



Minute

MASSAGE

FEEL BETTER IN NO TIME

Proposal

I would like to offer you a 50% share in this company in exchange for your support and influence.

I am seeking a business partner who I can work closely with and can see the same potential that this company has.

With your influence and resources, we have the capacity to propel this company into a national brand overnight.

Creating a new industry

Let's face it, Massage has a pretty bad reputation in the UK. Most people snicker when I tell them I am a massage therapist. That's because massage is perceived as a stuffy pretentious service only for those that can afford it. Not all of us want whale music, weird smells and a soft touch massage to send us to sleep.

Massage should be a needs based service. Stiff necks, tight traps, painful backs, sore feet, and so on. People should be getting treatment for these issues but they won't because they can't find anyone to do it properly. This is where we come in. We fulfill a need that so few others cater for.

We have innovated a different way of treating people.
Real treatment from Physios and Sports Therapists at a reasonable cost.
Convenient, Affordable and Focused

Treatment is priced at £1 per minute (minimum 10 mins)

With our pricing, where else in the UK can you get a physio that will be hands-on for £10?

In a country desperate for an alternative to the current healthcare system - we offer that alternative.

We treat people for the things they need.

What support we need from you

I need a partner with the resources and influence to help me turn this around and make it a reality.

I have attempted to do all of this on my own and have failed in doing so.

When I came up with this concept, I realised that it needed a strong foundation to work from. I created a recognisable brand with a different business model. I have had to do the website, advertising, building and design all on my own.

To my detriment, I lacked the resources, influence and business skills that you have.

To protect any investment of yours, I propose you manage to business side such as money management, deal making and advertising

I can then focus on the employee side - to develop them so we can spread fast. My team are amazing, so many of them are born leaders, people I can put in charge of other shops.

With your help, this brand can be everywhere.

In every road service, airport, town centre and major shopping centre.

Earning Potential

There is a high profit margin for massage. Each seated massage pod only requires 1.5sqm so a lot can fit into a small area.

The largest ongoing expenses are payroll and rent - with very few other high cost expenses.

The below chart is an example of earnings per “pod” profitability.

To highlight potential, I have used an example of earnings in a high traffic facility such as **Heathrow airport** or **Major Road Services**.

To demonstrate profitability, I have used a high weekly rental of £4000 per week, paid £15 per hour to staff, working 40 mins per hr.

A realistic amount for a small store would be 6 - 8 pods, meaning a smaller rental and more staff to allow for full occupancy of pods.

In a place such as Heathrow, we can have several stores per terminal. Heathrow has 5 terminals...

Heathrow Potential Earnings										
@ Average 40mins per pod										
Pods Active	REVENUE			Engaged Treaters	EXPENSES				PROFIT	
	Earn per hour (£1 per min)	Earnings Per 12hr day	Weekly Takings		WAGES @ £15ph		Variable Expenses	Weekly Rent + rates	Weekly	Per Annum
					Daily	Weekly				
4	160	1920	13440	4	720	5040	1000	4000	3400	£ 176,800.00
6	240	2880	20160	6	1080	7560	1000	4000	7600	£ 395,200.00
8	320	3840	26880	8	1440	10080	1000	4000	11800	£ 613,600.00
10	400	4800	33600	10	1800	12600	1000	4000	16000	£ 832,000.00
12	480	5760	40320	12	2160	15120	1000	4000	20200	£ 1,050,400.00
14	560	6720	47040	14	2520	17640	1000	4000	24400	£ 1,268,800.00

What we do:

Our Business and the Model

What we do:

Seated Massage

Offering seated massage for £1 per minute
Clients can receive fast and efficient massage based on their wants and needs without the need to undress.

Perfect for the Neck, Shoulders and Back. This type of massage chair allows us a mechanical advantage and allows for much more pressure than if clients were to use just a stool.

Convenient Affordable and Focused

Typical length of treatment - 10-20 minutes - £10-£20



What we do:

Sports Therapy



By offering table therapy, clients can receive longer and more comprehensive massages.

Clients typically come to our store in pain or with issues.

Our team of sports therapists and physios treat people for their required needs.

Pricing for these treatments are slightly higher due to turnaround times, undressing and towels etc.

Typical length of treatment - 45 to 60 minutes - £45-£60



What we do:

Corporate Massage and In-House Massage

Employee Wellness plays a large role in modern offices these days. Services such as ours are a welcome relief to many employees.

In a large city such as Birmingham, there are thousands of employers who are looking for wellness alternatives for their staff members. Our services are very much enjoyed by staff members

Typical length of treatment - 4 hours with 2 Workers = £480

In-House

We are also innovating new ways in which we operate. We send one of our therapists to a place of work and staff pay to use our services.

