



Vossure

Business Plan

Outline

This report combines all elements of MGT 482 assignments one, two, and three. Please refer to our table of contents on the page below for each individual report and its respected page number.

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Assignment 1




Team Members

1. Grace Harwell
2. Logan James
3. Max Krieger
4. Robert Vickers
5. Ryan Cullinane


Capabilities, Job Duties, and Responsibilities

Team Member	Capabilities	Job Duties & Responsibilities
<p>TJ Robertson</p> 	<p>Business Founder</p>	<p>TJ Robertson is not a part of our team, but he is Vossure's Founder. He oversees brand vision, growth strategy, partnerships, and upon expansion into new markets, will ensure the company maintains its core identity across all chapters.</p> <p>TJ is from Brentwood, TN graduating this May from The University of Alabama with a finance major and entrepreneurship minor.</p>
<p>Grace Harwell</p> 	<p>Public relations, graphic design/Adobe, AE leadership, writing, marketing, organization, SEO optimization, website building, video/podcast editing, start-up experience</p>	<p>Grace Harwell is Vossure's Director of Brand & Marketing Strategy. She will refine Vossure's identity, overseeing all creative assets, managing messaging consistency across platforms, and driving strategic growth initiatives through SEO, digital content, and audience insights.</p> <p>Grace is from Atlanta, GA graduating this May from The University of Alabama with a public relations major and entrepreneurship, digital media engagement, and psychology minors.</p>



<p>Logan James</p> 	<p>Financial input, logistics, knowledge of the company, growth strategies, and building rapport.</p>	<p>Logan James is Vossure’s Director of Finance & Partnerships. He will oversee financial planning, revenue modeling, and strategic partnerships. He evaluates profitability, manages budgeting, and develops brand collaborations, sponsorships, and event-based revenue opportunities.</p> <p>Logan is from Parkland, FL graduating this May from The University of Alabama with a finance major and entrepreneurship minor.</p>
<p>Max Kriger</p> 	<p>Math, organization, time management, excel, marketing , researching, product and price comparison</p>	<p>Max Kriger is Vossure’s Market Research & Competitive Analyst. He will conduct industry research, competitor analysis, and pricing strategy, ensuring Vossure remains competitive by analyzing market trends and optimizing positioning within the fitness and wellness industry.</p> <p>Max is from Lake Shore, MN graduating this May from The University of Alabama with a business management major and entrepreneurship minor.</p>
<p>Robert Vickers</p> 	<p>Writing, Word & Excel, PhotoShop & InDesign, time management, organization</p>	<p>Robert Vickers is Vossure’s Content & Communications Specialist. He will focus on written content, documentation, and visual support. He translates research into clear messaging and assists in creating marketing materials and brand communications.</p> <p>Robert is from Miami, FL graduating this May from The University of Alabama with a business management major and sports media minor.</p>



<p>Ryan Cullinane</p> 	<p>Project leadership, strategic planning, market analysis</p>	<p>Ryan Cullinane is Vossure’s Project Manger & Strategy Lead. He will manage workflow, timelines, and execution of marketing initiatives. He ensures team alignment, tracks performance, and troubleshoots operational challenges.</p> <p>Ryan is from Middletown, NJ graduating this May from The University of Alabama with a finance major and entrepreneurship minor.</p>
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Team Meeting Schedule

Month/Day	Time	Meeting Type	Location	Purpose of meeting
2/19	1-2pm	In person	Hewson	Assignment 1 DUE
2/26	1-2pm	In person	Hewson	Start and divide Assignment 2
3/3	1-2pm	In person	Hewson	Work on Assignment 2
3/8	7-9pm	In person	Bruno	Work on Assignment 2
3/9	8-1am	In person	Bruno	Finish and submit Assn 2
3/10	1-2pm	In person	Hewson	Assignment 2 DUE
3/12	~ 7pm	Online	Teams text	Start and divide Final Project
3/24	1-2pm	In person	Hewson	Work on Final Project
3/26	1-2pm	In person	Hewson	Work on Final Project
3/29	7-9pm	In person	Bruno	Work on Final Project
3/30	7-9pm	In person	Bruno	Clean up Final Project
3/31	1-2pm	In person	Hewson	Finish Final Project



Business Ownership

Team Member	% Ownership in Company (Can be zero, must total to 100%)	% Ownership in Intellectual Property (Can be zero, must total to 100%)
Grace Harwell	0%	0%
Logan James	0%	0%
Max Krieger	0%	0%
Robert Vickers	0%	0%
Ryan Cullinane	0%	0%
TJ Roberson	100%	100%

Problem Identification

<p>Observation</p>	<p>Through personal experience and observation on many different college campuses, we noticed that many people, specifically young men, enter college seeking social acceptance and identity. There are two typical “role model” college guys that these young men look up to. One of them is the student-athlete, who lives a healthy lifestyle and has a high social status. The other one of them is the stereotypical fraternity guy who lives a party lifestyle. Most people do not fit in the first social category, so they go to the second to find friends and fit in. The leftover people choose neither path; this is where Vossure steps in. Leading both of those lives, giving people the opportunity to join a community where they can be social and still live a healthy lifestyle. (Ibisworld. Bars and clubs Industry from UA database)</p>
<p>Problem</p>	<p>College male students prioritize social acceptance over long-term health and personal development due to societal pressures and a lack of alternatives to party-centric environments. While the health and wellness industry interest is growing nationally, there is currently no scalable, community-based club or group on college campuses that makes living a healthy life socially acceptable and fulfilling. This gap allows for an opportunity to address this and bring along something to fulfill students' social activities and wellness. (Marketline advantage: Supplements and Wellness, revolutionizing Personal Health and Lifestyle)</p>



	<p>Emotions:</p> <p>Do: motivated, confident, social connection, growth, discipline, respected, purpose-driven</p> <p>Don't: doubt, frustration, isolated, ignored, anxious, undervalued, regret</p>
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Sources

<https://my.ibisworld.com/us/en/industry/72241/performance>

- from UA libraries - IBISWorld, shows the bar and club industry in the U.S. It shows how the general demographic is between ages 21 - 24. Not only that, but it states that 2/3 of that age demographic goes out to the bars/clubs weekly. That age range covers college students. This proves that people are going out to bars searching for social outlets, but it counteracted it by saying that “health-conscious consumers are changing the bar and club scene by demanding healthier alcohol options and wellness events.” Bars are offering low alcohol cocktails or sponsoring “dry month”, and establishments are bending to fit in with the latest wellness trends. This perfectly supports our Idea of Vossure, showing how young men want to go out and be social, but want to stay and feel healthy at the same time.

<https://advantage-marketline-com.libdata.lib.ua.edu/Analysis/details/supplements-and-wellness-revolutionizing-personal-health-and-lifestyle-1-261781>

- UA libraries - MarketLine Advantage, which shows how younger generations are increasingly taking a proactive and self-directed approach to managing their health and wellness. It expands on how younger generations are changing lifestyles focused on health and nutrition information, understanding labels on products, and preventative care.

Business Idea

Vossure	<p>Vossure is a club focused on men’s health and wellness designed for college students and recent post-graduates. Vossure provides an alternative to “college party culture” by making health, discipline, and personal growth culturally attractive and community driven (Marketline advantage: Supplements and Wellness, revolutionizing Personal Health and Lifestyle). It is a membership-based community built around fitness, discipline, leadership, networking, friendship, and accountability. Vossure operates as a chapter-based organization on college campuses, and city groups to build networking communities. Vossure’s main offerings are group workouts, challenges, social events, guest speaker nights, and leadership development courses for college students. Vossure generates revenue through multiple streams of membership dues, event fees, brand partnerships, merchandise, and</p>
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the expansion model to other colleges and cities ([Statista Health and Fitness Clubs](#)). Vossure solves the problem of college male students prioritizing social acceptance over long-term health, and personal development due to societal pressures and a lack of alternatives to party-centric environments, by making wellness socially desirable, and offering a sense of community and belonging while aligning with recent wellness trends among young men ([Statista wellness'product-influential-factors](#)). Instead of forcing students to choose between being social and being healthy, Vossure combines both into one. ([UA library PubMed](#))

Idea Evaluation Templates

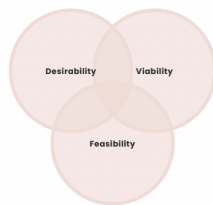
Template 1: Three lenses of Innovation



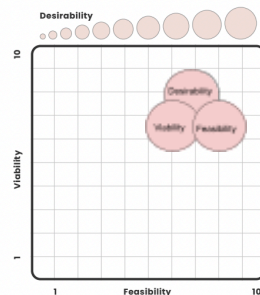
Template

Three Lenses of Innovation

This model of the three lenses is usually visualized through the three crossing circles meeting in the middle.



If you would like to use it to compare ideas, put these parameters from 1 to 10 into a three-dimensional diagram, as the example below.



hives.co

Source

<https://my.ibisworld.com/us/en/industry/72241/performance>

- from UA libraries - IBISWorld, shows us how Vossure can have desirability, feasibility and viability. When a shift favoring personalization causes more competition. It states “increasing emphasis on localized and specialized fitness offerings over traditional, large scale gyms”. Many smaller localized gyms continue to grow catering to a more personalized experience. Which is why the desirability of Vossure is high since it shows that people are looking for a personal experience which is what Vossure is about by targeting a certain group which is college men. With the largest cost of running a gym or wellness business is the wages



Demographics are also significant, as there are two major age groups currently. One being - older adults (50+) turning to gyms for exercise, but mainly holistic health management. The other being young adults (16-28) turning towards the gym to look better and feel better. Not only that, but tech is also on the rise, such as tracking your vitals with Apple Watches or Whoop. So that supports a Vossure app's desired value, but that is not needed as the number one thing right now. Another thing in the "Gym show membership retention despite rising costs" section, it shows how Gyms are profitable through tiered memberships and retention systems. Gyms like Planet Fitness offer different tiers where patrons can pay slightly more to get more features. This can directly relate to Vossure, in which higher paying tiers can get access to better events and exclusive events. The article also states that retention still remains a core challenge for many gyms, and the way they are going around that is by introducing more flexible membership options. According to "Smart Health Club", facilities transitioning to more flexible options reported reduced cancellations by 18%. Meanwhile, gyms with digital amenities like mobile booking and class reservations are achieving up to a 25% boost in member retention. Which also supports the desire for Vossure's Mobile app. I would say a Professional videographer and a social media manager would be good for Vossure, but that should be more down the road as we expand our capital. Expanding to a new city would be great down the line, but we need to establish a brand identity and build the foundations first in Tuscaloosa, then expand. Merchandise is also said to be profitable for gyms. Such as gyms like Gymshark and YoungLA, the business model is over 90% merchandise based revenues, and the gym is the side revenue stream for the brand.



Template 3: Idea Question Checklist



Template

Idea Question Checklist

What long-term impact do we want to create and

Question: can we work out several variations of the idea?

Answer:

Long term, we expect that there is an increase in the culture shift that is currently happening at UA, where students are more inclined to focus on their health and fitness more, and meeting guys with shared interests and goals. We see Vossure expanding outside of Alabama as well to not just other colleges, but also cities. Vossure gives young men an opportunity to prioritize their health in college, and hopefully with expansion, a sense of community and brotherhood in cities post-grad as well.

What immediate and short-range

Question: gains or results can we expect?

Answer:

We expect the expansion and perfection of Vossure here at UA, before launching in other places. Creating an app, creating steady brand partnerships, expanding through more events on campus, and raising memberships costs are immediate gains we anticipate.

What makes Vossure different from other

Question: campus wellness or health organizations?

Answer:

Vossure is different from other wellness and health organizations because it's catered to college men not only as a club, but an opportunity to make friends who share your same goals. Specifically at Alabama, it is extremely difficult to find a club for men who want to foster their health and wellness.

Question: How will we measure success?

Answer:

Success will be measured not only by the amount of members, but the engagement of the members with each other and for events. We are looking for long retention rates and sense of community, not just another club. Expansion of the club on campus, to other colleges, and cities will also measure our success. Profit success will be measured by event payments, partnerships, merch, membership dues, and enrollment fees.

What resources are needed to

Question: expand and how much will it cost?

Answer:

Since we're looking for growth and expansion, we require less resources than if we were just start out. Hiring fellow students to exec potions they can put on their resume to make an app, create a website, college and city outreach, social media manager, email marketer, calendar management, etc. is the best way to expand without having to pay them as much.

What types of events or initiatives will we host

Question: to further engagement and member retention?

Answer:

There are a multitude of events we will host such as private gym sessions, open gym socials, run club, guest speakers for networking, future success, and mental health entrepreneurs, athletes, alumni, etc), dinners, wellness society collaboration events, group outings (lake, golf, etc), study sessions for finals, etc, which will not only help to build engagement but also member retention.

hives.co

Sources

<https://www.statista.com/statistics/1455490/wellness-product-influential-factors/>

- from UA libraries - Statista, graphs that friends/family is best for purchasing wellness products ensuring a good market and profit value for a college club.

<https://advantage-marketline-com.libdata.lib.ua.edu/Analysis/details/supplements-and-wellness-revolutionizing-personal-health-and-lifestyle-1-261781>

- from UA libraries - MarketLine Advantage, which shows how younger generations are increasingly taking a proactive and self-directed approach to managing their health and wellness.

<https://www-tandfonline-com.libdata.lib.ua.edu/doi/full/10.1080/07448481.2015.1085057#abstract>

- from UA libraries - PubMed, which identifies health-related risk behaviors associated with well-being in college students is essential to guide the development of health promotion strategies for this population.

<https://www.statista.com/topics/1141/health-and-fitness-clubs/#topicOverview>



- from UA libraries - Statista, which shows that Health and fitness clubs across the globe are reshaping lifestyles, offering spaces where wellness, motivation, and modern living intersect.

Template 4: ATAR - Awareness Trial Availability Repeat



Template

ATAR - Awareness Trial Availability Repeat

Awareness

- Who, and how big part of the market is aware of your product?

College men at the University of Alabama.

Availability

- Who, and how big part of the market will have the possibility to access your product?

Currently, every male college student enrolled at University of Alabama.

Trial

- Who, and how big part of the market is willing to try your product?

Young men in Tuscloosa who are conscious of their health and are seking social envirometns.

Repeat

- Who, and how big part of the market, will keep buying this product time over time?

Health and Conscious male college student across several campus in the united states.

hives.co

Sources

<https://advantage-marketline-com.libdata.lib.ua.edu/Analysis/details/supplements-and-wellness-revolutionizing-personal-health-and-lifestyle-1-261781>

- from UA libraries - MarketLine Advantage, which shows how younger generations are increasingly taking a proactive and self-directed approach to managing their health and wellness.

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- from UA libraries - IBISWorld, shows the bar and club industry in the U.S. It shows how the general demographic is between ages 21 - 24.



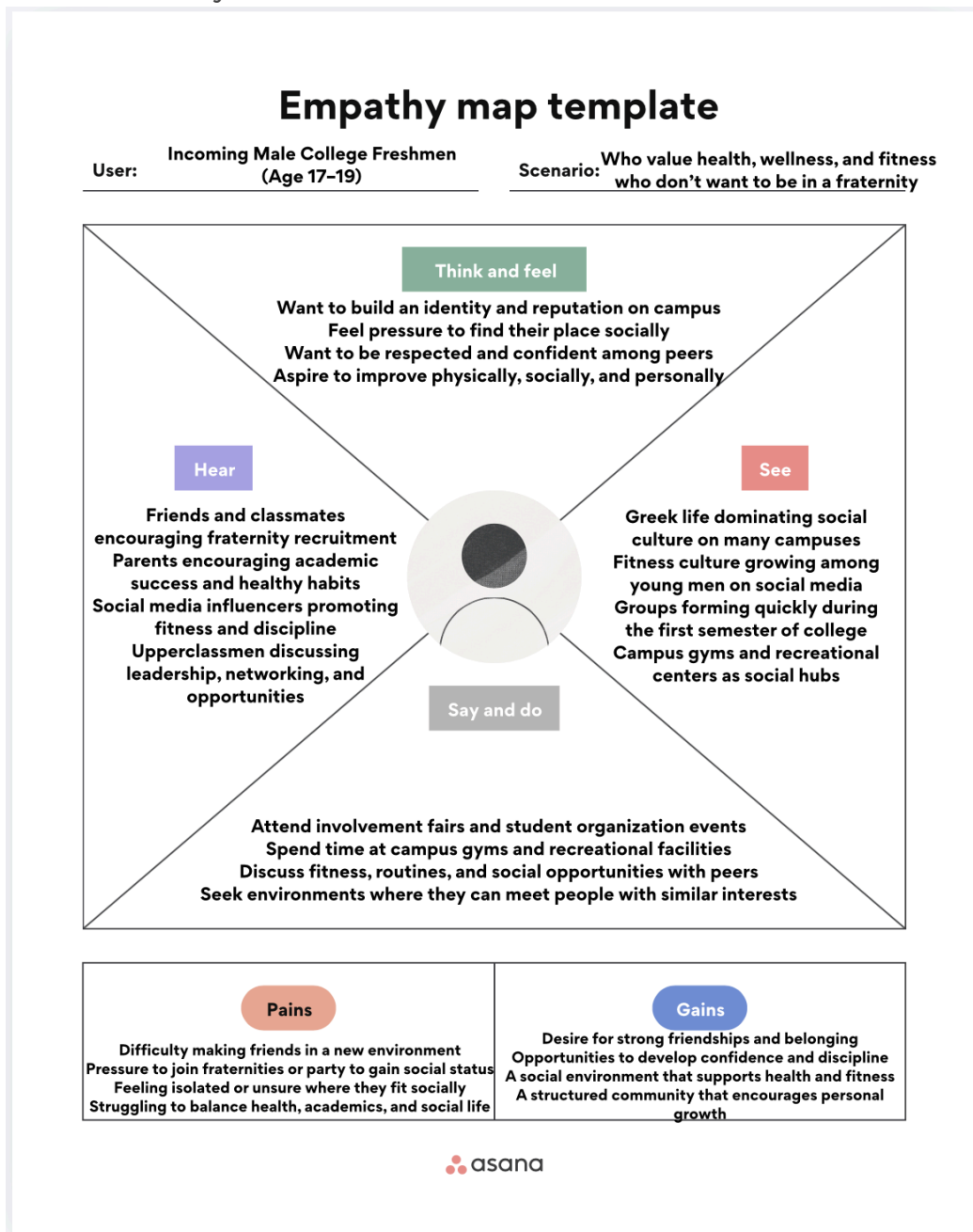
Assignment 2

Target Market

Primary Target Markets:

