

SNAPCRACK®

Chiropractic & Vitamin Infusion

Franchise Opportunity



Pioneering New Paths in Wellness

Disrupting the Insurance-Based Chiropractic Industry and Elevating Vitamin Infusions

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The Industry

Disrupting the traditional insurance-based chiropractic model, SnapCrack is here to redefine the wellness experience for today's fast-paced society. We believe in making self-care straightforward and stress-free. Our unique approach offers a walk-in, walk-out system — no appointments, no insurance needed. Moreover, our affordable membership model makes consistent care accessible to everyone.

Blending the science of chiropractic care with the nourishing benefits of vitamin infusions, our wellness-forward concept is tailored for individuals with busy schedules who don't want to compromise their health. SnapCrack's proven business model has not only stood the test of time but continues to thrive in an ever-evolving market.

LOW BACK AND NECK PAIN
TOPS U.S. HEALTH SPENDING AT
\$134.4 BILLION

With steady growth comes much-needed innovation and an understanding of overall health and wellness concepts. Chiropractic Clinics that are open to expanding their use of new techniques for body alignments and alternative forms of wellness will increase their share of the industry.

Customer preferences are evolving. They want to shift away from outdated chiropractic practices that involve long waits and tedious paperwork. Today's clientele appreciates prompt services and favors straightforward out-of-pocket payments over navigating insurance complexities. It's imperative for the industry to evolve, making chiropractic care and vitamin infusions both convenient and welcoming for its clients.

Introducing SnapCrack's Proprietary Software: Revolutionizing Client Experience and Streamlining Operations

In today's fast-paced world, efficiency is more than a luxury—it's a necessity. Recognizing this, **SnapCrack is thrilled to present our proprietary software designed to elevate the chiropractic and vitamin infusion service experience.**



The Industry (cont.)

- ▶ **Hassle-Free Self Check-In**

Say goodbye to long waiting times. Our cutting-edge software offers clients a self-check-in feature, enabling them to kickstart their service experience when they enter our locations.

- ▶ **Digital Forms at Your Fingertips**

Ditch the traditional paperwork. Clients can comfortably complete the required forms online, simplifying the process and ensuring a streamlined, paperless experience.

- ▶ **Smart Process Streamlining**

Our software doesn't just manage—it intelligently assists. Efficiently tracking and maintaining records of member visits becomes a breeze, ensuring every detail is readily available for future references and personalized care.

- ▶ **Optimized Workflows**

With the bulk of administrative tasks handled by our software, SnapCrack locations can operate efficiently with fewer staff. This holistic approach ensures that doctors, nurses, and other healthcare professionals can channel their skills directly to patient care, unburdened by secondary duties.

- ▶ **Comprehensive Solution**

Designed with adaptability in mind, our software is a beacon of versatility. From administrative staff to backend logistics, its extensive functionalities signify that one person can effectively oversee many responsibilities.

SnapCrack's proprietary software signifies a paradigm shift in operational efficiency and client experience, offering reduced labor, operational costs, superior service quality, and a distinct marketplace advantage.

The development of this software and application is not just about streamlining operations; it's a strategic move towards significant labor cost savings. We optimize workforce requirements and lead to optimized staffing and substantial savings in labor costs. Non-insurance-based Chiropractic Franchises are expanding rapidly. The future growth forecasts show an ever-expanding horizon for providers willing to lean into, care, membership models, and customer-centered care.

SnapCrack Leads the Booming Vitamin Infusion Industry Charge with Membership-Based Wellness Solutions. In the rapidly evolving health and wellness landscape, vitamin infusions have emerged as the gold standard for optimal health, peak performance, and overall well-being. With the increased demand for direct-to-bloodstream delivery of essential nutrients, the vitamin infusion industry is thriving like never before.

SnapCrack, a pioneer in this growing sector, is set to redefine how individuals approach their wellness journey: **Membership-Driven, Results-Focused.**

SnapCrack's unique approach centers around its exclusive membership model, designed with the modern, health-conscious individual in mind. Pairing Vitamin Infusions with chiropractic care, SnapCrack designed our business model for today's world, including a membership-based system, no appointments, no insurance, and a seamless experience.

The Industry (cont.)