Perfect for large employers with limited budgets such as Hospitals, Public Services (i.e. councils)



Innovations

In trying to create a new industry we have had to innovate new ways to change the way massage is perceived. We are the only business that has offered all the following

Seated Massage	An appointment free way of getting treatment here and now. No undressing, no oils, short focused treatments
In-House Massage	Offering employers with small budgets the ability to bring us in and treat their workforce as part of their wellbeing programs
Road service Massage	Offering seated massage to the millions of daily road users with aching backs, necks, shoulders and feet.
Shopping Centre Massage	Having a shop in a high footfall location offering seated massage, foot massage and table based massage
Client retention cards	We provide loyalty cards - where every 10 minutes = 1 stamp, 10 stamps = 10 minutes free. People come for longer and more often.

Client Retention

THE BAIT



We tempt people into our store for inexpensive massages. Promotions run at £3 for 5 minutes. 5 minutes is an adequate time for us to showcase our skills and demonstrate the benefits.

Afterwards, we provide them a loyalty card, stamping each time for every 10 minutes, which leads us to...



We offer an innovative solution to retain customers

THE HOOK



Once clients understand the benefits of the loyalty card, they get hooked. Taking up longer massages knowing that after a one hour massage, they only need another 40 minutes to get £10 off their next massage.

We want one of our cards in everyone's wallet. We pre-stamp each card with one stamp to get people going, even if they get a 5 minute one for the first time.

Each store will have the same version of the card, meaning that if we were in road services, people can get stamps for each service they use.



Where you can help get us:

Road Services

Millions of road users use the road network on a daily basis. So many drivers get stiff backs, necks and shoulders. There is no effective treatment for them. The reason why all those electric massage chairs are empty is because they don't give people what they want.

A shop as recognisable as ours can spread and proliferate quickly through all the major road services. A definite selling point to the major service providers who compete to get the right brands

In 2019, we trialled for 2 weeks a shop in Roadchef Sedgemoor. The concept was hailed by management as something that if we could get working, had the potential to be in all Roadchefs. Our concept at the time was good, but marketing was poor. And with so little time to get things right, we pulled the trial.

Having a shop in the road services, would instantly make this a National Brand. They're inexpensive to create and you get instant branding nationally.



Where we could be - Map of all Roadchef locations



Roadchef Sedgemoor 2019

International Airports



In an airport departure lounge, there is a massive demand for this type of service - tens of thousands of people, each with hours to wait and GBP to spend before they leave the country.

Everyone knows that at an airport, prices are hyper inflated. A service in which you can get a **massage treatment for as little as £10** will be the bargain of the century and will have people queueing out the door. Passengers would be more inclined to try our service rather than pay the same amount for the cost of a sandwich.

An airport is open 7 days a week and open longer than 12 hours per day

After check in and security, people will only have small carry on items.
Many have to loiter in the departures area for 2+ hours.

Massage to back, neck, shoulders & legs will appeal to many before a flight

For scale, If we can set up in a major airport, e.g. Heathrow, we can be in every major international airport.



Shopping Centres



Grand Central Birmingham 2022-23

Having us in shopping centres makes commercial sense.

If we are in a central hub. People will have been walking around carrying shopping, with nagging kids, bored husbands.

We did a 4 month trial in Grand Central Birmingham, just above the rail station.

As a result of having our shop in Grand Central, we became a known brand. When we opened our doors in Martineau Place Shopping centre, people remembered the logo and sought us out once they knew we were back in Birmingham.

With a larger shop, e.g. 12m deep x 6m wide, we can offer table treatments and sports therapies and foot massage.



What support we need from you

Estimated costs to set up

Road Services

These are fast, cheap and easy to start up. Depending on the type of build you wish to go for, the set up cost to start each could cost as little as £20,000. In 2019, we set up our trial in Sedgemoor for < £3000.

We can gain national recognition in weeks, by just starting one in each of these road services :

M1/M40 London to Birmingham ; M5 Birmingham to Bristol ; M6 Birmingham to Liverpool

Shopping Centres & City Centre Stores

Also dependent on the type of build you wish to go for, We set up the Worcester store for less than £20,000.

Our philosophy is based on the quality of the service and not the decor - possibly to our detriment.

However, the equipment is relatively inexpensive, and we don't need a fancy build.

Estimated costs - £25,000 per store

Airports

This is an absolute unknown. I attempted contact with Heathrow & Birmingham airports and they would not even talk to me.

We have a service that everyone needs, and the potential is there. We just need to be taken seriously.

