

# Welcome



# The Problem

**4 million drivers per day use the road network**

**A large proportion use the Motorways**

**Many driving for hours on end**

**Many of them in pain...**

**Wouldn't it be great if they could get a neck and  
shoulder massage at their next pit stop**



# The Solution

Creating a whole  
new market



Massage that is  
Convenient Affordable  
& Focused



# Road Services



**Branding  
that can become  
nationally  
recognised  
overnight**

Where we could be - Map of all Roadchef locations



Roadchef Sedgemoor 2019



# Target Market

**Daily commuters**

**Long Haul Truckers**

**Charging Electric Vehicle Owners**

# What we do different

- **Unique Pricing**
- **Tailored Treatments**
- **High Quality Staff**
- **Unique Retention Features**

**At £1 per minute  
get the treatment  
YOU WANT for  
the TIME YOU  
NEED**



# Our Competition



- **Overpriced**
- **Don't work the areas you want or need**
- **No human interaction**
- **Jiggles your belly fat for everyone to see**

# Client Retention

## THE BAIT

Solution to gaining & retaining customers



Offer inexpensive  
5 minute massages  
Give them a loyalty card  
prestamped once

## THE HOOK

Card is usable in  
all Minute Massage  
Locations.



A stamp is given for every 10  
minutes of massage.  
10 minutes free if card full



Our cards can be in half a million wallets within months



# Financial

**We are looking for £500k investment to open three road services locations in the next 6 months to become a nationally recognisable company instantly.**

**M1 /M40 - Birmingham - London**

**M6 - Birmingham to Manchester**

**M5 - Birmingham to Bristol**



# Where to next?



## INTERNATIONAL AIRPORTS

- Long waits
- British £ to offload
- Cheapest thing in an airport



# Where to next?

## SHOPPING CENTRES

- Unique service
- Model successful  
Internationally
- Central location

