

A woman with long, wavy blonde hair is sitting in a wooden sauna. She is wearing a white towel wrapped around her body and has her eyes closed, appearing to be in a state of relaxation. The sauna's interior is made of light-colored wood, and the lighting is warm and soft.

been
LIGHT SAUNA

Franchise Opportunities

beem™ Light Sauna is an innovative health and wellness Franchise poised for explosive growth. The Global Wellness Economy was previously valued at \$4.9 Trillion in 2019 and is expected to reach \$7.0 Trillion by 2025. This continual increase is a result of a cultural shift towards holistic healing. beem™ Light Sauna is uniquely positioned as the right brand at the right time. Don't miss this incredible opportunity to enlighten lives in your community!

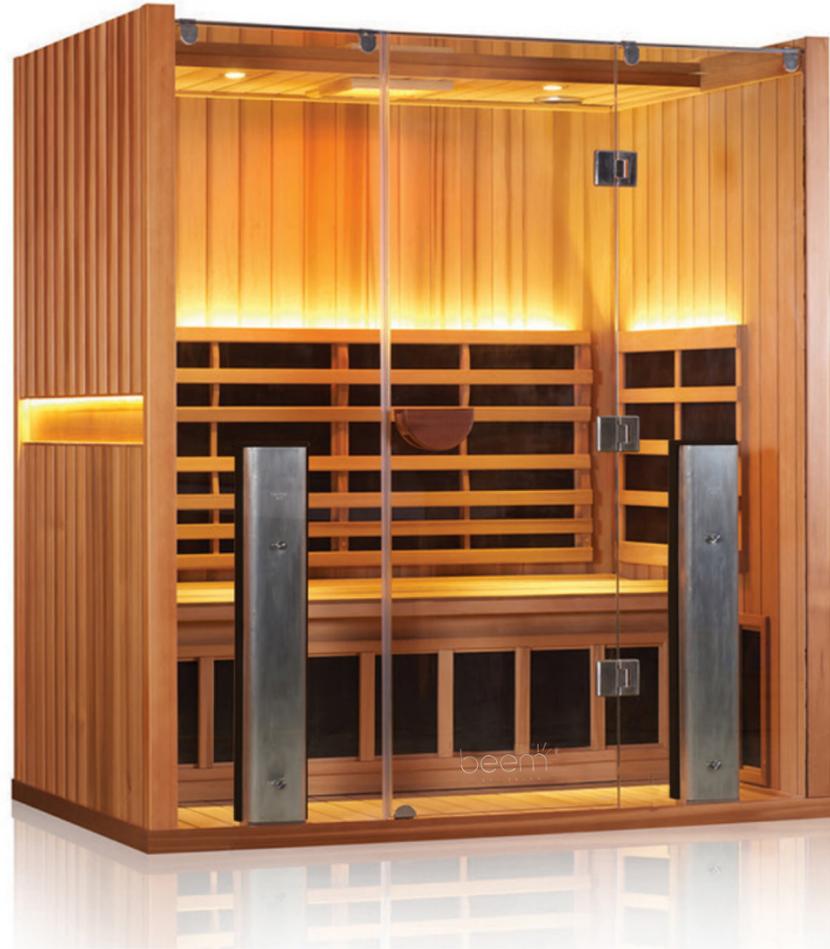


Session 1

Our Competitive Advantage

- ☀️ Innovative Wellness Solution
- ☀️ Luxury Customer Experience
- ☀️ Multiple Revenue Streams
- ☀️ Low Overhead
- ☀️ Ongoing Training + Support

Light Therapy



Infrared Light Therapy

Infrared light is part of the sun's safe and essential invisible spectrum of light that has the ability to penetrate human tissue. Infrared saunas use light to create heat, creating warmth and triggering several health benefits.

Red Light Therapy

Special red light wavelengths stimulate the mitochondria in your cells. Red light therapy has proven to be beneficial for skin health, collagen production, muscle recovery, sleep, joint pain, inflammation, and several other health benefits.

Chromotherapy

Colored lights lie on the visible spectrum and are all different wavelengths which provoke different bodily responses. When paired with infrared light therapy, chromotherapy offers myriad health, mood, and circulation benefits.

