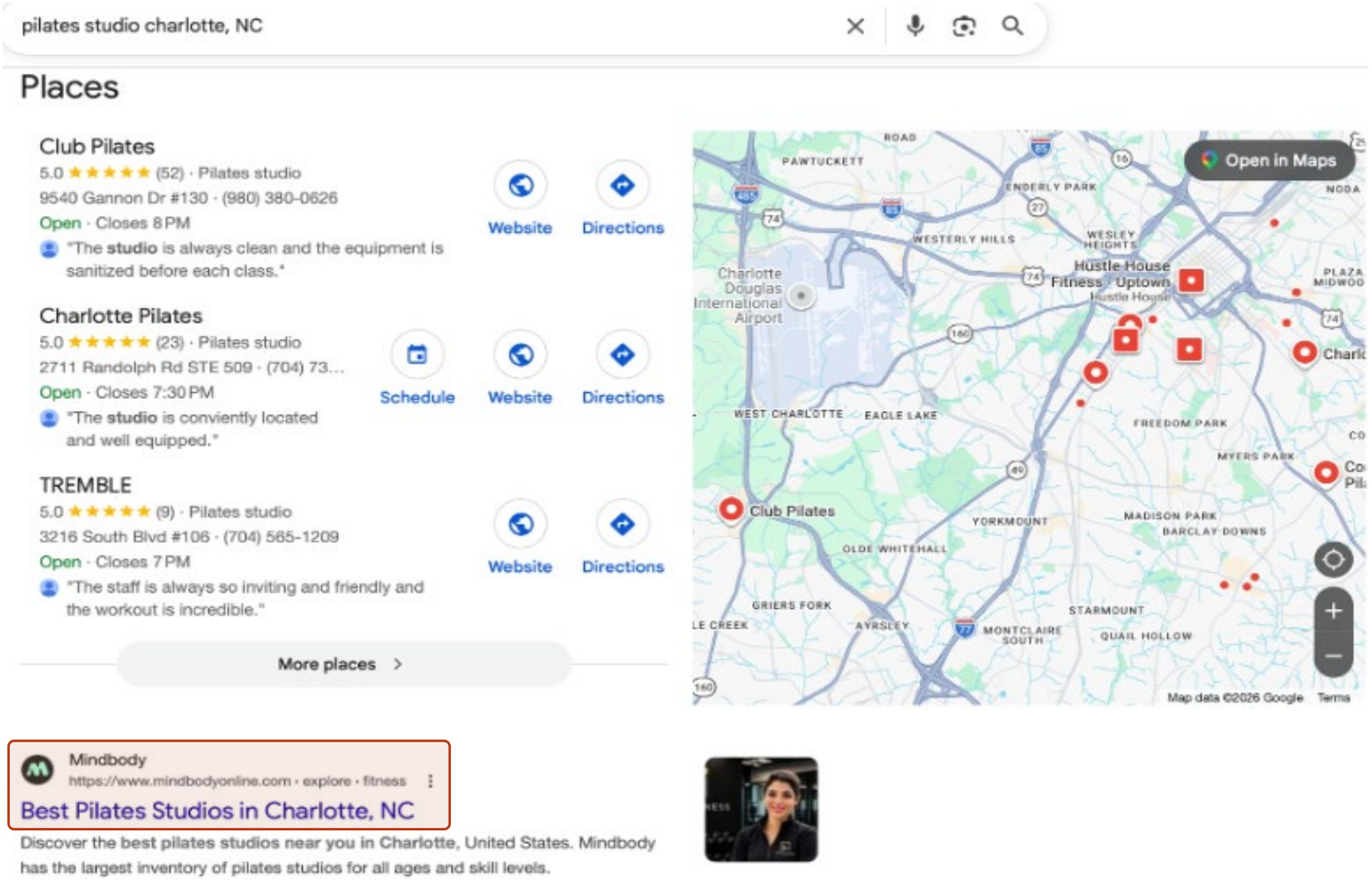


Industry Average _____ %

Ideal Average _____ %

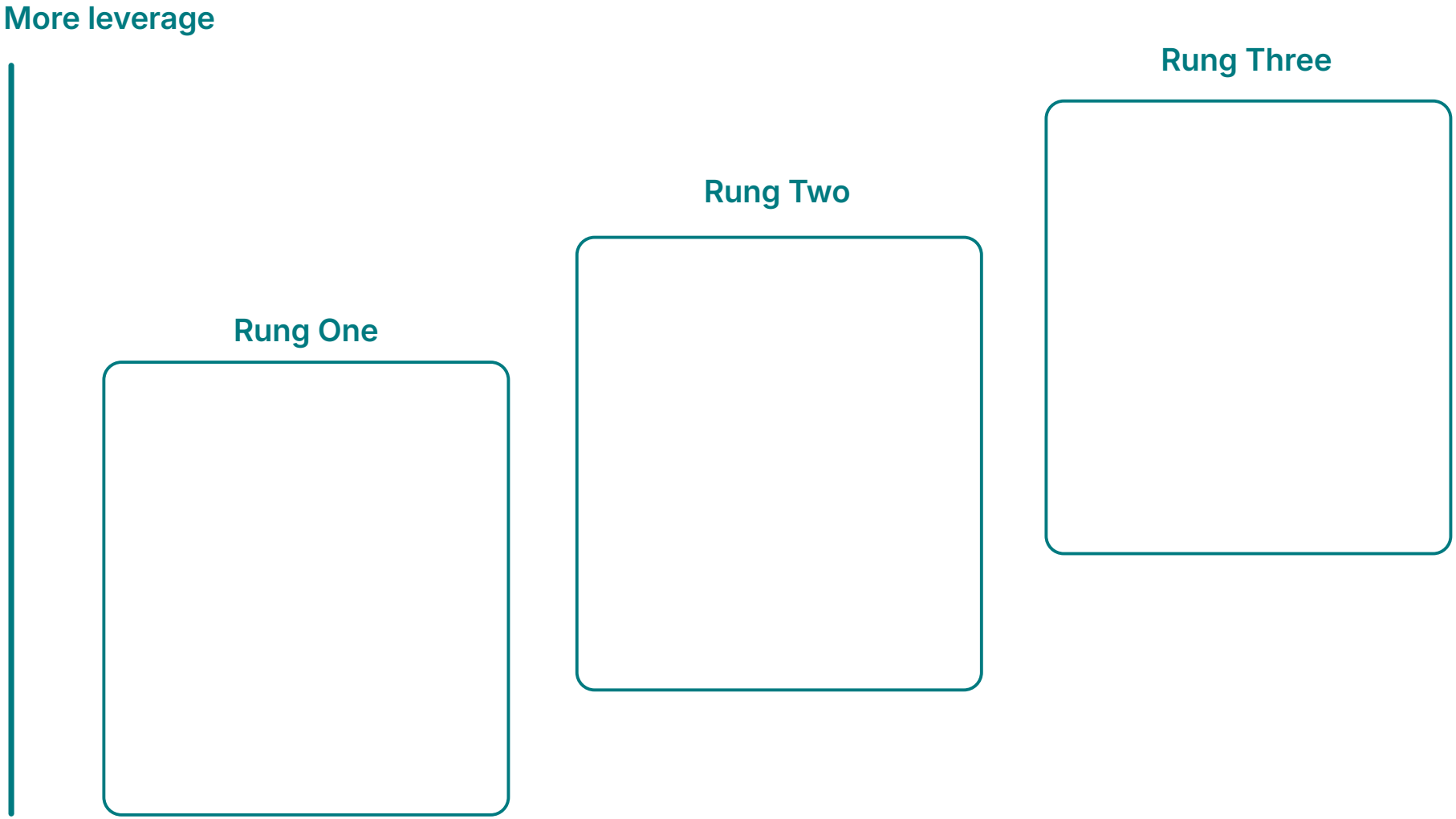
My Aggretor Revenue _____ %

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AGGREGATOR LEVERAGE LADDER



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4 KEY OPTIONS

Option #1

Option #2

Option #3

Option #4

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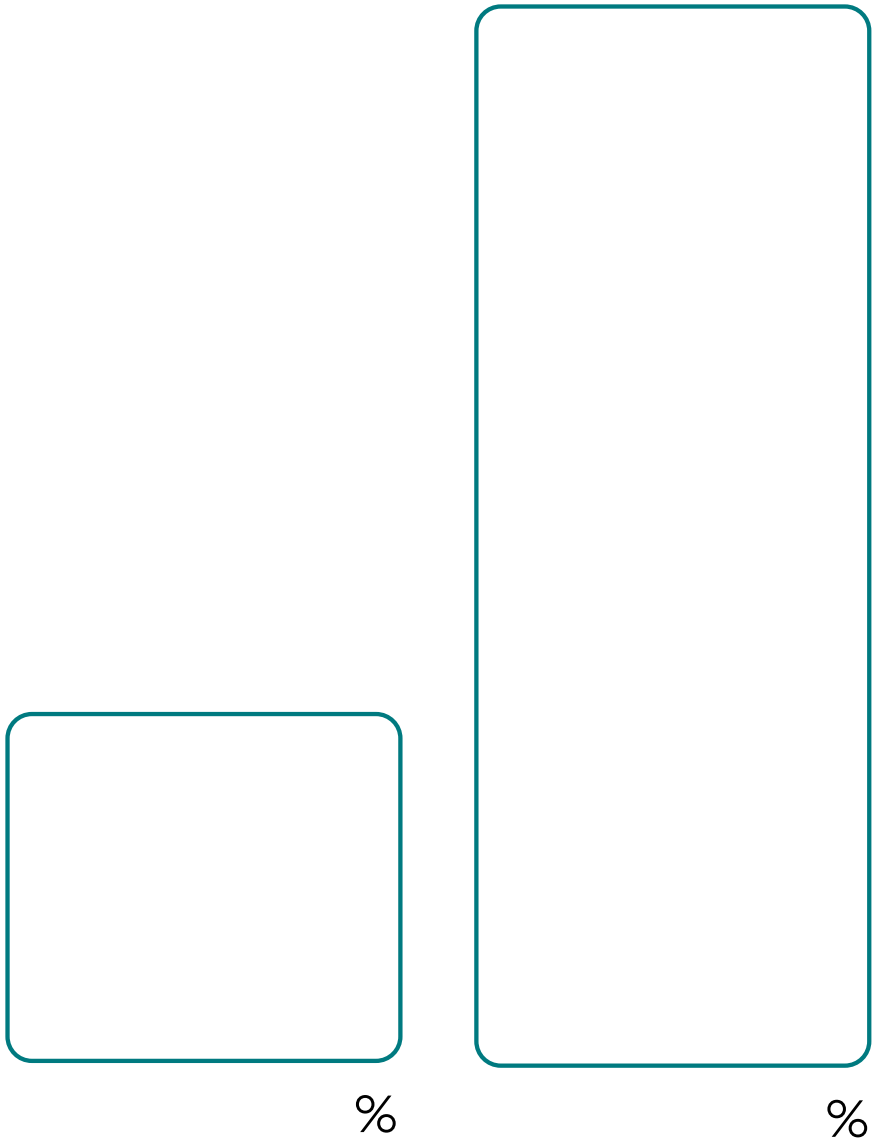
WHAT OUR INDUSTRY LOOKS LIKE AROUND THE WORLD



