

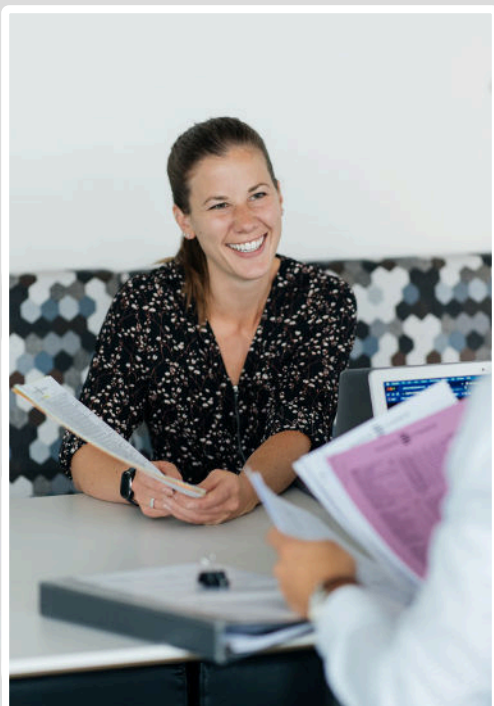


DISCOVER
STRENGTH

FRANCHISE OPPORTUNITY GUIDE



BECOME A THRIVING DISCOVER STRENGTH OWNER



YOUR WORK SHOULD MAKE AN IMPACT.

**Life is too short not to love your
work.**

At Discover Strength, we believe you should be able to build the career you want while doing work that changes lives.

Imagine owning a distinguished fitness business, backed by a market-tested business model, where efficient, 30-minute workouts are provided to your clients by exercise physiologists.

Imagine building a thriving business while doing work that you love, with people you love.

If this speaks to you, you should speak to us.

What does the process look like?

1. Complete a 30-minute pre-qualification call.
2. Start your mutual discovery process.
3. Attend a Join the Movement Day at our home office in Minneapolis.

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We believe in Discover Strength's Core Values, and we see them lived out every day in the studios and in our interactions with the corporate support team. Throughout the entire process, we were always treated with respect and care, and our opinions and ideas were heard and valued.

— Tyler and Jess Gustafson
Owners, Discover Strength Wayzata Franchise

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WHY PARTNER WITH DISCOVER STRENGTH?

PROVEN BUSINESS MODEL | DISTINCT BRAND IDENTITY



INDUSTRY AUTHORITY



HIGH-END CLIENTELE



FUTURE-PROOF PRODUCT

National Brand Recognition

Discover Strength stands out as a proven market leader, recognized on Entrepreneur's Top New and Emerging Franchises list and led by CEO Luke Carlson, Chairman of the Board of Directors for the Health and Fitness Association. Rather than employing typical gym trainers, studios are staffed exclusively by certified Exercise Physiologists holding four-year degrees in Kinesiology or exercise science. Discover Strength further solidifies its authority by actively conducting and publishing peer-reviewed exercise research, bridging the gap between clinical exercise science and commercial fitness to deliver unmatched service credibility and high client retention.

Busy, Time-Conscious Professionals

Your primary target market consists of high-earning, time-starved professionals, executives, and active adults who demand maximum health returns in minimal time. Built on research proving that optimal results come from strength training harder—not longer—Discover Strength delivers a total-body workout in just two 30-minute sessions per week. By giving clients hours of their week back without compromising results, you market a high-value solution to an affluent demographic that prioritizes efficiency, expert guidance, and proven exercise science.

Evidence-Based Approach

Grounded in peer-reviewed science rather than fitness fads, our appointment-based sessions deliver safe, customized, total-body workouts in just 30 to 45 minutes. Available 1-on-1 or in micro-groups of up to three, each session guides clients through 10 to 12 high-intensity, controlled-movement exercises for maximum safety, efficiency, and results.





TOP 5 REASONS TO FRANCHISE WITH DISCOVER STRENGTH



Recession-Resilient, High-Margin Recurring Revenue

Predictable monthly membership dues paired with industry-leading client retention build a remarkably stable revenue stream. Because clients view their two weekly 30-minute sessions as an essential health routine rather than an optional leisure expense, membership churn remains significantly lower than traditional fitness concepts.



High-Value Brand Differentiation in a Crowded Market

While competing gyms rely on loud music, fitness fads, and high-turnover trainers, Discover Strength operates on peer-reviewed exercise science and degreed exercise physiologists. This medical-grade credibility allows franchisees to command premium pricing and capture high-net-worth clients who bypass standard boutique gyms.



