



**EVOLVE
100**

**"EVOLVE100 EMPOWERS A COMMUNITY OF HIGH
ACHIEVERS TO REACH PEAK **HEALTH, VITALITY, AND
AESTHETIC EXCELLENCE**, ENSURING A VIBRANT LIFE
WELL INTO THEIR CENTENNIAL YEARS."**

THE FOUNDER

EXCLUSIVE FOUNDER MEMBERSHIP

Led by Tim Walker, owner of Evolve Fitness since 2016 and 22 years as a personal trainer, Evolve100 is looking for investment to ensure that the new membership model begins with a premium feel to match our clientele.

INVESTMENT

FOUNDING MEMBER INVESTMENT

LIMITED TO ONLY 50 DISCERNING MEN AND WOMEN OVER 40 IN LONDON.



Specifically designed for people who strive for excellence in every aspect of their lives but may neglect their health due to their demanding careers.



The Evolve100 acts as an ongoing investment in your health—paying dividends in the form of daily well-being, longevity and body confidence for the long term.

ABOUT HEALTH

COMPREHENSIVE HEALTH JOURNEY



Join us and redefine what it means to grow older, embracing a future where you don't just age, but evolve."

ABOUT PROBLEM

THE PROBLEM

Health Challenges of Over-40 Professionals in London

For London's high achievers, success shouldn't compromise health or appearance. Evolve100 offers a sophisticated, tailored health management solution within an exclusive members club environment.

Here, like-minded individuals come together to enhance both current well-being and physical appeal, while also planning for future needs.

STRESS LEVELS

According to a 2020 UK survey, 79% of Brits frequently experienced work stress, the most common type, which can elevate blood pressure and reduce immune function, increasing susceptibility to illnesses.

HEALTH NEGLECT

Modern working life impacts exercise, with 41% of people feeling too tired after work to exercise and 34% saying their job doesn't leave enough time to exercise.

MUSCLE LOSS

From age 30, muscle mass decreases by 3-8% per decade, impacting metabolism, stability, and health. Regular strength testing and muscle mass monitoring can help mitigate these effects, as frailty contributes to terminal illnesses in older adults.

CARDIOVASCULAR

Cardiovascular disease risk increases significantly after age 35, especially for those in high-stress jobs. VO2 max, a strong predictor of cardiovascular health, declines by about 10% per decade after age 30. Regular VO2 max testing allows for early interventions.

METABOLIC DECLINE

After 30, metabolism slows by 2-3% per decade, increasing weight gain and disease risk. Comprehensive metabolic testing guides effective dietary and exercise interventions.

STAY AT THE TOP

Having a top 10 percentile VO2 max and being strong/muscular positively impacts life expectancy more than the negative effects of smoking, drinking, diabetes, hypertension, or cancer.

**EVOLVE100 IS NOT JUST ABOUT LONGEVITY;
IT'S ABOUT LOOKING INCREDIBLE
AT EVERY AGE.**

We are a body transformation company that ensures you look great now, improve over time, and maintain peak health to enjoy life fully into your centenary years.

CORE PHILOSOPHY

Goal setting is part of every success story.

The Evolve100 approach is based on your short, medium, and long-term goals, with the long-term goal being where we really excel. The end goal is to reach 100, enjoying rather than enduring our golden years, when life should be most rewarding, not most challenging

01

**Short term goal -
Immediate Impact:**

Our 12-week programs are designed to show dramatic improvements in your physical appearance and fitness levels, making sure you see visible, motivating changes quickly.

02

**Medium term goal –
Progressive
Enhancements:**

Over the next 12 months, we'll fine-tune your regimen to exceed your prime fitness levels, not just match them.

03

**Long term goal –
Lifetime Benefits**

Long-term planning isn't just about longevity; it's about living life in the top 1% of health markers, ensuring you are as vibrant at 100 as you are today. This is about education, preparation and being ahead of the clock every step of the way.

