



FRANCHISE BROCHURE 2023



www.thewarriorfactoryfranchise.com

TABLE OF CONTENTS

1	Welcome to The Warrior Factory
2	Meet the Founders
3-4	Interview
5	Revenue Drivers
6	Open Play Sessions
7	Membership Options
8-9	Ninja Warrior Curriculum
10	Birthday Parties
11	Team Building & Private Events
12	Camp Programs
13	Other Programs
14	Fanchise Information
15	Systems & Support
16	Target Market
17	Site Selection Criteria
18	Site Prototypes
19-20	Become a Franchisee - The Process
21	Investment Model
22-23	Current Locations
24	Contact Us

WELCOME TO THE WARRIOR FACTORY™

The Warrior Factory™ offers franchisees multiple programs to drive revenue to each location.

The programming format allows franchisees the opportunity to offer programs across all age and skill levels appealing to a wide audience. Building Strength Through Obstacles™ and taking away barriers is core to The Warrior Factory™ brand.

The Warrior Factory™ offers our customers a variety of programs in our Obstacle Parks that include open play times, structured classes as well as special events and parties for all ages.

DRIVING REVENUE THROUGH

- FUN
- PROGRAMMING
- FITNESS
- ENTERTAINMENT



As this industry continues to grow, The Warrior Factory™ owners will know that they were a part of the launch of something bigger than just any one team member.

We have a driving passion to help Ninja Warriors in training develop and keep their skills sharp for competition while also serving our community.

We are focused on helping people find ways to enjoy fitness, reduce stress, build character and find ways to overcome challenges in their lives during and after visits to our nation-wide brand of Obstacle Parks.

MEET THE FOUNDERS

BERNARD BIRNBAUM PRESIDENT, CEO & CO-FOUNDER

Bernard has a long family history of entrepreneurship and has been actively involved in the commercial real estate industry for years. When he brought the idea of The Warrior Factory to Carl, they quickly developed the concept into a viable business opportunity. Bernard quickly became a driving force in key strategic areas of site selection, construction, and location design.



CARL FANTAUZZO CO-FOUNDER

Carl's deep roots as a serial entrepreneur in the retail and fitness industries is a key contributing factor to the success of the franchise company and on-going expansion of the brand. Carl is a NASM Certified Personal Trainer, a six-time competitor on American Ninja Warrior and a national finalist.



In 2016 Bernard and Carl had a gut feeling that the hobby of Ninja would someday become something much more. They saw how it brought customers together and encouraged everyday people to step out of their comfort zone. Carl and Bernard saw how kids and adults alike reacted to overcoming the obstacles in front of them and what it did for their confidence. Unfortunately, at this time, there were no facilities that had anything like what they had envisioned. They felt so strongly about the future of this sport that in February 2017, construction began on the very first 'Obstacle Park'.

Fast forward to 2017, when The Warrior Factory™ opened its first Obstacle Park in Rochester, NY.

The Warrior Factory currently has four operating facilities located in:
Rochester, NY
Buffalo, NY,
Syracuse, NY
Hamilton ON Canada



'WHAT KIND OF PERSONALITY DOES THE BRAND HAVE?'

CARL: Fun, outgoing, and welcoming are three words that I feel define the brand. The Warrior Factory™ is not just a place to train. It is a place to build relationships with family and like-minded people. The sense of community that The Warrior Factory™ creates goes above building local communities and creates connections throughout the nation.



'WHAT MAKES THE WARRIOR FACTORY DIFFERENT FROM OTHER NINJA GYMS/COMPETITORS?'

CARL: We can both agree there are a couple major components that make The Warrior Factory™ special; the staff, safety and quality of obstacles. Safety, attention to detail, obstacles, and padding are a primary thought rather than something that is in the back of our minds. We wanted to be a premier facility and did not spare any expense to do that.

BERNARD: In addition to that, The Warrior Factory™ has created an inviting and safe environment. It has become a type of place that you feel like you can walk in the door and try anything safely.



'WHAT WAS YOUR VISION FOR THE WARRIOR FACTORY™ FROM THE OUTSET?'