Over the past few years, **vitamin infusions** have made significant waves, shifting from exclusive luxury wellness retreats to a staple in many health enthusiasts' routines. These treatments are praised for quickly getting essential nutrients into the blood, skipping the digestive process, ensuring they're absorbed fully, and working fast. **The benefits?** Enhanced energy, strengthened immunity, and a rejuvenating boost, among others.

Alongside this, chiropractic care, which has been around for over a hundred years, is known for its great benefits in improving body structure, reducing pain, and boosting overall health.

Enter SnapCrack — a forward-thinking health innovator who saw the great opportunity in combining these two powerful treatments.

In today's ever-changing health scene, it's uncommon to see two different health methods combine so well. This unique mix of chiropractic care and vitamin drips is being led by SnapCrack.

The idea? To offer individuals a holistic wellness experience where chiropractic care complements the nourishment of vitamin infusions. **The result?** A comprehensive health solution addressing both the physical frame and the biochemical needs of the body.

But SnapCrack's innovation isn't limited to just emerging treatments. We've designed our business model to fit today's fast-paced world, incorporating features such as a membership-based system, no need for appointments, no insurance, and a seamless walk-in and walk-out experience. **The mission?** To redefine wellness for today's on-the-go individuals.

As the health and wellness sector continues its trajectory towards integrative, multi-disciplinary solutions, SnapCrack's pioneering model is a testament to innovative thinking and the drive to offer comprehensive care. By blending the benefits of chiropractic adjustments with the rejuvenating boosts of vitamin infusions, they're not just treating patients but pioneering a movement.



The Industry (cont.)

Welcome to a new era in wellness. As the world leans into proactive health solutions, SnapCrack Vitamin Infusion emerges as the trailblazer, setting new industry standards with its groundbreaking approach to holistic well-being.

In a world valuing time and health, SnapCrack Vitamin Infusion fills the void. Our infusions cater to diverse health goals, from boosting immunity to enhancing athletic performance. Vitamin infusions have transitioned from luxury wellness retreats to regular health routines, known for efficiently delivering nutrients into the bloodstream.

Pairing this with chiropractic care, SnapCrack's unique approach centers around its exclusive membership model, designed with the modern, health-conscious individual in mind. Pairing Vitamin Infusions with chiropractic care, SnapCrack designed our business model for today's world, including a membership-based system, no appointments, no insurance, and a seamless experience.

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The Introduction

The Hassle-Free, No-Insurance Solution

Hassle-free is built right into our brand, hassle-free for customers, owners, and employees. This idea seeps into the entire business. We don't deal with insurance billing and collections because they are a huge hassle. Having to deal with insurance can be another full-time job for a chiropractor.

We provide chiropractic services and vitamin infusions at out-of-pocket prices comparable to the co-pay charged by insurance companies at other clinics. Our memberships are barely twice the cost of an average co-pay. We don't do copays. It's a revolutionary idea that customers and owners are overwhelmingly behind.

Beyond Hassle-Free: No Hidden Fees, No Appointments, No Waiting, Gym-like Memberships

These aren't just hassle-free options; these are money-making, commitment-building concepts. They provide stability for customers, owners, and employees. All these benefits have allowed us to ditch insurance while being less stressed and making more money. A recipe that is elusive and sought after by every owner looking to invest in a franchise.

Our memberships are built with our clients in mind. Each package is designed to fit the needs and wants of each individual customer. Some customers want adjustments only. Others go for a combination of IV Infusions and chiropractic care. And there are those who prefer specialized vitamin treatments, bypassing adjustments altogether.

Hassle-free, no insurance, no hidden fees, no appointments, membership-based. All these benefits have allowed us to ditch insurance while being less stressed and making more money. A recipe that is elusive and sought after by every owner looking to invest in a franchise.



Body Alignments the Clients Way: The Click, The Crack, and The Drop

SnapCrack Chiropractic is all about choice without the extra cost
Our three different body adjustments are the same price.



The Click:

If a customer doesn't want The Crack or The Drop, The Click will do the trick! Using a handheld instrument, the chiropractor gently "clicks" vertebrae back into place.

The Crack:

Feel relief with The Crack of your back! The Crack is the most used adjustment technique globally and for a reason. It is a highly effective manual adjustment technique that enhances joint mobility and minimizes aches and discomforts in the spine.

The Drop:

No back crack? The Drop will get you back on track! This mild spinal adjustment technique uses a drop table. The chiropractor applies a quick thrust as a section of the table drops. The dropping of the table allows for a lighter yet effective adjustment without the need for twisting positions.

