



**FitEduCoach**  
Seekho India

Fitness | Education | Coaching | Certification | Placement

# Franchise Pitch Deck

*Excellent fitness courses, certification, and placement by FitEduCoach, the leading fitness company in India, for gym, fitness trainers, and club managers.*



# Founder's Message

At FitEduCoach, we believe that fitness is not just a profession – it's a passion that can transform lives. Our mission is to elevate fitness education standards in India by providing world-class training programs to empower fitness professionals.

With industry-leading certifications, hands-on mentorship, and attractive placement opportunities, we ensure that every fitness trainer has the tools and knowledge to make a lasting impact. Whether you're aspiring to become a certified fitness trainer, a club manager, a fitness sales professional, or a wellness expert, FitEduCoach is your gateway to a rewarding and impactful career.

Our educators bring real-world experience from daily fitness scenarios.

## **Shraddha Sheth**

*(Post Graduation, Food and Nutrition – ORT India In Affiliation with Oxford University)*

*Founder | Woman Entrepreneur | Growth Catalyst for franchising business | Fitness EdTech | Scaling new-age businesses in the Health & Fitness Industry*



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# Overview of FitEduCoach



### Comprehensive Certification Training

offering internationally recognized certifications & training programs

### advanced Learning Opportunities

Providing ongoing resources and advanced certifications

### Expert- Led Training

Collaboration with top fitness experts experts for world-class training

### Holistic Curriculum

Covering exercise science, nutrition and injury management

### Technology Integration

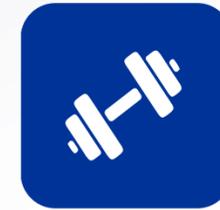
Using CRM and learning platforms for flexible education

### Job Placement Assistance

Partnering with gyms for direct job placement support



# Our Mission & Vision



- **Provide comprehensive fitness training programs:** FitEduCoach provides comprehensive fitness training programs designed to empower gym trainers, fitness professionals, club managers, and sales professionals with the knowledge, skills, and confidence needed to succeed in the fitness industry.
- **Our fitness management curriculum :** Includes exercise science, personal training, gym operations, client management, and sales strategies. It features hands-on learning, mentorship from industry experts, and access to cutting-edge fitness technologies.
- **FitEduCoach is dedicated to promoting lifelong learning:** FitEduCoach promotes lifelong learning, skill development, and career growth by partnering with leading gyms, clubs, and wellness centers to help shape the next generation of fitness leaders.
- **Develop a global network of certified fitness professionals:** We aim to build a global network of certified fitness professionals by offering internationally accredited certifications, hybrid learning, immersive workshops, strategic partnerships, multilingual content, and ongoing professional development. Their mission is to empower experts to lead with confidence and credibility.



## Growing Demand For Certified Trainers

### FitEduCoach's Role

Globally recognized, affordable certification programs. Flexible delivery models (online, offline, hybrid)

### Market Potential

80% lack formal certification, reflecting a significant skill and quality gap. This creates a strong opportunity for structured education and standardized training.

