

Executive Summary

Who We Are

Home Base is a fitness and wellness studio with a holistic approach to health through community. We believe serenity, strength, and synergy are key to maximal well-being and we strive each day to build community and health in people of all ages and backgrounds.

We are much more than a gym or a fitness center – we are a home. At Home Base, we plan to create an environment that encourages members to come in and stay a while. Our goal is to have members come in to take a class and stay after to collaborate, or even just to have a meal with the family we aim to build. With our first planned studio to open in New York City, we hope to not only provide the highest quality fitness classes and holistic health instruction, but also to help our members slow down and build lasting relationships in one of the fastest moving cities in America.

What We Do

Home Base offers a variety of fitness and wellness classes including but not limited to: HIIT and interval training, dance cardio, yoga, kickboxing, strength training, and meditation and breathing classes. Each studio will also have a “living room” area with couches, books, and television sets for members’ use. Living rooms will be used on designated days for member events and for screening shows or movies following themed classes to build member involvement. Home Base studios will also have in-house kitchens used for health-focused cooking classes and nutritious and environmentally friendly post-class meals. With a focus on community, Home Base also offers the opportunity for small business to house and sell their products at the studio and allows local chefs to teach cooking classes once a month.

Who We Serve

The health and fitness industry services a large and varied population. Home Base specifically focuses on those who may also be looking for community in their city, limiting our reach slightly to a younger adult audience.

Primary market: males and females in New York City ages 18-34 with varying incomes.

Why We’re Different

New York is home to thousands of boutique health, fitness, and wellness centers, but none quite like this one. With a focus on community rather than a “come in, take class, get out” mindset, Home Base acts as a space for positive self-improvement rather than a breeding ground for ego and competition. We believe that through our values of serenity, strength, and synergy, we can create a space free of judgement for each and every one of our members to improve their own well-being and build lasting bonds with those around them.