

THE KENSHO CLUB
IS THE FIRST
LUXURY, ALL
FEMALE GYM
FOCUSING ON
WOMEN'S MENTAL
HEALTH

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ken - sho : named after the Japanese word

“The zen experience or enlightenment, when one’s own nature is seen for what it truly is.”

MISSION : The Kensho Club is luxury gym where women can have a safe space to achieve their fitness goals in an environment of support

- We offer flexibility for our clients to work out when they can work it in their schedule while also keeping them accountable
- Giving women a space to fulfill their fitness goals and better their mental health in a welcoming environment
- A space where women can lift other women up and help support each other on their fitness journeys

WHAT WE OFFER . . .

- Workout classes, personal training, free weight rooms, dietitians, Peloton bikes and more
- Shower facilities filled with luxury products allowing our women on-the-go to leave feeling refreshed and ready to take on their day
- Cafe/smoothie bar - filled with fresh produce from local farms
- Shopping boutique in the gym where we partner with Girlfriend Collective to create exclusive Kensho Club merchandise

HOW...

- Meets the various needs of clients with different lifestyles
 - Different membership plans
 - Bronze - \$75/month - weight room
 - Silver - \$125/month - weight room, 2 classes each week, incentives
 - Gold - \$200/month - weight room, unlimited classes each week, incentives
- Accountability of Clients
 - Wake up calls if necessary
 - Extended hours to meet different lifestyles
 - Personal trainers & variety of workout classes with professional instructors
- Cafe, boutique, and gym in one
 - Cafe - fresh, healthy foods for the on the go women
 - Boutique - clothing, journals, candles, etc. to help women mentally and physically during their fitness journey
 - Gym - employees with support; wake up calls (if wanted), knowledgeable employees to answer questions

Market Environmental Analysis

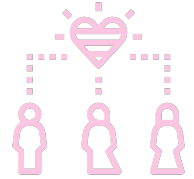
Economic trends:

- Consumers are facing some of the highest inflation rates seen “in three decades” (Glassman, 2021)
- Kensho Club is aware of the economic turbulence and therefore wants to offer a stress free payment method



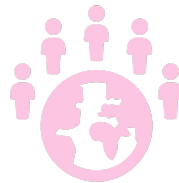
Cultural Trends:

- Generation Z is the “most racially and ethnically diverse generation in American History” (Bakhtiari, 2022)
- Gen Z is very aware of their cultural diversity and power, and Kensho will focus on uplifting this culturally diverse population



Demographic Trends:

- Strong Millennial economic force and buying power numbered at 72.1 million (Zuckerman, 2020)
- Kensho Club is looking to better understand the Millennial and Generation Z demographic to welcome them to a refreshing experience

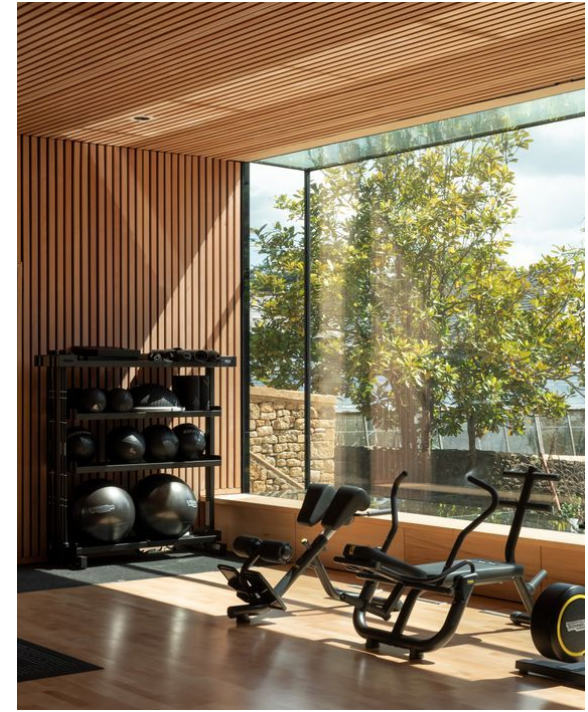


Social Trends:

- Women are still fighting for equilibrium in the pay gap, and the gap has remained stagnant at “98 cents for every dollar earned by male counterparts” (Zuckerman, 2020)
- Kensho is very aware of the severity of this issue and will focus on empowering our employees and ensure transparency of pay

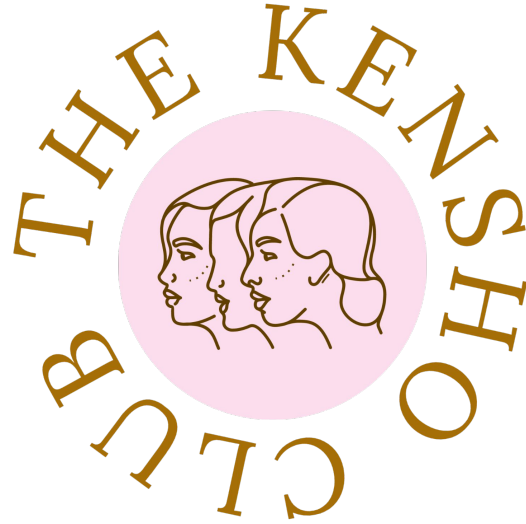


INSPIRATION . . .



- Calming and zen atmosphere filled with warm colors and clean designs
- Overall relaxing atmosphere where customers will feel comfortable to be themselves

Our Logo . . .



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SOCIAL RESPONSIBILITIES

- Locally produced items
 - Local produce in cafe
 - Smoothies
 - Snacks
 - Meals
 - Boutique
 - Small businesses
 - Artisans
- Community support
 - 10% of earnings donated to women's shelters in communities of various locations
- Sustainably sourced items
 - Napkins, tissue paper, etc.
- Sponsors sustainable companies
 - The Girlfriend Collective
- Recycling bins around gym
 - Specific ones for plastic water bottles

Final Remarks

The Fitness Industry lacks in female representation, making many women feel insecure in the gym, especially if they are new to the environment.

The Kensho Club is unlike anything else on the market: a luxury fitness gym made exclusively for women. We cater to women of all backgrounds with different lifestyles. We go to great lengths to make our clients feel confident and comfortable.