OWN A PVOLVE STUDIO.
Bring the innovative fitness method that will change that way you work out to your community.
PVOLVE

OUR FOUNDER'S STORY.

Rachel spent years trying different Boutique fitness studios in NYC without luck; each workout leaving her feeling depleted and in pain, without any noticeable results.

After being diagnosed with scoliosis, she knew she had to find an approach that would work for her allowing her to break a sweat, not her body.

Functional fitness permitted Rachel to strengthen, sculpt and tone her body, while supporting stability and mobility. Modeled by her family of entrepreneurs, Rachel knew her passion for functional fitness could serve women all over the world.

Pvolve continues to grow and bring in new members to its innovative approach to fitness. Those who try the method attest to how this approachable method is a solution that supports people at any level or point in their fitness journey.

"This method changed my life for the better. I knew I had to share it with the world. We've built a thriving community and I can't wait to make Pvolve available to more people."

RACHEL KATZMAN
Founder

MEET THE METHOD.

Traditional workouts can break you down and push your body to the limit.

Pvolve is a science-led method that combines low-impact functional fitness with resistance-based equipment to deliver results beyond a traditional workout.

THE RESULT: A strong, sculpted physique, plus increased mobility and better posture and balance to help you live a better life—for life.

THE WORKOUT

We understand that the body is constantly evolving, and our Method can be a part of every member's journey. Our proprietary Method activates whole muscle groups with mindful movements that improve member's understanding of what their own bodies are capable of. The result? Sculpted arms, lean legs, perkier glutes, and oh yeah, improved daily function.

THE EQUIPMENT

Our range of patented equipment is designed to safely challenge the body and intensify results from the workout. Each piece of equipment is nimble and multi-dimensional, meaning you won't need to take up space in your studio with bulky equipment required by many other concepts. This equipment will also be showcased in your studio's lobby, providing you with additional sales opportunities.

A NOTE FROM RACHEL AND JEN

We believe getting results shouldn't come at the expense of your body and you shouldn't have to choose between looking good and feeling great. Our hope is that this method not only inspires you to form a deeper, more powerful connection to your body, but that it also helps you to live a longer, healthier life.

Rachel & Jen

WHY OWN A PVOLVE FRANCHISE.

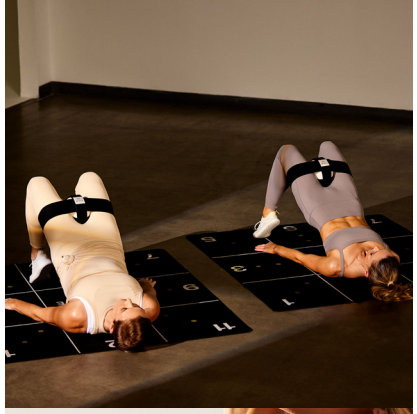
From the moment you become a Pvolve franchise owner, you'll have access to our established systems, comprehensive training, and coaching from some of the brightest minds in the fitness business. Our top tier franchise model offers a foundation for a studio owner to lead—and succeed.

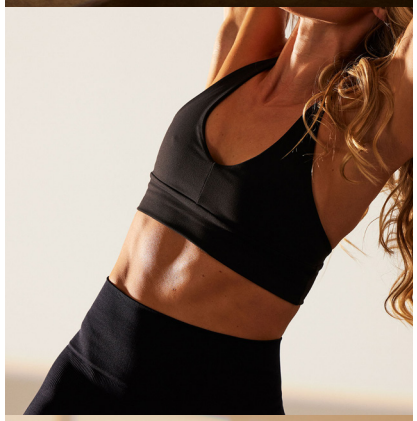
Our franchise model is disrupting the boutique fitness industry. Our groundbreaking business model provides exceptional value to our franchise owners—and their members. We're built differently, from our unique method to our cutting-edge digital platform.