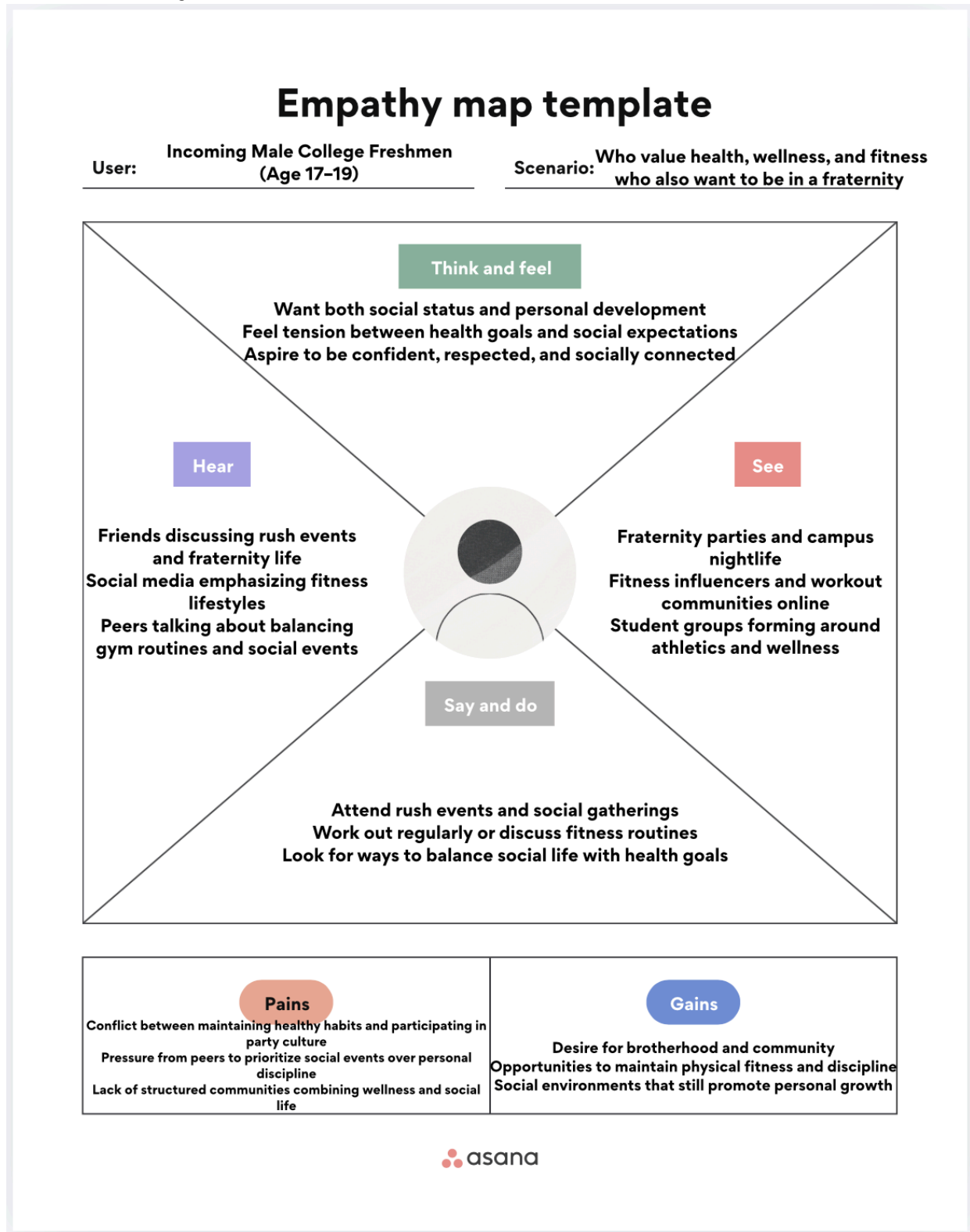
Incoming Male College Freshmen (Age 17–19)

- These men value health, wellness, and fitness who don't want to be in a fraternity.



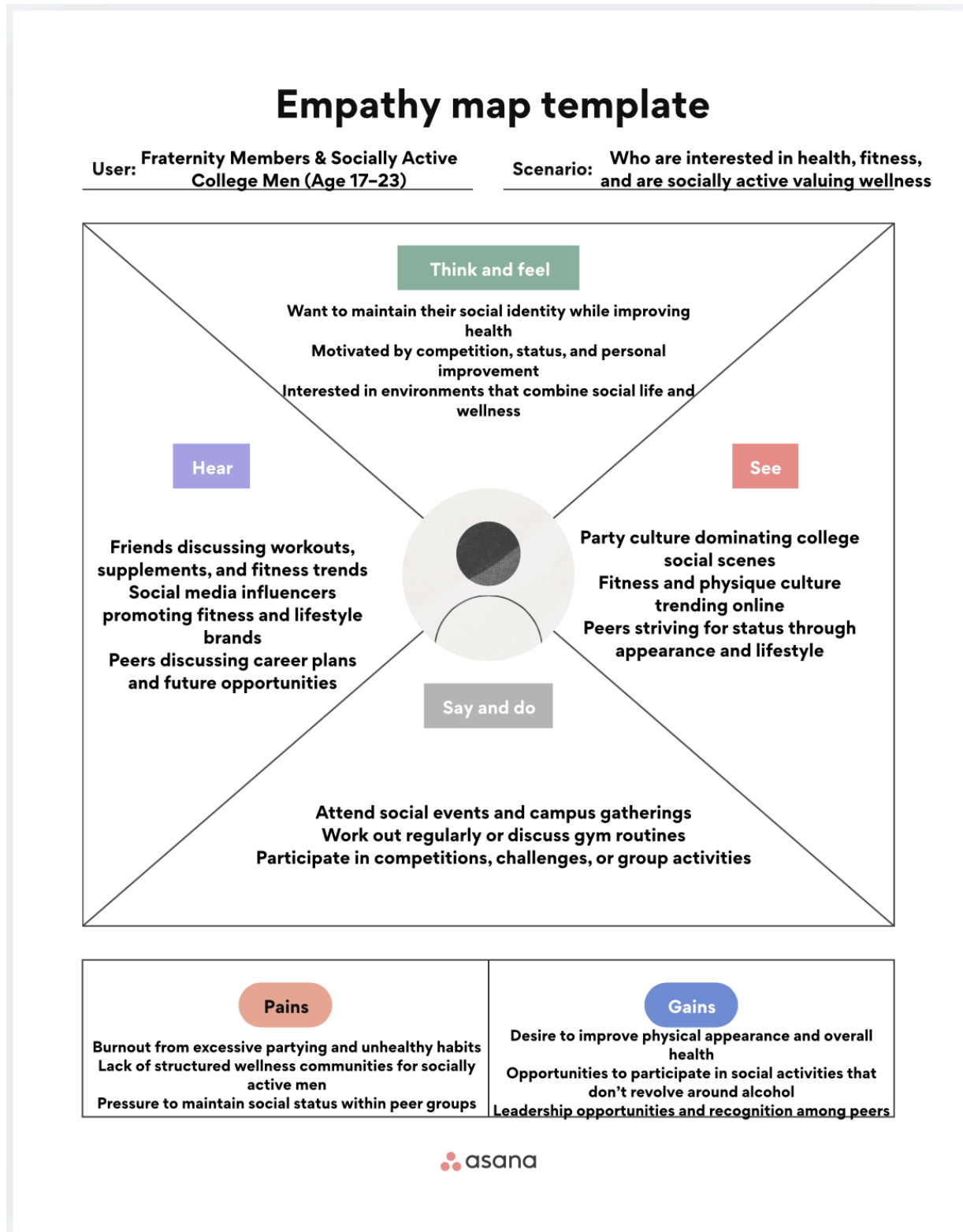
Incoming Male College Freshmen (Age 17–19)

- These men value health, wellness, and fitness who also want to be in a fraternity.



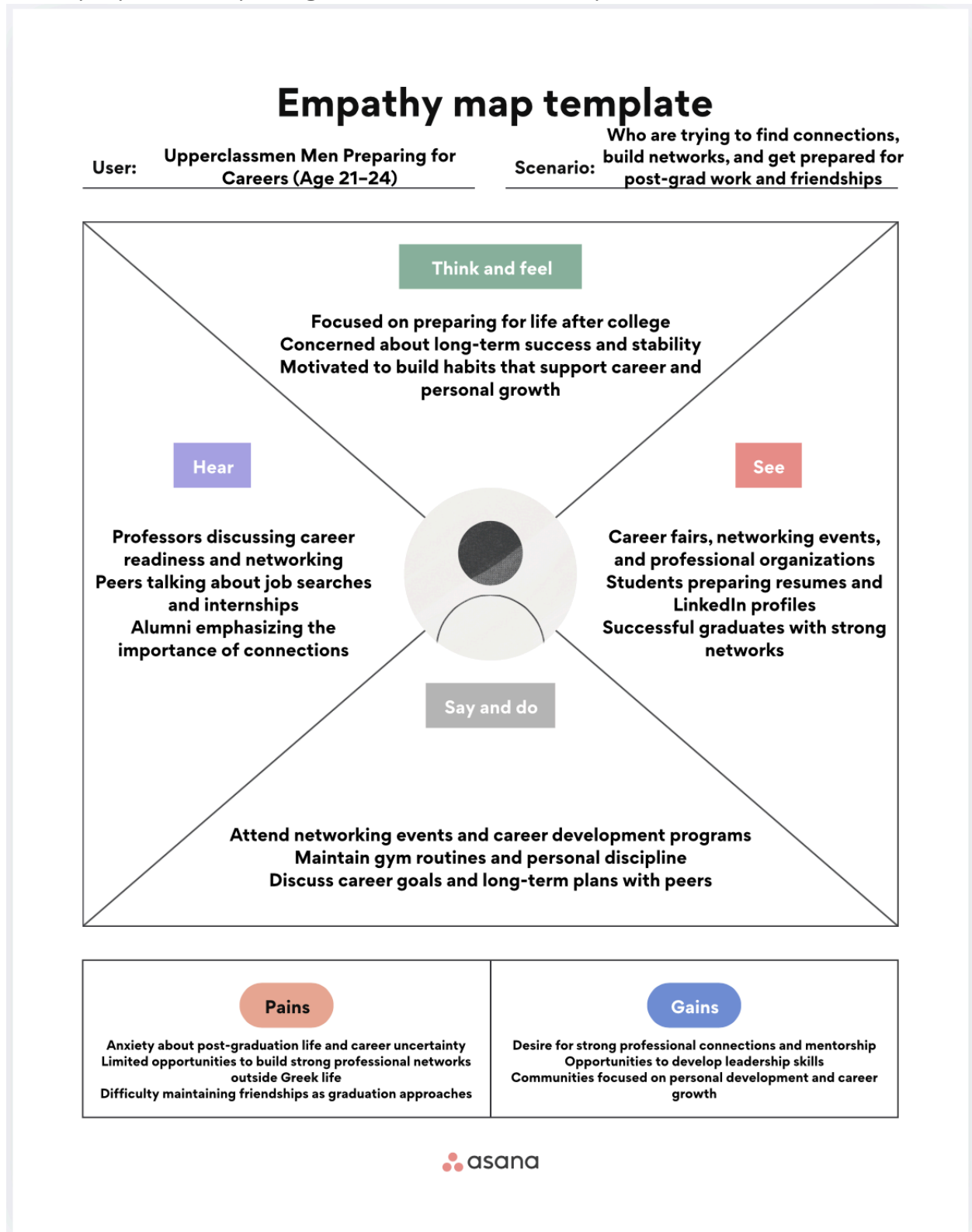
Fraternity Members & Socially Active College Men (Age 17–23)

- These men are interested in health, fitness, and are socially active valuing wellness.



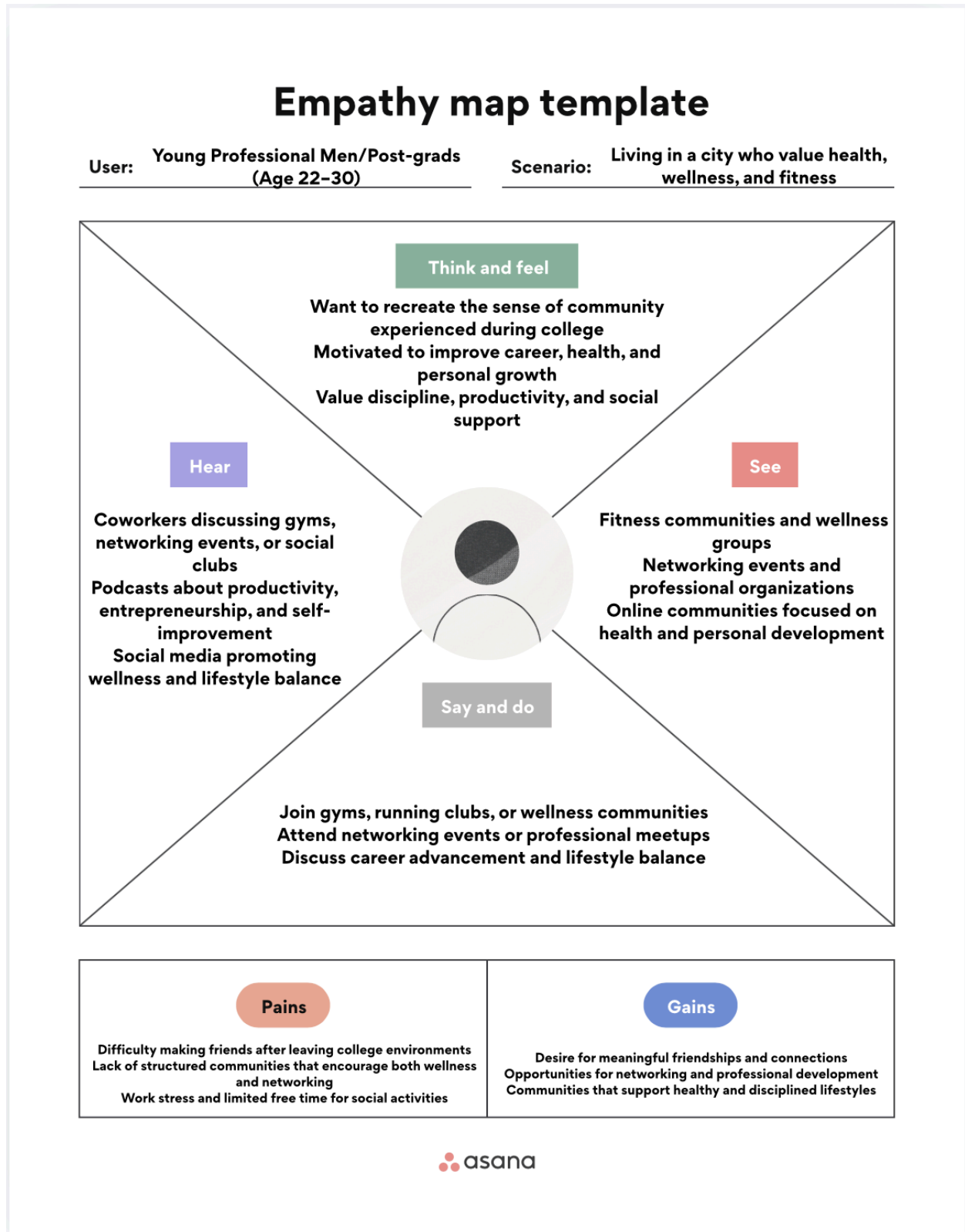
Upperclassmen Men Preparing for Careers (Age 21–24)

- These men are trying to find connections, build networks, and get prepared for post-grad work and friendships.



Young Professional Men/Post-grads (Age 22–30)

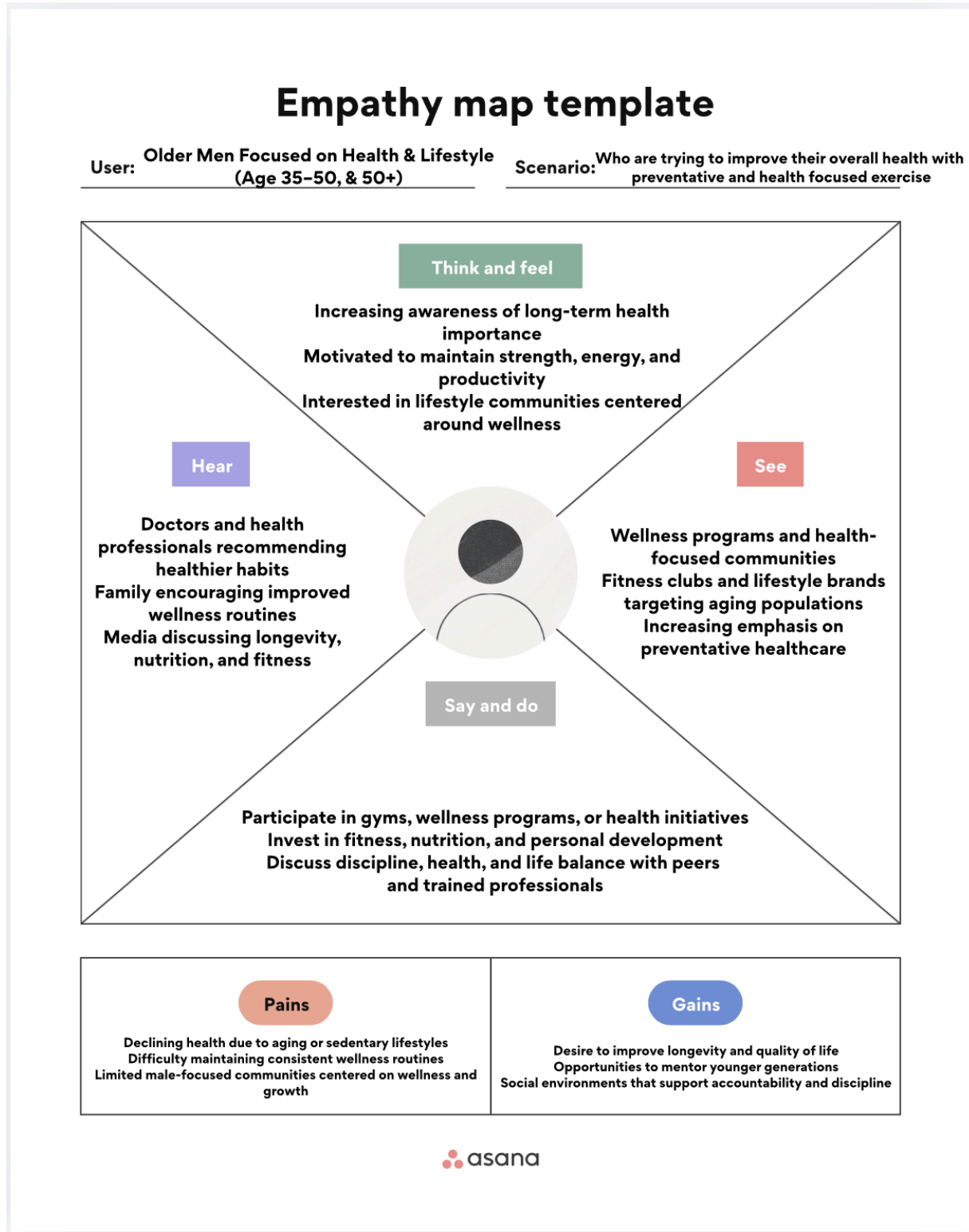
- These men are living or new to a city who value health, wellness, and fitness.