Marketed to the Wellness Clientele

Customers are more in touch than ever about concepts surrounding health and wellness. We provide services that are important to our customers. Many of our more lucrative services are in place because our clients asked for them. Memberships began from customer requests, as did our two popular vitamin therapies. These value-added services are a tremendous supplemental profit for the franchise owner.



Vitamin Injections:

Our popular intramuscular vitamin injections have loads of excellent benefits. We offer these SnapBoosts - Tri-Immune, Vitamin C, Glutathione, Vitamin B12, Vita Complex, and Biotin.

IV Vitamin Infusions:

Our hydrating, nourishing, and immune-boosting IV Vitamin Infusions are 1000 ml of pure awesomeness. We utilize a potent 1000 ml blend tailored for specific wellness goals. Our offerings include Brain Function, Skin Rejuvenation, Immune System Boost, Replenishing Hydration, Hangover Relief, Athletic Performance, and Myer's Bomb for Chronic Pain. For those seeking advanced solutions, we also offer Semaglutide for weight loss and NAD+ to support brain vitality.

Added Wellness Activities:

Franchise locations offer demand-based wellness activities, such as yoga, workout clubs, and various activities to unite the community.

Industry Insights

The Dual Investment of the Chiropractic and IV Vitamin Infusion Franchise

Every year, more people are trying to find solutions to pain management. There is a massive interest in alternative forms of pain management, as opposed to opioids and other pharmaceutical drugs. Chiropractic and Wellness Care will see significant changes and tremendous growth.

The Chiropractic Industry itself has seen enormous growth. **It has an estimated market value revenue of \$19.5 billion, and forecasts expect growth at almost 4.3% this year alone.** Low back and neck pain topped the list in health spending in the US.

The IV Vitamin Infusion Market will continue headstrong growth as customers demand popular wellness services. Clients believe wellness is essential to their continued health and happiness.

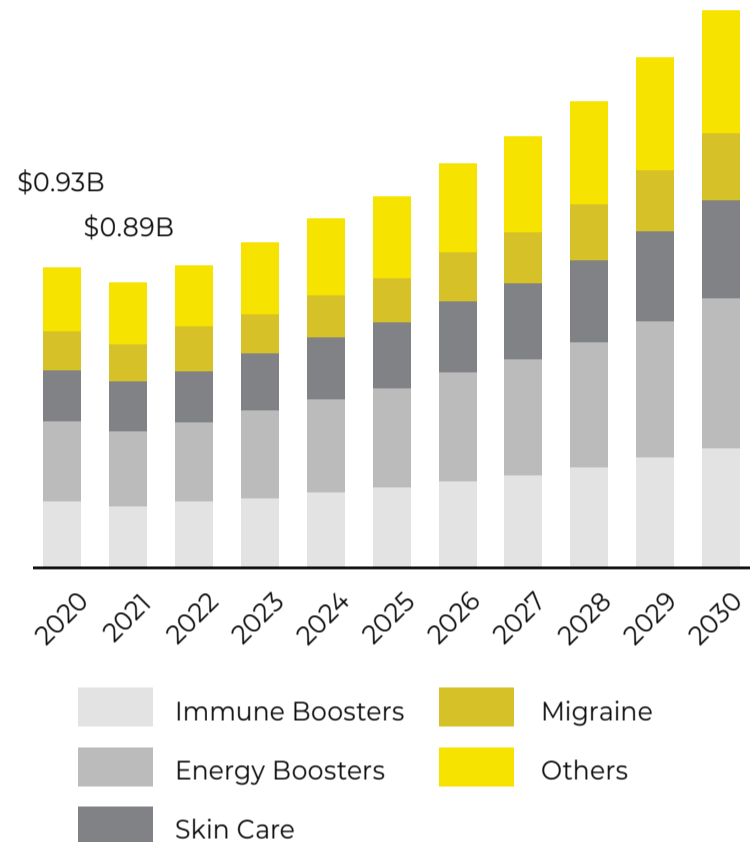


U.S. wellness industry is valued at \$1.2 trillion.

Franchises willing to combine these two symbiotic industries will likely see dramatic growth over the next decade. Analysts have forecasted sustained Chiropractic and Wellness Industry growth for many years.

