

# HOW TO START A CLIMBING GYM

A DETAILED CHECKLIST TO NAVIGATE SMALL BUSINESS  
OWNERSHIP AND ALIGN FOR INDUSTRY SUCCESS



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ÜBERGRIPPEN, CO

# INTRODUCTION

Starting a business is hard. The U.S. Bureau of Labor Statistics indicates just over 20% of small businesses fail within the first year, and less than half actually survive for over five years. Starting an indoor climbing gym is even harder for a variety of reasons, many of which we will NOT discuss here. Hurdles aside, this is an exciting time to be venturing into the indoor climbing industry due to the consistent growth exhibited in the past several years, with no signs of it flatlining anytime soon.

Because you've already made the mental jump into entrepreneurship, you should be encouraged by the fact that the popularity of this sport has led to a tremendous amount of available resources, as well as proven funding success, if you are willing to put in the hard work and time necessary to build your own business. This Start-Up Guide is just one small first step on your path and will provide you with an overview of business start-up resources all in one convenient document.

The main goal of this document is to provide you with a clear, concise, and actionable overview of the industry and the resources available to you. It is not intended to be a comprehensive guide to the industry, but rather a starting point for your research and planning. The information provided here is intended to help you understand the market and the challenges you will face, and to provide you with a clear path forward.

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## GETTING STARTED

### THE PURPOSE OF THIS WHITE PAPER IS:

- ▷ To familiarize you with the five major action-item categories associated with starting, owning and operating a climbing gym. These are nonlinear and overlapping by nature, so do not follow this guide in consecutive steps, but rather when each is pertinent to you.
- ▷ To introduce you to the many indoor climbing-specific business tools and procedures necessary for success.

### WHAT THIS PAPER WILL NOT COVER:

- ▷ Legal accounting or tax advice.
- ▷ A detailed explanation of each action item. We do the specific that we can based on our own market research and experience.
- ▷ Detailed instructions on how to secure funding for your business. For more information about that topic, please contact us to discuss a PDF addition of our [Start-Up Strategy](#) presentation given at the [Climbing Gym Summit 2017](#).

# BUSINESS FORMATION: DEFINING THE “WHO”

## OVERVIEW

Forming a business can actually be a lot easier than some people imagine. Though, there are many moving parts during the initial start-up phase that some fail to address.

Below, we've included some basic business operations for you to focus on in the early stages, as well as things that just take time to set up. Either way, go slow to ensure you don't miss anything in this area, as you will look more professional to your lenders if you're fully prepared.



**“WE PHYSICALLY STARTED OUR BUSINESS WELL BEFORE WE WERE READY TO PITCH INVESTORS & LENDERS ON OUR IDEAS.**

We wanted to get the word out that we were starting a climbing facility and stake our claim first to see the response. What we found out was that our early work paid off, as we built a lot of local relationships and following. It gave us the confidence to go into meetings with banks and point to the fact that people were chomping at the bit to climb.”

— ANGEL MANGUAL, CIBA CLIMBING CENTER

STEEP ROCK BOULDERING, NY

# BUSINESS FORMATION ACTION ITEMS

Use this list below to slowly check off all of the things you should be focusing on. Many of these items may be done concurrently.

## SELECT YOUR BUSINESS TYPE



While many companies form as a Limited Liability Corporation, that isn't the only choice that could make sense for you and your partners. Get good legal and tax advice upfront so that you are set up correctly for the long run and will best protect your investment.

## REGISTER YOUR BUSINESS



There are several things you should do to make sure your business is properly set up. These include things like understanding **trademark protections**, registering as a legal entity, registering with the IRS to obtain an EIN, registering with the state to obtain a tax ID#, and obtaining business license(s).

### SET UP A BUSINESS BANK ACCOUNT



Open the bank account using the address as a **business address** to make sure all your bank documents & checks keep a professional approach to communications. It's not hard, and it's really worth the additional few dollars per month for this.

### START TRACKING EVERYTHING WITH BOOKKEEPING SOFTWARE



You don't have to start off with the high-end software for accounting, but it's important to have a dedicated space where you can keep track of everything that goes into your business: accounting expenses, collecting receipts, etc. Most importantly, separate everything with your personal bookkeeping software such as QuickBooks. You'll have yourself a lot of headaches ahead.