BERNARD: I saw how trampoline parks had dominated the entertainment industry and knew that ninja was the next big thing. I knew in my heart that Rochester was not going to be the only location and that we were in the midst of creating something that was going to be much larger than ourselves.

CARL: I competed on American Ninja Warrior and sought to build something similar. I wanted to build a place that is more than just a ninja training facility but a place that would affect the lives of youth. The Warrior Factory™ is more than a business- it is a business that has a real impact on people's lives.



'WHAT IS THE FUTURE FOR THIS TYPE OF BUSINESS?'

CARL: Similar to the need of this market, the future of this type of business is getting kids out from behind the screen. The TV show may go away, but we are branding ourselves as a fun center but with a lot more to offer than a trampoline park. We are the next best thing to hit the entertainment industry; and right now, the sky is the limit.



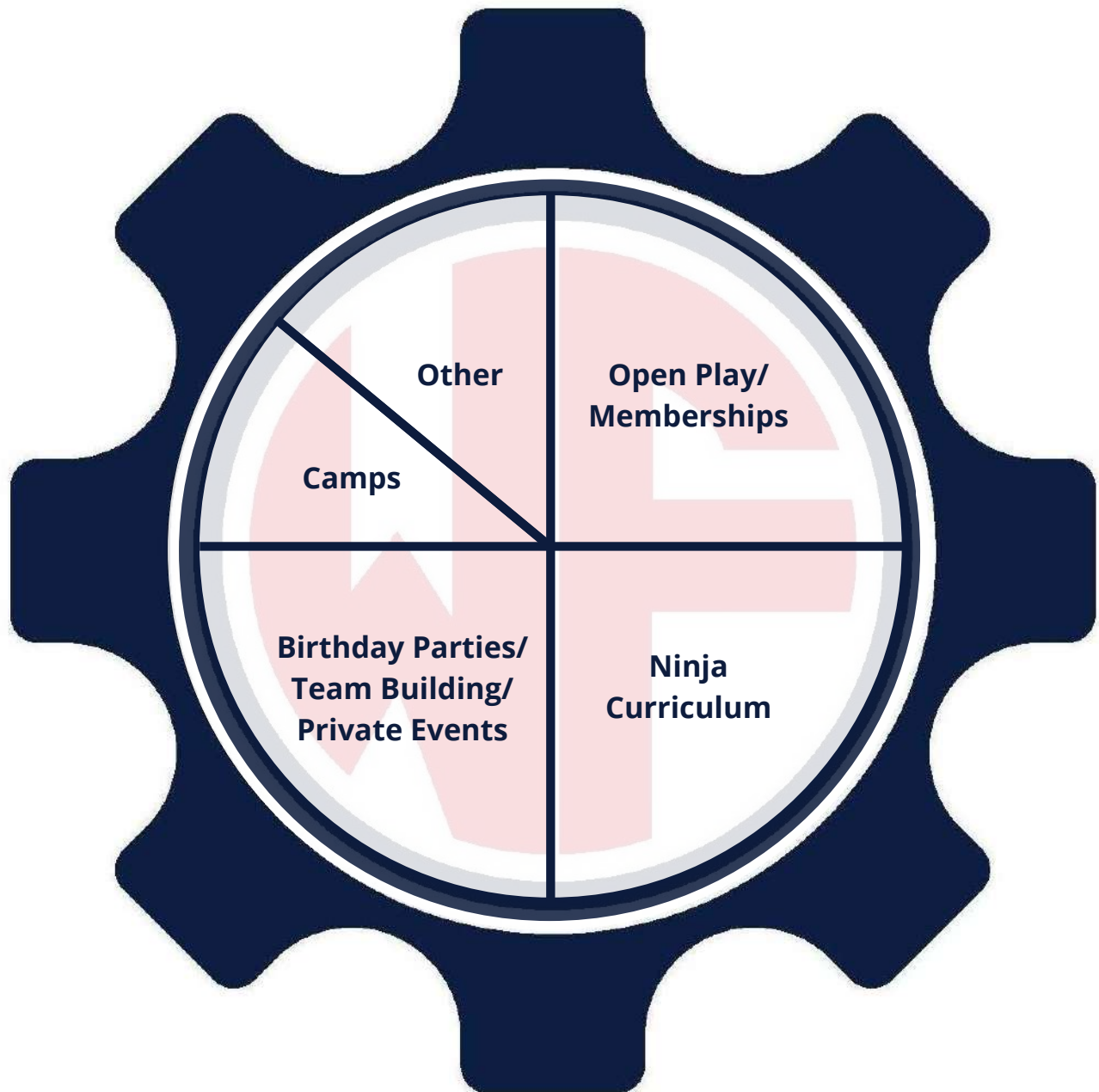
'DO YOU HAVE ANY CRITERIA FOR CHOOSING A FRANCHISEE?'