Secondary Target Markets:

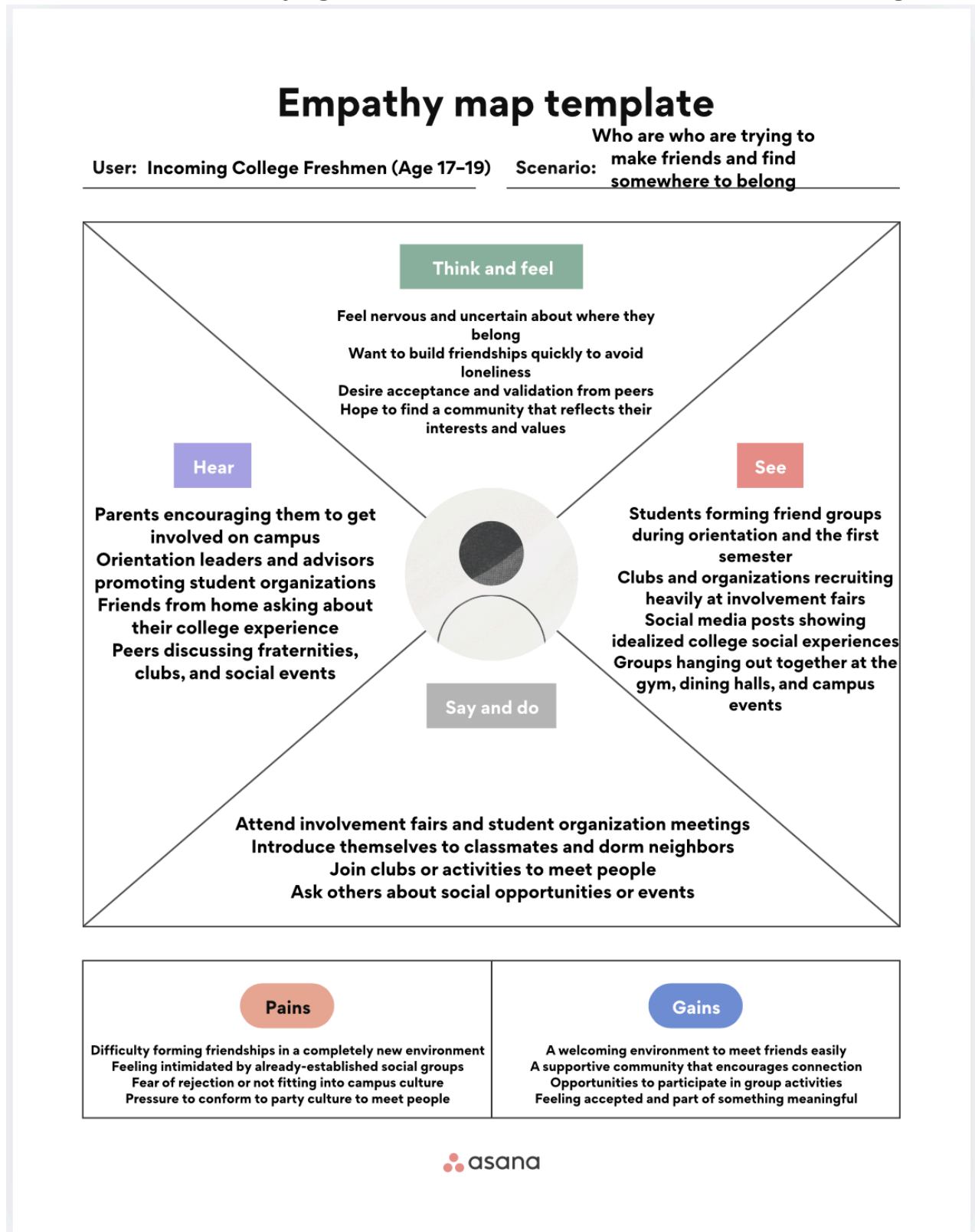
Older Men Focused on Health & Lifestyle (Age 35–50, & 50+)

- These men are trying to improve their overall health with preventative and health focused exercise.



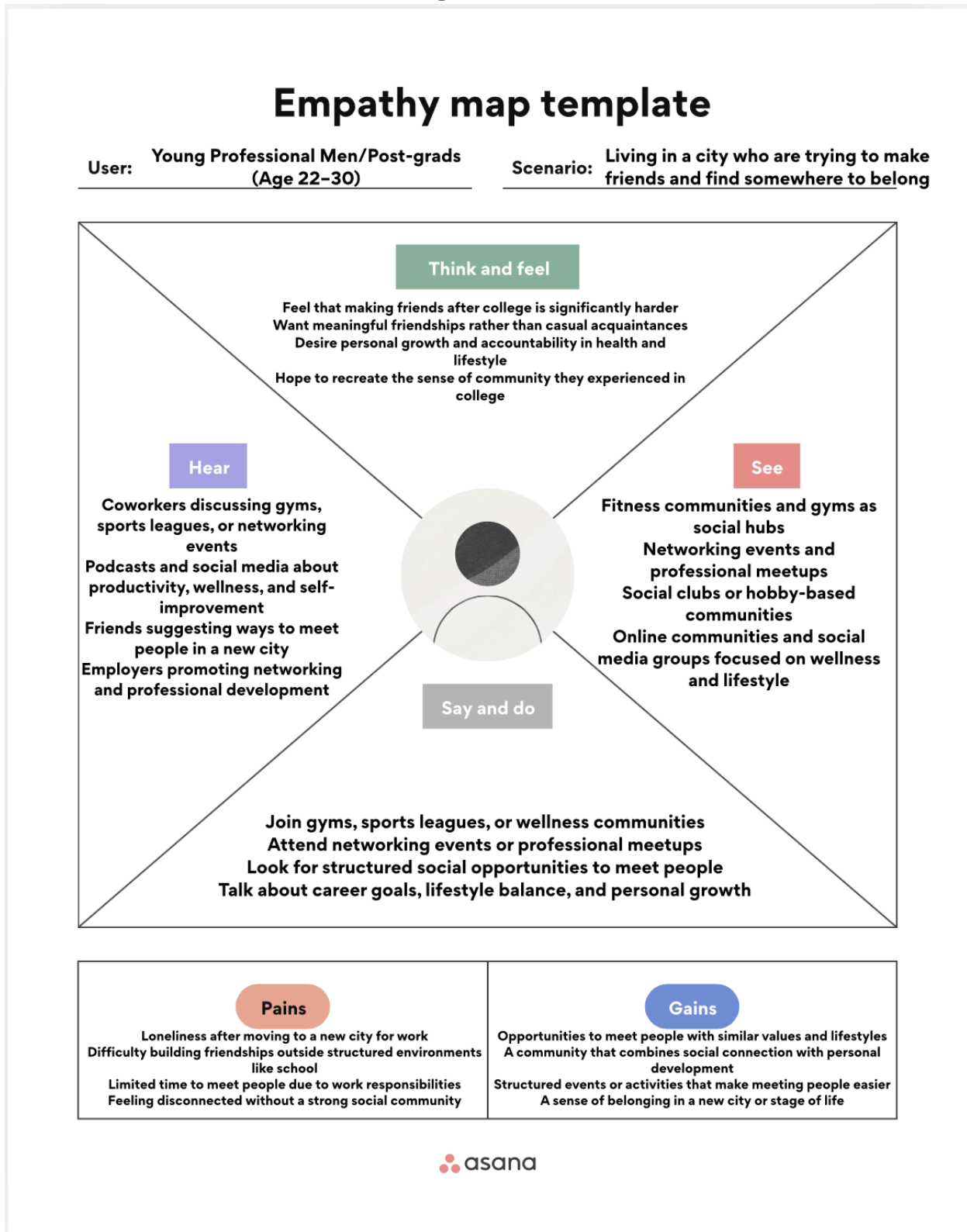
Incoming College Freshmen (Age 17–19)

- These men are trying to make friends and find somewhere to belong.



Young Professional Men/Post-grads (Age 22–30)

- These men are living or are new to a city who are trying to make friends and find somewhere to belong.



Customer Segments

Demographic: Vossure's primary target demographic consists of male college students between the ages of 17-23, with a current focus on The University of Alabama. Vossure is soon to expand to other colleges and cities targeting young professionals 18-35 who are seeking community, connections, and other personal development opportunities. This market generally falls within Generation Z and younger Millennials. Income levels vary depending on age and stage of life ranging from limited or no income among college students to moderate or high income among young professionals and elders. Their educational backgrounds typically include high school graduates pursuing a bachelor's degree or individuals who have completed a bachelor's degree or higher. ([Empathy Map: How to understand your target market and customers](#))

Geographic: Vossure is currently located in Tuscaloosa, AL, serving only students at The University of Alabama. Vossure's growth strategy includes club expansion to other college campuses across the U.S. targeting major conference schools in the SEC, ACC, and Big Ten, where a strong campus community is already present. Vossure's long term expansion includes establishing post-grad chapters in major cities across the U.S., where former members relocate and help build a chapter with new members. This strategy allows members to stay engaged within Vossure while building their professional networks after college. ([Empathy Map: How to understand your target market and customers](#))

Firmographic: In addition to its consumer audience, Vossure has opportunities for business-to-business (B2B) collabs and partnerships. Potential partnerships are companies within the health and wellness, fitness, apparel, and lifestyle industries, which tend to target the same demographic of customers. These partnerships could be sponsored events, brand collaborations, promotional campaigns, and more. Vossure aims to scale into a multi-chapter organization with leadership teams or employees in each chapter location, while central leadership (TJ Roberson) oversees activities. Vossure's revenue will come from membership fees, merch sales, event registrations, partnerships, and consumer engagement. ([ID Market and Test it](#))

Psychographic: Vossure's target market and consumers primarily consists of young men seeking community, health and wellness, and personal growth within the fitness industry. Many of these men were consumed with the college "party" lifestyle and Vossure is the change of pace they're looking for, offering a more balanced lifestyle. A community and brotherhood of guys who share their same values in health, fitness, leadership, discipline, and building long-term professional success. Some individuals are also involved in Greek Life or other clubs on campus, where some see Vossure as their fraternity alternative. Vossure fosters brotherhood, community motivation, and self-improvement. Members value their health, but are still maintaining an



active social life on campus. These individuals are engaged in Vossure's events whether it's a group workout or a motivational speaker, and are motivated by accountability, mentorship, and experiences that support their goals. Their attitude is evolving and excited to grow into the best versions of themselves surrounded by people with likeminded goals, and they will purchase what is offered. ([Target Market and How to Define it](#))

Behavioral: Vossure's audience behaves as highly engaged in community based experiences and activities. Our market participates in group workouts, different types of wellness events, motivational speakers, networking opportunities, and other social gatherings. This is heavily shown in our research into market trends as shown in the graphs below. They demonstrate strong engagement through their participation, merch purchases, and social media interactions. These men respond positively to community-driven marketing that align with their goals and social connections. Our market comes in contact with untapped product and marketing opportunities by capitalizing on the increased interest in fitness culture and wellness markets that are continuously increasing among young audiences. Vossure is positioned to profit from these trends providing a community that offers both. ([ID Market and Test it](#) , [Target Market and How to Define it](#)).



Sources

Major Markets

Gym, Health & Fitness Clubs in the US

Major Markets Segmentation

Industry revenue in 2026 broken down by key markets



● Consumers aged 18 to 34 (\$13.5bn) 28.7% ● Consumers aged 35 to 50 (\$13.5bn) 28.6% ● Consumers older than 50 (\$11.3bn) 24.1%
● Consumers younger than 18 (\$8.7bn) 18.6%

IBISWorld

Source: IBISWorld

Fullscreen

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View

Data table

What's influencing demand from the industry's markets?

Paragraph Analysis

Tech-savvy adults aged 18 to 34 drive hybrid memberships

- This segment raises per-user spending, as many engage with multiple offerings such as personal training, group classes, recovery zones and fitness tracking services.
- As a tech-savvy group, these consumers show a distinct preference for wearable devices and fitness apps, making them particularly receptive to hybrid memberships that blend in-person and digital experiences.
- Demand from this segment is influenced by overall consumer confidence and economic stability, since discretionary spending on gym memberships and related services tends to fluctuate based on optimism about future income and job security.

https://my-ibisworld-com.libdata.lib.ua.edu/us/en/industry/71394/products-and-markets#products-and-markets_major-markets

- From IBISWorld, Gym, Health, & Fitness Clubs in the US



Young adults between 18 and 34 are more health-conscious but prefer alternatives

- The market for personal trainers includes individuals aged 18 to 34 who are highly focused on fitness and health. This age group prioritizes wellness as part of their lifestyle, shaping their exercise habits and preferences. Brands may target this demographic with tailored fitness offerings.
- Employers now offer wellness programs, including trainers, gym memberships or both, to encourage a healthier workforce. Young employees benefit from these perks, enhancing their engagement with fitness services. Personal trainers may cooperate with these programs to attract talent interested in work-life balance.
- However, many young adults prefer self-guided gym or home workouts, often because of starting at lower income levels. Personal training services can adapt by offering budget-friendly packages or virtual sessions to cater to this cost-sensitive group, expanding their client base.

https://my-ibisworld-com.libdata.lib.ua.edu/us/en/industry-specialized/OD4189/products-and-markets#products-and-markets_major-markets

- From IBISWorld, Personal Trainer in the US

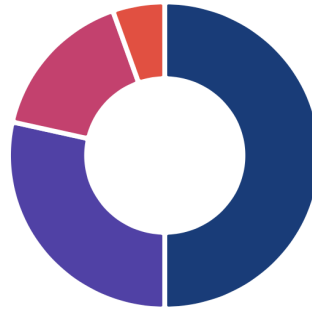


Major Markets

Interval Training Gyms in the US

Major Markets Segmentation

Industry revenue in 2024 broken down by key markets



● Millennials (\$1.3bn) 50.0% ● Generation Z (\$738.3m) 28.5% ● Generation X (\$417.1m) 16.1% ● Baby Boomers (\$139.9m) 5.4%

IBISWorld

Source: IBISWorld

Fullscreen

Download

PNG

CSV

View

Data table

What's influencing demand from the industry's markets?

Paragraph Analysis ⓘ

Millennials are the largest single client demographic

- Millennials tend to prefer flexible, diverse workouts like high intensity interval training (HIIT) boutique fitness classes that fit their busy schedules.
- Membership prices for this demographic can be wide ranging, depending on local income levels and availability of gyms in the area.

Gen Z

- Gen Z prefers engaging in dynamic workouts like HIIT or dance routines.
- They focus on variety, access, and social connection, tying their fitness routines to their digital lifestyle, which includes using fitness apps and posting photos on social media.

https://my-ibisworld-com.libdata.lib.ua.edu/us/en/industry-spotlight-specialized/OD6381/products-and-markets#products-and-markets_major-markets

- From IBISWorld, Interval Training Gyms in the US



The fitness industry in the United States

The fitness industry certainly appears to be on the up, with the [number of health clubs in the United States](#) reaching an all-time high in 2024. Indeed, according to a Statista survey in 2024, a gym membership was the [leading fitness and health service purchase among consumers in the United States](#). This is despite the fact that there has been an increasing popularity in [home fitness](#), initially fueled through necessity during the pandemic, which allows fitness fanatics to stay in shape without leaving the comfort of their own homes. Nevertheless, with the [number of memberships at fitness centers and health clubs in the U.S.](#) experiencing a steady rise, it appears that consumers are still sold by the appeal of working out in a fitness club.

<https://www.statista.com/topics/1141/health-and-fitness-clubs/#topicOverview>

- From Statista, Health & fitness clubs



Value Proposition Canvas

Company name: Vossure

Description of Products/Services

Vossure is a dynamic organization dedicated to helping men expand social relationships, optimize their physical health, and build discipline. We achieve this by combining fitness, leadership development, accountability, and a sense of social belonging into a single, structured community platform. Vossure's diverse activities are designed to promote simultaneous growth in multiple areas, whether that's physically, socially, or professionally. Our core membership provides access to:

- Structured group workouts, run clubs, MMA classes, boxing events, and many more physical challenges.
- Wellness-focused social gatherings.
- Leadership development nights and guest speaker events.
- Professional networking opportunities.

This combination builds an environment where members can build genuine, long-term relationships and friendships with people who share their same goals and mindsets. Vossure differentiates itself from other clubs or gyms by offering an experience that typically requires multiple separate organizations. Standard gyms like Planet Fitness or Anytime Fitness focus primarily on exercise and not as much on socialization within the gyms. Vossure seamlessly merges these components. We provide the social community that many young men seek while actively promoting a healthy, disciplined lifestyle. The organization seeks to run on an efficient, chapter-based model designed for expansion across universities and major cities. Currently, Vossure has a thriving chapter in Tuscaloosa with over 60 members and an emerging chapter in Birmingham with 15+ members. The strategic goal is to continuously replicate this model. Vossure generates stable revenue through multiple channels. The main source of revenue currently is Membership dues. The second source is merchandise, where we capitalize on the strong demand for lifestyle fitness apparel. We are really trying to grow these areas, as we know this is a chance to increase profit margins. The last two ways are Brand sponsorships and Event partnerships. Where we will get sponsored by popular brands such as Poppi, Lululemon, and even Prime Hydration at our events to help market them as well. Event partnerships allow us to get the best possible venues in Tuscaloosa at the best rates, and we both profit, as they get free marketing and we get a place to hold an event. This revenue model is reinforced by industry data showing that businesses with “repeat memberships and high community engagement achieve more stable revenue streams and superior long-term customer retention.” ([Ibisworld Gym, Health &](#)



[Fitness Clubs in the US](#))

Detailed Description of Target Market

Vossure primarily targets men aged 17 to 34 who are actively seeking personal development, wellness, and community. This demographic is characterized by a large amount of engagement in both social and fitness environments, which is supported by current industry trends. ([Ibisworld Bars & Nightclubs in the US](#), [Ibisworld Gym, Health & Fitness Clubs in the US](#))

Market Trend Analysis

- Changes in social environments: IBISWorld Research from the Bars and Nightclubs industry shows that while young adults (21–34) are key participants in nightlife ([Ibisworld Bars & Nightclubs in the US](#)). There is a growing number of health-conscious people who are pushing for healthier options and wellness-focused social alternatives rather than drinking. This indicates an opportunity for Vossure to offer a social environment that aligns with a healthy lifestyle, moving away from traditional nightlife settings.
- The fitness industry is constantly evolving: The Gym, Health and Fitness Clubs industry confirms that there is a growing demand driven by rising health consciousness trends. Not only that, but a crucial shift is occurring: consumers are moving away from large, conventional gyms toward smaller, more personalized group fitness classes. This trend perfectly supports the Vossure model, which emphasizes structured group workouts and community-based accountability. ([Ibisworld Gym, Health & Fitness Clubs in the US](#))
- Wellness can be an identity: The athletic apparel market also demonstrates the strength of the wellness movement. Consumers aged 18–34 contribute to nearly half of the industry's revenue (approximately \$11.3 billion in 2025, or 49.2% of total sales). This spending signifies that younger consumers are trying to increase fitness in their lifestyle and identity. ([Ibisworld Athletic Apparel Industry](#), [Ibisworld Athleisure clothing Manufacturing](#))