City Centre stores

I believe that the best place to start is to have a high capacity store in Birmingham city centre. Having a store in a city centre creates an economic opportunity not only from the services within, but a central location also allows therapists to access the thousands of potential corporate opportunities within a walking distance of the store.

It also allows us to train on-mass a large force to set up in the road services/airports.



Our Staff

Our goal is to have the best, brightest and most competent employees.

All staff are at a minimum qualified in Sports Therapy. We also have a few Physiotherapists.

Because we are based in Worcester and Birmingham - we have connections to the Universities in these cities, both of which offer these therapies as part of their curriculum.

Very few businesses of this type have access to the talent we have or can possess



How this model works elsewhere

I am an Australian, and in Australia, this is the dominant model.

Every shopping centre has at least one, with **some of the larger centres house over five**. It is now ingrained in Australian habits that if you want a massage you just go to the shops.

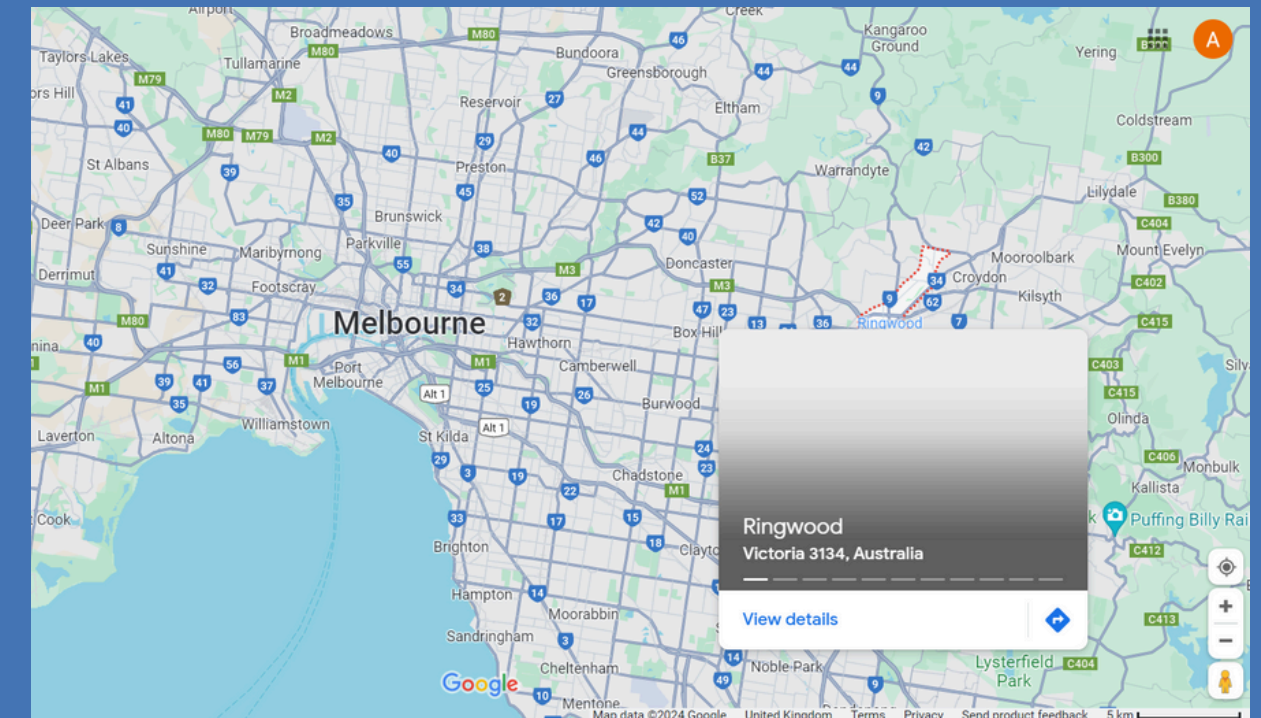
Our model is similar to most Australian businesses, but certain functions have been improved. We have better trained staff, and offer a variety of value added products that can be utilised, i.e. Corporate Massage & Sports Therapy.

England is similar to Australia in that both countries are ethnically diverse with the same societal values.

A new market such as this can thrive in a country bereft of quality treatment at a convenient location without the need of booking weeks in advance.

As an example:

Eastland Shopping Centre is 30km from the city centre of Melbourne. It is not particularly huge, and is on the fringe of Melbourne's East. It was my local shopping centre.



If you run a search for “massage” in their website:

www.eastland.com.au

You will find that there are 7 shops offering massage in this one shopping centre.

In England, there are none - anywhere

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