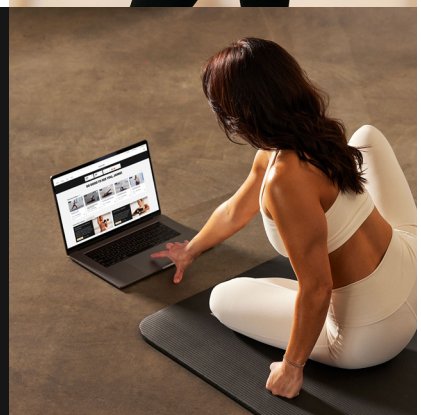
At Pvolve, we believe in building the body up, not breaking it down. Our functional fitness Method is revolutionizing the industry with purposeful exercises that help members revitalize their bodies and improve overall function. We don't just look good; our strong franchise model is shaking up the boutique fitness space with a one- of-a-kind opportunity. Now, we're offering passionate franchise owners the chance to make a genuine difference in their communities and become leaders in the functional fitness movement.

"There is a huge opportunity to franchise with Pvolve – we are disrupting the traditional fitness space by delivering a true omni channel solution for today's modern customer."

JULIE CARTWRIGHT
President







UNIQUE METHOD & EQUIPMENT

The combination of our method and equipment offers real fitness solutions that get the results members crave.

CLINICAL BACKING

The Pvolve Method is committed to the highest standards of science, drawing on the expertise of Doctors and Clinicians who make up the company's Clinical Advisory Board. Pvolve is currently in three Clinical Studies with leading research institutes to substantiate the efficacy of the method.

MULTIPLE REVENUE STREAMS

Maximize revenue with many membership options—ranging from class packs to hybrid memberships, from in-studio equipment to retail sales.

OMNI-CHANNEL APPROACH

With a studio membership comes access to a robust on-demand digital platform and live classes to keep your members hooked from wherever they are.

WHAT OUR OWNERS ARE SAYING.

Since we first opened, Pvolve has kept people buzzing, and our franchise owners have a lot to say about why they fell in love with our franchise opportunity. Hear from entrepreneurs just like you who put their passion to work for them.

"Pvolve was an incredible partner throughout our presale journey. From providing comprehensive execution guides and best practice recommendations to offering hands-on support every day, their team was truly by our side. Weekly touch base meetings ensured we were always aligned and on track, helping us navigate each step with confidence. Thanks to their expertise, we feel fully prepared for a seamless and successful studio launch."

CAITLIN P.
Pvolve North Scottsdale Owner

"It's been such an awesome experience bringing Pvolve to Fort Worth! It's fun to combine my love of this city with this workout method that I also love. People have been so excited about the location, and hearing their excitement has been so validating."

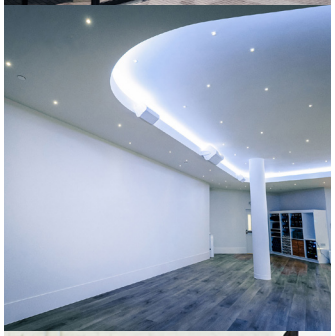
EMILY R.
Pvolve Fort Worth Owner

OPENING & GROWING YOUR FITNESS FRANCHISE.

From the moment you become a Pvolve franchise owner, you'll have access to our established systems, comprehensive training, and coaching from some of the brightest minds in the fitness business. Our top tier franchise model offers a foundation for a studio owner to lead—and succeed.

REAL ESTATE

From the moment you sign your Franchise Agreement, we will work to identify and drive opportunities from site selection to lease execution for your new studio.



CONSTRUCTION & DESIGN

We will work with you from design release through your studio opening. We will assist in managing your permits, loan closing, budget, construction timeline, and closing out your project.

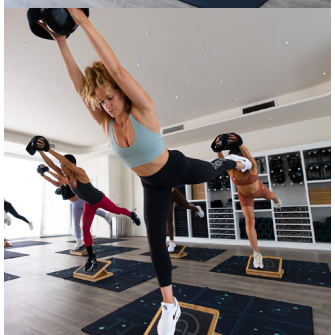
TEAM MEMBER TRAINING

Your trainers are the heart of your operation and the greatest representatives of our brand. We provide a hybrid approach to support your trainers learning, blending in-person training and an online platform to teach our unique method with 100 hours of rigorous and rewarding courses.

