



circle8fitness
Investment opportunity

Presented by:

Matt Parks

Dear Investor,

Thank you for taking the time to consider this opportunity with Circle8Fitness.

What began as a vision shaped by 35 years of dedication to martial arts, strength training, and personal transformation has grown into a brand that inspires community, resilience, and change. Circle8Fitness is more than just a gym, it's a movement rooted in purpose, technology, and impact.

The journey so far has been one of innovation and proof of concept. We've built a loyal community, earned thousands of five-star reviews, and created a unique fitness experience that blends martial arts with high-energy group training.

Our current location, due to poor footfall, limited visibility, and infrastructure, will close in October 2025. But this isn't the end. It's the beginning of a new chapter. With Enterprise Investment Scheme approval now in place, we're seeking the support needed to secure a high-visibility flagship site and further strengthen our operational and digital foundations.

As you review this pack, I hope you'll see this as more than just an investment in a fitness brand, but in a vision that's purpose-driven, scalable, and built for real social impact. Whether it's giving underprivileged youth a sense of direction, supporting individuals with disabilities, or helping the next generation of coaches and athletes rise, our mission runs deeper than numbers.

Thank you again for considering being part of this journey.

With respect and gratitude,

Matt Parks

A handwritten signature in black ink that reads "Matt Parks". The signature is fluid and cursive, with a horizontal line underlining the name.The logo for Circle8Fitness, featuring the word "circle" in a lowercase sans-serif font, followed by a red number "8", and the word "fitness" in a lowercase sans-serif font. The logo is positioned in the bottom right corner of the page.

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Circle8Fitness Investor Opportunity

Matt Parks is seeking a £1 million investment to secure the future of Circle8Fitness, an innovative gym-first business, by relocating to a prime site and strengthening its technology-driven class management system. This funding will ensure the business can continue beyond October 2025 and position itself for long-term growth.

Investment will be allocated towards:

- **New Site Development:** Securing a high-visibility location (e.g., King's Road, Chelsea), renovating the facility, and staffing for optimal operations.
 - **Technology & Operations:** Upgrading the Circle8Fitness app to enhance class scheduling, member engagement, and overall gym efficiency.
- ★ **This investment is time-sensitive.** With our lease expiring in October 2025, securing funding now will allow us to execute our relocation strategy effectively and continue our growth trajectory without disruption. Beyond this initial funding, **Circle8Fitness plans to raise additional EIS investment over the next 7+ years to support further expansion.**



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The current fitness market

The fitness market is becoming **increasingly saturated**, with countless franchises offering similar HIIT, bootcamp, and strength training routines. Most of these concepts **lack innovation** and fail to meet the growing demand for variety, customisation, and a connected fitness experience.

As Millennials and Gen Z now make up most fitness consumers, these generations demand more **personalised, engaging, and socially-driven workouts**. These generations prefer fitness experiences that incorporate technology and foster community.

However, most franchises do not offer a **blend of technology-driven workouts and social engagement**, which is essential for driving retention and long-term success.

Key challenges



Market saturation



Lack of engagement



Evolving consumer preferences

The fitness market opportunity



Explosive market growth

- The **global health and fitness club** market is projected to grow from £90 billion in 2023 to **£162 billion by 2030** (Statista). Growth is fuelled by increasing **demand** for **group fitness** and **younger** demographics.
- Millennials and Gen Z dominate the fitness market, making up **80% of paying users** (Qualtrix), with **60% of new joiners** being under 35 (EuropeActive 2030). These groups **demand group-based, tech-integrated workouts**.
- **Group fitness customers are highly valuable** members who visit gyms twice as often as average gym members and are much more likely to recommend their gym (Les Mills).



Key trends driving growth

- **The rise of onmi fitness: Digital Fitness & Hybrid Workouts:** The digital fitness market is projected to grow at a CAGR of 33.5% from 2020 to 2027, as **more users seek flexible, hybrid workout options** that combine in-person and online training (Statista). **Circle8fitness's app-based solution** capitalizes on this trend.
- **Growth in Martial Arts-Themed Classes:** Martial arts classes are **becoming increasingly popular and drive higher member loyalty**. In fact, 87% of members attending martial arts-focused group workouts visit their gym 3+ times per week, far above the average of **1.9 visits** (Les Mills). **This loyalty creates strong retention and engagement**, making martial arts a highly valuable fitness offering.



Circle8fitness is ready to capitalize

- **Unique franchise:** Circle8fitness blends martial arts, HIIT, and strength training, attracting younger, experience-driven members.
- **Hybrid Model:** The Circle8fitness app supports both in-gym and at-home workouts with 150+ workouts and 3000+ video combinations (continuously increasing), driving continuous engagement.
- **Community Focus:** Group classes and martial arts create a strong, social environment that boosts retention and loyalty.