Efficient Footprint with Low Capital & Operational Overhead

A compact real estate footprint (1,800–2,200 sq. ft.) minimizes initial capital expenditures, buildout costs, and monthly rent. Combined with a streamlined equipment layout and high client throughput per square foot, the model optimizes unit economics for strong cash flow and multi-unit scalability.



Monopolizing an Underserved, High-Value Demographic

Traditional boutique fitness hyper-focuses on young cardio enthusiasts. Discover Strength captures the lucrative, underserved market of busy executives, high-earning professionals, and active aging adults (40+) who prioritize time efficiency, safety, and evidence-based health results over gym culture.



Operational Simplicity Built for Scale

With an appointment-only booking model, standardized trainer education pipelines, and centralized corporate support, day-to-day studio management is streamlined. Franchisees enjoy a purpose-driven business model that offers operational clarity, strong culture, and the capacity to scale to multi-unit ownership.





WHAT DOES OWNERSHIP LOOK LIKE?

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With segmentation, divergence and specialization, smaller niche retailers have emerged, and they became largely focused on just one thing. The same is happening in health clubs. I learned about the importance of narrowly defining a strategic niche and the idea that the strength of a brand grows as it becomes more focused in scope, and the strength of the brand weakens as the scope increases.

***Founder and CEO, Luke Carlson,
as cited on UpsizeMag.com***

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LEADING & DEVELOPING AN EXPERT TEAM

Spend your time coaching, mentoring, and supporting your team of degreed exercise physiologists rather than conducting workouts yourself. You set the tone for studio culture, conduct team check-ins, and ensure staff deliver a high-touch, science-backed client experience.



DRIVING LOCAL GROWTH & COMMUNITY OUTREACH

Focus on revenue-generating activities by executing targeted local marketing, networking with corporate leaders and medical professionals, and managing lead conversion to build a steady pipeline of recurring members.



MANAGING OPERATIONS & BUSINESS KPIs

Review daily studio metrics—such as client retention, trainer utilization, and recurring membership revenue—to optimize unit economics. You oversee facility standards and operational logistics using streamlined corporate software and support systems.



WHAT SUPPORT DO I RECEIVE AS AN OWNER?

With 20 years of experience, we have the training, development, and infrastructure to support you on every step of your journey to owning a Discover Strength Franchise.



TRAINING

- 10-day franchise training and launch
 - 2 months prior to buildout: 5-day home office training
 - 1 month prior to buildout: 5-day home office training
 - Studio Open Week: 2-4 days of on-site support from home office
- Home office additional training



DEVELOPMENT

- Franchise Business Coach
- Learning Management System
- Annual Summit
- Leadership Institute
- Workouts at the home office
- Monthly All-system meetings
- Quarterly Site Visits
- Bi-weekly calls
- Quarterly strategy meetings



INFRASTRUCTURE

- PiinPoint
- Learning Management System
- Profit Keeper
- Special vendor pricing
- 300-page Operations Manual
- Marketing assets
- CRM
- Optional staff onboarding through the home office

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Investing in Discover Strength isn't just about opening a business; it's about leading a movement in evidence-based exercise. From site selection to team onboarding, the corporate team treats you with genuine respect and care.

— **Melanie B.**

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HOW MUCH DOES IT COST TO OPEN A DISCOVER STRENGTH

A Transparent Investment. A Streamlined Path to Profitability.

Opening a Discover Strength studio is designed to be a highly efficient, capital-friendly process. Because our business model operates in a compact real estate footprint—typically just 1,800 to 2,200 square feet—your initial buildout costs, equipment requirements, and ongoing lease expenses are significantly lower than traditional big-box gyms or sprawling fitness centers.

We have optimized every step of the launch process to minimize your initial cash outlay and maximize your speed to market. Our goal is simple: get your doors open, start generating predictable recurring revenue, and drive your studio toward profitability as quickly as possible.

Initial Investment Overview

The chart below outlines the estimated initial investment required to open a single Discover Strength studio. This comprehensive range covers everything you need to successfully launch your business, from signing your franchise agreement to funding your initial months of operation.

Investment Category	Estimated Cost
Initial Franchise Fee	\$58,000
Total Estimated Initial Investment	\$529,000 – \$870,000

Candidate Financial Requirements

To ensure our franchise partners are well-capitalized and positioned for long-term success, we require candidates to meet the following financial criteria:

Minimum Liquid Capital: \$150,000

Minimum Net Worth: \$750,000

What Does Your Investment Cover?