### PROFESSIONALLY ORGANIZE AND ACQUIRE OFFICE SPACE



You don't have to start off with the high-end space to be successful, but it's important to have a dedicated space where you can keep track of everything that goes into your business together. This can mean looking around when there is commercial real estate, or just setting up home for part of one to be professional-looking. Make an effort to have things be neat.

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### START MAKING CONNECTIONS



It's important to get the word out about the business, but it's even more important to start your professional marketing efforts. Stay on top of everything, and building a network, get a good design, talk to the relevant businesses about everything you need, starting before you're even up to speed at your first step, and get involved at events, groups and your own. Get there and build the network. It will pay off when you start to grow.

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## FORMALIZE YOUR BUSINESS GOVERNANCE



You want all owners to be on the same page and aligned when it comes time to make decisions. For instance, if you have an LLC, you should have an **"operating agreement"** that provides the structure on how the business will handle things such as what happens with profits and losses, who gets to vote on important decisions, who is assigned to manage the business versus being a silent owner and what to do if someone were to **pass away** or want to leave the company. Good legal counsel is your best bet on getting this done so that your business gets started on solid ground.

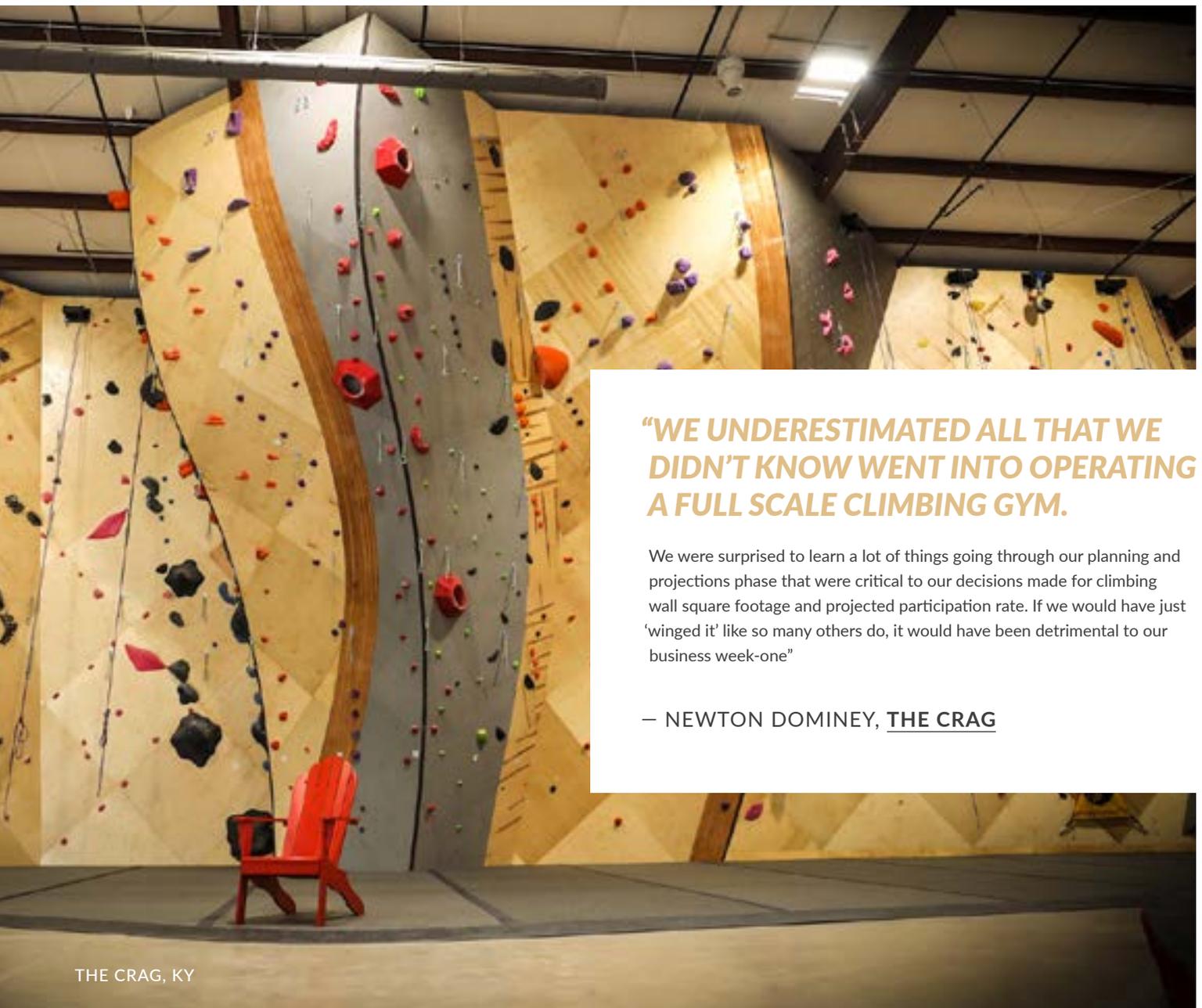
## BUSINESS PLANNING: PROJECTING THE “WHEN”