Berlin		%
London		%
NYC		%
Sydney		%
LA		%
Singapore		%
DC		%
Toronto		%

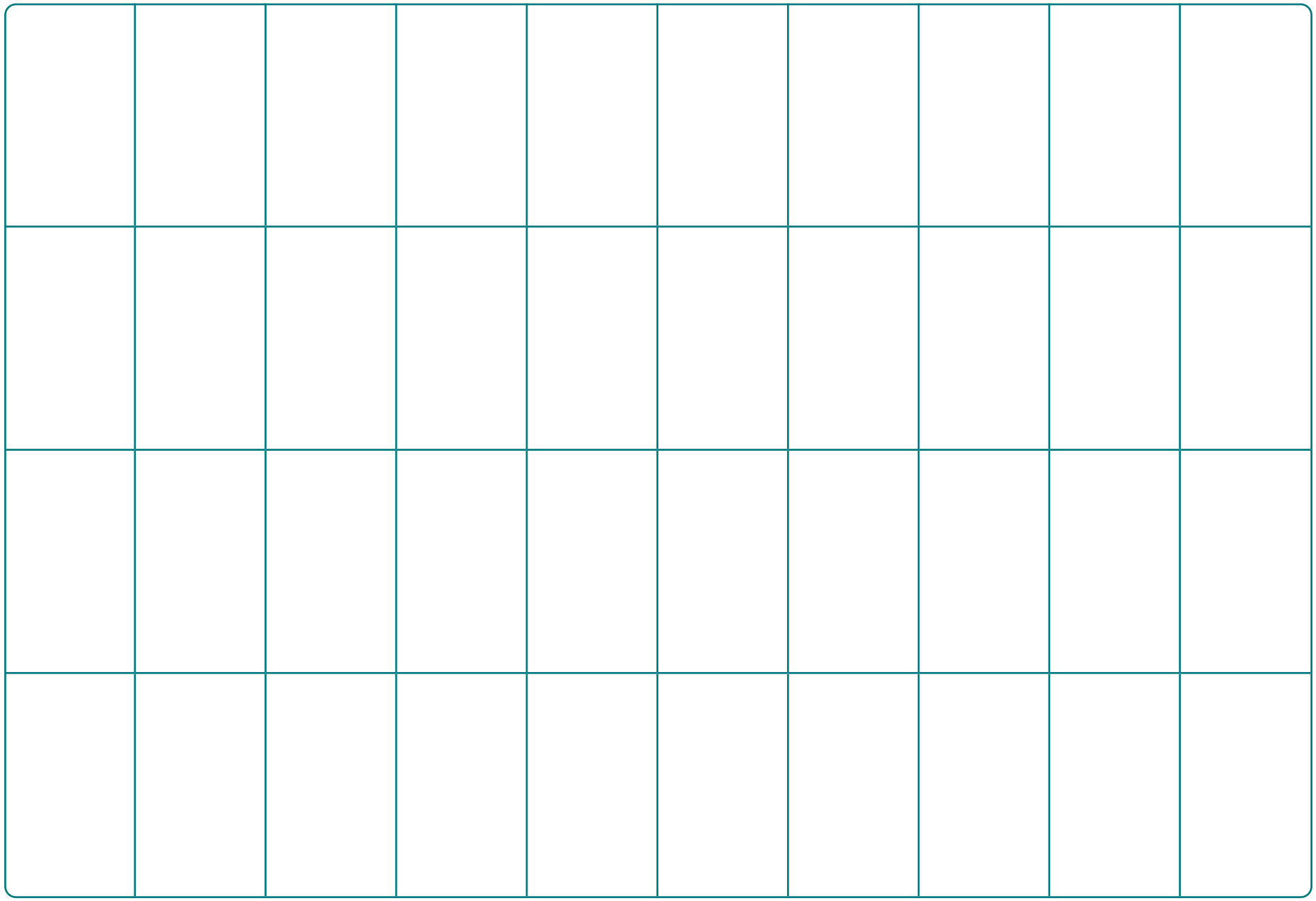
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STUDIO GROW AVERAGES