Your investment is backed by a comprehensive, turnkey support system. We don't just hand you a manual; we actively partner with you to deploy your capital efficiently. Your startup costs include:

- **Site Selection & Studio Buildout:** Expert demographic mapping, lease negotiation assistance, and a streamlined, high-end studio design process.
- **Premium Equipment & Technology:** The procurement of our specialized strength training equipment and proprietary studio management software.
- **Turnkey Marketing & Pre-Sales:** A robust grand opening marketing and PR campaign designed to secure paying, recurring members before your studio even opens.
- **World-Class Education:** Extensive training for you as an owner, plus rigorous onboarding for your staff of degreed exercise physiologists.
- **Initial Working Capital:** Funds built into your investment to comfortably support day-to-day operations and team payroll as you ramp up your membership base.

(NOTE: THE TOTAL INVESTMENT RANGE INCLUDES THE INITIAL FRANCHISE FEE. A DETAILED, LINE-BY-LINE BREAKDOWN OF ALL COSTS IS AVAILABLE IN ITEM 7 OF OUR FRANCHISE DISCLOSURE DOCUMENT).



FINANCIAL PERFORMANCE

HOW MUCH CAN I MAKE?

FINANCIAL PERFORMANCE & REVENUE POTENTIAL

Discover Strength operates on an appointment-based, recurring membership model engineered for maximum earning efficiency per square foot. By delivering evidence-based strength training to an affluent demographic, studios generate predictable monthly cash flow, long-term client retention, and robust unit economics.

The table below reflects historical financial performance data from franchisee-owned studios open for full operation during the 12-month period ending December 31, 2025, segmented by studio maturity.

Performance Metric	Franchised Studios (13–24 Months Open)	Franchised Studios (24+ Months Open)
Number of Studios	6	8
Average Gross Sales	\$278,638	\$872,951
Median Gross Sales	\$231,118	\$876,482
Gross Sales Range (Low – High)	\$104,293 – \$479,191	\$262,478 – \$1,635,173
Average Sales Per Square Foot	\$135 / sq. ft.	\$344 / sq. ft.
Labor as a % of Gross Sales	51%	44%

Written substantiation for the figures above is available in Item 19 of our active Franchise Disclosure Document (FDD). Some outlets have earned these amounts; individual results may vary depending on local market conditions, management execution, and operational performance.



FREQUENTLY ASKED QUESTIONS

FINANCIAL

Q: What are the financial requirements to become a franchise candidate?

A: Candidates must have a minimum of \$150,000 in liquid capital and a minimum net worth of \$750,000 to ensure they're well-capitalized for long-term success.

Q: Does Discover Strength offer financing?

A: We do not provide direct financing, but many of our franchisees fund their studio through SBA loans and third-party lending partners we can connect you with.

OPERATIONS

Q: Do I need a background in fitness or exercise science?

A: No. Your studio's workouts are delivered exclusively by degreed exercise physiologists — your role is to lead the team, drive local growth, and manage the business.

Q: What does my day-to-day look like as an owner?

A: You'll spend your time coaching and developing your team, executing local marketing, and managing studio metrics like retention and membership revenue — not conducting workouts yourself.

Q: How large is a typical studio?

A: Studios operate in a compact 1,800 to 2,200 square foot footprint

Q: How many employees will I need?

A: A typical studio launches with 2-3 certified exercise physiologists, and we offer optional staff onboarding through our home office to help you hire and train your team.

Q: Can I own more than one studio?

A: Yes — the model's operational simplicity and centralized corporate support are built for scale, and many franchisees pursue multi-unit ownership.

GETTING STARTED

Q: How long does it take to open a studio?

A: Most studios open within 6-8 months of signing, supported by our site selection, buildout, training, and pre-sale marketing systems every step of the way.

Q: What's the first step?

A: It starts with a 30-minute pre-qualification call, followed by our mutual discovery process and a Join the Movement Day at our home office in Minneapolis.



THE FUTURE OF FITNESS STARTS IN YOUR COMMUNITY

Fitness isn't built on endless hours in the gym—it's built on evidence-based, high-efficiency strength training that yields maximum results in minimal time. Discover Strength has pioneered a boutique fitness model designed for real life: two 30-minute workouts a week, led by expert exercise physiologists.

As a Discover Strength franchisee, you aren't just opening a studio; you are introducing a life-changing service to your market. Backed by a high-retention membership model, small studio footprints, recurring revenue, and unparalleled operational support, your business is structured for long-term scalability and local impact.

The opportunity to secure premium prime territories in key growth markets is open right now. Take the next step toward owning a business that transforms lives—including your own.

Take Your Next Steps to Franchise Ownership

Schedule Online [Here](#)

Email: franchise@discoverstrength.com

Website: discoverstrengthfranchise.com