### OVERVIEW

Who are you trying to court as customers? How big is your gym going to be? What programming will you offer? What will **people do when they aren't climbing**? What are your financial goals with this business? What are you going to charge people? **How many employees will you need**? Most importantly, when will you be able to pay off your business loan(s) and rake the dollar bills in?

These questions, among hundreds of others, are what you need to start planning for. There are many reasons why you need to address these, but one good reason is to be able to show lenders you have done your homework and have a regimented plan that you can follow in order to pay them back on time. Plus, this process will help you have a plan for long-term success.

Although you will certainly encounter unknowns, having a business plan and operating model will help stack the deck in your favor when roadblocks and obstacles occur.



**“WE UNDERESTIMATED ALL THAT WE DIDN'T KNOW WENT INTO OPERATING A FULL SCALE CLIMBING GYM.**

We were surprised to learn a lot of things going through our planning and projections phase that were critical to our decisions made for climbing wall square footage and projected participation rate. If we would have just ‘winged it’ like so many others do, it would have been detrimental to our business week-one”

— NEWTON DOMINEY, THE CRAG

THE CRAG, KY

# BUSINESS PLANNING ACTION ITEMS

Use this list below to slowly check off all of the things you should be focusing on. Many of these items may be done concurrently.

## DEVELOP A BUSINESS PLAN



The business plan is an essential aspect to your overall business and will be needed when meeting with lenders. Most importantly, you should know it and be able to converse about it fluently, as well as have documentation to support your claims and answers to lender questions. This will ensure the fact that you have a well thought out approach to success.

## COMPLETE MARKET RESEARCH



Do you have the data to support your assumptions of potential success? There are a  *plethora of books and documentation* out there to either use alone or have to define business goals within your specific market and make an attempt to cover community or industry. Understand how to read between the lines and derive the numbers that will eventually lead to your financial spending model.

## DEFINE YOUR AUDIENCE AND HOW TO REACH THEM



Who are you building the business for? Have the answer to "Who are you building for?" is a question that you should have ready to go. It is a question that you should be able to answer. What age group is most prevalent in your market and what is their average income? Gender is another essential demographic variable to identify to determine what you think will be the most profitable offering in your facility, as well as how to get to those folks.

## DEVELOP YOUR FINANCIAL OPERATIONAL MODEL



Every business runs on a profit margin. This is your playbook. This is the backbone to the financial success of your business and should be considered an ongoing, not a one-time, exercise. You should create an attention and need to make adjustments. Your financial spending model will give you the confidence to know you are on track to cover your facility, as well as make "upside" where you can manage risk greater and what you need to do to make it go. This spreadsheet gives you access to necessary questions regarding your financial future. Keep track of it with others necessary.



THE FRONT CLIMBING CLUB OGDEN, UT

# CAPITALIZATION: SECURING THE “HOW”

## OVERVIEW

Your passion for climbing can only take you so far. You believe in your business, but unless you are independently wealthy, you need at least some major aspect of your venture to be financed, and therefore you need to get others to believe in your business, too. Understanding the financial goals for both you, your potential partners and your potential lenders is essential to securing your business funding and breaking ground on that property you worked so hard to get.



“Opening a climbing gym with no relevant business experience means you quickly learn to step up your game. I grabbed every textbook I could find on the subjects of law, finance, business and construction and did everything I could to make these subjects my passion. I stayed motivated by using the same mentality as for a climbing project; break it down; identify the cruxes, learn the moves required and work through it piece by piece.

