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Outdoor Adventure Business

Opportunity Plan WAW

Wilderness Athletic Wellness

# Opportunity plan

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#

### WAW

# Executive summary

Wilderness Athletic Wellness or more commonly known as WAW, is an athletic therapy company gearing their work specifically for outdoor athletes. The company would offer private sessions along with large seminars to teach athletes and people working outdoors how to properly care for themselves.

Business overview and objectives

## Mission statement

Better physical and mental health for outdoor enthusiasts now, and in the future.

## Objectives (short and long term)

### Short term

* Build a solid social media following
* Create partnership with local tourism companies and outdoor buisnesses

### Long term

* Create partnerships with large and well-known outdoor brands such as Patagonia and North Face
* Create partnerships with professional athletes

## Business model, ownership, product summary

This company would function very much like a physiotherapy clinic or yoga studio but with a little more gear. There would a sole proprietor as the ownership but would be open to partners in the future to expand the company.

# Industry overview and analysis

## Description of the Industry

The industry in which the proposed service would target would be the outdoor adventure industry in general, not just specific sectors like downhill skiing or white water kayaking, but essentially all aspects of this industry. This would include most activities that a participant is involved with an activity situated outdoors with some sort physical exertion or personal risk. People involved in this industry might have a career in another industry but spend their time participating in activities that are driven by the outdoor adventure industry. People who have a career in this industry have a wide range of jobs ranging from owning a small business, teaching kayaking lessons, or working with a mountain ski patrol. Canada offers a wide range of outdoor adventure activities.

## Commercial Market Landscape

While there are many athletic therapy clinics and yoga studios across the country, there are hardly any that specifically focus their treatment on wilderness and outdoor activities. Furthermore, many of the already existing competition are in major cities which is often not where wilderness enthusiast are as they would rather spend their time in remote mountains or on a river. Simply having a service that can come to the location of a business where the staff is constantly working and might not be able to make it into town on a regular basis can be a huge benefit for clients. Having clients be able to not miss a full day of work or a full day outdoors can be very helpful for the standard outdoor guide/ ‘dirtbag’ whom might be working a minimum wage position and does not have the extra cash for such services.

## Participation Rates

Outdoor activities are becoming more and more popular, and the outdoor tourism market is expected to be on the rise. With such a high participation rate comes a high potentially of injuries that could sideline people’s passions and even careers especially if the activity involves more risk such rock climbing or snowboarding.

## Trends and Developments

Trends for this industry sector are slowly turning to more environmentally sustainable and wellness-oriented options. With climate change and saving our natural spaces as main subjects of conversation, health and wellness are also pushed to the forefront of conversation. For as the health of our planet becomes more important so does the importance of our personal health. So with an industry that is headed towards more conscious and health oriented services, a product that helps people stay healthy and avoid injury could be exactly what people in this industry need.

## Activity history

Outdoor sports are becoming more and more popular as people look for something more exciting than just going to the gym. With popular movies featuring outdoor athletics such as Free Solo, Dawn Wall, and Point Break, the industry is growing. In the past most outdoor sports were considered a niche thing to do as many people did not know how to get into the sport as they did not have a local climbing gym or mentor to teach them the dangers of whitewater. Times have changed, people are pushing past the limits of what was originally thought possible and WAW will be there to help people push further.

##

## Commercial landscape for sector

The commercial landscape for this sector would involve crossing multiple business sector boundaries including health care, fitness and outdoors. All these commercial landscapes are competitive but with this unique business plan, there is a high chance that the company could be successful.

## Opportunity

The opportunity that is being presented would be taking an already well-established idea (yoga and athletic therapy) and an idea that is already proven to help clients could potentially open a whole new market. Just as yoga studios have specific yoga classes geared towards hockey players, our company would a therapy session geared towards specific outdoor activities. Not only would this company provide services to avid enthusiasts but also career professionals that need to learn how to take care of their bodies to keep them working in their chosen profession.

