



Start your own business in Sports Performance & Personal Training



ASPIRE™ BUSINESS OPPORTUNITY PROSPECTUS
Gold Standard Training for Gold Standard Performance

www.aspireperformance.ie

WELCOME



Thank you for your interest in Aspire™. We are delighted to take this opportunity to set out how you might become part of our growing family of Aspire™ partners across Ireland. The information contained within this prospectus outlines how Aspire™ is unique and different from other “start your own fitness business” opportunities.

We are passionate in our belief that our sports performance and personal training model offers every licensee partner all the necessary elements to quickly establish themselves in the sports performance and personal training business successfully under the Aspire™ brand. We are genuinely excited about sharing the vast experience and expertise we have garnered over several years, along with our easy to use, client focused apps and business management tools with our new licensee partners in order to establish Aspire™ as the leading provider of empirically based sports performance and personal training throughout Ireland.

At Aspire™ we take pride in having built a best-in-class approach to team and personal development training – one that we commit to further fine-tuning through continuous research and development to maintain our market leading position in sports performance and fitness training and education. We have developed a business model that achieves a lot more than simply an instructional guide as to how to provide training sessions and personal fitness classes.

If you share our passion for empowering individuals and teams to achieve their fitness goals and would like to join us on our journey, then please take the time to read this prospectus. Once you have read the prospectus and are still excited about the opportunity then we would love to hear from you. To get in contact please submit your expression of interest form on the website to further explore the opportunity and investigate your suitability to run your own team and personal training business to our proven business model under the Aspire™ brand in your own territory.

Thank you for your interest in Aspire™.

Joseph Quinn

Founder and CEO

Aspire™ Licensed Limited

WHO WE ARE!

Founded in 2007, by Joe Quinn, Aspire™, has become a well-known and highly regarded provider of expertise in the sports and personal performance fitness industry in Ireland. Aspire's core aim is to provide teams, athletes and individuals irrespective of ability levels the opportunity to improve every aspect of their sporting performance and personal fitness.



“We delight in driving significant improvements in team and personal sports performance levels as well as coaching, motivating and helping the everyday individual reach their personal fitness goals through our client friendly and customer focused fitness plans, memberships, personal training and group classes.”

Joseph Quinn



Having completed a B.S.C. in Sports and Exercise Science at the University of Limerick, Joe quickly realised that there was a significant opportunity to develop a successful business through applying exercise science in a very specific way in order to tailor plans for the needs of elite athletes, teams and all individuals aiming to reach their health and fitness goals.

However, Joe's background extends far beyond the science aspect of the sporting industry. An all-round sports person, Joe has represented his beloved Offaly at every level in Gaelic Football. A county which he has captained at both minor and under 21 level before going on to represent his county at senior level for seven years.

Athletics was another sport where Joe excelled in as a youth. During his athletic career he held Junior All-Ireland Titles for 400m hurdles, and both 4 x 100 and 4 x 400m relays.

During his studies in the University of Limerick Joe worked with the Leinster senior rugby squad for 8 months before becoming a regional fitness advisor for Leinster in the Midlands region.

Since starting Aspire™ Joe has worked with numerous clubs some of which include Toomevara senior hurlers, Coolmine senior rugby and Pdraig Pearse's senior football club.

At inter-county level Joe was the head strength and conditioning coach for Westmeath senior footballers in 2012–2013 and again in 2018, Offaly Senior Hurlers in 2010 and 2014, Sligo Senior Footballers in 2014, Galway Camogie 2012–13, Offaly Camogie in 2011 and 2018–19 and Offaly Ladies Football 2021.

On an individual basis Joe has worked with the renowned Irish Paralympian Declan Slevin for six years.



OUR MISSION:

At Aspire™ we are very clear as to what it is we want to achieve as a business. As we are well aware through our regular discussions with our clients on a daily basis, without passion and a clearly defined Mission and Goals, it is impossible to achieve progress. Our mission is simply:

“To be the destination brand of choice and the “best in the business” through delivering empirical and up-to-date science-based bespoke programmes for both individuals and teams to help and empower them to perform to the maximum of their abilities”.

We will achieve this through delivering specific, proven, bespoke science-based training and physical development programmes in a fun and engaging way. Our passion for success is driven by our genuine desire to help others, our love of sport, our expertise and experience and our pragmatic improvement programmes that our clients embrace, to achieve the desired body shape goals and fitness levels either collectively or individually.

ASPIRE'S CORE VALUE:

CLIENT CENTRIC At Aspire™ we pride ourselves in being totally “**Client Focused**”. Everything we do at Aspire™ is client centred. Ensuring our clients feel comfortable, confident, safe, energised and empowered to achieve their desired body shape goals, fitness levels and improve their overall physical and mental wellbeing is of paramount importance to us.

RESULTS ORIENTATED We are very much **results orientated** and track our clients progress on a regular basis. We provide them with regular assessments and performance improvement measurements relative to the clients own specific personal goals. We are **driven, focused, practical** and **passionate** about helping our clients deliver their desired results at their own pace.

