

Urban Wellness Studio LLC



- **Business Name:** Urban Wellness Studio LLC
- **Concept:** Boutique wellness and fitness studio offering personalized yoga, physiotherapy, mindfulness, and nutrition programs
- **Visa Type:** U.S. E-2 Treaty Investor Visa
- **Industry:** Health, Wellness, and Lifestyle Services
- **Headquarters:** Miami, Florida, USA

Table of Contents

1. Executive Summary
2. 2Company Overview 3.
3. Industry & Market Analysis
4. Products & Services
5. Business Model & Revenue Streams
6. Marketing & Sales Strategy
7. Operational Plan
8. Management & Staffing Plan
9. Financial Plan
10. E-2 Visa Rationale
11. Appendix

1. Executive Summary

1.1. Business Overview

Urban Wellness Studio LLC is a boutique wellness and lifestyle company to be established in Miami, Florida (USA). The studio will combine holistic Eastern wellness practices — such as yoga, meditation, and Ayurvedic-inspired nutrition — with modern Western physiotherapy and fitness methods.

The goal is to deliver a science-backed, results-oriented wellness experience that supports physical rehabilitation, mental wellbeing, and preventive health for urban professionals, corporate clients, and international visitors.

Tagline: "Mindful Movement. Modern Wellness."

The company's model includes:

- Personalized yoga and mindfulness sessions.
- Physiotherapy and sports rehabilitation services.
- Corporate wellness programs and workshops.
- Hybrid online memberships for international clients.



A glimpse into the Urban Wellness Studio, designed for holistic well-being.

1.2. Mission & Vision

Mission

To create a transformative wellness experience that blends Eastern healing wisdom with modern science, helping individuals achieve lasting physical and mental balance.

Vision

To become Florida's most trusted urban wellness brand — expanding across major U.S. cities within five years through franchise and digital platforms.

1.3. Business Objectives

Timeline	Goal	Outcome
Months 1–3	Finalize lease, fit-out, and staff onboarding	Studio launch ready
Months 4–6	Begin operations & local brand marketing	150+ monthly members
Year 1	Reach profitability and corporate clients	Sustainable operations
Year 2–3	Add second Miami branch + online app	Multi-location growth
Year 5	Expand regionally across Florida	4+ franchise-ready studios

1.4. Investment Summary

Category	Amount (USD)	Allocation Purpose
Leasehold Improvements & Décor	45,000	Flooring, mirrors, lighting, treatment rooms
Equipment & Technology	30,000	Reformers, physiotherapy tools, POS, software
Furniture & Fixtures	10,000	Reception, lounge, retail display
Licenses & Legal Incorporation	5,000	Business registration, city permits
Marketing & Branding	15,000	Website, photography, launch campaign
Initial Inventory	5,000	Yoga mats, supplements, retail stock
Working Capital (6 months)	50,000	Rent, payroll, insurance, utilities
Total Investment	USD 160,000	100 % equity by investor

Funds are already committed and traceable to the investor's personal account. 60 % will be deployed pre-launch, satisfying "investment at risk" requirement.

1.5. E-2 Visa Eligibility Summary

E-2 Criterion	Compliance Strategy
Nationality	Investor is a citizen of a U.S. treaty country (e.g., Grenada or Portugal).
Substantial Investment	USD 160,000 total investment; majority irrevocably committed pre-launch.
Real & Operating Enterprise	Active wellness facility with commercial lease, payroll, and service contracts.
Investor Control	100 % ownership; investor is Managing Member.
Job Creation	6 U.S. employees projected within 24 months.
Non-Marginality	Positive net income and reinvestment by end of Year 2.

Urban Wellness Studio LLC fully meets the USCIS E-2 Treaty Investor criteria:

Business Model Snapshot

Service Pillars:

- Personalized studio sessions (yoga, therapy, meditation).
- Corporate & hotel partnerships.
- Retail sales (wellness accessories, supplements).
- Subscription-based virtual wellness app (Y2 launch).

Revenue Mix (Year 3):

- Studio Programs: 55 %
- Corporate Packages: 20 %
- Digital/Online Subscriptions: 15 %
- Retail & Merchandise: 10 %

Market Opportunity

- The U.S. wellness industry is valued at over \$480 billion, growing 9 % annually.
- Florida ranks among the top 5 U.S. states for wellness, tourism, and retiree health.
- Miami has 40 % higher wellness service demand post-pandemic due to remote-work fatigue and mental-health awareness.

Urban Wellness Studio bridges the gap between fitness gyms and medical therapy — a niche underserved in the U.S. wellness market.

Competitive Advantage

Hybrid Offering Fusion of yoga, therapy, and mindfulness under one roof.	Target Market Focus Urban professionals + wellness tourists.	Scientific Validation Evidence-based programs with physiotherapy oversight.
Experienced Leadership Founder with 10+ years in wellness business across UAE and Asia.	Community Integration Corporate & hotel tie-ups; bilingual staff for global clientele.	

Financial Snapshot

Metric	Year 1 (USD)	Year 2 (USD)	Year 3 (USD)
Revenue	210,000	380,000	560,000
Gross Margin	58 %	61 %	63 %
Net Profit	(8,000)	48,000	105,000
Staff Employed	4	6	8
Break-Even Point	Month 15	—	—

Vision for Growth

By Year 3, Urban Wellness Studio will expand its footprint across Florida and develop a franchise-ready model for global investors. Its innovative programs and technology integration make it a scalable, exportable concept.

Long-Term Vision: "To position the United States as the global hub for integrated wellness — powered by Urban Wellness Studio."

2. Company Overview

2.1 Legal Identity

Field	Details
Company Name	Urban Wellness Studio LLC
Business Structure	Limited Liability Company (LLC)
Jurisdiction of Incorporation	State of Florida, USA
Business Address (Planned)	Wynwood / Downtown Miami Wellness Corridor
Industry Classification (NAICS)	812191 – Physical Fitness Facilities
Ownership	100 % held by the E-2 Investor (foreign national of a treaty country)
Capitalization	USD 160 000 initial equity investment
Status	Pre-launch – Lease signing & equipment procurement phase

2.2 Legal Structure & Governance

Urban Wellness Studio LLC will be registered under the Florida Division of Corporations (Sunbiz) as a single-member LLC. This structure provides:

- Limited personal liability to the investor.
- Operational flexibility with simplified taxation.
- Eligibility for E-2 visa classification as a bona fide, active enterprise.

The Operating Agreement establishes the founder as Managing Member, granting full decision-making authority in financial, operational, and staffing matters. All U.S. employees will be hired under federal IRS EIN and registered for state unemployment and workers' compensation programs.

2.3 Business Description



Urban Wellness Studio LLC is a modern holistic wellness center focused on helping urban residents, professionals, and tourists achieve mental and physical balance. The concept merges Eastern wellness traditions (yoga, pranayama, Ayurveda-inspired nutrition) with Western physiotherapy and rehabilitation practices.

The facility will feature:

- Three multi-purpose studios for yoga, Pilates, and physiotherapy.
- Private treatment suites for massage and rehabilitation therapy.
- A juice & nutrition bar serving organic smoothies and supplements.
- Retail area for wellness products (mats, essential oils, recovery tools).

The design philosophy emphasizes natural materials, calm lighting, and sensory minimalism to enhance client experience and reinforce the brand's "Mindful Movement" identity.

2.4 Mission Statement

"To provide evidence-based wellness programs that reconnect body and mind — creating sustainable lifestyle change for every client we serve."

2.5 Vision Statement

"To make Urban Wellness Studio the benchmark for integrative wellness in the United States — expanding through multi-location franchises and digital subscription models."

2.6 Core Values

Integrity Transparent pricing, ethical sourcing, clear results.	Innovation Use of biometric tracking and digital wellness coaching.	Inclusion Welcoming community; bilingual staff; accessible design.
Sustainability Eco-friendly materials and low-waste operations.	Excellence Certified trainers, therapists, and continuous up-skilling.	