Outdoor tourism guides especially high adventure guides such as whitewater guides are extremely susceptible to injury which could mean that they won’t be able to work or make a living. Having a guide out of commission not only means the guide is in a tough spot but also the company is down staff which could be detrimental for business. The opportunity would be to have a company come in for a weekend to work with any adventure tour group from river guides to ski instructors to teach them simple therapeutic tools for them to use to keep them fit and able to work.

## Unique Business opportunity

The outdoor adventure/ activities industry is quite vast, taking place all over the country, and impacting a wide variety of demographics. The industry is centered around being active in an outdoor environment. Being active alone causes many people to injure themselves then adding the risk that activities in nature bring a whole other level to the occurrence of potential injuries. Providing people with the skills to keep them outdoors would be incredibly beneficial not only to the weekend warrior or professional guide but also an adventure company. Therefore, having a service working directly with an adventure companies that would not only long term benefit their outdoor staff but also their bank accounts would be extremely beneficial. The service provided would train anyone with an interest in the outdoors but mainly outdoor professionals in techniques specific to their field that would help them maintain a healthy body and mind as well as to quicken rehabilitation time after injuries.

Market approach

## Target market:

The target market for Wilderness Athletic Wellness is anyone who frequents outdoors and participates in outdoor activities. Most commonly targeting professionals in guiding companies, outdoor gear companies, wilderness associations, search and rescue personnel and professional athletes. Basically, the target market is someone who needs their body to be in optimal health because they either love spending time outdoors for a personal hobby or they work as a professional in an outdoor industry.

This opportunity could essentially target anyone who is active in the outdoors but who the company will be actively targeting outdoor guiding companies, outdoor community associations, and outdoor brands. By targeting large companies, we will have access to all their staff which in turn will create a large number of clients so even if we do not work with them on a yearly basis we still have a huge number of people in which we are involved with. As well by partnering with associations and brands this will also expand our reach to not only the guides and athletes in the association but also the weekend warriors that follow the associations. The average age of clients would be young adults to early middle-aged adults, and primarily males as the outdoor industry is slightly more dominated by men.

This is an underserved market who would be interested in our product because the product can keep people working and outdoors. Some people don’t necessarily realize how important taking care of their bodies are until they are out of commission. As well once the client is out of commission it could take a while before they could be back doing what they love and people will be willing to pay to keep pursuing their passion.

## Product offering

##  Price

An average private athletic therapy assessment can cost close to one hundred dollars, this does not include the necessary follow up visits that are priced around fifty dollars for merely twenty minutes of the therapist’s time. Those numbers are of course based on private sessions. Now Wilderness Athletic Wellness will mainly be providing group session based on a specific outdoor sport (for example; Whitewater kayaking sessions which focus on shoulder injuries which are extremely common for kayakers). Research into first aid courses was done as this is a health care class which is done mostly in large groups of people just like how Wilderness Athletic Wellness would operate. Standard first aid courses for a two-day course (16hrs) generally cost around $125 per person. Wilderness Athletic Wellness would fall somewhere in between these two services when it comes to price. It would be cheaper than a standard physio or athletic conditioning session but also more expensive than a standard first aid class as it goes into specifics for the client’s specific wilderness endeavors. The cost for a weekend course would be roughly $150 per person but there would be special rates for larger group bookings.

The goal of Wilderness Athletic Wellness is to come to the client once, teach them what they need to know for common injuries in their field so that they do not keep having to return for follow-up visits. This puts rehabilitation and injury prevention in the hands of the clients, helping them save money on a one-time session and making them self sufficient enough when it comes to maintaining their health.

## Distribution / purchasing model

When it comes to distribution and purchasing for Wilderness Athletic Wellness, the company’s website would be where most of the stuff will take place. Since this is not a destination or a drop-in product but rather a pre- registered service most of the booking and payments would take place online. Of course, last minute purchases can be done at the time of the athletic therapy sessions but these would-be last-minute add-ons to the courses.

The consumer will be coming directly to the proposed company. There will be no middle man when it comes to distribution and purchasing model. People will book and pay online, and the company will for the most part come to the clients or to a local location when a seminar is held. I choose this strategy because it does not limit the company to a specific location. Being based online allows the company to be accessible to everyone at any time. As well this strategy is cheap when it comes to expenses, as the company will only have to pay for the cost of the website rather then the huge expenses that come from selling a service in person.