6 Core Benefits



REMOVE
TOXINS



REDUCE
STRESS



RENEW
SKIN



RELIEVE
PAIN



IGNITE
METABOLISM



BOOST
IMMUNITY

Technology

In-Sauna Entertainment

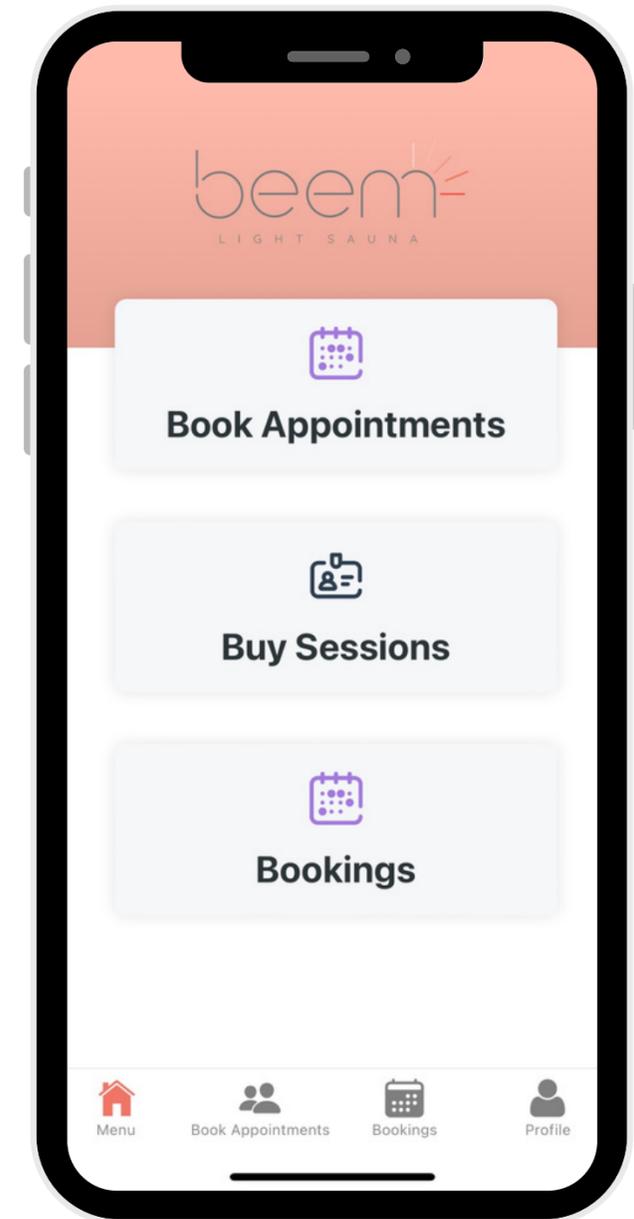
Each sauna suite comes with an iPad and built-in bluetooth speakers so you can catch your favorite TV shows, listen to music, or completely unplug during your session.

luumi

In an effort to provide value to our customers while keeping the demand for staffing minimal, we've developed luumi. luumi is an A.I. program that assists our members during their first-time-experience (FTE) to educate them on our three forms of therapy and provide wellness program recommendations based on their personal goals and needs.

beem™ Mobile App

View or book your future sessions, purchase additional credits, update billing information, and more all from your phone.



The beem™ Experience



beem™ Light Sauna's innovative light therapy options are the perfect essential-care solution where you can cleanse, refresh and renew in a refined, spa-like setting.

- 40-Minute Infrared Sauna Sessions
- Private Solo Sauna Suites & Social Sauna Suites
- iPads Provided for In-Sauna Entertainment
- Chromotherapy Control During Session
- Peppermint-Infused Cold Towels Provided
- In-Studio Showers Available
- 15-Minute Red Light Therapy Sessions
- In-Suite Timers for Easy Transition Time

Our Target Audience



Female

While everyone is welcome at beem™, we tailor our messaging, images, and product offering to ensure we meet the specific needs of women, since women comprise approximately 75% of our member base.

Upscale

Our audience is attracted to luxury brands, and self-identifies with their aspirational messaging, refined brand experience, and communal connection with like-minded members.

Holistic Wellness

Our members value holistic methods to maintain and improve their overall health and wellness.

