

# INVESTMENT OPPORTUNITY



KANSAS CITY  
WELLNESS CLUB

## KANSAS CITY WELLNESS CLUB

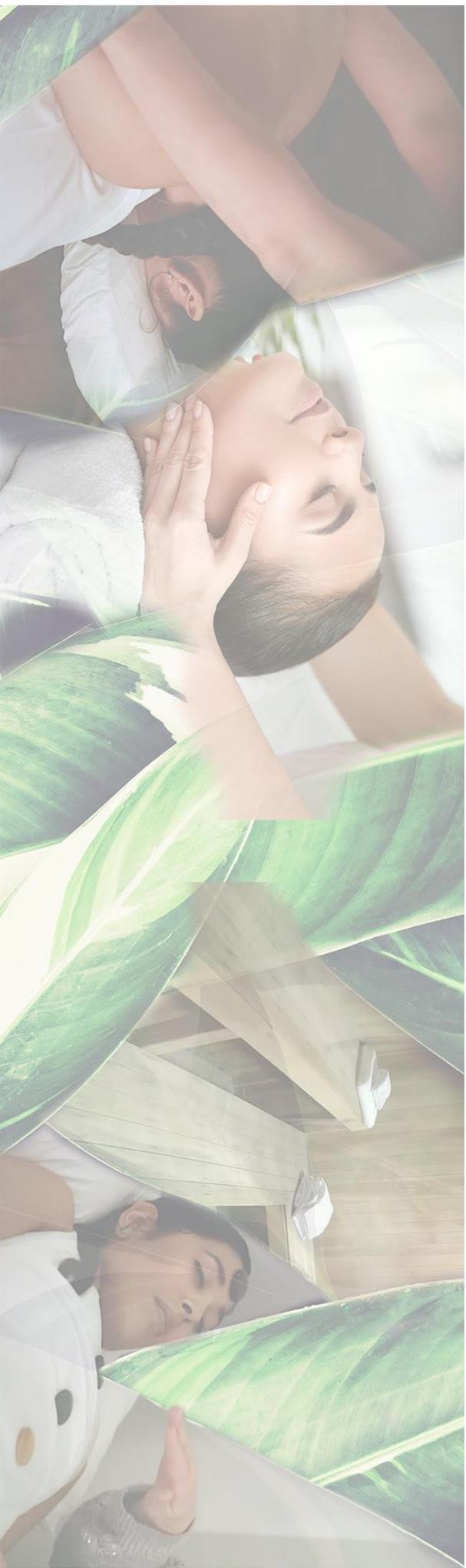
*and the pilot of*

## NEW NEEDS <sup>TM</sup>

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## ABOUT US

**Kansas City Wellness Club** is an organic Wellness Center, Spa, Salon, Fitness Center, Yoga & Event space. We provide holistic natural solutions for all preventative and primary care needs, and educate as a vehicle to healthy next age sustainable localized living. We are in vibrant downtown Kansas City MO, breathing modern life back into the grand historic *Kansas City Club*, by becoming a new community asset centered on simplifying the repeatable engagement you have with your Core Life Necessities, leveraging only local economies/businesses, within your budgets & taste/style preferences. We save you time, and you become more resilient to modern life & future shock events.



## PROBLEM

### MARKET GAP

People feel overwhelmed keeping up with volatility- inflation & supply chain issues, and most recently optimal health concerns. Solutions exist, but no simple pathway has been created to get there, aligned with modern consumer intentions (Healthy: Body, Community, Planet)

### COSTS

People spend a lot on beauty products and health products they believe will make them healthier, yet also a lot on doctor visits when they get sick and large insurance payments every month regardless of how healthy they are.

### SAVINGS

Now more than ever, people seek to naturally and sustainably strengthen their bodies & communities. They want to save time & money from having to research and travel to multiple places each week/month.

### CUSTOMERS

The rise of farm-to-table restaurants, farmer's markets, home grocery/meal deliveries, and organic solutions- 82% of American adults use homeopathic medicines, supplements, or remedies\* proves that there's peaking interest in natural health/life solutions.



WHAT WOULD YOU DO  
WITH 10+ HOURS OF **FREE TIME**  
& **\$100'S IN SAVINGS**  
PER MONTH?