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THE AGGREGATOR OPORTUNITY



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INTRO PACKAGE

Timeline > _____

Lead | Customer | Converting

Discovery
Social, search, word of mouth

Buy direct
Intro package, paid up front

Time-limited offer
Intro package, paid up front

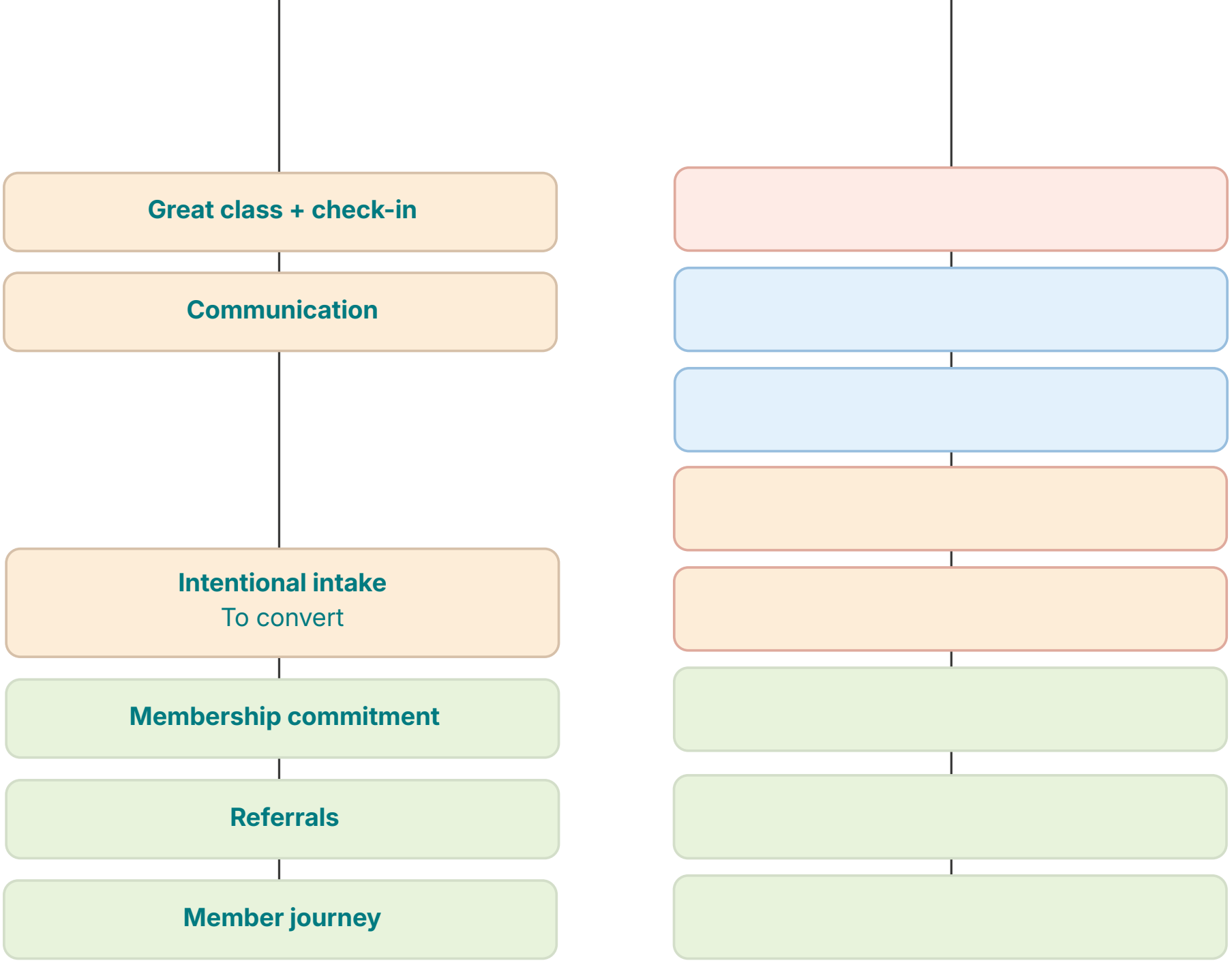
Welcome experience

OPTIMIZED AGGREGATOR

Timeline > _____

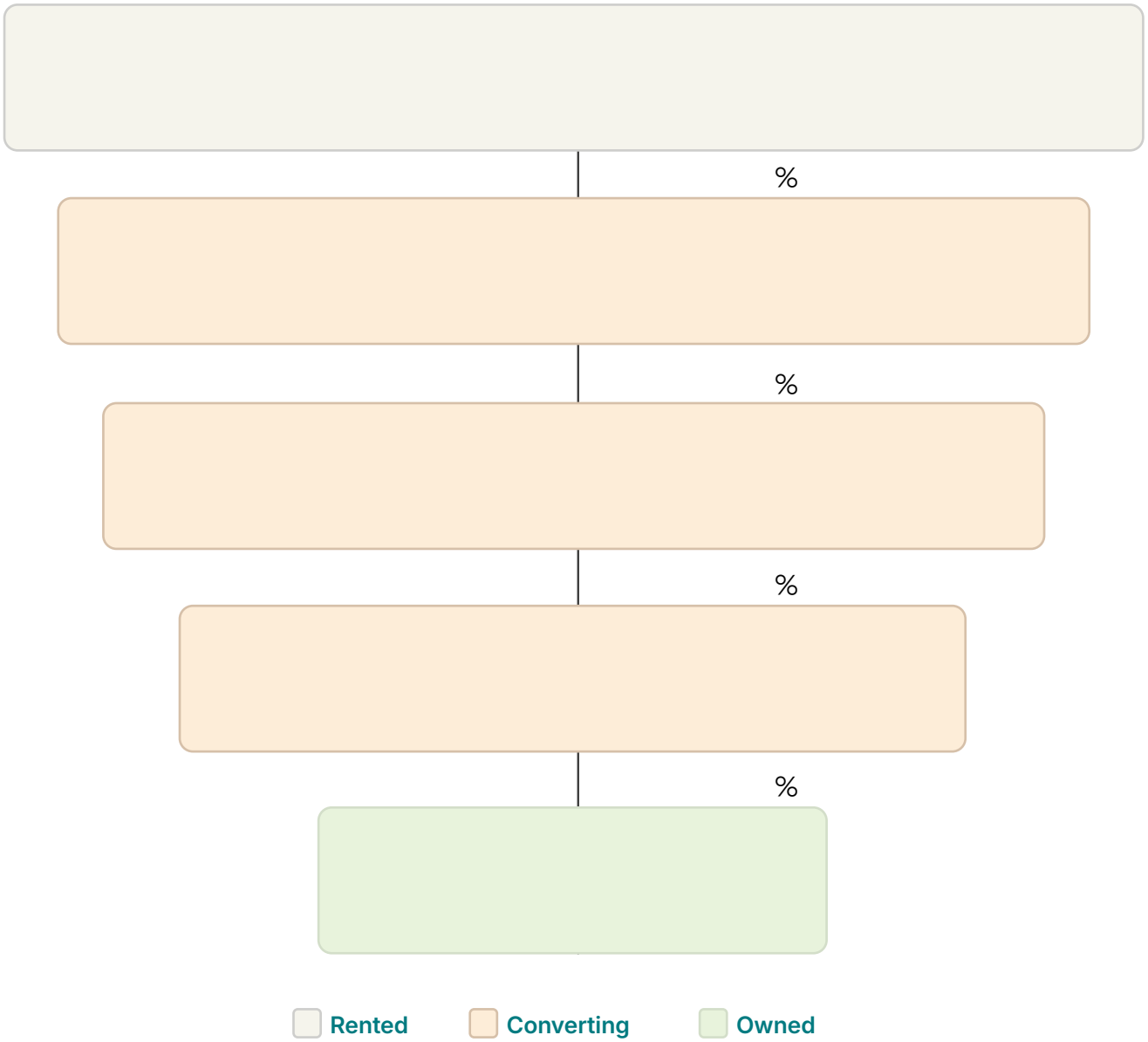
Member | Aggregator-funded

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RENT TO OWN MEMBERSHIP FRAMEWORK



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STAGE 1 - 2 RENTED TO REPEAT VISITOR

Friction

Leaks

Levers

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STAGE 2 - 3 REPEAT VISITOR - LEAD

Friction

Leaks

Levers

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STAGE 3 - 4 LEAD TO TRIAL

Friction

Leaks

Levers

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STAGE 4 - 5 DIRECT TRIAL TO OWNED MEMBER

Friction

Leaks

Levers

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QUICK DECISIONS

1.Do you need them to come:

- [ ] 4 x in 4 Weeks
- [ ] 8 x in 4 weeks

2. Do you want their first purchase to be a:

- [ ] A Specialty Intro
- [ ] A Specialty Membership

3. What is your Intro or Membership going to be?

Intro	Membership	
☐ 7 Days	☐ 4 x Month	Other _____
☐ 14 Days	☐ 8 x Month	
☐ 5 Sessions	☐ 12 x Month	

4. When will you have your Aggregator Conversion Model operational in the next 30 days?

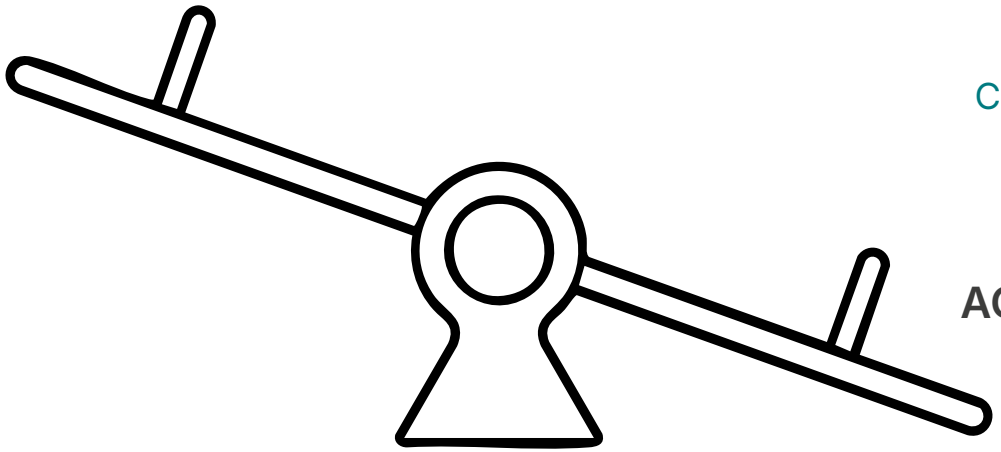
Date:

Time:

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Higher per visit payout
Better in App ranking
Customer data access
Protection primetime
Slots

YOU



Inventory
Fill
Conversion data
Ratings
Exclusivity

AGGREGATOR

TRADE FOR TERMS

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TRADE FOR TERMS

THE OVERVIEW

Payout Rate

Inventory Control

Eligible Classes

First Class Free

Dynamic Pricing

Exclusivity and Placement

Payout Timing and Cashflow

Future Funding & Financing

Operative Terms

Google Search

Marketing

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LEVER I - PAYOUT RATE

The Standard Formula _____

Negotiation Tool #1 _____

Negotiation Tool #2

_____ = $ _____ **Visits per Month** _____

4%		**4%**	
5%		**5%**	
6%		**6%**	
7.5%		**7.5%**	
		Over 1 Year	

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STUDIO GROW'S TWIN PRICING ANCHOR



Drop-In

Your drop-in sets the value of a class.

It should be your highest price point.

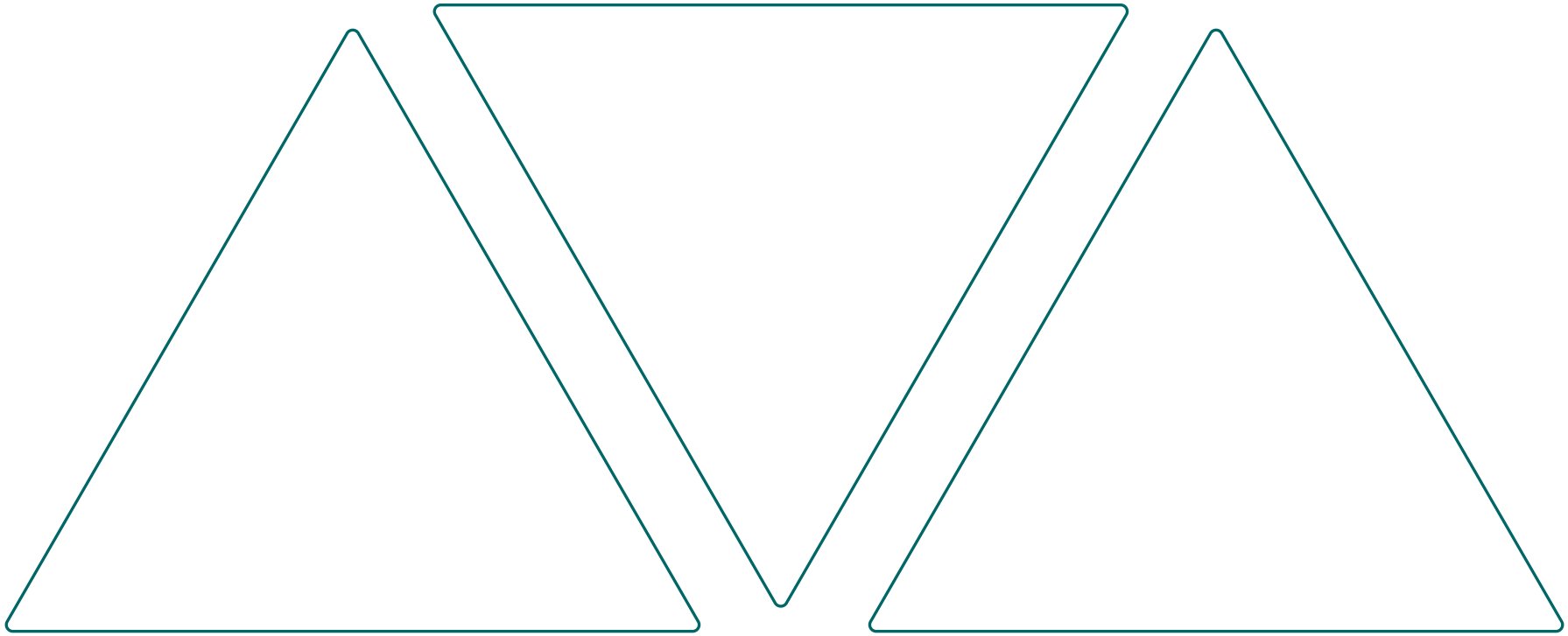


10-Pack

Your 10-pack should be only slightly discounted (5–10% per class).

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INVENTORY CONTROL

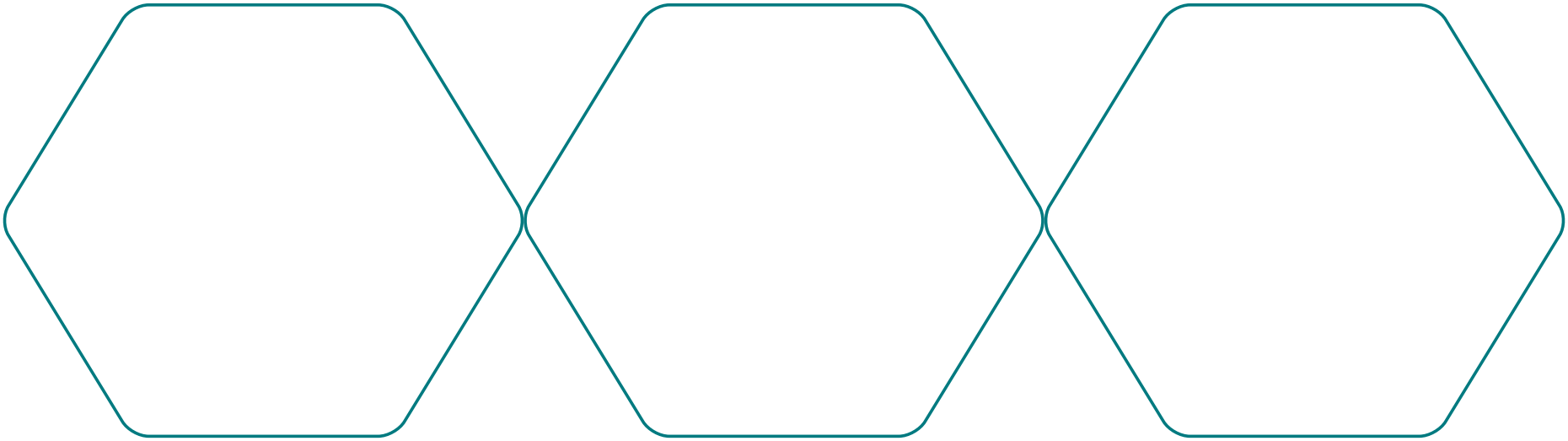


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First Class Free	Dynamic Pricing
Exclusivity Placement	**Cashflow Payout**