CARL: A perfect franchisee embodies the vision of building a community and someone that has a mindset above just simply making money. We want franchisees who want to build kids up and encourage them to succeed. They need to understand that they are going to meet new people and have an impact on the lives of kids and families.

REVENUE DRIVERS

BUSINESS

"Building ~~Strength~~ Through Obstacles"



OUR NINJA VISION

PLAY >>> TRAIN >>> COMPETE >>> COACH

OPEN PLAY SESSIONS

The Warrior Factory™ Open Play (kids & families) and Open Gym (adults only) Programs are designed to challenge all age levels from kids 6+ to adults as well as families. It affords all participants the opportunity to let loose and play on a wide range of Ninja Warrior obstacles tailored specifically to their size and ability creating the perfect balance between challenge and accomplishment!

Whether you are looking to try something new or train to become the next American Ninja Warrior, we have multiple obstacles just for you and your family!

OPEN PLAY (Ages 6+)

*Ages 3-5 if accompanied by participating guardian)

Open Play is a great way to spend some quality time with the kids. A healthy mix between kid and adult obstacles will ensure a good challenge and a great time for all! 60-minute sessions available.



OPEN GYM (Ages 16+)

Adult Open Gym offers a wide range of Ninja Warrior obstacles, tailored specifically to their age range. Whether you are looking to try something new or train to become the next American Ninja Warrior, we've got you covered!

MEMBERSHIP OPTIONS

The Warrior Factory™ offers customers an opportunity to purchase various membership packages for a set price that allows for an unlimited number of times a month that they can attend Open Play/Gym sessions. Memberships can provide a re-occurring revenue source for customers who choose auto-pay. Memberships also include discounted pricing for special events. Membership prices vary by region/location.



NINJA PLAY PACK

10 discounted passes to be used at the participant's discretion. Valid for 1 year from first use.



1 MONTH MEMBERSHIP

Unlimited access to any Open Play/Gym or Ninja Night for 30 consecutive days.



ULTIMATE MEMBERSHIP

3-month minimum on auto pay. Offers exclusive 10%-50% discount on products, programs and services.

NINJA WARRIOR CURRICULUM

The Warrior Factory™ Ninja Warrior Curriculum is designed to challenge all age levels from kids age 3 to adult and families through our Expert Ninja program. It affords all participants the opportunity to let loose and play on a wide range of Ninja Warrior obstacles tailored specifically to their size and ability creating the perfect balance between challenge and accomplishment!

Students will rotate through an upper body, lower body and trampoline sections as well as have a portion of free time on obstacles. Coaches supervise, provide tips and engage students throughout the program. Class meets for 10 sessions; one 60-minute class per week.



TINY NINJA (Ages 3-5)

Our Tiny Ninja program is a fun way for a child to begin developing their balance and strength. Participants will play on a variety of obstacles with our always changing space ensuring a new challenge each week! Games and challenges are part of the fun-focused class.

NOVICE NINJA (Recommended Ages 6+)

Novice Ninja is our introductory level class and familiarizes students with ninja terminology as well as exercises that will promote muscle development. In this class, students will receive the necessary safety instructions for applicable obstacles and promote students' use of obstacles on their own.



NINJA WARRIOR CURRICULUM (cont.)



INTERMEDIATE NINJA (Recommended Ages 8+)

Intermediate class builds on our Novice curriculum by continuing to develop students' strength and body awareness through exercises and obstacle practice. Multiple techniques for obstacle completion will be introduced and reviewed to promote concept mastery.

