



UNLOCKING GROWTH





Executive **SUMMARY**

Imagine Yoga Academy, a leading provider of non-dogmatic Kundalini Yoga education in several cities in Switzerland, Spain, and India, seeks to raise capital to fuel its growth and capitalize on the evolving opportunities in the global yoga market.

With 11 years of experience and a strong alumni community, Imagine Yoga Academy is uniquely positioned to expand its reach, strengthen its online presence, and leverage its proficiency in multiple languages. This business plan outlines the strategic initiatives, market statistics, and growth potential that make Imagine Yoga Academy an attractive investment opportunity.



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Our **MISSION**

Imagine Yoga Academy was founded with a simple but powerful mission: help create a better world for future generations **by inspiring and nurturing conscious individuals.**

“ WE ARE CREATING A BETTER
WORLD ONE PERSON AT A TIME.





Our **VISION**

Our dream is to help reach a critical mass of conscious and inspired individuals that will be the driving force of change in our society. We train teachers so that the reach of our message is exponential.

“ **WE TRAIN TEACHERS SO THAT
THE REACH OF OUR MESSAGE IS
EXPONENTIAL.** ”

Key SERVICES

IN-PERSON TEACHER TRAININGS

200hour & 300hour Teacher Trainings offered in English and Spanish in Zürich, Geneva, Barcelona and Rishikesh

ONLINE TEACHER TRAININGS

200hour and 300hour trainings in Spanish



RETREATS

Offered in Switzerland and Spain

EVENTS

Workshops, Masterclasses & short trainings

“ DIFFERENT WAYS OFCONNECTING WITH OUR COMMUNITY AND SHARING OUR EXPERTISE





Key

ADVANTAGES



Key **ADVANTAGES**



MULTILINGUAL TRAININGS

Since its creation, Imagine Yoga Academy has operated in both Spanish and English, providing a competitive advantage that enables it to effectively serve the global yoga market. This language proficiency allows it to reach a broader audience and establish strong regional footholds like it has occurred already in Spain, Switzerland, and India.



1007 GRADUATED ALUMNI

The academy has graduated 1,007 students over 11 years, maintaining direct contact with approximately 50% of them, particularly those who have become active yoga teachers. This engaged community provides a strong foundation for continued growth and brand loyalty.



Key **ADVANTAGES** 2



A NEW APPROACH TO KUNDALINI YOGA

Imagine Yoga Academy was founded based on the concept of offering the teachings of Kundalini Yoga in a non-dogmatic, technical, and applicable way. We are one of the first schools in Europe to do this. In the last couple of years, it has become a tendency of Kundalini Yoga schools worldwide to redefine their approach to the teachings in a more open style. We have an 11-year advantage.



GEOGRAPHICAL FREEDOM

Our business model is based on geographical freedom. We do not own or are responsible for any physical venue. We partner with local studios and teachers and together work to develop our Kundalini Yoga Training in each city. The cost of opening and closing shop is minimal. This allows the school to be very flexible when it comes to exploiting new territories.



Key ADVANTAGES 3



11 YEARS OF ONLINE PRESENCE

In the present digital age, we also have 11 years of active digital presence. The algorithm of Google changes and social media platforms come and go, but one thing that is always relevant is how old and how active is the webpage of any company. This longevity and regular activity on our websites (one for English and another for Spanish) grant that we will always be one of the options delivered by Google or Youtube, the two main search engines in the world.



SPILL OVER

All content and promotional actions of Imagine Yoga Academy serve the school in general and each training in particular. This translates that the cost of each action is distributed among all the programs the school is managing at the moment. The same occurs with Google ranking. All programs are listed under the same domain, with more trainings, more visits, more relevance and more visibility.



Key ADVANTAGES 4



TEAM

A school is only as good as its teachers. Imagine Yoga Academy's core training staff is an inspired and connected team that has a decade of working together. All have more than 10 years of experience as yoga teachers, holding several yoga certifications.

In particular, Daniela Troconis and Pedro Misle have more than 10 thousand hours of teaching yoga trainings.



PROVIDERS

Imagine Yoga Academy has established long-term business relationships with key providers, including:

- Pilates Zürich - 10 years.
- Studio Soham in Geneva - 7 years.
- Keintalerhof for retreats - 10 years.



Financial performance & **GROWTH POTENTIAL**

Financial **PERFORMANCE**

Imagine's flagship service is the Kundalini Yoga Training Programs of 200h and 300h. These programs represent 85% of the total income of the school.