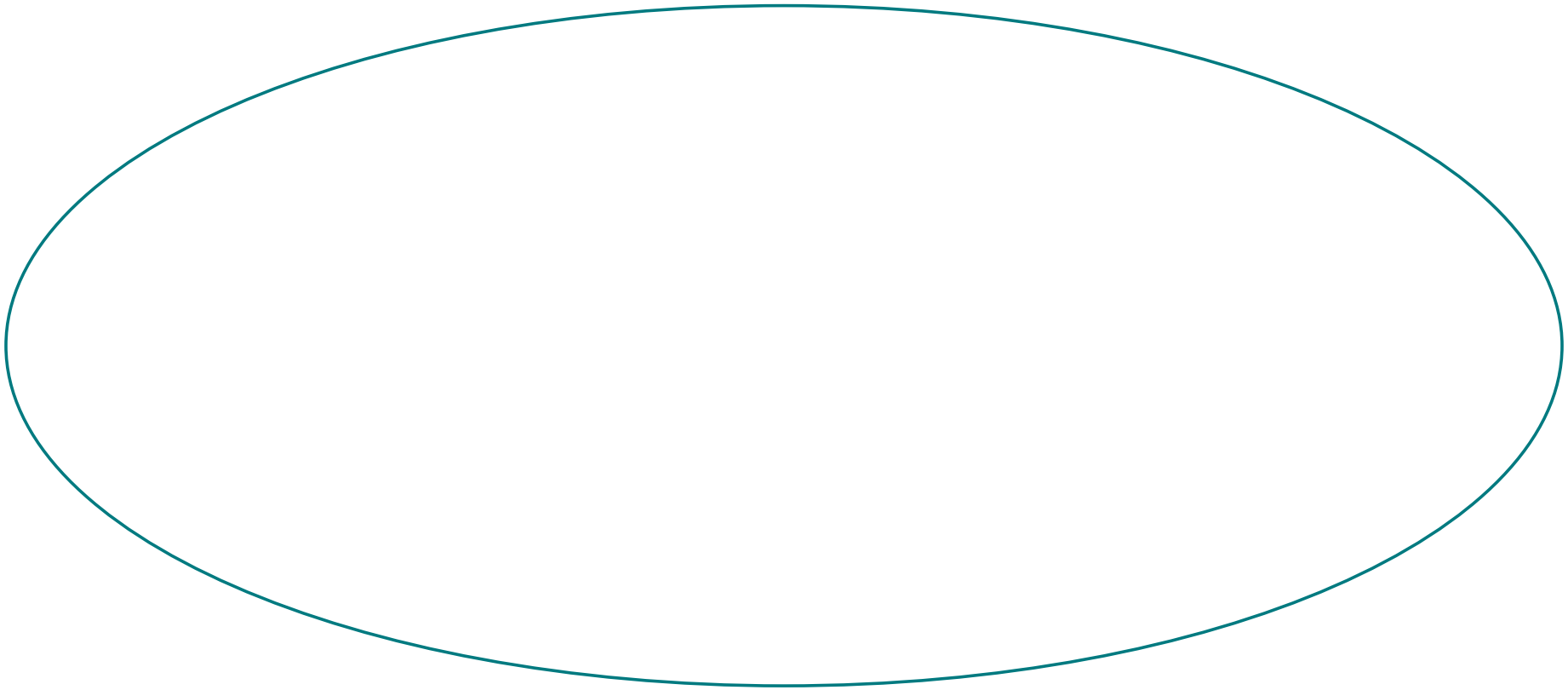
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FUTURE FUNDING & FINANCING



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OPERATIVE TERMS



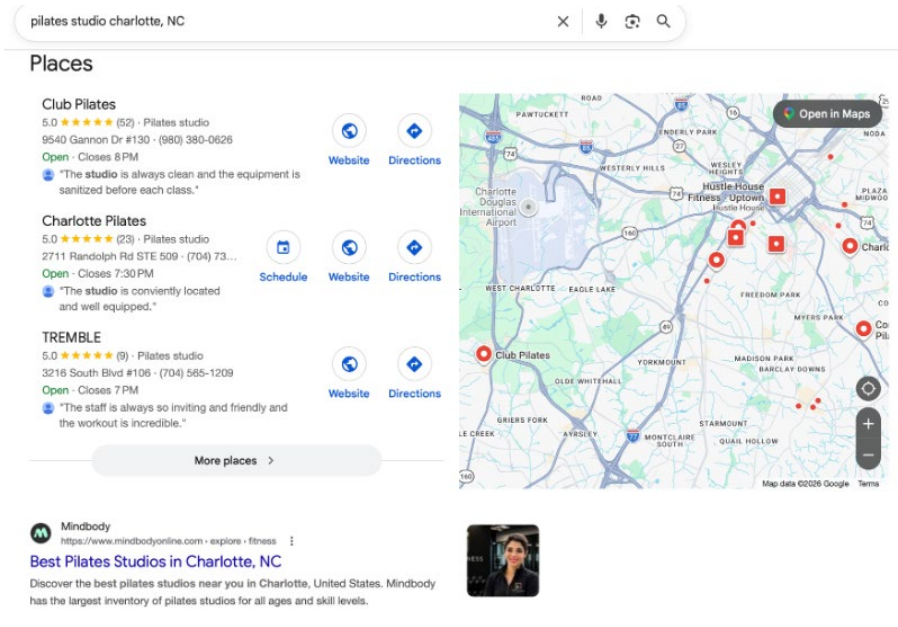
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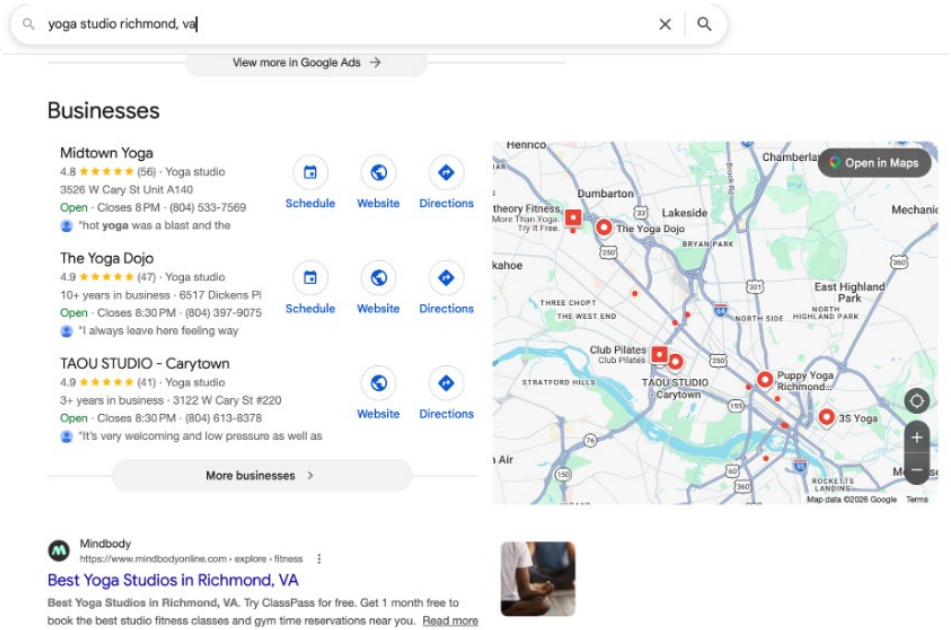
OPERATIVE TERMS - GUARANTEES

MBO Revenue Guarantee

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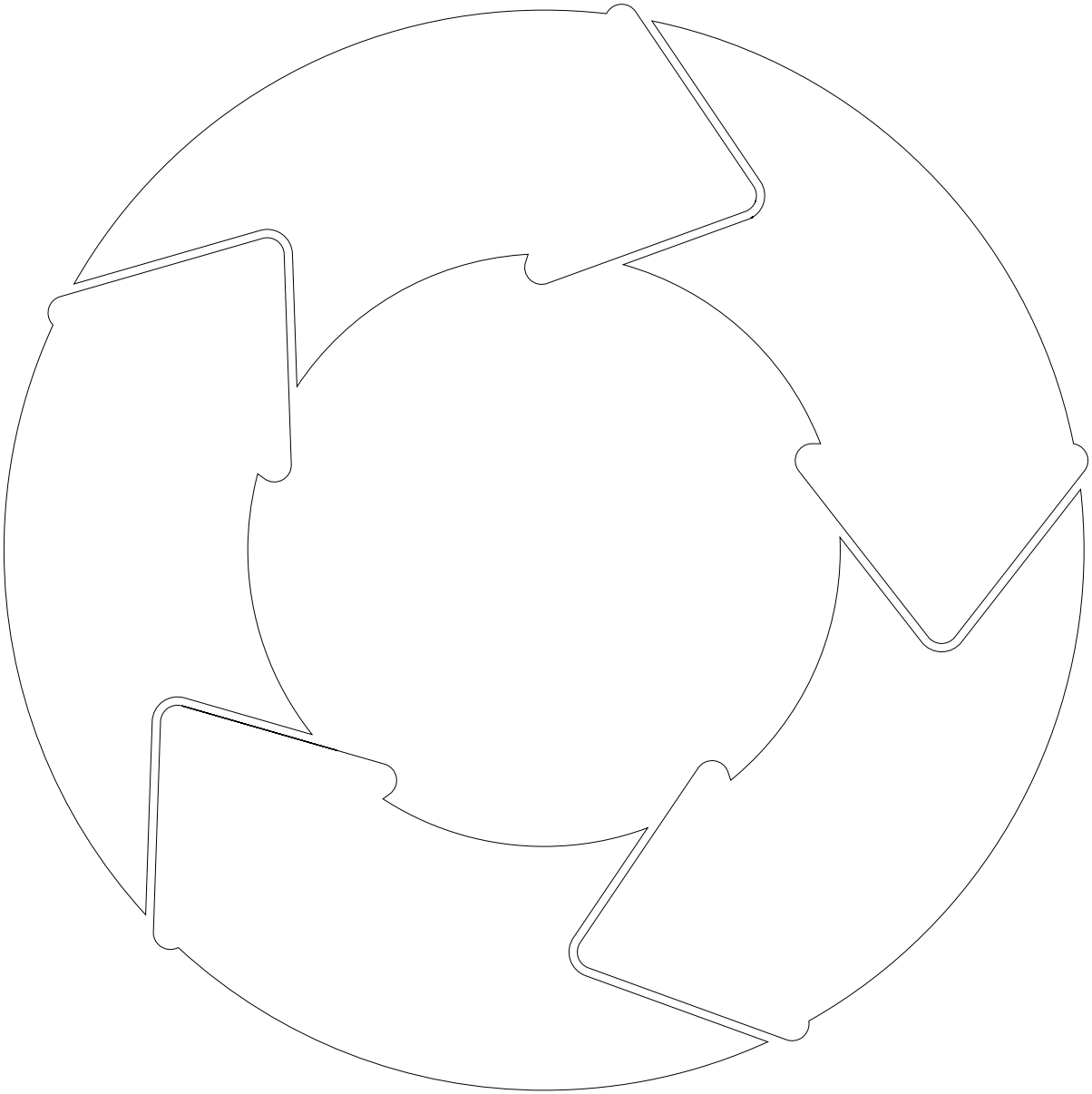
GOOGLE SEARCH MARKETING