### FINANCING WAS ONE PARTICULAR CRUX FOR ME.

The moves included collecting data from willing and benevolent gyms from around North America, creating cash flow projections with best and worst case scenarios, and convincing banks and potential shareholders that this gym, and I, were worth investing in. I got lucky, and Ground Up ended up with a great team of shareholders and owners who each bring something different to the table.

VS was an invaluable resource throughout the process. They helped us navigate partnerships with major climbing retailers, disputes with our landlords and broke down the cruxes of designing and opening the space with us. Unlike other business partnerships and contracts we have had, dealing with VS is dealing with real human beings; people who understand the give and take of a situation and are open to making things work for all sides...more like a good climbing partner than a contract.”

– LAUREN WATSON, GROUND UP

GROUND UP CLIMBING CENTRE, BC, CANADA

# CAPITALIZATION ACTION ITEMS

Use this list below to slowly check off all of the things you should be focusing on. Many of these items may be done concurrently.

## IDENTIFY LENDERS, BANKS AND CREDIT UNIONS IN YOUR REGION

- You first need to understand available options for lending institutions of all kinds. Research, read reviews and dive deep. Each SBA local office should have a list of local lenders that you may have not heard of before, and one or two of them may be well suited for your project.

## DETERMINE FINANCING PATH

- Outline the specifics of all available financing options and which ones you're going to pursue, I.E. equity financing, a persona loan, a loan from a bank or a SBA loan, etc. You can also work out a combination of different options. Either way, you should familiarize yourself with the requirements of each and how you can meet them.

## SBA 7(A) LOAN

- The Small Business Administration's most common loan program is the 7(a). It focuses on loans under \$5M and the funding can be used for a wide range of purposes. As a result, the requirements and usage is very conducive to approval for starting a climbing gym.

### DOING YOUR HOMEWORK

- This loan will only be applicable to those seeking to purchase a building or lease a space of their project. To be considered for SBA 7(a) financing, you must first apply for the loan. Applicants must meet a number of eligibility requirements, so it's important to call or connect with a lender first. Transitions connect with lenders as well as the application process is ongoing, and there will not be a letter you have the conditions to proceed. Being prepared is key to success. Again, this will only apply to those that involve a real estate purchase.

### PREPARE YOUR CAPITALIZATION TABLE

- You'll need a spreadsheet or table that tracks the equity ownership of a company's shareholders. This is essentially an analysis of the founder and investor percentage of ownership, equity shares and value of equity in each round of financing.

### DETERMINING CAPITAL STRUCTURE

- This is one of the most crucial pieces for debt funding. You need to show lenders how you're going to finance your overall operations and growth by using different sources of funds, primarily in the form of equity and debt.

### CONSIDER EQUITY FINANCING

- This can be a great way to get your business off the ground if you're willing to share the success with other investors. Equity financing refers to the sale of an ownership interest (share) of your business to raise funds. It's important to understand your rights, responsibilities, and how you'll handle ownership of your own business, as well as how you'll handle ownership of other businesses in your area.

### COLLECT DOCUMENTS FOR FINANCING

- Lenders want to see an established financial history of previous financing. Documenting this history can be complicated as it's not in a single document and may include your employment history, personal credit, investment history, current and past businesses and more or less depending on the lender and your financial institutions specific requirements. Fine-tune your documents.

### WEALTHY FINANCIAL SUPPORTING NETWORK

- It's important that you have a network of people for wealth funding options. That's your success and will be funded by the network you establish, and from the network you'll need an alternative option that may give you better terms. Understand that most of what you are getting is a negotiable loan, something through which you can fund interest in smaller pieces.

## DEVELOP PITCH DECK

- You need to get people excited about your opportunity! If you are asking people to believe in your idea, it's best to have **some form of a presentation** that shows what indoor rock climbing is, how big of a market you will serve and how you are uniquely positioned to deliver on it.

## ADDRESS THE 5 CS

- Cash Flow, Collateral, Capital, Conditions, and Character.** These are the five areas you need to have covered in order to increase your chances of obtaining funding. Cash flow measures your ability to repay the loan. Capital measures your equity investment. Collateral represents how you'll secure the loan against a loan default. Conditions refers to your business plan's capability to work within a bigger economic, local and/or industry climate. Finally, your character measures how you look when at your capacity to execute the business plan successfully

## SITE SELECTION & DEVELOPMENT: SECURING THE “WHERE”

### OVERVIEW

The success of your business relies heavily on your physical location. As a result, there are a number of critical components associated with securing property and making sure your community has an authentic building to call home.