### Career Growth Opportunities

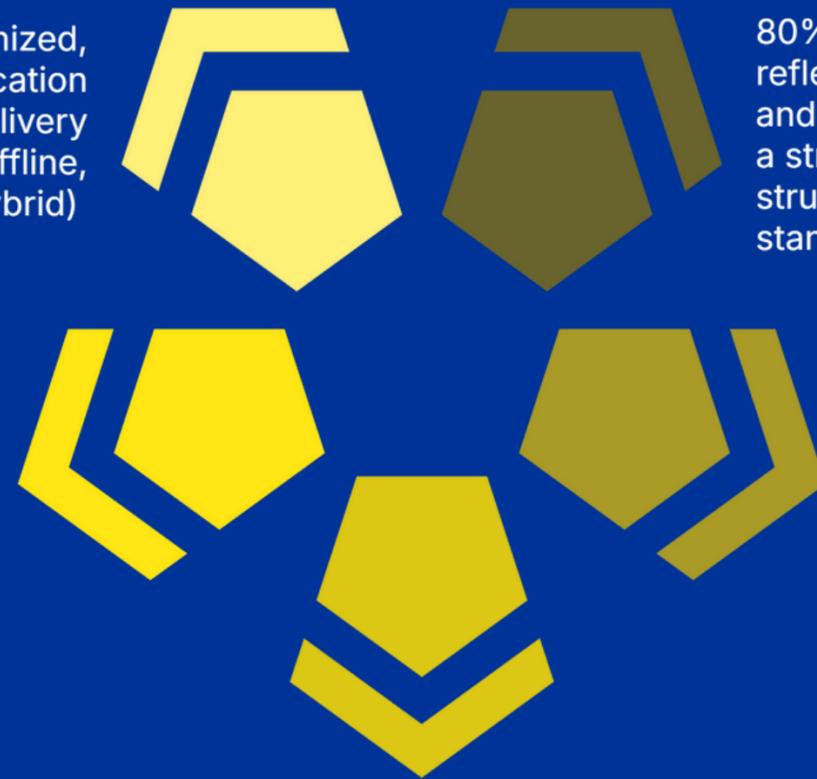
Higher salaries and job stability in top gyms. Entrepreneurial pathways, including personal training and online fitness coaching.

### Post-COVID Growth

Gym openings in Tier 2 and 3 cities have grown by 60% since COVID-19.

### Rising Demand for Certification

By 2027, over 1.2 lakh new certified trainers will be needed annually.



