

THE TEN SPOT[®]

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own your own
beauty bar + live your

life at a ten![®]

franchise with us.

we help people live their **life at a TEN[®]** by
creating entrepreneurs.



get a piece of the beauty boom.

THE TEN SPOT[®] is international, with bars all across Canada and growing rapidly in the United States. We've had this massive success because we truly partner with our franchise partners (it's why we call them partners and not just 'franchisees'). Through franchising, we're able to grow this brand huge while at the same time delivering that consistent in-bar experience that has made us a cult fav in the market since 2006.

(speaking of our history... [click here](#) to read the full story on how our creator + CEO, Kristen Gale, went from fired to founder to franchisor!

we're gonna take over the
(beauty bar)
world!



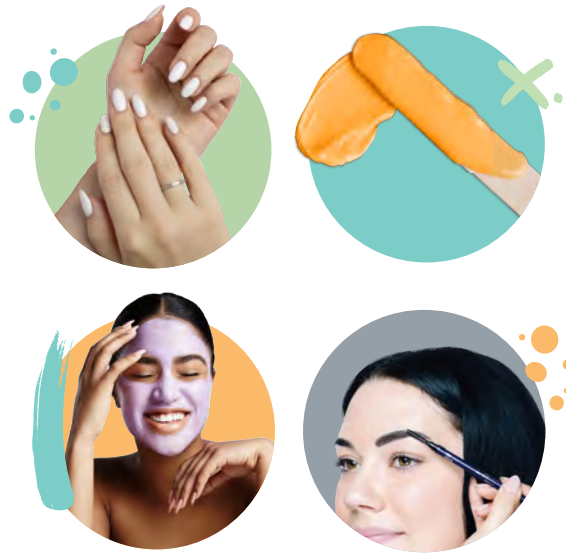
**our business model
fxcking rocks.**

our award-winning business model is turning the heads of entrepreneurs who want to own a recession-resistant (yep, even in COVID!) concept with highly repeatable services, multiple revenue streams, and great margins. We're closing in on 100 locations, and with wide-open territory in the United States, we're rapidly expanding from coast to coast.

THE TEN SPOT

this is not just a business, it is a *lifestyle.*

we give people the thrill, freedom and control over their lives that only being your own boss can give.



we've got the biggest + best target market.

we're here to make everyone **feel like a TEN®** – and that means everyone! we're definitely an equality for all kind of company, but, if we're gonna get specific – most of our core demo skew she/her and is between 18 – 65 with a large majority of our guests in the early 30's to late 40's. that's a huge market to service meaning lots of guests for you to grab!

we've hit the sweet 'spot' in terms of service mix.

we are the original 'anti-spa' beauty bar. back in '06 we created a niche concept that blended the best of the luxury spa world (think great guest care, high hygiene standards) with the convenience + casual feel of the day spa/salon and then loaded it with only the services that are going to give you the biggest bang for your buck (think great margins!). we do that by curating a select suite of services that most women want, and that most women do on the regular (think every 4 to 6 weeks).



we are the original anti-spa® *beauty bar*.

we've got the best membership plan in the biz. it's a #beautynobrainier.

recurring revenue is the name of the game. in order to get those monthly charges coming in the regs for you – the membership plan needs to be of incredible value for our guests, and guess what – it is. with three **x.club** membership plans for your guests to choose from, we've got something for every one of your loyal guests.



we've got multiple revenue streams to get that cash flow flowin'.

we're the one-stop beauty 'spot' with nail bar, wax bar, laser bar, skin bar, lash + brow bar services. on top of all that, we've also got gift cards, series, packages, ongoing promos, private parties + retail – including our very own lux line of beauty products n' polishes. we've got so many ways to promote your business and get green in your bank account.



you're on your own, but never alone.

we're right here alongside you, every step of the way. from the moment you sign on the dotted line until you're popping the champagne at your grand opening soireé – we'll be right alongside you.

as a franchisor, our business is creating franchise partner entrepreneurs that open and operate **10spot®** beauty bars. your success is our success – so the second you sign, we unleash our experts in real estate, construction, financing, marketing, training, buzz creation and party planning so that your entrepreneurial experience is as seamless as possible.

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meet:

the new bar opening pipeline,

our 5 phased process from onboarding to opening + everything in between...

phase one: financing your spot.

it's phase one baby! here's where we get you onboarded to our system (think new email addy, brand new biz cards and your one on one x.culture deck sesh with kristen!)

you'll be partnered up right away with our real estate experts, who will help find you your space, get you the best rental rates as well as try for the max amount of free rent while you

build out your bar. at the same time as you're hunting for your spot, we get your copy of our 'super awesome business plan' (yes, we really call it that...) and our financial loan projection templates (that our cfo, who is a cga has prepped for you). you'll use these docs and sheets to get your loan (99% of our franchise partners use government-guaranteed loans to help finance their builds). as a bonus, we also start on your marketing strategy and tasks (never too early to start marketing your new baby biz!).