**KANSAS CITY**  
**WELLNESS CLUB**

[KCWELLNESSCLUB.COM](http://KCWELLNESSCLUB.COM)

## SOLUTION

### CONCENTRATE THE SOLUTIONS INTO 1 PLACE

We improve health, save people time & money by packaging self transformation through holistic multi-dimensional wellness visits, non-invasive natural solutions, and local efficient coordination & delivery of sustainable life needs.

### TARGET AUDIENCE

- 2-mile radius: 30k+ residents, office workers, and travelers
- Wellness/Beauty/Organic seekers, Social & Civic clubs/communities- 500k metro
- People exhausted with “traditional healthcare system”

### COST SAVINGS

Since people go to so many different places to look & feel great, and take care of all their needs, we save them time. We save them money from multiple transactional based payments.

### USABILITY

Wellness Club opened during CV yet has gained traction on its integrated health convenience and profound interactions with providers & services. 1 place, easy engagement for all aspects of the health spectrum.

# Core Life Need - Health

\$900/month current USA avg spend<sup>4m</sup>

Is all that money making you feel as healthy as you want?

*How about a bundled approach....*

<p><b>PREVENTATIVE CARE MEMBERSHIP</b></p> <p><b>\$111-379</b><sup>9m</sup> /Month</p> <ul style="list-style-type: none"><li>✓ Holistic Health</li><li>✓ Body, Mind, Soul</li><li>✓ Immune Strength</li></ul> <p><small>KANSAS CITY WELLNESS CLUB</small></p> <p><b>\$379 BEST PLAN</b></p>	<p><b>+</b></p>	<p><b>DIRECT PRIMARY CARE MEMBERSHIP</b></p> <p><b>\$72</b><sup>7m</sup> /Month</p> <ul style="list-style-type: none"><li>✓ Urgent Care</li><li>✓ Annual Physical</li><li>✓ Vested Doctor</li><li>✓ Dedicated Access</li></ul>	<p><b>+</b></p>	<p><b>HEALTH INSURANCE (OPTIONAL)</b></p> <p><b>\$133</b><sup>8m</sup> /Month</p> <ul style="list-style-type: none"><li>✓ optional</li><li>✓ "catastrophic"</li><li>✓ There if you need it</li><li>✓ Invest in your wellness, not on frequent illnesses</li></ul>
<p><b>\$451 TOTAL</b></p>				
<p><b>\$584 TOTAL</b></p>				

Pay Less, Receive More, Feel Healthier.

**\$584 vs \$900?**



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WHY IS THIS TIMELY?

The “tidal wave” of Modern Day Life is relentless



*We guide you above this tidal wave by simplifying your engagement with your core life necessities- starting with health- saving you time & money.*



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## WHY IS THIS TIMELY?

Modern Day Benefits & Issues

**Benefits:** Anything, Anytime, from Anywhere



**Issues:**

- People overwhelmed, don't feel secure
  - Rising healthcare costs<sup>4m</sup>
  - Inflation, Supply Chain issues in global system
  - 3 "skyfall events" in 20 years. AVG ~6-7yrs
- 9/11 | '08 Financial/Housing | CV19**

***People are seeking calmness, authenticity, resiliency.***



Employee Wellness Program

## BUSINESS HIGHLIGHTS



### UNIQUE & FIRST TO MARKET

Only place in KC with all these services in 1 location. No location seeking to repeatedly provide for a person's core life necessities- Health, Food, & Clothing- through local & natural economies



### REPEATABLE & SYSTEMS

Wellness Club now has repeatable processes, checklists, and scripts to optimize all daily/weekly/monthly operations. Roles, Lead Measures, and KPIs are in place with accountability. **We are primed and ready to scale.**