Most of our target market use social media which makes online purchasing a natural next step. Finally, since the company will be targeting people who spend most of their time outdoors, it makes sense to have the company operate from a website therefore potential customers can access us at any time and any location.

All sales would be considered direct sales for there would be no middle man (unless a company is paying on behalf of their staff but even in that case its just another form of direct sale). Sales would be both directed at large businesses as well as to individual consumers.

# Promotional strategy – provide sample media

# Explanation of overall strategy, feel and tone of your promotion; relate this to your target market and their needs and expectations

The overall promotional strategy of Wilderness Athletic Wellness is to connect with people in the outdoor industry and create meaningful relationships while impacting peoples lives for the better.

## Sample Webpage

https://annikabunkis96.wixsite.com/wawellness

## Sample Poster

# <https://create.piktochart.com/output/36039884-wilderness-athletic-wellness>

# Social media strategy – prove that you know how your customer uses social media and you will use this to your strategic advantage

The social media strategy of Wilderness Athletic Wellness would be focused on real stories of real people who have benefited from the services that the company provides. As well as providing inspirational recovery stories, the YouTube account would have rehabilitation skills/ tips as well as online stretching classes to help people as well as give them a taste of what Wilderness Athletic Wellness has to offer. YouTube and Instagram would be the two busiest social media platforms for the company as these two platforms are heavily frequented by young adults and people who are interested in outdoor activities.

The most important thing is that the social media marketing strategy will not be an aggressive technique that will take over people’s feds as this easily annoys possible clients instead Wilderness Athletic Wellness will come in the background of social media posts where the people or the techniques will be the main focus.

## Comparative advantage / competition

Direct competitors for Wilderness Athletic Wellness include physiotherapy clinics and yoga studios. Physio therapy clinics position their brand as something that helps injuries that have already happening. While yoga studios position themselves as not necessarily healing injuries or preventing them but instead yoga studios promote a certain lifestyle.

The brand in which Wilderness Athletic Wellness is looking to position themselves in is one that is a mix of the two types of competitors that were mentioned above. Not only promoting a certain lifestyle of health and nature but also aiming to heal (and prevent injuries). Therefore, Wilderness Athletic Wellness will set themselves apart from major competitors by blending all the best things of the competitors together. A brand positioning statement for Wilderness Athletic Wellness would be; A outdoor oriented athletic therapy program that is geared to help people continue their outdoor passions without the struggles of common injuries.

The values that will support the brand will include health, respect of nature, and the importance of an active lifestyle.

As seen above in the strategy canvas above (created for a previous assignment), Wilderness Athletic Wellness generally falls in the middle when it comes to what others are offering in the same industry. What sets this new concept apart from what is already available is the accessibility to remote locations and the knowledge of outdoor activities.

# Value proposition

Competitors would be other health-oriented businesses like yoga studios, and physio clinics. These would all be in cities or towns though- not necessarily where all our outdoor enthusiasts like to be. While there are many athletic therapy clinics and yoga studios across the country, there are hardly any that specifically focus their treatment on wilderness and outdoor activities.

# Description of competition:

The strategy canvas provided above shows the differences among competitors in the market and how the proposed service hits the best part of each category. The competitors include yoga studios, athletic therapy and physio therapy clinics, doctors’ offices, as well as the client figuring out a solution at home themselves.

The first category that is covered in the strategy canvas is price, the proposed company falls in the middle of this category because of course the services would not be free like health care is in Canada but it would also not be extremely expense like personal therapy sessions as the services provided would generally happen in a group workshop format.

The next category in the strategy canvas is the accessibility to remote areas. Most of the target market for this company spend their majority of time in areas away from major cities and urban areas. Many professionals in the outdoor industry do not have many days off or time to travel away from their staff accommodations or camp. Therefore, having a professional service that would come to the clients would reach a group of people that are generally overlooked until the injury is too great.