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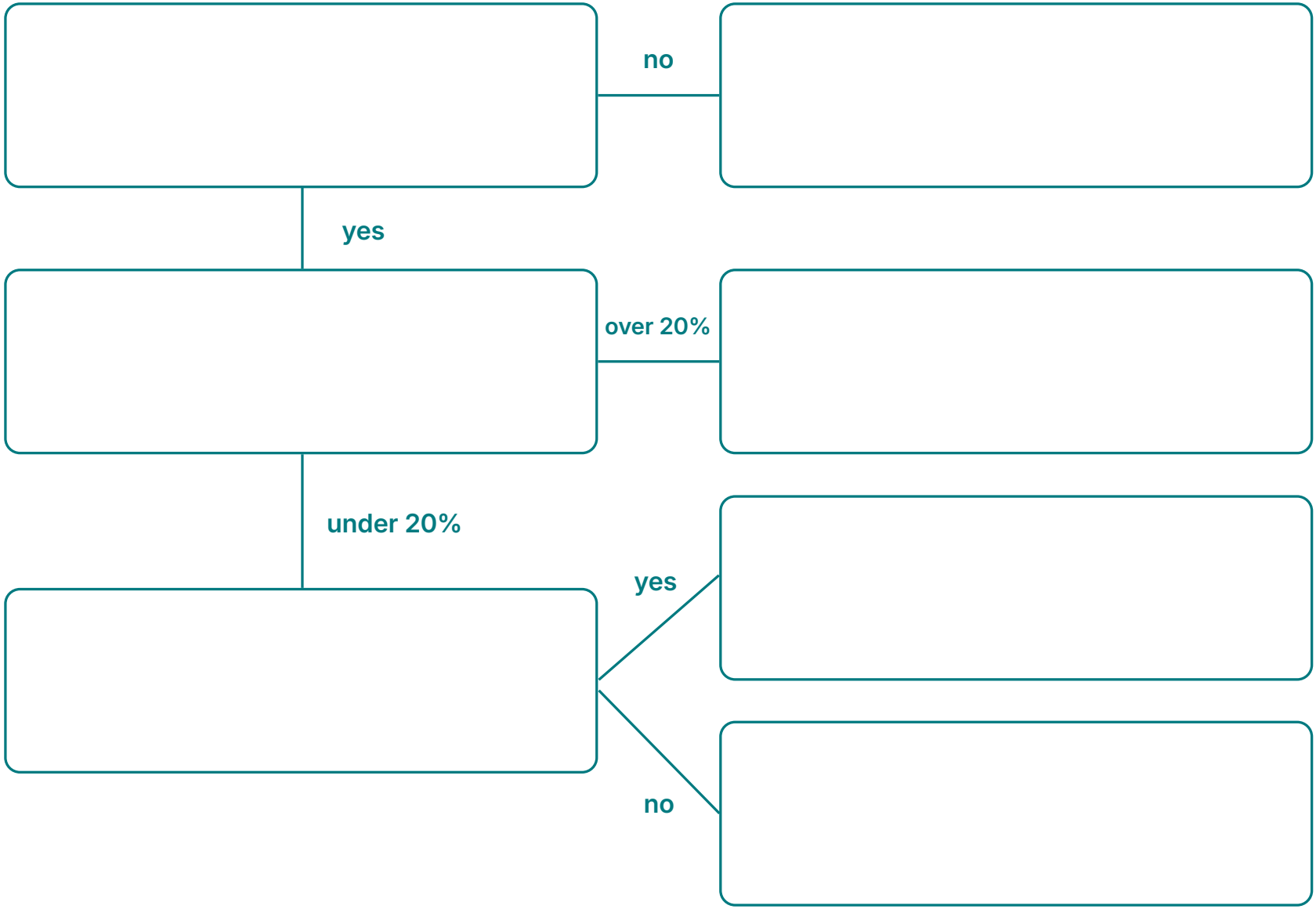
THE LEVERAGE LOOP



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STEERING DECISIONS

What percentage of your revenue is from an aggregator?



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HEAD TO THE AGGREGATOR ECONOMICS TOOL

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QUICK DECISION

- [ ] **Taper off to what %** _____
- [ ] **Clean break date** _____
- [ ] **Embed**

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HACK THE ALGORITHM

1.

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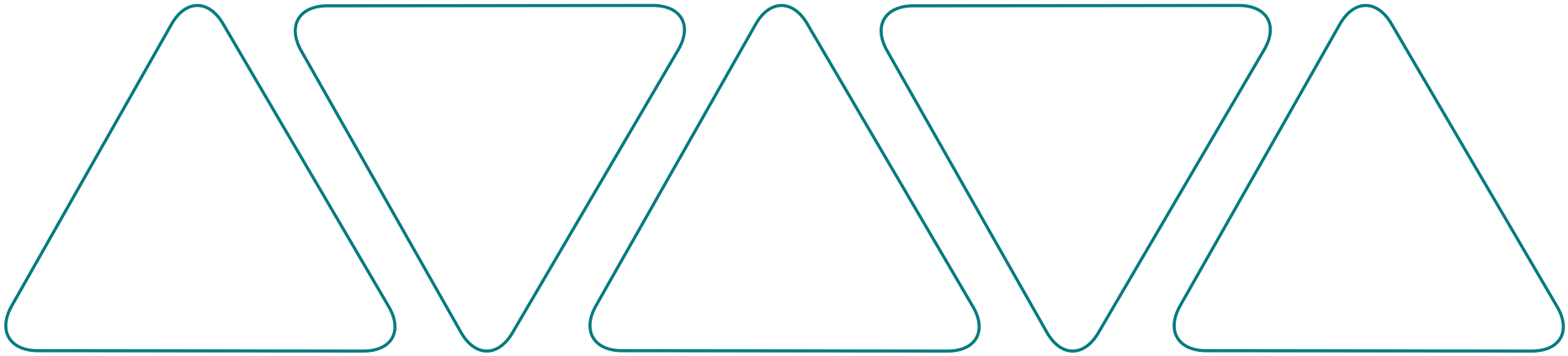
2.

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3.

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4.



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5.

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CREDIT CLARITY

Classes take 1-15 Credits	Your Studio		Total Cost Per My Class
		Avg Credit	
1.5 - 2.40 Credit		Cost	

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QUICK DECISIONS

My membership will be

- [ ] 4x month
- [ ] 5x month
- [ ] 8x month

Will my pricing

- [ ] Meet aggregator price + perks
- [ ] 10% less + short commit + perks
- [ ] 20% less + long commit + perks