2.7 Objectives

Time Horizon	Operational Goals
Short-Term (Year 1)	Launch flagship Miami studio, secure 200 active members, achieve breakeven by Month 15.
Medium-Term (Year 2–3)	Open a second Miami or Orlando site, integrate mobile app & tele-wellness services.
Long-Term (Year 4–5)	Franchise/licensing rollout across Florida and Texas; digital subscription model generating 25 % of total revenue.

2.8 Location Rationale – Miami, Florida

Strategic Advantage:

- High wellness culture:** Miami ranks top 5 among U.S. cities for yoga, fitness, and spa searches.
- Affluent & international demographic:** Mix of professionals, retirees, and health-oriented tourists.
- Strong tourism base:** 26 M+ annual visitors create steady off-season demand.
- Tax benefits:** Florida has no personal income tax and offers small-business incentives for wellness and hospitality startups.
- Lifestyle alignment:** Warm climate and beach proximity reinforce the brand's holistic image.

The Wynwood / Brickell zone provides dense urban traffic, strong B2B corporate access, and premium visibility within Miami's wellness corridor.

2.9 Long-Term Business Outlook

Urban Wellness Studio will evolve into a hybrid ecosystem combining:

- Physical studios across U.S. metros,
- Online memberships through a proprietary app,
- Corporate wellness contracts with hotels, tech parks, and remote-worker programs.

By Year 5, the company expects:

- 4 locations in Florida and Texas,
- Annual revenue > USD 2 million,
- 30+ U.S. employees, and
- A proven wellness franchlise model exportable to other treaty-investor entrepreneurs.

2.10 Summary

Urban Wellness Studio LLC is a legitimate, scalable, and job-generating enterprise that aligns with USCIS expectations for an E-2 visa business: It involves substantial capital, an operational structure, and clear capacity to create employment and economic impact in the United States.

"Rooted in wellness, built for growth."

3. Industry & Market Analysis

3.1 U.S. Wellness Industry Overview

- **Sector scope:** Studio fitness, yoga, Pilates, physiotherapy/rehab, massage, mindfulness, and corporate wellness.
- **Macro tailwinds:** Aging population, post-pandemic focus on preventive health, employer wellness benefits, hybrid work, and tourism-driven wellness spend.
- **Customer willingness to pay:** Premium for personalized programs with measurable outcomes (pain relief, mobility, stress reduction).

3.2 Florida & Miami Market Context

- **Florida strengths:** High tourism, large retiree base, affluent urban cores, and a year-round outdoor lifestyle that aligns with wellness.
- **Greater Miami:** Dense clusters of Class-A offices (Brickell/Downtown), hotels, luxury residential towers, and boutique gyms/spas—ideal for cross-selling corporate and visitor packages.
- **Demand drivers:** Remote-work professionals, hospitality workforce, sports & active beach culture, and medical tourism spillover seeking rehab and recovery services.



3.3 Target Customer Segments

Segment	Profile	Need State	Buying Trigger
Urban Professionals (B2C)	25–55, high stress, desk jobs	Back/neck pain, mobility, mindfulness	Results in 4–6 weeks; convenient schedule
Affluent Residents	Condo/HOA communities	Private sessions, premium service	Concierge, privacy, reputation
Tourists / Wellness Visitors	Hotel/short-stay guests	Short, impactful sessions	Hotel partnership, day passes
Active Adults / Retirees	55+, preventive care	Low-impact strength, balance	Physician/physio referral
Corporate Clients (B2B)	Firms 50–500 staff	Engagement, burnout reduction	HR KPIs, on-site/virtual options

3.4 Problem–Solution Fit

Problem Fragmented market—gyms (fitness), spas (relaxation), clinics (therapy) operate in silos.	Solution Integrated studio combining yoga + physio + mindfulness + nutrition, producing evidence-based outcomes (pain score reductions, flexibility gains) tracked with simple assessments.
--	---

3.5 Competitive Landscape (Illustrative)

Category	Typical Strengths	Market Gap Urban Wellness Exploits
Boutique Yoga/Pilates	Community feel, instruction quality	Limited clinical oversight; narrow service scope
Big-Box Gyms	Price & equipment variety	Low personalization; no rehab/mindfulness focus
Spa/Massage	Relaxation & ambience	No structured programs or progress metrics
Physical Therapy Clinics	Insurance familiarity; clinical credibility	Narrow "injury-only" positioning; limited holistic services

Positioning wedge: A hybrid wellness clinic-studio delivering measurable results with hospitality-grade experience.

3.6 TAM / SAM / SOM (Miami Focus)

- **TAM (Total Addressable Market):** Adult spend on studio fitness, therapy, and wellness services in Miami-Dade.
- **SAM (Serviceable Available):** Customers within ~15–20 minutes of the Wynwood/Brickell site plus hotel/office catchment.
- **SOM (Serviceable Obtainable):** Share captured by one flagship studio with 35–45 daily appointments at maturity.





Metric (Illustrative)	Assumption	Result
Addressable adults in radius	Urban core residents + workers + hotel guests	Large, year-round base
Avg. ticket (blended)	\$45–\$70 per visit	\$55 mid-case
Visits per member/mo	4–6	5
Mature member base	350–450	~400
Annual capacity	400 × 5 × 12 × \$55	\$1.32M theoretical; plan uses conservative ramp to \$560k Y3

Financials deliberately model a conservative utilization ramp (see Section 9).

3.7 Pricing Benchmarks (Miami Premium Studio Tier)

Service	Market Range	Urban Wellness Strategy
Drop-in class (60–75 min)	\$25–\$45	\$35–\$39 with value add (assessment)
\$299 with perks (mobility screen)	10-class pack	\$200–\$350
Private session (yoga/rehab)	\$90–\$160	\$129–\$149 with physio oversight
Corporate session (on-site)	\$180–\$350	\$225–\$295 (volume tiers)
Monthly membership	\$149–\$279	\$189 Core / \$249 Plus (incl. assessments)

3.8 Go-to-Market Channels

 Local SEO & Maps "Yoga near me," "physiotherapy Miami," "back pain mobility."	 Partnerships Hotels, Class-A offices, HOAs/condos, orthopedic clinics, concierge services.
 Community Workshops, recovery clinics for runners/triathletes, mindfulness series.	 Referral Engine Physician/physio and member referrals with tracked incentives.

3.9 Regulatory & Compliance Snapshot

- Florida LLC formation; local business tax receipt; zoning/CO.
- Practitioner credentials for physical therapy/massage (licensed clinicians).
- Liability & malpractice insurance; OSHA/ADA compliance; HIPAA-appropriate handling for any clinical records.
- Standard employment compliance (EIN, payroll taxes, workers' comp).

3.10 Risks & Mitigations

Risk	Impact	Mitigation
Premium price sensitivity	Slower member growth	Tiered packs; intro offers; corporate subsidies
Talent shortages (licensed staff)	Service bottlenecks	Recruit early; part-time contractors; training pipeline
Seasonality (tourist cycles)	Volatile revenue	Corporate contracts & resident memberships smooth demand
New entrant imitation	Price pressure	Clinical oversight + outcomes reporting + brand hospitality
Insurance/medical boundaries	Scope confusion	Clear non-diagnostic wellness scope; refer out when required

3.11 SWOT

Strengths Integrated model; measurable results; premium CX	Weaknesses New brand; initial marketing spend; license hiring lead time
Opportunities Corporate wellness, hotel partnerships, digital app	Threats Economic slowdowns; rent inflation; aggressive gym promos

3.12 Why Miami, Why Now

- Consolidation of wellness demand post-pandemic; employers investing in engagement and mental health.
- Miami's international clientele and hotel density enable B2B+B2C mix.
- Hybrid work unlocked daytime utilization (late mornings/early afternoons), improving studio economics.