**“WE SAW OUR SITE AS THE SINGLE MOST IMPORTANT PHASE OF OUR BUSINESS.**

At the end of the day, we could do everything else right and have all the financing we needed, but if the site wasn't perfect we knew our success would be limited. It was important to us that we partnered with people during this phase that were 100% aligned with our goals, and not just there to carry out a job.”

— JAKE CRINE, ÜBERGRIPPEN

ÜBERGRIPPEN, CO

# SITE SELECTION & DEVELOPMENT ACTION ITEMS

## FIND & EVALUATE YOUR IDEAL FIT WORKING WITH

- The ideal location for your business is one that is centrally located, has good access to major roads, and is close to public transit. It should also be close to your target market and have a good reputation for safety and security.

## DETERMINE YOUR BUILDING REQUIREMENTS

- Consider the location, property size, and zoning to make sure the ground you are leasing or purchasing is suitable for your business. **Don't forget to check local building codes, zoning, and other regulations** that may affect your business.

## LEASE OR PURCHASE

- Purchasing your property gives you greater flexibility and control in your business, but leasing can give you the flexibility to move your business if you **don't want to invest in a long-term lease**.

## FIND YOUR SITE

- Do not get locked in to one specific property, but do come and inspect multiple properties that have strengths in different areas.

## DO DUE DILIGENCE

- Due diligence is essential for understanding how well a location fits your business and identifying any hidden risks to your property. **Check for environmental issues, zoning, and other regulations** that may affect your business. **Check for environmental issues, zoning, and other regulations** that may affect your business.

## CONDUCT FEASIBILITY STUDY

- Part of the due diligence phase of real estate purchase, the purpose of this study is to **analyze and evaluate a site for its potential to support your business**. In addition, you will need to determine what **regulatory information** the construction and installation of the structure requires, including information and associated fees.

## CONDUCT ENVIRONMENTAL ASSESSMENT

- The goal of the environmental assessment is to **identify and evaluate any potential environmental issues** that may affect your property. **Check for environmental issues, zoning, and other regulations** that may affect your business.

## ENVIRONMENTAL SITE ASSESSMENT

- Also part of the due diligence phase, a ESA is a prepared report that identifies potential or existing environmental contamination liabilities. Scrutiny of the land includes examination of potential soil contamination, groundwater quality, & surface water quality, among many other things based on your specific region.

## ARCHITECTURAL DILIGENCE

- Part of due diligence, if you are purchasing an existing building it is imperative to review the **compliance of the property to matters such as zoning**, local codes, occupancy and many others as they relate to your intended usage and design.

## LETTER OF INTENT

- The **letter of intent (LOI)** is a contract for a number of reasons, but most importantly to document the terms and conditions agreed upon for the purchase of property. It provides your broker with some indication of a proposed purchase of property and the general terms and conditions of your business, including any and all other information that you are providing your broker with and who is responsible for that in the document.

## INTERVIEW & SELECT AN ARCHITECT

- Your relationship with an architect will be absolutely critical to your business being successful. Make sure they are aligned with your goals and understand what you are looking for.

## INTERVIEW & SELECT A GENERAL CONTRACTOR

- The General Contractor will be integral to the success of your project and creation of your building design. It is critical that you research the reputation of your GC and understand their work capabilities, strengths and weaknesses.

## ARCHITECTURAL PLANS

- Make sure the architectural plans are the most recent and updated from the last available. Reviewing the blue print sets of your facility will help you get a more detailed view of your business.

## INTERVIEW & SELECT A CLIMBING WALL BUILDER

- Your climbing wall builder needs to be well-versed in your specific business. In climbing wall company selection, make sure the builder will work with your design ideas, as well as budget and business plan. **Interview the climbing wall builders with respect to your business needs, as well as their ability to work from selling their own climbing wall.** Working in a climbing wall is a business, not just a hobby.

