

IT DOESN'T MATTER IF YOU ARE

BIG OR SMALL  
YOUNG OR OLD  
FIT OR NOT

**WHITSONA**

BE HEALTHY BE HAPPY BE YOU

Discover the unique fitness franchise that is  
changing the lives of members, and owners  
from ordinary walks of life.

[Book onto a group discovery call to find  
out more](#)



## What is Hitsona?

Hitsona is a fitness studio concept unlike anything else in the fitness franchise space.

- No mirrors. No egos. No judgement.
- 25-minute group sessions using our patented HiIT technology
- Inclusive environment for people of all ages, body types and abilities
- Designed specifically for those let down or left out by traditional gyms
- Run by everyday people, not just fitness pros

Our average member retention period is 22 months, and our average cost for acquiring new members is just £60



Book onto one of our group discovery calls - informal, relaxed, no sales pitch. Just a chance for you to meet the team and ask any questions about Hitsona.

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## Letter from the founders

Dear Future Franchisee,

Thank you for your interest in Hitsona. You're one step closer to living the life you dream of - financial freedom, work-life balance, and a job you love to wake up to every day.

Hitsona is more than a fitness brand, we're a movement built around the belief that fitness should be for everyone. Hitsona was created for people who feel alienated by traditional gyms. Those who feel judged, uncomfortable, or simply uninspired by the standard gym experience. Our goal is simple: create a welcoming space for real people, where lives are transformed physically, mentally, and emotionally.

We now have 20+ studios across 7 countries, with 30+ more on the way. But this is just the beginning.

As a Hitsona franchisee, you'd be part of a growing community of entrepreneurs changing lives every single day, including your own.

We look forward to helping you take your next step.

**Warm regards,  
Steve & Stuart  
Founders, Hitsona**





## Our mission, vision, values

**Mission:** To transform how people experience fitness physically, mentally and emotionally

**Vision:** To become the world's most inclusive fitness brand by empowering franchisees to build thriving businesses that change lives.

### Our Core Values:

- Community first
- Inclusivity over intimidation
- Results, not egos
- Empowerment through simplicity
- Consistent support and growth



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## The problem we're solving

### Let down. Left out. Lost.

- Over 70% of gym memberships go unused after the first 3 months (Statista 2023)
- Nearly 1 in 3 people in the UK say they feel uncomfortable or judged in traditional gyms (YouGov, 2022).
- Mental health and body image anxiety are top reasons why people avoid gyms altogether (Sport England, 2023)

### But demand for inclusive, alternative fitness is rising

- The boutique studio sector (smaller, community-led formats) is growing 3x faster than big-box gyms (IBISWorld)
- 72% of gym-goers now prefer classes and coaching over solo workouts - seeking support, structure, and community (Les Mills Global Report, 2023)

**Opportunity:** There's a gap in the market for fitness models like Hitsona that combine emotional safety, accountability, and results, especially for people traditional gyms alienate.

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## What Makes Hitsona Unique

### Niche Positioning

- We cater to people who don't go to gyms, which means we face little-to-no competition for the segment of the fitness audience we target
- New clients are easy and cheap to recruit
- Member retention rates are very high
- Strong community focus
- Incredible brand loyalty

### Patented HIIT Technology

- Over 80 unique exercises
- Safe, easy-to-follow, and exclusive to Hitsona
- Scientifically proven to reduce Delayed Onset Muscle Soreness (DOMS) which means our members can attend classes every day

### Unrivalled Franchisee Support

- Centralised payments
- Plug-and-play marketing
- Ongoing mentorship & coaching



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## What our members say

“

Hitsona Fort Wayne has changed my wife's life. She has never been more pumped to get to the gym and go just about every day. Her hard work and dedication have delivered some amazing results so far and I couldn't be more proud of her. Thank you to Aaron and Amanda at Hitsona for creating a studio people can get real results with hard work.

”

“

I want to be fitter. I've tried all sorts. I tried Hitsona and it works for me. Is it cheap? No. But is it something I stick to? Yes!

Next week i'll earn my next t-shirt recognising 500 session. Yes, 500!