Using these combined trends, we can see there is a growing market opportunity at the intersection of fitness, lifestyle branding, and community-based social experiences. Vossure is designed to capitalize on these by focusing on those key segments within this evolving market. Vossure's value proposition is perfectly made to meet the needs of multiple target audiences. Those target markets include:



1. Incoming College Freshmen (Age 17–19)

This is a target market segment as they are navigating a major life transition, often feeling pressure to conform to traditional college social scenes. Some examples would be nightlife, fraternity events, and underage drinking. This is where Vossure offers a powerful alternative: a supportive social environment centered on discipline, wellness, and accountability. By providing structured group workouts, social events, and leadership opportunities early on, Vossure helps freshmen establish positive, lasting habits and friendships on their campus without the bad. ([Ibisworld Bars & Nightclubs in the US](#), [Ibisworld Gym, Health & Fitness Clubs in the US](#))

2. Fraternity Members & Socially Active College Men (Age 17–23)

These highly engaged individuals are active in campus life but often lack structured organizations focused on long-term personal growth. While fraternities are definitely focused on “social networking”, they may not prioritize fitness or discipline. Vossure acts as a complementary force, offering structured workouts, leadership development, and networking to expand their social circle on top of what they already have while improving physical and mental well-being. ([Ibisworld Gym, Health & Fitness Clubs in the US](#))

3. Upperclassmen Preparing for Careers (Age 21–24)

Students in their final years tend to shift their focus away from what they came into college thinking about. Later, it's more toward professional success, mentorship, and environments that promote discipline and leadership. Vossure directly addresses this need by hosting networking events, guest speaker nights, and leadership discussions. These experiences connect members with professionals, which can help guide a smooth transition from college to the professional world. ([Ibisworld Life Coaches in the US](#))

4. Young Professional Men/Post-grads (Age 22–30)

This represents a key long-term market. Graduates often experience a sudden void of structured community after leaving college. Relocating for work can make social isolation worse and disrupt fitness routines. Vossure's potential city-based chapters will be able to provide a structured, continuous community through group workouts, networking, and leadership programs. This helps them maintain discipline, combat isolation, and expand their professional networks all in one. ([Ibisworld Gym, Health & Fitness Clubs in the US](#), [Ibisworld Life Coaches in the US](#))



5. Older Men Focused on Health & Lifestyle (Age 35–50,50+)

As I did more research, I saw that a growing market is older men dedicated to long-term health and lifestyle improvement. IBISWorld Research shows a strong demand for wellness communities and health education. Vossure can serve this segment through specialized programs, such as mobility-focused workouts, nutrition education, and accountability-driven social communities that support sustainable, healthy living. ([Ibisworld Dieticians & Nutritionists in the US](#))

Problems Vossure Solves for Each Target Market

Target Market	Core Problems Addressed
Incoming College Freshmen	<ul style="list-style-type: none">• Lack of structured, supportive social communities during college transition.• Pressure to rely on party-centric environments for building connections.
Fraternity Members & Socially Active College Men	<ul style="list-style-type: none">• Overemphasis on social nightlife, often at the expense of wellness and discipline.• Insufficient opportunities for structured leadership growth.
Upperclassmen Preparing for Careers	<ul style="list-style-type: none">• Limited access to critical mentorship and professional networking.• Difficulty bridging the gap between academic life and professional careers.
Young Professional Men	<ul style="list-style-type: none">• Loss of structured social support systems post-graduation.• Challenges in forming new friendships and maintaining consistent wellness routines.



<p>Older Men Focused on Health</p>	<ul style="list-style-type: none"> • Absence of supportive communities focused on long-term health and wellness goals. • Limited social environments that actively encourage healthy lifestyle choices.
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Strengths of our product

Vossure is set up to work hand in hand with the growing market for community-driven wellness by leveraging the following strengths:

1. Merging multiple healthy organizations (Fitness, Leadership, Social Networking)

Vossure stands apart by merging services typically found in all separate areas. It combines fitness training, personal development (leadership/life coaching), and social networking into a single platform. This provides members with an integrated environment altogether in one spot. ([Ibisworld Gym, Health & Fitness Clubs in the US](#))

2. Accountability and Community Model

Unlike typical fitness centers that rely on a person’s individual commitment, Vossure supports a structured, community-based accountability system. This motivation allows for stronger, lasting friendships, and it drives the high repeat memberships and strong community engagement. Which is key to long-term revenue stability in the Gym and Fitness Clubs industry ([Ibisworld Gym, Health & Fitness Clubs in the US](#)).

3. Scalable Expansion through Chapters

The organization is run by a chapter model that allows for repeatable expansion across various universities and cities. This strategy minimizes the need for high upfront costs in physical gym facilities, making growth highly scalable.

4. Lifestyle Brand and Identity Appeal

Vossure taps directly into the consumer trend of equating fitness with personal identity and lifestyle. Given that consumers aged 18–34 are responsible for nearly half (49.2%) of athletic apparel industry revenue, Vossure's strong brand identity and lifestyle appeal can resonate with a high-value demographic. ([Ibisworld Athletic Apparel Industry](#) ; [Ibisworld Athleisure clothing Manufacturing](#))

5. Alignment with Evolving Wellness Trends

IBISWorld research on nightlife shows that health-conscious consumers are reshaping traditional social environments by demanding wellness-focused

alternatives. Vossure's model addresses this shift in social preferences. This strong market alignment ensures that Vossure is positioned in a great spot and has a relevant social and fitness solution. ([Ibisworld Bars & Nightclubs in the US](#))

Value Proposition Canvas

Rank	Product / Service	Target Market	Pain Reliever	Gain Creator
1	Structured Group Workouts	College Men, Young Professionals, & Older Males Primary Market	Provides a socially acceptable alternative to nightlife and party-centered environments while improving physical and mental health. Research shows younger generations are increasingly prioritizing wellness over traditional nightlife. For older men, this would include mobility workouts that could help them literally relieve pain.	Builds discipline, confidence, improved physique, and strong peer relationships through shared challenges. Not only that but influences healthy habits and improves daily structure.
2	Community-Based Membership Model	All Segments Primary Market and Secondary Market	Addresses the lack of structured social communities during college transitions and post-graduate life. Many individuals lose social structure after graduation. This would allow them to get that social structure back and a strong community to lean on.	Creates belonging, identity, and long-term friendships built around shared goals. Allowing one to expand their personal network.



3	Networking & Guest Speaker Events	Upperclassmen & Young Professionals Primary market	Reduces lack of mentorship and career guidance during major life transitions. IBIS world research shows that large target groups from 18-34 and 34-44 are looking for mentors and lifecoaches. This could reduce the usage of individually hiring a life coach, but organically meeting someone like minded to you, or a mentor that could help you grow in your personal life.	Expands professional opportunities and builds career networks. Allows members to see a path that they could potentially go down and get connected with someone in that line of work.
4	Leadership Development Nights	College Students & Post-graduates Primary market, Secondary market	Addresses limited leadership exposure during early adulthood. Helps them feel less isolated for the next-step in their life.	Helps members develop confidence, leadership skills, and long-term personal growth, while encouraging active listening and speaking up.
5	Fitness Lifestyle Branding & Merchandise	All segments Primary, Secondary Markets	Reinforces member identity and community belonging through shared branding. Allows members to feel as if they are a part of something, and are proud to show off what they are in.	Generates additional revenue and strengthens community loyalty. Not only that but its free marketing and should be good



6	Wellness Education & Health Programs	Older Men Secondary Market	Supports long-term health goals and lifestyle improvement. Help with flexibility and maintaining bodies at an older age.	Encourages longevity, healthy habits, and accountability through community support.
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Explaining the ranking:

1. Structured Group Workouts are the highest priority, as they meet the strongest market demand. Industry research (IBISWorld and Statista) shows that consumers increasingly prefer smaller group fitness settings over large, traditional gyms ([Ibisworld Gym, Health & Fitness Clubs in the US](#)).
2. Community-Based Membership is second. Social belonging is a key motivator for young adults, with nightlife research indicating a strong consumer desire for environments that facilitate social interaction. This is a key aspect of what makes Vossure different from the rest of the gyms and physical classes. ([Ibisworld Bars & Nightclubs in the US](#))
3. Networking and Guest Speaker Events are ranked third. Professional development is a growing concern for members nearing graduation or entering the workforce ([Ibisworld Life Coaches in the US](#)).
4. Leadership Development Nights support long-term personal growth, though they occur less frequently than regular fitness or social activities ([Ibisworld Life Coaches in the US](#)).
5. Lifestyle Branding and Merchandise is ranked lower. Its primary roles are supporting identity and generating revenue while driving marketing, rather than directly addressing a major customer need ([Ibisworld Athletic Apparel Industry](#), [Ibisworld Athleisure clothing Manufacturing](#)).
6. Wellness Education Programs are ranked last, as they mainly cater to a smaller, secondary demographic of older members ([Ibisworld Dieticians & Nutritionists in the US](#)).

Vossure Value Propositions for Each Target Market

Target Market	Core Need & Insight	Vossure Value Proposition
Incoming College Freshmen (18–19)	Need a structured social community to build friendships, confidence, and identity during the transition to college, as younger consumers increasingly seek healthier social alternatives to traditional nightlife.	Provides a structured social community through group workouts, leadership development, and wellness-focused events, allowing freshmen to build meaningful relationships and healthy habits early in their college career.
Fraternity Members & Socially Active College Men (18–23)	They may desire structured environments for long-term personal growth that work hand and hand with existing campus organizations like fraternities, aligning with a market shift toward smaller, personalized group fitness experiences.	Offers a wellness-driven community with structured group workouts and challenges that promote discipline, leadership, and physical health, expanding networks while contributing to these fraternity members' personal growth.
Upperclassmen Preparing for Careers (21–24)	Looking for mentorship, networking, or support for personal discipline as they approach graduation. Which can mirror the broader demand for life coaching and personal development guidance during major life transitions like life after college.	Bridges the gap to the professional world through leadership nights, guest speakers, and networking events, enabling students to build professional relationships while maintaining a strong wellness and social community.



<p>Young Professional Men (22–30)</p>	<p>Struggle to maintain structured social networks and consistent fitness routines after relocating for work, creating a need for community to replace the college structure.</p>	<p>Offers a chapter-based, wellness community that provides structured group workouts, leadership events, and networking, boosting long-term engagement and helping professionals maintain discipline and expand their networks.</p>
<p>Older Men Focused on Health & Lifestyle (40–60+)</p>	<p>Prioritize preventative health and seek wellness education, with adults 50+ being a large demographic seeking nutrition counseling and health guidance.</p>	<p>Provides a supportive wellness community focused on improving long-term health and social connection through potential expansion into specialized programs like mobility workouts, nutrition education, and accountability groups.</p>

Industry Analysis

Industry Overview

Vossure operates within the U.S. gym, health, and fitness club industry, but it stands out from most traditional gyms because it offers more than just a place to work out. It is centered around identity, accountability, and a healthier social alternative to the bar centered college lifestyle. IBISWorld estimates that U.S. Gym, Health and Fitness Clubs revenue reached about 46.4 billion dollars in 2025 and is expected to rise to about 47.0 billion dollars in 2026, with the industry growing at an average compound annual growth rate of about 3.6 percent from 2021 to 2026 and maintaining low market share concentration. ([Ibisworld Report,2026](#))

The men’s wellness and personal development space is part of a larger shift in consumer behavior where wellness is becoming more of a daily lifestyle practice, especially among Gen Z and millennials. People are spending more money on experiences that help them feel healthier, more disciplined, and more put together, not just on physical products. Vossure fits into the broader U.S. gym and fitness industry as a community based men’s wellness



and leadership organization built around structured workouts, mindset development, leadership, and intentional brotherhood. It also serves as an alternative to the traditional college social scene for men who want connection and routine without relying on nightlife. This matters because nightlife still takes up a major share of young adults' time and spending. IBISWorld estimates that U.S. Bars and Nightclubs revenue was about 39.2 billion dollars in 2025 and about 39.0 billion dollars in 2026, showing how large that competing leisure category still is today ([Ibisworld Bars & Nightclubs in the US](#)).

Market Definition

For this report, the market is defined as the U.S. Gym, Health and Fitness Clubs industry along with adjacent community fitness models that compete for the same customer need, which is staying healthy, consistent, and socially connected. IBISWorld describes the core gym and fitness club industry as being built around services such as membership fees, personal training, and guest admissions ([Ibisworld Report,2026](#)). Vossure fits into this market because it overlaps with the membership and programming side of the industry, but it adds a more personal development focused layer that includes mindset, leadership, values, and chapter based community. The products and services within this market include big box gyms that provide equipment access and amenities, boutique studios that specialize in one training style such as Pilates or yoga, premium health clubs that offer a more complete wellness lifestyle, and community training models that emphasize peer accountability and social support. Research on exercise participation also supports the importance of community, showing that group exercise is associated with stronger social support and exercise identity, which helps explain why social fitness communities can improve adherence and consistency ([Health & fitness, 2024](#)). Vossure's target audience is mainly college aged men who already care about fitness but want more meaning, structure, and community from that part of their lives. In contrast, most major gym chains focus on a broader customer base, such as people looking for convenience, affordability, or family oriented fitness options, while boutique studios often attract people committed to a specific workout style or wellness preference.

Market Size and Growth

How big is our market?

The U.S. Gym, Health and Fitness Clubs industry was worth about 46.4 billion dollars in 2025 and is expected to increase to about 47.0 billion dollars in 2026 ([Ibisworld Report,2026](#)). IBISWorld also reports that the industry grew at an average annual rate of about 3.6 percent from 2021 to 2026. Because the full annual revenue series is not publicly available through the source pages, the 2021 through 2024 values shown below are estimated by backcasting from the reported 2025 market size using the IBISWorld growth rate. These figures are meant to show direction and scale rather than replace official paid report



data. This growth also reflects a broader global wellness trend. McKinsey describes wellness as a large and expanding market that is receiving a major boost from younger generations, and it expects consumers to continue spending on fitness club memberships while also increasing spending on in person classes and personal training. ([Mckinsey Company](#))

The fitness industry has been growing steadily as more people recently have been putting health, wellness, and active lifestyles first. According to IBISWorld (2026), the U.S. gym, health, and fitness club industry is expected to make about \$47 billion in sales by 2026 ([Ibisworld Report,2026](#)). This is an annual growth rate of about 3.6% from 2021 to 2026. More people are joining regular exercise and fitness programs because they are more aware of their physical health, mental health, and preventive health care. In 2024, the Health & Fitness Association said that U.S. gym facility membership reached a record 77 million members. This demonstrates that there is a lot of demand for gyms and structured workouts ([Health & fitness, 2024](#)). The industry has also grown because of the rise of boutique fitness studios, luxury health clubs, and digital fitness platforms that offer more specialized experiences and flexible workout options for customers ([Statista,2024](#)). These changes make it more likely that the fitness industry will keep growing as people are placing more value on health, convenience, and personalized fitness experiences, etc.

Key Players

The industry is fragmented and has low concentration, which means the market is spread across many operators instead of being controlled by a few companies. Life Time is especially important because IBISWorld estimates it controls about 6.5 percent of U.S. gym, health, and fitness clubs revenue ([Ibisworld Report,2026](#)). The company reported full-year 2025 revenue of about 2.995 billion dollars, which closely matches the scale implied by that market share estimate ([Life Time 2025](#)). Planet Fitness is another major player, but it operates very differently. In its 2025 Form 10 K filing, the company reported 1.3 billion dollars in revenue and 5.3 billion dollars in systemwide sales, with approximately 20.8 million members and 2,896 clubs at year end ([Planet fitness 2026](#)). Most of the major brands on the competitor list are indirect competitors to Vossure because they mainly sell facility access or specialized classes instead of a men's leadership and brotherhood community. Even so, they still compete for the same weekly time, attention, and fitness spending. The indirect competitors include 24 Hour Fitness, Planet Fitness, Club Pilates, LA Fitness, Crunch Fitness, and CorePower Yoga. Life Time is the closest premium indirect substitute because it sells a broader wellness lifestyle and can appeal to customers who want belonging and identity through a more expensive and amenity-rich experience. The more direct competition for Vossure comes from coached group training brands and free community workout movements, which compete more directly on accountability, structure, and social connection rather than equipment access alone.



Market Trends

There are many important market trends that are currently shaping the direction of the fitness industry. Many consumers are moving away from large-scale impersonal gyms seeking smaller communities where they can build relationships, so the growing popularity of all community-based fitness experiences is rising ([Ibisworld Report,2026](#)). Social behaviors among young consumers, such as Generation Z and younger Millennials, and many are becoming more health conscious and wanting to be a part of social environments that share the same goals ([Ibisworld Gym, Health & Fitness Clubs in the US](#)). Another trend in the health and fitness industry is the rise of holistic wellness. Consumers are starting to view their health as not only physical fitness, but mental well-being and lifestyle as well. As a result, many fitness organizations have started to expand their services to include wellness programming, lifestyle coaching, and recovery services. We discuss this more in the Technological Analysis, but technology is also transforming the fitness industry. Wearable tracking devices, fitness apps and digital training platforms are providing new ways for fitness companies to connect with their users, participate in virtual communities, track their workouts, and monitor their health all in one place ([Harvard Business](#)). Together, these market trends indicate strong opportunities for businesses that can combine fitness, wellness, and social connection, which aligns with Vossure.

Competitive Analysis

Competitor Identification

Follow this link to access our [Competitor Analysis](#) that contains a detailed comparison of our seven different direct and indirect competitors.

1. [24 Hour Fitness USA](#)
2. [Planet Fitness](#)
3. [Club Pilates](#)
4. [LA Fitness](#)
5. [Crunch Fitness](#)
6. [CorePower Yoga](#)
7. [LifeTime Fitness](#)

Competitor Profiles

Life Time is positioned as a premium athletic club and full lifestyle wellness brand. It offers high-end facilities, broad wellness services, and strong upsell opportunities. Its size, pricing power, and brand reputation are major strengths. At the same time, its higher price point makes it less accessible to college students, and it may not create the same tight brotherhood feel as a smaller community-based group. Planet Fitness is positioned as a low-cost, high-access gym built around convenience and affordability. Its strengths are price, scale, and a clear beginner-friendly value proposition. Its weaknesses are lower identity depth, less advanced training culture, and a weaker sense of close community. CrossFit operates through an



affiliate model and combines a workout methodology with a strong identity-driven culture. Its biggest strengths are engagement, accountability, and community. Its weaknesses are inconsistency between affiliates and the fact that its intensity can be intimidating to newer or less experienced participants. Orangetheory Fitness uses a boutique coaching model built around structured classes, technology, and progress tracking. Its strengths are habit formation, consistency, and coach-led accountability. Its weaknesses are a higher price, limited training variety, and dependence on studio availability. F3 Nation and November Project are free community fitness movements that succeed by building belonging, ritual, and accountability. Their strengths are strong attendance, low barriers to entry, and deep community bonding. Their weaknesses are the lack of paid infrastructure, fewer professional services, and less formal leadership development compared with a structured brand like Vossure.