Since 2012 we have delivered both programs consistently in Spain and Switzerland, and in India in 2014, 2016, 2018, and 2023, generating a total gross income of 2.3 million euros and benefits of 1.38 million euro.

The cost of these programs varies accordingly to the city we work in and the format we choose (intensive training, 10-month training, 6-month training), but our statistics show that the cost of any program is always around 40% of the total income (total students x training fee) generated by the program.

Based on the previous information we can observe that on average Imagine Yoga Academy has 91 registered students per year and generates in average, from these programs, 125.454€ in benefits before taxes.





Market overview and **GROWTH POTENTIAL**

- The yoga industry has experienced remarkable growth, with a steady increase in practitioners worldwide for the past decade. This tendency continues. According to Yoga Alliance and Yoga Journal, the total of yoga & pilates practitioners around the world reaches 300 million in April of 2023.
- According to industry reports, the global yoga market was valued at 105 billion in 2022 and is projected to grow at a CAGR of 9% from 2022 to 2027.
- According to the World Health Organization, one of the most relevant health issues to be faced by developed countries in the next 5 years is depression and anxiety, which are also two of the main reasons why people begin and continue to do yoga.

New
PROJECTS

2023-2024

New IN-PERSON TRAININGS

Imagine Yoga Academy is poised to capitalize on several exciting opportunities:



■ EXPANSION TO LUGANO, SWITZERLAND:

Through a local representative agreement with Marilena Capobianco, a 500-hour Kundalini Yoga teacher graduate from Imagine Yoga Academy, we are working to open a 200-hour Kundalini Yoga Training in Lugano in October 2023. With this expansion, we will be present in the three main regions of Switzerland.



■ EXPANSION TO BOGOTÁ, COLOMBIA:

By partnering with Ángela Ballen, a 500-hour Kundalini Yoga teacher who graduated from Imagine Yoga Academy, the academy plans to launch a 200-hour Kundalini Yoga Training in Bogotá in October 2023. This move recognizes the flourishing yoga culture in Colombia and presents an opportunity to establish a strong foothold in the region.

New IN-PERSON TRAININGS

(Continuation)



EXPANSION TO LJUBLJANA, SLOVENIA:

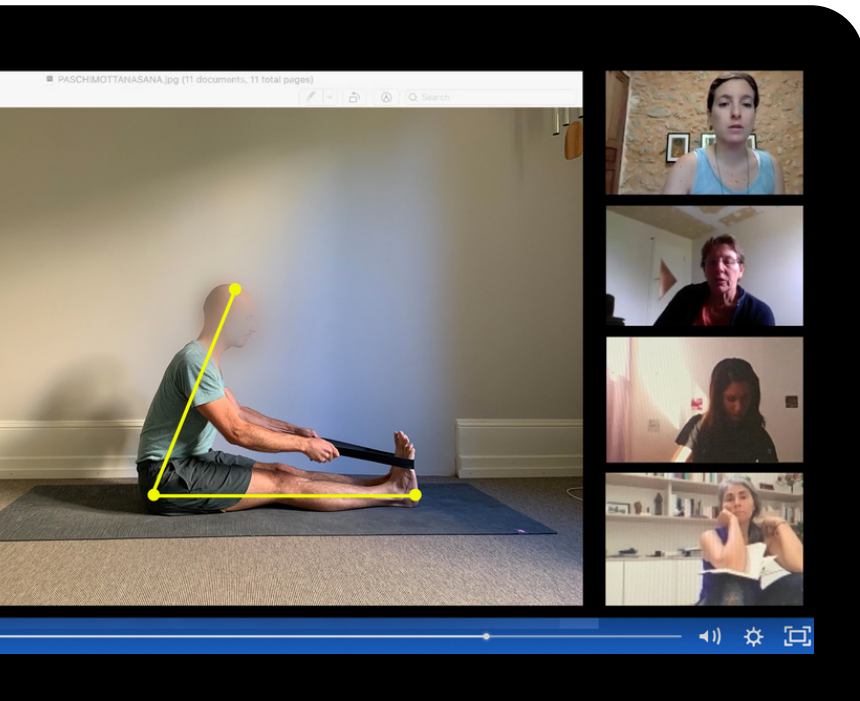
Through the collaboration with Olga Kmeleva, a 500-hour Kundalini Yoga teacher graduate from Imagine Yoga Academy, we intend to introduce a 200-hour Kundalini Yoga Training in Ljubljana in February 2024. This expansion recognizes the growing demand for yoga education in Slovenia and the surrounding regions.