# Health & Fitness Industry Overview - 2

## India's Growth Rate

Expected CAGR of 16.8% from 2024 to 2028

## India's Market Size

Generated USD 1.15 billion in 2023

## Global Market Size

Valued at USD 104.05 billion in 2022

## Global Growth Rate

Projected CAGR of 8.83% from 2023 to 2030



# Challenges in the Fitness Industry in India

## Inconsistent Standards

- Poor Quality Certifications
- Lack Of Formal Training

## Resistance To Learning

- Misinformation Belief
- Resistance To Adaptation

## Financial Instability

- Early Career Financial Struggle
- Lack Of Business Skills

## International VS Indian Differences

- Certification Standards
- Cultural Influences

# Market Opportunity

## Nationwide Collaboration with Gyms and Fitness Centers



## Enhancing Gym Revenue Through Management Training



## Certification + Placement Support



## Leveraging Community Engagement



# Specialization of **FitEduCoach**



## 1. Developed Industry-Relevant Curriculum

### Practical Training

Hands-on learning in partner gyms



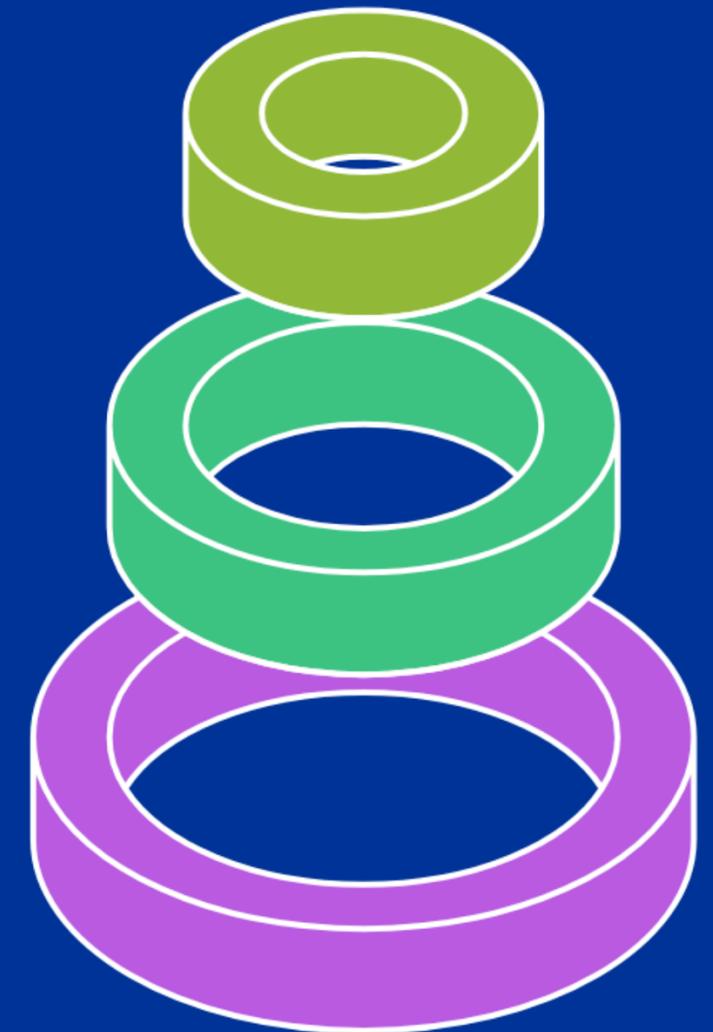
### Expert Panel

Top national educators guiding program development



### Global Curriculum

Standardized training programs for fitness professionals



## 2. Providing Internationally Recognized Certifications

(Including AED CPR Certification and Skill India Accreditation)

### Specialized Certifications

Niche certifications for targeted fitness knowledge

### Accreditation Partnerships

Partnerships with global organizations for recognition

### International Coaches

Collaboration with global experts to ensure high standards  
50 international coaches and 5 fitness mentors to create a global standard training curriculum.

### Fitness Mentors

Guidance from experienced mentors for effective training



### Internship and Placement Support

Partnered with gyms and wellness programs for real-world experience



### Fitness Management Training

Equipping professionals with business skills



### Real-World Simulations

Using case studies and assessments for practical knowledge



## 3. Ensuring Practical and Industry-Ready Skills

# Why franchise with FitEduCoach?

✓	 <b>Established Brand</b>	Trusted brand attracts clients
✓	 <b>Proven Business Model</b>	Tested model reduces risks
✓	 <b>Comprehensive Training</b>	Ongoing training provided
✓	 <b>Marketing Support</b>	Centralized campaigns boost leads
✓	 <b>Technology Access</b>	100% Support Backbone via CRM Tech & Ops Control
✓	 <b>Community Networking</b>	Access to supportive network
✓	 <b>Revenue Diversification</b>	Multiple earning opportunities
✓	 <b>Operational Assistance</b>	End-to-end support offered
✓	 <b>Mission-Driven Purpose</b>	Empowering individuals through wellness
✓	 <b>Scalability Potential</b>	Opportunities for expansion