ADVANCED NINJA (Recommended Ages 10+)

This class focuses on efficiency in obstacle completion and continuing to develop strength and power through exercises associated with specific obstacles. Students will be taught advanced techniques in fields of balance/agility, grip, building momentum and upper body strength.



EXPERT NINJA (Ages 13+)

Expert Ninja is set up for the highest level ninja that is looking to set themselves apart from the rest of the competition.



BIRTHDAY PARTIES

Price points for events and parties will vary based on your geographic region. The Warrior Factory™ Franchising will work with you to develop the correct pricepoint for your territory.

STANDARD PARTY

- A shared facility, held during an Open Play Session or run simultaneously w/ another Standard Party.
- 10 participants included in cost. Additional participants may be added w/ extra charge.
- 60-minutes of play on obstacles followed by 45-minutes in our private event rooms.
- Includes a sheet cheese pizza, bottled water, paper products, and plastic ware.
- Dedicated party host for set -up, serving and clean up.

VIP PARTY

- A private facility for 15 participants. Additional participants may be added w/ extra charge.
- 60-minutes of play on obstacles followed by 45-minutes in our private event rooms.
- Includes a sheet cheese pizza, bottled water, paper products, and plastic ware.
- Dedicated party host for set -up, serving and clean up.
- Guest of honor will receive an official WF t-shirt and a special gift.

PLATINUM PARTY

- A private facility for 25 participants. Additional participants may be added w/ extra charge.
- 60-minutes of play on obstacles followed by 45-minutes in our deluxe private event room to accommodate higher quantity of guests.
- Includes 2 sheet cheese pizzas, bottled water, paper products, and plastic ware.
- 2 dedicated party hosts for set -up, serving and clean up.
- Guest of honor will receive an exclusive WF t-shirt and a special gift.
- Party goers will receive up to 25 Warrior Packs: (Logoed water bottle, drawstring backpack, wristband and temporary tattoo)

TEAM BUILDING & PRIVATE EVENTS

Here at The Warrior Factory™, our Team Building packages are completely customizable so that businesses, schools, sports teams, scout troops and other organizations can tailor their event to best fit the needs of the group. We can accommodate both small (10-24 participants) and large groups (25-100 participants) with the different packages we offer.

These events are structured and instructor led, with varying levels of difficulty depending on the age and skill level of the participants. The participants will use teamwork, planning and organization to complete the activities and games. What better way to increase comradery within your organization then with some team building exercises?



If a group isn't looking for a structured event, rather a private place to themselves. We can make that happen! We offer the ability to rent out the entire facility for a private event or party. Dates and times depend on availability.



CAMP PROGRAMS

During summer and select school breaks we offer week-long Ninja Warrior Camps where "little Ninjas" can try Ninja for the first time or hone their existing skills while having a blast! Recommended ages are 6-12. Participants are grouped accordingly and capacity will be limited based on student to staff ratio to maintain a safe and fun environment.

Ninja Camp will include structured and unstructured activities that range from training techniques, Open Play, Ninja games (obstacle tag, N-I-N-J-A, Follow the Ninja, Warped Wall Knockout), obstacle courses, and some downtime Ninja-related activities (design a course, obstacle, t-shirt, etc.).



CAMP OPTIONS

- Week long (M-F) Half day (9am-12pm)
- Week long (M-F) Full day (9am- 3pm)
- Single day (9am-3pm)
- Late pick-up (4pm) add-on for Full day



OTHER PROGRAMS

These programs are recommended for ages 6 - 15.



COMP SQUAD

Our 'travel team' for competitive Ninjas, with a focus on the development of students' skills to excel in competition and obstacle course racing. The skills covered are advanced technique mastery, obstacle transitions, course strategizing, rules comprehension, and more. Our brand affiliation is with the World Ninja League (WNL).

SUMMER REC LEAGUE

This program is a great opportunity for Ninjas to take that next step into the competitive world of Ninja. For those already familiar with competition, it's a fun offseason training program. Participants are drafted by their respective coaches into teams. Each week the teams will face off in either a head-to-head or relay format until one team is declared the winner.



