

# USA NINJA CHALLENGE

TURNING KIDS INTO NINJAS ONE OBSTACLE AT A TIME

## CANDIDATE ONE SHEET

### OPPORTUNITY

USA Ninja Challenge has developed an obstacle course skills program that incorporates basic skill sets from gymnastics, climbing, cross training and track and field. Ninja Challenge is open to boys and girls ages 2.5 to 17.

### FAST FACTS

Franchising Since: **2015**  
Total Franchise Operating Units: **28**  
Minimum Liquid Capital: **\$100,000**  
Minimum Net Worth: **\$300,000**  
Total Investment: **\$319,000 - \$419,000**  
Franchise Fee: **\$60,000**  
VetFran Discount: **\$5,000**  
Royalty (per unit): **7.5%**  
Brand Development Fund (per unit): **1.5%**

### IDEAL CANDIDATE

Owners who desire to adopt and follow a playbook for success! People who want to use their professional business backgrounds and training to better their own lives and the lives of their students.

### CONTACT



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### KEY POINTS

- 25%+ annual market growth for kid's fitness
- High profit margin
- Fast ramp to break-even
- Great community involvement
- Proven business that is successful
- Great work/life balance
- Multiple revenue streams
- Lower overhead than most fitness concepts
- National brand recognition with American Ninja Warrior tie-in

### FRANCHISE SUPPORT

Comprehensive support and training on curriculum, coaching techniques, finances, site selection, marketing, and daily operations. Progression-based curriculum designed to keep students engaged from age 2.5 to 17. USANC creates and maintains unique IP on progression-based training, systems and implementation.