# Why franchise with **FitEduCoach?**

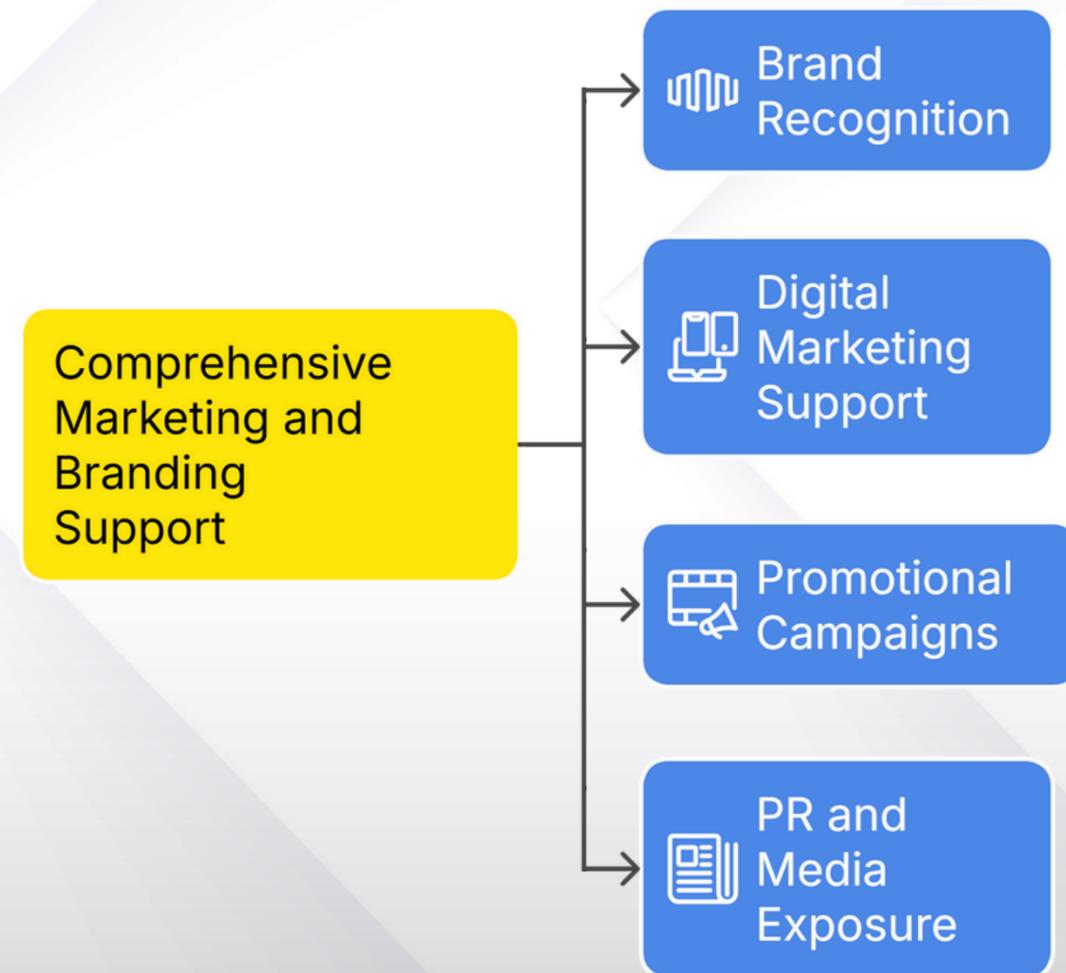


# FitEduCoach Sub-Franchise Benefits

## Comprehensive Support in Operational Aspects:



## Comprehensive Marketing and Branding Support:



# Career Progression

## Fitness Training

Level 3 - Gym  
instructor Course

Level 4 -Advanced  
Personal Trainer Course

Level 5 - Diploma  
NASM CPT

Level 6 - Master  
Trainer Course

## Business Operations

Level 4 - Sales  
Consultant Course

Level 5 - Gym  
Management Course

Programs &  
**Curriculums**

# 50 + Short-Term Courses



**Women's Health & Fitness**



**Fitness Testing**



**Strength Training**



**Cardiovascular Endurance Training**



**Stretching & Recovery**



**PT Business**



**Calisthenics/ Functional**



**Nutrition**



**Motivation & Rapport Building**

# FitEduCoach Onboarding, Launching and Ongoing Procedures



-  **Onboarding Process**  
Initial setup and agreement signing
-  **Initial Support**  
Early-stage assistance and strategy
-  **Marketing Strategies**  
Social media and enrollment campaigns
-  **Batch Planning**  
Scheduling and organizing classes
-  **Educator Alignment**  
Assigning qualified educators
-  **Ongoing Support**  
Continuous planning and support
-  **SOP and KPI Development**  
Creating operational and performance guidelines
-  **Custom Assistance**  
Addressing specific franchisee needs

Let's Connect & Collaborate

Partner with us to make a lasting impact —

**One Trainer. One Gym. One Community at a Time.**

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