SWOT Analysis

Please look at our competitor analysis spreadsheet, linked above, for more information. Thanks!

Planet Fitness

Strengths:

- A well-known brand as a cheap and beginner-friendly gym
- A big national presence with thousands of stores all throughout the US
- Low membership prices draw in a lot of different kinds of customers
- "Judgment Free Zone" marketing works for people who don't go to the gym often and those who are just starting out.

Weaknesses:

- Not as many machines and services as high-end gyms
- Not as enticing to serious strength trainers or advanced athletes
- Needs a lot of members to stay profitable

Opportunities:

- More growth through opening new stores and franchising
- More people who are new to fitness and going to the gym for the first time
- More digital engagement through fitness apps and online programs

Threats:

- Competition from small fitness studios that provide unique lessons
- Higher costs for real estate and running a business
- More home fitness equipment and digital fitness platforms are becoming available

Life Time Inc.

Strengths:

- High-end fitness brand with high-end services and amenities
- Big, high-end places that offer wellness, spa, daycare, and social activities Strong brand positioning that focuses on the community



- High income per customer because of the high cost of premium membership

Weaknesses:

- Some customers can't afford to join since membership costs are high
- Big buildings need a lot of money to run and keep up with
- Expansion needs a lot of money to invest in it

Opportunities:

- More and more people want to live in places that focus on health and wellness
- Moving into coworking spaces and residential wellness communities
- More and more people want to try luxurious fitness experiences

Threats:

- Demand for premium memberships may go down during economic downturns
- Other high-end fitness brands are competing with us
- Rising costs of doing business, like labor and facilities costs

LA Fitness

Strengths:

- A lot of different classes, equipment, and amenities
- A lot of gyms across the country make it easy to find one near you
- Membership prices that are competitive with those of high-end gyms

Weaknesses:

- Some places get bad reviews because their equipment is old or there are too many people there
- The level of customer service and upkeep of the facilities varies by location.

Opportunities:

- Updating and remodeling places that already exist
- More people are signing up for group fitness classes and personal training sessions.

Threats:

- Competing with cheap gyms and small studios
- More and more people want specialized fitness experiences

Crunch Fitness

Strengths:

- A strong brand personality and a marketing plan that is different from others
- Has membership levels that are both cheap and expensive
- A lot of different group fitness classes and training programs

Weaknesses:

- Not as well-known as some bigger national chains
- Rapid growth could lead to problems with how things work

Opportunities:

- More growth in franchises and the market



- More and more people are taking group fitness classes and working out with friends

Threats:

- A lot of competition from other mid-priced gyms
- Higher costs for running the business and hiring people

24 Hour Fitness

Strengths:

- A well-known brand in the fitness industry for a long time
- Hours that are flexible and access to facilities all day
- A lot of different fitness equipment and services

Weaknesses:

- Problems with money in the past and restructuring
- Some facilities need to be updated or remodeled

Opportunities:

- Putting money into improvements to the building and technology
- More personal training and specialized programs are available

Threats:

- Competing with newer, more modern gym ideas
- More and more people are interested in boutique fitness studios

Club Pilates

Strengths:

- A well-known brand in the Pilates studio market
- Training programs that are based on structured classes
- A studio environment driven by the community

Weaknesses:

- Not as many services as full-service gyms
- More expensive per class than regular gym memberships

Opportunities:

- Growth through franchise studio locations
- More and more people are interested in fitness training that is low-impact and focused on recovery.

Threats:

- Competing with other small studios and yoga programs
- Economic conditions that make people less likely to pay for expensive classes

CorePower Yoga

Strengths

- A strong brand in the yoga and wellness world
- Well-organized class schedules and qualified teachers
- Pay attention to both your mental and physical health.

Weaknesses:

- Not very appealing to people who want to work out in a traditional gym
- Prices that are higher than those of regular gym memberships



Opportunities:

- More and more people are interested in mindfulness and wellness practices.
- Moving into online yoga classes and wellness programs

Threats:

- Competing with independent yoga studios
- Platforms like YouTube have free yoga videos online

Market Share Analysis

IBISWorld estimates that Life Time controls about 6.5 percent of the U.S. Gym, Health and Fitness Clubs industry revenue. Since IBISWorld also estimates that the total industry size will reach about 47.0 billion dollars in 2026, that implies Life Time’s market share translates to around 3.1 billion dollars in annual revenue, which closely matches the company’s reported 2025 revenue of about 3.0 billion dollars ([ibisworld Report,2026](#), [Life Time 2025](#)). The remainder of the market, roughly 44.0 billion dollars, is spread across thousands of operators. This supports IBISWorld’s description of the industry as low concentration. It is also important to note that some brands, especially franchise-heavy operators, report company revenue that is much lower than the total dues and sales flowing through their full network. Planet Fitness is the clearest example of this because it reported 1.3 billion dollars in revenue but 5.3 billion dollars in systemwide sales in 2025 ([Planet fitness 2026](#)). For class purposes, the cleanest way to compare operators is to use IBISWorld market share estimates where possible and then discuss franchise scale separately as part of competitive influence.

Product Pricing Breakdown

Most gyms and fitness studios make their money from monthly membership subscriptions or class packages, but some others in the fitness sector offer free workout content via social media or trial memberships. Premium fitness clubs frequently charge higher monthly membership fees in exchange for wellness services, group classes, and some other amenities.

Please see the following for our subscription based competitors’ prices:

Company	Cost	Source
Planet Fitness	\$15/month basic membership, \$24.99/month premium membership	Company Website
Crunch Fitness	\$9.99/month, \$25.99/month, and \$29.99/month depending on membership tier	Company Website
LA Fitness	\$29.99/month & \$69.00/annual, \$29.99/month, \$99.00 initiation & \$69.00/annual, and \$39.99/month & \$69.00/annual membership	Company Website



24 Hour Fitness	Approximately \$30/month to \$50/month depending on location	Company Website
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Other competitors offer premium memberships or higher priced boutique classes, which typically charge higher prices due to specialized training and luxury experiences.

Please see the following for the premium fitness competitors' prices:

Company	Cost	Source
Life Time Inc.	Approximately \$150 to \$250/month depending on location	Company Website
Equinox	Approximately \$250 to \$300/month premium membership	Company Website
Club Pilates	Approximately \$200-400/month for unlimited classes	Company Website
CorePower Yoga	Approximately \$109 to \$1150/class pack depending on location	Company Website

These pricing structures show that the fitness industry spans a wide range of price points, from low cost gyms that prioritize accessibility to premium lifestyle fitness clubs that focus on experience and community.

Marketing Strategy

Messaging

All of the fitness industry's competitors use social media as their main way to talk to customers and promote their brands. People often use Instagram, TikTok, Facebook, and YouTube to talk about workouts, gym culture, and success stories from members. These sites let fitness companies show off their gyms, classes, trainers, and community atmosphere while also getting people who might want to join to do so. Planet Fitness, Crunch Fitness, and Life Time Inc. are some of the brands that have a lot of followers on social media. They share workout tips, deals, and stories of how members have changed their lives. Boutique studios like Club Pilates and CorePower Yoga often use visually interesting social media posts to promote fitness experiences that focus on health, mindfulness, and community.

Competitors often send messages about:

- The classes and programs they offer for fitness
- What members, trainers, and influencers have been through

- Stories of people who changed their lives through fitness and content that motivates them
- Sales or deals on memberships
- How to sign up for their gym, studio, or online fitness platform

These ways of sending messages help people stay loyal to your brand and feel like they are part of a community.

Advertising Channels

Companies that compete in the fitness industry use a number of different advertising channels to get the word out about their services, such as:

- Instagram
- TikTok
- Facebook
- YouTube
- X (Twitter)
- Website: Fitness companies use banner ads, sign-up forms, and landing pages on their websites to promote membership deals, class schedules, and other special offers.
- Email: A lot of companies send out email marketing campaigns to their members to let them know about new classes, membership deals, and fitness challenges.

[\(Marketing In The Fitness Industry Statistics, A Complete Guide To Digital Marketing In The Fitness Industry\)](#)

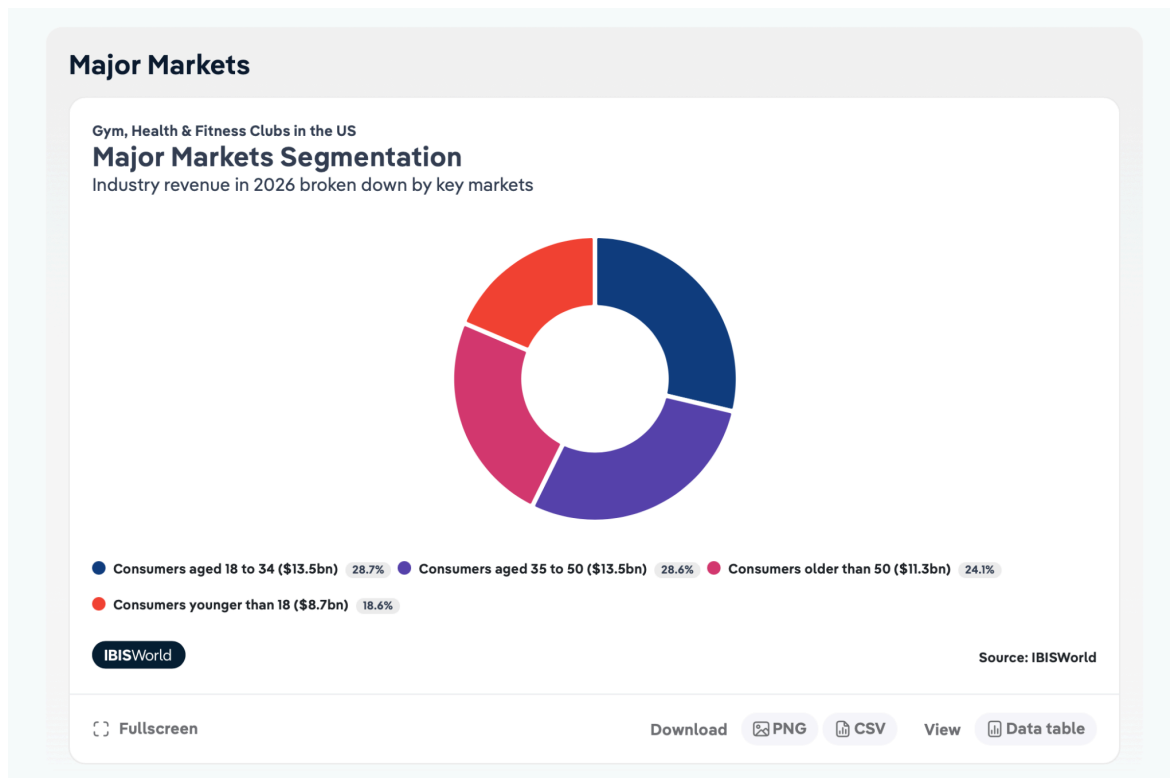
Although many of these statistics show growth in their ROIs and raised KPIs, some of these channels do not resonate with Vossure's target market. For example, Zipdo stated that blogs created by fitness brands attract 2x more traffic than social media posts, with 65% of blog readers converting to leads within 30 days. Vossure's Gen Z and young Millennial target markets tend to react worse to long reading and better to short-form videos on Instagram and TikTok.



Market Analysis

Customer Segmentation

The fitness industry's primary market demographic consists of individuals between the ages of 18 and 50, where most of the people in this market are from Generation Z or younger Millennials. Income levels vary depending on age and stage of life ranging from limited or no income among college students to moderate or high income among young professionals and elders. Their educational backgrounds typically include high school graduates pursuing a bachelor's degree or individuals who have completed a bachelor's degree or higher.



From [IBISWorld, Gym, Health, & Fitness Clubs in the US](#)

The fitness market is not limited to any specific place, as it has taken over all across the U.S. In addition to its consumer audience, the fitness industry companies have opportunities for business-to-business (B2B) collabs and partnerships. As stated in Vossure's customer segmentation, potential partnerships could be with companies within the health and wellness, fitness, apparel, and lifestyle industries, which tend to target the same demographic of customers. These partnerships could be sponsored events, brand collaborations, promotional campaigns, and more.

Vossure's target market and consumers primarily consists of young men seeking community, health and wellness, and personal growth within the fitness industry. Many of these men were consumed with the college "party" lifestyle and Vossure is the change of pace they're looking for, offering a more



balanced lifestyle, which can be said for a majority of the young fitness market as a whole as well. Vossure fosters brotherhood, community motivation, and self-improvement. These individuals are engaged in Vossure's events whether it's a group workout or a motivational speaker, and are motivated by accountability, mentorship, and experiences that support their goals. Their attitude is evolving and excited to grow into the best versions of themselves surrounded by people with likeminded goals, and they will purchase what is offered. This remains the same for the fitness market segments and their consumers, specifically ages 18-35. Each of the fitness markets are targeted differently for what each of them desire most, but the attitude for commitment to self-improvement is consistent within all markets.

The health and fitness industry audiences behave as highly engaged in community based experiences and activities, just as Vossure's audience. This market participates in group workouts, different types of wellness events, motivational speakers, networking opportunities, and other social gatherings. They demonstrate strong engagement through their participation, merch purchases, and social media interactions. As previously stated for Vossure's target market, the overall fitness industry market comes in contact with untapped product and marketing opportunities by capitalizing on the increased interest in fitness culture and wellness markets that are continuously increasing among young audiences.

Young adults between 18 and 34 are more health-conscious but prefer alternatives

- The market for personal trainers includes individuals aged 18 to 34 who are highly focused on fitness and health. This age group prioritizes wellness as part of their lifestyle, shaping their exercise habits and preferences. Brands may target this demographic with tailored fitness offerings.
- Employers now offer wellness programs, including trainers, gym memberships or both, to encourage a healthier workforce. Young employees benefit from these perks, enhancing their engagement with fitness services. Personal trainers may cooperate with these programs to attract talent interested in work-life balance.
- However, many young adults prefer self-guided gym or home workouts, often because of starting at lower income levels. Personal training services can adapt by offering budget-friendly packages or virtual sessions to cater to this cost-sensitive group, expanding their client base.

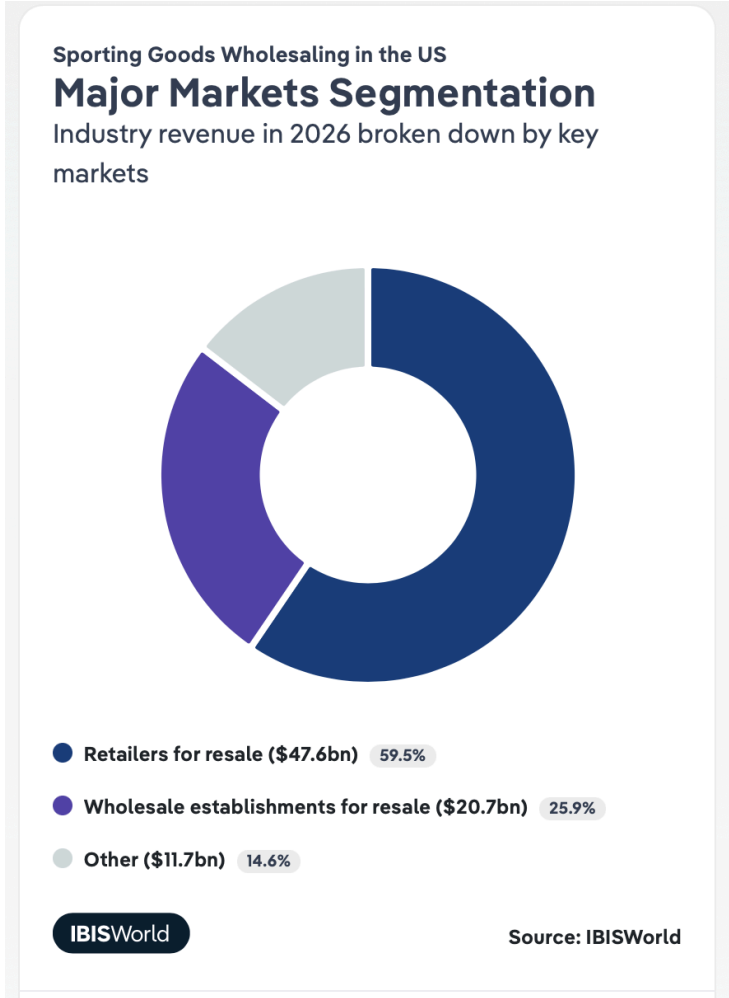
From [IBISWorld, Personal Trainer in the US](#)

Demand Analysis

There are several different driving demand factors in the health and fitness markets. There has been steady growing awareness of physical and mental health benefits, which has encouraged more and more individuals to participate in fitness organizations and programs, resulting in health club searches reaching an all time high in 2024 ([Statista, Health & Fitness Clubs](#)). Social media has helped play a role in promoting wellness culture, with influencers and various online communities encouraging healthy lifestyles. In addition, as we've seen with Vossure, younger consumers are increasingly viewing fitness as a social activity. Whether it is a group workout or fitness challenge, any community event allows individuals to combine exercise with



social interactions, making fitness not only more engaging but also more motivating. These market demand drivers align with Vossure’s focus on combining both physical fitness with social activity and belonging.



Supply Chain Analysis

Any type of fitness or health business has to heavily rely on several key suppliers such as equipment manufacturers, apparel companies, technology platforms, and facility providers. Many of the fitness companies also depend on certified trainers or instructors to deliver the services to their members, unless they are paying for special certifications and training. Consumers primarily purchase sporting goods from specialized retailers, and these retailers rely on distributors to manage the complexities of importing and tariffs when sourcing goods that are often produced overseas ([IBISWorld, Sporting Goods Wholesaling in the US](#)). Unlike traditional gyms, Vossure does not require large investments in facilities or equipment, and instead the organization partners with existing gyms, fitness spaces, businesses, and venues to host workouts and community events. Our approach significantly lowers the capital requirements and allows for more flexible expansion.

Regulatory Environment

There are not as many regulations set in place for making the product, as there are using it. The fitness industry has to follow many various regulatory considerations, such as health and safety standards, liability laws, and consumer protection policies. The fitness organization must ensure and maintain a safe workout environment, keep up with liability insurance, and follow the local regulations for business operations. Companies that collect customer data through mobile apps or membership platforms also have to comply with privacy regulations about data protection and consumer information. If a fitness organization is wholesale selling goods, they must maintain a wholesaler licence from the relevant state or local authority, and comply with the Fair Labor Standards Act ([IBISWorld, Sporting Goods Wholesaling in the US](#)).

Technological Analysis

Technological Trends

The fitness industry's technology focus is moving away from simple membership apps and toward more advanced tools for personalization and automation. These include workout suggestions based on AI, reminders to stick to your habits, and member segmentation tools that help gyms give their members more personalized experiences. Digital access control, fraud prevention systems, and staff scheduling software that makes operations run more smoothly are some examples of operational technologies that are becoming more important. Life Time has said that it has spent a lot of money on artificial intelligence features, such as a generative AI "personal companion" built into its digital platform to make the member experience and engagement better ([Life Time Group Holdings, Form 10 K Annual Report](#)). The last technological trend is to set up billing and cancellation systems that are easy to use but still follow the rules. Making subscription management more open can lower the risks of breaking the law and also make customers more trusting and happy ([Associated Press, FTC Targets Gym Membership Cancellation Practices](#)).

