

# RIPPED



**INVEST IN A NEXT LEVEL  
FITNESS STUDIO IN A THRIVING  
\$87+ BILLION GLOBAL INDUSTRY**

# THE SECRETS TO A SUCCESSFUL FITNESS BUSINESS ARE ALL RIGHT HERE

THE FITNESS INDUSTRY IS CALLING YOUR NAME. WITH AN IMPRESSIVE \$87+ GLOBAL VALUE\* AND A CONSISTENT SURGE OF DEMAND, RIPPED FITNESS CENTER UNLOCKS THIS PROFITABLE INDUSTRY FOR YOU, GIVING YOU A STRATEGICALLY DESIGNED FRANCHISE MODEL THAT DELIVERS RESULTS IN ALL THE RIGHT WAYS.



## PROVEN TRACK RECORD OF SUCCESS:

RIPPED HAS PERFECTED OUR MODEL TO GIVE YOU A COMPREHENSIVE OPERATIONAL ROADMAP THAT SPELLS SUCCESS. WE'LL EQUIP YOU WITH TOOLS, PROCESSES, MARKET KNOWLEDGE, AND MORE, HELPING YOU FOLLOW THE PATH TO STRONG BUSINESS GROWTH.



## UNIQUE SELLING PROPOSITION:

ON-POINT AND INNOVATIVE, OUR APPROACH IS DESIGNED FOR EVERYONE, GIVING YOU A STAND-OUT CONCEPT WITHIN YOUR MARKET. OUR TRAINING WAS DEVELOPED THROUGH 18 YEARS OF EXPERIENCE, CREATED FOR EVERY PERSON FROM 4 YEARS OF AGE AND BEYOND! REVENUE STREAMS INCLUDE AFTER SCHOOL PROGRAMS, CROSSFIT CLASSES, DAILY WORKOUTS, NUTRITIONAL PROGRAMS AND MORE.



## STEADY GROWTH AND PROFIT POTENTIAL:

RIPPED HAS CONTINUED TO SEE RAPID GROWTH SINCE OUR INCEPTION DUE TO OUR APPROACHABLE FITNESS MODEL DESIGNED FOR EVERY LIFESTYLE, MOST AGES, AND ALL SCHEDULES. GAIN STEADY CASH FLOW THROUGH MEMBERSHIP-BASED PARTICIPATION THAT BUILDS MONTH AFTER MONTH.



## THRIVE TOGETHER:

RIPPED HAS CREATED AN INCREDIBLE, SUPPORTIVE FITNESS COMMUNITY. OUR MODEL IS DESIGNED FOR ORGANIC GROWTH AND STEADY MEMBERSHIP THROUGH DEEP RELATIONSHIP DEVELOPMENT AND CONSISTENT MEMBER SUPPORT.



## BRAND REPUTATION:

BENEFIT FROM THE BRAND WE'VE BUILT. RIPPED IS WELL-KNOWN THROUGHOUT OUR COMMUNITY FOR RESULTS-DRIVEN, LIFESTYLE FITNESS.



# THE FITNESS FRANCHISE DESIGNED FOR YOU

RIPPED FITNESS CENTER FIRST LAUNCHED IN 2006 IN DORAL, FLORIDA. LED BY MARCIO PIZANELLI, RIPPED HAS WORKED TO HELP OUR COMMUNITY UNDERSTAND FITNESS THROUGH THE RIPPED TRAINING PROGRAM. BY UTILIZING THE EXPERIENCES AND KNOWLEDGE FROM ALL OF HIS TRAINING — HE IS A CAPOEIRA MASTER, BRAZILIAN JIU JITZU BLACK BELT, THE FIRST PERSON TO BRING CROSSFIT TO SOUTH FLORIDA, A ROADRACER, ENDURO RACER, AND KART RACER — MARCIO DEVELOPED AND REFINED AN INNOVATIVE FITNESS METHOD APPLICABLE FOR AGES 4 AND UP.