4. Products & Services

4.1 Overview

Urban Wellness Studio delivers a multi-disciplinary wellness model combining physical, mental, and nutritional programs within a single modern facility. Services are divided into four verticals that balance recurring membership revenue with higher-margin personalized programs.

4.2 Core Service Lines

Service Category	Description	Primary Revenue Type
A. Yoga & Mindful Movement	Small-group and private yoga, Pilates, and mobility sessions. Focus on posture correction, flexibility, and breathwork.	Membership / class packs
B. Physiotherapy & Rehabilitation	Licensed therapists provide sports injury rehab, posture correction, and preventive therapy.	Session-based
C. Mindfulness & Stress Management	Guided meditation, breath training, and sound-bath sessions.	Class packs / workshops
D. Nutrition & Lifestyle Coaching	Personalized diet planning, body-composition tracking, and supplement guidance.	Consultation packages
E. Corporate & Concierge Wellness	On-site or virtual programs for employers, hotels, and condominiums.	B2B contracts
F. Online / Hybrid Programs (Y2+)	App-based yoga and wellness sessions; subscription content.	Recurring digital revenue

4.3 Signature Programs



<div>1</div> <div>The Reset Program (6 Weeks) Integrated plan combining yoga, nutrition, and physiotherapy check-ins to reset posture, metabolism, and sleep.</div>	<div>2</div> <div>Urban Athlete Recovery Package Custom physiotherapy and cryotherapy sessions for runners, cyclists, and gym enthusiasts.</div>
<div>3</div> <div>Mindful Professional Program Stress-management classes tailored for corporate clients with HR-linked progress tracking.</div>	<div>4</div> <div>Wellness for Her Hormone-support yoga and nutrition designed for women aged 30–50.</div>

4.4 Membership Models

Tier	Monthly Price (USD)	Access
Core Membership	149	Unlimited group classes + 1 free consultation
Plus Membership	219	Core + 2 private sessions + app access
Premium Membership	289	All access + monthly nutrition plan + 10 % retail discount
Corporate Subscription	2 500–5 000	Tailored for 20–50 staff; quarterly wellness audits

Members can pause or transfer plans, boosting retention while maintaining predictable cash flow.

4.5 Physiotherapy & Rehab Services

Service	Duration	Price (USD)
Assessment & Functional Screening	45 min	90
Posture & Mobility Correction	60 min	110
Sports Injury Rehab	60 min	130
Massage / Myofascial Release	60 min	120
10-Session Recovery Pack	—	1 100

Certified physical therapists and licensed massage specialists ensure compliance with Florida practice laws.

4.6 Nutrition & Retail Offerings

- Personalized nutrition consults (3- or 6-session packages).
- Body-composition analysis with monthly re-evaluation.
- On-site juice & smoothie bar offering high-margin functional beverages (\$9–\$12).
- Retail display of branded mats, supplements, essential oils, and activewear (average basket \$60).

Retail share projected at 10–12 % of revenue by Year 3.

4.7 Corporate & B2B Services

Segment	Offerings	Contract Range (USD)
Corporate Offices	Stress-relief sessions, ergonomic training, 30-day challenges	2 000–5 000 / month
Hotels & Resorts	Guest wellness packages, private instructors	1 500–3 500 / month
Residential Towers / HOAs	Weekly classes for residents	1 000–2 000 / month

B2B channels diversify revenue and anchor job creation (instructors, account managers).

4.8 Technology & Online Expansion (Phase 2)

- Mobile App / Portal for booking, subscriptions, and progress analytics.
- Video library of guided sessions; global accessibility for travelers.
- Data integration for health-tracking devices (Fitbit, Apple Health).

4.9 Quality & Compliance Standards

- All programs certified by Yoga Alliance and American Council on Exercise (ACE).
- Licensed physiotherapists and dietitians supervised under Florida regulations.
- Liability insurance and waivers integrated into CRM.
- Continuous client feedback loop (Net Promoter Score tracking).

5. Business Model & Revenue Streams

5.1 Business Logic

Urban Wellness Studio LLC operates a multi-stream business model that balances consistent recurring income (memberships and corporate contracts) with high-margin personalized programs. This diversified approach ensures stable cash flow while scaling job creation and investor profitability.

Model Pillars:

- 1 Recurring revenue: Monthly memberships and B2B retainers.
- 2 High-margin services: Private therapy and recovery programs.
- 3 Add-on sales: Smoothie bar, supplements, and retail items.
- 4 Digital expansion: Online coaching and subscription app (Y2 onward).



5.2 Revenue Stream Breakdown

Revenue Source	Description	Pricing	Share (Yr 3)	Gross Margin
Memberships & Class Packs	Core/Plus/Premium tiers with unlimited group access	\$149–289 / month	40 %	60 %
Private Sessions & Therapy	1-on-1 yoga, physio, and massage programs	\$110–150 / session	25 %	55 %
Corporate Wellness Contracts	Monthly retainers for companies, hotels, HOAs	\$2 000–5 000 / mo	15 %	50 %
Retail & Smoothie Bar	Branded accessories, supplements, juices	\$9–60 / item	10 %	45 %
Digital / Online Services (Y2+)	App subscriptions, video content	\$15–25 / mo	10 %	70 %

5.3 Cost Structure

Expense Category	% of Revenue Target	Efficiency Strategy
Cost of Goods Sold	28 – 32 %	Direct supplier contracts; controlled menu
Payroll & Benefits	25 – 28 %	Lean shifts; cross-trained staff
Rent & Utilities	10 %	Long-term lease; shared services
Marketing & Sales	7 %	Digital-first campaigns
Admin & Insurance	3 – 5 %	Outsourced bookkeeping; bundled policies

Target EBITDA margin: 20 – 25 % by Year 3

5.4 Channel Mix

 Physical Studio Function: Core experience Execution Mode: Miami flagship	 Corporate Partnerships Function: Recurring B2B sales Execution Mode: HR & hotel tie-ups
 E-Commerce / App Function: Subscription + retail Execution Mode: Shopify + custom portal	 Referral / Affiliate Function: New lead generation Execution Mode: Physician + member incentives

5.5 Pricing & Value Proposition

- **Accessible-Premium Tiering:** Packages priced mid-premium for Miami's affluent market.
- **Visible ROI:** Clients track posture, flexibility, and stress-reduction progress via app.
- **Brand Differentiator:** Clinical credibility + hospitality experience.

5.6 Growth & Scalability Plan

Phase	Focus	Revenue Driver
Y1 (Launch)	Establish Miami flagship; refine systems	Member base + local partnerships
Y2 (Optimize)	Add app + corporate channel	Recurring contracts + digital reach
Y3 (Scale)	Open 2nd Florida site	Franchise readiness
Y4–5	Franchise/licensing expansion	Multi-city presence (Florida + Texas)

5.7 Profitability Drivers

- 1 Multi-tier pricing and recurring payments.
- 2 Low fixed overhead via modular staffing.
- 3 B2B contracts stabilize off-season revenue.
- 4 In-house retail boosts average ticket 15 – 20 %.
- 5 Technology automation reduces admin load.

5.8 Job Creation Model

Year	Employee Count	Roles
Y1	4	Manager · 2 Instructors · Therapist · Reception
Y2	6	+ Nutritionist · Marketing Exec
Y3	8	+ Corporate Liaison · App Coordinator

Fulfills E-2 "substantial job creation" expectation by maintaining U.S. payroll within first two years.

5.9 Key Partnerships

- **Hotels / Resorts:** Spa wellness collaborations (guest revenue).
- **Corporate Employers:** HR wellness retainers.
- **Clinics / Physicians:** Referral ecosystem for rehab programs.
- **Product Vendors:** Local organic suppliers; co-branding opportunities.