As well, having a service where the staff knows a lot about the activities is a huge benefit and could set the proposed company apart from the competition. Having an inner knowledge of not only the outdoor industry but also how the body moves in outdoor activities would be able to provide high quality services to the clients. For this section of the strategy canvas, the proposed company scores quite high compared to the competition.

Whether or not the clients have to continually miss work or put their adventures on hold would also play a factor not only in the individual’s choice of services but also for larger outdoor companies who have their staff working in the wilderness. This means clients will spend more time not only outdoors but also on the job. Saving money in workers compensation and personal finances/ time.

Finally, the last section of the strategy canvas is certification meaning how qualified the competition are to be providing services. Just like in the price section, the proposed company falls right in the middle of the competition field. This idea of having a company float along the middle line allows it to be more accessible, lower price, and still of decent quality.

## Location and facilities

Originally the idea was to have WAW work as a traveling operation with no home base. After more consideration it was determined having an actual location would be better, not only storing gear but also to run private sessions and seminars regularly so the flow of cash into the business would be a lot more consistent. The facilities would be located just on the outside of town, where it is easy to access, a lot of room in the building, but rent is not super high.

# Financial needs and projections

The market for this kind of thing is growing rapidly. With the ecotourism market expanding and the health/wellness industry booming one can expect that the potential customers would be quit high. As the tourism market grows, more and more guides will be working and therefore potentially harming themselves and will need therapy. Yoga memberships and regular physiotherapy can be quite expensive and many guides (primarily new guides who are most susceptible to being injured) might not be able to afford regular therapy to prevent injury or rehab an old injury

The costs for this product would come in the form of insurance costs such as liability insurance as well as travel expenses. Building costs will not necessarily be there as the company can set up at which ever tourism business they are working with at a certain time.

Start up costs would be very minimal to obtain a class worth of yoga/therapy gear it can be budgeted to be under 400 dollars. As well as marketing and website costs to begin business. There would be travel costs of course but in the initial phase of the business, the training would start with local companies then slowly expand to across Canada once there has been a steady flow of income.

Summary

The financials were created with the idea that the company would open in the start of the first year and so business would start slow and in theory grow from there. Starting with small staff and a small number of clients but eventually growing much larger the second year. The first month of business is highly expensive as this includes all the startup costs for the business, thus taking the business a little while to breakeven.

The return on sales in the first year is not very high but increases drastically in the second year as the business costs would stay roughly the same but the incoming costs would increase. Second year is really when a profit is made. The startup loan would be around $35000 which would cover the startup costs.

## Startup costs

|  |  |
| --- | --- |
| Startup cost required | Price |
| Legal expenses for licenses and permit | $15,300 |
| Marketing Promotion | $3000 |
| Insurance Costs | $6000 |
| Rent | $1000 |
| Operational Costs for the three months | $80000 |
| Equipment Costs | $3500 |
| Website | $200 |

