



Innovative cold therapy studio that specializes in athletic recovery, pain management, wellness & skin health. Perform, Recover, & Repeat at Icebox.

THE STATS

\$4.2 TRILLION

The wellness market has expanded by 6.4% since 2017 and is now valued at \$4.2 trillion. This growth has been twice as fast as the growth of the global economy.

\$3.8 BILLION

The global cryotherapy market size was valued at \$3.8 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 10.3% from 2021 to 2028.

\$128 BILLION

The spa sector is among the top in beauty, health, and wellness industry.

WHAT MAKES US COOL

- Simplified services
- Membership-based business
- Feel good business
- Low employment
- High margins
- Cool culture

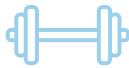
THE ICEBOX FRANCHISEE

The Perfect Franchisee should have an entrepreneurial spirit with a strong operational and management background. We are looking for folks who share our passion for serving the community and value making our guests and team members feel great.

Liquidity > \$150,000 Net Worth > \$500,000



Successful Business Executive



Retired Athlete



Friend / Family Duo



Proven Multi-Unit Operator

"So thankful to be investing in a company that truly cares about and invests back into their employees and franchisees, as well as their clients!"

- K. Harrell, Franchise Owner



CANDIDATE ROADMAP



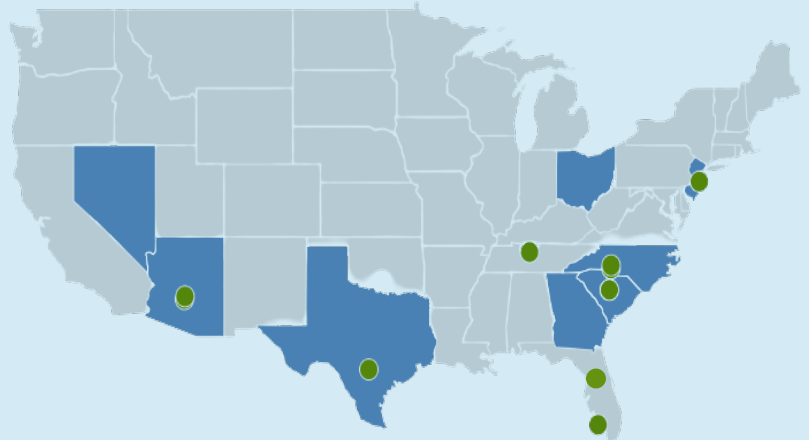
COST TO OPEN

- Franchise Fee: \$45,000
 - Training Fee: \$5,000
 - Real Estate Improvements: \$215,000 - \$350,000
 - Furniture and Technology: \$22,000 - \$26,000
 - Equipment: \$30,200 - \$151,000
 - Signage: \$8,000 - \$10,000
 - Opening Inventory: \$18,000 - \$20,000
 - Lease or Real Estate: \$6,000 - 12,000
 - 3 Month Operating Cost: \$15,000 - \$30,000
 - Total Investment Range: \$384,950 - \$682,750
- *may not represent all costs for opening



FRANCHISE INFO

- 34 franchises sold
- Semi-absentee ownership
- Cash flow positive in 1-3 months
- FranVet program eligibility
- SBA registered
- Multi-unit development opportunities



In 2012, I founded and opened the first brick-and-mortar Cryotherapy studio in the US. After a horrible accident, I was left with multiple spinal issues that lead me on a mission to heal myself without surgery. After trying a treatment called Whole Body Cryotherapy, I knew that I had to share this with my community of people just like me, struggling and living with pain. Inside our modern studios, something amazing and magical is happening. We are educating our communities on how to heal themselves without pills, needles or invasive procedures. Giving them another choice! With our fun atmosphere, we push past the norms of the typical wellness or physical therapy business. We make self-help fun and sexy with instant gratification. From athletic performance to pain management and overall wellness and skin health, Icebox delivers the best innovative cold therapy experience in the industry.” - Alia Alston, Founder and CEO