



Between the \$250-a-month luxury spa and the \$50 gym sauna,
there's an open lane. Thresh is built to own it.

A hospitality-driven social wellness club — Finnish sauna, cold plunge, a warming pool, movement, and community — run on recurring membership and built to scale through franchising.

THE ASK

\$1,835,000

Founding Investor Group · Class B units in Thresh Holdings, LLC

Fully funds the first two company-owned locations and the platform launch:

Thresh 1 — South Denver flagship	\$859,600
Thresh 2 — Castle Rock	\$804,600
Thresh Holdings launch reserve	\$170,800

\$365K

STABILIZED EBITDA PER
LOCATION

29.1% margin on \$1.25M sales —
modeled, GM/AGM-run

Month 74

INVESTOR PRINCIPAL
RETURNED

Modeled full recovery by May
2033

3.49×

CASH RETURNED IN 10 YEARS

\$6.40M to founding investors ·
20.1% XIRR

10%

CONTINUING HOLDINGS
INTEREST

Plus a royalty override on
franchised sales

01 The Gap in the Market

Recovery wellness has a premium end and a basic end. The middle — social, hospitality-grade, priced for a weekly habit — is unclaimed.

THE LOW END

Gym & infrared add-ons

~\$30–\$50/mo · Functional access. Little
hospitality, community, or
programming.

THE THRESH LANE

Thresh — \$75–\$209/mo

Communal sauna, cold plunge, warming
pool, classes, lounge, and hospitality —
one ritual, priced to repeat every week.

THE HIGH END

Luxury clubs

\$150–\$255+/mo · High-touch and
premium-priced — out of reach as a
weekly ritual.

One brand. Four membership tiers. A price architecture built for the space between basic recovery access and premium private wellness.

Founded by **Harrison Ebert** and **Hollace Tillman** · South Denver Metro, Colorado

A membership business with hospitality margins



02 The Product — Four Tiers, One Ritual

Ember \$75 /mo 3 visits a month — the on-ramp to the ritual.	Stone \$99 /mo Unlimited sauna, plunge, warming pool, and lounge.	Ritual \$179 /mo Everything, plus unlimited classes, priority booking, and 12 guest passes a year.	Passage \$209 /mo Every Ritual benefit at any Thresh location system-wide.
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100 founding members join at Ritual rates of \$75, \$149, or \$159 — locked while continuously active — before opening day.

03 Built for Recurring Revenue

Modeled stabilized economics for one location at 3,250 SF.

550 MEMBERS PER LOCATION	64.6% OF REVENUE FROM MEMBERSHIP	\$1.25M ANNUAL SALES PER LOCATION	\$365K EBITDA PER LOCATION • 29.1%
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04 Why Thresh, Why Now

THE DEMAND A \$6.8 trillion shift The global wellness economy reached \$6.8T in 2024 and is on track to approach \$10T by 2029 (Global Wellness Institute). Recovery and social health are its fastest-growing segments.	THE PROOF The model already works Communal sauna operators are scaling nationally; Embrace North’s Minneapolis flagship reports 300–400 daily users at about \$50 a month.	THE TEAM Operators, not theorists Harrison Ebert brings 30 years of multi-unit hospitality and 20+ openings; Hollace Tillman leads development, partnerships, and marketing.
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05 The Ten-Year Path

Two corporate proofs of concept, then a franchise engine. Base case, modeled.

Q2 2027 Thresh 1 opens — South Denver flagship	Q1 2028 Thresh 2 opens — Castle Rock	LATE 2028 Franchise Disclosure Document registered	YEAR 3 First franchised location opens; royalties begin	MAY 2033 Investor principal fully returned (Month 74)	YEAR 10 16 corporate • 108 franchised • \$8.75M Holdings EBITDA
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Four ways founding investors participate

8%

Preferred return

An 8% annual preferred return on capital not yet repaid, accruing from the date capital is funded.

60%

Accelerated recovery

60% of post-preferred cash goes to investors until the full \$1,835,000 is repaid — modeled by Month 74.

10%

Continuing interest

After recovery, a continuing 10% economic interest in Thresh Holdings — the whole platform, corporate and franchise.

1%

Royalty override

1% of gross sales on the first 20 franchised locations, 0.5% on every one after — applied to principal first, then paid as a royalty.

MODELED BASE-CASE RETURNS

What the founding investment returns

Principal fully returned	Month 74 • May 2033
Cash to investors, 10 years	\$6,399,297
Cash-on-cash multiple	3.49x
XIRR on monthly payments	20.1%
After Year 10	10% + royalty continue

Stress test (500 members, 3 paid yoga drop-ins, NNN at \$12.50/SF): investors still receive their full \$1,835,000 of principal back by Month 84.

STRUCTURE

Built to protect the investor

Entity	Thresh Holdings, LLC
Investor units	Class B — economic, non-voting
Operator units	Class A — 100% of voting
Protections	Consent rights + board observer
Reporting	Regular investor reports

Class B consent covers new debt that would prime its position, a sale of the company, related-party dealing, and any change to the return structure.

06 One Investment, Two Growth Engines

BASE CASE	CORPORATE LOCATIONS	FRANCHISED UNITS	THRESH HOLDINGS EBITDA
Year 1	2	—	Ramp
Year 3	2	2	\$0.15M
Year 5	2	16	\$0.96M
Year 7	3	48	\$2.53M
Year 10	16	108	\$8.75M

Corporate locations open only when Thresh Holdings' growth reserve can fund them and every open location is hitting its targets; franchisees capitalize their own units.

FOUNDING INVESTOR OPPORTUNITY

\$1,835,000

Full Investor Proposal, financial model, and founding investor terms are available to qualified prospective investors.

Harrison Ebert

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This summary is illustrative and forward-looking. All figures are modeled projections from the Thresh Holdings financial model and Investor Proposal; they are not guarantees of future performance, and actual results may differ materially. This is not an offer to sell securities — any offering is made only through definitive transaction documents provided directly to qualified investors.