

Hydrogen Water Server Partnership

A Profitable Wellness Upgrade for Your Gym

Executive Summary

Dear Gym Owner / Decision Maker,

In today's competitive fitness landscape, offering premium wellness perks like unlimited hydrogen-infused water can significantly increase member retention, attract new sign-ups, and generate recurring passive revenue—with **zero upfront or ongoing costs** to your gym beyond standard utilities (water and electricity).

We provide high-quality hydrogen water servers under a true turnkey partnership model. We cover **100%** of equipment costs, installation, maintenance, repairs, and operational risk. Your gym simply hosts the unit.

This model is proven in Japan, where major gym chains routinely achieve **40-50%** member adoption for hydrogen water add-ons. With higher membership volumes and growing recovery-wellness demand in the U.S., similar adoption is realistic—especially in high-density California markets.

Why Hydrogen Water Works for Gyms

- Proven Demand: Hydrogen water is widely adopted in Japanese gyms as a recovery upgrade
- High Perceived Value: Promoted for hydration, antioxidant support, and post-workout recovery
- Easy Upsell: Small monthly fee added to base membership
- Unlimited Access: Members refill as often as they want

Zero Cost / Zero Risk for Your Gym

We cover:

- Equipment purchase
- Installation (plumbing & electrical)
- Maintenance and repairs
- Ongoing service and support

Your only cost:

Standard water and electricity usage (typically **60/month** total).

Easy Integration

- Members opt in through your front desk or app
- Eligibility verified via membership QR/code scan
- No extra middleware or complex IT setup required

Additional Revenue: Take-Home Hydrogen Water Bags

We supply patented reusable hydrogen-locking bags that retain **90-100%** hydrogen concentration for up to 7 days.

How this helps you:

- Retail price typically **\$30** per bag
- High-margin impulse purchase
- No inventory risk (we supply)
- One-time or repeat purchases

Even with conservative assumptions (only **5-10%** of subscribers buy one bag initially), bag sales add meaningful bonus revenue.

Recommended Monthly Pricing

Budget & Mid-Tier Gyms

(Planet Fitness, Crunch, LA Fitness, In-Shape, 24 Hour Fitness, Anytime Fitness)

- Suggested Add-On: **25/month**
- Affordable upsell (similar to towel service)
- Designed to drive **40-50%** adoption or more

Premium & Boutique Gyms

(Lifetime Fitness, Equinox, Orangetheory, UFC Gym, Private Luxury Gyms and or Country Clubs ect.)

- Suggested Add-On: 40/month
- Matches luxury recovery positioning
- Typically 8-15% of base dues

Revenue Model (Simple & Transparent)

- Revenue Split:
 - Years 1-3: **70%** (us) / **30%** (you)
 - After Year 3: **60%** (us) / **40%** (you)
 - Bag Sales: **100%** retail margin to your gym
 - Conservative estimate: **5-10%** of subscribers buy one bag initially

Example Revenue Scenarios (Per Location - Urban High-Density Areas)

High-Volume Urban Gym (Example: Planet Fitness)

Avg. Members: 8,000-12,000

Add-On Price: 15/month

Metric	Conservative Case (40% Adoption)	Upside Case (50% Adoption)
Paying Members	3,200-4,800	4,000-6,000
Total Monthly Revenue	72,000	90,000
Your Monthly Share (30%)	21,600	27,000
Est. Low-End Bag Sales	14,400	18,000
Total Monthly Profit	36,000	45,000
Est. Yearly Profit	432,000	540,000

Premium/Boutique Urban Gym (Example: Equinox / Orangetheory Private Luxury Gyms Country Clubs ect.)

Avg. Members: 3,000-6,000 (urban studios/locations)

Add-On Price: 40/month

Metric	Conservative Case (40% Adoption)	Upside Case (50% Adoption)
Paying Members	1,200-2,400	1,500-3,000
Total Monthly Revenue	72,000	90,000
Your Monthly Share (30%)	21,600	27,000

Est. Low-End Bag Sales	7,200	9,000
Total Monthly Profit	28,800	36,000
Est. Yearly Profit	345,600	432,000

Why This Makes Sense

- No capital risk
- No operational burden
- Proven international adoption over 15 years in over 600 gyms in Japan • Scales with your membership size
- Enhances your brand as a recovery-focused facility • More than 2000 studies highlighting benefits of molecular hydrogen for longevity, recovery and eliminating oxidative stress proven to be the only selective anti-oxidant targeting only harmful free radicals

Next Steps

This is a **no-cost, no-risk, high-reward** opportunity.

We recommend:

- Piloting one or two hydrogen water servers depending on size of gym • No risk trial period
- Tracking adoption and engagement

Let's schedule a demo or customize projections for your specific location.