

INVEST IN **BLOOMY**

# The Community Building Toolkit for Wellness Creators & Brands



[joinbloomy.com](https://joinbloomy.com) Los Angeles, CA



Technology

Marketplace

B2B

B2C

Mobile Apps

## Highlights

- 1 Solo-founded & bootstrapped by a former US Marine Infantry Officer
- 2 Hit \$150k GMV within 8 months of launch
- 3 2,000+ events listed by 600+ businesses including Lululemon, Barrys, Sweetgreen, Stakt & PVOLVE
- 4 18,000+ attendees of events on Bloomy across 20 largest US metropolitan areas
- 5 20,000+ social media followers, 450,000+ monthly

impressions

6 200+ brands sponsoring events through Bloomy

7 Launching physical event venues in NYC & LA in Q1 2026

8 Nationwide expansion underway with 25+ Active Brand Ambassadors (Combined following of 600k+)

## Featured Investors



**Connor O'Brien**

Follow

Invested \$50,000 

CEO of Beanstox & O'Shares - co-founded with Kevin O'Leary

"I back strong leaders & operators not just ideas. Bray has the discipline of military training, and the rare ability to execute under pressure, build with purpose and pivot when necessary. As CEO at Beanstox, we have similar goals—in our case, helping people to automate wealth building and achieve financial wellness through simple, smart investing. Bloomy is driving a complementary mission focused on connection, community, and real-world wellbeing. What sets Bloomy apart isn't just vision—it's driven leadership and their tech platform that is smarter, faster and simply better for event marketing and ticketing compared to legacy systems. As Bloomy was getting started, I was one of the first checks in, and I plan to add to my investment because Bloomy has the potential to deliver massive impact."



**Gregory Kelly**  
Syndicate Lead

Follow

Invested \$10,000 

"Following Bray throughout the journey of Bloomy has been a true privilege. His unwavering passion for building community in the wellness space is infectious, and the platform he continues to build offers essential opportunities

platform he continues to find other essential opportunities for both emerging brands and dedicated practitioners. The decision to invest was simple: I not only believe wholeheartedly in Bray's leadership, but more importantly, in Bloomy's powerful mission to create real, scalable solutions that help consumers lead genuinely healthier lives in community with others, something much needed in the world today."



Other investors include [Stef Corgel](#)

## Team



**Bray Wilcock** Founder & CEO

Bray, a US Naval Academy grad & Marine Infantry Officer, turned to wellness events to find community & take care of his mental health after losing 3 friends to suicide. He built Bloomy to help people create & attend those same types of experiences.



## Memo

### Early Traction, Compounding Demand

2,200+ tickets sold in last 90 days

60k+ visitors in last 90 days

650+ Hosts & Brands

20k+ Followers



Monthly Gross Ticket Sales

Traction | 8



## **Bloomy is a three-sided marketplace serving hosts, brands and consumers in the wellness industry.**

👤 **For Hosts:** Bloomy helps instructors and creators host, ticket, and promote their events in one place, reaching new audiences, selling more tickets, and connecting with brands for sponsorships.

🛍️ **For Brands:** Bloomy acts as a matchmaker between wellness brands and high-fit events. Brands can discover upcoming experiences, sponsor them with product or dollars.

👥 **For Consumers:** Bloomy is the go-to marketplace for wellness experiences near you, from yoga to sound baths to retreats, making it easy for people to find, book, and attend local events that align with them.

## **Why am I building Bloomy?**

I started Bloomy with one goal, to help people take proactive care of their mind and body and find community in doing so.

I served as a US Marine Infantry Officer for the better part of my early adult life. I formed incredibly tight bonds with the people I served with, mostly through shared hardship.



My best buddy Shane (who's still serving & leading Marines!) and I (left) after a jungle training operation

After leaving Active Duty, I dove head first into the health & wellness start up world. Unfortunately, within the first 18 months after leaving active duty, I lost three Marines I was close with to suicide.

Quickly and unexpectedly, I found myself in a deep rut of life, missing the tribe I had in the Marines but also realizing I had to take better care of my own mental health.

I was lucky enough that a friend brought me to a breathwork class and I fell in love with not only the work, but the community. *True connection.*

I became a breathwork instructor and started Bloomy as an Instagram Account to highlight wellness events on the west side of Los Angeles, helping people find wellness events & classes just like the one that helped me so much.

Since then, I've built Bloomy into a nationwide platform that empowers the hosts of these incredible community events, connecting them with our brand partner network for support & sponsorship while continuing to help thousands of people discover & attend these events through our marketing efforts.