### TESTED & AWARD WINNING

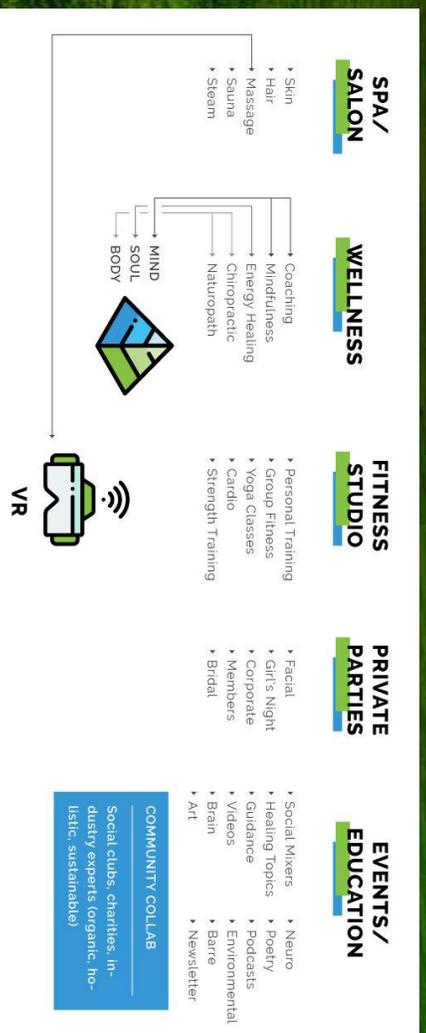
Opened right before CV yet won Kansas City's Best Day Spa award in 1<sup>st</sup> year of operation. **Went from \$0 post lockdown (May 2020) to \$30k monthly revenue in just 18 months**



### AUTHENTIC & IN DEMAND

Highly rated place in the city (Google, PitchKC)- **profound, heartfelt, and transformative video and written [reviews](#)**. Better health is greatly on people's minds right now. Greater convenience in managing one's life is always in demand.

# COMPANY OVERVIEW



## LEGAL STRUCTURE

Kansas City Wellness Club is currently a single member LLC. New Needs is currently a branded service of Kansas City Wellness Club.

## STAFF

- Wellness Club hourly based operations team:
  - Operations Managers / Front Desk
  - Sales Manager
  - Receptionists / Spa Attendants
- Service providers are commission based
- Independent Contractors / Natural Based Healers, and Clinicians will rent space

A New Needs coalition and advisory board is being formed, to consist of representatives from the Natural Health, Direct Primary Care, Local Food Systems, & Local Clothing Systems.



## HOW WE COST EFFECTIVELY REACH OUR CUSTOMERS

- Wellness Club & local natural sustainable business customer network
- Lead generation from industry specific business partnerships, and 2 mile radius of apartment buildings, hotels, businesses.
- Promos and lead gen from podcast featuring local guests/biz's
- Foot traffic during lunch timeframes
- Word of Mouth via referral program & business networks
- Social Media ads target geographically & demographically
- Google PPC/AdWords for primary online search terms
- Host Events & Classes, then incentivize attendees with rebook deals

# COMPETITION - KANSAS CITY WELLNESS CLUB

## *How are we different?*

No place in Kansas City has all that we do in 1 location

Our building has tradition, grand spaces for overflow or larger lead generation events

We use only naturally derived sustainable products from the earth. We do not use harsh chemicals or invasive treatments that are harmful to the body

We represent a "greater good" community mission, & focus on veterans, EMTs, PDs, FDs, teachers, heroes

Our facility is condensed, simple and easy to use, allowing more personal interactions

We provide education and forums on health information not often broadcasted in the mainstream



[Click here to see/hear what people say about us](#)

