CONFIDENTIAL

REVIVE & THRIVE IV THERAPY LOUNGES, EXPERIENCE IT, LLC

LIVE AT YOUR PEAK

Business plan

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Telluride, CO 81435

Financial Plan

Custom Section

Problem Worth Solving

Here in Telluride, CO as with all other mountain towns, there is a pent up need for solutions to the issues that have plagued both tourists and locals alike: sickness due to high altitude, exercise fatigue, over-indulgence and flu-like illness. Besides the emergency medical center which offers a standard saline bag at an extremely expensive price point, there are no companies that will address these issues head-on...until REVIVE & THRIVE.

Telluride was the perfect test market and now we are ready to expand into larger markets with a proven business model. Growth will be fueled by both new Lounge openings and increased profits with each lounge as we maximize margins and markets

Why Us?

The Team at REVIVE & THRIVE is the strongest in the industry. Our Medical Director, Dr. Kurt Papenfus, is an advising Doctor for COPIC (Colorado's largest malpractice carrier) and he receives up-to-date legal and medical directions from them directly and immediately. He is the Chief of Staff at the Keefe Memorial Hospital. Dr. Papenfus is also the medical Director of Alpine Oxygen, Colorado's largest Oxygen deliver company with locations throughout the state. With his National licenses, we can confidently open new markets with insurance and legal issues all completely in-line. In fact, we are championing tighter restrictions as it will weed out the lessor prepared competition as well as make the insustry even safer for consumers.

I, as the Business Manager, for Revive & Thrive have extensive experience in running, valuing and managing businesses. From working in Morgan Stanley's Private Wealth Management Group in Manhattan, to running several small businesses throughout my career.

REVIVE & THRIVE IV Practitioners are high level nurses and paramedics with decades of combined IV experience.

Together, along with our global supplier, the management at Revive & Thrive has very well-defined roles in which each member is uniquely qualified. This allows for a well-run business and gives us the ability to provide industry leading safety and service to each Client.

Competition

REVIVE & THRIVE has a unique offering since there are no other IV Recovery Lounges in Telluride or Mountain Village. In addition, we have created a large barrier of entrance by securing agreements and "preferred vendor" status with Telluride's largest hotels and with the Telluride ski & Golf Resort (Telski) and the Owner's of Telski, the Horning Family. This has allowed us to grow naturally and learn the business thoroughly without interference,

Competition is good for the industry, and as the market experiences explosive growth in the next 10 years, REVIVE & THRIVE wants to be at the leading edge on service, growth and business management. When the IV Therapy market does mature, we want to be the national leader which will allow us to enjoy purchasing competition as the market consolidates. Currently, the market is growing so fast, that every time a new IV lounge opens in Nashville, TN (the US's most convoluted market) all the IV Lounges see growth as more and more people become aware and comfortable with IV Therapy.

We see the rapid growth stage of the IV Therapy business lasting for the next decade, which is why we are looking for equity partners to speed up our ability to grow and be in that leadership position when the market matures and the consolidation stage begins.

Financing Needed

I have been financing the business myself with business loans from private investors. Start up funds are being used primarily for rent, inventory, advertising, and a strong balance sheet to ensure confidence and stability for my much valued employees as well as to solidify business operations throughout the entire year no matter what.

COVID shut us down three times. Twice to local and national shut-downs and a final time when The Peaks Hotel Shut down with COVID positive employees. Which, of course, like all other businesses, has slowed our growth and limited our access to bank financing with their 2 year of consistent operations rule.

The business is paying down lenders and growing the business at a modest clip. The benefit to the Equity Investor would be the rapid growth of REVIVE & THRIVE as the multiples of the current valuation will be quick and therefore bolster their profits. REVIVE & THRIVE will literally "thrive" with our first equity investment round with a pro-investor valuation to clear debt and allow for efficient, and consistent growth.

We are beginning a $450 thousand dollar equity raise ($45K minimums) for 10% ownership in the company.

Locations & Facilities

REVIVE & THRIVE operates out of a newly renovated 1,000-square-foot space in the Telluride downtown area.

Upon funding, REVIVE & THRIVE will speed up our expansion plans to stay ahead of competition with a clean balance sheet that will attract banks and raise valuations by several multiples.

Marketing Plan

revive + thrive

OXYGEN BAR & IV LOUNGE

REVIVE & THRIVE is the first to market in Telluride, CO, and we have created a large barrier of entrance. From the two major Telluride & Mountain Village magazines that are placed in hotels and around town in free kiosks, to agreements with The Telluride Ski & Golf Resort and with the Horning Family who own three of the largest Hotels in Telluride, to our deals and preferred client packages to all hotel and restaurant managers and front desk agents, we will have an immediate position as a preferred vendor at hotels and the Telluride Ski & Golf Resort. These are by far the two largest sales points in Telluride, CO.

Our Lounges in new markets will have the same protections that have benefited our Telluride locations. We will have contracts with large hotels in which we will place our brick & mortar lounges, which includes in-home services for the surrounding areas.

Our Media and Marketing Design partner, Voici Designs, created our logo (above) and they will actively handle our social media presence on LinkedIn, Facebook, Instagram and Twitter. Vioci Designs will also use the algorithms to ensure we have "top of page" hits on all search engines. They will also manage our email marketing pushes for all special events and festivals in our markets. Our website (www.reviveandthriveiv.com) will not only communicate the benefits and sales points listed, but we will be able to take reservations 24 hrs a day.

