

strYve™ Club is a life change/life coaching club designed *exclusively for women*. The club follows our “life is a FEAST” concept for balance and fulfillment in a woman’s life. This concept is based on years of hands on research and tackles 5 key areas: Financial Well Being, Exercise/nutrition, Attitude, Spirituality, and Time for Me/personal development. Key services are based on a full life assessment and coaching through a 90 day challenge that will take place in a spa – like Club with monthly membership fees.

strYve™'s mission is to make every woman’s life a FEAST – a feast of love, laughter and growing. A FEAST of success, sharing and giving back. That all of their growth may culminate in each of our members leaving a legacy that simply states – this world has been a little bit better for them having been in it.

StrYve™ will be run by Angie Yasulitis – founder, and her partner Kathleen Niedermayer. Angie and Kathleen bring over 25 combined years of marketing, training/coaching and recruiting experience in the weight loss, insurance, and financial sales industries. With both college and higher education in leadership and development; Kathleen and Angie are both accomplished public speakers and leaders.

Females between the ages of 20 and 70 are the core market of strYve and a rather large market, thus marketing will be geared to reach women when they are undergoing a life change – promotions, marriage, divorce, new careers, etc. Key segments targeted will be: new moms, career changers, empty nest females, and retirees – living a satisfied life well into retirement. Marketing materials will appeal to each of the key segments.

Marketing approaches will be similar to that of a fitness club or spa –however, we will be able to reach a wider audience through our A La Carte services of – speaking engagements, seminars and retreats, camps for girls, and monthly cultural events with invitations to the general female public.

Our competition will be businesses that address the 5 FEAST areas – however, our research has yet to uncover a business that addresses all 5 key areas in a balanced life or that has a concept similar to the FEAST concept. Combine this with the physical club’s ability to form alliances with key supporting businesses – geared towards women; and we become a full service coaching club.

Our financial projections foresee us earning close to \$250,000 revenue in one full year of operation of a single strYve location through monthly memberships, mini change days, speaking engagements, camps, and seminars/conferences for women. When you begin to duplicate this physical club approach throughout the US, financial potential expands exponentially.

Ability to achieve this will be based on sound marketing, a unique appeal and feel to the actual physical Club, and a streamlined management team.

For more information contact;

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Or email us at stryve@hotmail.com

Check us out at, www.stryvewithus.com

stryve™

where the Y is all about YOU



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