



UrMojo Overview

UrMojo is a new and exciting Australian holistic health and wellness brand, like no other in the Australian market. We focus on the whole person – Body, Mind and Spirit. It's a wellness centre that provokes members to leave the outside world behind and connect to the magic within. Community is at the heart of our thinking, we are bold and brave and will lead the path towards the power of Body, Mind, Spirit connection.

Whilst many businesses focus on mind and body, UrMojo is unique in its brand positioning. UrMojo will be a safe and social place to connect with friends late into the evening. An empowering community focused on health and wellbeing, without the presence of alcohol.

With an ambitious growth strategy, now is the time to invest in an Australian business that seeks to shift thinking around health and wellness for the benefit of humanity.

Our Brand

We are UrMojo, we are bold and brave

Our Heart



Nurturing our people so they in turn inspire and connect customers to the magic within.

Brand Vow



Holistic health and wellness communities that focuses on the whole person – Body, Mind, Spirit.

Our Gift



We build healthier, happier, more connected communities that in turn are inspired to invest that energy into the world.

Membership Commitment



Health and wellness should be available for all. Our services are accessible for the people who serve our communities.

UrMojo Brand Concept

Perfect balance, for connected health and wellness



Yin and Yang
Fitness Studio



Free Flow
Fitness Spaces



Hot and Cold
Therapy



Mindful Meditation
Sound Healing



Wellness
Cafe



Holistic
Treatment Rooms

UrMojo Key Numbers



7

Income Streams

- Full membership
- Hot and cold therapy
- Wellness cafe
- Holistic treatment
- Corporate wellness
- Courses
- Merchandise



8000m²

Space Required

- 2 fitness spaces
- Saunas, steam room, ice baths
- Luxurious bathrooms
- Meditation spaces
- Wellness cafe
- 4 holistic treatment spaces



\$1.35m

Fitout Costs

- Luxurious space
- Welcoming
- Calming
- Empowering



500

Member Capacity

- Strategic communications and marketing plan to create FOMO membership
- Family packages



\$4m

Fundraising

- 2 centres within 6 months
- Staff costs – 12 months
- Rent and utilities
- Marketing/overheads treatment spaces

UrMojo Investment Opportunity

Leader in Body, Mind, Spirit connection

Health and Wellness
Spas in Australia

Gyms and Fitness
Centres in Australia

Corporate Wellness
Services

Non-alcoholic
Drinks Sales

\$451.6m

Expected Annual
Growth 2021–2026
6.6% p.a

\$2bn

Market size

↑
4.7%
past 5 years
(\$301.3m)

Greater awareness
of mental health and
employee burnout
drives revenue growth

↑
83%
2022

(Dan Murphy
& BWS –
Endeavour
Group)

Currently raised \$400,000 requiring a further \$3.6m
Early stage investment minimum \$500,000 for 2.86%

Discover the Magic

Learn more

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Organise your **UrMojo** pitch today by contacting Founder, Melissa Wilkinson:

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