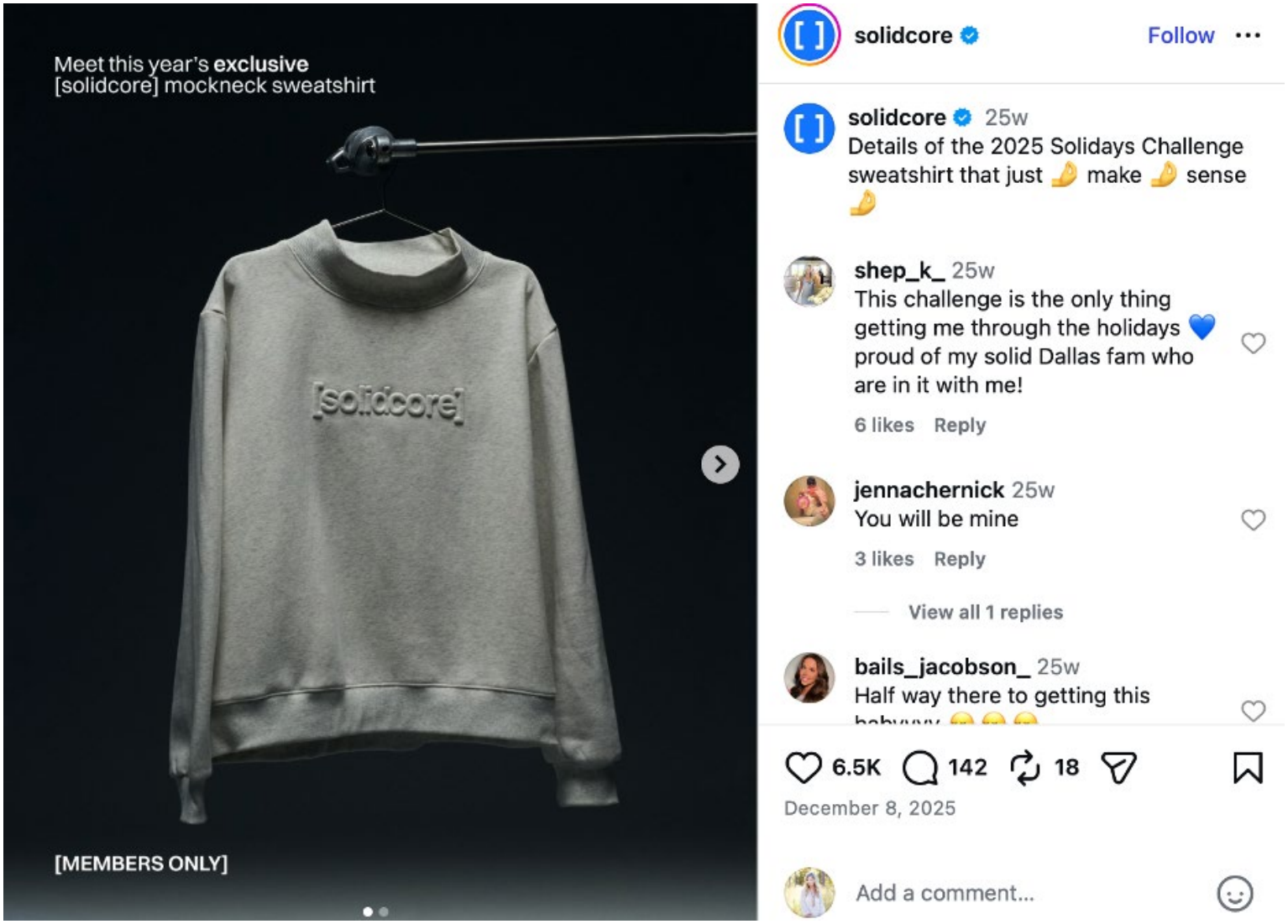
Perks

- [ ] Over 60% → _____
- [ ] Under 80% → _____
- [ ] Under 80% → _____

- [ ] _____
- [ ] _____
- [ ] _____

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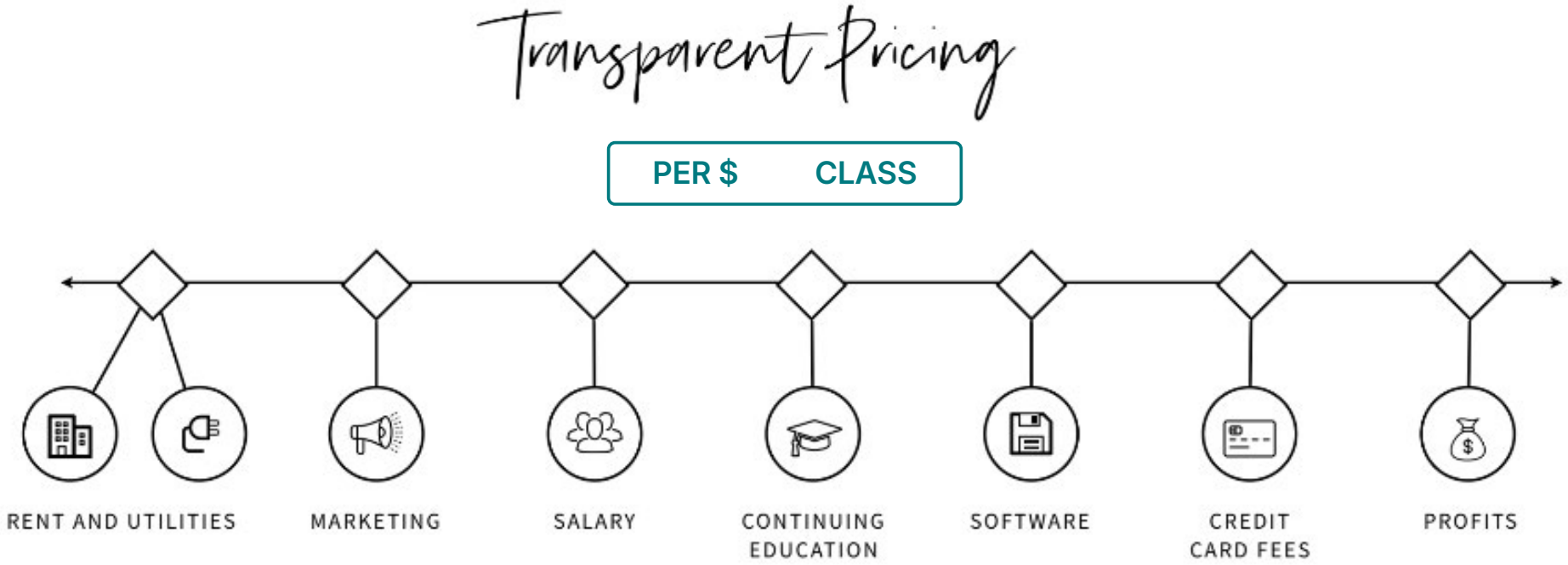
EFFORT JUSTIFICATION EFFECT



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SHOW ME THE MATH METHOD

WHAT A CLASS ACTUALLY COSTS



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SHOW ME THE MATH METHOD

WHAT ACTUALLY GET

Low	Mid	High

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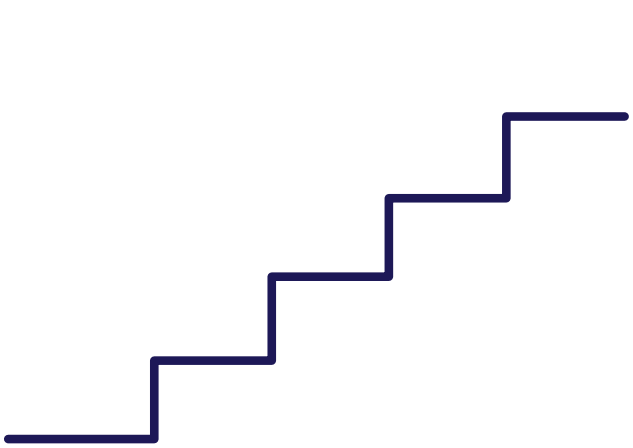
SHOW ME THE MATH METHOD

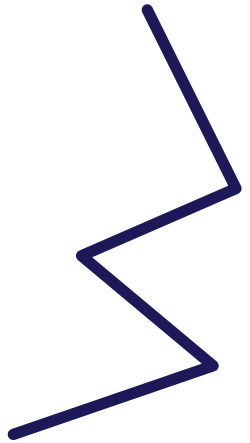
WHAT ACTUALLY GET

"Come when it suits you — and still get more than any app gives you."	*"You're here every week. Make it official, save a little, get a lot more."*	*"You belong here now, and it shows — in your price and your perks."*
☐ Drop In	☐ Member	☐ Resident
☐ Flex	☐ Core	☐ Founding
☐ Open	☐ Member	☐ Insider
☐ Access	☐ Select	☐ Signature
☐ Anytime	☐ Insider	☐ Insider Circle

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THE STUDIO GROW STRATEGY





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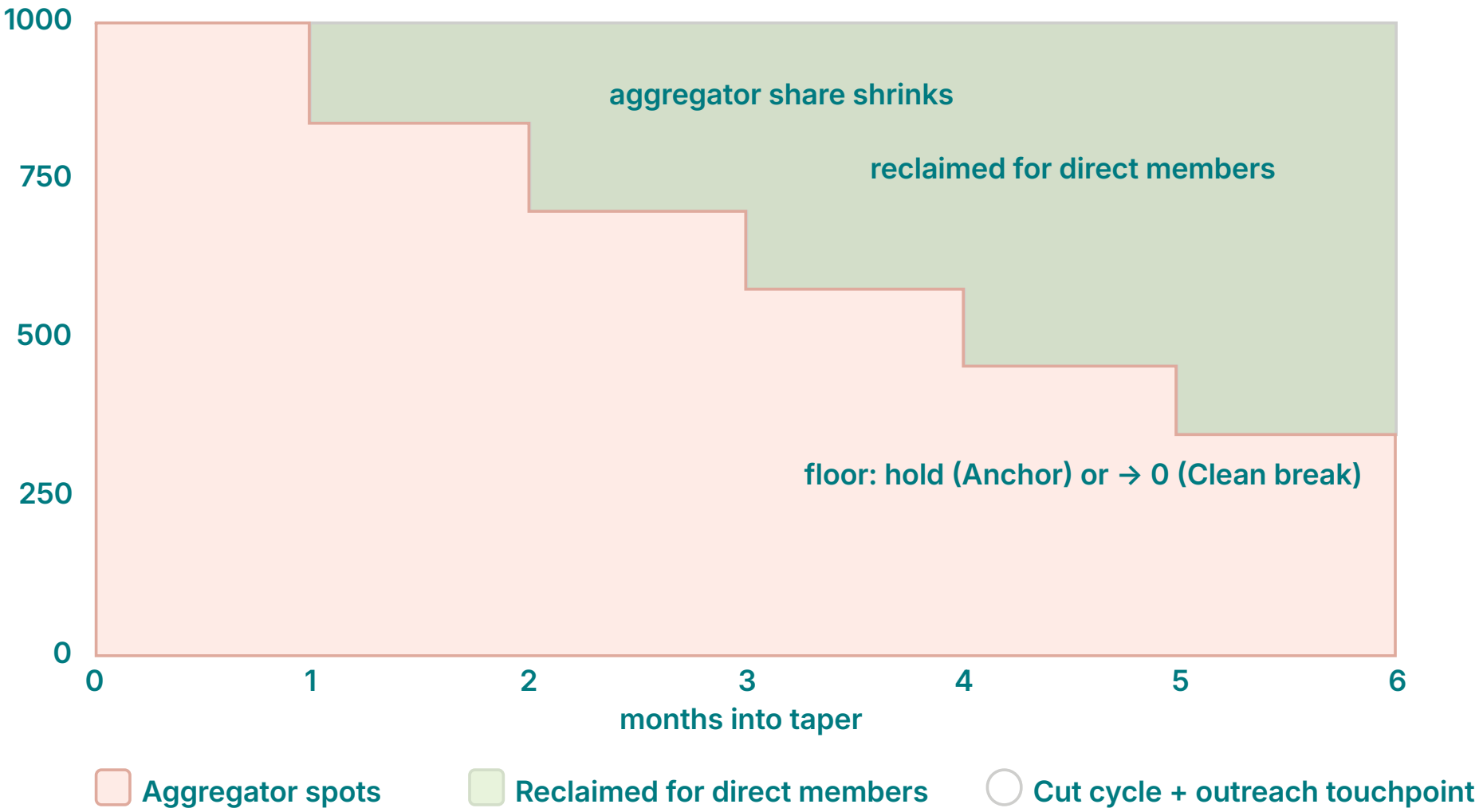






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TAPER OFF



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QUICK DECISIONS

My time window is

- ☐ **3 months**
  12 steps weekly
- ☐ **6 months**
  12 fortnightly steps
- ☐ **9 months**
  12 steps every 3 weeks