## COMPETITORS

*Woodside Gym & Health Club*

Many services, yet more expensive, overwhelming, invasive treatments

*Genesis Health Clubs*

Chain atmosphere, impersonal, just fitness- not all inclusive

*The Spa at the Elms*

More expensive. Too far outside KC for frequent use. Not all inclusive

*The Facial Bar KC*

Affordable, but services isolated to just facials- no holistic wellness



# KANSAS CITY WELLNESS CLUB FINANCIALS

18%

Month-over-Month  
Revenue Growth

Since post lockdown May 2020

1,038%

2022-2020 Year-To-Date %  
Revenue Change

Weekly Average

139%

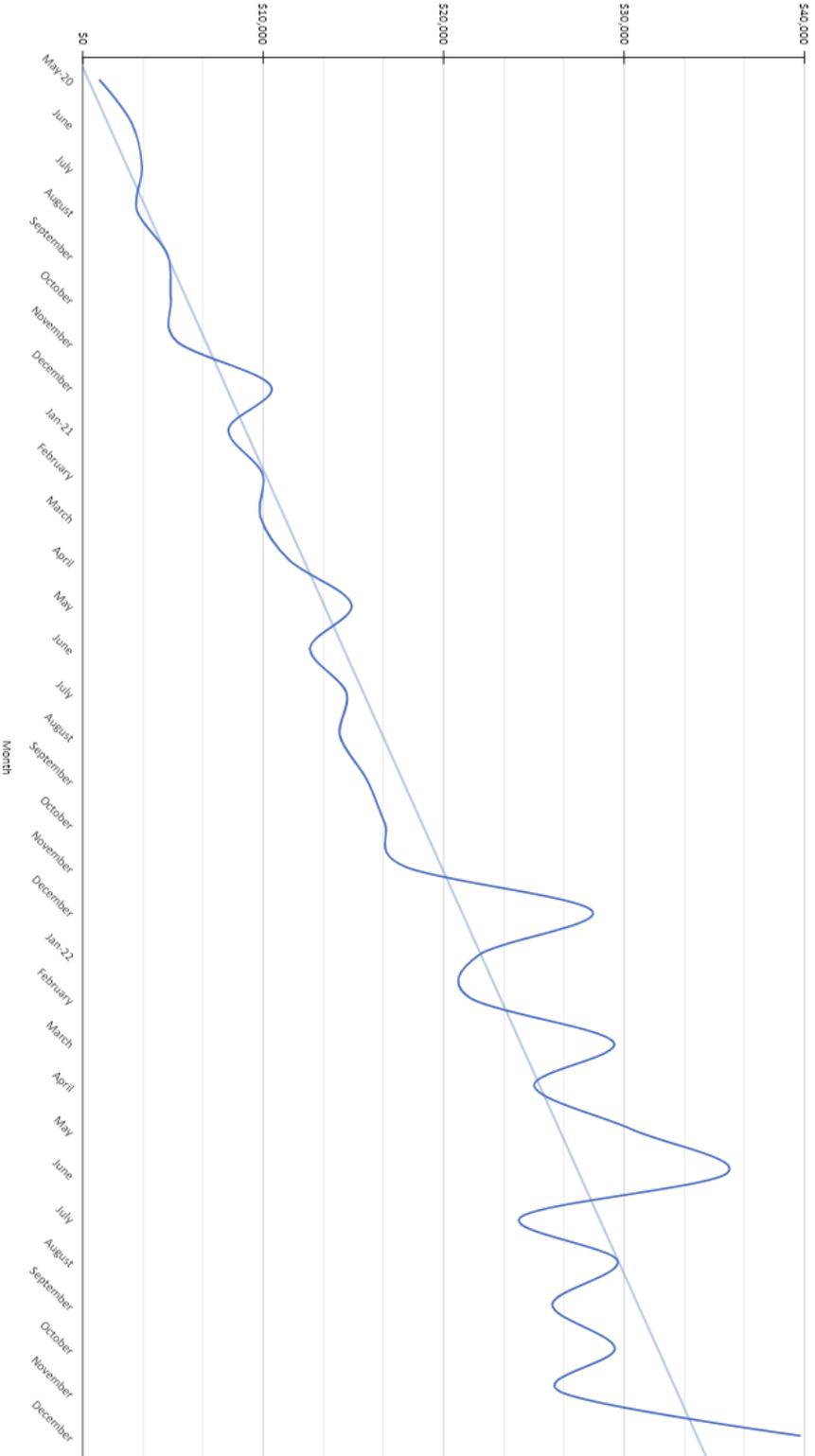
2022-2021 Year-To-Date %  
Revenue Change

Weekly Average



# FINANCIALS

Monthly Revenue Growth



## PLAN TO DRIVE REVENUE AND ATTAIN PROFITABILITY

- ✓ Open up rooms & spaces for rent revenue. \$16,120/month exists in immediate new rental revenue potential
- ✓ Increase market reach in 2-mile radius. Downtown KC is the most active/vibrant in KC. Majority of the market yet to be reached. We've never operated in a post CV world, nor been ready to scale. Both are now working for us.
- ✓ Provide incentivized introductory services to build sales funnel and convert to recurring revenue. Current membership introductory special conversion rate ~50%
- ✓ Establish Primary Care partnerships, earn referral-based commission revenue, build full spectrum health image
- ✓ Publicize the mission via collaborations & PR for New Needs pilot group. Lead gen as we become positioned as credible natural and local economy community asset
- ✓ Transaction and Commission based revenue from increased retail in house and via referrals to external inventories



**FC**

Which area of your life are you looking to address right now?