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Also a booming market for fitness apps



Exploding Demand

Over **17M fitness app downloads** were reported in the UK in January 2022, reflecting a growing consumer shift towards **digital fitness** as a convenient solution to track their workouts, set goals, and access personalized training programs

User penetration is estimated to be 28.71% in 2024 and is expected to hit 32.87% by 2029 (Statista), with an ARPU of £17.



Huge Revenue Potential

According to Statista, the fitness app market is predicted to hit \$6.7 billion by the end of 2024. The figure is expected to grow at a CAGR of 9.99%, reaching **\$10 billion by 2028**.

Advertising revenue in health and fitness apps is projected to hit £39M by 2024, creating multiple revenue streams.



Circle8fitness Positioned for Growth

Circle8fitness's customisable workouts, martial arts expertise, and focus on community engagement give it a unique edge.

Our strategy to combine gamification and social features drives user retention and maximises revenue through both subscriptions and in-app advertising.

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Why circle8fitness?

A proven Gym concept

Founded by World Thai Boxing Champion **Matt Parks**, Circle8Fitness is a **gym-first business**, leveraging 25+ years of expertise to deliver **high-intensity HIIT and martial arts-based workouts**. With 200+ pre-choreographed workouts, we have established a unique position in the competitive fitness market.

Circle8Fitness redefines **group fitness** with its **unique blend of martial arts and strength training**. We offer high-energy classes fusing **Muay Thai, Kickboxing, and Boxing**—all powered by our **proprietary kick-post system** for a dynamic, full-body challenge.

✔ While currently Circle8fitness is pre-profit, it remains operational and continues to meet its financial commitments. The planned investment will allow relocation to a new site, accelerate growth and establish long-term profitability, ensuring the gym continues operating beyond October 2025.

Community at the Core

More than just workouts—**Circle8fitness gym** offers a setting that builds **vibrant communities with customers and aspiring athletes**. We foster a sense of belonging and motivation, with a **65% retention rate**, demonstrating strong member loyalty and demand.

Innovative app integration

Our **Circle8Fitness app** powers our classes, allowing members to book sessions, and follow structured workouts. It enhances gym operations by supporting instructors and class management, while also offering members guided routines to use at home. It is an internal tool that improves the in-gym experience, with potential future expansion into external licensing*.

*Circle8Fitness intends to license its proprietary technology to various fitness businesses. As per VCM3060 guidance, this qualifies as a relevant intangible asset fully developed in-house.



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Empowering Communities Through Fitness

At Circle8Fitness, we believe fitness is more than just a workout—it's a tool for transformation. Through our **mentorship programs and charitable initiatives**, we create opportunities for underprivileged youth, aspiring athletes, and individuals with disabilities, using movement to inspire confidence, resilience, and growth. Our mission is to break barriers, build futures, and create lasting change through fitness.

Our charitable impact



Empowering youth

Providing safe spaces & mentorship through martial arts and fitness



Inclusive fitness

Training programs for individuals with disabilities & mobility challenges.



Athlete development

Elite coaching to support young fighters & athletes



Instructor training

Helping anyone looking to start a career in fitness by teaching foundations, coaching skills, and certification.



Romany, 21 – mentored and trained in strength & conditioning and football skills over four years by Tyrone. Now a starter for Billericay Town FC in the FA Women's National League, has worked with brands like Nike and Adidas and on track to reach the top of professional women's football.



Josh, 28 – Joined Circle8Fitness two years ago, training under Jesse. He received monthly sponsorship to support his living costs and was offered a job as a class instructor. Now a professional boxer with a 6-0 record, he continues to grow both as an athlete and a coach.



Alex, 21 – Started with Circle8Fitness in 2019 as a school work experience student. Through Matt's mentorship, he became a class instructor, earned his Level 3 PT qualification, and is now a successful personal trainer.

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Our 5-star class rating offer

Check out our [class](#) and [what people think](#)



HIIT style classes

Circle8fitness has earned **5-star ratings** on ClassPass and Google with over 5,000 glowing reviews, reflecting the loyalty and satisfaction of our members.



