



# START SMALL AND MAKE IT GREAT - THE MICROSTUDIO MODEL



Always wanted to start a business that requires low financial investment and is cost-effective in maintenance? One you can grow and improve at your own pace?

More than 2000 EMS studios are working with XBody devices worldwide, open yours today!

# START IT SMALL, MAKE IT GREAT.

There is no other business opportunity in the fitness market quite like the Microstudio model of XBody. Its fast return on investment and low risk-factor make it the most popular business model in the EMS industry.

XBody Actiwave makes it possible to achieve a completely new level of profitability with the Microstudio

model. Its Dual training feature allows you to train double the amount of clients with only one device, reducing the investment costs and doubling your turnover.

The Microstudio model is the easiest and safest way to success as it is the ideal model for anyone from the smallest starting studios to the largest EMS franchises.





# JOIN THE GROWING NUMBER OF EMS STUDIO OWNERS WORLDWIDE

EMS training is the talk of the town everywhere - not just business owners, but end users are also increasingly interested in this future-oriented training method. Why?

The sessions are short, trendy and extremely intense! The client recommendation rate is extremely high in the EMS sector, meaning clients are happy with the results they achieve thereby staying loyal which continues existing demand and through their recommendations will grow your business easily.

The EMS microstudio business model is a proven and very popular concept all over the world, known for its low investment requirements and its massive potential for quick return on investment with low risk factor.



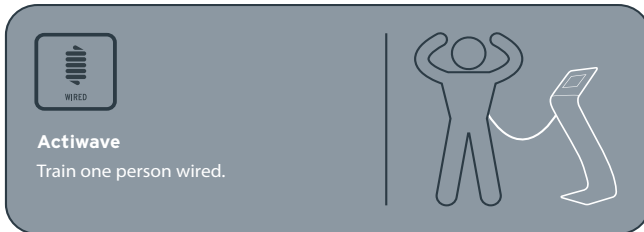
WATCH THE VIDEO

# GROW WITH XBODY

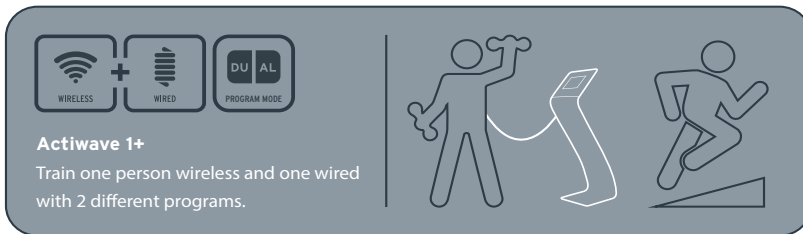
The business concepts and devices of XBody were designed to give you the opportunity of growth without investing in areas that you don't require. You can start with a lower financial investment now and add more resources to your business at your own pace.

The Microstudio Business Concept can be implemented even with a smaller space (around 45 sqm) with one device at the beginning, offering 1-on-1 personal trainings. If you have chosen Actiwave as your first EMS tool, the options for training more clients at the same time with the same device can be added gradually, according to your needs and potentially expanding possibilities.

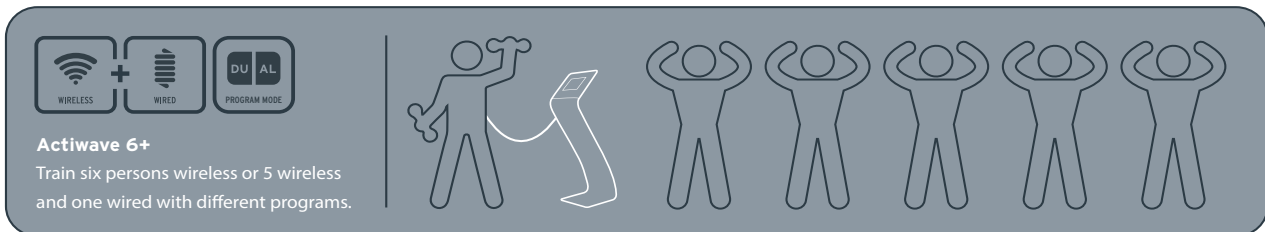
Thanks to XBody's versatile technology, you can add several types of sport specific and functional training methods to your service portfolio along the way as well.



**Actiwave**  
Train one person wired.



**Actiwave 1+**  
Train one person wireless and one wired with 2 different programs.



**Actiwave 6+**  
Train six persons wireless or 5 wireless and one wired with different programs.

## WE HELP YOU SUCCEED

Our business relationship doesn't stop with delivery. We are here for you to help you succeed, with many years of experience from all over the world. This includes comprehensive know-how, tips and tricks of the industry, ROI calculations, marketing plan studies including examples, and the vast knowledge base of the EMS Trainer Institute. We strive to provide you with all the information you will need to run your business smoothly and to maximize your device as well as utilizing your human resources in the most efficient way possible.