Now, as an investor in Bloomy, you have the opportunity to support this movement as we empower millions of people to come together to take care of their mind and body.

I sincerely hope you join us on this mission.

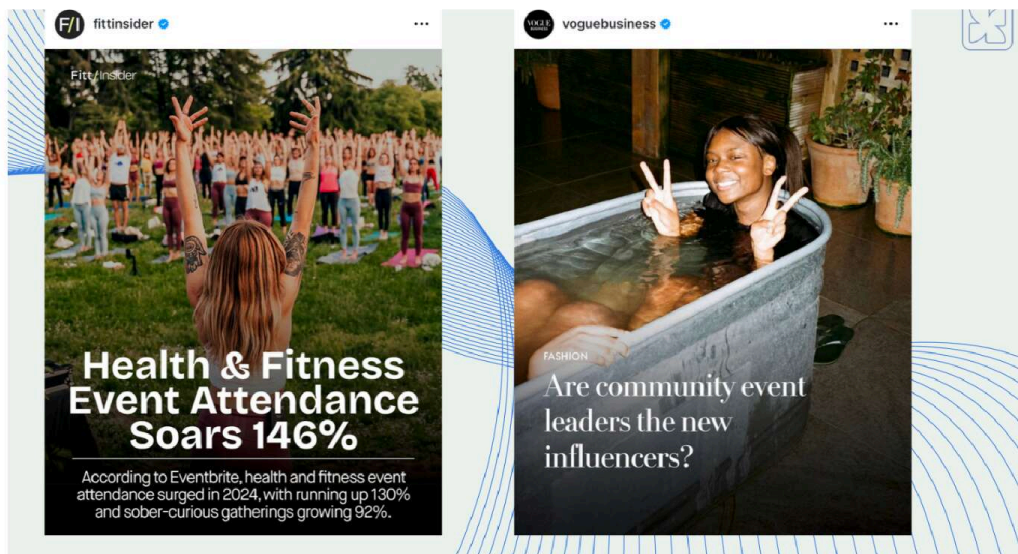


Bray Wilcock, Founder

**The wellness events market is booming:**

**Yoga, Pilates, Cold Plunges, Saunas, Run Clubs, Mom Walks, Breathwork, Meditation, Retreats.**





**We are building Bloomy at this intersection of commerce, culture and community.**



# 400,000+ people are hosting wellness events & classes in the US, growing 11+% annually

\*estimate based off instructors registered and trained in the US  
\*there are 42,000+ yoga & pilates studios in the US

Market Overview | 3

**These hosts & instructors create immense value but capture almost none of it.**

Every day, thousands of yoga instructors, breathwork coaches, and wellness creators gather people together to help them feel better — but most of them don't make a living doing it.

**They rent space. They post on Instagram. They build community, but they don't own it. They sell tickets through tools built twenty years ago for concerts and nightclubs.**

Existing platforms and models are transactional, not

transformational.

## But for hosts, instructors & creators, the deck is stacked against them





### Operating Under a Studio

**\$1200 → \$20**

30 attendees × \$40 = \$1,200  
Instructor is paid just \$20 / hr class  
(an average franchise yoga studio class)

**Hosts create massive value for  
the business owner but see  
very little revenue themselves**

### Operating Independently




-  Lack business structure
-  Fragmented toolkit
-  No audience ownership
-  Missed partnerships

Problem | 4

**At the same time, 10,000+ health, wellness & fitness brands are rapidly shifting marketing dollars from paid ads on social media to experiential marketing and event sponsorship.**

As digital fatigue rises, trust, community, and in person experiences are the new growth channel for brands. Consumers crave connection and belonging, not another digital feed.

### However these brands lack:

-  Access to attendee data
-  Event specific follow up tools
-  Scalability solutions
-  CAC & ROAS insights

**These two problem sets are deeply intertwined for our hosts and brands as they are both trying to build partnerships with each other.**

Bloomy has spent the last two years building deep relationships across the US wellness market as we developed our products, understanding many of these problems ourselves as we hosted and sponsored events of our own.

## Introducing Bloomy:

Introducing the OS for the future of wellness experiences

Create, ticket & market **your events** in minutes

Own **your audience** with attendee data + broadcasts

Unlock **more revenue** with built-in sponsorship tools

Connecting **the trust layer** between brands & consumers

Solution | 6

## Bloomy gives power back to the people building community.

- Hosts can create, ticket and market events in minutes.
- Brands can sponsor experiences and reach authentic audiences.
- Consumers can discover and attend events that make them feel good.