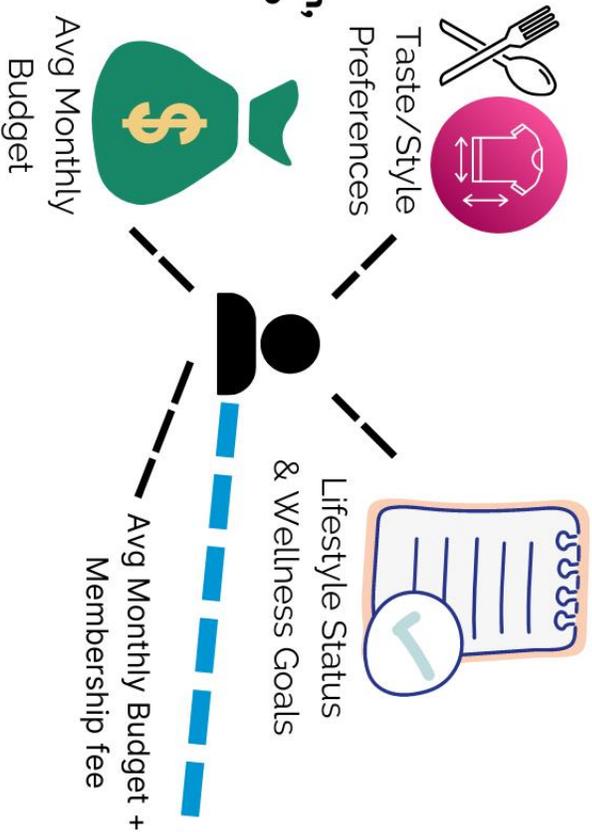
Food	Home
Clothes	Health & Wellness

## TIMELINE & MILESTONES

NOV 2019	soft opening
JAN 2020	<b>Full Staff Hired, Official Business Launch</b>
MAR 2020	CV Shutdown
MAY 2020	Reopen, speak timely wellness message
OCT 2020	Win KC's Best Day Spa award
DEC 2021	Achieve \$30k in monthly revenue
JUN 2022	Achieve \$35k in monthly revenue
DEC 2022	Achieve \$40k in monthly revenue
JUN 2023	New Needs Food/Clothing 30 day pilot phase
<i>*separate opportunities</i>	
AUG 2023	Design New Needs app, start large scale operations
APR 2024	GA of New Needs app, launch to all Wellness Club members, and select KC metro wide participants
2025	KC metro wide rollout, expand to other markets

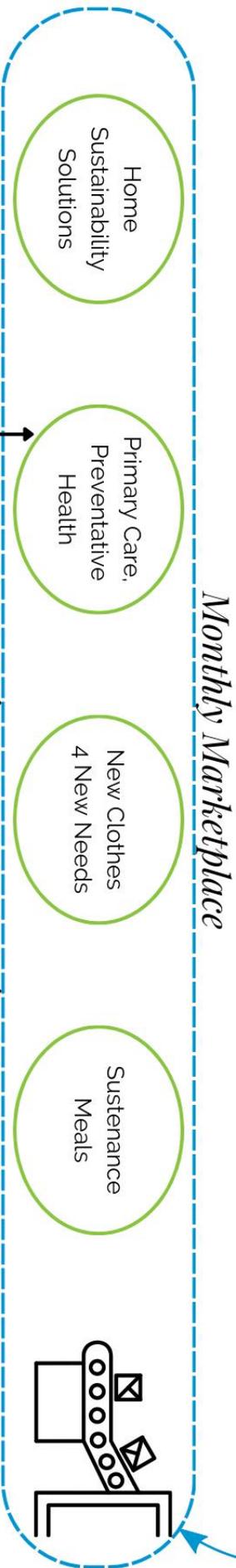


# 1 Initial Identification, Discovery & Setup



**NEW NEEDS**  
(WILL BE PILOTED)

# 2 Consultation & Optimization, Order Packaging



New Needs receives % of all Sales



Orders fulfilled by LOCAL Economies / Food & Clothing Businesses / Sustainable Systems

