

### 1. MARKET TENDENCIES

*The number of people in the world, who are engaged in skiing, is growing rapidly and according to various estimates by 2020 will exceed 500 million of people. During the past 3 years skiing season at European ski resorts has decreased by 30% due to warm and less snow winters. People want to enjoy skiing in the mountains but also tend to train in advance before the visit. This kind of dynamic stimulates the demand for ski services, including the development of indoor ski clubs.*

- Some European countries with the population of 9-10 million have about 40 ski clubs and each has 2-3 «endless slope» ski simulators. We know from our experience, that the population of up to 50 thousand people, who are living within 20-25 minutes away, would be enough to provide the positive financial business of the club.
- In developing countries with the income level lower than the European one, ski vacations are gaining pace. Therefore, 1 club will open for every 200,000 citizens at first. The next 3-4 years will increase this ratio to 1 ski club for every 100,000 citizens.
- Indoor ski club guarantees the low level of competition in the niche of active recreations and the annual 100% level of demand.
- Due to the Proleski unique features, it is possible to get more than 65% of regulars with high and long-term customer loyalty.

#### **Ski Club - is a profitable and perspective business:**

- The indoor Ski Club - is one of the fastest growing and profitable businesses with low competition among the outdoor activities (the increase of demand - more than 100% annually).
- Attractive business for the investors with high return and stable profit.
- For all ages and all skill levels. For all kinds of skiers and snowboarders. For any premise, and any floor of the building

### 1. BASIC BUSINESS INVESTMENTS

- \* Area  $\geq 250 \text{ m}^2$
- \* Ceiling height  $\geq 4,5 \text{ m}$
- \* Investments  $\geq 700\$/\text{m}^2$
- \* Business profitability  $\geq 65\%$
- \* Staff  $\geq 7$  people
- \* Regular customers  $\geq 60\%$
- \* Payback period: 11 - 24 months
- \* Project execution  $\geq 5$  months

### 2. PROLESKI SERVICES

#### **Basic indoor ski:**

**Track:** 1 set = 10 minutes = up to 5,8 km (speed is 35 km/h);

Cost includes: equipment + protective gear + instructor supervision

- \* Free skiing and snowboarding;
- \* Additional ski track reality with the 8D Vision system;
- \* Ski school – group training;
- \* Private training sessions with the instructor;
- \* Slope rent;
- \* Charity: newlyweds, people with disabilities, including Paralympic and other athletes;
- \* Championships and competitions.

#### **Additional indoor ski:**

- \* *Climbing. Proleski Climb (automated climbing walls in small spaces);*

- \* *Multisport Proleski (cycling, roller-skiing, running, marathon on simulators, additional track reality);*
- \* *Apreski: catering (restaurant, bar, cafe), «live» concerts during an evening weekend*
- \* *Other: trampolines, rope park and many other types of fun attractions.*

#### **Additional outdoor ski:**

- \* *Instructor supervision and assistance during skiing on the mountains;*
- \* *Ski travel, competitions, extreme festivals organization.*

### **3. WHAT IS ATTRACTIVE IN THE INDOOR SKI CLUB FOR THE CUSTOMER??**

#### **For everyone:**

- \* For people of all ages (from 4 years and up).
- \* For any skill levels (from «beginners» to the high-class professionals).

#### **Obvious benefit:**

- \* One lesson on the simulator equals to the whole day of training on the ski resort.
- \* High training efficiency: it is possible to train the technique and gain basic skill within 10 sessions.
- \* Money: it is cheaper and quicker to master skills on the ski simulator than in the mountains.

#### **Absolute safety:**

- \* Safe conditions and instructor supervision during each training session.
- \* Absence of dangerous situations such as a sudden obstacle on the track, avalanche, pit, wood, etc.

#### **Comfortable and convenient conditions:**

- \* Close to home: train on site, close to one's home, and there is no need to go to the mountains.
- \* Form an individual training plan with the regular instructor.
- \* With ski simulators, you can train all year round, regardless the weather and 24/7. No open ski resort can provide the same conditions.
- \* Control your performance results and training dynamics.