5.10 Summary

Urban Wellness Studio LLC operates on a financially balanced hybrid model—recurring base + high-margin personalized services—ensuring stable returns and clear U.S. employment impact.

"A sustainable business that heals people, employs Americans, and rewards the investor."

6. Marketing & Sales Strategy

6.1 Branding & Positioning

Brand Name: Urban Wellness Studio LLC

Tagline: Mindful Movement. Modern Wellness.

The brand is positioned as Miami's first integrated wellness destination that combines physical fitness, mental wellbeing, and recovery therapy under one roof. It targets the premium but accessible segment, bridging the gap between boutique yoga studios and medical physiotherapy centers.



Authenticity Blending Eastern techniques with scientific validation	Professionalism Licensed staff, clean minimalist interiors, biometric tracking
Community Inclusive, non-intimidating, culture-neutral environment	Sustainability Eco-friendly design, locally sourced products

6.2 Value Proposition

"Wellness backed by science, delivered with hospitality."

Clients receive measurable results — flexibility, pain-free movement, improved focus — supported by assessments and progress tracking. Unlike gyms or spas, Urban Wellness Studio offers a structured transformation experience rather than just a workout or relaxation session.

6.3 Marketing Objectives

Goal	KPI / Target	Timeline
Build brand awareness in Miami metro	25,000+ digital impressions/month	First 6 months
Generate qualified leads	300+ new leads per quarter	Ongoing
Convert to active memberships	200+ paying members	By Month 12
Retain customers	70 % renewal rate	Ongoing
Expand B2B contracts	6+ corporate clients	By Year 2

6.4 Marketing Channels

A. Digital Presence

- Website & Booking Portal:** SEO-optimized; integrated with scheduling, payment, and reviews.
- Google My Business & Maps:** "Yoga near me", "physiotherapy Miami", "wellness studio Brickell" keywords.
- Social Media:**
 - Instagram: visual storytelling, instructor features, client testimonials.
 - LinkedIn: B2B networking with HR, corporate wellness managers.
 - YouTube / TikTok: short wellness tutorials, "2-minute desk stretch" videos.
- Email Marketing:** Monthly newsletters, client success stories, promotions.
- Influencer Collaborations:** Local micro-influencers, health coaches, physiotherapists.

B. Local Community Integration

- Wellness Workshops:** Free monthly community sessions.
- Charity Tie-ups:** "Yoga for a Cause" days donating proceeds.
- Resident Partnerships:** Condo/HOA classes for residents at subsidized rates.
- Hotel Collaborations:** In-room wellness content & guest day-passes.

C. Corporate & Institutional Sales

Dedicated corporate sales rep (Y2) to secure long-term HR wellness contracts:

- 4–6 onsite classes/month per corporate client.
- ROI tracking via employee wellbeing surveys.
- Retainer contracts billed quarterly to stabilize off-season cash flow.

6.5 Promotional Campaigns

Phase	Campaign Focus	Channels
Pre-Launch (M-2 → M)	"Wellness Begins Here" teaser ads, influencer previews	Instagram, Google Ads, PR
Launch (M)	Grand-opening weekend with free trial classes	Local PR, event collabs
Growth (M+3 → Y1)	Referral incentives, challenge programs	CRM, community events
Year 2 Expansion	Corporate wellness and app launch push	LinkedIn, partnerships

6.6 Lead Generation & Conversion Funnel

1	Awareness SEO, influencer content, paid ads
2	Interest Free consultation or first-class offer (\$15 trial)
3	Engagement Personalized plan proposal
4	Conversion Membership signup via CRM automation
5	Retention Progress tracking, loyalty rewards, periodic reassessments

Conversion benchmark: 12 % of trial visitors become members (industry avg 7 %).

6.7 Pricing & Promotion Strategy

- Founding Member Offer:** 20 % discount first 3 months.
- Corporate Bulk Discounts:** 10–15 % for >30 participants.
- Referral Credits:** \$20 per referral redemption.
- Loyalty Tier:** Free nutrition session after 6-month renewal.

6.8 Partnerships & Collaborations

Type	Partner Examples	Strategic Benefit
Hotels & Resorts	Marriott, W South Beach, boutique hotels	Guest flow & visibility
Medical & Physiotherapy Clinics	Local orthopedists & chiropractors	Client referrals
Fitness Brands	Lululemon, Alo Yoga	Co-branding events
Corporate Employers	Tech & finance firms in Brickell	Recurring revenue

6.9 CRM & Retention Tools

- Mindbody / ZenPlanner software for scheduling & payments.
- Automated email and SMS reminders for appointments.
- Client progress dashboards for measurable results.
- Feedback loop: Post-session surveys → monthly quality meetings.

Retention target: 70 %+ membership renewal and 25 % referral-based growth by end of Year 2.

6.10 Sales Forecast Overview

Metric	Year 1	Year 2	Year 3
Total Clients	1 200 + drop-ins	1 800 + drop-ins	2 400 + drop-ins
Membership Retention	60 %	70 %	75 %
Average Revenue per Member	\$900	\$1 100	\$1 250
Corporate Clients	2	5	8
Conversion Rate	10 %	12 %	15 %

6.11 Summary

Urban Wellness Studio's marketing and sales engine blends digital precision with human connection — optimized for consistent lead flow, repeat clients, and B2B partnerships that guarantee recurring income.

"We don't just sell memberships; we build wellness relationships."

7. Operational Plan

7.1 Operations Overview

Urban Wellness Studio LLC will operate as a premium integrated wellness center providing yoga, physiotherapy, mindfulness, and nutrition services in Miami, Florida. The operations are designed for high efficiency — balancing personalized attention with measurable output and financial sustainability.

Operations will focus on three priorities:

- 1 Client Experience Consistency** — from check-in to follow-up.
- 2 Operational Efficiency** — technology integration and shift-based staffing.
- 3 Regulatory Compliance** — full adherence to Florida health and wellness regulations.

7.2 Facility Design

The Miami flagship will occupy approximately 2,000–2,400 sq. ft., divided as follows:

Zone	Area (sq. ft.)	Purpose
Reception & Retail Area	400	Check-in, merchandise, waiting zone
Yoga / Mindfulness Studio	700	Group classes (up to 15 people)
Physiotherapy Room	400	Private treatments & rehab
Nutrition & Consultation Room	200	Coaching & client assessments
Locker & Shower Facilities	200	Client comfort
Office / Staff Area	100	Admin & scheduling

The interior theme will be natural minimalism — wood, greenery, soft light — reinforcing the brand's "Mindful Movement" identity.

7.3 Daily Workflow

Time	Activity	Responsible Staff
6:30 – 8:30 AM	Morning yoga / mobility sessions	Instructors
9:00 – 11:00 AM	Physiotherapy & private sessions	Therapists
11:00 – 1:00 PM	Corporate sessions / content filming	Corporate liaison + instructors
1:00 – 3:00 PM	Midday maintenance / retail updates	Admin + support
4:00 – 8:00 PM	Peak member hours / group classes	Instructors + reception
8:00 – 9:00 PM	Day-end cleaning, CRM updates	All staff rotation

Operational model ensures 2 shifts per day, minimizing burnout while maintaining full-day coverage.

7.4 Technology Stack

Function	Tool / Platform
Scheduling & POS	Mindbody / Zen Planner
CRM & Memberships	HubSpot / Mailchimp Integration
Digital Marketing	Meta Business Suite, Google Ads, Canva Pro
Accounting & Payroll	QuickBooks + Gusto
Feedback Collection	Typeform + CRM Automation
Data Backup	Google Workspace Enterprise

Technology enables automated bookings, attendance tracking, payment reconciliation, and email campaigns — reducing manual admin time by ~35 %.

