# BUSINESS PROJECT OF INDOORWALL CLIMBING GYM AND SPORTS ACTIVITIES BILBAO



his Project contemplates the creation of a High End Climbing Gym offering a space for the practice of climbing in the whole modalities of Bouldering (climbing with a maximum height of 4-5 meters on mats designed specifically for it), Difficulty (using artificial climbing panels for ascents to higher heights, with adequate safety measures), Speed and KID's climbing panels designed for learning in a safe and motivating environment. Climbing will be the main activity of the center, which will be complemented with physical activities such as spinning (stationary bike), treadmill, elliptical, rowing, etc., functional training, TRX, and activities such as Yoga or Pilates, all the above in spaces designed specifically for it, without interfering with spaces intended for climbing. All this through the **INDOORWALL** chain.

The sports activities that can be carried out in the center will require an area for offices / administration, both for the administrative use necessary in the activity itself, and to be used for complementary team building activities (or team building for group motivation), including spaces for trained personnel for complementary services such as physiotherapy and specialized nutrition.

On the other hand, the offer of the center will be complemented with a bar-restaurant service that serves healthy food, in tune with the sports center of which it will be a part; as well as a small space in the reception area for a sports store aimed at supplying customers with the equipment and materials necessary for climbing.

All the above will also require an area of changing rooms designed to serve the users of the different areas and activities offered. The activities and facilities of the center will be aimed at a general public, considering objective ages initially between 5 and 45 years, considering as a fundamental pillar, also, carrying out initiations to the public of all ages with specialized offers to teaching centers, staff of the State Security Forces and Bodies (police, firefighters, health and military) guided by specialized and qualified personnel, as a complementary activity for the children in physical education training given in schools and a complementary activity for the members of SSFB that allows them to maintain an optimal physical condition to carry out their professional tasks.

The center will be in the town of the Trápaga valley, Bilbao, at FINCA DE VALLE DE TRAPAGA N° 14307, and will measure 4282.5m2 of surface, the geographical influence area will be mainly the towns such as Barakaldo, Portugalete, Ortuella, Sestao, as well as the town of Bilbao.

By location, Trápaga is a strategic enclave between Cantabria and the Basque Country, without going any further, the largest Logistics Center in the North of Spain of the well-known company Amazon is located right here.

# LOCATION AND CONNECTIONS



### 8<sub>MIN</sub>

From Santurce to the Climbing Center by car

## 16<sub>MIN</sub>

From Getxo to the Climbing Center by car

## 18<sub>MIN</sub>

From Basauri to the Climbing Center by car

# **30**<sub>MIN</sub>

From rom Llodio to the Climbing Center by car



### 15<sub>MIN</sub>

From the center of Bilbao to the Climbing Center by car

# **9**<sub>MIN</sub>

From Barakaldo to the Climbing Center by car

# 7<sub>MIN</sub>

From the center of Bilbao to the Climbing Center by car

# 7<sub>MIN</sub>

From Portugalete to the Climbing Center by car



### $17_{MIN}$

From Castro Urdiales to the Climbing Center by car

# 60<sub>MIN</sub>

Drive rom Santander to the Climbing Center by car.

# 56<sub>MIN</sub>

Drive from Vitoria to the Climbing Center by car.

Renfe Train connections from Bilbao. Line C2 Connections by Metro from Bilbao. Line L2.

Connections by Bus Alsa Santander - Laredo - Castro - Bilbao

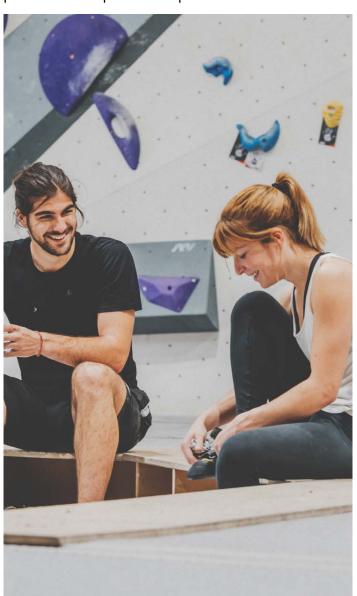
Connections Bizkaibus. L8 - C4 - L2

# WHO IS **INDOORWALL** AND FIGURES **RELATIVES TO INDOOR CLIMBING**

Indoorwall is the largest chain of Climbing Gyms in Spain, created in 2015, and is in the European Top 3, currently having more than 13 centers in Spain and a team with the experience of having built more than 20 centers.