#### **High training efficiency:**

- \* Wide range of functions allows you to master various skiing techniques 2-3 times faster than in the mountains.
- \* Training sessions are performed in the closest to real-life conditions, under full control of experienced instructors to avoid emergency situations and overcome the fear of hard tracks.
- \* Ski simulator allows to detect mistakes in the skiing technique and fix them right away.
- \* Professional skiers can hone the mastership by adjusting the inclination angle and the speed of a ski carpet.

#### **Vivid and rich experience:**

- \* Extreme emotions and adrenaline! The maximum likeness to real ski tracks.
- \* Fun time with friends, shared experiences and cherished memories.
- \* Psychological relaxation through skiing and communication with like-minded people.

#### **Belonging, prestige and social approval:**

- \* Communication with like-minded people, belonging to a sports and recreation fan community.
- \* Member of the club – self-realization and self-esteem.
- \* Riding skills and perfect technique are prestigious and trendy.

### **4. CLIENTS OF THE «PROLESKI CLUB» SKI CLUB:**

*Among clients of the Club, there are people between 5 and 65 years old, who lead an active lifestyle or wish to join it. The core audience covers the people from 28 to 45 years old with an average / «average +» / «average ++» income. They have a family, visit ski resorts and are interested in active sports and recreational activities.*

Skill levels can be divided into «beginners», «amateurs», «advanced» and «professionals».

During the 1-st year of the club's operation, clients' percentage share would probably consist of:

- \* 50% – «beginners» (~ after 10-20 training sessions/visits they become «amateurs»);
- \* 25% – «amateurs» (~ after 30-45 training sessions/visits they become «advanced»);
- \* 20% – «advanced» (~ after 40-60 training sessions/visits they become «professionals»);
- \* 5% – «professionals» (endlessly hone the mastership).

During the 2-nd year, the percentage share would change to:

- \* 20% – «beginners»;
- \* 25% – «amateurs» (~ 50% clients become club`s regulars\*);
- \* 35% – «advanced» (~ 70% clients become regulars \*);
- \* 20% – «professionals» (~ 60% clients become club`s regulars \*).

*\* With effective marketing management, services and prices the share regulars can be even bigger.*

**Note! Strategically important categories of customers are «amateurs», «experienced» and «professionals». The 60% of these clients form the regular base of the club after 1-1,5 year. It is important to remember in choosing a ski simulator as each group of customers has its training goals, that influence the frequency / duration of the club and business profitability. Check «How to choose the simulator» document for more details.**

## **5. WHAT IS IMPORTANT FOR CLIENT DURING THE TRAINING PROCESS:**

*It is important for clients to:*

- 1) Gain skill / improve skiing technique (20% of the club success);
- 2) Interest in training along with the wide range of possibilities for technique improvement (30% of the club success);
- 3) Adrenaline and vivid emotions from the riding (50% of the club success)!

**There are key factors that determine training, interest and adrenaline effectiveness:**

- \* Sharp edges – influence skis control, skiing technique and life safety.
- \* Speed more than 31 km/h – allows to perfect the «carving» technique and get ready for real tracks.
- \* Platform`s inclination angle – helps to prepare for tracks of any complexity. It stimulates extreme emotions and adrenaline.
- \* Platform mobility – provides training under the maximum realistic environment. It stimulates extreme emotions and adrenaline.

**Note! Unique features of Proleski ski simulators answers such questions as «What to do with the beginners, who have already gained basic skills?», «What can one offer for professionals?» and «How to provide high motivation and loyalty for clients and staff members?»**