I'm 58 years old and by doing these sessions it enables me to be fit enough to climb the hills that I love walking. As I said, I've tried others but this works for me

”

“

Reasons why I have stuck to Hitsona:

1. It only lasts for 25 minutes so it doesn't feel as daunting
2. Great atmosphere. It's like being in a family where everyone supports you
3. I've tried gyms and get bored, and have no motivation. Hitsona is different.
4. By far the best decision I've ever made to join Hitsona

”




## Your Business Opportunity

- Start from just £30,000 initial investment (less with HQ joint venture)
- Breakeven in as little as 3 months
- Potential revenue: £190,000+ per year
- Realistic clear profit: £114,000+ per year
- Typical studio hours: 20–23 hours per week

### Franchise Options

- Single studio
- Multi-site discounts
- Joint Venture option (Hitsona part-funds the setup)



*"Hitsona realised my potential. I was working a job a didn't like, living for the weekends. Now, I wake up every day with a spring in my step, excited to go to work"*

**Stuart Cain, Owner, Hitsona Telford**





## Why franchise with Hitsona?



### End To End Support

From finding the right premises and negotiating your lease to building a thriving membership base, our HQ team are with you every step of the way, helping you build a successful, profitable studio.



### Membership Growth

One of the biggest worries about business ownership is growth. But with Hitsona's proven plug & play marketing system, you'll attract new members like clockwork and because they love what we do, they'll stay members for years.



### Recurring Revenue

The best thing about a membership business is the predictable, recurring revenue. Monthly direct debit payments from members means a more consistent income for you.



### Rapid ROI

With low startup costs, rapid breakeven period, low-cost member acquisition systems and low member turnover, you can expect to be in profit by month 4-6 and recoup your initial investment by year 2.



## Financials Snapshot

<b>Average membership fee (monthly)</b>	£90-115
<b>Number of members needed to breakeven</b>	30-40
<b>Average member recruitment cost</b>	£60
<b>Average number of member leads per month</b>	60-80

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Expenditure</b>	£42,664	£75,047	£77,732	£77,732
<b>Income</b>	£67,200	£161,600	£192,000	£192,000
<b>Profit</b>	<b>£24,536</b>	<b>£86,553</b>	<b>£114,559</b>	<b>£114,559</b>

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## How Hitsona Compares To Other Franchise Sectors

Franchise Type	Startup Cost	Time to Profit	Recurring Revenue	Owner Lifestyle	Brand Loyalty	Emotional Value
Hitsona	From £30K	4–6 months	Yes	20–23 hrs/week, flexible	Very High	Very High
Traditional Gym Franchise	£150K–£500K+	12–36 months	Yes	Full-time, long hours	Moderate	Low-Medium
Coffee/Food Franchise	£100K–£300K+	12–24 months	No	Full-time, staff intensive	Moderate	Low
Cleaning Franchise	£10K–£25K	6–12 months	Moderate	Full-time, operational	Low	Low
Childcare/Education	£30K–£150K	12–18 months	Yes	Full-time, term-tied	High	Medium
Pet Care Franchise	£10K–£40K	6–12 months	Moderate	Variable, hands-on	Medium	High
Property Services	£10K–£50K	9–18 months	Low	Often full-time	Low	Low



*"I feel the best I have in years. I enjoy it even more than I thought I would."*

**Aaron Williams**  
**Hitsona Chepstow**



*"It's the best career i've ever had"*

**Andrew McKee**  
**Hitsona Basingstoke**



*"We opened in October and broke even within one month"*

**Flavio Hernandez**  
**Hitsona Ballina**



*"My biggest fear was failure. I've learned if you stick to the instructions, you can't fail. How do I feel now? Excited for more."*

**Billz**  
**Hitsona Chertsey**





## Next Steps

1

**Book onto one of our group discovery calls to find out more, meet some of the HQ team, and ask any questions about the opportunity.**

2

**If you're interested in discussing becoming part of the Hitsona family, arrange a 1-1 call with Hitsona CEO, Steve Scott.**

3

**Visit one of our studios to meet other franchisees, watch a live Hitsona session and chat to some of our members about why they love what we do.**

4

**If you decide you want to live life on your terms as part of the Hitsona family, we can get down to brass tacks and start the sign up process.**

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