Kick-HIIT

Combines Kickboxing and Muay Thai with HIIT for a high-energy, cardio-strength workout



Box-HIIT

Boxing techniques paired with interval training to improve speed, endurance, and fitness



Fit-HIIT

Strength and conditioning class using equipment such as kettlebells, dumbbells, slamballs and bodyweight exercises

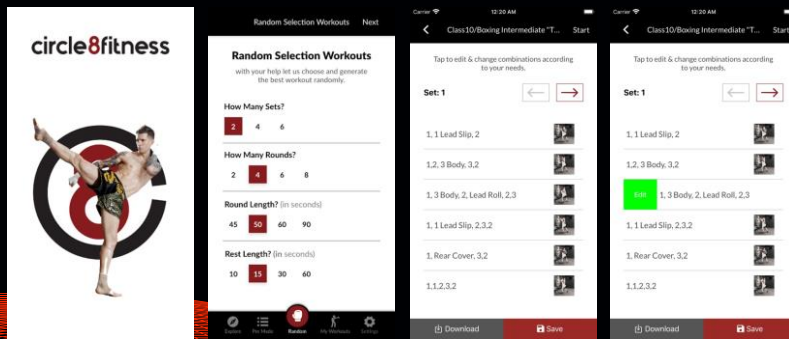
Other classes

Muay Thai & Boxing (Technique-Focused)– classes focusing on Muay Thai or Boxing fundamentals such as striking, footwork, clinching, and defensive techniques. Trainers will receive specialised training in pad work to ensure expert instruction and authenticity in these martial arts disciplines.

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Supported with a B2C and B2B licensable app

How it works:
Select Level **Pick Workout** **Randomise** **Track Progress**



Comprehensive Martial Arts-Based Fitness

Developed by Muay Thai Champion Matt Parks, the app combines principles of Thai Boxing, Kickboxing, and Boxing with over 3000++ workout combinations. It offers a foundational course on boxing and martial arts free of charge, with advanced levels available for purchase

Flexible for Any Environment/Equipment

Suitable for home, gym, or outdoor use. Includes equipment-based and bodyweight options. Use dumbbells, kettlebells, resistance bands, suspension trainers, and more. Effective with or without equipment

Tailored for All Fitness

Customisable for Beginner, Intermediate, and Advanced users. Choose from martial arts, HIIT, calisthenics, and isometrics. Choose from 3 workout types: Pre-made workouts (10 free, with up to 200 available to subscribers), create your own or use our Randomiser.

Randomiser: The Key Component

The Randomiser gives you control over your workout design—choose your experience level, sets, rounds per set, length of rounds, recovery time, and activity type. Hit “Random,” and the app generates a fresh, tailored workout **Seamless booking & purchasing** each time.

A one-stop solution for booking classes, scheduling personal training, and purchasing merchandise, food, and drinks—making fitness convenient and easy.

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And an opportunity to franchise



Kick-post System

Our **Kick-Post System** is at the heart of Circle8fitness, providing a dynamic and interactive experience for participants. Each franchise will feature **16 kick-posts**, allowing for **classes with up to 32 participants**. The innovative system is priced per post, offering a unique value proposition in the fitness industry.

Comprehensive AV Setup

Circle8fitness gyms will include an **engaging AV system**, with **one screen per one or two posts** and a **primary screen** for the conditioning zone. This setup ensures a high-energy class experience with full digital integration for real-time feedback and immersive workouts.

Branded Equipment Line

Franchisees will have access to a full range of **branded fitness equipment**, including dumbbells, kettlebells, barbells, slamballs, suspension trainers, and steps. Additionally, the introduction of Muay Thai and Boxing classes provides opportunities to sell branded gear such as **Thai Pads, Boxing Mitts, Body Shields, and Kick Shields**.

Instructor Training

A **10-14 day intensive training programme** is provided for instructors, ensuring they can lead classes effectively and maintain brand standards. This

programme includes a **personal trainer certification in pad and mitt** **On-Site and Off-site Premium Training Options** techniques and promotes further sales of branded equipment.

Circle8fitness offers on-site and off-site training packages at franchisee

locations, enhancing operational effectiveness.

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Circle8fitness expansion potential and business model

Owner-operated studio

Expansion through an **owner-operated studio** in a high-visibility area, starting with a flagship location on King's Road, Chelsea or similar.

This physical presence will reinforce brand identity and drive customer engagement.

The Circle8fitness app

Monetise our app through **subscriptions and advertising**.

This includes **licensing opportunities** for gyms, allowing Circle8Fitness to scale its reach beyond physical locations.

Global franchises

Similar to established brands like F45 and Barry's Bootcamp, **Circle8Fitness** has the potential for global franchising. With its unique workout structure and strong brand, we are ready to create a scalable, franchise-ready model for worldwide expansion.

Circle8fitness -SWOT Analysis

STRENGTHS

- 1. Proven Gym Model with Strong Retention:**
 - Circle8Fitness maintains a 65% member retention rate, significantly above industry averages, demonstrating strong customer loyalty
 - Established gym concept with a dedicated community, positive word-of-mouth, and strong user reviews (5-star ratings on Google & ClassPass).
- 2. Unique Training Experience** – Combines Martial Arts, HIIT, and Strength Training with a proprietary app & kick-post system that differentiates it from generic fitness studios.