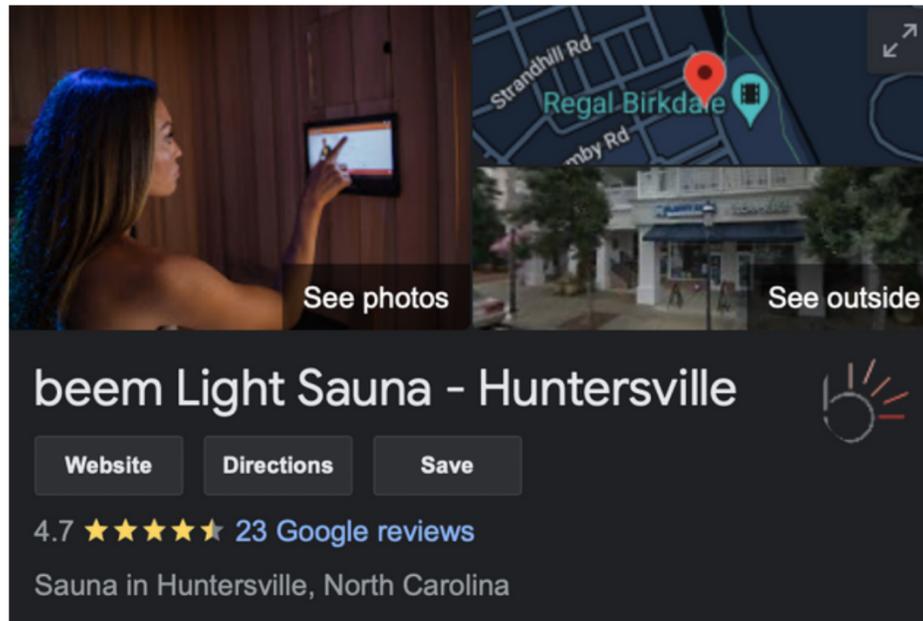
Lifestyle-Seekers

They are attracted to brands that provide a fully-developed, intentional brand experience beyond the basic product offering.

Virtual Studio Tour

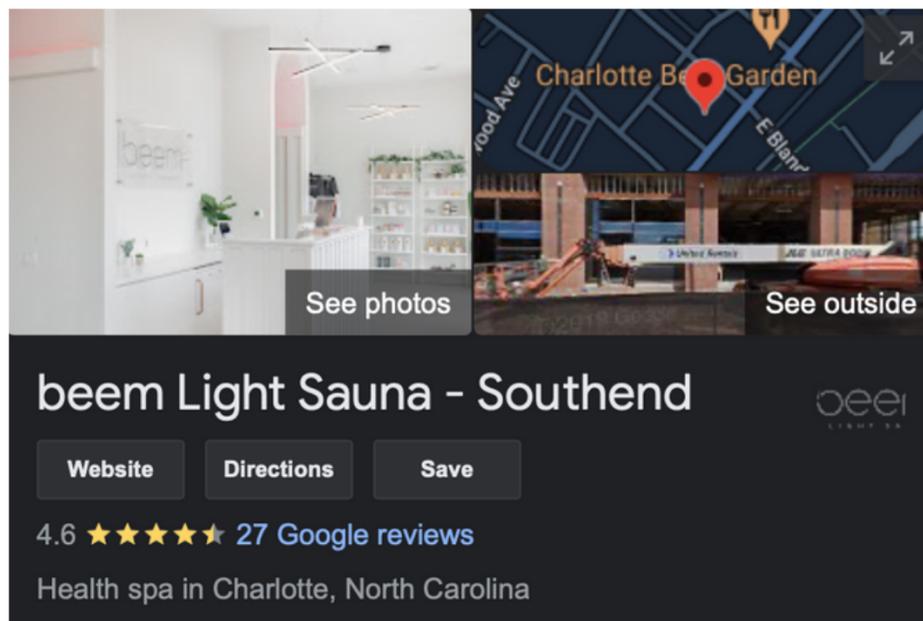


Member Testimonials



"From my first visit I was hooked! The experience is amazing and the staff is next level! They always serve me so well and make each visit perfect. I incorporated the sauna into my health journey and literally have gone almost every day for the past 6 months. I became a member to accommodate unlimited visits! beem™ Light Sauna has been a huge part of my self care and healing my body!" -Staci M