SUPPLY & DEMAND

20% Most Popular Classes

Next 20% Must Popular Classes

Next 30%

# of aggregator

# of aggregator spots

# of aggregator

Next 30%

# of aggregator spots

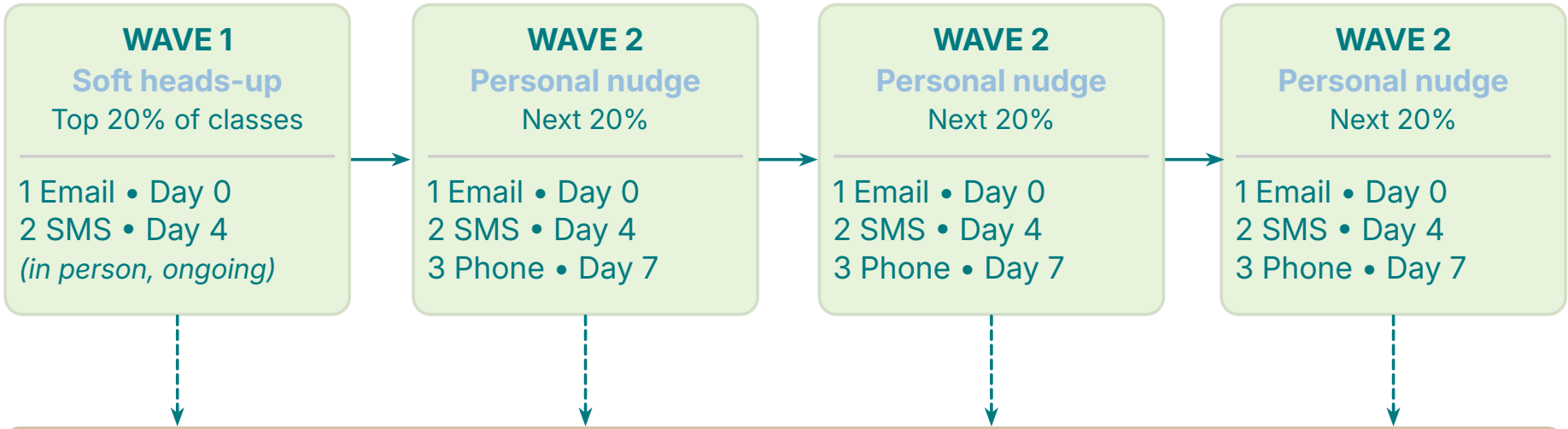
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TAPER OFF INVITATION

Always on – runs throughout all four waves

Walk-in sign at the door • front-desk invitation at every check-in

Before each wave: run the pre-flight checklist – confirm fill rate, pull the list, set cut dates



Stop Point – reachable after any wave

The moment someone joins or says they're at their ideal frequency, they exit immediately – no more messages

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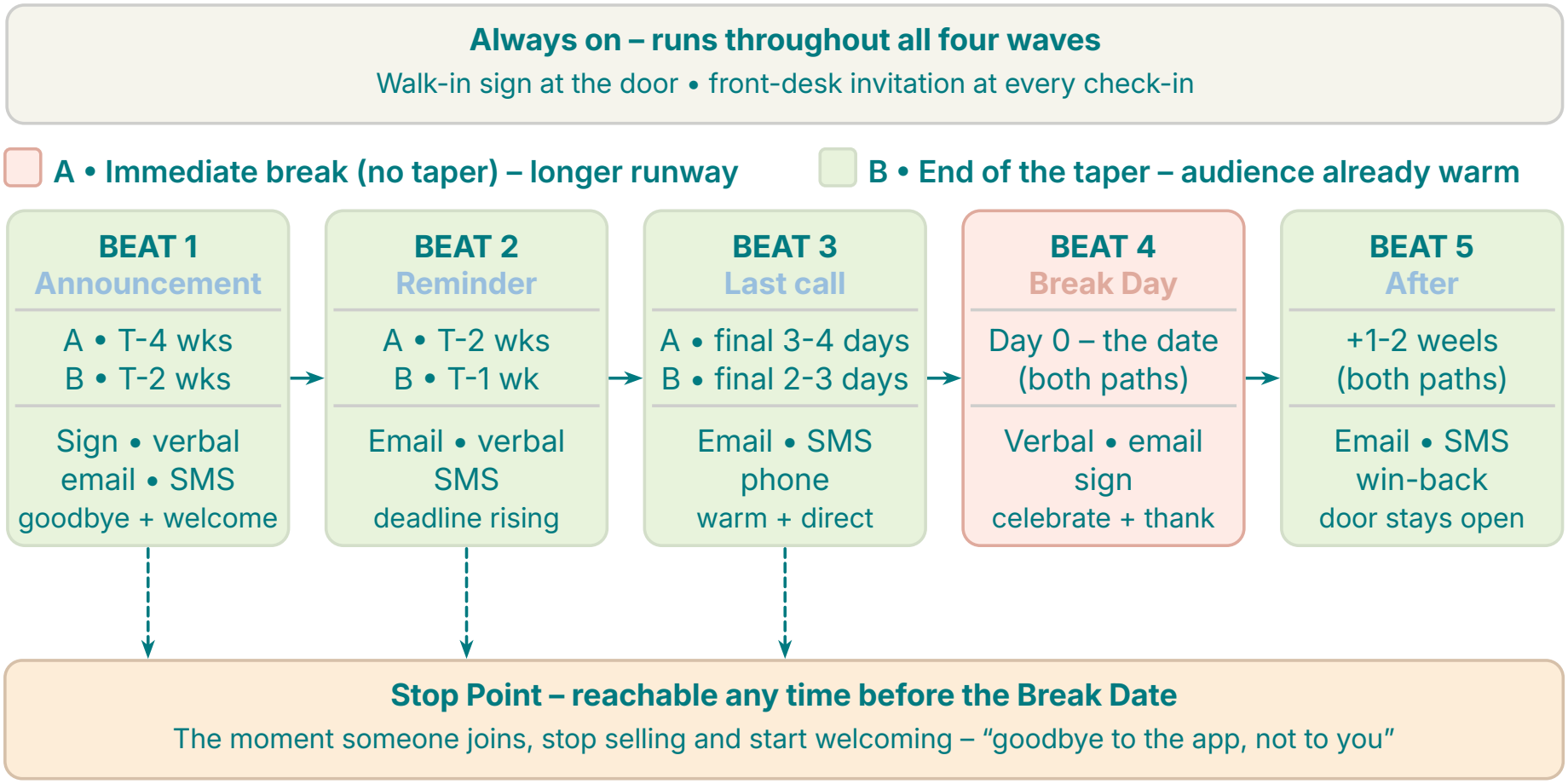
CLEAN BREAK

Now?

After Taper?