Digital Information

Digital technology is becoming more and more like the operating system for keeping members and getting them involved. Fitness companies now use digital platforms to handle class bookings, keep track of workouts, and send content to members who are traveling or can't make it to the gym. These platforms also keep track of how people interact with them, which can be used to send them personalized offers, reminders, or training suggestions. CorePower Yoga's digital on-demand platform is a good example of this trend. It has an online library of classes and lets members work out at home. In this case, digital services are not a replacement for physical studio experiences (such as CorePower Yoga and [CorePower Yoga On Demand](#)). Instead, they help keep people coming back and attract new customers. For new entrants or



incumbents who want to change their business model, the best technological opportunities often involve improving member economics rather than just adding new features. One way to keep members from leaving is to look for early warning signs like fewer check-ins, class cancellations, or inactivity on the app. Gyms can take specific steps to keep members by spotting these patterns early, like contacting coaches or changing programs ([Life Time Group Holdings, Form 10-K Annual Report](#)). Another option is program-based personalization that is tailored to the goals of each member, such as strength training, recovery, longevity, and stress relief. Data from the fitness industry shows that activities like yoga and Pilates are still growing, while strength training and treadmill-based workouts are still popular ([Health and Fitness Association, How 77 Million Fitness Members Work Out](#)). New HFA data shows that the way people work out, the equipment they use, and the types of memberships they have are all changing.

Financial Analysis

Revenue and Profitability

According to IBISWorld, the U.S. gym, health, and fitness club market will bring in about \$47.0 billion in sales in 2026. Even though inflation and higher operating costs have put pressure on the business, it has continued to thrive. This suggests that many operators have kept their prices high or gotten more people to join ([IBISWorld, Gym, Health & Fitness Clubs in the US](#)). The pandemic comparison is still relevant for understanding how unstable the sector is. The Health and Fitness Association says that U.S. fitness industry sales fell by about 58 percent in 2020 because of mandatory shutdowns and limits on capacity. This shows that even though the sector might go through very bad times when public health is at risk, it has bounced back pretty well since then ([Health and Fitness Association, U.S. Fitness Industry Revenue Dropped 58% in 2020](#)).

Financial Snapshots of Key Players

Life Time Fitness made \$2.995 billion in total sales in 2025 and \$373.7 million in net income ([Life Time Investor Relations, Life Time Reports Fourth Quarter and Full Year 2025 Financial Results](#)). The company also says that its members are very engaged and that it makes a lot of money from each membership. This suggests that it uses a premium positioning approach that focuses on high utilization, luxury amenities, and higher membership costs.

Planet Fitness made over \$1.3 billion in sales in 2025 and reported strong club level profitability, particularly in mature corporate clubs with high EBITDA margins ([Planet Fitness, Form 10-K Annual Report](#)). This shows a high volume, low cost model that focuses on affordability and attracting a large number of members to drive unit level economics.

In 2025, Xponential Fitness, the company that owns brands like Club Pilates, made \$314.9 million in revenue in the boutique fitness market, while its portfolio of boutique fitness brands generated about \$1.75 billion in system wide sales across North America ([Xponential Fitness Investor Relations](#)).



[Xponential Fitness Announces Fourth Quarter and Full Year Results](#)). This shows that franchise fees and royalties are the main ways that franchisors make money, while system wide sales reflect overall consumer spending across franchise locations.

Financial Stability

Building large gyms and high-end fitness centers requires a lot of money up front for construction, equipment, and long-term lease agreements. Due to these structural costs, interest rates and financing conditions have a big effect on growth plans and financial risk. The bank prime rate is commonly used as a benchmark for many business lending rates and reflects the broader cost of borrowing for companies seeking loans or credit lines. When borrowing rates go up, it becomes more expensive to build new gyms or expand existing facilities ([Board of Governors of the Federal Reserve System, What Is the Prime Rate?](#)). This means that growth strategies that rely on large upfront investments may become more financially risky when interest rates rise. In these situations, asset light franchise models may sometimes be more stable because the franchisor does not directly pay for building and operating each location. However, these models come with risks related to brand control and franchisee performance.

Investment Patterns

Current investment trends in the fitness industry suggest that most capital is going toward two areas: expanding locations and improving the member experience. Many companies are investing in new clubs or studios while also upgrading facilities with additional amenities and services focused on recovery and wellness. For example, Life Time Fitness stated in its annual report that it plans to open approximately 12 to 14 new locations each year starting in 2026 ([LifeTime from 10-K annual report](#)). This indicates continued expansion of premium destination style clubs. Other companies, such as 24 Hour Fitness, have focused on renovation strategies including redesigned club layouts and expanded recovery spaces. This reflects the broader shift in the industry toward experiential fitness and wellness-focused offerings.

Consumer Insights

Consumer behavior in the fitness industry increasingly reflects a desire for experiences rather than simply access to equipment. Many individuals seek fitness environments that provide motivation, accountability, and social connection. Younger consumers in particular are drawn to fitness brands that align with their personal identity and lifestyle. This has contributed to the growth of boutique fitness studios and community-focused wellness organizations ([Mckinsey Company](#)). Feedback across the industry indicates that consumers value programs that combine structured workouts with strong social support systems. Organizations that successfully create these communities tend to achieve higher customer satisfaction and stronger membership retention ([Health & fitness, 2024](#)).



Market Perception

IBIS does not state the market perception directly. Key takeaways, competitive forces, trends in the market and product/markets help find the market perception. The desire to stay fit has fueled demand for personal trainers. This caused a shift in demand away from the larger facilities and more towards smaller, personalized groups impacted by industry growth ([Ibisworld Report,2026](#)). The participation in sports has been consistently expanding, which is boosting demand for gyms and fitness centers and driving revenue growth. This shows the company has a positive market perception, the market shows the demand for fitness and wellness clubs are focusing more on smaller and more personalized wellness centers.

SWOT Analysis for Vossure

Vossure has a clear niche, strong identity, and community-centered value that fits with younger consumers who see wellness as part of who they are. Its chapter model also gives it the potential to spread socially on campuses ([Marketline advantage: Supplements and Wellness, revolutionizing Personal Health and Lifestyle](#)). Some weaknesses include limited scale, lower brand awareness, and reliance on consistent leadership and culture. A few opportunities include expanding to new campuses, partnering with wellness brands, and using word of mouth to grow. Vossure's threats are larger gyms that compete on convenience and price, as well as community-based fitness brands that compete for the same audience ([Statista Health and Fitness Clubs](#)).

Listed below is a SWOT that has some more of Vossure's strengths, weaknesses, opportunities, and threats.

Strengths

- Strong focus on community and belonging
- Lower capital requirements than traditional gyms
- Clear target market of young men seeking structure and identity
- Potential for scalable chapter-based expansion

Weaknesses

- Low barriers to entry in the fitness industry
- High competition from established fitness brands
- Reliance on strong membership engagement for success

Opportunities

- Continued growth of the fitness and wellness industry
- Increasing demand for community-based fitness experiences
- Large population of adults aged 20–64 participating in fitness activities

Threats

- Economic conditions affecting discretionary spending
- Increasing competition from digital fitness platforms
- Market volatility within the broader wellness sector



Conclusion and Recommendations

Summary

The fitness and wellness industries are large, growing, markets driven by rising health awareness, lifestyle trends, and technological innovation. With more than \$47 billion in annual revenue in the United States alone, the industry provides significant opportunities for businesses that can differentiate themselves through unique value propositions. Since the industries are highly fragmented, new businesses have the ability to enter the market successfully by targeting specific customer segments and creating distinctive experiences. Gym, health and fitness clubs stand at a dynamic crossroads shaped by both impressive resilience and evolving consumer expectations. Despite economic headwinds including inflation, rising membership fees and supply chain disruptions, even with all that fitness continues to grow.

Recommendations

It can be difficult for a fitness organization to succeed within this competitive landscape, therefore Vossure should focus on strengthening its community-based model and building strong member engagement. By strengthening those key elements it will help them to grow and profit within the fitness industry, as shown by the data. Expanding through a chapter-based system across college campuses will allow the organization to scale efficiently, while maintaining its core identity. Creating strategic partnerships with fitness brands, apparel companies, and wellness organizations would also help to increase Vossure's brand visibility and create additional revenue opportunities.

Future Outlook

Based on the data seen over the past few years, it shows that the future of the fitness industry will continue to grow, specifically with an emphasis on wellness, community engagement, and digital integration. Businesses that are able to combine both physical training, social connection, and personal development are expected to benefit from these trends and research. Vossure's concept aligns very closely with these recent industry developments, which suggests that the organization has the potential to grow successfully within the evolving fitness and wellness market, if it is able to grow and expand accordingly.



Assignment 3

Business Form

Attached are screenshots of Vossure's Business Form: <https://joinvossure.com/>

1 General Information

Fill out the information below so we can keep you in the loop, send you important updates, and make sure your Vossure experience is personalized from day one.

*All fields required unless noted.

First Name

Last Name

Email

Phone Number

Location

Submit



2 Let's learn more about your goals

This section helps us understand where you're at and where you want to go. Whether you're focused on physical growth, mental clarity, or building stronger connections, your answers give us insight into what matters most to you.

*All fields required unless noted.

What area of your life do you feel needs the most growth: physical, mental, or social?

I want to improve in...

What is a higher standard you are aspiring to be at?

I wish I was able to...

What's the biggest obstacle you've faced recently, and how did you respond?

At work I was tasked with...

What does discipline currently look like in your daily life?

I start my mornings by...

Submit



3

Vossure Commitment

This part is about your intention. We want to know why you're drawn to Vossure and if you're ready to consistently show up—not just for the events, but for yourself. Whether you found us on your own or were referred by someone already inside, your responses help us understand your mindset and readiness to be part of the movement.

*All fields required unless noted.

Why do you want to join Vossure?

I want to join because...

Vossure requires showing up consistently. Are you willing to commit to bi-weekly challenges and events?

Yes I will be there

Do you know anyone currently in Vossure who referred you?

Name

Submit



Business Canvas

Please follow this [link](#) to our business canvas.

Business Canvas Appendix

Key Partners

Vossure's uses its key partners for brand partnerships and event sponsorships. Vossure has been able to secure collaborations with well-known brands such as Poppi, Lululemon, and Prime Hydration to market events, and in turn make the events appear more credible and marketable. Event partnerships help us get the best venues in Tuscaloosa at the best prices. In return, partners get free advertising, and we get a place to hold events. People mostly buy sporting goods from specialized stores that use distributors to handle the complicated process of bringing goods in from other countries and paying tariffs on them. Vossure, on the other hand, does not require large investments in facilities or equipment like traditional gyms do. Instead, the group works with gyms, fitness centers, businesses, and venues that are already open to hold workouts and community events. This cuts down on the amount of money they need to start up and lets them grow in a more flexible way. ([Sporting Goods Wholesaling in the US](#))

Key Activities

Structured group workouts are Vossure's highest priority of activity, as they meet the strongest market demand, with industry research showing that consumers increasingly prefer smaller group fitness settings over large, traditional gyms. Vossure's community is built around fitness, discipline, leadership, networking, friendship, and accountability. One of Vossure's key activities are leadership development nights where guest speakers come to share their advice and experiences that support and inspire personal growth, but they occur less frequently than regular fitness or social activities.

Vossure solves the problem of college male students prioritizing social acceptance over long-term health and personal development due to societal pressures and a lack of alternatives to party-centric environments by making wellness socially desirable, and offering a sense of community and belonging, aligning with recent wellness trends among young men. Currently, Vossure has a thriving chapter in Tuscaloosa with over 60 members and an emerging chapter in Birmingham with 15+ members, with the goal to continuously replicate this model. ([Ibisworld Gym, Health & Fitness Clubs in the US](#), [Ibisworld Life Coaches in the US](#))



Value Propositions

Vossure is a men's health and wellness club for college students and recent graduates. We offer an alternative to "party culture" by making health, discipline, and personal growth cool and community-driven. The organization works on college campuses and soon in city groups as a chapter-based model to create networking communities that offer both social and health-related activities so that students don't have to choose between the two. Vossure is different from other clubs and gyms because it offers an experience that usually requires multiple separate organizations. For example, standard gyms like Planet Fitness mostly focus on exercise and not as much on socializing, but Vossure combines these two things in a way that works. ([Ibisworld Gym, Health & Fitness Clubs in the US](#))

Customer Relationships

Repeat memberships and high community engagement achieve more stable revenue streams and long-term customer retention. For Vossure, relationships aren't transactional, but they're community-driven. We want members to feel like they belong, not just that they joined. With events to meet other members, shared values, career interest, and networks, members are quickly onboarded and likely to make friends with others. By offering consistent group workouts, social events, and group chats, our members are always engaged. Our members (college males and young professionals) are not just looking for a basic service, but they want a hybrid relationship. They aim for brotherhood, identity, and shared experiences with peers, and expect Vossure to improve their life, not just entertain them.

Members want to feel accountability, part of a selective group, and friends that share the same goals and values. Vossure's CRM is high-touch interactions and community-based, where we're not just posting our brand, but building our community through real interaction with digital support. We use GroupMe, TikTok, Instagram, YouTube, and LinkedIn for our socials, track all engagement, and consistently ask for feedback. We also sell merchandise as a way to market on campus, and have our members feel the sense of identity within the community that they aim for. Vossure strengthens relationships by creating a sense of loyalty to the community, while providing personal development opportunities, member-led initiatives, mentorship, and inspiring each member to keep growing physically and mentally. ([Ibisworld Athletic Apparel Industry](#), [Ibisworld Athleisure clothing Manufacturing](#))



Customer Segments

College freshmen (ages 17–19) are going through a big change in their lives and often feel pressure to fit in with traditional college social scenes like nightlife, fraternity events, and underage drinking. Vossure offers a strong alternative by creating a supportive social environment focused on discipline, wellness, and accountability. Vossure helps freshmen make good habits and friendships on campus by giving them structured group workouts, social events, and chances to be leaders early on. Fraternity members and socially active college men (Age 17–23) are very involved in campus life, but they often don't have structured groups that focus on long-term personal growth. Fraternities may focus on social networking but not on fitness or discipline. Vossure, on the other hand, offers structured workouts, leadership development, and networking that expand their social circle while also making them healthier physically and mentally.

Upperclassmen (ages 21 to 24) are getting ready for their careers and focusing on professional success, mentorship, and structured environments. Vossure helps with this by hosting networking events, guest speaker nights, and leadership discussions that connect members with professionals to help them make the transition to the professional world. Older men (ages 35 to 50 and 50+) are interested in health and lifestyle are a growing market. IBISWorld Research shows that there is a strong demand for wellness communities and health education. Vossure serves this group through specialized programs like workouts that focus on mobility, nutrition education, and social communities that hold people accountable for living a healthy lifestyle. ([Ibisworld Bars & Nightclubs in the US](#), [Ibisworld Gym, Health & Fitness Clubs in the US](#), [Ibisworld Life Coaches in the US](#))

Key Resources

The leadership team at Vossure, led by TJ Roberson along with chapter leaders and student reps, is a key resource. These people are responsible for putting on events, keeping the culture alive and strong, managing members, and expanding to new campuses. The Vossure brand itself is also a very important resource, as it stands for discipline, leadership, fitness, and brotherhood. This identity appeals to college students and young adults who want structure and to grow as people, and it is a major reason why people join and stay with the group. The Vossure community is another one of its most useful resources, as the network of members creates accountability, increases involvement, and helps spread the word. This community model allows Vossure to retain members while also growing more naturally than other fitness or coaching businesses.



Digital infrastructure is another important resource for Vossure. The JoinVossure.com website serves as the main platform for memberships, applications, and merchandise sales, while platforms like SweatPals are used to plan events and maintain engagement across chapters. Vossure also relies on physical resources to operate, including gyms, outdoor areas, and campus facilities, along with the equipment used for training and events. In addition, Vossure's products play an important role, as branded clothing not only generates revenue but also strengthens the sense of belonging within the community. This makes the clothing both a product and a marketing tool that reinforces the overall brand and culture.

Channels

Vossure utilizes social media channels such as Instagram, LinkedIn, and soon TikTok and YouTube, along with Vossure's [website](#), to deliver its value proposition by showcasing what the community is all about through posts and promotions. Instagram is the best channel for our target market, as Vossure has over 10 thousand followers, shares workout tips, stories of how members have changed their lives, classes, trainers, and the overall community atmosphere which resonates to our audience. These ways of sending messages help people stay loyal to Vossure and feel like they are part of a community.

Cost Structure

Vossure's fixed monthly costs come from ChatGPT, Instagram Verified, SweatPals Platform, and the domain name. Total fixed cost/month is \$36.25. The production price of apparel ranges from \$7.31 to \$21.99. The event cost structure is comprised of venues (\$100-\$300), food & drinks (\$50-\$300), supplies / misc (\$20-\$100), ticket price (\$10), SweatPals host fee (\$0.29), and net per ticket (\$9.71). Annual Cost Summary (3-Year Total): Software (ChatGPT + Instagram) \$1,260, Event Production \$18,000, Merch COGS \$7,100, Stripe Processing \$621, SweatPals event fees \$454, and Outbound Shipping \$1,330. Totalling \$28,765.

Revenue Streams

The primary source of revenue is membership dues, as Vossure offers two membership options: Standard and Premium, priced at \$15.00 and \$20.00, respectively, with a one-time sign-up fee of \$20.00 for each membership. Vossure also earns income from multiple streams, including membership dues, event fees, brand partnerships, merchandise, and expansion to other colleges



and cities. For events organized through Vossure, there is a fee of \$10.00 per event.

As a secondary revenue stream, Vossure sells various products, setting prices based on competitor analysis. These include premium T-shirts, custom hats, handcrafted hoodies, and silk running tanks. Brand sponsorships and event partnerships further diversify income, with sponsorships from popular brands such as Poppi, Lululemon, and Prime Hydration at our events. Event partnerships enable us to secure top venues in Tuscaloosa at favorable rates, creating a mutually beneficial relationship where they receive free marketing and we gain a suitable location to host our events. ([Ibisworld Athletic Apparel Industry](#), [Ibisworld Athleisure clothing Manufacturing](#))

Marketing Plan

Business Summary

Our Company

Vossure is a men's fitness and wellness company headquartered in Tuscaloosa, AL. Our company's mission is to cultivate a structured, brotherhood-driven environment that empowers men to develop discipline, optimize physical and mental well-being, and establish meaningful interpersonal connections through fitness, leadership, and accountability. Though Vossure is headquartered, and as of now only located in Tuscaloosa, the club is soon to expand to other college campuses and cities to expand their chapters. This is no easy task, and there are a lot of marketing efforts that need to be set in place to help Vossure gain exposure and reach across their target market. Below is a detailed marketing plan that lists the steps needed to take in order to broaden Vossure's visibility, increase chapter locations, and membership sign-ups.