"My absolute favorite place to go! It helps immensely with my back pain and it really makes a huge difference in how you look and feel. I had to stop going for a few months and it truly showed me just how much beem™ did for me! Staff is wonderful and so accommodating. Love this place!" -Allison B

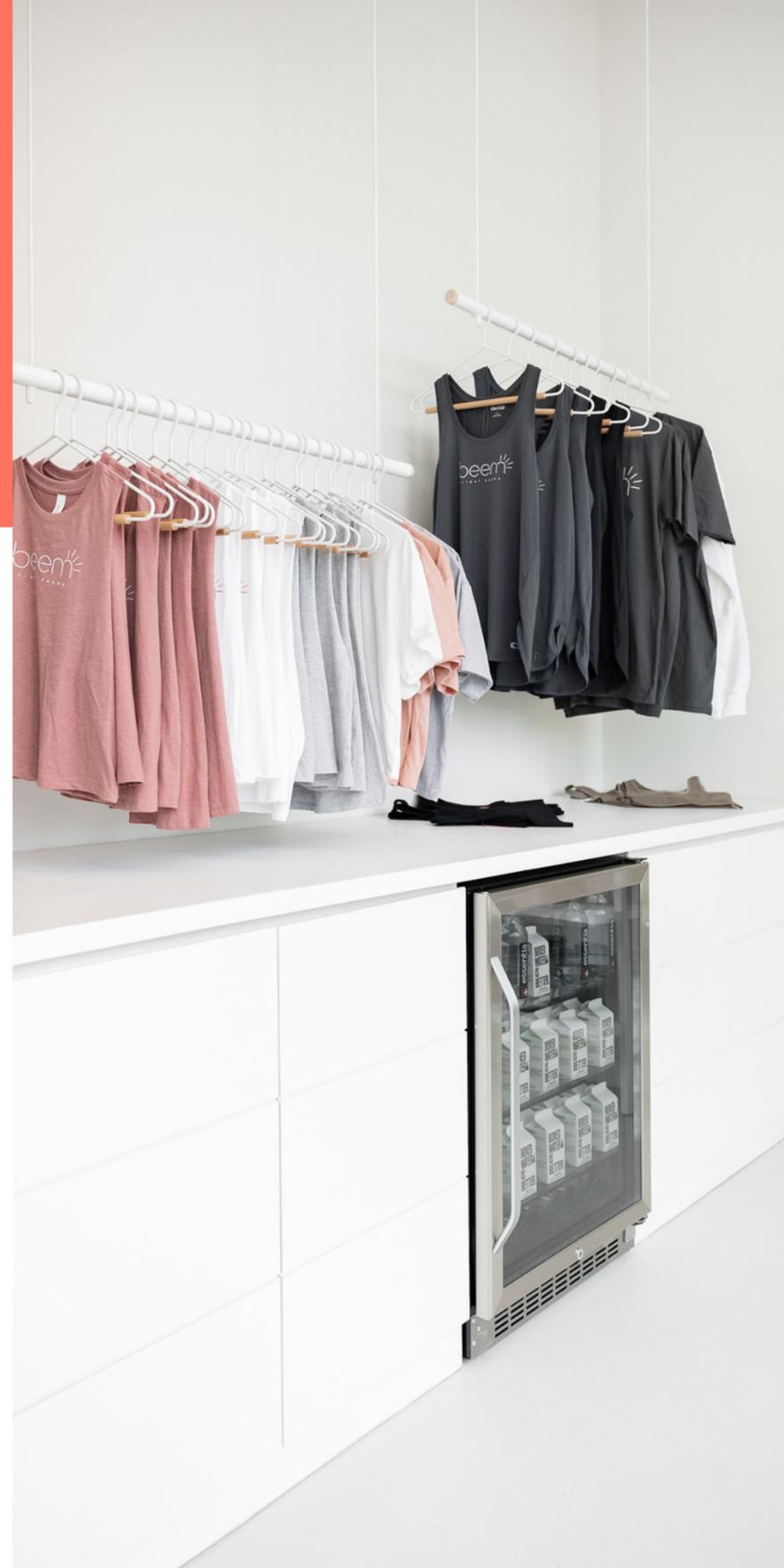


"About 10 months ago, I began to have some pain in my knee (after some long periods of intense running). While it was not a pain that kept me from being active and running, it was consistent and just would not go away. I went to a physical therapist, and they advised a series of stretches and exercises. I followed the physical therapist's advice, and while the stretches were helpful they never really made the pain go away. When I saw that beem™ had opened near me, I decided to give it a try. I do the 15 minute Red Light Therapy about 5 times a week - and have been doing Red Light Therapy for about 6 weeks. While I do not have any "proof" that Red Light Therapy is the "cure", what I can say is that after I began doing Red Light Therapy consistently the pain in my knee is GONE!" -Jim T