**Check «How to choose the simulator» document for more details.**

## **6. CHOOSE A SKI SIMULATOR**

**A ready-made decision:**

1. Clients are grouped by their level of skill. It is recommended to train a group with the same levels of skills on 1 ski simulator. Therefore, for a simultaneous training of groups with various levels of skills it is important to have no less than 2 ski simulators. The number of ski simulators depends on the flow of visitors.
2. No less than 50% of ski simulators should be used for the skill level improvement, another 50% are for amateurs, advanced and professionals with an option – speed more than 31,5 km/h.
3. At least 25% of ski simulators of the Direction (Pro2D, Pro3D) series with an 8-direction moving platform provides increased interest, adrenaline and entertainment functions for advanced and professional skiers.
4. Among ski simulators for group training with the maximum capacity – the 3-rd type (for comfortable skiing for 3 persons and training session for a group of 9 beginners) proved to be the most effective and all-round compared to 2-nd, 4-th and 5-th types.
5. Simulators comply with premises conditions (ceiling height, aperture between columns, etc.) - type 3: Pro3 (O, V, D), type 2: Pro2 (O, V, D), type 1 (O, V, D).
6. Options: management system for ski simulator, staff, client flow, marketing control is essential for business. We provide many other management options to choose from.

**A ready-made decision:** Optimal + Direction + option 35 km/h + other options upon request. This configuration proved to be the most effective for the development of all levels of skills. Vertical series is installed when it is impossible to install Direction series inside premises because of the dimensions (width less than 6,2 m and ceiling height is less than 5,4 m). High reliability, low costs, state-of-art technologies and additional functions along with Gamefunction, billing system, online and offline services options will make the business effective and profitable.

**Check «How to choose the simulator» document for more details.**

## 7. SKI CLUB FLOW. SKI SIMULATOR LOADS AND CAPACITY:

Ski simulator loads mostly depend on the capacity and flow of visitors.

The flow depends on the Location, Season, Services, Marketing.

### Location:

Club's flow of visitors depends on the target audience goals within the location zone and the duration of stay at this location. Check these location options:

outskirts, center, developed infrastructure, comfortable parking, industrial area, mall, fitness center, ski resort, recreational center.

**Check more options for location in «Premises selection» document.**

*Make the first move and send us location coordinates, dimensions and plan of your premises to [sales@proleski.com](mailto:sales@proleski.com). We will create a zoning sketch and club visualization. For details and recommendations upon location and business evaluation one should request and fill in location evaluation form.*

### Seasonality:

**From a skill level viewpoint, seasonality is:**

- **Common in a greater degree** for moderate and subtropical zones, where seasonal temperature changes are more pronounced. During cold seasons demands in winter resort increase compared to summer resorts and vice versa. Seasonality can be compared to biological demanding hours (winter for skis, summer for beach).  
During the year, ski club's attendance divided into seasons:  
*High season (November, December, January, February)*  
*Middle season (September, October, March, April)*  
*Low season (May, June, July, August)*
- **In a smaller degree** – for subtropical, tropical and subequatorial zones with approximately the same temperature throughout the year. Ambient temperature changes are the same for the southern hemisphere.

### **From an entertainment viewpoint,**

indoor ski entertainment culture is at the start of its popularity among population. Taking into account that Proleski is the only company that can offer a full-scale and comprehensive entertainment on indoor skis, the main objective is sharing with a customer and further culture development.

### Consider the case of the average capacity load of a club,

based on the Western Europe club statistics, that was gathered from cities with population more than 150 000, center and the surrounding area, outskirts, free-standing buildings, parts of a mall, where the main skill development and entertaining services are absent:

- \* In high season the capacity is up to 100% (with booking 1-2 months in advance)
- \* In low season the capacity may be up to 9%
- \* Annual ski simulator capacity: 23-38%.

As of today, we don't have full access to the full statistics of clubs, located in the Southern hemisphere, outside the city, in countries with a warm climate, at ski resorts, amusement parks, fitness centers, nevertheless Proleski ski simulators are successfully efficient.

### Ski simulator capacity load:

In these models of PROLESKI™ ski simulator (Pro1, Pro1V, Pro1D, Pro2, Pro2V, Pro2D, Pro3, Pro3V, Pro3D) the numeric character indicates the number of skiers on a simulator, that will result in a comfortable simultaneous skiing.

