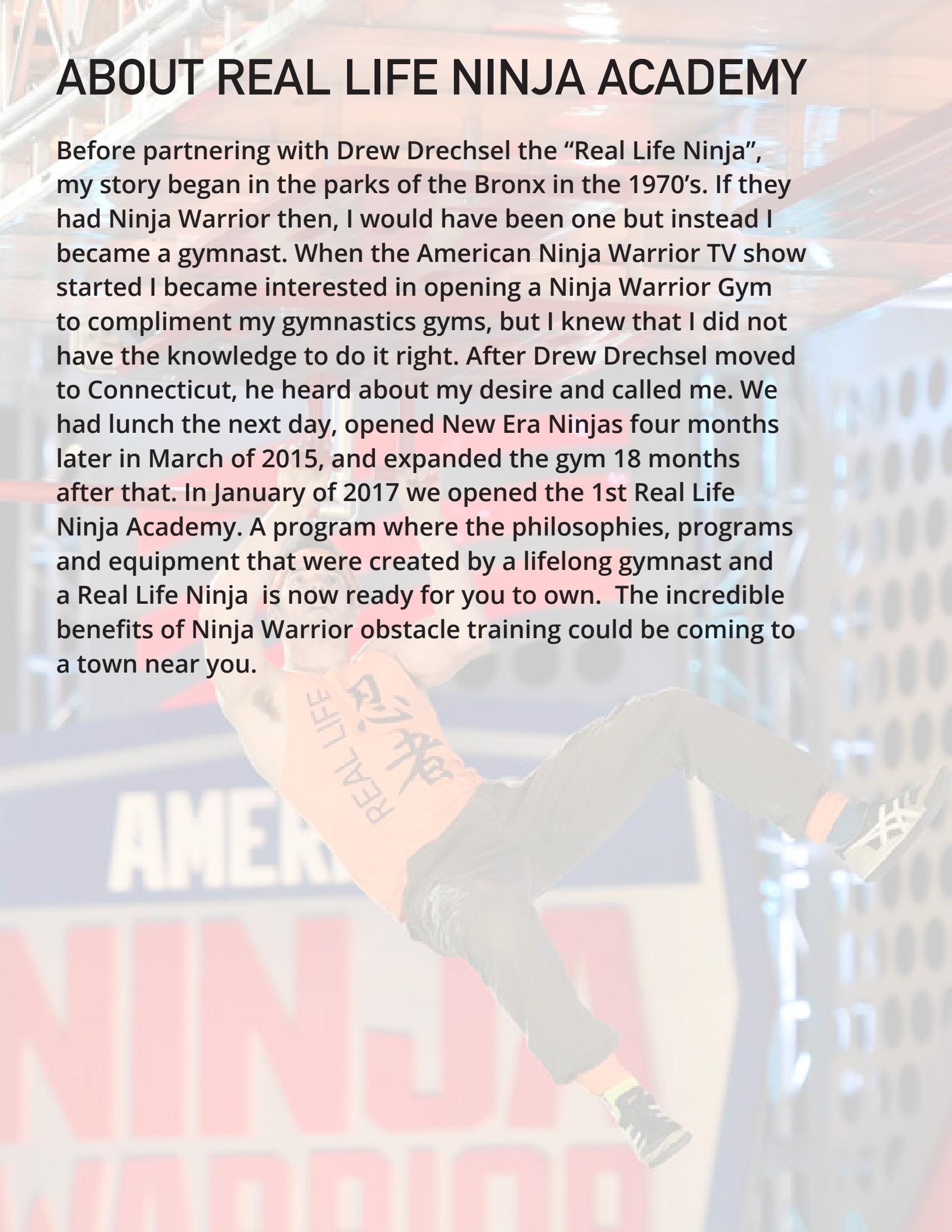




ABOUT REAL LIFE NINJA ACADEMY

Before partnering with Drew Drechsel the “Real Life Ninja”, my story began in the parks of the Bronx in the 1970’s. If they had Ninja Warrior then, I would have been one but instead I became a gymnast. When the American Ninja Warrior TV show started I became interested in opening a Ninja Warrior Gym to compliment my gymnastics gyms, but I knew that I did not have the knowledge to do it right. After Drew Drechsel moved to Connecticut, he heard about my desire and called me. We had lunch the next day, opened New Era Ninjas four months later in March of 2015, and expanded the gym 18 months after that. In January of 2017 we opened the 1st Real Life Ninja Academy. A program where the philosophies, programs and equipment that were created by a lifelong gymnast and a Real Life Ninja is now ready for you to own. The incredible benefits of Ninja Warrior obstacle training could be coming to a town near you.