Revenue Streams

The beauty of being in business for yourself is the earning potential is completely limitless. While light therapy is our core offering, we provide our franchisees additional streams of revenue such as:

- Membership Packages
- Fashionable Apparel
- Nutritional Supplements
- Lifestyle + Beauty Products



Building Value

Membership Packages

We offer multiple membership packages that meet the financial and lifestyle needs of our customers. From monthly commitments, to paid-in-full annual memberships, beem™ Light Sauna memberships are an attractive wellness solution to your prospective customers.

Nutritional Supplements

We developed a GMP certified line of organic supplements to offer our members that work on a cellular level to increase and speed up sauna benefits. These supplements all support one, or multiple, of our 6 core benefits: remove toxins, reduce stress, renew skin, relieve pain, ignite metabolism and boost immunity.



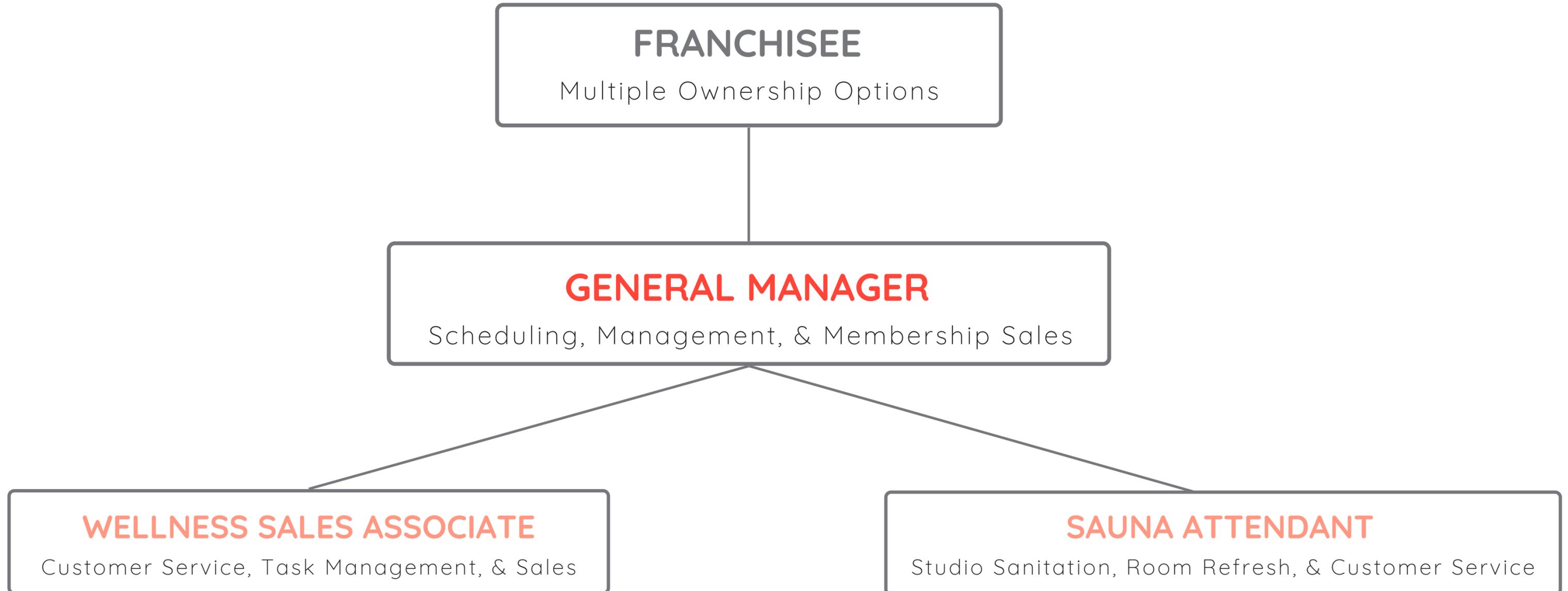
Estimated Initial Investment

With low overhead costs needed to sustain the business, you have the ability to target the most important aspect of any business... profit.