Model PROLESKI™	Working length of the ski carpet, m	Number of simultaneous skiers		Number of simultaneous skiers at «PROLESKI Ski School»	
		Skis	Snowboard	Skis	Snowboard
Pro1, Pro1V, Pro1D	3	1	1	1	1
Pro2, Pro2V, Pro2D	6	2	1	3	2
Pro3, Pro3V, Pro3D	9	3	2	6	4

**Example of maximum load capacity calculation of the club:**

Basic data:

Working hours of the club: 9 am. - 10 pm. (10 am. - 11 pm.) working time = 12 hours per day;

Duration of one set (1 person): 1 set = 10 min.;

The maximum number of sets per 1 hour (1 person) = 60 min. /10 min. = 6 sets

Maximum load capacity of a ski simulator = 100%; Average annual capacity = 25-38%; Minimum capacity = 9%.

**SKIING (skis):**

Capacity of the simulator	Capacity criteria of 1-one simulator	Ski simulator Model		
		Pro 1	Pro 2	Pro 3
		Pro 1V	Pro 2V	Pro 3V
		Pro 1D	Pro 2D	Pro 3D
capacity 100%	Number of people on 1 simulator, <b>N</b>	1	2	3
	1 hour = 60 min/10 min = 6 sets	6	6	6
	Number of sets per <b>1 hour</b> = N x 6 sets	6	12	18
	Number of sets per <b>1 day</b> = N x 6 sets x 12 hours	72	144	216
	Number of sets per <b>1 month</b> = N x 6 sets x 12 hours x 30 days	2 160	4 320	6 480
capacity 38%	Number of sets per <b>1 day</b> = N x 6 sets x 12 hours) x 38%	27	55	82
	Number of sets per <b>1 month</b> = N x 6 sets x 12 hours x 30 days) x 38%	821	1 642	2 462
capacity 25%	Number of sets per <b>1 day</b> = N x 6 sets x 12 hours) x 25%	18	36	54
	Number of sets per <b>1 month</b> = N x 6 sets x 12 hours x 30 days) x 25%	540	1 080	1 620
capacity 9%	Number of sets per <b>1 day</b> = N x 6 sets x 12 hours) x 9%	6	13	19
	Number of sets per <b>1 month</b> = N x 6 sets x 12 hours x 30 days) x 9%	194	389	583

**TEACHING «PROLESKI Ski School» (Skis):**

Capacity of the simulator	Capacity criteria	Ski simulator Model		
		Pro 1	Pro 2	Pro 3
		Pro 1V	Pro 2V	Pro 3V
		Pro 1D	Pro 2D	Pro 3D
capacity 100%	Number of people on 1 simulator, <b>N</b>	3	6	9
	1 hour = 60 min/10 min = 6 sets	6	6	6
	Number of sets per <b>1 hour</b> = N x 6 sets	18	36	54
	Number of sets per <b>1 day</b> = N x 6 sets x 12 hours	216	432	648
	Number of sets per <b>1 month</b> = N x 6 sets x 12 hours x 30 days	6 480	12 960	19 440
capacity 38%	Number of sets per <b>1 day</b> = (N x 6 sets x 12 hours) x 38%	82	164	246
	Number of sets per <b>1 month</b> = (N x 6 sets x 12 hours x 30 days) x 38%	2 462	4 924	7 387
capacity 25%	Number of sets per <b>1 day</b> = (N x 6 sets x 12 hours) x 25%	54	108	162
	Number of sets per <b>1 month</b> = (N x 6 sets x 12 hours x 30 days) x 25%	1 620	3 240	4 860
capacity 9%	Number of sets per <b>1 day</b> = (N x 6 sets x 12 hours) x 9%	19	39	58
	Number of sets per <b>1 month</b> = (N x 6 sets x 12 hours x 30 days) x 9%	583	1 166	1 749

