



MADABOLIC

YOUR PATH TO FRANCHISE SUCCESS

OUR ORIGINS



BRANDON CULLEN

CO-FOUNDER &
CHIEF CONCEPT OFFICER



KIRK DEWAELE

CO-FOUNDER &
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EARLY IN OUR HOCKEY CAREERS, WE LEARNED THAT STRENGTH AND CONDITIONING WAS THE ONE THING WE COULD CONTROL. THE MORE WE PREPARED OFF THE ICE, THE BETTER OUR CHANCES WERE WHEN THE PUCK DROPPED. THAT COMMITMENT LAID THE FOUNDATION FOR A FRANCHISE THAT VALUES PERFORMANCE OVER POPULARITY. WE DID NOT BUILD MADABOLIC FOR THE MASSES. WE BUILT IT FOR THE DISCIPLINED FEW WHO SET A HIGHER STANDARD FOR THEMSELVES.

STRUCTURE DELIVERS RESULTS

Thank you for your interest in MADabolic. You're taking the first step toward owning a business in the fastest-growing segment of boutique fitness, one that rewards structure, performance, and operational discipline.

MADabolic is the industry's leading group strength and conditioning franchise, built for operators who crave structure and are committed to excellence.

In this guide, you'll learn how our signature training model, low-overhead operations, and premium psychographic targeting drive client loyalty and scalable growth. Backed by top-tier support and unmatched retention, this franchise fills a gap in the industry and is built to last.

THE MADABOLIC ADVANTAGE

MADabolic is more than a fitness brand, it's a performance-driven business system built on strength, structure, and scale. Our model empowers franchisees to generate recurring revenue, build brand equity, and lead with clarity.

DIFFERENTIATOR	STRATEGIC IMPACT
SIGNATURE TRAINING MODEL	1:1 STRENGTH & CONDITIONING IN A GROUP SETTING.
UNIVERSAL TRAINING PROGRAM	TOP-DOWN MODEL THAT REMOVES GUESSWORK & DRIVES CONSISTENCY ACROSS LOCATIONS.
STRONG CLIENT RETENTION	EXCEEDS INDUSTRY NORMS AND CREATES SUSTAINABLE, RECURRING REVENUE.
LEAN OPERATIONAL MODEL	LAUNCH WITH 1-2 FULL-TIME STAFF AND 2-3 PART-TIME TRAINERS; FOCUS ON GROWTH, NOT MANAGEMENT COMPLEXITY.
PROTECTED TERRITORIES & STRATEGIC GROWTH	MARKETS ARE AWARDED WITH LONG-TERM VIABILITY IN MIND; NO OVERSATURATION.

INITIAL INVESTMENT

MADabolic offers a high-performance investment opportunity built for long-term value. With strong unit economics, multiple revenue streams, and a proven operational model, our franchise system is engineered to drive sustainable returns.

Initial Costs*:

- Franchise Fee: \$50,000
- Total Initial Investment: \$420,320 – \$635,100
- Liquid Capital Requirement: \$200K+
- Royalty: 6% of Gross Sales
- Brand Fund: 1.5%

*All investment figures are estimates and are outlined in full detail in our FDD.

PATHWAY TO OWNERSHIP

1 INTRODUCTORY CALL

A casual but strategic conversation to learn more about your background, goals, and motivations. We'll walk you through the MADabolic model and help you determine whether this opportunity aligns with your vision and operational strengths.

2 BRAND WEBINAR

You'll receive exclusive access to our Brand Webinar with one of our Co-Founders, where we dive deep into our business model, growth strategy, and how we support franchisees. Then, you'll receive and review the Franchise Disclosure Document (FDD) - a detailed look at the investment, financials, and responsibilities associated with ownership.

3 FINANCIAL PLANNING & BRAND STRATEGY REVIEW

Using your market, your organizational structure, and your plan to fund your business, we'll model what this opportunity could look like for you.

4 ATTEND DISCOVERY DAY

Experience MADabolic in action. Visit our flagship location in Charlotte, NC, to observe live operations, meet the team, and immerse yourself in the brand. You'll also have the opportunity to take class and experience two different interval styles to deepen your understanding of our core product.

5 SIGNING & TERRITORY AWARDED

Upon mutual agreement, your protected territory is awarded. You'll complete the franchise agreement and officially join the MADabolic network - ready to begin your development journey with confidence and full backing from our support team.

6 LAUNCH PREP

This is where execution meets support. Once you've signed your franchise agreement, you'll be guided through site selection, lease negotiation, architectural planning, team hiring, onboarding, and your full training experience. Our pre-opening playbook and launch team are with you every step of the way - from concept to opening day and beyond.

7 OPEN FOR BUSINESS

The support we offer doesn't stop once you've opened your doors. You'll continue to work with our Franchise Business Coach through your first year in business. As we see it, if we've done our job correctly, by this time, you should be feeling confident and ready to roll with support in an as-needed capacity by this milestone.

STUDIO BLUEPRINT



TOTAL SIZE

1900 to 2600 sq ft. (approx.)
Unobstructed floorspace.
Optimized for a high-touch
experience in a compact
footprint.

TRAINING FLOOR

1500 to 2000 sq ft. (approx.)
Efficient layout built for 20–25
clients per class, designed to
support a true 1:1 training
experience.

LOBBY

300–500 sq ft. (approx.)
Lean, mean, clean. No couches.
No coffee bars. Our branded
entryway accommodates
efficient check-in.

FUNCTIONAL ZONES

- **Training-Focused Design:** We believe in doing less, but better. Our facilities are optimized as a training ground, prioritizing the training floor over lounge aesthetics.
- **Optional Amenities:** Showers are an option based on available space and market demand, but aren't required.
- **Equipment Strategy:** Every piece of equipment, down to our custom-build racking system, is selected to support MADabolic's proprietary strength & conditioning program, with efficiency, optimized storage, class flow, and safety in mind.

WHY IT WORKS

- **MADabolic gyms are efficient and built for performance. No wasted space, no flashy extras, no inflated overhead. It's about maximizing results and minimizing distractions. Just a purpose-built blueprint for disciplined operators and clients who train with intent.**

WHY FRANCHISEES CHOOSE MADABOLIC

High Retention Predictable Revenue

Over 80% of our members system-wide are on recurring monthly contracts.

Fast Track to Breakeven

Our lean operating model, strong brand demand, and premium pricing are designed to help you reach breakeven faster.

No Programming, No Guesswork

Our universal training protocol means you stay focused on leadership and growth, not designing daily workouts.

Strategic Support from Day One

From site selection and lease negotiations to pre-sale strategy and ongoing marketing & operations support, our team works with you at every step. We deliver a hands-on partnership built for disciplined operators.



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CONNECT WITH OUR TEAM

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CHAPEL STREET

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