- **Low Entry Cost for Wellness Industry**
 - Item 7 of FDD (See Table)
- **No Special Licenses Required**
- **Low Inventory Requirements**
 - Primarily Machine Operated
- **Low Staffing Requirements**
 - 3 Positions
- **Modest Store Size**
 - Under 2,000 sq ft

Type of Expenditure	Amount
Initial Franchise Fee	\$49,900
Rent & Security Deposit	\$5,200 - \$14,200
Utilities	\$500 - \$1,000
Leasehold Improvements	\$36,000 - \$205,000
Initial Advertising Spend	\$15,000 - \$25,000
Inventory, Furniture, Fixtures, & Equipment	\$56,000 - \$90,000
Computer Systems	\$1,000 - \$2,000
Insurance	\$300 - \$3,000
Signage	\$4,000 - \$10,000
Office Expenses	\$500 - \$1,500
Licenses & Permits	\$500 - \$1,200
Business Planning & Miscellaneous Expenses	\$1,000 - \$3,000
Professional Fees	\$1,500 - \$3,000
Travel, Lodging, & Meals for Initial Training	\$1,000 - \$4,000
Additional Funds (for first 3 months)	\$15,000 - \$30,000
Total	\$187,400 - \$442,800

Simple Staffing Model



Training & Support

Pre-Opening Support

beem™ takes a world-class approach that fully prepares our new franchise owners for opening day. Some of our pre-opening support includes:

- Site-Selection
- Studio Buildout
- Pre-Launch Training
- Branding & Social Media

Opening Support

A strong opening sets the tone for your members, your staff, and your business. Here are some ways in which we'll help you with your opening:

- Lead Generation & Member Acquisition
- Training Camp
- In-Person Support
- Coordination

Ongoing Support

A variety of situations may arise with your business where you benefit from our franchisee support. Some of the ways in which we help you continue to run and grow your business include:

- Admin & Accounting
- Turn-key Advertising Support
- Recurring Webinars & Training Calls

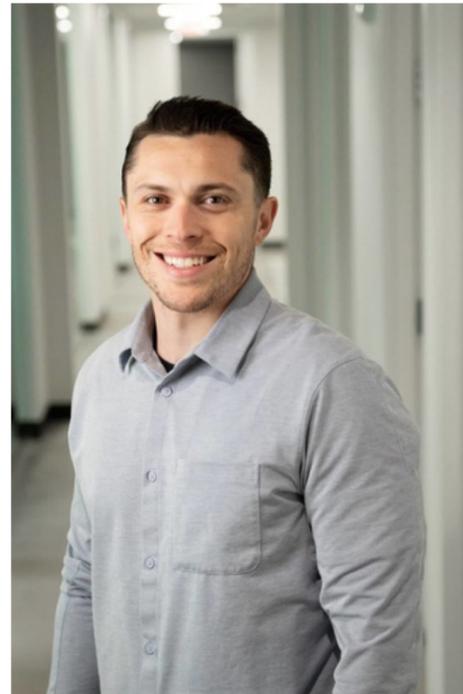
The beem™ Team



Cynthia Wagner
President + Co-Founder



Roger Martin
CEO + Co-Founder



Zac Celaya
VP of Franchise Development

beem™ Light Sauna not only provides members with exceptional service and support, but also our franchisees. When you become a part of the beem™ family we provide you with proven business support every step of the way.

The beem™ team is made up of franchising professionals with a proven track record in the health and wellness space having been publicly recognized through other franchised concepts under ThriveMore Brands.

Awards received by other ThriveMore Brands concepts.



beem™ Core Values

Our company culture is vital to the growth of the beem™ Light Sauna brand and the success of our franchise owners. The beem™ core values, L.I.G.H.T, are a part of everything we do and drive our actions and our involvement in the communities we serve.



L

LOVE

We give generously, embrace joy, offer kindness and live passionately.

I

INTEGRITY

The foundation of how we interact. Choosing the Light/Right way every time.