**TEACHING «PROLESKI Ski School» (Snowboard):**

Capacity of the simulator	Capacity criteria	Ski simulator Model		
		Pro 1	Pro 2	Pro 3
		Pro 1V	Pro 2V	Pro 3V
		Pro 1D	Pro 2D	Pro 3D
capacity 100%	Number of people on 1 simulator, <b>N</b>	1	2	4
	1 hour = 60 min/10 min = 6 sets	6	6	6
	Number of sets per <b>1 hour</b> = N x 6 sets	6	12	24
	Number of sets per <b>1 day</b> = N x 6 sets x 12 hours	72	144	288
	Number of sets per <b>1 month</b> = N x 6 sets x 12 hours x 30 days	2 160	4 320	8 640
capacity 38%	Number of sets per <b>1 day</b> = (N x 6 sets x 12 hours) x 38%	27	55	109
	Number of sets per <b>1 month</b> = (N x 6 sets x 12 hours x 30 days) x 38%	821	1 642	3 283
capacity 25%	Number of sets per <b>1 day</b> = (N x 6 sets x 12 hours) x 25%	18	36	72
	Number of sets per <b>1 month</b> = (N x 6 sets x 12 hours x 30 days) x 25%	540	1 080	2 160
capacity 9%	Number of sets per <b>1 day</b> = (N x 6 sets x 12 hours) x 9%	6	13	26
	Number of sets per <b>1 month</b> = (N x 6 sets x 12 hours x 30 days) x 9%	194	389	778

## 8. PRICE FORMATION:

**In short-term perspective**, the price formation depends on the customer flow and ability to pay. The lesser the flow, the longer is 1 training session duration. With the higher flow the cost of 1 set increases.

**In long-term perspective**, the price formation depends on the ability to satisfy people with different levels of skills and number of regular clients. Usually, the higher is the level of skill, the higher is client loyalty. Regulars use more free skiing sets per 1 visit. Clients with high loyalty use more than 1000 per year.

### **Clubs, based on ski simulators of the old generation – for beginners**

**Facts:** Historically, Western Europe, USA, Canada, Australia own clubs with ski simulators of the old generation, that were designed only to develop skills up to an amateur level and can neither satisfy the demands of amateurs, advanced and professional skiers nor provide any form of entertainment (sharp edges, speed of 35 km/h, track relief).

#### **Examples:**

Nederland <http://www.indoorski.com/tarieven-test/>

USA <http://adventureski.com/instruction.htm>

During the first years, the price for 1 training session was = 30 minutes = 25-70 euros. With time, the client loyalty decreases, therefore, the club decreases the price for 1 session and prolongs the duration of a training session: 1 session = 60 minutes = 25-70 euros. In this case, the average check remains the same. The decrease in visitor flow due to the lack of interest among advanced skiers leads to low business profitability. In Western Europe, there are more than 60 active ski clubs.

### **Clubs, based on Proleski – for honing the mastership and entertainment**

With the designed technical capabilities (sharp edges, speed of 35 km/h, track relief change) Proleski ski simulators allow to develop skills up to a professional level. Gamefunction offers unique features for competitions, entertainment, recreation, interest, and adrenaline.

Tariff differentiation and loyalty system allows you to offer services, depending on client's expectations and demands: group training, free skiing, individual training, slope rent, championships, season passes for children, families, newlyweds, youth. It is possible to make them unlimited. Example: <http://kiev.proleski.ua/tarify/stoimost-zanyatij>

The cost of one set is formed from the established prices for similar services in fitness and recreational activity segments: carting, bowling, climbing, personal training in a fitness club, average cafe bill, etc.

### **Draw an analogy between these services:**

#### Ski resort services:

Ski pass per day: 50 - 60 euros + Rent of the equipment: 30-40 euros + Personal training from the instructor 1,5 hours: 120 euros

Total minimum check in 1 day: training 220 euros, free skiing 100 euros

Total sum with the full-service pack for 7-10 day with the average check per day: training 100 euros, free skiing 70 euros.

In 1,5 hours ride with 30% of training, you get 30 minutes.

What is the average daily track duration of free skiing at a ski resort?

The low efficiency is obvious as well as low training safety with expensive training cost.

#### Carting services:

From our 10-years' experience, we can say that carting services are similar to skiing services in terms of price formation.

