



BELLA SOLE

Jessica Peterson
Founder | CEO

www.revivewithbella.com
952.686.4885

Investment in a wellness spa business
with expected breakeven in 11 months
and anticipated ongoing cash distributions
via Gross Profit Sharing Membership

As we do well, so will our investors

proposition

challenge

1/3 of consumers do not book wellness appointments due to budget and scheduling



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solution

Remove the barriers for a pre-engaged audience
and provide a service choice that is guided, yet
self-directed using **NEW WELLNESS TECHNOLOGIES**



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market drivers

Demand based on consumer's need to look and feel better

MODERN LIFESTYLES

Sleep Anxiety
STRESS
Depression

AGING POPULATION

Boomers +
LIFESPAN
Chronic Illness

GREATER AWARENESS

Facebook Websites
SOCIAL/ONLINE
Twitter Chat

EXPECTATIONS

Self-care Independence
HEALTHCARE
Forever Young



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market signals

9 consecutive years of growth – Spa Industry

More Choices +

New Technology +

Pent up demand = likely rebound

Example: Hydrafacials #1 wellness search Yelp 2019



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Jessica Peterson
Owner, operator

Day Lead, Ops, Service, AR/AP, Training

- 12+ years management experience including customer service and retail
- 14 years in med-tech
- Designed and implemented nationwide logistics and training program for surgeons/staff in use of a robotic assisted med device



Denise Kukovec
Assistant Manager

Night Lead, Payroll, HR

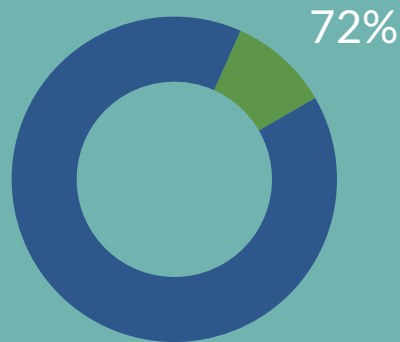
- 20+ years of successful ownership and operation of a combined product and service company with employees



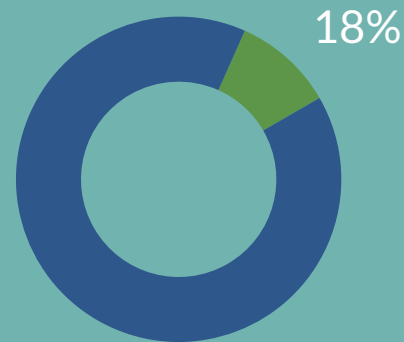
business model

Revenue streams:

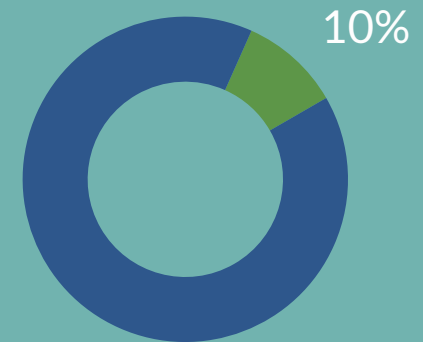
Transaction revenue
from productized
self-services