## Cash flow analysis, 24 months minimum

### Year 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Wilderness Athletic Wellness |  |  |  |  |
| **Monthly Cash Flow** |  |  |  |  |
|   | January | February | March | April | May | June |
| **Openning Balance** | 0.00 | -34,200.00 | -52,525.00 | -73,400.00 | -94,725.00 | ######### |
| **Income** |   |   |   |   |   |   |
| Winter Seminars participants | 0 | 100 | 100 | 0 | 0 | 0 |
| Private Sessions | 750.00 | 750.00 | 0.00 | 750.00 | 1,500.00 | 1,500.00 |
| Summer Seminars participcants | 0 | 0 | 0 | 80 | 200 | 200 |
| Corporate Sessions | 1,800.00 | 1,800.00 | 0.00 | 1,800.00 | 5,400.00 | 5,400.00 |
| **Income for month** | 2,550.00 | 2,550.00 | 0.00 | 2,550.00 | 6,900.00 | 6,900.00 |
| **Expenses** |   |   |   |   |   |   |
| Variable trip expense: |   |   |   |   |   |   |
| credit card fees  | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 |
| Staff Wages | 0.00 | 0.00 |   | 3,000.00 | 3,000.00 | 3,000.00 |
| Flights | 0.00 |   |   | 0.00 | 0.00 | 2,000.00 |
| food  |   |   |   | 0.00 | 0.00 | 0.00 |
| Equipment Maintence |   |   |   | 0.00 | 0.00 | 0.00 |
| Space rental  | 0.00 | 0.00 |   |   |   | 0.00 |
| Total variable expense | 50.00 | 50.00 | 50.00 | 3,050.00 | 3,050.00 | 5,050.00 |
| Fixed expense: |   |   |   |   |   |   |
| Salary | 19,200.00 | 19,200.00 | 19,200.00 | 19,200.00 | 19,200.00 | 19,200.00 |
| Licenses  | 3,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Insurance  | 6,000.00 |   |   |   |   | 0.00 |
| rent | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 |
| office | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 |
| promotion | 3,000.00 | 125.00 | 125.00 | 125.00 | 125.00 | 125.00 |
| Equipment | 3,500.00 |   | 0.00 |   | 0.00 |   |
| Total fixed expense | 36,700.00 | 20,825.00 | 20,825.00 | 20,825.00 | 20,825.00 | 20,825.00 |
| **Total Expense (month)** | 36,750.00 | 20,875.00 | 20,875.00 | 23,875.00 | 23,875.00 | 25,875.00 |
|   |   |   |   |   |   |   |
| **Gain (Loss) for month** | -34,200.00 | -18,325.00 | -20,875.00 | -21,325.00 | -16,975.00 | -18,975.00 |
| **Closing Balance** | -34,200.00 | -52,525.00 | -73,400.00 | -94,725.00 | ######### | ######### |
|  |  |  |  |  |  |  |
| **Winter Seminar Price** | 150 |  | **ROS** | 1.54% |  |  |
| **Summer Seminar Price** | 150 |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| July | August | September | October | November | December | **Totals** |  |  |  |
| ######### | ######### | ######### | ######### | ######### | ######### |  |  |  |  |
|   |   |   |   |   |   |  |  |  |  |
| 0 | 0 | 0 | 80 | 250 | 250 | **780** |  |  |  |
| 1,500.00 | 3,000.00 | 0.00 | 3,000.00 | 1,500.00 | 1,500.00 | **15,750.00** |  |  |  |
| 200 | 100 | 80 | 0 | 0 | 0 | **860** | 246,000.00 | Seminar total Income |
| 1,800.00 | 1,800.00 | 0.00 | 5,400.00 | 5,400.00 | 5,400.00 | **36,000.00** |  |  |  |
| 3,300.00 | 4,800.00 | 0.00 | 8,400.00 | 6,900.00 | 0.00 | **290,850.00** | total income |  |
|   |   |   |   |   |   |  |  |  |  |
|   |   |   |   |   |   |  |  |  |  |
| 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | 50.00 | **600.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 3,000.00 | 3,000.00 |   | **15,000.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 | 0.00 | **4,000.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 0.00 |   |   | **0.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 0.00 |   |   | **0.00** |  |  |  |
| 0.00 |   | 0.00 |   |   | 1,000.00 | **1,000.00** |  |  |  |
| 50.00 | 50.00 | 50.00 | 3,050.00 | 5,050.00 | 1,050.00 | **20,600.00** | total variable exp |  |
|   |   |   |   |   |   |  |  |  |  |
| 19,200.00 | 19,200.00 | 19,200.00 | 19,200.00 | 19,200.00 | 19,200.00 | **230,400.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | **3,500.00** |  |  |  |
|   |   |   |   |   |   | **6,000.00** |  |  |  |
| 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | **12,000.00** |  |  |  |
| 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | **6,000.00** |  |  |  |
| 125.00 | 125.00 | 125.00 | 125.00 | 125.00 | 125.00 | **4,375.00** |  |  |  |
|   |   |   |   |   |   | **3,500.00** |  |  |  |
| 20,825.00 | 20,825.00 | 20,825.00 | 20,825.00 | 20,825.00 | 20,825.00 | **265,775.00** | total fixed exp |  |
| 20,875.00 | 20,875.00 | 20,875.00 | 23,875.00 | 25,875.00 | 21,875.00 | **286,375.00** | total exp (var+fix) |  |
|   |   |   |   |   |   |  | 4,475.00 | NET INCOME bf tax |
| -17,575.00 | -16,075.00 | -20,875.00 | -15,475.00 | -18,975.00 | -21,875.00 |  |  |  |  |
| ######### | ######### | ######### | ######### | ######### | ######### |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