Please, check these carting examples:

UK <http://www.theraceclubkartinguk.com/entry/team-endurance> price for 60 minutes = 80 euros.

Germany <https://www.mobi-kart.de/#preise> price for 10 minutes = 10 - 20 euros.

France <https://www.kartland.fr/tarifs> 10 minutes = 12 - 30 euros.

Ukraine <http://www.bkart.com.ua/rus/service.html> 10 minutes = 2 - 7 euros.

### **Duration of a training session, based on a customer flow:**

Beginners - 30-60 minutes of simultaneous group training for up to 9 persons on 1 ski simulator;

For other levels of skills 1 training session lasts 10 or 20 minutes.

With the high visitors' flow and booking system management time is calculated by hours, rather than by belt rotation time (regardless stops/pauses during 1 set).

During the first year of the club: the average check for a new client has to be 20-30% cheaper to make the service more attractive.

### **Average training session per 1 visit:**

During the first year: around 20 - 30 minutes, track length is up to 18 km.

During next years: around 30 - 60 minutes, with the increased loyalty from amateurs, advanced and professional skiers, track length is up to 36 km.

Direction series services tariffs: with an increasing 1,5 index.

Individual training sessions, with an increasing index from 2 to 3.

Price of a plastic card: 0,5-2 EUR /USD

Spare socks and hats are included in the set price.

To create fluid tariffing and loyalty system, in dependence to epy day of the week and time of the day one can use a compatible Proleski billing system, that also allows to obtain a deposit system, accounting, statistics, equipment/staff/financial management, marketing newsletters, etc. Proximity deposit cards are in use. By combining the software with the access system or CCTV it is possible to get full on-line work control.

Each case of price forming is unique and depends on the customer flow, its goals and ability to pay.

**A ready-made decision for countries in Western Europe during the first year period:**

year-average price with the loyalty system: 1 session = 20 minutes = 20-30 EUR.

For out-of-town area and resort zones: package offer for the entire average stay period at a resort.

## 9. OTHER INVESTMENTS

**Equipment:** skis, snowboards, straps, boots, ski poles, protection gear (helmet, elbow and knee pads)

After the conclusion of a delivery contract, Proleski sends a calculation of the number of equipment sets and recommendations on the characteristics.

Gear cost for a zone with 2-4 ski simulators: 8 000 – 12 000 euros

Usually, gear manufacturers are interested in cooperation with a club and promotion, therefore, they provide discounts from 60 to 100%. We have many examples of such companies - Atomic, Salomon, Fischer, that provided the gear for free.

Life term of the gear on a ski simulator is yet to be determined, the approximate term should be no less than 5 years.

**Furniture:** register desk, storage shelves, benches, cabinets for storing personal belongings or lockers (for phones, watches, wallets, etc.)

**Equipment:** software and hardware for accounting and business control, CCTV, plasma display panels, audio system, etc. The total sum is around 10 000 euros.

**Auxiliary rooms:** the need for auxiliary rooms depends on the project. Among possible variants are WCs, staff room, long-term storage lockers for clients' belongings.

**Decoration:** depending on the premises condition, mirrors, flooring, etc. The total sum is around 20 – 300 euro/m2.

**Other:** staff uniforms, club identification (signboard, etc).

## 10. FIXED EXPENSES:

Expenses for ski simulator operating process – electric energy, water, sewage, maintenance, etc. **Check «How to choose the simulator» document for more details.**

Staff salary is indicated below. Other expenses: cleaning services, marketing, stationery supplies.

## 11. CLUB STAFF WITH 4 SKI SIMULATORS:

Forming the permanent customer flow (resale included) provided quality services, that depends on business processes technology and the staff, performing the instructions, according to each business process technology.

Main criteria of Proleski Club quality franchise: positive emotions, efficiency, dedication, demand development.

