



THE FINANCIAL OPPORTUNITY

"If I support others to create a life that works then my life must automatically work.

I am the space in which this happens. I am totally responsible and it is always about me. Therefore I am the cause in my life. Obstacles will always come and I will always meet them, overcome them and grow from them."

How does it work?

An evolutionary becomes a partner with evolution HQ in opening and running a KLIK in a specific geographic location. evolution HQ provides all the resources including the IP and infrastructure to support the evolutionary to become an amazing trainer, leader of people and a successful business person. This relationship is a partnership in the true [humanistic] sense of the word.

To become an evolutionary a person will first experience evolution as a client, secondly as a support trainer and finally, if aligned with evolution and exhibiting the appropriate character traits and professional skills, will then embark on the process of becoming an evolutionary.

The Financial Model

The financial goal for a single KLIK (6:00am timeslot) is as follows:

- 60 clients paying \$50 per week (paid in advance in 4 week blocks) for a total of 48 weeks (12 blocks) per year;



- This represents 12 payments of \$200 per person per year or \$144,000 per annum in gross revenue;
- A service fee of 50% of gross revenue (after GST) is paid to evolution HQ for which evolution HQ provides a large range of services and covers the vast majority of expenses relating to running a KLIK;
 - a KLIK costs Evo HQ about \$3000 per month to operate (including support trainers) and evolution HQ works on a 10–15% margin. This is covered in depth during the induction process.
- The net revenue generated by the KLIK (gross revenues less service fees) for a single timeslot is \$72,000 per year.

It is prudent to bear in mind the time taken to ramp up to a full KLIK of 60 clients. It is reasonable to expect this to take around 12 months however the actual time taken will depend on several factors including your competency to convert leads and retain clients.

Further to the 6:00am timeslot, there are additional revenue opportunities within the KLIK model in opening additional time slots. At present we suggest, and are focusing on, mid morning sessions, those being at 7:15am and 9:15am. The initial goal in these KLIKs would be to have 30 clients per time slots. This would result in:

- a total client base of 120 over three time slots (60 in 6:00am, 30 in both 7:15am and 9:15am); with
- total gross revenues in excess of \$270,000 per annum and total net revenues of over \$135,000 per annum.

This would be best case scenario and does not take into account freezes or seasonality and assumes a competency in converting leads and retaining clients. These will be further discussed during the initial phase of the induction process.

It is also prudent to keep in mind the additional opportunity of the other hours in the day to generate revenue, ie between the hours of 10am and 10pm. It is also relevant to keep in mind the administrative time component of managing 120 evolution KLIK clients.