SOLUTION

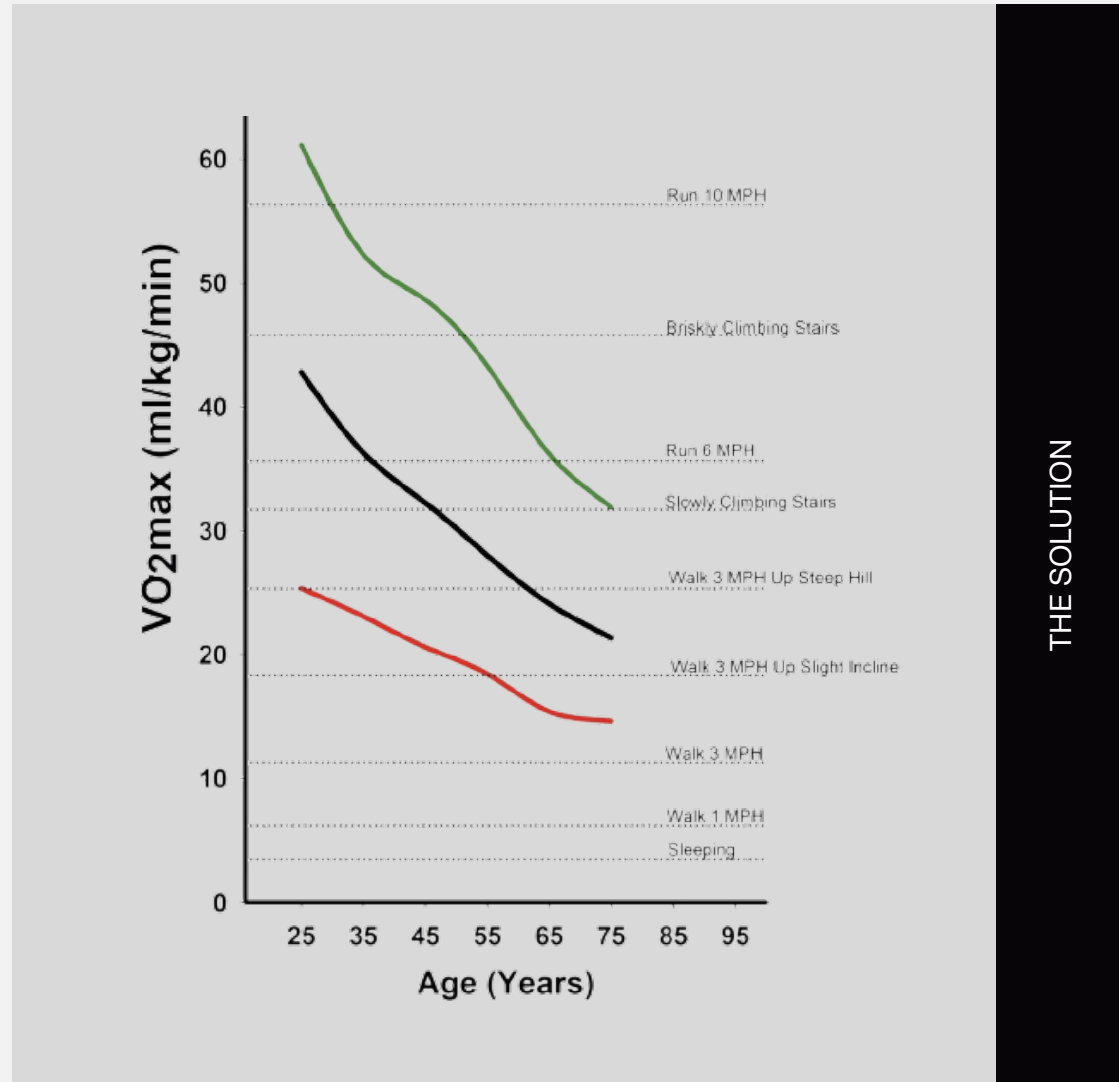
THE SOLUTION

Strength or cardiovascular ability declines at a predictable rate so Evolve100 can tell you exactly where you need to be now to make sure you can do what you want to do in decades to come. We let you choose your future.

This graph shows how we can predict future capabilities based on the fitness test scores that we achieve today.

What do you want to be doing in your later years?

- Low Fitness (5th Percentile)
- Average Fitness (50th Percentile)
- High Fitness (95th Percentile)