Transaction revenue
from productized
provided services



Margin from resale
of products



go to market plan

1

connect

- networking
- professional referrals
- digital campaigns
- ambassador program

2

communicate

- email, direct mail
- social media
- events (when possible)
- trial strategies

3

deliver

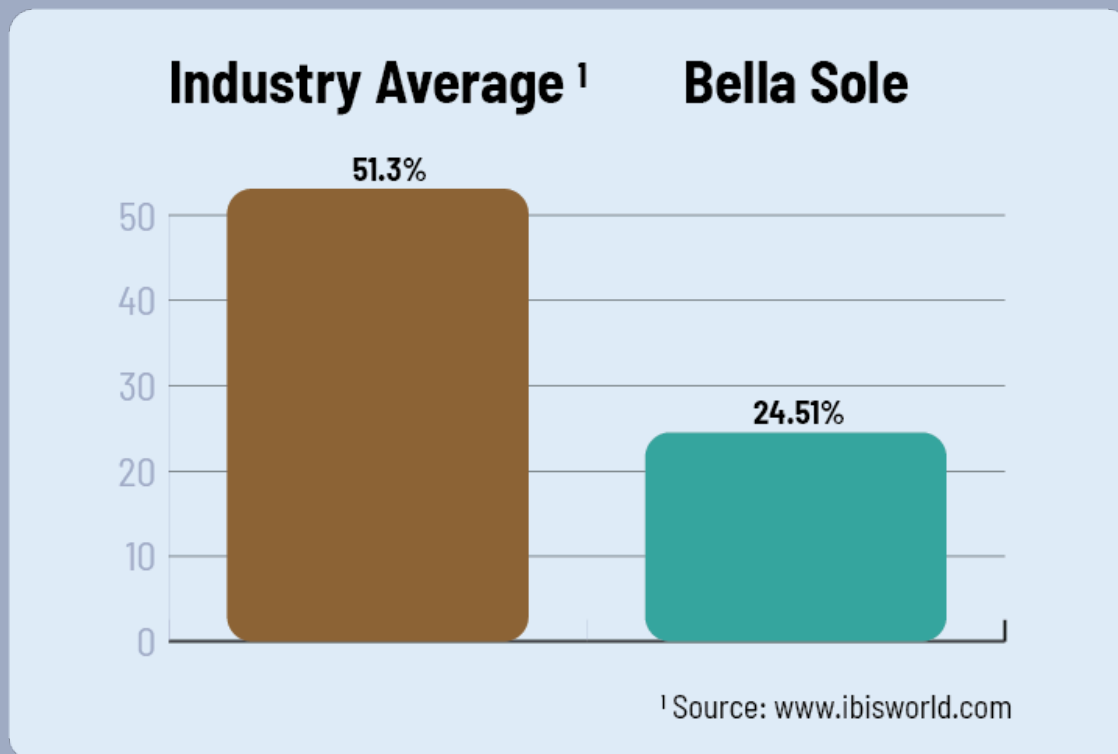
- online booking
- client-driven experience
- clear pricing
- package-based incentives