U.S. Intravenous (IV) Hydration Therapy Market

Size, by Service, 2020 - 2030 (USD Billion)

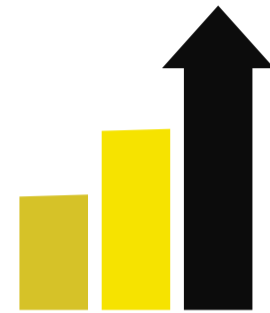


- ▶ **A survey conducted by McKinsey & Company** of roughly 7500 consumers in six different countries shows that individuals care deeply about wellness – with 79% of the respondents reporting that wellness is important, and **42% consider** it a top priority.
- ▶ **The Global Wellness Institute** predicts that the **wellness industry will reach nearly \$7.0 trillion by 2025**, with an annual growth rate of 9.9%.
- ▶ In 2016, the intravenous sets market for **home infusion therapy in the United States was valued at around 806 million U.S. dollars.** It is forecasted that by 2024 this market will increase to some 1.53 billion dollars.
- ▶ **The IV industry is expected to grow at an annual growth rate (CAGR) of 7.97%** from 2023 to 2030.

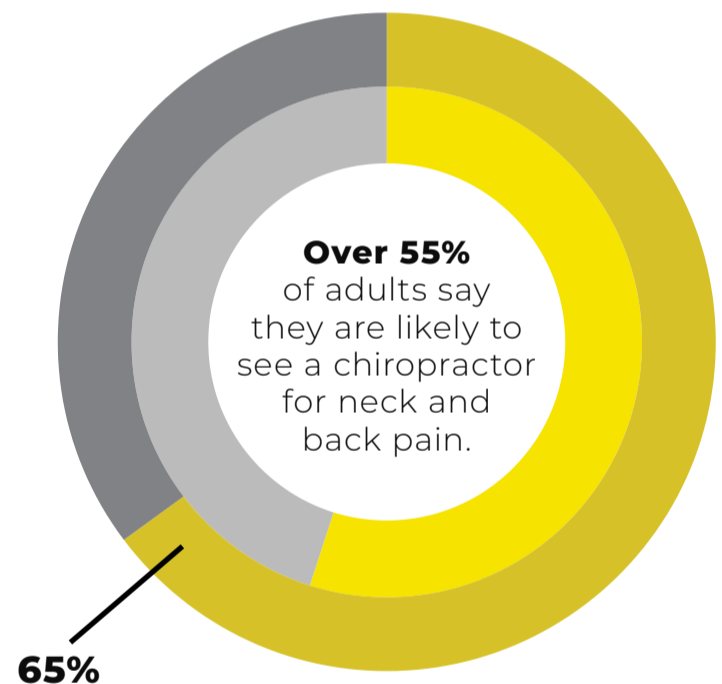
Insights (cont.)

Industry Statistics

- ▶ The market size, reported by **IBIS US Industry Report** of the Chiropractic industry is **\$19.5 billion**, with an expected growth of 4.3% through 2023.
- ▶ Low back and neck pain tops **US health spending** at **\$134.4 billion**.
- ▶ The US Bureau of Labor Statistics estimates **the number of Chiropractors needed to grow by 10% from 2021-2031**, much faster than other industries.
- ▶ **Nearly two-thirds of adults in the US (65%) report having neck or back pain** that was significant enough to see a healthcare professional at some point.
- ▶ **Over half of the adults in the US (55%) say they are likely to see a chiropractor** if they have significant neck or back pain.
- ▶ The money spent on wellness products and services is estimated to be **more than \$450 billion in the United States growing by more than 5% annually**.
- ▶ Overall, around **50 percent of US consumers** now report **wellness as a top priority** in their day-to-day lives, a significant rise from 42% in 2020.



The U.S. Bureau of Labor Statistics estimates the need for Chiropractors to grow by 10% from 2021-2031.



Nearly two-thirds of adults in the U.S. report having neck or back pain.



Source: [grandviewresearch.com](https://www.grandviewresearch.com)

46.8%

North America Market
Revenue Share, 2022

- Largest Market
- Fastest Growing Market

Advantages Of Franchising

Becoming a SnapCrack Franchise Owner

Becoming an owner of a SnapCrack Franchise could be as simple as reaching out to our welcoming management team. We are looking for team players wanting to join the SnapCrack team. Chiropractors wishing to open a single-unit location or existing chiropractic clinics wanting to convert to a SnapCrack location. We are looking for investors willing to manage a location and hire the staff to provide services consistent with the SnapCrack Franchise.