SWOT Analysis

As Vossure's marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2026.

Strengths

Weaknesses



- There is a strong focus on community and belonging within the clubs members
- Vossure has much lower capital requirements than traditional gyms
- Clear target markets of men seeking structure and community
- Potential for scalable chapter-based expansion on both college campus and cities

- There are low barriers to entry in the fitness industry
- High competition from established fitness brands
- Vossure relies on strong membership engagement for success

Opportunities

- Continued recent growth of the fitness and wellness industry
- Increasing demand for community-based fitness experiences
- Large population of adults aged 20–64 participating in fitness activities

[\(IBISWorld, Gym, Health & Fitness Clubs in the US\)](#)

Threats

- Economic conditions affect people’s discretionary spending
- Increasing competition from digital fitness platforms ([Statista, Health & fitness clubs](#))
- Market volatility within the broader wellness sector

Business Initiatives

Vossure has the ambitious goal of helping men grow their social relationships, optimize their physical health, build discipline, and expand their post-graduate networks. To help Vossure accomplish these goals, our marketing team will pursue the following initiatives in 2026:

Initiative 1: Build a Strong Digital Brand

	Over the next 9 months, to the end of 2026,
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<p>Description</p>	<p>Vossure will develop a stronger digital presence through consistent, high-quality content across Instagram, TikTok, and the company website.</p> <p>The content will focus on overall fitness and advice, upcoming events, discipline and tips, lifestyle of guys in Vossure, and community storytelling from its members and exec council.</p>
<p>Goal of initiative</p>	<p>Our goal is to establish Vossure as a recognizable lifestyle brand, generate consistent interest and membership growth, and increase KPIs.</p> <p>As of now, Vossure’s Instagram has 10.2K followers, with fairly active engagement, but there is always room for improvement. Currently, their views are under 5,000/post, with the exception of a couple viral posts this year. As for their comments, each post averages under 30 comments, again, with a few exceptions. Our goal is to not only increase these numbers, but help create content that is engaging for its members.</p>
<p>Metrics to measure success</p>	<p>As seen in previous research in this business project, the fitness industry is exponentially growing. To set Vossure’s metrics to measure success, we needed to understand the social media benchmarks for other companies within the industry. In 2025, the average metrics for fitness brands were a 0.54% engagement rate, 5.7M follower count, 6% growth rate, and 1.7K reach (Social Media Fitness Accounts and Statistics To Know). It is also shown that UGC generates 6.9x more engagement than brand created posts (How Social Media Boosts Gym Member Engagement). With that being said, Vossure aims to not only create more brand centered content, but also UGC of its members for a more personal engagement and building a more active community.</p> <p>50,000+ monthly social media impressions/KPIs 5,000+ followers within 6–9 months 100+ monthly website visits 25+ new member inquiries per month</p>



Initiative 2: Campus Growth & Activation

<p>Description</p>	<p>Vossure aims to grow their presence on The University of Alabama campus, and also to other colleges by the end of the year. In order to do this, Vossure will host consistent on-campus events throughout the rest of the year, such as group workouts, challenges, and social gatherings to not only increase visibility, but also drive membership sign ups through more in-person experiences.</p> <p>Once Vossure is able to build a large enough community here in Tuscaloosa to help with exposure outside of UA, we will start chapter expansion to other colleges on the east coast this year. Our goal is to expand to at least 3 other colleges by the end of 2026.</p>
<p>Goal of initiative</p>	<p>Our goal is to build Vossure’s brand awareness and convert one-time event participants into long-term members.</p> <p>It is easy to get a bunch of college men to come out for an event, but the real challenge is being able to secure them as not only members but active people within the community. By hosting more on-campus events, it will allow the opportunity for young men to come to all the types of events Vossure has to offer, like networking, promotional speakers, fitness classes etc, enticing them to want to be a part of the Vossure community. Once these new members join and the club gains more visibility, we will start the expansion.</p>
<p>Metrics to measure success</p>	<p>From a University of California study, college students reported having higher participation rates in student organizations, entertainment activities, and physical activities than in other extracurricular activities (Extracurricular participation and student success). The study also found that GPA drops for seniors if they spend</p>



	<p>over 10 hours in a typical week on entertainment, spiritual/religious, and physical activities to be even lower than that for those who do not participate in extracurricular activities. Vossure offers all of the student needs for success, and will supply all of the events and information needed to get there.</p> <p>With these statistics in mind, Vossure aims to have:</p> <ul style="list-style-type: none"> 4-6 events per month 30+ attendees per event 20–30% event-to-membership conversion rate 100+ active members by end of 2026
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Initiative 3: Strategic Partnerships & Collaborations

<p>Description</p>	<p>As social media is continuously growing, so are company’s 'partnerships and collaborations. Brands find creators and companies within their niche to either work with or send free products to for free/paid advertising. For example, Vossure has already collaborated with many companies within the health, wellness, and fitness industry such as the companies Poppi, Prime, and Lululemon to have during its events. Not only is it exciting for a member to have a brand they love at an event, but it is also important to showcase that these companies value your brand and what it has to offer.</p> <p>Vossure will continue to partner with wellness brands, apparel companies, and local businesses to co-host events, sponsor experiences, and expand brand reach throughout the year while focusing on B2B marketing.</p>
<p>Goal of initiative</p>	<p>Our goal of this initiative is to increase Vossure’s brand credibility, reduce marketing costs, and create additional revenue streams.</p> <p>While accepting PR from companies is a great incentive and advertising use, as Vossure grows</p>

	they can set rates for social posts, and measure CPL through various promo codes.
Metrics to measure success	<p>Although Vossure has previous B2B experience with sponsorships, collaborations, and partnerships, we aim to increase the number of brands, and also grow to create a set rate. (FROM AWARENESS TO SALES: HOW INFLUENCER PARTNERSHIPS BOOST B2B BUSINESS IN FITNESS AND COMBAT SPORTS)</p> <p>5–10 brand partnerships secured throughout 2026 \$1,000+ in sponsorship/event support 20% increase in brand reach through collaborations</p>

Target Market

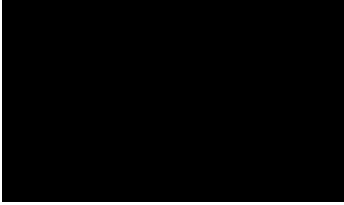
Industries

As we’ve researched Vossure’s target markets, seen in the information from the target market, customer segmentation, value proposition, and empathy maps shown previously, research shows that we are operating within two main industries. In 2026, we’re targeting the following industries where we’ll sell our product and reach out to customers:



Fitness & Wellness Industry

Vossure is a part of the fitness and wellness industry, which includes boutique gyms, fitness studios, personal training services, and holistic wellness programs. This industry focuses not only on physical health, but also on mental well-being, aligning with the lifestyle preferences of Gen Z and Millennial consumers. By positioning Vossure within this space, we offer an alternative community-focused experience that complements our target market’s fitness routines and wellness goals. Our engagement strategies include partnerships with local gyms, hosting wellness events, and offering exclusive experiences that reinforce social connections. ([Wellness industry - statistics & facts](#), [Ibisworld Bars & Nightclubs in the US](#), [Ibisworld Gym, Health & Fitness Clubs in the US](#))



Picture from a Vossure Event



Social & Lifestyle Communities

The social and lifestyle communities include fraternities, campus organizations, networking groups, and social clubs. These communities provide identity, belonging, and connection for our target market. Vossure’s platform enhances these communities by providing structured opportunities for networking, social interaction and events, and lifestyle engagement, such as group fitness activities, particularly for individuals entering college or new cities post-grad. By integrating Vossure into these existing networks, we create a sense of belonging while offering unique experiences that foster engagement and loyalty. ([Gen Zs and millennials at work: Pursuing a balance of money, meaning, and well-being, Survey Reveals What Drives Gen Z Extracurricular Engagement](#))

Picture from a Vossure Event



Buyer Personas

From research of primary and secondary target markets, shown in our customer segments and empathy maps, we've identified the following buyer personas to represent our ideal customers:



Chad: The Incoming Freshman Seeking Belonging

Chad is a young male college student (17–19) who is navigating a major life transition and is seeking friendships, identity, and structure. He is often deciding between traditional social paths and is looking for a healthier alternative.

Robert pictured in the middle



Brad: The Socially Active, Growth-Oriented Male

Brad is a college student or young professional (18–30) who values both social life and self-improvement. He is interested in fitness, networking, and personal development, but lacks a structured community that combines all three.

Picture from a Vossure Event, Logan and Ryan 2nd & 3rd on the left

Competitive Analysis

Within our target markets, we expect to compete with the following companies the most:

Planet Fitness

Products we compete with	Low-cost gym memberships focused on accessibility and convenience. Strong for beginners but lacks community depth and identity.
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Other ways we compete	Highly visible brand with strong digital marketing and nationwide presence.
How we win	Vossure differentiates by offering structured community and accountability, not just access to equipment. While Planet Fitness emphasizes affordability and independence, Vossure creates belonging, brotherhood, and identity, which drives higher retention and emotional loyalty.
Sources	Official Website , Planet Fitness Investor Relations , Health and Fitness Association

Crunch Fitness

Products we compete with	Affordable memberships with group fitness classes and a strong brand personality.
Other ways we compete	Engaging marketing campaigns and diverse class offerings that attract younger audiences.
How we win	Vossure wins by combining fitness, social identity, and leadership development. While Crunch offers classes, it lacks a community, where Vossure builds relationships and long-term member commitment.
Sources	Official Website , Crunch Brand Description , Health and Fitness Association

Life Time Inc.

Products we compete with	Premium fitness and lifestyle experiences with high-end amenities and wellness services.
Other ways we compete	Strong brand positioning around lifestyle and community, but at a significantly higher price point.
How we win	Vossure offers a similar sense of lifestyle and community at a fraction of the cost, tailored



	specifically to young men. It is tailored to college-aged consumers and easier to scale through a chapter-based model.
Sources	Official Website , Life Time Investor Relations , Health and Fitness Association

Market Strategy

Product

Vossure offers a membership-based community combining fitness, leadership development, and social networking. Unlike traditional gyms, Vossure creates a structured environment where members build discipline, relationships, and identity, which positions Vossure in a new category rather than direct competition.

Price

Vossure’s pricing undercuts premium competitors while matching student affordability. As Vossure expands to more campuses and cities, their future pricing strategy may include tiered memberships (basic vs. premium access), event-based upsells, and merchandise bundles.

Vossure’s current membership pricing is:

- Membership: \$15 first month, then \$25/month
- Individual event fees not included

Promotion

Vossure’s promotion strategy is built around authenticity and peer influence, not traditional advertising. Our key tactics will focus on UCG Content and story-driven content such as transformations, lifestyle, and community. We plan to work with campus influencers to spread peer-led marketing on campuses. Our event-based marketing consists of workouts, challenges, socials, and guest speaker nights. We also plan to implement referral programs to grow through word-of-mouth. Our goal is to create a movement, not just a brand.

Key People on the Marketing Team

- TJ Robertson: Brand vision and expansion
- Grace Harwell: Influencer outreach and content strategy
- Logan James: Budget and brand partnerships
- Max Kriger: Competitor research and brand positioning



Ryan Cullinane: Execution and operations
 Robert Vickers: Content creation and SEO optimizing
 Future Hire: Campus and city outreach

Process

Members can join through a digital sign-up on our website, through our email, or in-person at events. Members then gain access to recurring workouts, events, and networking opportunities. Engagement is maintained through consistent programming and communication.

Physical Evidence

- Consistent social media presence
- Branded merchandise
- Event photos/videos
- Member transformations and testimonials

Budget

Over the course of 2026, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Price (Monthly & Annually)
Social Media Advertising	\$100/month & \$1,200/year
Event Hosting	\$100/month & \$1,200/year
Merchandise Production	Approximately \$55/month & \$660/year
Branding & Design Tools	\$16/month & \$200/year
CRM Software	-
Social Media Management	-

Content Production	\$20/month & \$240/year
Influencer Incentives	\$150/month & \$1,800/year
Total	\$180

Budget Strategy Explanation

Vossure operates on a lean startup marketing model, prioritizing organic growth, community-driven acquisition, and low-cost, high-ROI digital tools. As revenue grows, budget allocation will scale into paid ads expansion, higher production content, and larger campus activations.

1. Social Media Advertising
 - a. We plan to use [Meta Ads Manager](#) for paid boosts and retargeting
2. Event Hosting
 - a. Our team decided to allocate \$100/month for event hosting for things such as equipment, refreshments, fees, etc
3. Merchandise Production
 - a. Currently, Vossure spends around \$55/month and \$660/year on merchandise, and we plan to keep it the same. As Vossure grows, this number should be raised to around \$200/month.
4. Branding & Design Tools
 - a. We are going to use the [CanvaBusiness](#) for our design tool, which is \$16.67/month and \$200/year.
5. CRM Software
 - a. The CRM Software we chose to use is [HubSpot](#), and they allow a free demo until purchase if necessary.
6. Social Media Management
 - a. Our team picked [Hootsuite](#) for our social media management, and they allow a free trial and demo. We will decide post-expansion if we'd like to purchase or not.
7. Content Production
 - a. For content production, our team chose [CapCutPro](#) to edit all of our video content for \$20/month.
8. Influencer Incentives

- a. We decided to allocate \$150/month for Influencer payment which includes free merchandise, gift cards, free entry to events, and more ([Influencer Payments: How Much to Pay & How to Pay Influencers in 2025](#)).

Marketing Channels

Over the course of 2026, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Website https://joinvossure.com/	
Purpose of channel	Lead generation and brand credibility/authority
Metrics to measure success	1,000+ monthly visits 5–10% conversion rate 50+ monthly sign-ups
Instagram https://www.instagram.com/vossure/	
Purpose of channel	Brand awareness and community building
Metrics to measure success	5,000+ followers 8–12% engagement rate Daily story engagement growth
TikTok https://www.tiktok.com/@vossure.co (Account created, but not active)	
Purpose of channel	Viral growth, reach, and audience expansion Our strategy is to build this channel as it is a great way to reach and engage with our target market

Metrics to measure success	20,000+ monthly views 5,000+ followers 1–2 viral videos/month
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LinkedIn
<https://www.linkedin.com/company/vossurellc/>

Purpose of channel	Professional credibility, expand networks with potential members, partners, and collaborators
Metrics to measure success	500+ connections 5%+ engagement rate 10+ partnership leads

Youtube
(Account not yet created)

Purpose of channel	Long-form storytelling and brand depth
Metrics to measure success	1,000+ subscribers 5,000+ monthly views

Marketing Technology

We will utilize the following technologies and software to help us achieve our goals and objectives.

Marketing CRM

For Marketing CRM we will use HubSpot to track leads, manage member relationships, and analyze engagement metrics.

Marketing Automation Software

We plan to use HubSpot for our Marketing Automation Software, as it can automate onboarding, upcoming events, and communication workflows.

Advertising Management Software

For our Advertising Management Software we chose Meta Ads Manager

because it is used for targeted Instagram and Facebook campaigns, promoting events, and driving membership sign-ups.

Social Media Management Software

The Social Media Management Software that we plan to use is Hootsuite as it can schedule and manage posts and track engagement.

Video Hosting Software

We are going to be using YouTube and Zoom for our Video Hosting Software since YouTube can store long-form content, and Zoom used for guest speaker meetings.

Financials

Please follow this [link](#) to a spreadsheet with our finances.

Start Up Costs

The startup costs sheet shows our initial capital investment required to launch the merch. We invested \$3,769.61 into purchasing inventory across multiple product categories, like T-shirts, Hats, Hoodies, and Tank tops. We spent a smaller order on getting samples, which cost \$410.91, which is important for testing product quality, branding, and initial marketing on Instagram. Our merch is based on an inventory-based business model. This means that our upfront capital is put back into physical inventory like T-shirts, which will be distributed right as orders are received. But, these are not expensed immediately, only when sold. We have very few costs as most of the events have their own individual statements, and we have no actual office, so no overhead. Overall, this is looking at merchandise rather than actual events, but it can give us an idea of how much we expect to receive when all the merchandise is sold.

3 years P&L Pro-formas

The Income statement shows insight into Vossure's current performance and future potential in the next 36 months. But be warned, this shows every chapter of Vossure's finances, not just the Tuscaloosa location. To date, the company has generated \$1,826.66 in merchandise. The proforma forecasting shows potential gains in the future due to previous trends in Vossure's financial history and projected growth rates. These numbers were gathered from Vossure's growth rate, where we expect around 7 new members a month in the first year, then 10 new members in the second year, and 15 by year 3.



These are extremely hard to pinpoint, but based on past months, we have been gaining about 7 new members each month throughout all locations, with Tuscaloosa gaining about 3 new members a month. The forecast shows all types of projected income, which is why the numbers appear to be higher. Those numbers are membership dues (from all locations), which are a recurring revenue source, and obviously, merchandise, which is our main driver for profit currently. This indicates a strategic shift from a pure product-based model to a more diversified business model that has recurring income, enhancing revenue stability/scalability. The inclusion of the membership fees shows that Vossure is building a community-based platform, where value is not coming from just one-time purchases, and making sure customers are feeling engaged within the community. As a result, the proforma shows strong growth potential, with revenues increasing over time driven by inventory sales and membership dues. Overall, this sheet shows Vossure's ability to scale beyond its initial merchandise sales and transactions into a more suitable multi-stream revenue model.

Revenue Streams

Pricing Analysis

The Price strategy sheet is used to show how Vossure gets its pricing. We can be profitable in the merchandise area because we have low overhead and low production costs. By producing merch from an external site and having no actual warehouse, we are able to B2C directly and save much overhead/production cost. Getting most merchandise pieces for under \$20 to produce is great for margins, as we are able to sell most of our products for a sizable profit. This pricing strategy shows our premium brand positioning as we leverage brand identity and image to allow for higher markups. Perceived quality and actual quality allow us to price so high. Not only that, but the industry average T-shirt is of worse quality and equally as expensive, if not more so. These higher margins on merchandise allow us to keep running our events smoothly, as membership fees alone are not enough for each specific location.

Detailed Cost Analysis

COGS

The COGS sheet is here to break down all of Vossure's expenses and costs at the unit level. Where it shows the direct production cost associated with each unit sold, and our fixed monthly expenses. We have low production costs at \$12.74 for a T-shirt, \$7.31 for a hat, \$21.99 for a hoodie, and \$10.27 for a tank top, which positions us for strong profit margins being able to price it



so high due to brand image. The cost structure shows our effective sourcing, eventually it would be cheaper to mass produce in our own warehouse but we are not at the level yet. We could definitely lower our production cost, but demand is not high enough, that's why the merchandise is outsourced through a third party company. Understanding the cost per unit is crucial to influencing pricing decisions allowing us to see potential profit margins and allow us to put finances else where. This data shows that we are able to scale effectively, as long as sales volume continues to increase, profitability can also increase with more orders received at once.