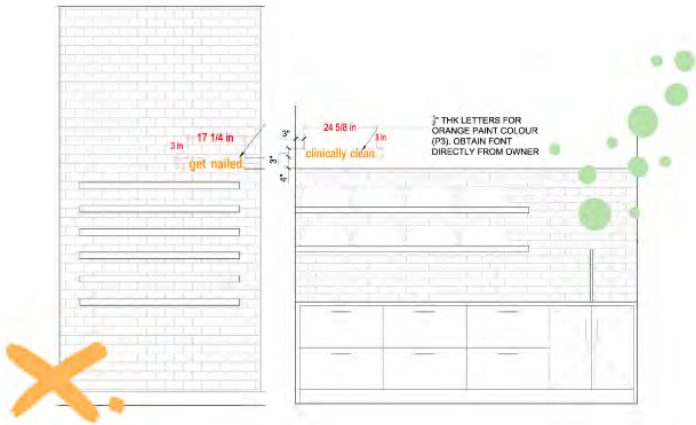


phase two: pre-possession.

now that your lease is signed, we will get your layouts created. we've got a standard build package to ensure your space is efficient in terms of flow and that all design requirements have been met (maximizing that money making square footage!) we work with our designers, architects and engineers to get your permit set of drawings so you can get them off to the city for approval.

THE TEN SPOT.

in the meantime, we'll help you select your contractor using our bid templates and construction contracts to ensure your quotes are coming in properly (so you can compare apples to apples!) and that your terms are set out from the start (we want on time, on budget builds!)



phase three: construction + franchise partner training

shxt's getting real as you 'break ground' and start building out your location. there are a lot of moving parts in this phase and it moves quickly (just 8-10 weeks!) but as always we'll **#beinittogether** every step of the way. as your contractor and all the trades get your bar built out – we'll be focused on getting you trained up! every element of the spa industry and our business model is covered in depth with you. no previous esthetics /spa industry

experience is required because we teach you absolutely everything you need to know – from management essentials (inventory control, scheduling, hiring, talent coaching / hr fundamentals and of course how to deliver '10/10' guest care) to all the roles in bar that you'll be soon overseeing (guest coordinator & esthetic experts).

we'll also amping up your marketing + assembling your **10spotter®** team!



phase four: set-up + 10spotter® training.

maybe the most exciting of the phases (oh who are we kidding, the best phase is grand opening!) but this phase is pretty special and amazing – it's when you set up your bar and bring in your brand new staff! our super-detailed set-up guide gives you the exact specs on where everything needs to go – from polish wall to pre-station – each and every drawer, shelf, cupboard and closet has



a checklist and picture reference guide on where to put what. we fly in our 'in bar education team' to train your **10spotters**® on each n' every protocol and process that has made us a cult fav in every market we enter. by the time your grand opening comes around, you + your staff are ready to nail it!

pop the champagne,

you're open for business baby!

we get 'em hooked on **feeling like a TEN** from day one + covert them to monthly lifers (hello **x.club!**). these loyal advocates rave to all their friends about your bar and you've got it made in the shade. throw in some press and influencers and it's a 10/10 start to your new life as a **10spot**® business owner.



phase five: grand opening party!

this is where all the marketing, training, spending, blood, sweat and tears all pay off! we've been planning for your grand opening since phase two and now it's all really happening and we're pulling out all the stops! it's full party vibes; mimosas, customs cupcakes/cookies, ribbon cutting, speeches and a line up down the block with first-time tries flooding your bar for freebie services.



your initial investment.

one of the great things about franchising is that every penny of your initial investment is charted out for you, so you know your expenses upfront of what you'll have to cover in order to have an open a **10spot**[®] beauty bar. everything from your layouts, permits, construction, custom millwork + fixtures, equipment, start-up supplies,

deposits, lawyers fees, staff wages during their initial training, first + last months rent – even a buffer of cash (should you need it) is all accounted for.

why the big spread?

that's because we don't know what your space might cost yet – or the work that might need to be done to it or the number of stations and therefore the amount of start up supplies you'll require.

investment.	canadian \$	usa \$
initial franchise fee	\$50,000	\$50,000
build out (layouts, permits, construction + fees)	\$148,400 to \$227,000	\$119,500 to \$203,500
custom fixtures, equipment + signage	\$61,000 to \$75,000	\$65,000 to \$75,000
opening inventory, retail supplies + laser set up (for applicable locations)	\$32,700 to \$36,700	\$22,000 to \$30,000
pre-opening marketing + promotions	\$10,000	\$10,000
professional, accounting + real estate fees	\$3,000 to \$17,500	\$2,000 to \$5,000
rent, deposits, pre-paid expenses, insurance + licenses	\$17,500 to \$30,500	\$9,500 to \$23,000
travel + expenses for corporate training	\$1,500 to \$7,500	\$5,000 to \$11,500
additional funds	\$20,000 to \$45,000	\$20,000 to \$45,000
total investment	\$344,100 to \$499,200	\$303,000 to \$453,000

behind the brand.

as well as being the ceo + creator of **THE TEN SPOT®**, she's all about ceo'ing the shxt out of her life so she can live **life at a ten +** (hopefully!!!) *inspire you to do the same!*

follow our founder to get in on content all about; how-to's / life hacks / behind the scenes / tips n' tricks of being an entrepreneur / ceo / mom / woman / partner + franchisor of a company in hyper scale mode!



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interested?

email us to set up a call
beyourownboss@thetenspot.com

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