













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



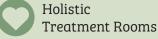
Hot and Cold Therapy



Mindful Meditation Sound Healing



Wellness Cafe



UrMojo Key Numbers



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



Expected Annual Growth 2021–2026 6.6% p.a



Market size



Greater awareness of mental health and employee burnout drives revenue growth



(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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