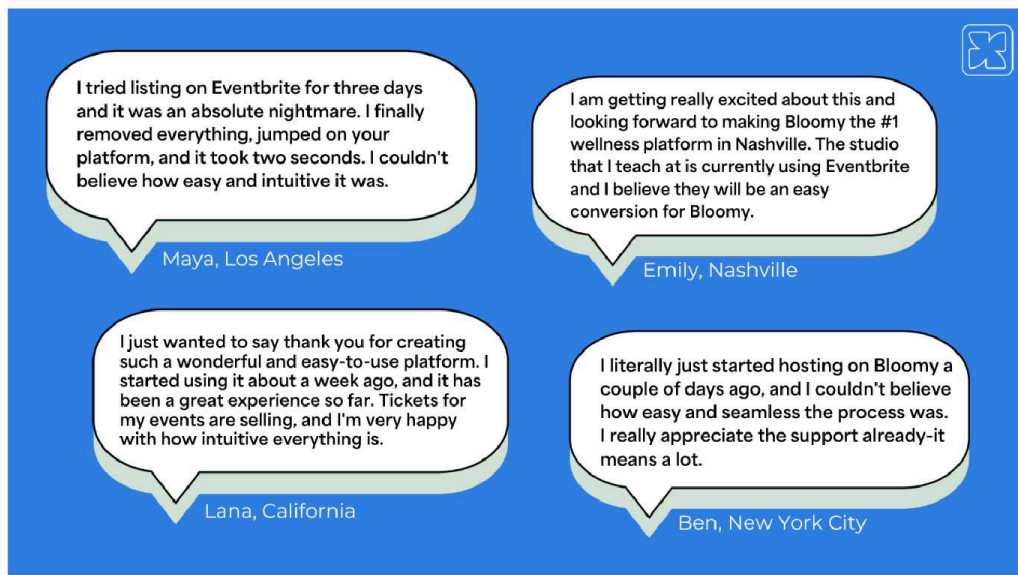
## Business Model:

Bloomy makes money three separate ways right now:

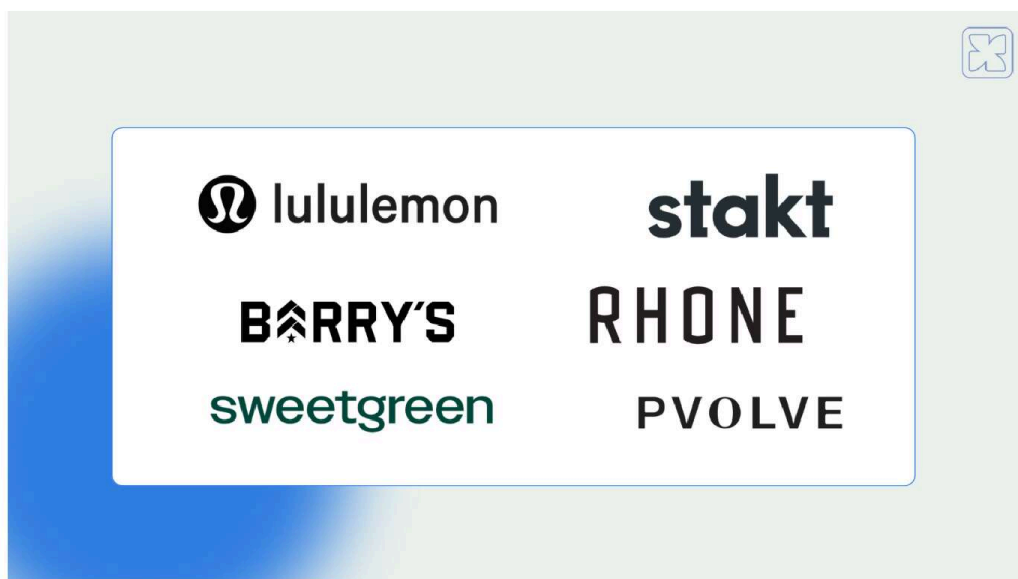
- Bloomy charges a 5% platform fee on every ticket sold through our platform
- Bloomy offers marketing packages to hosts who want to expand their reach for upcoming events
- Bloomy charges Brands a monthly subscription fee to sponsor events through our platform.