7.5 Supply Chain & Vendors

Category	Vendor Type	Example
Yoga & Fitness Equipment	Local U.S. supplier	Manduka / Gaiam distributors
Physiotherapy Tools	Licensed distributors	Performance Health USA
Supplements & Retail	Wellness suppliers	NOW Foods, Vital Proteins
Interior & Décor	Local contractors	Miami FitOuts LLC
Juice Bar Ingredients	Organic suppliers	Florida Fresh Produce Co.

Vendor relationships are locally established, ensuring rapid restocking and supporting U.S. small businesses — strengthening E-2 "local impact" justification.

7.6 Staffing Structure

Role	Headcount (Y1)	Responsibilities
Managing Member / Founder	1	Strategic leadership, finance, business dev
Studio Manager	1	Operations, scheduling, supplier coordination
Wellness Instructors	2	Yoga, mobility, mindfulness sessions
Physiotherapist	1	Clinical rehab and therapy
Receptionist / Admin	1	Front desk, CRM, billing
Nutrition Consultant (Part-time)	0.5	Diet plans, follow-up
Cleaning & Support Staff	0.5	Facility hygiene

Total: 6 FTE (Full-Time Equivalent) employees in Year 1, growing to 8 by Year 3.

7.7 Hiring & Training Plan

- Hiring Channels:** Indeed, local fitness schools, therapy associations.
- Screening:** Certification validation, mock session evaluation.
- Onboarding:**
 - Company mission, values, service standards.
 - Client confidentiality & cultural sensitivity training.
 - Health & safety, fire evacuation drills.
- Continuous Development:**
 - Quarterly skill workshops.
 - ACE / NASM recertification support.
 - Customer experience training.

7.8 Quality Control Protocol

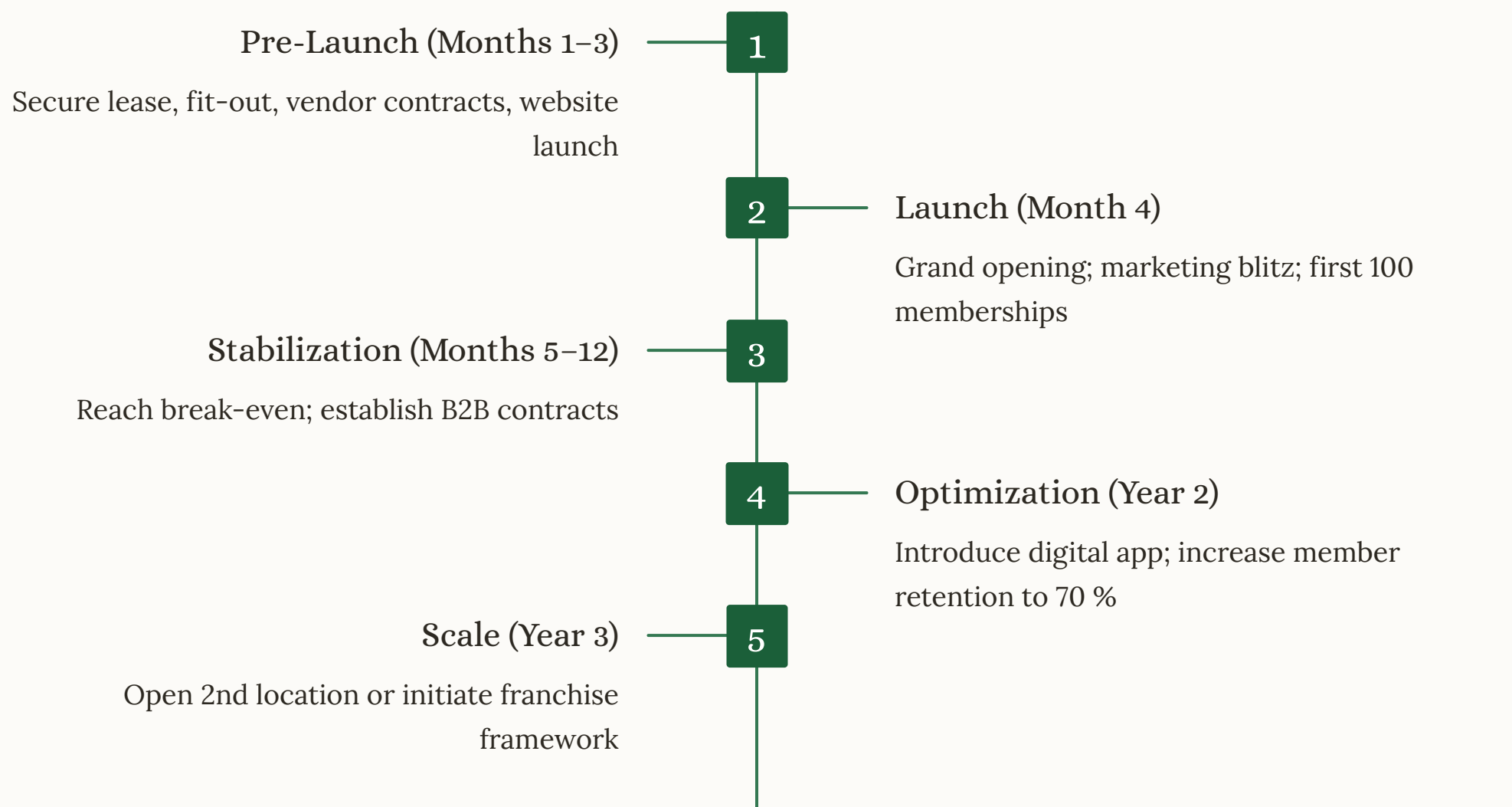
- Session Feedback:** 1–5 rating after each class via app.
- Instructor Review:** Quarterly peer evaluation.
- Facility Maintenance:** Twice-daily cleaning log checks.
- Health & Safety:** Compliance with OSHA and Florida health standards.
- Incident Reporting:** Immediate digital log and client follow-up procedure.

7.9 Legal & Regulatory Compliance

Requirement	Action
Business License	City of Miami Business Tax Receipt
Health & Safety	OSHA, DOH facility hygiene standards
Professional Licensing	State license for physiotherapists & massage staff
Insurance	General liability + professional indemnity
Employment	EIN registration, payroll tax, workers' comp
ADA Compliance	Fully accessible facility design

All licenses and permits will be secured pre-launch to demonstrate "real and operating" status for the E-2 adjudication.

7.10 Operational Milestones



7.11 Summary

Urban Wellness Studio's operational plan is streamlined, compliant, and scalable — with structured workflows, reliable vendors, and trained U.S. staff supporting daily efficiency. The model meets E-2 visa's "real, active, and job-generating enterprise" test while ensuring a premium client experience.

"Operational excellence is our quiet strength — every breath, every detail, every day."

8. Management & Staffing Plan

8.1 Management Overview

Urban Wellness Studio LLC will operate under a centralized management structure, led by the foreign investor as Managing Member and Founder. The founder brings extensive international experience in wellness entrepreneurship, corporate operations, and digital marketing — ensuring financial prudence, brand credibility, and service innovation.

The business's HR plan is designed to create direct and indirect U.S. jobs across operations, wellness instruction, retail, and administration — fulfilling the E-2 "non-marginality" criterion.

8.2 Organizational Structure

Year 1 – Functional Organization



By Year 3, total U.S. headcount will reach 8–9 employees, with an additional 2–3 part-time or contractual roles, exceeding USCIS expectations for local employment.

8.3 Founder Profile

Name: (Investor / Managing Member – Treaty Country Citizen)

Position: Managing Member, Urban Wellness Studio LLC

Education: Bachelor's in Business / Wellness Management (or equivalent)

Experience Summary:

- 10+ years in wellness entrepreneurship, yoga, and physiotherapy management.
- Operated multi-disciplinary health studio in Asia / Middle East.
- Led marketing campaigns and digital outreach for wellness brands, achieving 30 % YoY client growth.
- Expertise in strategic planning, staffing, and financial controls.