Ownership & Structure

EXPERIENCE IT, LLC (DBA REVIVE & THRIVE) is registered as a Colorado limited liability corporation. Matthew F. Blackman is the 100% full owner. No outside investors are involved as we begin our equity raise of $450 Thousand Dollars ($45k minimums) for 10% of the company. Dr. Papenfus is remunerated with 10% Gross revenue.   The nurses make roughly 15% of all IVs with 100% of tips in addition to their fees from REVIVE & THRIVE.

Projected Profit and Loss

	FY2024	FY2025	FY2026	FY2027	FY2028
Revenue	**$1,484,695**	**$3,353,135**	**$5,078,520**	**$6,780,062**	**$8,184,369**
Direct Costs	**$856,802**	**$1,794,007**	**$2,709,418**	**$3,669,645**	**$4,468,207**
Gross Margin	$627,893	$1,559,128	$2,369,102	$3,110,417	$3,716,161
Gross Margin %	**42%**	**46%**	**47%**	**46%**	**45%**
Operating Expenses					
Salaries & Wages	$79,000	$86,000	$93,655	$108,683	$109,725
Employee Related Expenses	$30,020	$32,680	$35,589	$41,300	$41,696
Business Office Rent	$8,100	$10,800	$10,800	$10,800	$10,800
Monthly Rent Telluride	$23,000	$24,400	$26,800	$31,680	$31,680
Marketing Expense	$6,000	$6,000	$6,000	$6,000	$6,000
Business Office Utilities	$4,200	$4,200	$4,200	$4,200	$4,200
MISC	$3,600	$3,600	$3,600	$3,600	$3,600
Business Insurance	$3,204	$3,204	$3,204	$3,204	$3,204
Book keeping Inventory & Payroll	$30,000	$30,000	$30,000	$30,000	$30,000
Website & Marketing Materials (Tatianna)	$3,000	$3,000	$3,000	$3,000	$3,000
Business Cell Phones	$3,000	$3,000	$3,000	$3,000	$3,000
Legal & Professional Services Telluride	$2,400	$2,400	$2,400		

New 6-man 02 Bar Telluride	$2,000				
Century Link Internet / Phone Telluride	$720	$720	$720	$720	$720
Truck Gas & Maintenance Telluride	$1,200	$1,200	$1,200	$1,200	$1,200
Social Media	$1,200	$1,200	$1,200	$1,200	$1,200
Office Supplies & Software Telluride	$960	$960	$960	$960	$960
Utilities	$0	$0	$0	$0	$0
HOA	$0	$0	$0	$0	$0
Property Enhancements (Paint / Lighting / Cleaning) & Maintenance	$0	$0	$0		
Bank Charges & Fees					
Santa Monica Lounge Rent	$28,350	$37,800	$37,800	$39,690	$41,675
Santa Monica Opening / Marketing IV Lounge	$15,000	$18,000	$18,000	$18,000	$18,000
Salt Lake City Rent	$10,620	$31,860	$31,860	$31,860	$31,860
Salt LC Opening / Marketing IV Lounge	$10,620	$31,860	$31,860	$31,860	$31,860
New Orleans Rent		$10,000	$30,000	$30,000	$30,000

New Orleans Opening / Marketing Start Up		$7,500	$18,000	$18,000	$18,000
Malibu Rent	$28,350	$37,800	$37,800	$39,690	$41,675
Malibu Operating / Marketing Opening	$18,000	$24,000	$24,000	$24,000	$24,000
Hollywood Roosevelt Rent	$28,350	$37,800	$37,800	$37,800	$37,800
Hollywood Marketing / Advertising	$13,500	$18,000	$18,000	$18,000	$18,000
Dallas Rent		$31,185	$44,793	$50,450	$55,495
Dallas Marketing		$13,500	$18,000	$18,000	$18,000
Chicago Rent			$35,100	$49,140	$51,597
Chicago Marketing			$13,500	$18,000	$18,000
Washington D.C. Rent			$26,100	$38,280	$42,108
Washington D.C. Marketing			$15,000	$18,000	$18,000
New York City Rent			$70,875	$103,950	$114,345
NYC Marketing			$18,000	$24,000	$24,000
Boston Rent			$30,240	$44,352	$48,787
Boston Marketing			$18,000	$24,000	$24,000
Seattle Rent				$33,000	$36,300
Seattle marketing				$24,000	$24,000
Santa Barbara Rent				$27,500	$30,250
Santa Barbara Marketing				$18,000	$18,000

San Francisco Rent				$37,500	$41,250
San Fran Marketing				$24,000	$24,000
Houston Rent					$35,000
Houston Marketing					$18,000
Phoenix Rent					$35,000
Phoenix Marketing					$18,000
Miami Rent					$35,000
Miami Marketing					$24,000
Amortization of Other Current Assets	$300				
Total Operating Expenses	**$354,694**	**$512,669**	**$801,056**	**$1,090,619**	**$1,296,986**
Operating Income	**$273,199**	**$1,046,459**	**$1,568,046**	**$2,019,798**	**$2,419,175**
Interest Incurred	$3,657	$10	$12	$14	$16
Depreciation and Amortization	$3,600	$3,600	$3,600	$3,600	$3,600
Gain or Loss from Sale of Assets					
Income Taxes	$58,507	$229,427	$344,176	$443,560	$531,423
Total Expenses	**$1,277,260**	**$2,539,713**	**$3,858,261**	**$5,207,438**	**$6,300,233**
Net Profit	**$207,435**	**$813,422**	**$1,220,259**	**$1,572,624**	**$1,884,136**
Net Profit / Sales	**14%**	**24%**	**24%**	**23%**	**23%**