

— THE ASK

\$3.7M · NYC Midtown to breakeven

Capital expenditure to open the doors. Operating runway through cash-flow positive.

— CAPITAL EXPENDITURES · Y0 · ONE-TIME

	\$1.78M
Clinic tenant improvements (gross)	\$600,000
<i>Buildout, mechanical, finishes</i>	
Less landlord TI reimbursement	(\$300,000)
<i>Negotiated in lease</i>	
Clinic equipment	\$250,000
<i>DEXA, phlebotomy, infusion chairs</i>	
Clinic FF&E	\$125,000
<i>Furniture, fixtures, soft goods</i>	
Gym tenant improvements	\$400,000
<i>Buildout, flooring, mirrors, HVAC</i>	
Training equipment	\$250,000
<i>Racks, bars, plates, cardio</i>	
Recovery equipment	\$100,000
<i>Sauna, cold plunge, contrast</i>	
App / software development	\$200,000
<i>One-time build of member + clinician app</i>	
Brand & launch marketing	\$100,000
<i>Identity, photography, launch</i>	
Initial compound inventory	\$50,000
<i>First 90 days of stock</i>	

SUBTOTAL · CAPEX

\$1,775,000

— HEADCOUNT · Y1 · RAMPED

\$1.46M

ROLE	SALARY	START	Y1 LOADED COST
CEO / Founder	\$400,000	M1	\$488,000
<i>Mitchell McClellan · Interim Head Coach</i>			
Medical Director	\$120,000	M1	\$146,400
<i>PC owner · physician supervision</i>			
Director of Performance	\$150,000	M1	\$183,000
<i>Pat Davidson · PhD · programming</i>			
Nurse Practitioner	\$150,000	M3	\$152,500
<i>Clinical capacity</i>			
Medical Assistants (x2)	\$94,000	M2	\$105,000
<i>Bloodwork, infusion, MA support</i>			
Front Desk / Concierge (x2)	\$90,000	M1	\$109,800
<i>Member experience, ops support</i>			
Operations / GM	\$120,000	M2	\$134,200
<i>Facility ops, vendor mgmt, scheduling</i>			
Sales / Growth Lead	\$75,000	M4	\$68,600
<i>Member acquisition + retention</i>			

Loaded cost includes 22% benefits + payroll tax. Salary partials reflect ramp month.

SUBTOTAL · HEADCOUNT

\$1,462,780

— OPERATING COSTS · Y1 · EX-PAYROLL

\$1.07M

Real estate · rent + CAM	\$444,000
<i>\$67k/mo combined; 6 months free rent at start</i>	
Marketing · Y1 launch + acquisition	\$419,000
<i>\$20k/mo + CAC against new members</i>	
Tech · EMR, app hosting, CRM	\$60,000
<i>\$5k/mo platform stack</i>	
Professional services	\$100,000
<i>Legal, accounting, malpractice, GL insurance</i>	
Supplies + consumables	\$42,000
<i>Compounding ancillaries, towels, retail</i>	

NYC #2 (Y3) and digital tier scale-up are funded from operating cash flow, not from this round.

SUBTOTAL · OPERATING (EX-PAYROLL)

\$1,065,000