Existing Open Market

# KC MARKET OVERVIEW

## Wellness Club

\$1.8B

ages 18-79  
**TAM**

\$607B

ages 22-64  
**SAM**

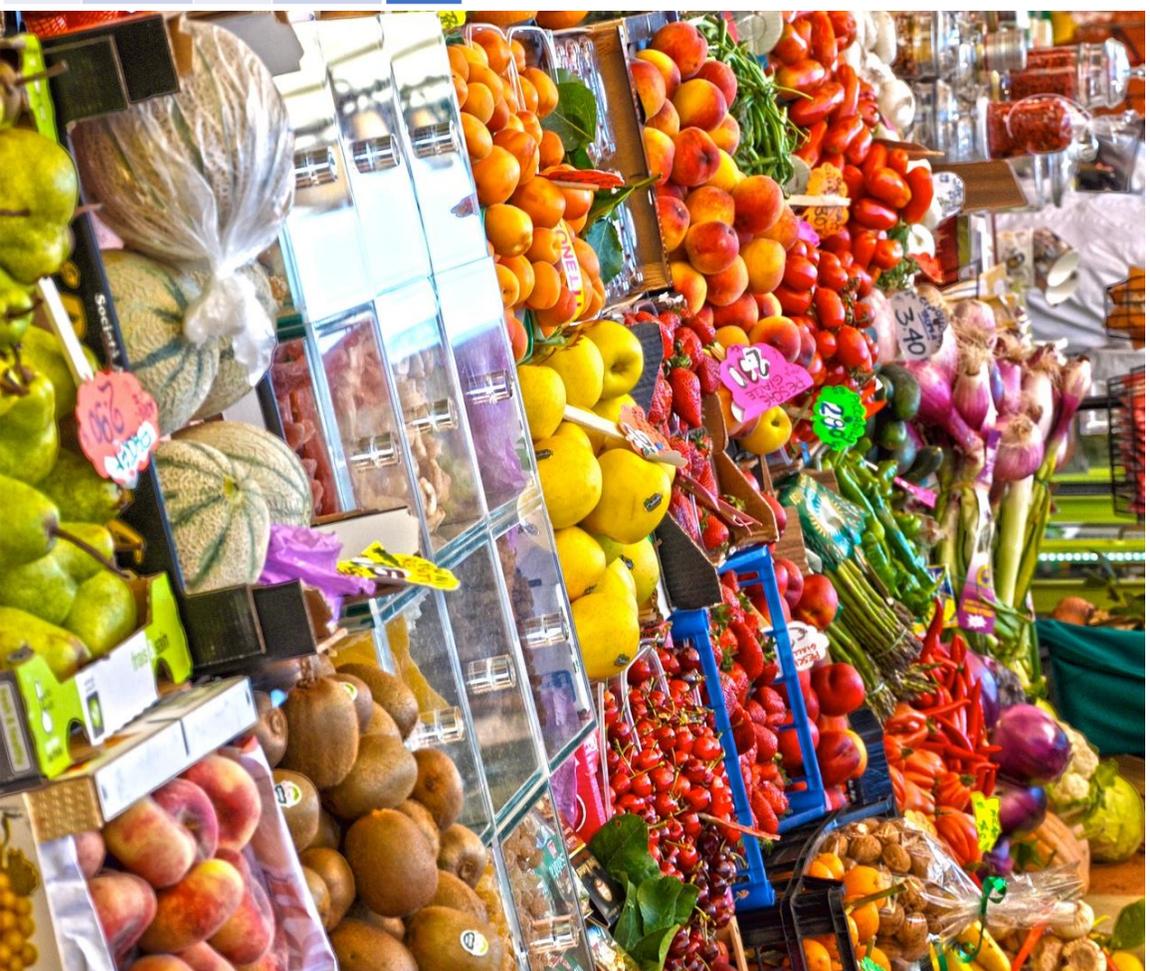
active, local, tech & wellness minded

\$3M

ages 22-64  
**SOM**  
above SAM + 2mile radius

### New Needs market research

Core Life Necessities	USA avg spend per month	Transferred to <u>New Needs</u>	Person saves time & money <u>AND</u> gets
Food to eat	\$600 (\$446-\$750) <sup>2m</sup>	--- -->	Consistent food to eat, sustenance, enhanced nutrition
Clothes to wear	\$200 (\$63-\$317) <sup>3m</sup>	--- -->	Quality, timely, personalized clothes
Good Health	\$900 (\$553-\$1,582) <sup>4m</sup>	--- --> 1 monthly payment of \$1,700 <i>Or can a la carte</i>	Preventative Care, Primary Care, <i>optional</i> Insurance
Sustainable Home <i>(future phase)</i>	\$316 <sup>5m</sup> (Household Utilities)		healthy non-toxic, sustainable solutions