- Homeschool Classes
- Field Trips
- Learning Based Programs
- Offsite Mobile Unit
- Community Support
- Internship Opportunities

SCHOOL PROGRAMS

The Warrior Factory™ has something for everyone. Whether your part of a Homeschool group or attend a local school, we have an entire selection of programs available for students.



FRANCHISE INFORMATION



SYSTEMS & SUPPORT



ON-BOARDING & REQUIREMENTS

Beginning with onboarding for each new franchisee at our Rochester, NY location and pre-location training for owners, managers and operators, The Warrior Factory™ provides best in class initial training and on-going training for every team member responsible for operating The Warrior Factory™ franchise business.

Each location will need to meet local licensing requirements and complete The Warrior Factory™ proprietary certification program. We have a pre-qualified group of instructors to assist with our recruiting programs, tips of the trade and best practices for finding certified fitness trainers. We also provide you with a comprehensive training manual to help local team members understand and be able to deliver on our customer service protocols and standards.



MARKETING & ON-GOING SUPPORT

We provide all the marketing support The Warrior Factory™ owners need to hit the ground running, The Warrior Factory™ team provides step-by-step guidance on how to successfully operate a grand opening, and we provide expertise on launching and growing your locations social media presence. The Warrior Factory™ also has a talented in-house graphic team that provides The Warrior Factory™ branded promotional graphics that help drive sales and build brand recognition.

We offer pre-opening training in Rochester, NY for 80 hours over the course of 2 weeks. On going we offer support in areas of operations, marketing, Obstacle Park feature equipment and brand development, financial reviews/counseling and brand KPIs for benchmarking in each location. Each location will have a feature page on www.TheWarriorFactory.com website with information about the local Obstacle Park, owners and team.

TARGET MARKET

We have designed The Warrior Factory™ to work in any area of the country, anywhere there are kids ages 3 and up. We are ideal for teenagers and adults seeking strength and endurance training for a variety of reasons. The main being that it's just as fun!



We also serve companies seeking options for an offsite event, meeting or Team Building - we are the ideal, out of the box solution.

We offer packages for Open Play Sessions, Weekly Classes and special events that allow The Warrior Factory™ Owners to serve the nearby and regional public – including school district partnerships – owners will have access to a large territory, typically encompassing 400,000 “every day” people. This is in addition to being able to attract aspiring ninjas throughout the region as well.

With a membership model that encourages repeat and regular training visits, we make use of every inch of our indoor Obstacle Park footprint to drive revenue.



SITE SELECTION CRITERIA



LOCATION TYPES & REAL ESTATE SUPPORT

The Warrior Factory™ is typically located in retail settings in suburban or urban environments. We have custom designed each of our locations and have indoor Obstacle Park features that are exclusive to The Warrior Factory™. With changeable floor plan options for your obstacles, our unique modular designs are built to stay fresh and exciting for our regular customers.

The Warrior Factory™ offers both outsourced real estate and site selection services as well as our design/build team's assistance in designing and setting up new facilities with new builds in urban areas. We will assist individual owners for selecting the best locations in your territory. We have real estate assistance available to you to help evaluate and find retail space that meets our 5,000 to 8,000 square foot retail requirements.



FACILITY TYPE

The Warrior Factory™ typical facility requires between 5,000 and 8,000 sq./ft. of open space with minimal obstructions (pillars, support beams, etc.).



CEILING HEIGHTS

The Warrior Factory™ requires a minimum ceiling height of 18' and an ideal height of 21'.

SITE PROTOTYPES

The Warrior Factory™ has developed schematic floor plans for varying location types and sizes.



PROTOTYPE A
6,500 SQ./FT.

PROTOTYPE B
8,000 SQ./FT.



BECOME A FRANCHISEE

THE PROCESS



GETTING STARTED

The first step in the process is to complete the 'Request For Consideration' form. This form allows us to learn about you and to better understand your goals, background, and capabilities. The form is non-binding and all personal information is kept strictly confidential.

Next, we will schedule an Initial Call with a member of The Warrior Factory™ Development Team. This will be a short 10 to 15 minute call to help us get to know you better and for you to learn more about The Warrior Factory™ and our franchise recruitment process.