SALES

We provide comprehensive sales support from pre-sale through Grand Opening and into sustainability.

This includes a dedicated business coach who will be there every step of the way providing hands on training, expert guidance to drive sales and ensure your business is successful.



MARKETING

As soon as your lease is executed the marketing of your studio will begin, with dedicated support to ensure you generate maximum leads during presale to studio open and beyond.

MEET THE TEAM.

Our company culture is filled with contagious passion from the top down. Every day, we wake up motivated to transform people's lives by helping them manage and alleviate pain while unlocking their bodies' true potential. We're a hardworking and collaborative team with startup energy and can-do attitudes.

Learn more about the team here : pvolvefranchise.com/franchise-details

RACHEL KATZMAN
Founder

JULIE CARTWRIGHT
President

STACEY HEALD
Chief Operating Officer of Franchise Development

ALEX PUCCILLO
Executive Director of Franchise Development

KARA KRANNAWITTER
Franchise Development Coordinator

ANTONIETTA VICARIO
Chief Training Officer

NICOLE PETITTO
Director, Franchise Learning & Development

DANI COLEMAN
Vice President of Training

JILL BRAND
Head of Brand

LAUREN COZZENS
Vice President of Studio Marketing

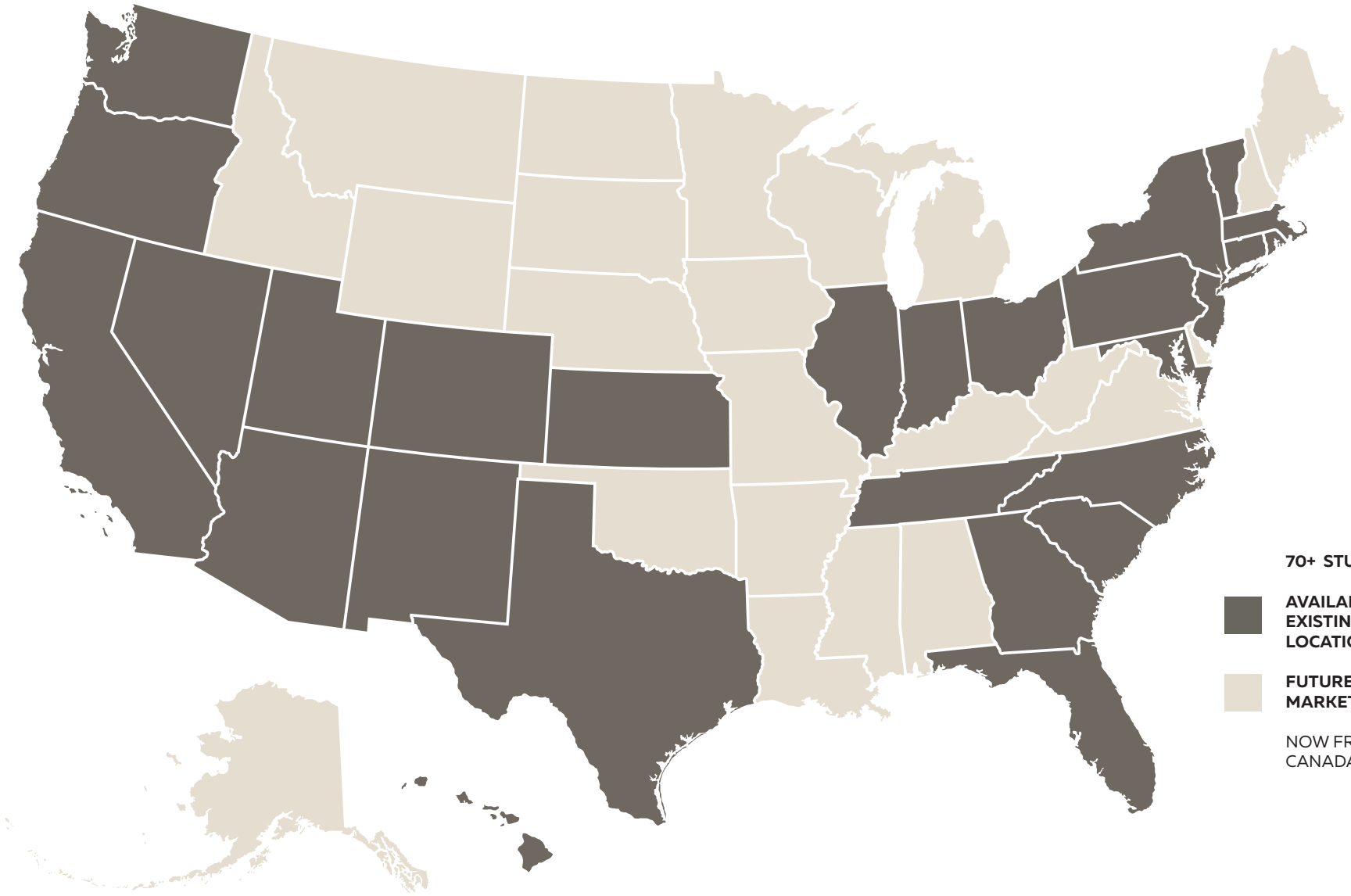
EMILY EBSWORTH
Executive Director of Studio Sales & Operations