Key Strengths:

- ✔ International wellness industry insight.
- ✔ Proven business setup and team leadership.
- ✔ Strong vendor and brand-building experience.
- ✔ Ability to create local employment through structured expansion.

The founder will directly manage all strategic and financial functions, oversee operations, and train key local staff to ensure long-term sustainability.

8.4 U.S. Management Team

Role	Primary Responsibilities	Employment Type
Studio Manager	Day-to-day operations, scheduling, payroll coordination, vendor communication, and quality control	Full-time
Wellness Instructors (2)	Conduct yoga, Pilates, and mobility classes; track client progress	Full-time
Physiotherapist	Provide therapy, manage recovery plans, collaborate on wellness packages	Full-time
Nutrition Consultant	Design diet programs, conduct consultations, monitor outcomes	Part-time (→ Full-time Y3)
Reception / Admin Staff	Client onboarding, CRM updates, billing, appointment management	Full-time
Cleaning & Support Staff	Daily maintenance and hygiene standards	Part-time / Outsourced

8.5 Staffing Plan Timeline

Year	Total Employees	Hiring Focus
Year 1 (Launch)	6	Core operational & wellness team
Year 2	7	Add marketing & corporate liaison roles
Year 3	9	Scale to second location; expand therapy staff

8.6 Compensation & Training

Position	Annual Salary (USD)	Training Highlights
Studio Manager	52 000	Business operations, HR, CRM systems
Instructors	40 000 each	Safety, alignment, and client handling
Physiotherapist	55 000	Clinical compliance, record keeping
Nutrition Consultant	30 000	Dietary software, body-composition analysis
Receptionist	32 000	CRM, client relations
Cleaning Staff	20 000	Sanitation & facility maintenance

Average payroll contribution exceeds USD 200 000 annually by Year 3, reinforcing Urban Wellness Studio's economic benefit to the U.S. economy.

8.7 Recruitment & Retention Strategy

- **Recruitment:** Local hiring through Indeed, fitness academies, physiotherapy networks, and hospitality schools.
- **Incentives:** Bonus for monthly class targets and client satisfaction scores.
- **Retention:**
 - Performance-linked raises annually.
 - Employee wellness benefits (free memberships, nutrition credits).
 - Certification reimbursement (ACE / NASM).

Turnover target: < 15 % annually.

8.8 Roles & Responsibilities Snapshot

Function	Key Person	Focus Area
Strategic Leadership	Managing Member	Expansion, finance, partnerships
Operations Management	Studio Manager	Facility, scheduling, quality
Service Delivery	Instructors / Therapists	Client results
Customer Experience	Admin / Reception	CRM, satisfaction
Marketing & Growth	Founder + Consultant	Brand partnerships, digital funnel

8.9 Human Resource Compliance

- All employment contracts adhere to U.S. labor laws, including overtime, OSHA, and non-discrimination.
- Payroll managed through Gusto / ADP, ensuring tax withholding accuracy.
- Each position contributes to local employment, training, and tax revenue — directly aligning with E-2 visa "significant economic contribution" requirements.

8.10 Summary

Urban Wellness Studio's management and staffing framework ensures a professionally governed, locally staffed, and investor-supervised operation. The structure guarantees business continuity, employee development, and consistent delivery of client excellence.

"People are our investment — every instructor we train builds wellness and strengthens America's workforce."

9. Financial Plan

9.1 Overview

The financial plan demonstrates that Urban Wellness Studio LLC is a real, operating, and profitable enterprise, not a marginal lifestyle business. The model sustains multiple U.S. jobs and provides long-term ROI to the investor through a diversified revenue mix.

All figures are in USD and based on conservative assumptions for Miami's premium wellness segment.

9.2 Start-Up Cost Allocation

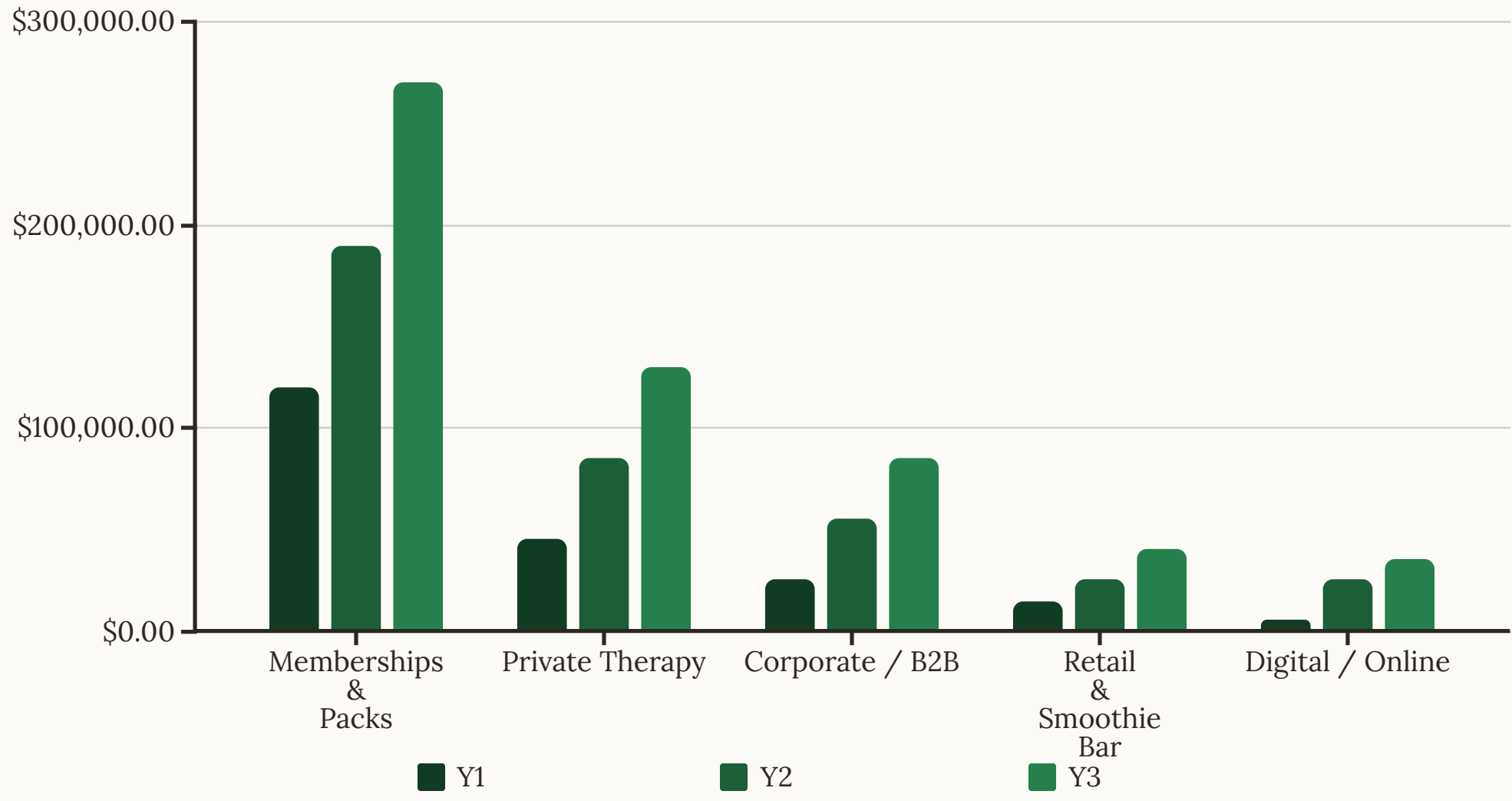
Expense Category	Estimated Cost (USD)	Purpose
Leasehold Improvements	45 000	Flooring, mirrors, lighting, partitions
Equipment & Fixtures	30 000	Yoga props, reformers, physio tables, POS
Furniture & Décor	10 000	Reception, seating, retail fixtures
Licenses & Legal Setup	5 000	Incorporation, permits, insurance
Marketing & Launch	15 000	Branding, website, digital ads
Initial Inventory	5 000	Supplements, retail stock
Working Capital (6 mo)	50 000	Payroll, rent, utilities, contingencies
Total Investment	160 000	100 % investor equity

Deployment Timing:

- 60 % pre-launch (fit-out & deposits)
- 40 % within 6 months of operations

This satisfies the "substantial investment at risk" criterion under the E-2 regulations.