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competitors

Advantage: 50% lower labor cost

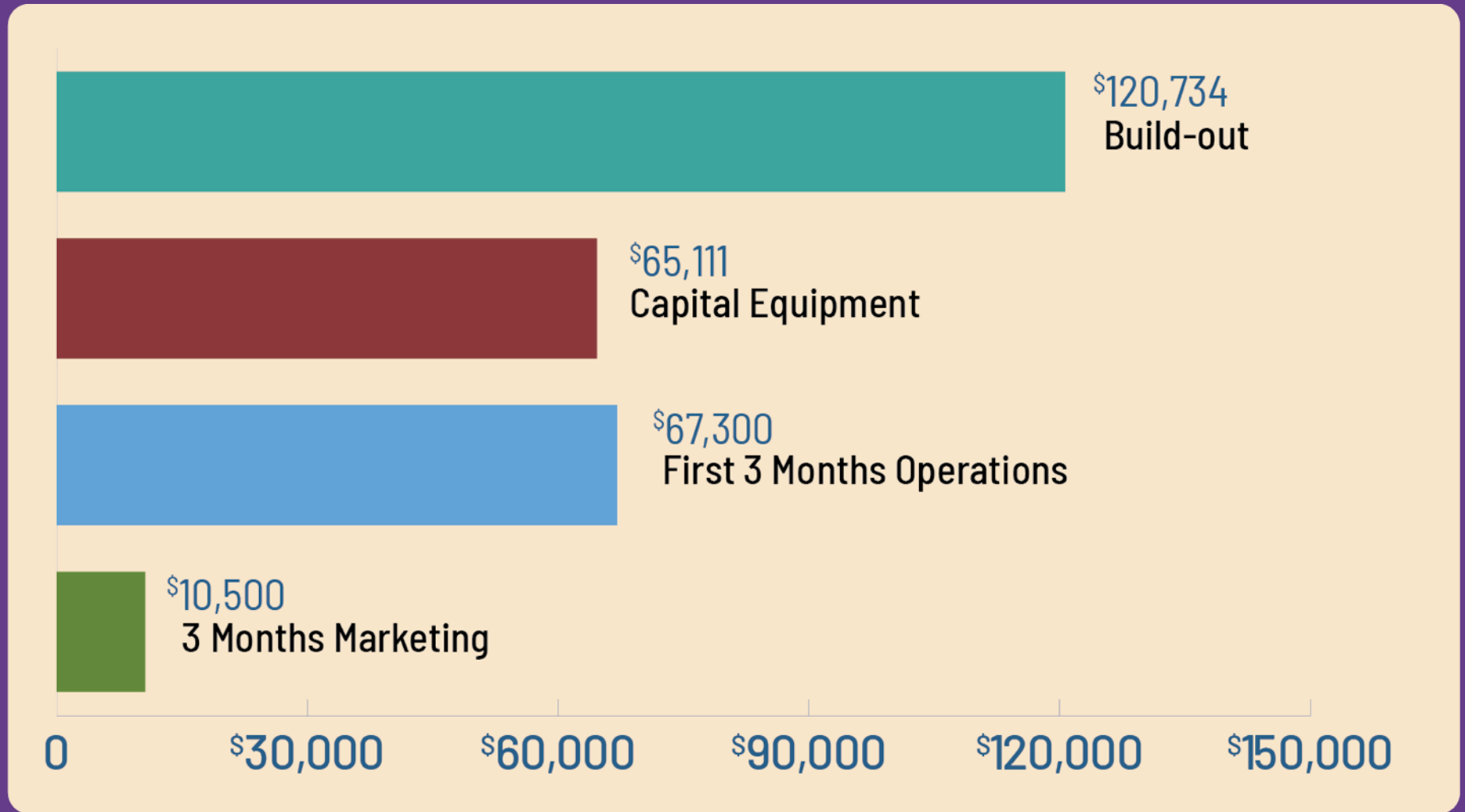


Wellness Spa
Plymouth

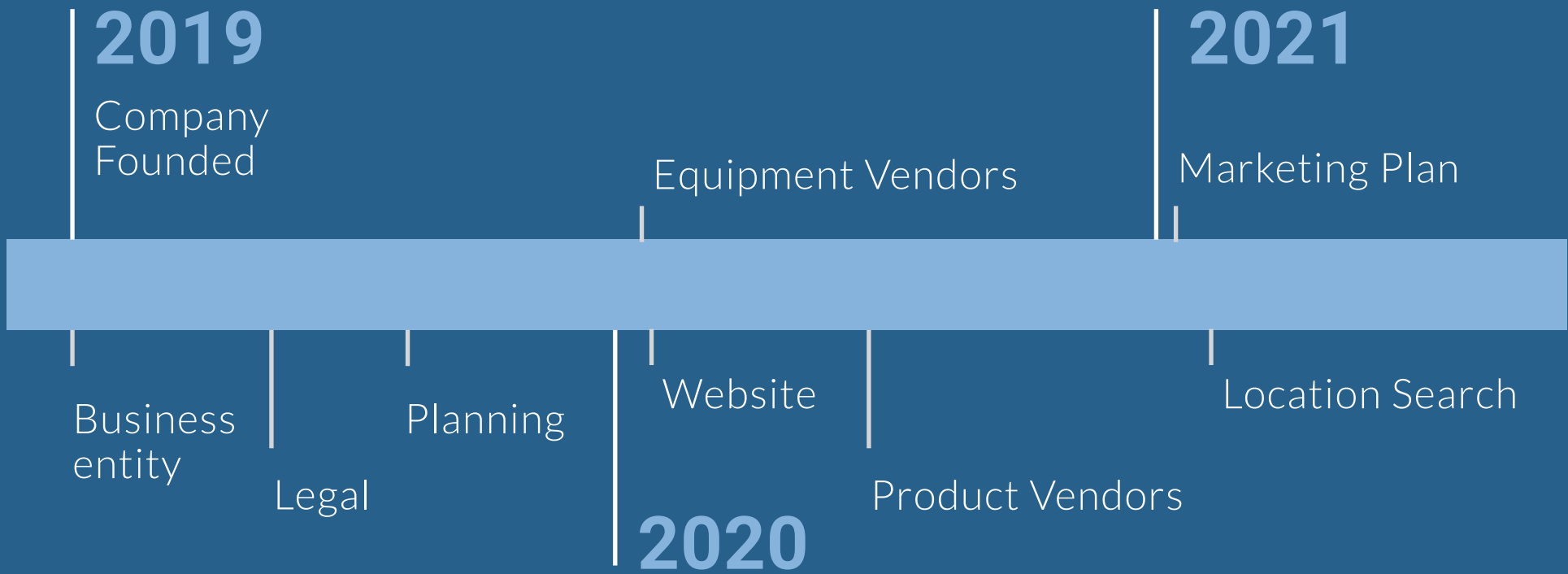
The Ultimate
Wellness Center

Refined Health
and Massage

The Marsh



planned use of funds



milestones

next step

30% of inner circle goal = \$75,000

- Anticipated ongoing cash distributions via Gross Profit Sharing Membership
- Exit plan is 2nd location in 2-3 years

Verbals for IRA pledges = ~\$25,000

Thank you



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— Rejuvenation Spa —