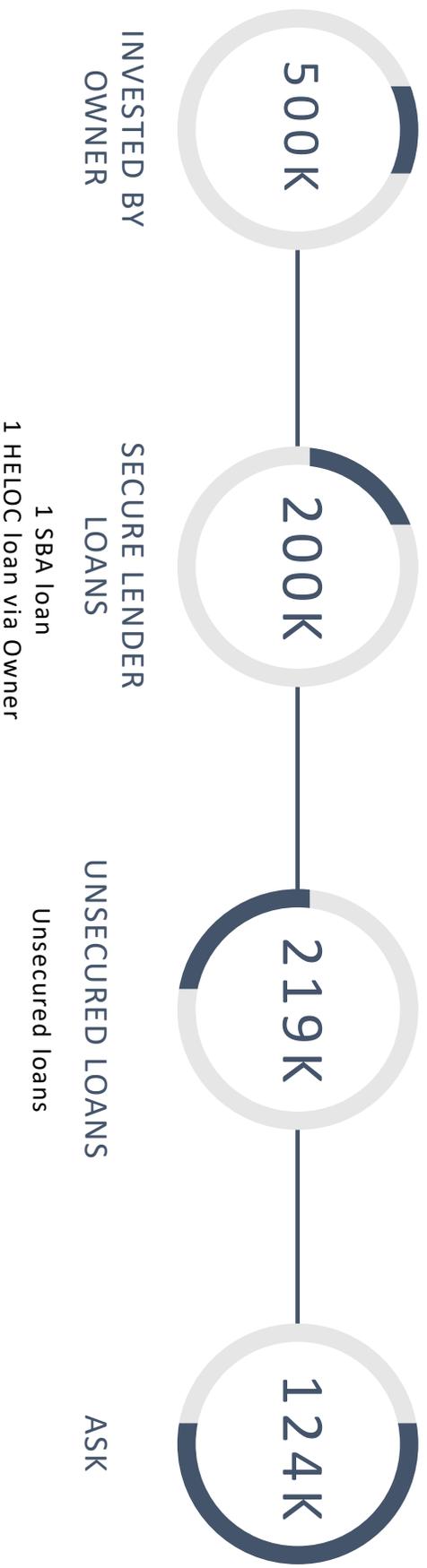
## PROJECTIONS

**Wellness Club:** Service & Product Sales + recurring Membership revenue + rent revenue/commissions + referral revenue

	<u>2023</u>	<u>2024</u>	<u>2025</u>
<u>Revenue</u>			
Wellness Club Sales	\$638,828	\$968,279	\$1,027,765
Wellness Club Commissions, Referrals	\$87,222	\$234,568	\$419,341
<b>Total Revenue</b>	<b>\$726,050</b>	<b>\$1,202,848</b>	<b>\$1,447,106</b>
<u>Expenses</u>			
Wellness Club expenses	\$773,929	\$938,270	\$993,550
<b>Total Expenses</b>	<b>\$773,929</b>	<b>\$938,270</b>	<b>\$993,550</b>
<b>EBIT</b>	<b>-\$47,879</b>	<b>\$264,578</b>	<b>\$453,556</b>

**What other markets can we tap into?** Corporate Wellness (B2B). Virtual Reality testing partner for wellness programs. Social Wellness Clubs. Wellness Products & Supplements like Essential Oils and other industry leading natural medicine markets.

# FUNDING



## EXIT STRATEGIES



# About the Founder...



- Raised rural Iowa, lived in London for 3 years, pioneer team
- Traversed 20+ countries (many multiple times) —————>
- History of bridge building, connecting, country work ethic with global street sense perspective, calm under pressure, well networked, automation & system creation focus
- Embraced leadership roles- sports, professional, personal life
- *Cerner Wellness* Lead Project Manager for 10 years
- Created real estate investment company
- Founder & Owner, *Kansas City Wellness Club*
  - Courage and Perseverance to grow the business through 2 unprecedented & challenging CV years
- Have bought local/natural only since 2017
  - Was my own living lab to see if it can be done. It CAN.