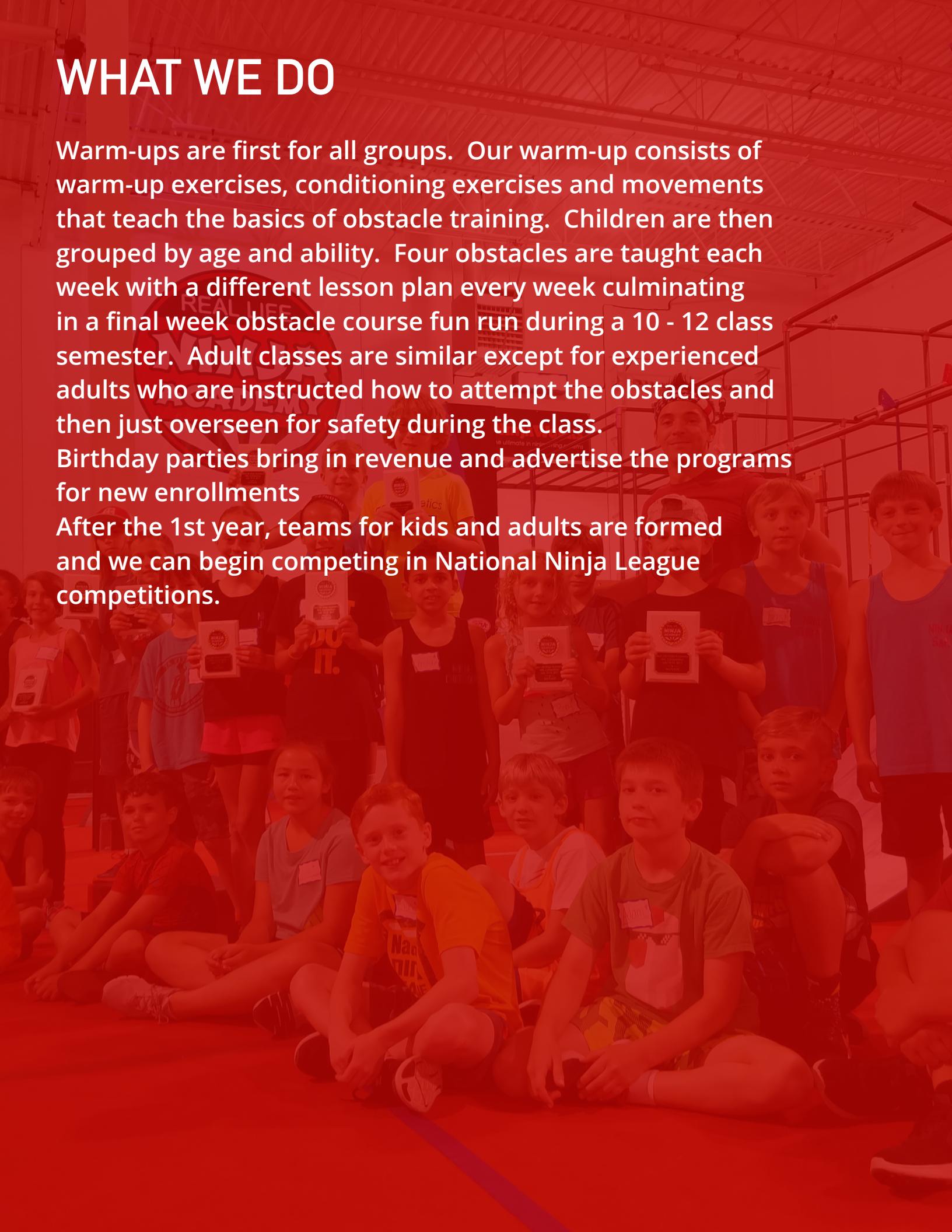


WHAT WE DO

Warm-ups are first for all groups. Our warm-up consists of warm-up exercises, conditioning exercises and movements that teach the basics of obstacle training. Children are then grouped by age and ability. Four obstacles are taught each week with a different lesson plan every week culminating in a final week obstacle course fun run during a 10 - 12 class semester. Adult classes are similar except for experienced adults who are instructed how to attempt the obstacles and then just overseen for safety during the class.

Birthday parties bring in revenue and advertise the programs for new enrollments

After the 1st year, teams for kids and adults are formed and we can begin competing in National Ninja League competitions.



FRANCHISE CANDIDATES

There are many traits that a potential Ninja Academy franchisee might have. The candidate would have experience in sales and customer service. Being aggressive and having strong sales experiences will really benefit the franchise. It would also be good to have great time management and schedule management skills. High personal standards are also important to have, as is knowledge of and experience in the gymnastics industry or children's recreation industry. The franchisee should be well versed in management and will operate with complete integrity in the business and especially in front of the customer. The second most important quality we will look for in a potential candidate for Ninja Academy is their comfort level in management and in overseeing employees. A franchisee needs to be able to recognize and hire staff that exhibits these qualities as well. The number one quality is that you need to be a super fan of Ninja Warrior!