# OPERATIONS: EXECUTING THE “WHAT”

## OVERVIEW

Operations is where the rubber meets the road. You have theoretical plans, but they mean nothing until you execute on them. Below is a list of operational procedures that are never too early to start on, especially with regards to staffing and developing industry relationships with suppliers. In the months following your opening day, additional tasks will be added to your lists. But below are the ones needed to open your gym on time as well as the ones required to keeping your facility a well-oiled machine from day one.



“We saw an opportunity in our market to gain even more traction with our training facilities. We knew we had to be dialed on this operation and treated it as a separate offering altogether. So when our doors opened we had two different paths for customers to choose, each with their own set of policies, staff procedures, and logistics.

***IT WAS REALLY IMPORTANT THAT [OUR PROCESSES WERE] SEAMLESS FROM THE CUSTOMER PERSPECTIVE, AND THE WORK WE COMPLETED BEFOREHAND WAS CRUCIAL.”***

— JOE ORTEGA, BIRMINGHAM BOULDERS

# BUSINESS FORMATION ACTION ITEMS PG. 1

Use this list below to slowly check off all of the things you should be focusing on. Many of these items may be done concurrently.

## GET INSURED



Good insurance coverage is wise for any business, but is critical for an industry like the indoor climbing gym industry, where our sport has inherent personal injury risks. Because of this, there are fewer underwriters that support coverage for climbing gyms, so you should get an early start understanding and shopping around for the right coverage for your operations.

## ROCK GYM PRO INTEGRATION



RGP. Learn it. It will be **your go-to for almost 100% of your gym-specific operations**. This single piece of software will cover things like member management, point of sale, check-ins, digital waivers, online booking of courses and many other things. It is an essential piece to most of what you will do and even integrates within QuickBooks, which streamlines accounting.

## SET UP RENTAL GEAR



Most of your effort should be on creating “lifers” in climbing. A big part of this is renting gear, so it’s essential you’re ready to make that process as smooth as possible for everyone involved. **Many suppliers**, like **Petzl**, have the right equipment for this and can get you set up quickly.

## SET UP YOUR PRO SHOP



You are going to be the community experts on climbing, no exception. Part of that presence is going to be having the right selection of gear available for your customers at the varying stages they are in their abilities. You want to be prepared for the novice just looking to save by not renting gear anymore, all the way up to the trad and ice climbers looking to expand their racks. Make sure you know who your customers are and what they are doing outside your walls and when needed, consult with industry professionals who have set up retail shops in gyms multiple times.

## CONNECT TO CLIMBING SUPPLIERS



Another integral part of operations is establishing long-term relationships with your climbing gear suppliers. This means building your relationships and connections as well as the gear to cover you and your shop. There is a direct correlation between relationships to build that trust, customer, and the ability to leverage expertise of the side of your gym.

## SET UP BUSINESS DOCUMENTS



These documents are critical to protecting your business, potential accidents, customer negligence and other matters. Everything covered with contracts, waivers, and other specialized legal and customer needs to make your climbing gym a liability-free zone. These documents have been created and tested over 100+ gyms across the US and are available for purchase. Consider available contracts available online. You can work with your legal counsel to ensure that your state is different and you can have that apply to you.

## DEVELOP AID PROCEDURES



These documents create a variety of topics ranging from the training process to the things you need and everything in between. As your business starts to form, you'll need to define and document all of these procedures so you have a standard protocol in your business operations.

## DEVELOP COMPANY POLICIES



Company policies are a vital part of your gym. They are necessary to ensure the gym runs and the quality of service needed to be there. An example of a company policy is: There should be no alcohol or drugs in the business formation process.

## TRAIN STAFF



All individuals need specific job training regardless of how complex or simple that may be. It will be the key. There will need to be a defined method for handling or recording and training before a good opening. That will be the center of the gym and will allow you to improve your gym right.

## DEVELOP PROGRAMMING



When people aren't climbing at your gym, what else can they do? Will there be workspace for your members, or yoga and youth classes and programs? Either way, know what other crossover activities and classes people are interested in and learn how to monetize it.

## DEVELOP YOUR NON-CLIMBING PROGRAMMING



When people aren't climbing at your gym, what else can they do? Will there be workspace for your members, or yoga and youth classes and programs? Either way, know what other crossover activities and classes people are interested in and learn how to monetize it.