## Bloomy is loved by local communities:

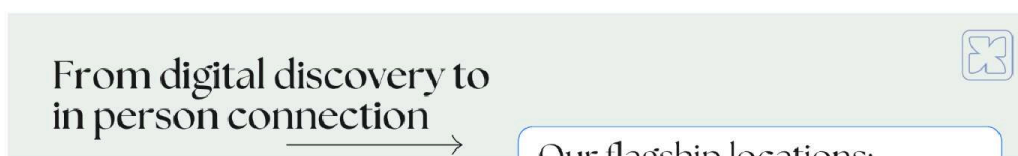


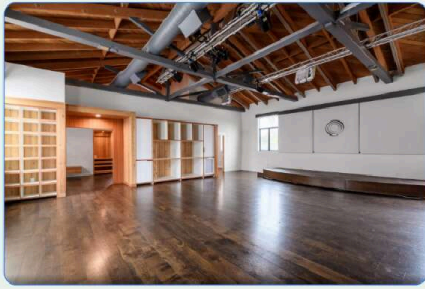
## Bloomy is trusted by global brands:



Our next phase is revolutionizing how social wellness communities are built - turning our online ecosystem into real world hubs:

## Reserve by Bloomy





Our flagship locations.

**reserve by bloomy**  
turns our online ecosystem  
into real world  
social wellness hubs

**Members host events & build their community**

**Brands showcase products, sponsor events  
and consistently connect with attendees IRL**

📍 LA & NYC Q1 '26 → 📍 San Diego, Miami & Boston Q2-Q4 '26 → 📍 Austin, SF, Denver Q1-Q2 '27

The number one question I get every day is "Do you know a venue where I can host my event?"

**Bloomy is meeting that demand and more. We believe these social wellness hubs will catapult not just our business, but the thousands of people who are building their businesses with Bloomy.**

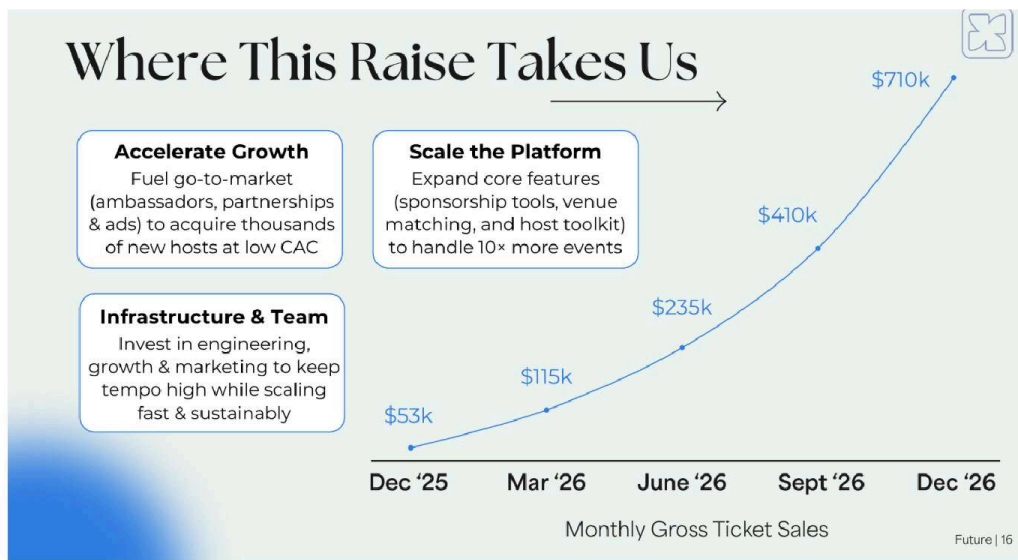
Reserve's business model:

- Hosts pay a monthly membership fee depending on how many events they want to host per month
- Brands pay a monthly fee to have their product displayed for sale in the retail space of Reserve and to sponsor events being hosted in the space.

## Use of Funds

Your investment will help us:

- Expand our team (engineering & partnerships)
- Continue platform development
- Launch our flagship LA & NYC "Reserve by Bloomy" spaces
- Grow our host and brand communities
- Accelerate partnerships and sponsorship integrations



*Forward-looking projections cannot be guaranteed.*

We believe the future of wellness doesn't live in apps or algorithms — it lives *in person*.

And the people building that future deserve the tools, data, and community to thrive.

- Software tools for hosts & creators
- Data & insights for brands
- Spaces for community



**Bloomy is building the platform and infrastructure for human connection in this next era of humanity.**

We welcome you to join us!



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