AUTHENTIC/INNOVATIVE Our programmes are **empirical science-based** real programmes. We remain ahead of the curve in relation to the most up-to-date science behind what we do. We regularly modify and amend our fitness and development programmes to embrace fresh thinking in order to ensure we are delivering **quality, innovative, up-to-date**, easily **understandable** and **personalised** solutions for our clients.

WELCOMING We only engage staff who are **warm, friendly, encouraging, personal, supportive, sensitive** and **empathetic** with our clients and who **communicate well** in a **genuine, caring, informed, positive, honest, motivational** and **consultative** manner.

EXPERT We are **professional experts** in what we do. All our staff undergo significant training not only in the science behind the programmes we deliver but also in how we expect them to engage directly and work closely with clients of Aspire™.

VALUE FOR MONEY We provide excellent value for money providing Best in Class services at extremely competitive prices.

CONSTANT R&D: A key part of the success of Aspire™ is our constant dedication to the research and development of new and exciting fitness programmes, which challenge, inspire and develop our clients to achieve maximum benefit.

HOW ARE WE DIFFERENT?



As a long-established provider of bespoke Team and individual sports and fitness programmes we see ourselves as different to other providers. While we provide a broad mix of services across a number of different client categories, all our programmes are empirically based fitness programmes.

OUR LICENSED OPPORTUNITY

As an Aspire™ Licensee, we will instruct, train, guide and support you in the correct delivery of the suite of bespoke fitness, training and performance improving programmes we have developed since the business was established in 2007. The use of the Aspire brand and trademark will be extended to you to trade under, in your exclusive territory, as long as you remain a committed licensee under contract.

We also provide our licensee partners training on and access to the bespoke App, under license, that enables them to manage registrations and bookings at the touch of a button. The App also allows our clients to record their training activities, track their performance versus their goals and the licensee has accessibility to that information centrally.

We rely heavily on science and physiology to ensure that we are not promoting exercises that may in fact cause problems for clients in the longer term.





Our key points of difference are as follows:

All our programmes are empirically based.

We integrate easily measurable outputs into the programmes we develop and make it very easy for our clients to measure their improvement.

Science is key to the fitness programmes we promote.

We have developed bespoke software to assist in the management of the business.

The App we have developed empowers our clients by putting the “Power in their hands” to record and manage their own training remotely, while we have visibility on their inputs and can track their improvements centrally.

We regularly meet 1:1 or in Teams to communicate the overall performance improvements recorded, building a sense of ownership and responsibility with our clients individually and as team members.

We attend to the performance needs of the highest Elite sports teams and sporting individuals to maximise their performance.

We regularly work with non-elite teams to improve their overall performance and standing and drive a sense of team and individual performance.

We work with Individuals, either on a 1:1 basis or in group sessions.

We provide membership facilities where the client can simply drop in and manage their own training and fitness programmes through their app, with the requisite supervision.

While some of the above USP may be provided by other service providers it is the overall combination of services provided, the reliance on science and the empirical nature of our programmes that helps us set ourselves apart from other operators.

WHAT WE DO

Aspire offers a wide variety of Team and Individual fitness programmes. When it comes to team and individual sports, we provide all-inclusive Strength & conditioning services to improve all aspects of sport and fitness performance.

This service can be broken down into the individual services such as:

PROGRAMME DESIGN

(over a season, a training phase or over multiple seasons).

TEAM TRAINING SESSIONS

GYM SESSIONS

(Both team and individual (1:1 or Group))

FITNESS TESTING

This includes fitness, speed, endurance, agility, strength, power, flexibility, stability, muscle endurance and functional movement.

FULL REPORTS ARE AVAILABLE

to highlight results and identify main actions needed for improvement.

GYM MEMBERSHIPS WITH BESPOKE PROGRAMME DESIGN

PERSONAL TRAINING & NUTRITIONAL SUPPORT

Exercise classes catering for all fitness levels.

All members have access to our state-of-the art training software package. This allows members to access their workouts easily remotely, benefit from exercise technique videos and track their own personal progress, all accessible on their mobile device, at their fingertips.

ASPIRE BUSINESS MODEL REVIEW

Strength & Conditioning

INDIVIDUALS & TEAMS

Age Specific • Speed
Strength • Endurance • Cardio

Personal 1:1 Training

Individual - Everyday
Programmes
Bespoke 1:1 Tone Up
Programmes

Rehab Programmes

Referrals - Doctors/Physios



1. Full Term: 1 year programme option
2. Session Options
 - a. Single Session Options
 - b. Targeted Session Programmes
 - c. Pre-season Prep Sessions
3. Sports Clubs Programmes
4. Corporate Event Programmes
5. Membership - Equipment Usage

Fitness Testing Programmes

Team/Individuals

Exercise Classes

Individuals
Gender Specific
Team

Underage Development Programmes

Rugby
GAA
Soccer
Camogie
Other Codes

WHAT DO YOU GET WITH AN ASPIRE™ LICENSE?