Franchise Support

When you franchise with SnapCrack, our team will do everything possible to help you succeed.

The SnapCrack Franchise is more than a name; it's a team, a family, and a community. Franchisees receive ongoing support from when they apply for franchise to continuing advice and support for the daily running of the SnapCrack locations.

SnapCrack Franchise offers a comprehensive pre-opening training program for franchisees, conducted at our Miami, Florida office over a maximum of seven days. The training program encompasses a wide range of topics, including an overview of the company, business setup procedures, day-to-day operations, software and technology training, reporting protocols, human resources guidelines, marketing strategies, equipment and facility maintenance, inventory management, and quality and safety standards.

Beyond the initial training, SnapCrack allocates two days for on-site start-up assistance and training at the franchisee's SnapCrack location. During either the pre-opening phase or this initial on-site training, SnapCrack may assist new franchisees in planning and ordering their opening inventory from selected suppliers. Additional support services are tailored to the franchisee's future needs, which could include recruiting qualified staff or implementing franchisor-initiated marketing campaigns.

Steps toward owning a SnapCrack franchise may include:

1



Completing an inquiry form

2



An introductory call with the Franchisor

3



Undergoing candidate qualification

4



Reviewing the Franchise Disclosure Document

5



Meeting with current franchisees

6



Meeting with the Management Team on **Discovery Day**

7



Signing the franchise agreement

8



Preparing to launch your SnapCrack Franchise!

The Opportunity

The SnapCrack Franchise Opportunity

The SnapCrack opportunity is truly unique. With double revenue streams, affordable buildouts, low start-up costs, and a proven franchise model, SnapCrack offers a franchise with enticing benefits.

The hassle-free ethos and systems allow owners to operate a successful SnapCrack location while keeping stress levels much lower than comparable franchise models. It's not a stand-alone chiropractic model but one that runs smoothly with all employees involved.

Have you noticed the shift in the wellness industry and want to be at the forefront? Open your own Chiropractic Care and Vitamin Infusions business with SnapCrack. Our franchise provides a proven model for success. With our guidance, you can establish a flourishing business. Join SnapCrack and lead the way in today's wellness landscape.



The Summary



The Brand:

SnapCrack is a hassle-free Chiropractic and Vitamin Infusion company designed to cater to your fast-paced lifestyles at an affordable cost.

The Market:

We serve customers focused on wellness. Who value their time and money. Who believe that caring for themselves is the first step to being a whole, healthy, productive human.

The Product:

SnapCrack's handpicked chiropractors and nurses provide hassle-free chiropractic adjustment services and vitamin therapy wellness treatments without the need of insurance. No appointments are necessary, no long wait times and low-cost services and memberships are available in a modern lounge-style environment. We aim to improve vitality, energy, and function while alleviating back and spinal misalignments.



The Value Proposition:

An industry-disrupting franchise with a proven model to meet modern chiropractic and wellness customers' demands while providing the franchisee the financial freedom and success they desire.



How We Support Our Franchise Owners:

Our franchising team provides owners with the assistance needed to build their chiropractic business and grow their brand. From the first inquiry form to the grand opening of the franchise location. SnapCrack offers continued guidance for ongoing excellence. Through this structured support system, you can guarantee that SnapCrack is always by your side.

Join Us

SnapCrack is preparing to expand into new territories, and we're looking for future owners to come with us on our journey. We have a concept that our customers love and a business built for the future.



A proven model to guide you into success.

Multiple revenue streams to maximize profit potential.

Purposeful hiring that helps get you the best available staff.

Industry-leading training to get everyone operating the SnapCrack way.

A flexible franchise model that can adjust to meet your situation.

Marketing assistance to help you establish your digital and online presence.

Ongoing support when needed.

For more information on how you can become a franchise owner with SnapCrack Chiropractic, contact us today.

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This franchise sales information does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document (FDD). Certain states require that we register the FDD in those states. Such registration, or exemption, does not constitute approval of the information in the FDD by that state agency. The communications herein are not directed by us to the residents of any of those states. Moreover, we will not offer to sell franchises in those states unless we have registered the FDD (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law.