## HIRE STAFF



Hiring staff can be an uphill battle. Climbing gyms aren't for everyone and sometimes climbers themselves aren't the best fit for specific roles. So, **finding the right people to make your company culture authentic and superb** is absolutely imperative to your success. Take time to network with local businesses and understand their employee demographic. Develop a good profile of your “ideal employee” and even a pipeline, if possible, of qualified talent.

## BUSINESS FORMATION ACTION ITEMS PG. 2

Use this list below to slowly check off all of the things you should be focusing on. Many of these items may be done concurrently.

### MARKETING YOUR BUSINESS



Participate in the local events creating the climbing culture. Consider ways to sign up for climbing classes, youth leagues, and other programming prior to opening. Utilize social media and email to give people a glimpse into what the gym offers. Host specific, themed events and create a way for activities around the gym. This will give you a strong sense from the start and could be a great indication of future participation in your facility.

### THE OPERATIONAL MARKETING



Be at every event to talk people up for opening or climbing gear. Be doing so, you'll have a tremendous amount of community support leading up to a grand opening. Before the big day, consider a soft opening for a select group of people, which will help work out the kinks and direction of a grand opening to the public.



STEEP ROCK BOULDERING, NY

# COMMITTING TO YOUR VISION: REACHING OUT TO INDUSTRY VETERANS

## PURSUING GUIDANCE

*Do you have the right way after fundraising around with the right ideas?*

You are not the first person to build the industry. It has been done before, and it will again according to what you're interested in. If you're starting your own gym, the existing gym alone is the United States. There are a tremendous number of successful examples to study. Consider reaching out to other climbing business owners to get valuable info on how they made it happen. Talk to local climbing and recreational climbing gym operators in the region that have had to complete the same development you're about to be interested in. Research your local area with your vision and make sure to look at a gallery of existing examples that could be influential to your facility's design.

Or, consider consultation services offered by certain organizations, which will help keep you on a successful path and ensure you create an authentic climbing culture built specifically around your community and its residents. Currently, these services are extremely cost-effective when considered as a percentage of your entire project cost and they can vary in quality from one company to the other. Each company brings its own unique background to the table, so get informed about each one.

Another great approach is reaching around in the local community. If you're not already a well integrated community member and becoming one. Get acquainted with the existing climbing community. If you're not already, ask your local friends how they built your climbing gym and the community. It's possible to engage the existing community and connect business members to your gym. Network or volunteer at your local health/fitness organizations or make one yourself. The members that get behind these types of projects are your ideal demographic for the climbing gym you will open down the road.

If your personal and professional network is more widely focused on your local business community rather than just the climbing community, it's important to reach out to those that offer you influence - you'll want their support. You can also use them as a sounding board for your ideas and ideas and to see how they view your business fitting into the local landscape, as well as how it might improve the quality of life. You'll also learn how to complete local politics and increase your chances of success by simply having a discussion with other passionate business owners. There is a great local network that can give you great guidance, and also become a valuable part of your facility's location in your facility.