### Year 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Wilderness Athletic Wellness |  |  |  |  |
| **Monthly Cash Flow** |  |  |  |  |
|   | January | February | March | April | May | June |
| **Openning Balance** | 4,475.00 | -26,005.00 | -46,710.00 | -66,740.00 | -84,970.00 | ######### |
| **Income** |   |   |   |   |   |   |
| Winter Seminars | 200 | 200 | 100 | 0 | 0 | 0 |
| Private Sessions | 3,000.00 | 3,000.00 | 1,875.00 | 1,875.00 | 2,250.00 | 2,250.00 |
| Summer Seminars | 0 | 0 | 0 | 180 | 300 | 250 |
| Corporate Sessions | 7,200.00 | 3,600.00 | 5,400.00 | 7,200.00 | 3,600.00 | 7,200.00 |
| **Income for month** | 10,200.00 | 6,600.00 | 7,275.00 | 9,075.00 | 5,850.00 | 9,450.00 |
| **Expenses** |   |   |   |   |   |   |
| Variable trip expense: |   |   |   |   |   |   |
| credit card fees 3% | 80.00 | 80.00 | 80.00 | 80.00 | 80.00 | 80.00 |
| Staff Wages | 0.00 |   |   | 0.00 | 5,000.00 | 5,000.00 |
| Flights | 2,000.00 |   |   | 0.00 | 2,000.00 | 2,000.00 |
| food  |   |   |   | 0.00 | 0.00 | 0.00 |
| Equipment Maintence | 500.00 |   |   | 0.00 | 1,000.00 | 500.00 |
| Space rental  | 0.00 | 0.00 |   |   |   | 1,000.00 |
| Total variable expense | 2,580.00 | 80.00 | 80.00 | 80.00 | 8,080.00 | 8,580.00 |
| Fixed expense: |   |   |   |   |   |   |
| Salary | 25,600.00 | 25,600.00 | 25,600.00 | 25,600.00 | 25,600.00 | 25,600.00 |
| Licenses  | 3,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Insurance  | 6,000.00 |   |   |   |   | 0.00 |
| rent | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 |
| office | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 |
| promotion | 500.00 | 125.00 | 125.00 | 125.00 | 125.00 | 125.00 |
| Equipment | 1,000.00 |   | 0.00 |   | 0.00 |   |
| Total fixed expense | 38,100.00 | 27,225.00 | 27,225.00 | 27,225.00 | 27,225.00 | 27,225.00 |
| **Total Expense (month)** | 40,680.00 | 27,305.00 | 27,305.00 | 27,305.00 | 35,305.00 | 35,805.00 |
|   |   |   |   |   |   |   |
| **Gain (Loss) for month** | -30,480.00 | -20,705.00 | -20,030.00 | -18,230.00 | -29,455.00 | -26,355.00 |
| **Closing Balance** | -26,005.00 | -46,710.00 | -66,740.00 | -84,970.00 | ######### | ######### |
|  |  |  |  |  |  |  |
| **Winter Seminar Price** | 150 |  | **ROS** | 11.60% |  |  |