EXPANSION TO MADRID, SPAIN:

The founders of Imagine Yoga Academy, Daniela Troconis and Pedro Misle, will personally open a 200-hour Kundalini Yoga Training in Madrid in October 2023. This expansion strengthens the academy's presence in Spain, tapping into the country's vibrant yoga community.

Possibilities of **EXPANSION**



“ WE HAVE THE EXPERTISE TO
COMBINE ONLINE PROGRAMS WITH
IN-PERSON EXPERIENCES IN EUROPE

English market **ONLINE TRAININGS**

OPENING TO THE ENGLISH MARKET:

Imagine Yoga Academy has made significant strides in the online training domain. Currently, it offers 100% online 200-hour and 300-hour trainings in Spanish, having graduated 53 students since 2021.

The academy has the potential to adapt its English programs into fully online formats, enabling entry into this market through its Yoga Alliance certification.

Imagine can offer a combination of online content with in-person experiences which allows each, online and offline, to sustain each other and allow the academy to offer a very robust yoga experience.



In-person **TRAINING IN AMRITSAR**

Imagine Yoga Academy has developed three teacher trainings in India in the past that have successfully worked both in the educational and financial realms.

In 2023, Pedro Misle cohosted alongside Judith Ender and Parvinder Singh the project "Yatra to India" a meditative experience based in Amritsar.

Amritsar is the epicenter of Sikhism and Sikhism is the spiritual lineage on which Kundalini Yoga is based.

Parvinder Singh is the local host and a worldwide acknowledged Naad and Mantra teacher. In partnership with him Imagine Yoga Academy is working on developing Kundalini Yoga Trainings in Amritsar in both English and Spanish.



Retreats in **SPAIN & SWITZERLAND**

ROMANDY, SWITZERLAND:

From 2017 to 2019 Imagine Yoga Academy realized very successful Kundalini Yoga Retreats, in winter and summer, at Hotel Balance. These retreats allowed the school to serve Romandy, Switzerland, and strengthen its position in the region. The idea is to begin doing a yearly retreat at Hotel Balance again.

BALEARIC ISLANDS, SPAIN:

Before the pandemic, Imagine Yoga Academy hosted three successful retreats in Mallorca during the month of May. The idea is to begin offering them again.

“ ACCORDING TO YOGA JOURNAL SPAIN IS THE MOST RELEVANT TERRITORY FOR YOGA RETREATS & YOGA INTENSIVE TRAININGS.

Why we are looking for **INVESTMENT**

Key AREAS TO IMPROVE

**STUDENT'S
EXPERIENCE**

**MARKETING &
COMMUNICATION**

**ADVERTISEMENT
BUDGET**



Student's **EXPERIENCE**

APP DEVELOPMENT:

Since 2020 with the explosion of online yoga, students have changed the way they perceive and receive the yoga experience. The online and offline territories now blend with special emphasis on accountability, community, and personalization.

An Imagine Yoga Academy App is the perfect solution to address such needs. It will allow the school to offer a yoga training experience like no other school in Europe and it will enhance the student experience helping directly in their deepening of yoga knowledge, practice, progress, and benefits.

CONTENT QUALITY:

We know our content is of the highest quality, nevertheless, the quality of how it is recorded and edited can be improved. It is of particular importance the quality of promotional material.





Marketing & **COMMUNICATION**

Up until now in Imagine Yoga Academy the main partners perform almost all of the back office tasks, from social media and graphic design to class recordings, editing, and SEO.

In the next phase, IA will hire a communication agency to handle these tasks which will relieve key assets like Daniela and Pedro from these activities allowing them to dedicate their time to important areas such as content generation, school management, and seizing new business opportunities.

Advertisement's & SEO's **BUDGET**

Imagine Yoga Academy has generated 2.3 million euros in gross income with a total marketing budget since its foundation of 35.000€ on all platforms. We are confident that incrementing our investment in advertisement and SEO will immediately affect the school's income and revenue.

In the present, newly registered students mainly come from personal recommendations of our graduates or other students that have experienced studying with us. These personal recommendations supported by consistent advertisement will undoubtedly increase the number of newly registered students per course.





THANK YOU!



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