



## Find the greatness within

Marty.

This week I will be starting back to playing squash with Leon. In the upcoming weeks I will be bringing several others who used to play at Cavendish Club back.

I'd love to do something with this club. But I am not a settler! It is either all or nothing with me. My vision for the club is one where there are 2500 fitness members paying \$50/mth, along with 200 squash and 200 racquetball members at \$60/mth.. There are no basketball courts. It is a fitness and racquet club!

You know a bit about me, but what you don't know is the calling I have on my life from God. He wants me to build West End Cavendish into something really special - for you - for Margaux - for Leon - and for all the residents of CSL, Hampstead, NDG, Montreal West, Snowdon and even Westmount.

One of the first things I would do is to give Quach Tre Hsuh, the owner of Tennis Selection on Decarie your office in order to set up a little pro shop and stringing boutique. With 4 courts each of squash, racquetball and tennis - or whatever you are doing with the outside facility, along with his existing business, he will be very busy and will be able to maintain a great inventory to cater to the needs of all factions of the club - including fitness.

I am not doing this for the money, Marty. I am doing it because the area needs a great club and you need me to undertake what I know how to do - through God. Let's start doing this - September and the start of the new season is coming soon!

All my best,

A handwritten signature in blue ink, appearing to be "Rob", written over a light blue rectangular background.

514.482.3659

**NuVoWay.ca**

***Leading a health, fitness and LifeStyle revolution.***



## Find the greatness within

### The Vision for NuVoWay FIT Centre at West End Cavendish

A fitness and racquet sport club having 4 racquetball, 4 squash, 4 outdoor tennis and a great gym.

#### Desired membership level:

2500 fitness members @ \$50/month (\$600/year)

400 squash and racquetball members @ \$60/month (\$720/year)

#### Means to attain:

Development, training and certification of 25 NuVoWay LifeStyle Coaches (NWLSC's) to cover the entire Area including Cote St Luc, Hampstead, Montreal West, NDG, Westmount and Snowdon. Each NWLSC will develop a base of 100 clients who will come to the gym. For this they will receive a 30% ongoing commission. This will return \$35/month x 2500 members = \$87,500/month to the club. In addition we will develop a base of 400 squash and racquetball players. For this the racquetball/squash pro will receive a 30% ongoing commission, or \$7200/mth. This will return \$16,800/month to the club.

- **Miles Krol** will be responsible for development and implementation of the entire NWLSC system and the fitness area.
- **Jason Waggoner** will oversee all management and sales activities for the club.
- **Chuck Rankin** will be the racquetball and squash professional and will take the club and our services out to the community.

#### For NuVo:

Our objective is to get each and every NuVoWay LifeStyle Coach to 100 clients at \$100/month as quickly as possible. Once we reach this, the revenue to NuVo will be: 2500 clients x \$100/month x 40% = \$100k/month or \$1.2M/year.

#### For NuVoWay LifeStyle Coaches:

Once their targets are reached, they will be earning:

- 100 NuVoWay FIT Centre memberships at 30% of \$50/month = \$1,500/month or \$18,000/year
- 100 clients at \$100/month x 60% = \$6,000/month or \$72,000/year

#### Duplication

We could use this model to assist other clubs across Montreal ie in the West End (West Island, St Laurent (CDL)).

The larger plan involves developing **NuVoWay LifeStyle Centres** with 8 courts each of racquetball, squash, tennis and badminton/short tennis along with a first rate fitness centre down to every city in every country across the world, totalling > 10,000 facilities.

**NuVoWay.ca**

***Leading a health, fitness and LifeStyle revolution.***



**Find the greatness within**

## **Planned Progression for Montreal (and every other city we enter)**

### **Year One (2025)**

- 100 **NuVoWay LifeStyle Coaches** each building a client base of 100 at \$100/mth (for this they receive one 90 min session/mth with the NuVoWay LifeStyle Coach as well as unlimited use of the **NuVoWay LifeStyle Management App** and access to all Local Market Activities across the Territory). At \$60/client/mth, this represents \$6000/mth for the NWLSC, or \$72k/year. Also building a base of several hundred users of the NuVoWay LifeStyle Management App and Local Market Program at \$25/mth.

### **Year Two (2026)**

- Development of the **NuVoWay FIT Centre**. An exclusive gym for NuVo members. Each NWLSC will contribute on average 50 members to the Centre at \$50/mth. This will mean we have 5,000 members when we open the doors. NWLSC's will receive a 30% commission for each member they bring in. At 50 members, this represents \$750/mth to the NWLSC. The Area Manager will be responsible for management of this facility and will have 49% equity in the Centre.

### **Year Three (2027)**

- Development of the **NuVoWay LifeStyle Centre** with 8 courts each of racquetball, squash, tennis and badminton, a state of the art fitness centre, sports bar/resto with 4 golf simulators. Each NWLSC will contribute on average 50 members to the Centre at \$75/mth (no court fees). This will mean we will have 5,000 members from day one. NWLSC's will receive a 30% commission for each member they bring in. At 50 members this represents \$975/mth to the NWLSC. The Territory Manager will be responsible for management of this facility and will have 49% equity in the Centre.

This is the planned progression for every Territory we enter.

- In 2026 it is our aim to open 50 Major Markets across North America.
- In 2027 it is our aim to open 50 major markets across the world.
- In 2028 it is our aim to open 100 major markets across the world.

**NuVoWay.ca**

***Leading a health, fitness and LifeStyle revolution.***