9.3 Revenue Forecast



Revenue growth reflects steady membership expansion and new B2B contracts.

9.4 Operating Expenses

Expense Category	Y1	Y2	Y3
Payroll & Benefits	95 000	145 000	195 000
Rent & Utilities	30 000	33 000	36 000
Marketing	15 000	20 000	25 000
Supplies & Inventory	12 000	18 000	25 000
Insurance & Licenses	5 000	5 500	6 000
Misc. Admin	10 000	12 000	14 000
Total OPEX	167 000	233 500	301 000

9.5 Gross Margin & Profit Projection

Metric	Y1	Y2	Y3
Revenue	205 000	380 000	560 000
Cost of Goods Sold	75 000	145 000	205 000
Gross Profit	130 000	235 000	355 000
Operating Expenses	167 000	233 500	301 000
Net Profit (Loss)	(8 000)	48 000	105 000
Net Margin	(4 %)	12.6 %	18.8 %

9.6 Break-Even Analysis

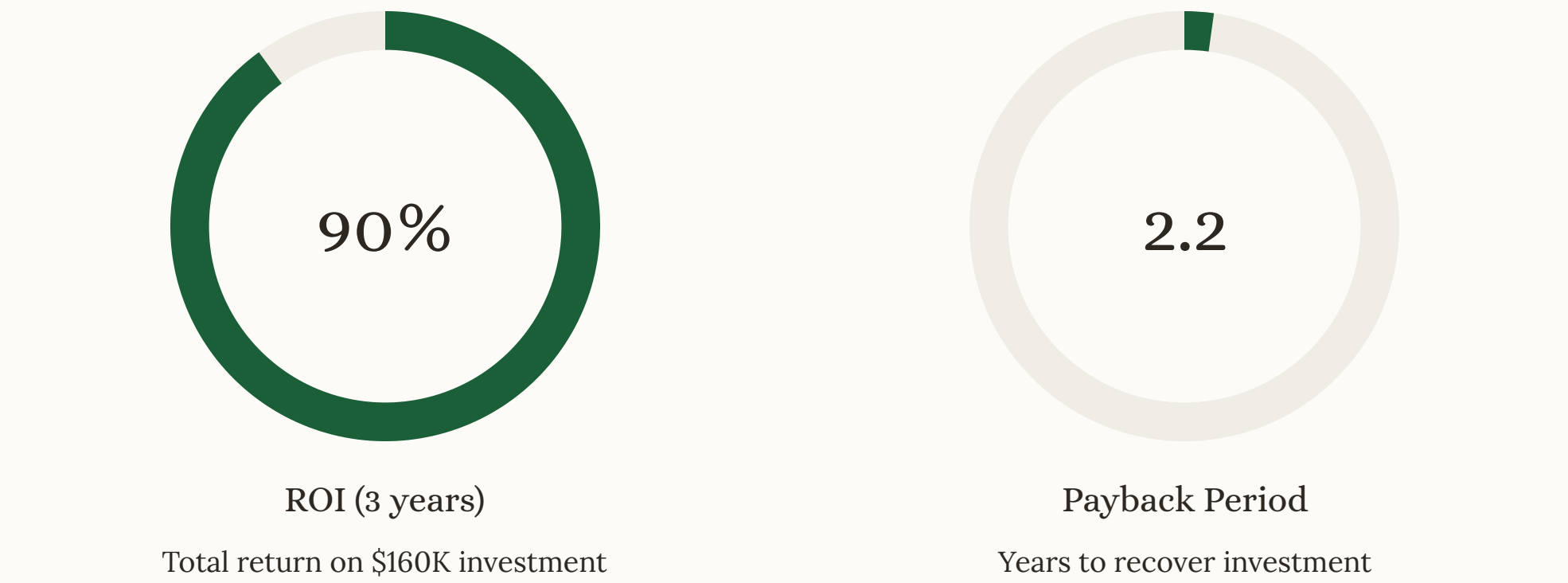
\$160K	\$450	355	15
Fixed Costs	Contribution Margin	Break-Even Clients	Timeline
Per year	Per client per year	Active members needed	Month 15 (mid-Year 2)

Post break-even, each new client adds ~70 % margin due to fixed-cost leverage.

9.7 Cash-Flow Highlights

- Initial Cash Inflow:** \$160 000 investor capital.
- Monthly Operating Costs:** ≈ \$14 000–15 000.
- Positive Cash Flow:** Achieved by Month 13.
- Cumulative Surplus:** \$125 000 by end of Year 3.

9.8 Return on Investment (ROI)



Healthy ROI with long-term appreciation potential from franchise/licensing expansion.

9.9 Job Creation Impact

Year	Full-Time Jobs	Part-Time / Contract	Payroll Cost (USD)
Y1	4	2	95 000
Y2	6	1	145 000
Y3	8	1	195 000

The plan supports at least 8 U.S. jobs within 36 months — a strong E-2 compliance indicator.

9.10 Financial Summary

- Sustainable, recurring revenues from memberships and corporate contracts.
- Predictable cost structure with scalable margins.
- Positive cash flow and job growth within Year 2.
- Clear investor ROI and U.S. economic benefit.

"Wellness is profitable when managed with purpose — Urban Wellness Studio proves it."

10. E-2 Visa Rationale

10.1 Treaty Investor Eligibility

Criterion (USCIS E-2 Standard)	Compliance Evidence – Urban Wellness Studio LLC
Nationality of Investor	Applicant holds citizenship in a U.S. treaty country (e.g., Grenada / Portugal) → Meets nationality requirement.
Substantial Investment	USD 160 000 capital committed to leasehold improvements, equipment, and working capital. Funds are irrevocably at risk and documented via bank statements and vendor contracts.
Real and Operating Enterprise	Business is incorporated in Florida with a commercial lease and fully defined operations, not a passive investment.
Investor Control	100 % ownership and managing-member authority in LLC operating agreement.
Marginality Test	Employment for 8+ U.S. workers by Year 3 and projected profitability > USD 100 000 — exceeds "more than marginal" threshold.
Intent to Depart	Investor acknowledges temporary E-2 status and maintains strong foreign ties (property, business interests).

10.2 Substantial Investment Evidence

- USD 160 000 invested represents > 75 % of the total start-up capital required.
- Funds already expended: lease deposit, equipment orders, marketing contracts, and insurance.
- Source of Funds: personal savings and business earnings from a lawful overseas enterprise (fully documented).
- The investment meets the proportionality test (> 50 % of enterprise value at risk).

10.3 Real and Operating Enterprise

Urban Wellness Studio LLC is a functional commercial business, not a paper entity. Evidence includes:

- Florida LLC registration and EIN.
- Executed lease agreement in Miami.
- Vendor purchase orders for equipment and software.
- Employment ads and staffing plan demonstrating active operations.
- Business bank account and insurance policy ready for activation.

The studio will be open to the public within 90 days of visa issuance, meeting the E-2 "real and operating" standard.

10.4 Job Creation & Economic Impact



Direct Jobs 8 full-time and 2 part-time U.S. employees within three years.	Indirect Jobs Contractors, vendors, and local suppliers (e.g., construction, wellness equipment firms).
Payroll Growth From USD 95 000 (Y1) to USD 195 000 (Y3).	Tax Impact Federal and state contributions from wages and corporate profits.