# BENEFITS OF THE MICROSTUDIO MODEL

The Microstudio model offers never before seen business opportunities on the fitness market.



## LOW INVESTMENT, FAST ROI

With the Microstudio model you can enter the fitness markets with significantly lower investment costs than traditional gyms and due to this low investment cost, its low operational costs and high margins, **you can achieve the fastest ROI the fitness markets can provide.**



## SMALL SPACE, SMALL STAFF, SMALL COSTS

The key benefit of the Microstudio concept is that it works well even at the smallest scale. Starting at 45 sqm and 2 employees, you can open your own EMS studio and start doing business. These low starting requirements result in low rental fees and **low operational costs, allowing you to become profitable quickly.**



## EASIEST WAY TO SUCCEED

The Microstudio model is the most popular business concept in EMS. More than 80% of all studios are microstudios and there are hundreds of success stories, and dozens of EMS franchises that started this way. XBody nurtures a partnership with all its studios and **helps them succeed by offering valuable business advice, best practices, and marketing support** - all gathered through years of experience from successful studios around the world.



## HIGH PROFIT-MARGINS

EMS trainings are sold around 20-60 EUR/session and by keeping your operational costs low with the Microstudio model and your XBody devices - which have **one of the lowest maintenance costs in the EMS industry** -, you can reach high margins while offering a satisfying and effective training for your clients.



## GROW IN A SAFE WAY

Start small and grow gradually, at your own desired pace. The Microstudio model is easy to enter, **easy to run and once you start to make profits, you can start growing** in an organic way. Our devices are designed to keep up with your growing needs, you can upgrade the XBody Actiwave to train 6 clients at the same time, making multiple times the revenue.



## BUILD YOUR OWN FRANCHISE

Join the dozens of successful EMS franchises based on the worldwide proven Microstudio model. Its low investment costs, **low operational costs, small studio space requirements and high profit opportunities** make it an ideal franchising opportunity.

# OPEN YOUR FIRST EMS STUDIO WITH XBODY

## Grow at your own pace

### ACTIWAVE

When opening a Microstudio an Actiwave is the ideal choice given it is a device that is designed to be flexible to fit all methods of training and meet all potential business needs. With the built-in Dual training functionality, **you can train double the clients on only one device, saving you the need of buying additional EMS devices when starting out.** Once your studio starts to grow, you can count on Actiwave's wireless capabilities to give you the opportunity to do small group trainings for up to 6 people at the same time, **multiplying your revenue on each training slot.** No other EMS device supports the opportunity for growth and gives you the business freedom that the XBody Actiwave provides.

### NEWAVE™

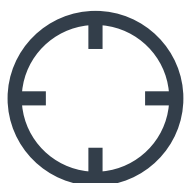
Newave is the ideal **entry-level EMS device** if you want to start small and expand slowly. With Newave's wired technology you can do 1-on-1 personal trainings in a very advanced way, creating a more exclusive experience for your members, while still keeping your profit margins high.





# TIPS FOR SUCCESS WITH THE MICROSTUDIO MODEL

You can bring out the most from the Microstudio model if you...



## FIND THE RIGHT LOCATION

Just as with any gym or training facility, the location of your studio is an important choice to make. **EMS Training often attracts busy clients that work hard and value their time** so it is important for the studio to be easily accessible with plenty of parking. It should also be in an environment that this type of client is familiar and comfortable with.



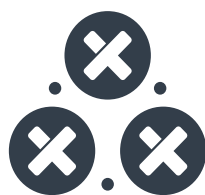
## KEEP YOUR OPERATIONAL COSTS LOW

The investment costs of starting a Microstudio are inherently low so as you build your clientele you will go into profit quickly. **It is important to keep your operational costs low** if you want to grow your business rapidly as this will give you the margins necessary to reinvest towards that growth.



## KNOW HOW TO REACH YOUR MARKET

No matter how effective, beneficial and time-saving EMS training is if no one knows about it. Therefore it is important to market effectively in your local area and target market, using the right message and the right tools. **XBody provides studio owners with marketing materials, best practices and business advice** on how they can make their studio successful and reach their markets effectively.



## DREAM BIG AND HAVE AMBITIONS TO GROW

People have different dreams. Many people want to run their EMS studio and have it as a lifestyle business since it has always been their dream to own their own studio. Some people, however, have different dreams and want to create their own studio chain or EMS franchise. **The advantage of the Microstudio model is that it can make both of these dreams come true.** If you want to own a studio, you can do that with low risk, and if you want to truly maximize the potential that lies within XBody's Microstudio model, you can start building your own studio chain.



**XBody International**

+36 96 200 688

[contact@xbodyworld.com](mailto:contact@xbodyworld.com)

[www.xbodyworld.com](http://www.xbodyworld.com)