| **Summer Seminar Price** | 150 |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| July | August | September | October | November | December | **Totals** |  |  |  |
| ######### | ######### | ######### | ######### | ######### | ######### |  |  |  |  |
|   |   |   |   |   |   |  |  |  |  |
| 0 | 0 | 0 | 80 | 250 | 200 | **1030** |  |  |  |
| 2,250.00 | 1,875.00 | 1,875.00 | 3,000.00 | 3,000.00 | 3,000.00 | **29,250.00** |  |  |  |
| 200 | 200 | 150 | 0 | 0 | 0 | **1280** | 346,500.00 | Px total sales |
| 5,400.00 | 5,400.00 | 3,600.00 | 7,200.00 | 3,600.00 | 7,200.00 | **66,600.00** |  |  |  |
| 7,650.00 | 7,275.00 | 5,475.00 | 10,200.00 | 6,600.00 | 0.00 | **432,150.00** | total income |  |
|   |   |   |   |   |   |  |  |  |  |
|   |   |   |   |   |   |  |  |  |  |
| 80.00 | 80.00 | 80.00 | 80.00 | 80.00 | 80.00 | **960.00** |  |  |  |
| 5,000.00 | 0.00 | 0.00 | 0.00 | 5,000.00 | 5,000.00 | **25,000.00** |  |  |  |
| 2,000.00 | 0.00 | 0.00 | 0.00 | 2,000.00 | 2,000.00 | **12,000.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 0.00 |   |   | **0.00** |  |  |  |
| 500.00 | 0.00 | 0.00 | 1,000.00 |   |   | **3,500.00** |  |  |  |
| 1,000.00 |   | 0.00 |   |   | 1,000.00 | **3,000.00** |  |  |  |
| 8,580.00 | 80.00 | 80.00 | 1,080.00 | 7,080.00 | 8,080.00 | **44,460.00** | total variable exp |  |
|   |   |   |   |   |   |  |  |  |  |
| 25,600.00 | 25,600.00 | 25,600.00 | 25,600.00 | 25,600.00 | 25,600.00 | **307,200.00** |  |  |  |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | **3,500.00** |  |  |  |
|   |   |   |   |   |   | **6,000.00** |  |  |  |
| 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | **12,000.00** |  |  |  |
| 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | 500.00 | **6,000.00** |  |  |  |
| 125.00 | 125.00 | 125.00 | 125.00 | 125.00 | 125.00 | **1,875.00** |  |  |  |
|   |   |   |   |   |   | **1,000.00** |  |  |  |
| 27,225.00 | 27,225.00 | 27,225.00 | 27,225.00 | 27,225.00 | 27,225.00 | **337,575.00** | total fixed exp |  |
| 35,805.00 | 27,305.00 | 27,305.00 | 28,305.00 | 34,305.00 | 35,305.00 | **382,035.00** | total exp (var+fix) |  |
|   |   |   |   |   |   |  | 50,115.00 | NET INCOME bf tax |
| -28,155.00 | -20,030.00 | -21,830.00 | -18,105.00 | -27,705.00 | -35,305.00 |  |  |  |  |
| ######### | ######### | ######### | ######### | ######### | ######### |  |  |  |  |