INVESTMENT

Ninja Academy's Management has provided financial estimates for the startup of a unit. The estimate represents the range of the initial investment for a new franchise. It shows the potential franchise buyer what it will cost to open the business. The range reflects the potential variations in rental or outright purchase, and other expenses in each area. The expense items are preopening start-up expenses and do not represent any ongoing expenses unless identified otherwise.

Expenditure	Cost
Initial franchise fee	\$35,000
Rent and Lease Security Deposit	\$3,000-\$11,000
Utilities	\$250-\$750
Leasehold Improvements	\$1,500-\$7,500
Market Introduction Program	\$5,000-\$15,000
Furniture and Fixtures	\$3,500-\$5,000
Ninja Obstacle Equipment	\$25,000-\$85,000
Computer Systems	\$1,750-\$2,500
Insurance	\$10,000-\$12,000
Signage	\$1,750-\$2,500
Inventory	\$1,500-\$2,500
Licenses and Permits	\$1,200-\$1,400
Dues and Subscriptions	\$100-\$200
Professional Fees	\$1,000-\$2,500
Travel, lodging and meals for training	\$3,000-\$5,000
Additional funds	\$30,000-\$50,000
Total	\$123,550-\$237,850

TERRITORIES

YOUR LOCATION

Your franchise is for a specific location. Your location is subject to our approval.

GRANT OF TERRITORY

Your franchise agreement will specify a territory, which will be determined by us. Your territory will have a population of approximately 50,000 to 100,000 people or a 10-mile radius from your location, whichever is smaller. Your territory will usually be specified as radius around your location; however, we may use other boundaries (such as counties or other political boundaries, streets, geographical features, or trade area, or average afternoon driving distance).

RELOCATION; ESTABLISHMENT OF ADDITIONAL OUTLETS

You do not have the right to relocate your business, and we have no obligation to approve any request for relocation. Our policy is to approve relocation of a franchisee's business on case-by case basis, considering factors such as changes in demographics, profitability of your current business, or a loss of your premises due to circumstances beyond your control.

You do not have the right to establish additional franchised outlets or expand into additional territory. If

you desire to establish additional franchised outlets, you must (1) meet our then-current criteria for new franchisees as well as our then-current criteria for multi-unit franchisees, (2) be in compliance with your franchise agreement at all times since opening your business, (3) have demonstrated your capability to operate the franchise successfully, and (4) obtain our agreement.

OPTIONS TO ACQUIRE ADDITIONAL FRANCHISES

You do not receive any options, rights of first refusal, or similar rights to acquire additional franchises.

TERRITORIES

TERRITORY PROTECTION

We grant you an exclusive territory. In your territory, we will not open a Real Life Ninja Academy outlet, nor license or franchise another party to open a Real Life Ninja Academy outlet. The continuation of your territorial protection does not depend on achieving a certain sales volume, market penetration, or other contingency. There are no circumstances that permit us to modify your territorial rights.

RESTRICTIONS ON US FROM SOLICITING OR ACCEPTING ORDERS IN YOUR TERRITORY

There are no restrictions on us from soliciting or accepting orders from consumers inside your territory. We reserve the right to use other channels of distribution, such as the internet, catalog sales, telemarketing, or other direct marketing sales, to make sales within your territory using our principal trademarks or using trademarks different from the ones you will use under your franchise agreement. We do not pay any compensation to you for soliciting or accepting orders from inside your territory.

SOLICITING BY YOU OUTSIDE YOUR TERRITORY

There are no restrictions on you from soliciting or accepting orders from consumers outside of your territory, except that we reserve the right to control all internet-based marketing.

COMPETITION BY US UNDER DIFFERENT TRADEMARKS

Neither we nor any of our affiliates operates, franchises, or has plans to operate or franchise a business under a different trademark selling goods or services similar to those you will offer. However, the franchise agreement does not prohibit us from doing so.

SUPPORT

OPERATIONAL SUPPORT

You will receive support in a number of ways.

Initial Support: 5 days of training at our home base in CT in all aspects of the business and teaching of ninja obstacles. Cost of this training is included in your franchise fee, however travel and lodging is up to you.

Opening Support: A representative will help you through your grand opening and every effort will be made to have Drew Drechsel attend, but it will depend on prior contracted commitments.

Ongoing Support:

Facebook groups: so all franchisees can both see your questions and your answers.

Security Cameras: So we can log in to watch your classes for any particular questions about class structure or staff performance

Phone/email: We are always a moment away from help

Random visits: Whenever we are in the area we will be sure to stop by for a visit or even for some training.

Curriculum Updates

MARKETING SUPPORT

An Initial marketing plan will be provided.

Ongoing marketing will be suggested to you.

SITE SELECTION

We will help guide you through the selection process, facility set-up, equipment purchases, etc. The most important factors and location, size and parking.





READY TO TALK?

203-687-8676

REALLIFEGYM@GMAIL.COM

WWW.REALLIFENINJAACADEMY.COM