ASHLEY CICUREL
Sr. Manager, Franchise Operations

ALICE JACQUES
Director of Studio Development

BRING PVOLVE TO YOUR COMMUNITY.

Pvolve is positioned for growth in regions across the U.S and Canada. The ideal location for your Pvolve studio is an affluent metropolitan or suburban area with approximately 50,000 people. Our team will help analyze your market to make sure it fits the criteria. Could your city be next?



70+ STUDIOS AWARDED

AVAILABLE MARKETS WITH EXISTING LOCATIONS OR LOCATIONS COMING SOON.

FUTURE & TARGET GROWTH MARKETS AVAILABLE NOW.

NOW FRANCHISING IN THE U.S., CANADA.

WHAT YOU NEED TO GET STARTED.

Our franchise owners live our values and feel connected to our mission. They're business-minded, fiscally savvy, and aren't afraid to pick up the slack whenever it's needed. If the following sounds like you, then we could be the perfect match.

FINANCIAL REQUIREMENTS

$200,000

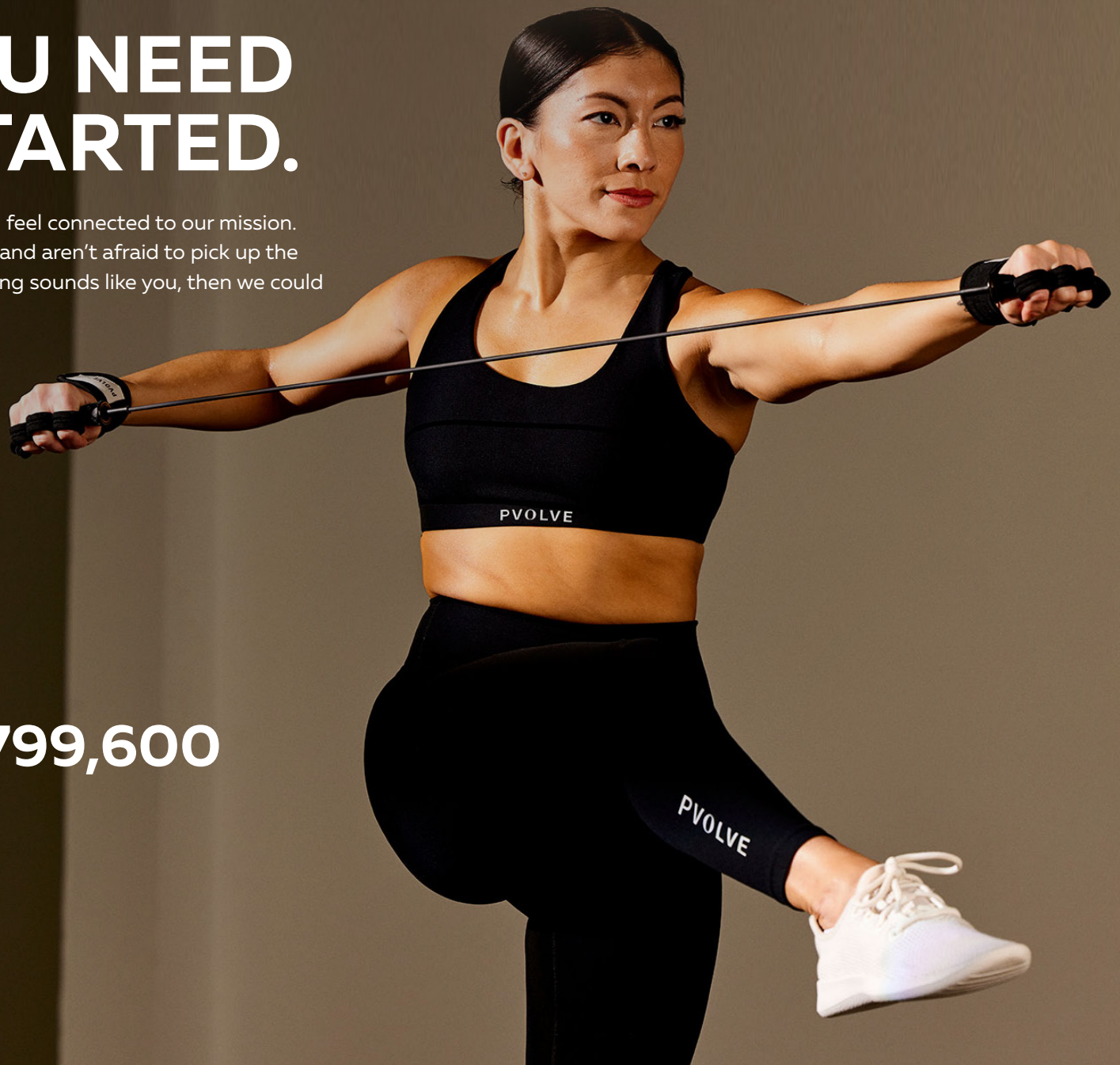
Minimum Liquid Capital

$500,000

Minium Net Worth

$454,250 - $799,600

Estimated Initial Investment*



WHAT TO EXPECT.

1

INTRODUCTORY CALL
Let's get to know each other to determine if Pvolve is the mutual fit for you.

2

QUALIFICATION FORM
Once complete we will review together and discuss next steps.

3

REVIEW THE FDD / UNIT ECONOMICS
You'll receive our Franchise Disclosure Document, and we'll go over it together.

4

LEADERSHIP CALL
Learn more about the franchise team and how you will be supported in Marketing, Sales, Operations, Training, Real Estate, + Construction.

5

TERRITORY RESERVATION
Analyze territory, site scores, and site selection area.

6

FRANCHISE AWARDING
We will complete franchise agreement review and once executed schedule your onboarding call.

READY TO GO?
We're ready to speak with leaders like you.

franchise@pvolve.com

YOU MIGHT BE THE NEXT OWNER OF A PVOLVE STUDIO.

Let's find out together.
We're ready to speak with leaders like you.

ALEX PUCCILLO
Director of Franchise Development

KARA KRANNAWITTER
Franchise Development Coordinator

franchise@pvolve.com
pvolvefranchise.com

PVOLVE

*See Item 7 of the most recent Pvolve FDD for more information.
This brochure and the franchise sales information contained herein do not constitute an offer to sell a franchise. The offer to sell a franchise can only be made through the delivery of a franchise disclosure document. 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. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchise owner in compliance with applicable law. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a franchise disclosure document filed with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law of the State of New York. RESIDENTS OF MINNESOTA: MN Franchise Registration Number F-9512.
Pvolve Development, LLC · 730 W. Randolph Street, Chicago, Illinois 60661, 630-452-3000