GETTING TO KNOW YOU (AND US)

Seven to 10 days after the Initial Call, we will delve further into The Warrior Factory™ system and franchise recruitment process. This call will take approximately one hour. A Franchise Disclosure Document will be provided for your review. The FDD provides the franchisee candidate with important information about The Warrior Factory™ franchise offering and outlines the relationship between franchisor and franchisee.

Every franchisor must provide prospective franchise candidates with a copy of its Franchise Disclosure Document (FDD) at the appropriate time during the franchise recruitment process.



DUE DILIGENCE

During this step in the process, background and credit checks are conducted. Review the FDD: We strongly recommend that you retain a franchise specific attorney to assist you in reviewing the FDD as this document is a detailed and rather complex document.

We will discuss what territories both you and The Warrior Factory™ are interested in operating in.

BECOME A FRANCHISEE

THE PROCESS



DISCOVERY DAY

During this phase in the process, we will schedule a site visit to our corporate office to get a further understanding of The Warrior Factory™ brand offering, experience and culture, and further explore our missions and values with you and your team.

We ask that you prepare a brief presentation to present to the Executive team on why you would be a proper fit as a franchisee.



APPROVAL COMMITTEE

The Warrior Factory™ Executive team meets to vote on whether or not to approve the awarding of your franchise.



AWARD FRANCHISE

If the decision is made to award a franchise, the The Warrior Factory™ Executive Management team will communicate with the new franchisee and initiate the signing of the franchise agreement and/or area development agreement.

Once the franchise agreement is executed, The Warrior Factory™ Development Team will assist in site selection and site approval as well as introduce The Warrior Factory™ ' Training and Development Team to schedule training for you and your team.

INVESTMENT MODEL

We are ready to review more details with you during The Warrior Factory™ Discovery Day where qualified candidates will have the opportunity to receive and review our current Franchise Disclosure Document (FDD) and learn more about this unique ownership model.

The key elements of investment in our indoor Obstacle Park™ facilities are detailed as follows:

+ INITIAL INVESTMENT

- \$500,000 to \$800,000 which includes the Initial Franchise Fee of \$50,000*
- 10% discount off the Initial Franchise Fee for qualified veterans.
- We do not have financial assistance programs that are funded through The Warrior Factory Franchising, LLC, however, we will make introductions to lenders who are familiar with The Warrior Factory, our FDD and the initial investment requirements.

+ ROYALTY FEES

- 6% of Gross Sales paid weekly.

+ BRAND FUND

- 1% of Gross Sales, paid weekly to the franchisor. This is in addition to your local marketing spend; dictated by local market demographics and your business development goals for The Warrior Factory™.

+ GRAND OPENING FUND

- \$6,000 in pre-opening funds committed to the business launch

CURRENT LOCATIONS

The Warrior Factory™ currently has the following locations open, or in varying stages of development.

Please refer to the current FDD for additional information.



ROCHESTER NEW YORK

**3150 W. Henretta Rd., Suite 4
Rochester, NY 14623**



BUFFALO (NORTH) NEW YORK

**4691 Transit Rd.,
Williamsville, NY 14221**



SYRACUSE NEW YORK

**170 Township Blvd., Suite 20
Camillus, NY 13031**



CURRENT LOCATIONS (cont.)



**HAMILTON
ONTARIO CANADA**

**104A-891 Upper James St.,
Hamilton, ON L9C 3A3**



IN DEVELOPMENT



**BUFFALO (SOUTH)
NEW YORK**

TBD



**VICTOR
NEW YORK**

TBD



CONTACT US

For more information on becoming a part of The Warrior Factory™ community of franchises in the growing indoor Obstacle Park industry please call or e-mail us.

FRANCHISE INQUIRIES UNITED STATES, CANADA & INTERNATIONAL

Darren Wojcicki
Director of Franchise Sales

PHONE

716-276-3491

EMAIL

darren@thewarriorfactory.com



facebook.com/thewarriorfactory



linkedin.com/company/the-warrior-factory/



instagram.com/thewarriorfactory/

www.thewarriorfactoryfranchise.com

www.thewarriorfactory.com

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state.

Franchise offerings are made by Franchise Disclosure Document only.