##

## Income statement at 12 and 24 months

### Year 1

|  |  |
| --- | --- |
|  |  |
|  |  |
|   | **Totals** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Openning Balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Winter Seminars participants | **780** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Private Sessions | **15,750.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Summer Seminars participcants | **860** | 246,000.00 | Seminar total Income |  |  |  |  |  |  |  |  |  |  |  |  |
| Corporate Sessions | **36,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income for month** | **290,850.00** | total income |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Expenses** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Variable trip expense: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| credit card fees  | **600.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Staff Wages | **15,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Flights | **4,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| food  | **0.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Maintence | **0.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Space rental  | **1,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total variable expense | **20,600.00** | total variable exp |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fixed expense: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Salary | **230,400.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Licenses  | **3,500.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance  | **6,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| rent | **12,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| office | **6,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| promotion | **4,375.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment | **3,500.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total fixed expense | **265,775.00** | total fixed exp |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total Expense (month)** | **286,375.00** | total exp (var+fix) |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  | 4,475.00 | NET INCOME bf tax |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gain (Loss) for month** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Closing Balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

### Year 2

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   | **Totals** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Openning Balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Winter Seminars | **1030** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Private Sessions | **29,250.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Summer Seminars | **1280** | 346,500.00 | Px total sales |  |  |  |  |  |  |  |  |  |  |  |  |
| Corporate Sessions | **66,600.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income for month** | **432,150.00** | total income |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Expenses** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Variable trip expense: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| credit card fees 3% | **960.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Staff Wages | **25,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Flights | **12,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| food  | **0.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Maintence | **3,500.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Space rental  | **3,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total variable expense | **44,460.00** | total variable exp |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fixed expense: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Salary | **307,200.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Licenses  | **3,500.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance  | **6,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| rent | **12,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| office | **6,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| promotion | **1,875.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment | **1,000.00** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total fixed expense | **337,575.00** | total fixed exp |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total Expense (month)** | **382,035.00** | total exp (var+fix) |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  | 50,115.00 | NET INCOME bf tax |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gain (Loss) for month** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Closing Balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Break even analysis – provide a monetary,

The breakeven points based on the winter and summer seminar costs would be 2657 seminar tickets for the year. Might seem like a lot of tickets but a seminar can have over a hundred people present so therefore only really have to sell out say 26 seminars, that’s roughly two a month for the year. The breakeven cost for corporate seminars would be 151 corporate deals. As these two products are my most popular products, the breakeven point would be somewhere between the two.

## Explain assumptions and details

Some assumptions that were made about this business opportunity were primarily about the amount of people that would amount of people that would go to seminars. Based on the fact that the company would reach out and work with large businesses in the industry with huge amounts of employees and clientele, it can be assumed that there would be a lot of people attending seminars. As well as that a lot of income would come from corporations in the outdoor industry as the corporations would be paying for a huge number of their employees to attend. The corporation seminars is based on the idea that it would cost 50 per person and just under two thousand dollars per seminar. A seminar would last one maybe two days so the company can have multiple seminars (both corporate and public) a week. Public seminars would obviously cost more as the idea would be the corporations would get a deal of sorts as they are buying in mass.

Another assumption that was made was the cost of private sessions. A private session would be 75 dollars. This was based on the average price of physiotherapy and personal training. As a session would be one on one with a trainer and only an hour long, one trainer can have 6 or more clients a day.

The company would of course have busy times during peak outdoor tourism seasons which is when most of the income would come in.

Legal

## Legal ownership structure

The legal ownership structure for the business would be sole proprietor which is fairly risky as if it fails it falls on one person. Although this is risky, this is a small business with few staff to start off and I am the only one creating this opportunity and overseeing so it makes sense that it would fall to me.

## License and regulations that apply to operation

Some license and regulations that apply to this operation include Business license and Yoga instructor license. Through Yoga Alliance an instructor can keep their registered titled for just over a hundred dollars a year. To register a business with the government of Canada costs under a hundred dollars as well. Therefore, licensing costs would be minimal.

## Waiver use if applicable

**WAIVER FORM**

\*\*Please note, all of the information on this form is kept confidential.

**REGISTRANT DETAILS:**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Prov:\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Postal Code:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMERGENCY CONTACT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ EMERGENCY CONTACT PHONE NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have you done athletic therapy before? YES/NO (Please circle)

 If YES, for how long? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Limitations/Injuries: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have numbness/pain in (circle all that apply): neck shoulders elbows hands wrists hips lower back upper back knees feet other (please note):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Waiver If at any time during the class, you feel discomfort or strain, gently come out of the posture. You may rest at any time during the class. It is important that you listen to your body, and respect its limits on any given day.

 I, the undersigned, understand that yoga is not a substitute for medical attention, examination, diagnosis, or treatment. I should consult a physician prior to beginning any activity program, including yoga. I recognize that it is my responsibility to notify my teacher of any serious illness or injury before every class. I will not perform any postures to the extent of strain or pain.

 I accept that neither the instructor, nor the hosting facility, is liable for any injury, or damages, to person or property, resulting from the taking of the class.

Name: Signature: Date:

## Insurance requirements

Some insurance that would be needed for this company would include obtaining liability insurance, travel insurance, as well as insurance for staff and the place of business. The liability insurance and the signed wavier would in theory cover the company if there were any issues that were to arise.