Usually, the club with 4 ski simulators require the following staff:

	«High season» (number of people)	«Low season» (number of people)
<b>Administration:</b>		
Manager	1	1
Accountant	1	1
<b>Instructors:</b>		
Administrator	2	1
Instructor	4	2
Instructor's Assistant	2	0
<b>Total:</b>	10	5

#### **Key expenses for the staff:**

- ✓ One-time: Start training for instructors (2500, EURO / 1 training / whole team of instructors).
- ✓ Permanently: The salary (rate +%) - according to the level of salaries in the region;

Almost any person can become an instructor within the 1-month period after passing "Training for instructors" and probation at the club. The perfect candidates for the «instructor» job are active outdoor and indoor club instructors, athletes, students of Physical Education and Sports Institute, people from the fitness industry, who can teach and communicate with customers.

Proleski Club Franchising includes structured business processes, performing technology for all business processes, quality standards for service delivery technologies. The full description can be found on 437 pages of the franchising package.

#### **12. MARKETING**

Ski zone promotion is a simple and proven Proleski system. The key principle lies in unifying efforts of ski resort gear, tourism, entertainment, fitness, education representatives, i.e. those companies, facilities and locations with the biggest target audience. In other words, it is the symbiosis of market participants with related niches, active working processes with centers of target and non-target audience, information distribution and dedication, use of standard yet inexpensive direct marketing methods or social indirect ones, PR, event-driven methods. It is important to provide and deliver the services by all means during the opening stage. The second task lies in engagement and loyalty increase. Franchising package also has Marketing instruction chapter.

#### **13. FEASIBILITY STUDY (FS):**

The feasibility study is the financial plan, developed for the specific ski club, considering the peculiarities of the local market conditions and the calculation of the business payback.

In order to create the feasibility study it is necessary to clarify the data on a particular country and market:

*We provide support during early stages of the feasibility studies and help to evaluate the market, create sketch of zoning and visualization of the club, based on the chosen premises drawings. To provide you with this service, send us the plan of the chosen premises and / or request the evaluation form of the premises at [sales@proleski.com](mailto:sales@proleski.com).*

**Note! Detailed support during each stage of the feasibility study is included in the PROLESKI CLUB™ franchising package. Check «Franchising PROLESKI CLUB™» document for more details.**

#### **14. PROLESKI CLUB™ FRANCHISING:**

**Ski simulators – are the tools.**

**Franchising - is the technology of the tool usage for business creation and management.**

*We supply not only the equipment but we also offer a successful, proven in practice business with a complete description and instructions for its creation and management. It allows to save your time and money and to obtain the planned profit since the first working days.*

PROLESKI CLUB™ franchising was developed and tested at our own clubs` chain. It is the unique technology upon creation of a solid business model with the detailed instructions, actions, and decisions description for each stage of the business development. Franchising allows you to create your own ski club «from scratch», to systematize the business and make it profitable, and to recover the investments within the maximum short period. The all-round support from various specialists during all stages of the project is also included in the package.

Franchise package - is the rights transfer to use PROLESKI CLUB™ on the agreed territory. The full package consists of detailed instructions on the creation and development of business at every stage, detailed description of all business processes and interaction rules. The right to use the author's training methods, Buyer`s territory protection from the



competition. With the franchising package, we provide and share with you our personal 8-year experience of organization, business management and successful experience from the customers!

**Note! Contents of the franchise package, business and sports instructors' services information are sent upon request.**

**How does the PROLESKI CLUB™ franchising model work?**

- Step 1: Signing of the License Agreement.
- Step 2: Transferring PROLESKI CLUB franchising package of documents.
- Step 3: Adaptation of the project for country peculiarities.
- Step 4: Consultation and support of the project.
- Step 5: Necessary education of the PROLESKI CLUB working system.
- Step 6: Opening and presentation of the club.
- Step 7: The audit of the provided services.
- Step 8: The successful development of the project and creation of new clubs.

***Check «Franchising PROLESKI CLUB™» document for more details.***

***MINIMIZE THE RISKS, USE THE READY-MADE EXPERIENCE, BE THE FIRST TO TAKE THE NICHE AND CREATE A SUCCESSFUL BUSINESS!***