



Find the greatness within

Planned Progression for Montreal (and for every Territory which follows)

Year 1

- In each Territory we will train and certify 100 **NuVoWay LifeStyle Coaches** (NWLSC's). Each Territory will be divided into 4 Areas of no less than 250,000 people. There will be 25 NWLSC's in each Area. Each NWLSC will have a protected 'Zone' of at least 10,000 people.
- Each NWLSC will endeavour to build their membership base on the NuVoWay LifeStyle Management app (\$100/mth) to 100 as well as 500 members at (\$10/mth). As our membership base grows, we will develop products and services which meet the needs of this base. These products and services will only be available through the NuVo system.

Year 2

- We will develop a **NuVoWay FIT Centre** in each Area of 25 NWLSC's. This FIT Centre will be an exclusive gym for our membership base and will be operated by the Area Manager who will have a 49% equity stake in the Centre. With each NuVoWay LifeStyle Coach contributing on average 100 members to the Centre at \$50/month, total revenues from day 1 will be: $2500 \times \$50 = \$125,000$. NuVoWay LifeStyle Coaches will receive a 30% commission, or \$1500/mth per NWLSC and \$37,500 for the 25 NWLSC's, leaving \$87,500/mth to the Area Manager for expenses and profit.

Year 3

- We will develop a **NuVoWay LifeStyle Centre** with 8 each of glass backed racquetball and squash courts, tennis and badminton courts, a first rate gym, a great resto/bar with at least 4 golf simulators for every 4 Areas (or more) in the Territory. These LifeStyle Centres will be operated by the Territory Manager who will have a 49% equity stake in the Centre. With each NuVoWay LifeStyle Coach contributing on average 100 members to the Centre at \$75/mth (no court fees) total revenues from day 1 will be: $100 \text{ NWLSC's} \times 100 \text{ members} \times \$75/\text{mth} = \$750,000/\text{mth}$. NuVoWay LifeStyle Coaches will receive a 30% commission, or \$2250/mth per NWLSC, leaving \$525,000/mth to the Territory Manager for expenses and profit.

This is the planned progression for every Territory we enter.

- In 2023 it is our aim to open 50 major markets across North America.
- In 2024, it is our aim to open 50 major markets across the world.
- In 2025 it is our aim to open 100 major markets across the world.

* We will train 25 NuVoWay LifeStyle Coaches for every 'Area' of 250,000 people. Therefore in a Territory of 1M population, there will be 4 Areas.

NuVoWay.ca

Leading a health, fitness and LifeStyle revolution.