OUR FUNCTIONAL FITNESS CLASSES OFFER A DYNAMIC AND COMPREHENSIVE WORKOUT THAT EMPHASIZES MOVEMENTS RELEVANT TO EVERYDAY LIFE. DESIGNED TO IMPROVE STRENGTH, FLEXIBILITY, AND ENDURANCE, THE RIPPED CLASSES INCORPORATE A VARIETY OF FUNCTIONAL EXERCISES THAT MIMIC REAL-LIFE ACTIVITIES. FROM SQUATTING AND LIFTING TO PUSHING AND PULLING, EACH SESSION IS CAREFULLY CURATED TO ENHANCE OVERALL FUNCTIONAL FITNESS. OUR CERTIFIED INSTRUCTORS GUIDE PARTICIPANTS THROUGH A COMBINATION OF BODYWEIGHT EXERCISES, RESISTANCE TRAINING, AND FUNCTIONAL MOVEMENTS TO TARGET MULTIPLE MUSCLE GROUPS. WHETHER PARTICIPANTS ARE JUST BEGINNING OR ARE EXPERIENCED FITNESS ENTHUSIASTS, RIPPED OFFERS CLASSES THAT PROMOTE FITNESS SCALABILITY TO ACCOMMODATE DIFFERENT FITNESS LEVELS



# MORE FREEDOM IN YOUR FUTURE

DO YOU HAVE A PASSION FOR FITNESS? RIPPED IS THE KEY TO PUTTING THAT PASSION TO WORK IN A PROFITABLE, SIMPLE-TO-OPERATE BUSINESS MODEL. FRANCHISE PARTNERS WHO ARE ORGANIZED, LOVE FITNESS, AND ARE DRIVEN TO SUCCEED ARE A GREAT FIT FOR OUR MODEL. HERE ARE OTHER QUALITIES WE LOOK FOR...



**STRONG CUSTOMER SERVICE SKILLS**



**HANDS-ON APPROACH TO BUSINESS**



**QUICK LEARNER**



**PROBLEM SOLVER**



**GREAT WITH TIME MANAGEMENT**



**DRIVEN WITH STRONG WORK ETHIC**



# WE'RE COMMITTED TO YOUR EXCELLENCE

STRENGTH IN BUSINESS COMES FROM AN UNBREAKABLE FOUNDATION, STRONG SUPPORT, AND TOOLS THAT ARE PROVEN TO WORK – RIPPED HAS THEM ALL. OUR TEAM IS HERE TO SUPPORT YOU IN A VARIETY OF WAYS, INCLUDING...



## 100% COMPREHENSIVE TRAINING:

RIPPED GIVES YOU HANDS-ON, DUAL-PHASE TRAINING TO HELP YOU FEEL CONFIDENT FROM THE START. TRAINING INCLUDES ONE TO TWO WEEKS OF INSTRUCTION AT OUR HEADQUARTERS COVERING EVERYTHING YOU NEED TO OPERATE AN EFFICIENT BUSINESS DESTINED FOR GROWTH. OUR TEAM WILL ALSO VISIT YOUR LOCATION FOR CONTINUED TRAINING ONCE OPERATIONS COMMENCE.



## GROWING YOUR BUSINESS:

OUR BRAND NATURALLY GROWS ORGANICALLY THROUGH WORD-OF-MOUTH AND SOCIAL MEDIA THANKS TO OUR COMMUNITY-DRIVEN ATMOSPHERE AND ENCOURAGING ENVIRONMENT. OUR TEAM WILL ALSO SUPPLY MARKETING PLANS AND MATERIALS FOR USE AT THE LOCAL AND REGIONAL LEVEL, COLLATERAL DESIGNS, AND ALL BRAND ELEMENTS.



## RIPPED OPERATIONAL SUPPORT:

OUR TEAM OUR TEAM IS EXCITED TO PROVIDE ONGOING TRAINING AND SUPPORT WITHIN UNIT OPERATIONS AND MAINTENANCE, CUSTOMER-SERVICE TECHNIQUES, PRODUCT ORDERING, WSUGGESTED PRICING GUIDELINES AND ADMINISTRATIVEPROCEDURES.



## CONTINUOUS RESEARCH FOR BETTER GROWTH:

RIPPED WILL ALWAYS BE WORKING TO FIND NEW WAYS TO GROW ACROSS ALL FRANCHISE LOCATIONS AND GIVE YOU MORE PROFIT POTENTIAL.