THE SOLUTION

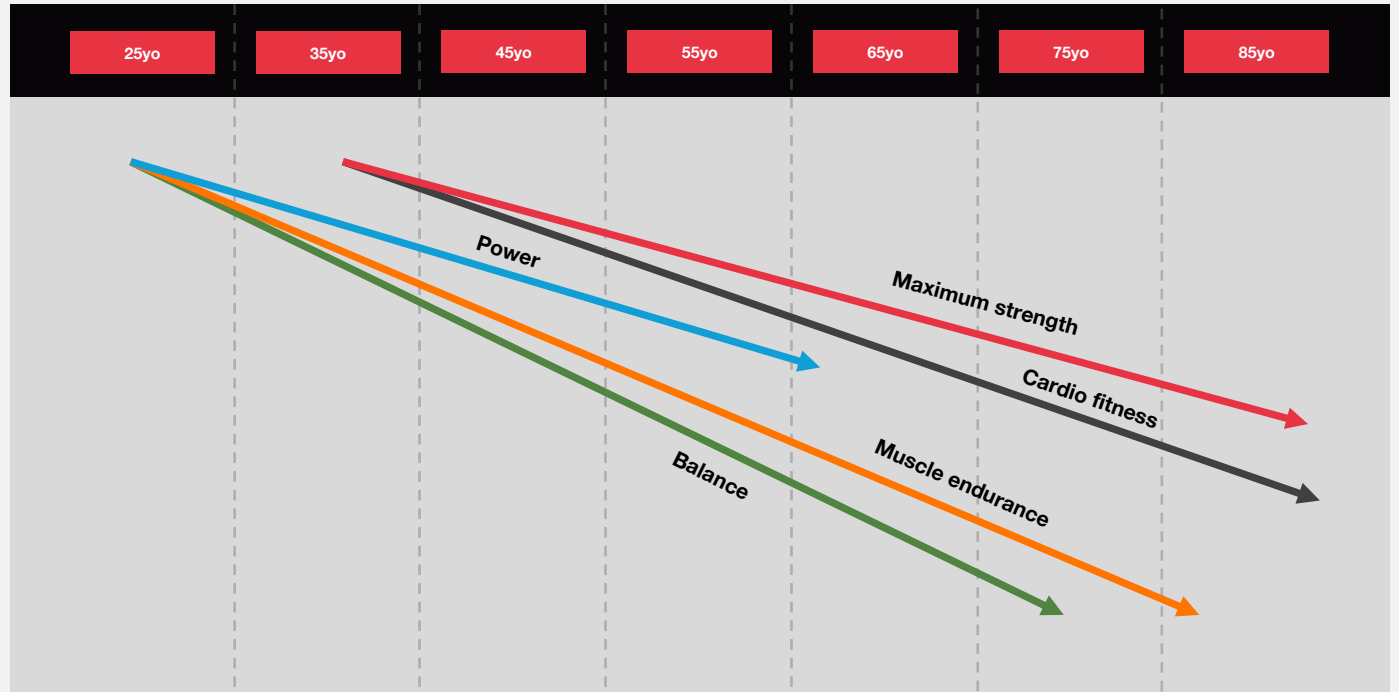
SOLUTION

THE SOLUTION



At Evolve100, we focus on biological age, not just chronological years.

The chart below illustrates the decline in key fitness attributes over time if neglected. We meticulously track and optimise these markers to ensure you sustain peak health at any age.



INNOVATIVE USE OF TECHNOLOGY:

- **Lab-Grade Assessments:** Utilising tools like the PNOE metabolic analyser and the Inbody 570 body composition machine, we provide deep insights into your biological age and the functioning of vital organs such as the heart and lungs.
- **Comprehensive Monitoring:** Regular updates on your musculoskeletal and cognitive functions ensure that every aspect of your health is optimised for both immediate results and long-term benefits.
- **Predictive Health Management:** By forecasting potential health challenges, we proactively adjust your plan to sidestep issues before they arise, keeping you on track towards your centenary goals.

SOLUTION



Transformation Highlights:

- **Aesthetic Focus:** At the heart of Evolve100 is our commitment to making you look your best. Whether it's shedding pounds, sculpting muscle, or simply enhancing overall physique, we guarantee aesthetic excellence on top of your longevity targets.
- **Comprehensive Monitoring:** With regular assessments from VO2 max to muscle mass analysis, we ensure every workout and meal plan is geared towards enhancing both your looks and your longevity.

SOLUTION



Health as an Investment:

- **Future Fitness:** Investing in Evolve100 is investing in a future where your physical health enables rather than limits your life's ambitions.
- **Sustained Excellence:** We don't just prepare you to reach 100; we prepare you to reach 100 in style, with the health and vitality needed to enjoy every moment.

DETAILED TESTING

PRECISION TESTING FOR TAILORED TRANSFORMATION

Blood Pressure and Cardiovascular Health



Essential insights into heart health and risks, helping to tailor cardiovascular exercises and dietary plans.

