

IM=X Pilates Studio	Fitness Studio	
Start-Up Costs	1500-2500 sq ft	
INITIAL FRANCHISE FEE		\$ 32,000
Business Training/Unlimited Staff Certifications		
Basic Certification	(included for unlimited staff)	\$0
Advanced Certification	(included for unlimited staff)	\$0
Super Advanced Certification	(included for unlimited staff)	\$0
Tower, Cycle/Tower Certifications	(included for unlimited staff)	\$0
Ballet Bar and Yoga Certifications	(included for unlimited staff)	\$0
Heart Rate Training Course	(included for unlimited staff)	\$0
Spinal Fitness Certification	(included for unlimited staff)	\$0
Note: Travel and Practical Exams Fees not included)		
Business Training (by scheduled conference call)	(included in franchise)	\$0
Equipment (Shipping not included)		
2 Xercizer (reformer) included in franchise	value \$6,000	\$ -
1 additional Xercizer for smaller offices and 5 for larger)	\$2595/Xercizer (shipping is \$395.)	\$ 14,950
Mats and Rings	(included in franchise)	\$0
Note: indoor cycling bikes bought separately		
Software Start-Up Fees:	(included in franchise)	\$0
Monthly Software Fees		\$ 59
Marketing		
Signs (Interior and Exterior)	Depends on space	\$ 2,000
Website Designs/ Promotions	(included in franchise)	\$0
Estimated Start-Up Costs		\$ 49,009