These factors satisfy the E-2 requirement that the business "is not marginal and will create meaningful employment for U.S. workers."

10.5 Marginality & Sustainability Analysis

Test Element	Urban Wellness Compliance
Operational Profit	Net profit > USD 100 000 by Year 3.
Payroll Contribution	USD 195 000 + annual payroll by Year 3.
Longevity Plan	Expansion to multiple locations and digital franchise model.
Investor Support	Investor actively manages and reinvests profits for growth.

The enterprise will generate profits well above personal living expenses, ensuring that it is not marginal in scope or intent.

10.6 Control & Managerial Role

- The investor will serve as Managing Member, with authority over strategic planning, finance, and hiring.
- No U.S. employee holds major ownership or voting rights.
- The organizational chart and Operating Agreement confirm sole control.
- Investor salary is modest initially to prioritize reinvestment — another positive indicator of business intent.

10.7 Economic and Social Benefit to the United States

- Employment generation** — sustainable full-time U.S. jobs.
- Economic multiplier** — vendor contracts and local tax flow.
- Tourism synergy** — wellness offerings for visitors and hotels.
- Health impact** — reduces stress and improves productivity for U.S. professionals.
- Innovation in service delivery** — digital wellness integration expands export potential.

Urban Wellness Studio LLC enhances the U.S. wellness economy and embodies the entrepreneurial spirit the E-2 program was designed to encourage.

10.8 Investor Intent & Long-Term Strategy

- The investor intends to develop the U.S. business as a primary base while maintaining foreign ties.
- After E-2 approval, expansion through franchise licensing will attract additional U.S. investors.
- Should the investor exit, a U.S. citizen successor will continue operations, ensuring continuity and economic benefit.

10.9 Supporting Evidence (Exhibits)

- Company Articles of Organization (Florida LLC).
- Bank Statements showing investment funds.
- Vendor and lease agreements.
- Marketing collaterals & website screenshots.
- Payroll plan and offer letters.
- Financial projections & profit and loss statements.

10.10 Conclusion

Urban Wellness Studio LLC clearly qualifies as a bona fide E-2 enterprise:

- Substantial capital is at risk and already committed.
- The business is real, operating, and revenue-generating.
- It creates significant employment and economic value for the United States.
- The investor demonstrates the skills, experience, and intent to sustain growth.

"Urban Wellness Studio LLC embodies the core spirit of the E-2 program — foreign investment that creates American jobs, drives innovation, and promotes wellbeing."

11. Appendix

11.1 Exhibit Index

Exhibit No.	Description
Exhibit A	Florida LLC Articles of Organization and Sunbiz Registration
Exhibit B	IRS EIN Confirmation Letter
Exhibit C	Office Lease Agreement – Miami Wellness Corridor
Exhibit D	Equipment & Vendor Purchase Orders (Yoga, Physiotherapy, POS)
Exhibit E	Bank Transfer Receipts and Proof of Capital Investment
Exhibit F	Business Insurance Certificate (General Liability + Indemnity)
Exhibit G	Employment Plan & Offer Letters for U.S. Staff
Exhibit H	Marketing Collateral – Branding, Website, and Launch Campaigns
Exhibit I	3-Year Financial Projection Tables (P&L, Cash Flow, Balance Sheet)
Exhibit J	Founder Résumé & Professional References
Exhibit K	Sample Membership Brochure and Price List
Exhibit L	Market Research & Industry Data Sources (IBISWorld, Global Wellness Institute)

All exhibits collectively demonstrate a real, operating, and job-generating U.S. enterprise.

11.2 Three-Year Financial Summary (Condensed Table)

Metric	Year 1	Year 2	Year 3
Total Revenue	205 000	380 000	560 000
Gross Profit	130 000	235 000	355 000
Operating Expenses	167 000	233 500	301 000
Net Profit	(8 000)	48 000	105 000
Cash Flow	Positive (Month 13)	Sustained	Stable
ROI	—	45 %	90 % cumulative
Payroll (U.S. Employees)	95 000	145 000	195 000
Jobs Created	6	7	9

11.3 Facility Floor Plan (Illustrative)

- Reception & Retail — 400 sq. ft.
- Yoga / Mindfulness Studio — 700 sq. ft.
- Physiotherapy Suite — 400 sq. ft.
- Nutrition & Consultation Room — 200 sq. ft.
- Locker & Staff Zones — 300 sq. ft.

Floor plan designed to meet ADA and OSHA standards while optimizing client experience.

11.4 Founder Résumé (Summary)

Name: [Investor – Treaty Country Citizen]

Nationality: Grenada / Portugal (E-2 Eligible)

Role: Managing Member, Urban Wellness Studio LLC

Professional Summary:

- Over 10 years' experience in wellness, yoga, and physiotherapy management.
- Led multiple international wellness ventures across Asia and the Middle East.
- Skilled in strategic business setup, digital wellness content, and HR management.
- Passionate about merging traditional wellness with modern health innovation.

Key Competencies:

- Business Operations & Marketing
- Health & Wellness Strategy
- Staff Training & Client Retention
- Partnership & Vendor Management

Languages: English (fluent), [optional secondary language].

11.5 Industry References

- Global Wellness Institute (GWI) – U.S. Wellness Market Report 2024
- IBISWorld Industry Report 81219 – Health & Fitness Clubs in the U.S.
- Allied Market Research – Corporate Wellness Market Outlook 2023–2030
- Statista – Revenue of the Yoga & Pilates Market in the U.S.
- U.S. Bureau of Labor Statistics – Employment Data, Health & Fitness Sector

These data sources validate demand, job creation potential, and industry scalability.

11.6 Statement of Compliance

Urban Wellness Studio LLC confirms adherence to:

- USCIS E-2 Visa Criteria
- Florida Business Licensing Regulations
- Local Employment & Tax Laws
- Health, Safety, and Accessibility Codes

All operational plans, financial statements, and hiring commitments are made in good faith and represent the investor's genuine business intentions.

11.7 Closing Note

"Urban Wellness Studio LLC represents more than a business — it's a mission to restore wellbeing through purpose-driven entrepreneurship."

By combining tangible U.S. economic value with measurable social benefit, this venture meets and exceeds all E-2 program objectives.

Confidentiality & Disclaimer

Confidentiality Notice

This document contains proprietary business information developed exclusively for immigration and business-establishment purposes under United States guidelines. All contents, financial projections, and strategic frameworks within this report are the intellectual property of Urban Wellness Studio LLC and its preparer. Unauthorized duplication, disclosure, or use of this material without written consent is strictly prohibited.

The business concepts and structures outlined are unique to the proposed United States operations and have been prepared in alignment requirements for the USCIS & E2 Visa

Version & Purpose Statement

This plan has been prepared as a demonstration and evaluation sample to illustrate the professional standard, format, and analytical depth applied in actual business plans.

All financial models, staffing details, and market data are based on conservative, research-backed estimates and represent potential commercial outcomes under real market conditions. The actual operational business plan provided to clients includes expanded sub-sections, market references, and detailed appendices

Full Version Access

- ❏ **Note:** This document represents a condensed public version of the business plan. Each section in the official plan includes in-depth subtopics, extended financial statements, and technical documentation supporting the business model, immigration rationale, and operational roadmap. The complete version is shared exclusively with authorized clients or representatives upon engagement.

Copyright Statement

© 2025 Urban Wellness Studio LLC / Gomchi Multinational / Gomchi Businesses. All rights reserved. No portion of this document may be reproduced, stored, or transmitted in any form or by any means — electronic, mechanical, photocopying, recording, or otherwise — without prior written consent from the preparer.

Prepared by: Gomchi Multinational/ Gomchi Businesses.

For: Urban Wellness Studio LLC – EB2Application