START-UP KIT

500 x Aspire™ branded business cards
1,000 x marketing flyers
1 x Aspire™ pull-up banner
1 x Aspire™ tie-up banner
Online access to Aspire™ branded stationery templates
Aspire™ branded clothing (to be ordered before starting)

ACCESS TO LICENSEE PORTAL ON THE WEBSITE

Continuously updated with latest blogs, training videos etc.

ACCESS TO THE REGISTERED TRADEMARK “ASPIRE, ADVANCED SPORTS PERFORMANCE IRELAND”

A name synonymous with sporting bodies across the country.

ACCESS TO THE FOUNDER MEMBER’S VAST EXPERIENCE

with established recognition for his coaching qualities in the fields of GAA, Rugby and Personal Training of Elite Athletes.

ONLINE CLIENT REGISTRATION PLATFORM

EASY TO USE BOOKING PLATFORM (client focused).

ONLINE MEMBERSHIP REGISTRATION FACILITY

MEMBERSHIP PAYMENT PLATFORM

BESPOKE APP: ADVANTAGES

Licensee can track registrations, client progress, compliance, training volume and load, compile reports both numerical and graphical for members/clients.

Members have access to numerous training programmes. They can see changes to their training plan “live” as it happens. They can input their daily activity.

The clients have access to lifestyle and nutritional supports such as logging of sleep pattern and dietary plans, ability to view reports sent by the personal trainer.

ACCESS ON THE LICENSEE PORTAL TO ASPIRE BRANDED VIDEOS:

introductory and exercise videos, as well as numerous programmes designed over a decade by the owner.

EXCLUSIVE LICENSE FOR YOUR TERRITORY

ACCESS TO ASPIRE’S IN-APP BLOGS and the views from some of our 5,000 followers from all social media platforms.

RENTAL ACCESS TO STATE-OF-THE-ART FITNESS TESTING EQUIPMENT

(testing sensors, speed gates etc.) and specialist equipment when required.

ACCESS TO ESTABLISHED COACHES FROM VARIOUS SPORTING ORGANISATIONS FOR PROMOTIONAL SEMINARS

ACCESS TO THE ASPIRE YOUTUBE CHANNEL

PROCUREMENT ADVANTAGES

Preferential Insurance cover – discounts as an Aspire Licensee.
Attractive discounts on high quality branded gym equipment.

WHAT DO WE LOOK FOR IN OUR LICENSEE PARTNERS?

SELECTION CRITERIA

We are looking for expressions of interest from individuals with:

- ✓ **Suitable qualifications in the area of sports performance and fitness.**
- ✓ **The enthusiasm and motivation to run an Aspire business in line with our mission while upholding our core brand values and customer charter.**
- ✓ **Fulltime commitment to the business.**
- ✓ **A passion for promoting Health and Fitness across different levels.**
- ✓ **A genuine interest in helping people achieve their personal and team fitness goals.**
- ✓ **Strong business acumen.**
- ✓ **Ability and willingness to follow the Aspire™ business model.**
- ✓ **Good business development skills.**
- ✓ **Good relationship builder.**
- ✓ **Sufficient finance available.**
- ✓ **Empathetic and communicative.**

INVESTMENT REQUIRED

INVESTMENT OF €20K – €50K.

This is dependent on the scale of your Aspire facility and operation on commencement.

RECRUITMENT & SELECTION

Unlike many Licensors, we are not in the business of just selling Licenses. Our focus is on selectively recruiting like-minded, suitably qualified people who see the real potential in our Licensed offer, share our passion for helping others achieve their performance, fitness and body shape goals. They must understand and live our core values, and have a strong belief in our brand and business model.

NEXT STEPS

If you are interested in further exploring the opportunity of becoming an Aspire™ Licensee, we invite you to take the following steps:

Step 1:

Visit our Licensed website: www.aspireperformance.ie/Licensee

Step 2:

Once you have completed your research and, provided you continue to be excited about pursuing an Aspire™ Licensed opportunity, simply click on the *Expression of Interest (EOI)* tab, fill out and submit the EOI form to us online. We will contact you within 24 hours. Once we have had an initial discussion then we can commence Step 1 in the suitability assessment process.

Step 3:

If you require additional information about us before submitting your EOI Form, including our background, complete details of the programmes we run, customer testimonials and much more, please visit our website: www.aspireperformance.ie



Thanks again to all
the team at Aspire for
getting me to where
I am, and to where we
are hopefully heading.

DECLAN SLEVIN
Irish Champion & Paralympian

The facilities at Aspire
are one of the best &
can cater for any team or
individual.

KIERAN MARTIN
Senior Westmeath Footballer

 **ASPIRE**[®]
ADVANCED SPORTS PERFORMANCE IRELAND



For further information on Aspire™
please email info@aspireperformance.ie or visit:
www.aspireperformance.ie