G

GRATITUDE

We choose every day to appreciate and celebrate life.

H

HEALTH

We continually nourish our mind, body, spirit, relationships, and business.

T

TENACITY

We do the things most are not willing to do. We have grit.

Our Ideal Candidate



- Passion for Developing & Helping Others
- Proven Executor on Processes & Procedures
- Sales and Management Background
- Community & Family Oriented
- Strong Communication Skills
- Health-Conscious
- Aligns with the beem™ Core Values (L.I.G.H.T)
- Meets Our Minimum Financial Requirements
- Ability & Willingness to Follow & Execute Our Processes

"We chose to be multi-unit operators with beem™ Light Sauna from the beginning. I've enjoyed being my own boss and being able to operate my businesses on a daily basis while also having the support of the Home Office team. Long-term for us and our family, we hope for our daughters to take over one day and continue to build on the success of our businesses."

Jackie & Matt Paynter | beem™ Light Sauna Multi-Unit Owners

Benefits of Franchising with beem™

- **Comprehensive Brand Identity**
 - To differentiate your studio from any other health or wellness solution and deliver real value to members.
- **Unparalleled Home Office Support**
 - To ensure you have the guidance and direction you need to dominate your market.
- **Multiple Revenue Streams**
 - Including light therapy services, high-end nutritional supplements, apparel, beauty aids, and more.
- **Industry-Leading Pre-Launch Processes**
 - To help you open your studio with a full community of members.
- **Leadership Team With Proven Success in Wellness Franchising**
 - To provide expertise, data, systems, and experience in the booming health and wellness industry.



Available Investment Opportunities

Single-Unit

A single-unit franchise is perfect for a higher density populated area. These locations are typically found in shopping centers with space between 1,600-1,800 square feet. This opportunity is for the individual who has a passion for the health and wellness industry and is looking for a business opportunity to achieve both personal and business goals.

Franchise Fee: \$49,900

*Veterans discount available

Multi-Unit / Area Developer

A multi-unit franchise opportunity is designed for an individual with the desire to build their own wellness empire. This person is primed to become an industry-leader with the skills to oversee multiple locations and manage a strong team. Our multi-unit owners have the opportunity to develop in several vibrant communities and benefit from the economies of scale.

3 Units: \$99,900 | 5 Units: \$139,900

The Development Fee is \$139,900 for the first five Studios, plus \$14,900 for each additional unit

Our Discovery Process

We know that our success is tied to the success of our franchisees. Our Franchise Development Team is very experienced in taking candidates through our streamlined Discovery Process with a goal of evaluating prospective franchisees before they join the beem™ family.

During the beem™ Discovery Process, you will review the information shared in a series of online sessions and participate in phone calls with our Franchise Development Manager to discuss the information provided. This process takes approximately 4-6 weeks.

After completing all sessions and Discovery calls you will attend a Meet the Team Day in Charlotte, NC. This is a two-day event where you will have the opportunity to tour a beem™ studio, experience a sauna session, meet your Home Office support team, and spend time with our Leadership Team.

Introductory Call

Session 1: Our Competitive Advantage

Ownership Questionnaire

- Review with Franchise Development Manager

Franchise Disclosure Document (FDD)

- Sent via DocuSign
- Item 19 Review Call

Session 2: Pre-Opening

- Session 2 Review Call
- Submit Validation of Funds

Session 3: Running Your Business

- Session 3 Review Call
- Complete Background Authorization Form via DocuSign

Franchise Agreement Review Call

Meet the Team Day

Execute Franchise Agreement

- Sent via DocuSign

Next Steps

To continue the Discovery Process and to determine if your desired territory is available, please complete our Ownership Questionnaire by clicking the button below.

Upon submission, your completed Ownership Questionnaire will be sent directly to our Franchise Development Manager who will call to review the information provided in the completed form and discuss next steps.

[Ownership Questionnaire](#)

Pre-Qualification Requirements

- Minimum Financial Requirements to Open a beem™ Light Sauna Franchise:
 - **Liquid Capital: \$50,000**
 - **Net Worth: \$250,000**
 - **Credit Score: 680+**
- Positive Background Check
- Commitment to work with the Franchise Development Team through the Discovery Process
- Commitment to make a decision with an approximate 4-6 week timeframe