

DRIP IV[®]

WELLNESS & MEDSPA

Mobile and Concierge IV Therapy

This business plan involves a mobile unit which provides IV hydration.

Pro: Able to go to multiple locations and events, provide onsite treatments, less overhead cost.

Con: More difficult to establish yourself in the community without a brick and mortar location.

Need to pick locations ahead of time that fit with local governing laws and have storage location.

Mobile IV provides the DRIP experience straight to the consumer. With this model you can go to bars, sports games, festivals, weddings, private events and more. From treating dehydration to hangovers, a mobile IV can enhance the quality of your client's day.

Franchising option will provide you with key supplier contracting and group pricing which provides 30% reduction in costs, insurance pricing with the highest coverage with least expense, optional scheduling system and EMR, consent forms, marketing and social media assistance and website access, safe and effective proprietary formulas and DRIP training and experience.



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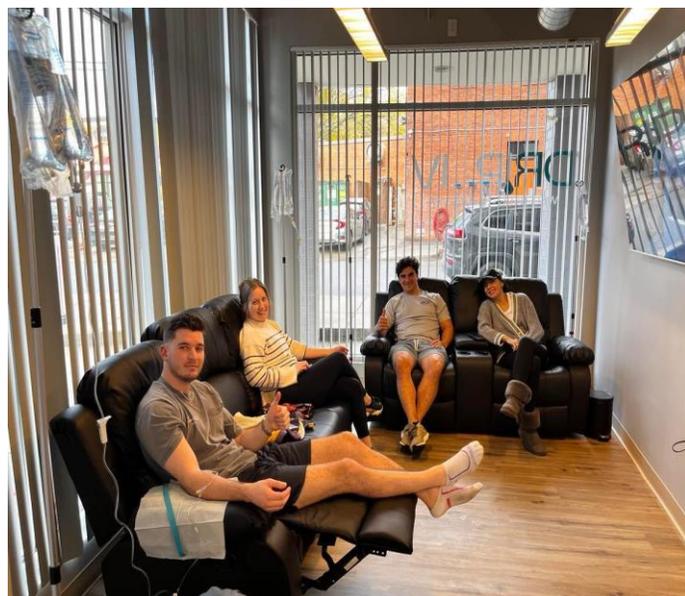
Brick and Mortar IV Hydration

This business plan involves an in-office business which provides IV hydration.

Pro: In office services with opportunities to provide multiple drip services including NAD+ and Ketamine. Established location easier for community to find. Can be combined with mobile services. Easier to market.

Con: Moderate overhead expenses with staffing ratios that have worked best based on historical volumes. Will require leasing/purchase of location. Will need marketing with local businesses and chamber of commerce to gain most exposure.

Franchising option will provide you with key supplier contracting and group pricing which provides 30% reduction in costs, insurance pricing with the highest coverage with least expense, optional scheduling system and EMR consent forms, marketing, social media and website assistance, safe and effective proprietary formulas, and DRIP training and in office experience.



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Deluxe MedSpa Services

This business plan involves a full array of in-office services with supplemental IV hydration.

Pro: All services from IV Hydration, Botox, Fillers, QWO, laser hair removal, Kybella, teeth whitening, cryotherapy, Microneedling, PRP, PDO threads, massage therapy, aesthetic services and much more can be provided.

Con: Largest overhead expenses with staffing ratios that have worked best based on historical volumes. Will require leasing/purchase of location. Will need marketing with local businesses and chamber of commerce to gain most exposure. Largest expense will be purchasing/leasing of instruments, machines and medications.

Franchising option will provide you with key supplier contracting and group pricing which provides 30% reduction in costs, insurance pricing with the highest coverage with least expense, optional scheduling system and EMR consent forms, marketing, social media and website assistance, safe and effective proprietary formulas and SOP, and DRIP training and in office experience. Our trained nurses, aestheticians and paramedics will provide onsite training in our offices and yours to help you meet all quality standards. Management team will be hands on to ensure your progress is successful, safe and lucrative.





One time franchise fee:

Royalties:

Advertising:

Practice:

Supervising (Medical Director): insurance coverage

Access to proprietary information, forms, and formulas

Integration into EMR

Access to vendors, discounted group pricing and cost savings

If using MD, group insurance savings

Advertising and monthly specials

Use of social media, graphics, and trademarked logos

Access to integrated credit card processing at reduced fees

Access to equipment vendors for negotiated savings

Site selection assistance

Access to cutting edge services

Training:

EMR

Staff

Equipment

HIPAA (yearly)

Bloodborne pathogen (yearly)

Equipment and Product Supply – we regularly negotiate product prices with vendors providing you the benefits of our volume-based discounts that are unmatched in the industry.

Professional training – we provide the highest level of quality care and business operations training to franchise owners and their staff. Training programs are conducted by our support team both at our training facility and your Center. On-going field training programs are provided by manufacturer representatives.

Marketing Expertise – our marketing professionals have developed and tested a library of proven consumer promotions and the media strategies needed to encourage consumer trial and to build a base of loyal, high repeat clients. They will assist you in budgeting, planning and executing a local marketing strategy from the Grand Opening Red Carpet event to on-going monthly advertising.

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