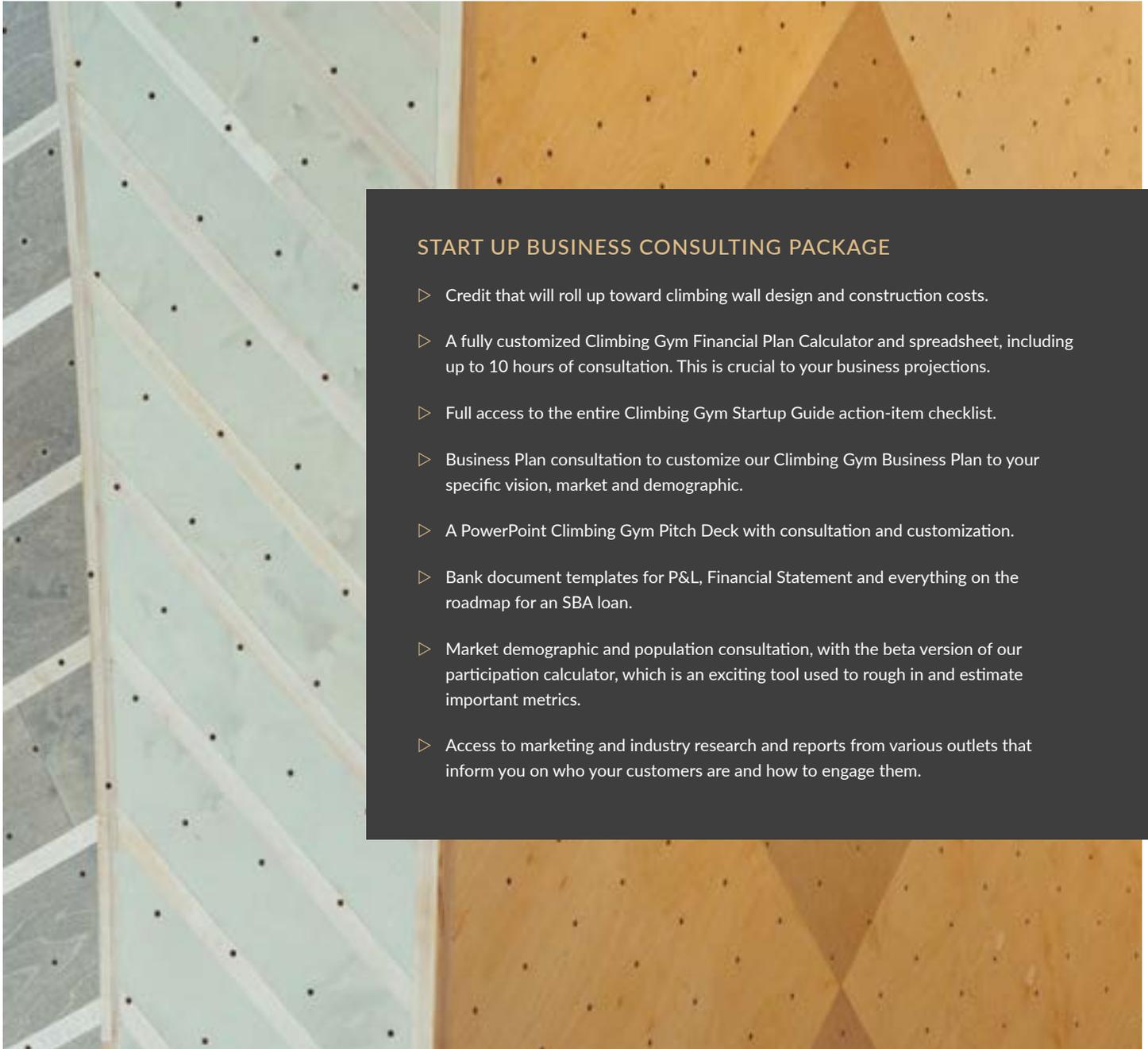
# COMMITTING TO YOUR VISION: REACHING OUT TO INDUSTRY VETERANS

## OUR SOLUTION

We're just as passionate about climbing as you are. We want you to succeed because of this, and because more authentic and modern design-driven climbing facilities only helps grow the sport and greater community. To help owners get more prepared for their climbing gyms, Vertical Solutions provides a **consultation package**, developed by Vertical Solutions co-owner/CEO of **The Front Climbing Club**, Dustin Buckthal. This program helps guide new and repeat owners through the planning process to make their visions a reality. To date, dozens of new gyms are active in their plans and some have already opened their doors with Vertical Solutions' help!

It doesn't take much financial commitment to start on the path. The package price of our business consulting gets rolled up in the design costs associated with your climbing walls, should you decide to let us work with you.

Please reach out to us at any time, to get to know us and start developing your vision the smart way.



### START UP BUSINESS CONSULTING PACKAGE

- ▷ Credit that will roll up toward climbing wall design and construction costs.
- ▷ A fully customized Climbing Gym Financial Plan Calculator and spreadsheet, including up to 10 hours of consultation. This is crucial to your business projections.
- ▷ Full access to the entire Climbing Gym Startup Guide action-item checklist.
- ▷ Business Plan consultation to customize our Climbing Gym Business Plan to your specific vision, market and demographic.
- ▷ A PowerPoint Climbing Gym Pitch Deck with consultation and customization.
- ▷ Bank document templates for P&L, Financial Statement and everything on the roadmap for an SBA loan.
- ▷ Market demographic and population consultation, with the beta version of our participation calculator, which is an exciting tool used to rough in and estimate important metrics.
- ▷ Access to marketing and industry research and reports from various outlets that inform you on who your customers are and how to engage them.



di'namik  
bouldering championships

THE FRONT CLIMBING CLUB SLC, UT