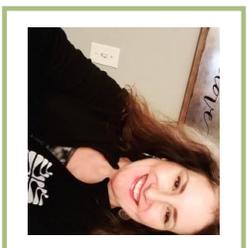
## THE TEAM



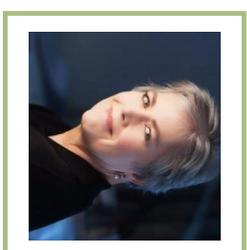
**JENNIFER DAVIS**  
Club Manager



**EMMY HARR**  
Sales Manager



**JULIE D'AUTEUIL**  
Operations Manager



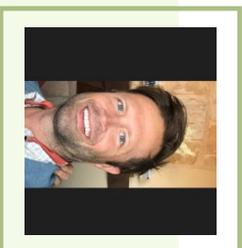
**SUSAN SPAULDING**  
Mentor,  
former Business Owner



**KATELYN BRYANT**  
Operations Manager



**LAURIE CLARK**  
Wellness Club Nurse Practitioner,  
Advisory Board



**GABE ENGELBERT**  
Principal Owner of Food  
Forest Abundance KC,  
Advisory Board



**ONANI CARVER, TH.D**  
Research Scientist, Advisory  
Board

## SUMMARY

- Multiple sequence of events and market dynamics have converged, timely demand exists for this community asset.
- We have never operated in a full year w/o CV. We have never been operationally ready to scale. Both are now working for us and provide significant large growth opportunity.
- Being in the grand historic building, the Wellness Club has positioned itself as a central hub of wellness connections, and has already established a strong credible foundation.
- People always seek to save time & money, and receive guidance that further simplifies & enhances their life.

*You're busy and modern life is crazy, the Kansas City Wellness Club will guide you above that modern tidal wave.*





**KANSAS CITY**  
**WELLNESS CLUB**

I care about this community, self sufficiency, and unity.

I believe.

I know there are many other believers out there.

## DISCUSSION

Heath Wessling

[kcwellnessclub@gmail.com](mailto:kcwellnessclub@gmail.com)

<https://kcwellnessclub.com/invest>

[@kcwellnessclub](https://www.instagram.com/kcwellnessclub)



# References

- 2m. article: <http://news.gallup.com/poll/156416/americans-spend-151-week-food-high-income-180.aspx>. The low of \$103/week to the high end of \$173/week per age group. That would be \$5,356-\$8,996 per year, or \$446-\$750 per month. Also generally falls in line with numbers listed here:[https://www.cnpp.usda.gov/sites/default/files/usda\\_food\\_plans\\_cost\\_of\\_food/CostofFoodJul2014.pdf](https://www.cnpp.usda.gov/sites/default/files/usda_food_plans_cost_of_food/CostofFoodJul2014.pdf)
- 3m. North Dakota State University, 2010 study found that the average American household spends about 3.8 percent of their income on clothing. For annual household incomes ranging from \$20,000 to \$100,000, that would be \$760-\$3,800 per year, or \$63-\$317 per month.
- 4m. article: <https://www.cNBC.com/2017/06/23/heres-how-much-the-average-american-spends-on-health-care.html>. Centers for Medicare and Medicaid Services (CMS) says the average American spent \$10,345 on healthcare in 2016. (And it is expected to climb steadily higher to \$14,944 in 2023). From a low end of \$6,632/year per working age person to the high end of \$18,988/year for someone over 64 years. That would be \$553-\$1,582 per month.
- 5m. article: <https://www.doxo.com/insights/u-s-utilities-market-size-and-household-spending-report>
- 7m. Average cost of 5 KC metro Direct Primary Care locations, generally ages 26-64.
  - <https://directcarekc.com/fees/>, \$75, 26-64.
  - <https://summitfamilycare.com/>, \$70, 26-64.
  - <https://bluelotusdpc.com/become-a-member/>, \$75, 26-99.
  - <https://choicephysiciansgroup.com/membership/plans-and-pricing/>, \$60, 0-55.
  - <http://directmedicalcare.net/index.php/services>, \$80, all ages.
- 8m. Average cost of catastrophic insurance plan, Sunflower Benefits Group, ages 26-64.
- 9m. Elevated membership at the Kansas City Wellness Club- most comprehensive membership plan.