## WHAT DOES IT COST TO OWN RIPPED?

ESTIMATED INITIAL INVESTMENT RANGE:

**\$205,800 TO \$377,000**

(INCLUDES FRANCHISE FEE)

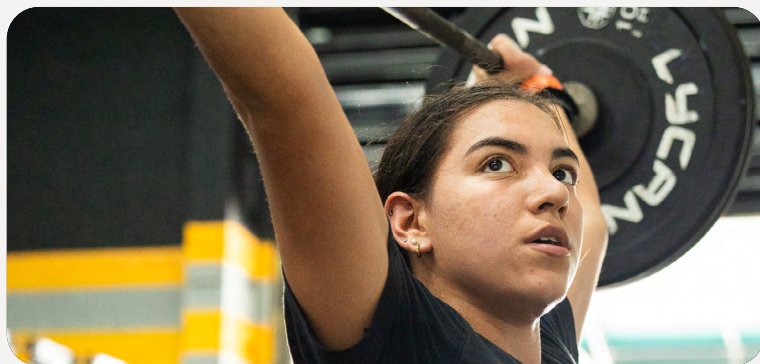
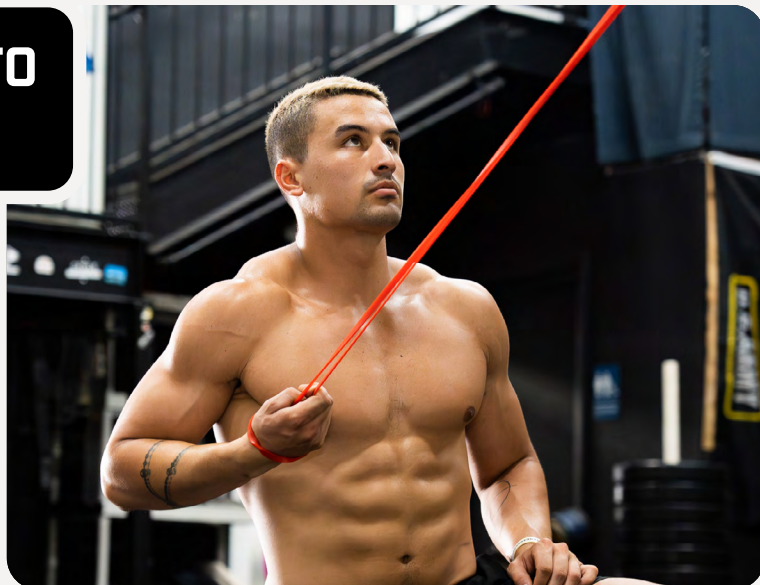
ROYALTY FEE:

**7%**

OF GROSS SALES

FRANCHISE FEE:

**\$30,000**



# BRING RIPPED TO LIFE IN YOUR COMMUNITY



**RIPPED INVITES YOU TO TAKE FITNESS TO THE NEXT LEVEL IN YOUR COMMUNITY. VISIT [WWW.RIPPEDFRANCHISE.COM](http://WWW.RIPPEDFRANCHISE.COM) TO GET STARTED.**



## **CONTACT US**

**MARCIO PIZANELLI**

**MARCIOPIZANELLI@HOTMAIL.COM**  
**305.923.6497**

**WWW.RIPPEDFITNESSCENTER.COM**  
**WWW.RIPPEDFRANCHISE.COM**

**LEGAL DISCLAIMER: THIS IS NOT A FRANCHISE OFFERING. A FRANCHISE OFFERING CAN BE MADE BY US ONLY IN A STATE IF WE ARE FIRST REGISTERED, EXCLUDED, EXEMPTED OR OTHERWISE QUALIFIED TO OFFER FRANCHISES IN THAT STATE, AND ONLY IF WE PROVIDE YOU WITH AN APPROPRIATE FRANCHISE DISCLOSURE DOCUMENT. FOLLOW-UP OR INDIVIDUALIZED RESPONSES TO YOU THAT INVOLVE EITHER EFFECTING OR ATTEMPTING TO EFFECT THE SALE OF A FRANCHISE WILL BE MADE ONLY IF WE ARE FIRST IN COMPLIANCE WITH STATE REGISTRATION REQUIREMENTS, OR ARE COVERED BY AN APPLICABLE STATE EXCLUSION OR EXEMPTION.**