WEAKNESSES

- 1. High Capital Requirement** – £1M investment needed for relocation, site development, and operations. Without this, growth is limited.
- 2. Location Dependency** – Success hinges on securing a high-visibility site (e.g., King's Road, Chelsea), which increases operational costs.
- 3. Brand Awareness Challenges** – Competing against larger franchises (F45, Barry's Bootcamp) means significant marketing investment is required to build recognition.

OPPORTUNITIES

- 1. Expanding Fitness Market & High Demand** – The fitness industry is growing rapidly, with strong demand for tech-enabled, boutique fitness experiences and martial arts-based workouts, which drive high retention.

THREATS

- 1. Competitive Market & Large Franchise Dominance** – Major fitness chains have stronger brand recognition and marketing budgets, requiring Circle8Fitness to carve out a clear market position.
- 2. Lease Expiry & Business Survival Risk** – Current lease expires in October 2025. Without funding for relocation, the gym will be forced to close.

3-year Profit & Loss forecast

The 3-year P&L forecast clearly illustrates the funding gap required to relocate and scale Circle8Fitness. Without investment, the business will not be able to continue beyond October 2025 due to the lease expiration and financial shortfall in Year 1.

Category	Year 1 (£)	Year 2 (£)	Year 3 (£)
Revenue - Intro Offers & New Customers	218,761.97	245,013.41	269,514.75
Revenue - Recurring Memberships	482,643.91	540,561.18	594,617.30
Revenue - Muay Thai Classes	39,000	43,680	48,048
Revenue - Personal Trainers	52,000	58,240	64,064
Total Revenue	792,405.88	887,494.59	976,244.05

Expenses - Payroll (Including Matthew's Salary)	179,006	200,487	220,536
Expenses - Rent & Utilities	194,000	217,280	239,008
Expenses - Marketing	25,500	28,560	31,416
Expenses - Equipment & Maintenance	39,857	44,239	48,663
Expenses - Miscellaneous Operational	144,503.28	161,843.67	178,028.03
Total Expenses (Incl. Investment Impact)	1,184,866.28	811,295.77	877,651.03

EBITDA / Net Profit (Funding gap Before Investment)	-392,460.40	76,198.82	98,593.02
Investment Received (£1M EIS Funding)	1,000,000	0	0
Net Profit After Investment	607,539.60	76,198.82	98,593.02

A £1M investment is required to bridge this gap, covering site relocation, marketing expansion, and staffing growth. This investment enables profitability from Year 2, ensuring a sustainable and scalable business model.

The financial forecast aligns with SEIS/EIS risk-to-capital criteria, demonstrating that Circle8Fitness operates in a high-risk, high-growth sector while requiring investment to reach long-term stability.

With funding secured, Circle8Fitness projects profitability from Year 2, driven by increased membership, diversified offerings, and strategic marketing initiatives.

By Year 3, the business is expected to generate close to £1M in revenue, proving its scalability and market potential.

To support further expansion, additional locations, and brand growth, Circle8Fitness plans to continue raising EIS funding over the next 7+ years, ensuring long-term development and strategic scaling.

Investment breakdown

The £1M investment is essential for securing a new location, ensuring business continuity beyond October 2025, and driving sustainable growth.

Category	Amount (£)	% of Total
New Site Lease & Initial Rent	£320,000	32%
Facility Renovation & Equipment	£240,000	24%
Marketing & Brand Awareness	£160,000	16%
Technology Development (App & Operations)	£120,000	12%
Staffing & Training	£100,000	10%
Working Capital & Contingency*	£60,000	6%
Total Investment	£1,000,000	100%

*Working Capital & Contingency (£60K) covers operational buffer costs, ensuring financial stability during the transition to the new location. This includes covering unexpected expenses, membership acquisition initiatives, and short-term liquidity needs

Funds are primarily allocated to site acquisition, facility renovation, and marketing to establish Circle8Fitness in a high-visibility location. Additional investments in staffing, technology, and working capital will ensure operational efficiency and long-term scalability.

This allocation aligns with SEIS/EIS criteria, supporting the company's ability to grow and scale while demonstrating the necessary investment risk required for SEIS/EIS eligibility.

Meet our founder



Matt is the founder and owner of **Circle8fitness** franchise concept, including the app and videos' intellectual property. He has had over 25+ years of experience in the fitness industry. He is a **former World, European and British Thai Boxing Champion** and has worked in what is regarded as the top gyms in the UK/London and USA/LA.

"Circle8fitness has found a way to embrace technology while maintaining the human connection essential to fitness. Our mission is not just about physical results but about building a supportive community where people can reach their full potential. This is what makes Circle8Fitness truly special"

Matt Parks

GET IN TOUCH



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