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CLEAN BREAK INVITATION



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EMBED - HACK THE ALGORITHM

Performance Marketing Tool

Step One - Where

80%

20%

Step Two - Visible

Fill

Ratings/Reviews

Fast Response

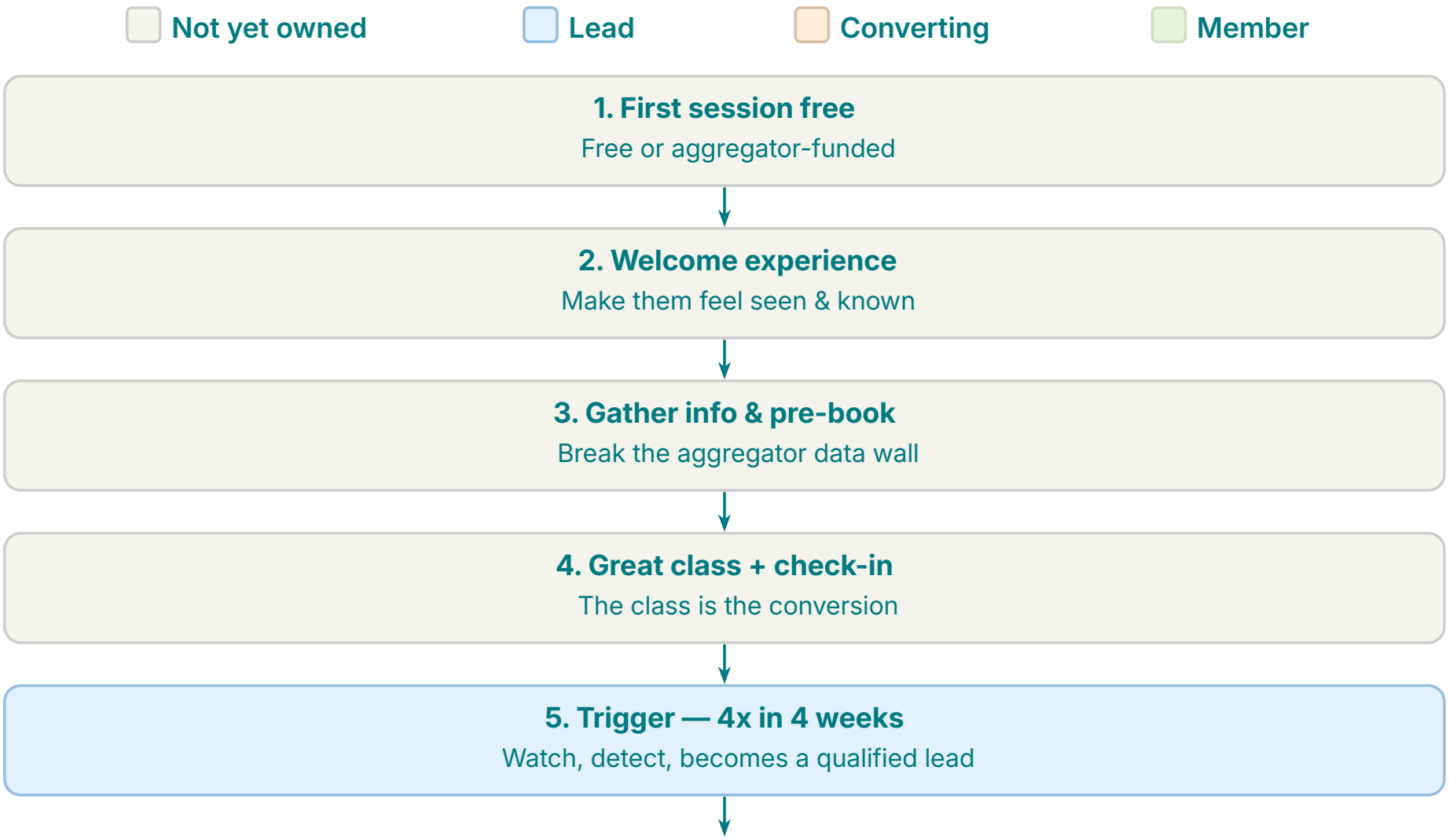
Max New Visitor

Exclusivity

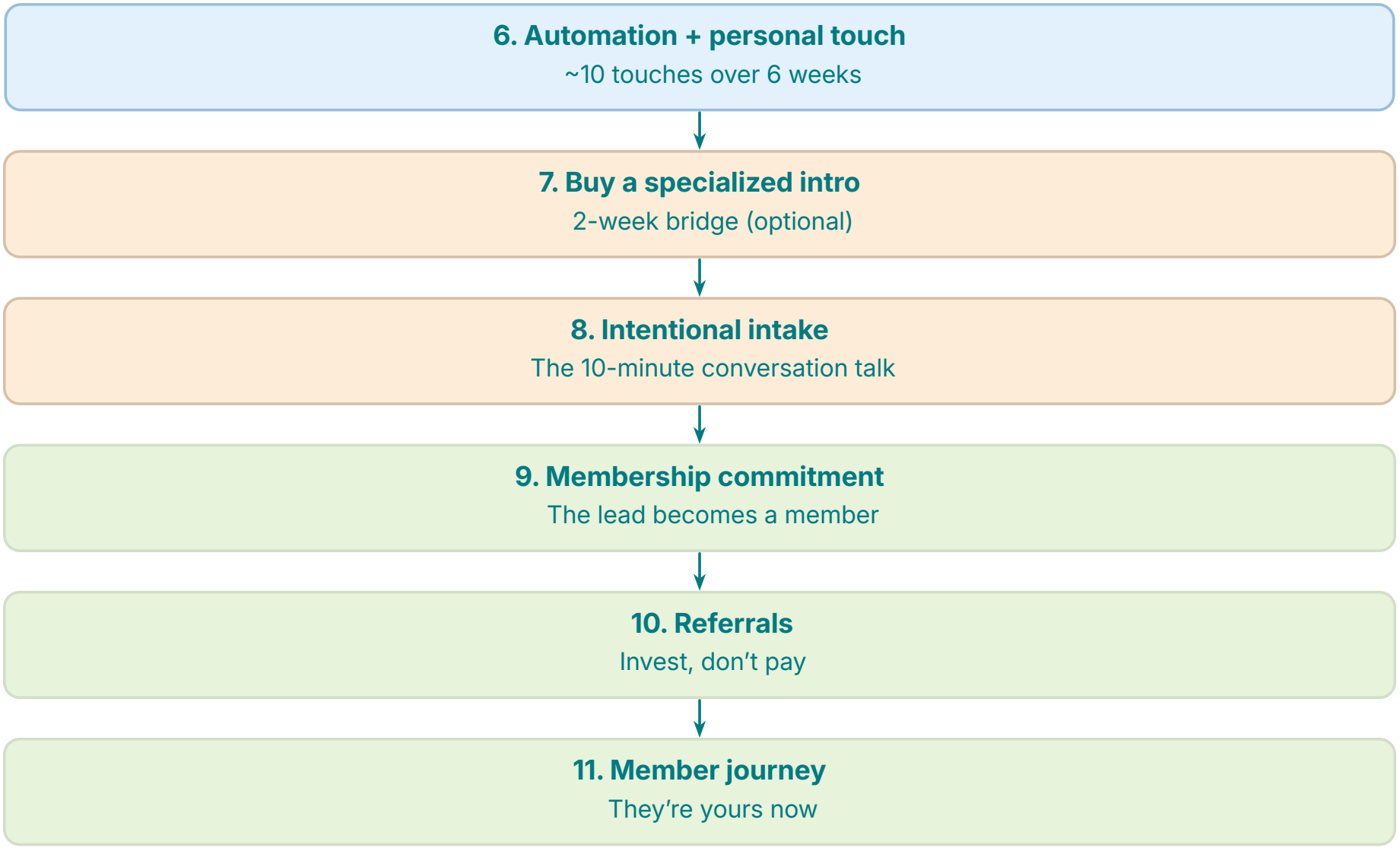
Best Fit:

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RENT TO OWN CONVERSION



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EMBED - SPILLOVER PLAY

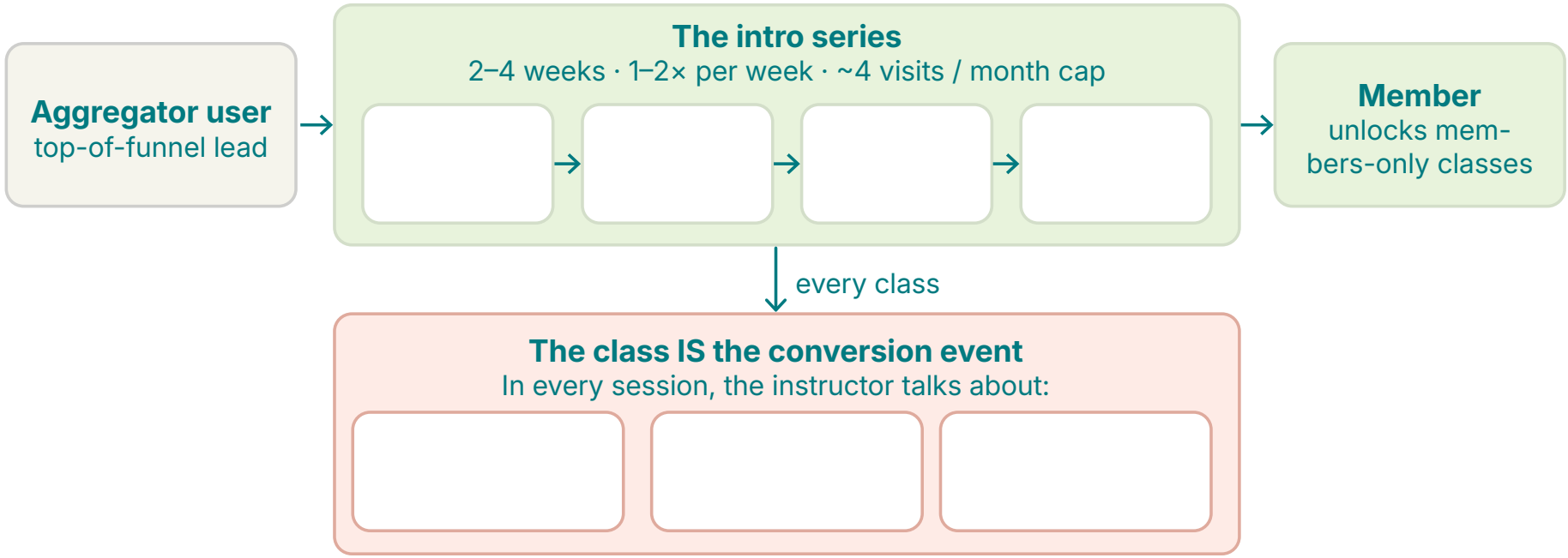
Off Peak Hours

Best For

New or unique formats

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EMBED - CURATED PLAY

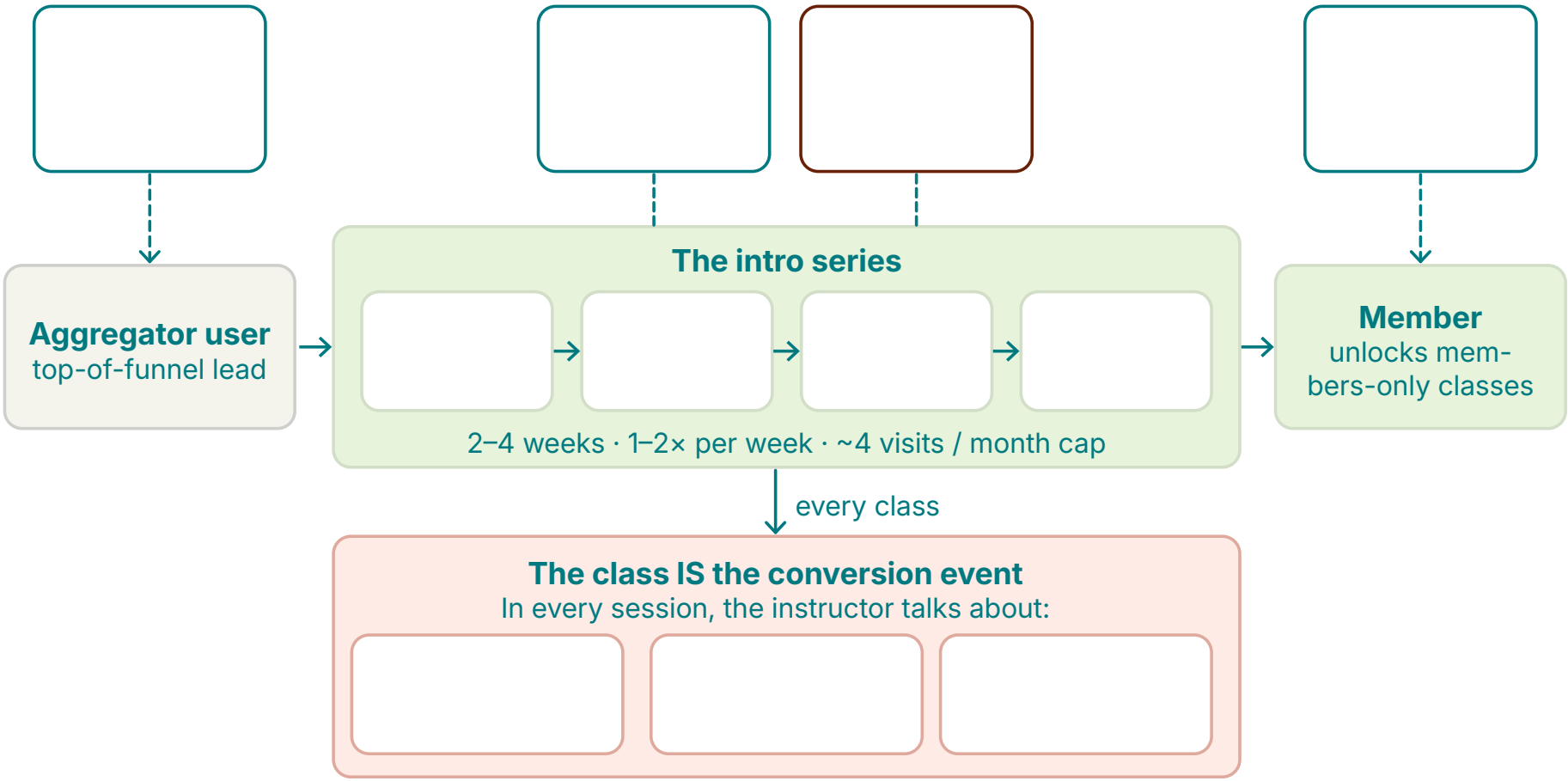


Curated embed play — the aggregator stocks the top of the funnel; the studio converts in the room

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EMBED - CURATED PLAY

The four touches – every message frames the series as just the beginning of a longer journey



Curated embed play — the aggregator stocks the top of the funnel; the studio converts in the room

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STUDIO GROW

BREAK UP WITH CLASSPASS