VO2 Max Test:



Measures aerobic capacity, providing a benchmark for cardiovascular fitness and endurance training.

Metabolic Rate Analysis (PNO \bar{E} Tests):



Assesses how your body consumes oxygen and burns calories at rest and during exercise, optimising your training and diet.

Flexibility Assessment:



Determining the flexibility of all major muscle groups, crucial for physical activity and reducing injury risk.

ECG Scan:



Advanced heart function testing to detect and manage any potential irregularities early.

InBody570 BodyComposition Test:



Offers a detailed analysis of muscle mass, fat distribution, and water balance, vital for tailoring your fitness and nutritional strategies

Muscle Strength Testing (Grip and Back Strength):



Evaluates muscular strength as a key indicator of overall health and longevity.

Each test is not just a measure but a stepping stone to greater health. By understanding your current health status, we empower you with the knowledge to make informed decisions about your health journey.

KEY BENEFITS

PRIVILEGES OF AN EVOLVE100 MEMBERSHIP

Complimentary Annual Blood Work



Receive comprehensive annual blood work at no additional cost. These tests are crucial for monitoring your health status and refining your personalised wellness plan.

Unlimited Access to Gym and Classes



Enjoy unlimited access to our team training classes and recovery sessions. Whether your goals need you to focus on mobility, cardiovascular, strength training, or functional fitness, our team will guide you into the sessions which best suit your needs.

Personal Training Sessions and support



Benefit from small group personal training or one to one sessions with our expert trainers. Each session is tailored to your fitness goals, ensuring optimal results through professional guidance." Have a trainer best suited to you in contact with you 24/7 outside of the gym to help your lifestyle match your goals.

Training team directing your journey



The Evolve team ensures you reach key milestones through a blend of accountability, inspiration, and education, achieving monthly progress that enhances your enjoyment of life and the journey ahead.



FINANCIAL GROWTH

A STRATEGIC INVESTMENT IN HEALTH AND WEALTH

Join as one of the first 50 founding members
with a £5000 investment.

This gives you an annual membership to the Evolve100 service and 0.1% equity in the business. This exclusive offer is valid until our grand opening in January 2025 as we are using the funds to complete stage 2 of our club refurbishment and marketing initiatives.

● Initial Setup

An already established facility that has been constantly upgraded over the last 10 years, we had a major refurbishment in July/August 2024, preparing for a January 2025 launch with high-spec amenities."

Our history means that we already have a substantial local database of clientele which will want the service. There are also corporate links for when we launch our corporate initiatives.



FINANCIAL PROJECTIONS


A STRATEGIC INVESTMENT IN HEALTH AND WEALTH

● Year 1 


Projected turnover of £1,000,000 with a 0% profit margin, accounting for initial refurbishment and expansion into online services."

● Year 2 

Anticipated turnover of £1,500,000 with a 30% profit margin. Founding members are expected to recoup their initial investment from year 3 onwards at this single location.

● Year 3 

By Year 3, we plan to roll out additional Evolve100 facilities across the UK, targeting affluent regions.

● Year 5 

Aims to see us at 5 locations generating a combined annual profit of £2,500,000



ONLINE EXPANSION

Starting mid 2025, our model will expand to include an online proposition and corporate wellness schemes, initially targeting C-suite executives and gradually extending to whole business coverage.

LONG-TERM VISION

The online platform will scale aggressively, using our proven three-goal method, significantly enhancing our revenue streams. The above financial projection does not yet include online revenue projections, which are expected to become our largest revenue stream.

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A STRATEGIC INVESTMENT IN HEALTH AND WEALTH

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■ TURNOVER ■ PROFIT





Express Your Interest:

Contact Tim Walker directly at tim@evolvefitness.co.uk to schedule a personal consultation. Discuss your goals and learn more about what Evolve100 has to offer.



Limited Time Offer

Founders' memberships will be finalised by end of Q3 2024. This exclusive opportunity offers limited spaces for personalised care and attention.

Early Start, More Value:

As a founding member, you'll gain immediate access to our facilities and begin your personalised health assessments and training as soon as you join. This includes comprehensive tests and blood analysis at no additional cost, allowing you to benefit from extra months of membership and start making progress toward your goals right away.

Don't miss out on this exclusive opportunity to transform your health and be a part of a pioneering community.

TAKE ACTION NOW

CONTACT TIM

EVOLVE

SECURE YOUR PLACE AT EVOLVE100

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