Detailed Key Resources

People, brand, and community infrastructure are Vossure's most important assets. These resources help the company provide a good membership experience and grow across university campuses in the future. Our leadership team is a key resource at Vossure. It is led by Founder & CEO TJ Roberson, as well as chapter leaders and student representatives. They are in charge of the coordination and execution of events, keeping the culture upbeat and strong, managing onboarding and current members, and expansion planning to new campuses and cities.

The Vossure brand itself is also a very important resource. Vossure stands for discipline, leadership, fitness, and brotherhood, which appeals to college students and young adults who want structure and to grow as people. Our strong identity is a big reason why people not only join, but stay within the community.

The Vossure community is another one of its most useful and powerful resources. The network of members help inspire and build themselves to be responsible, stay involved and engaged, and spread the Vossure values through WOM. This community model makes it easier for Vossure to not only keep customers, but also grow more naturally than other fitness or coaching businesses.

Digital infrastructure is also an important resource to the club. The [JoinVossure.com](https://www.joinvossure.com) website is the main source for memberships, applications, and merchandise sales. Platforms, such as SweatPals, are used to help plan events and keep people interested across campus. Vossure's social media presence also plays an important role in our resources. The company regularly posts on Instagram showing off group workouts, lifestyle inspiration, and community culture. This content is the most valuable way to market the brand, attract new members, and help potential new members learn more about who we are, Vossure and about the overall brand.

Vossure also uses physical resources to run its business, such as venues



to hold workout classes (gyms, outdoor areas, or campus facilities), as well as the equipment used for training and events. Vossure's merchandise products are also an important resource. Branded merchandise is not only another stream of revenue for the company, but it makes people feel like they belong and strengthens their sense of identity within the community, by being both a product and a marketing asset. Operational systems, such as member management, group communication tools (group chats), and internal systems that help plan events keep track of member engagement, and help members is another key resource for Vossure's success. .

Lastly, Vossure's chapter model is a key resource which allows the company to grow and scale at a reasonable pace. These systems, structures, and processes that Vossure uses will make it easy to copy at other universities and make chapters simply to start, and grow the company, while keeping the same culture and experience.

Detailed Key Activities

As of now, Vossure's main job is to run and grow its current membership community for college students and young adult men, which focuses on fitness, leadership, discipline, and personal growth. One of the main things we do is manage and plan for the growth of the Vossure membership platforms. This includes keeping the [website](#) up to date, as well as processing member applications, managing recurring subscriptions, and providing members with their expected benefits, such as structured workout programs, personalized meal plans, coaching, and access to private group chats.

Vossure puts a lot of focus on putting on high-quality, consistent in-person events. The company uses platforms, like SweatPals as stated before, to help set up group workouts, community meetups, and leadership focused sessions that help members build accountability, and brotherhood within the chapter. Another key activity for Vossure is creating and keeping a strong and disciplined culture in the community, explaining to members what is expected of them, encouraging better habits such as consistent and responsibility, and ensuring the environment fits with Vossure's core values of growth, leadership, and self-improvement ([Join Vossure](#)).

As we see from our target market research previously in the plan, we know that social media is one of the best ways for businesses to get our young target market to know and connect with businesses. Vossure's growth plan relies heavily on content and growing our social media presence. Right now the company is putting out content on Instagram and LinkedIn, but soon will be expanding to TikTok and YouTube as well. Our content displays the chapters group workout events, member transformations, lifestyle inspiration



content, and community highlights. As mentioned previously, in order to continue growing, Vossure focuses on organic growth on social media, posting consistent content, and WOM referrals to market on campus. A key activity for socials is managing memberships, answering customer questions, planning and carrying out events, and making sure that all members have a great experience are all part of day to day operations. Keeping members happy and keeping them coming back is a top if not the top operational goal.

Vossure actively gets feedback from its members through direct communication, social media, and community events. This feedback is used to make programming smoother and more convenient for members, make their user experience better, and make changes and updates to what is offered to better meet the needs of the members. One of Vossure's main goals is to grow its presence on college campuses through its chapter model. This includes creating new chapters, training local leaders, and making sure that operations are the same across the board so that people will have the same experience as the company grows into new markets.

Vossure earns revenue from memberships and live merchandise it sells on [JoinVossure.com](https://www.joinvossure.com). Branded clothing such as performance shirts and other clothes not only bring in more money, but they also help members to better connect with the brand and its community. As Vossure expands to other campuses and cities, its main goals will continue be to growing membership, expanding our network, gain more reach on social platforms, and provide the community experience promised, based on discipline, leadership, and brotherhood.

Detailed Key Partnerships

One of the most important key partnerships for Vossure is its leadership team, run by TJ Roberson, the CEO and founder, along with chapter leaders and student representatives. These individuals are held responsible for helping organize events, maintain an inspired community culture, and ensuring the consistent delivery of Vossure's fitness, leadership, and personal development programming.

Vossure relies on key platform partnerships to support its day to day operations. SweatPals is used to organize membership and manage workouts, events, and community engagement, allowing Vossure to efficiently coordinate activities across different chapters and maintain strong member participation. Vossure also heavily relies on our website infrastructure and payment systems to manage memberships and merchandise sales through [JoinVossure.com](https://www.joinvossure.com). Vossure also works with third party apparel manufacturers and suppliers that produce and distribute its merchandise. These partnerships allow the



company to maintain product quality, while scaling its apparel offerings as demand grows. These systems are needed for processing subscriptions, handling transactions, and delivering a smooth user experience.

Another critical partnership for Vossure is our university and campus communities. Vossure operates through a chapter-based model, therefore making student networks and campus environments essential for growth. These partnerships drive member growth through word of mouth and campus presence. Vossure benefits from partnerships with local fitness leaders, trainers, and experienced members within its community. These individuals contribute to workout programming, coaching, and overall member development, and help maintain the quality and consistency of the Vossure experience.

Strategic partnerships include collaborations with students and community leaders who align with the Vossure brand. While growth is currently driven primarily through organic word of mouth and social media, these relationships help expand reach and strengthen credibility within target markets. As Vossure continues to grow, future partnerships may include fitness brands, wellness companies, and sponsors that align with its mission. These partnerships enhance member experience, increase brand visibility, and support future brand expansion.

So What?

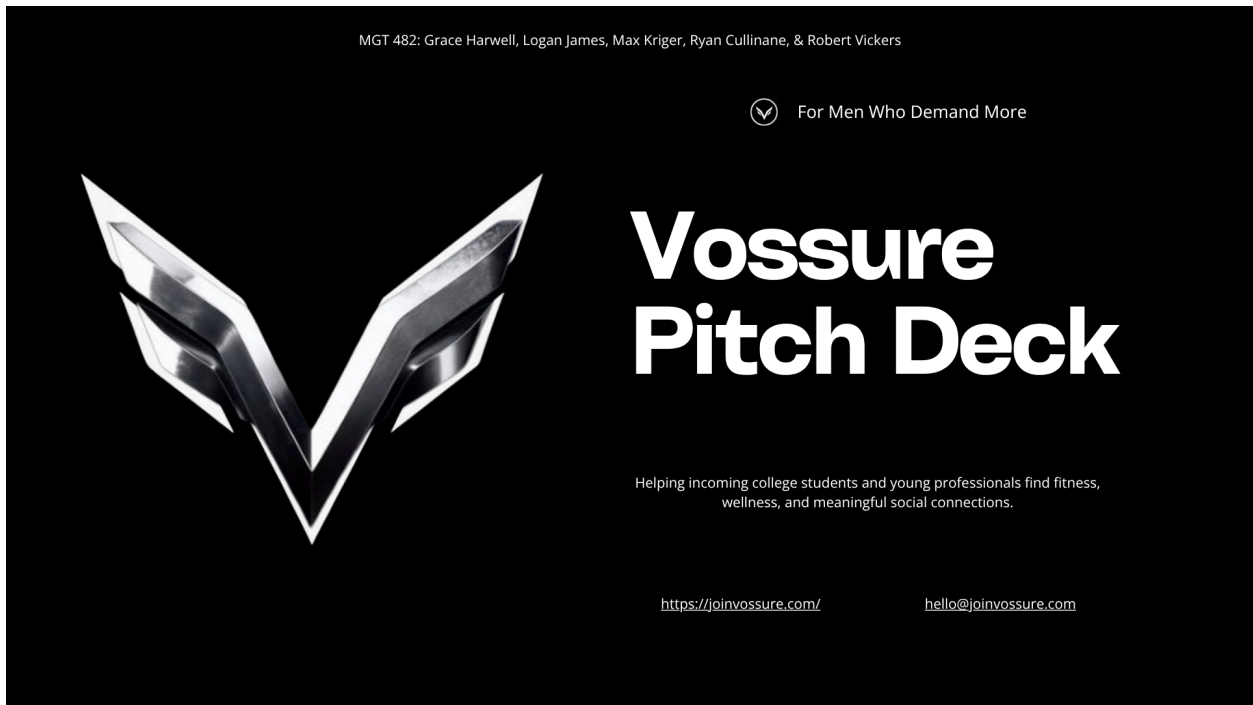
Vossure is not just another fitness club. It redefines how college men and young professionals navigate community, wellness, and networking. By integrating social engagement, fitness, and personal growth into one experience, Vossure empowers each of its members to build meaningful networks, maintain healthy lifestyles, and thrive both personally and professionally. Investors and partners should care because Vossure is ready to capture a growing market of Gen Z and Millennials who value experiences, connection, and convenience over traditional gym memberships or social clubs. All in all, Vossure turns fitness and networking into a lifestyle, creating sustainable value for members, stakeholders, and the wellness community.



Pitch Deck Slides

Please follow this [link](#) to our pitch deck presentation.

In case of any technical issues, we have attached the slides below as well.



The Problem

Many young men enter college seeking social acceptance and identity. The visible role models are often the student-athlete or the stereotypical frat guy living a party lifestyle.

College male students prioritize social acceptance over long-term health and personal development because there are too few appealing alternatives to party-centered environments.



Problem 1

Lack of structured, supportive social communities during college transition.

Problem 2

Pressure to rely on party-centric environments for building connections

Problem 3

Overemphasis on social nightlife, often at the expense of wellness and discipline

Problem 4

Limited access to critical mentorship and professional networking.





Solution 1

Structured group workouts, run clubs, MMA classes, boxing events, and many more physical challenges.

Solution 2

Wellness-focused social gatherings.

Solution 3

Leadership development nights and guest speaker events.

Solution 4

Professional networking opportunities.



The Solution

Vossure is a dynamic organization dedicated to helping men expand social relationships, optimize their physical health, and build discipline.

Members can build true long-term friendships with people who shares similar goals and mindsets while still living a healthy and disciplined lifestyle.

Why Now?

- The U.S Gym, Health, and Fitness industry is expected to reach about \$47 billion in 2026
- U.S. fitness industry facility memberships reached a record 77 million in 2024
- Health-conscious consumers are pushing away from nightlife toward healthier social alternatives
- Consumers are moving away from the large conventional gym and towards smaller more personalized group fitness experiences
- Ages 18-34 contributes half of athletic apparel sales, showing the wellness urge of identity
- Rising focus on mental health, wellness, and networking opportunities





- Incoming freshmen build friendships without depending on party culture
- Fraternity and socially active men add structure, health, and long-term growth
- Upperclassmen get networking and career exposure
- Post-grads maintain community and routine after relocation

Market

Priority Customer

- Incoming male college freshman
- Fraternity members and other socially active college men
- Upperclassmen that are preparing for their futures and careers
- Older men focused on health and wellness this would be a secondary market

Next Expansion

- Other major conferences such as other SEC schools, ACC and the Big Ten
- Young professional aged 18-35 that are seeking community and Personal Development
- Expand post grad chapters in major U.S. cities where former members have relocated

Offering

Rather than a gym that offers a single purpose membership, Vossure gives members an experience that usually requires multiple organizations.

- Workout programs and physical challenges
- Wellness focused social events
- Leadership and guest-speaker programming
- Professional networking and mentorship

Target Customer: Male College students ages 17-23, currently centered on the University of Alabama



Feature	Our Brand	Competitor
Community	✓	✗
Network Opportunities	✓	✗
Personal Trainers	✓	✓
Mentorship	✓	✗
Social Events	✓	✗
Challenges	✓	✓
Belonging & Identity	✓	✗
Diet Plans	✓	✓

Competiton



Direct competitors: Local gyms, fraternities, social clubs, fitness apps

Competitive positioning:

- Fraternities = social, but not fitness-focused
- Gyms = fitness, but lack networking/community
- Vossure = fitness + networking + belonging



Business Model

Vossure is a membership-based community built around fitness, discipline, leadership, networking, friendship, and accountability. Vossure operates as a chapter-based organization on college campuses, and city groups to build networking communities. Vossure generates revenue through multiple streams of membership dues, event fees, brand partnerships, merchandise, and the expansion model to other colleges and cities.

Model 1

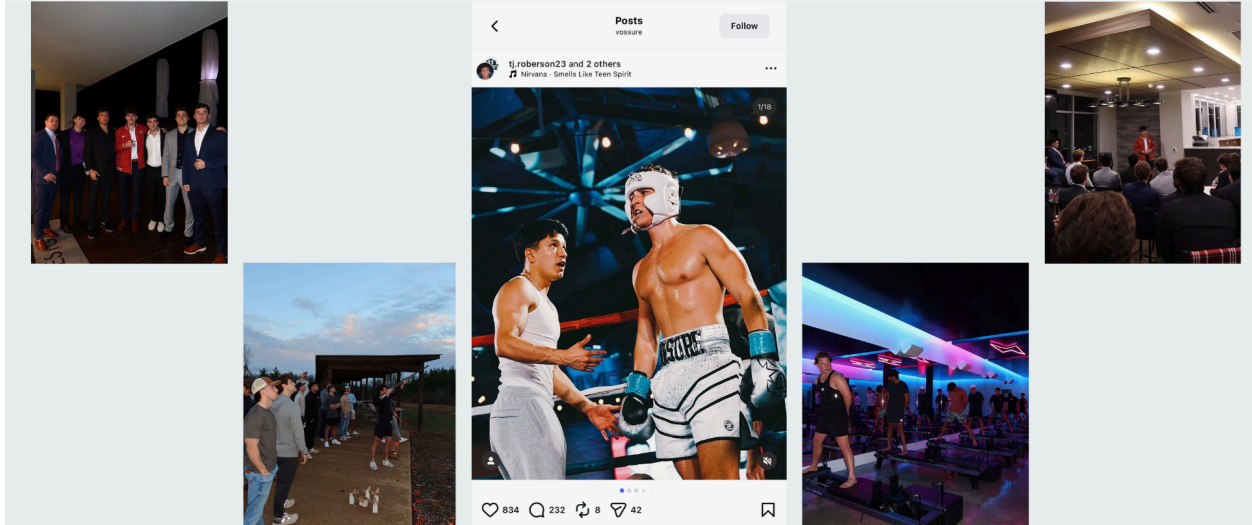
The main source of revenue currently is Membership dues. The second source is merchandise, where we capitalize on the strong demand for lifestyle fitness apparel. We are really trying to grow these areas, as we know this is a chance to increase profit margins.

Model 2

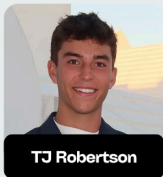
Brand sponsorships and Event partnerships where we get sponsored by popular brands such as Poppi, Lululemon, and even Prime Hydration at our events to help market them as well. Event partnerships allow us to get the best possible venues in Tuscaloosa at the best rates, and we both profit, as they get free marketing and we get a place to hold an event.




Traction



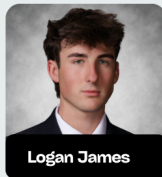
Meet Our Team



Founder & CEO



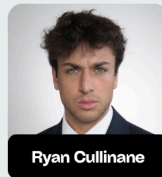
Director of Brand & Marketing Strategy



Director of Finance & Partnerships



Market Research & Competitive Analyst



Project Manger & Strategy Lead



Content & Communications Specialist



Financials

Revenue stream

- Membership dues
- Event Fees
- Brand Partnerships
- Merchandise
- Expansion to other college and cities

Cost

- Membership pricing: standard is \$15 and Elite is \$25
- One time sign up fee of \$20
- Event fee is \$10 per event
- Apparel production price range \$7.31 - \$21.99

Industry

- 3.6% average annual growth from 2021-2026
- 77 million U.S. fitness memberships in 2024
- Low market concentration means more room for new entrants into the market

Future Growth

- 3-6 events per month
- 30 plus attendees per event
- 20%-30% event-to-membership conversion rate
- 100 plus active members by end of 2026



Our Ask

Come to an event and experience the Vossure difference yourself.

You could be a part of this community and see real change and growth in your life.

It truly is for men who demand more.





For Men Who Demand More



<https://joinvossure.com/>



hello@joinvossure.com

Thank You



Written Pitch & Plan

Written Pitch

1. *The Big Pain*

- a. Many men when entering college are looking for social acceptance and creating an identity for themselves. The easiest path to fall down is a party centered lifestyle instead of focusing on long-term health and personal growth. There is a lack of structure for and supportive community for young men making the transition to college, with too much pressure relying on making social connections through nightlife. This shows that there is limited access to mentorship and professional networking.

2. *The Solution*

- a. We offer a solution to these problems. Welcome Vossure. Vossure is a men's fitness and wellness club founded here in Tuscaloosa, whose goal is to help incoming college students and young professionals find a community of like minded individuals who share the same values of self-improvement, fitness, and overall well-being. Our members build raw friendships and connections with their peers who all aim to live a healthy and disciplined lifestyle, while not losing the social aspect of life.

3. *Differentiation*

- a. Vossure is unlike the traditional gyms and other fitness alternatives that offer facility access, convenience, affordability, specialization and premium amenities. Vossure offers fitness, leadership, social networking, and brotherhood which all offered when you join Vossure. We have competitors such as Planet fitness, Life Time, LA Fitness, Crunch Fitness, 24 hour fitness, Club pilates and corePower Yoga, but Vossure is unique. We compete differently compared to these competitors by focusing on accountability, identity and building a structured community through social interactions. Vossure differentiates itself by offering an experience that would require multiple organizations and multiple memberships from other companies.

4. *Why you?*

- a. Our research found that college men and young professionals are searching for a company like Vossure. Founded just last year it is astonishing how fast we are growing. With an existing highly engaged chapter in Tuscaloosa, we want you to experience this new community. Vossure fills the gap in the fitness industry that



you, our target market, needs. We offer years of experience from members who help other members improve their fitness and lifestyle with the support of a certified trainer and motivational speakers. For members we offer tailored workouts and diet plans, access to exclusive fitness events and city-based group chats. Our next step is expanding Vossure across the U.S. to other college campuses and newly graduated populated cities.

5. *Call to Action*

- a. You could be a part of this community too and see a real change and growth in your life. We urge you to come to an event and experience the Vossure difference yourself, because it truly is for men who demand more.

Plan for Presentation

Slide 1: Logan

Slide 2: Logan

Slide 3: Logan

Slide 4: Max

Slide 5: Grace

Slide 6: Grace

Slide 7: Max

Slide 8: Max

Slide 9: Grace

Slide 10: Robert

Slide 11: Logan

Slide 12: Ryan

Slide 13: All