Since the Tokyo Olympic Games, climbing has become an Olympic Sport. Indoor climbing worldwide represents more than 25 million users and shows great parity between men and women.

Being Spain one of the 5 world destinations for the practice of this sport in the open air.



# WORLD CLIMBING COMMUNITY 5 MILION PEOPLE **CLIMBING REGULARY**

**GERMANY** 460 INDOOR CLIMBING GYMS



### **UNITED STATES**

PEOPLE ARE TRYING TO CLIMB FOR THE FIRST TIME-EVERY SINGLE DAY



### **AUSTRIA**

2008 25.170 MEMBERS IN 141 CLUBS

64.140 MEMBERS IN 176 CLUBS



YOUNG PEOPLE TAKING PART IN THE BMC YOUTH CLIMBING SERIES HAS RISEN BY 50% IN THE LAST



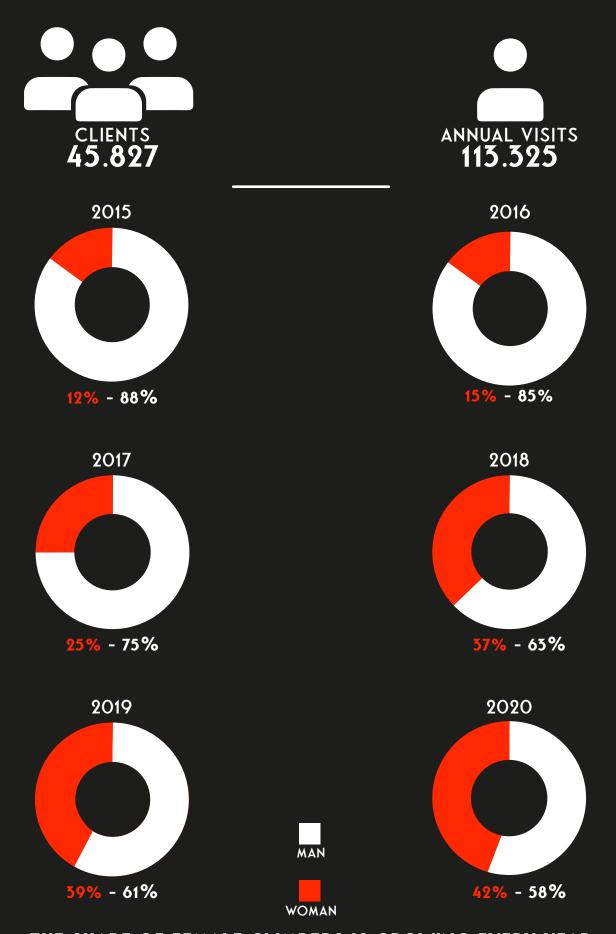
### PARIS 350 INDOOR CLIMBING GYMS



### JAPAN



# **KEY FIGURES**



### THE SHARE OF FEMALE CLIMBERS IS GROWING EVERY YEAR

The share of female climbers is very high (38% vs. usual maximum 31%). And that is not surprising: this sport is not only about strenghth, but also about body control and athleticism.

# BUDGET AND PROJECT DESCRIPTION

The building in which the Center will be located is registered under a lease for 11 years, renewable 5 more.

The project budget amounts to 2,490,130.21 + VAT as indicated in the following breakdown, of which € 1,010,000 has already been contributed by the shareholders, requesting a financing of € 1,500,000 through the tokenization of the project. This tokenization will not compromise the shareholders; since the token issued will give the right to part of the profits, but not to the company equity.

TOTAL CHAPTER 0.0 - PROJECT	21.795,00
TOTAL CHAPTER 0 - SOFTCOST	<del></del> 3.850,00
TOTAL CHAPTER 0.1 - FIREFIGHTS	0,00
TOTAL CHAPTER 1 - PREVIOUS WORKS AND DEMOLITIONS	21.585,30
TOTAL CHAPTER 2 - BUILDING	<b>44.315,80</b>
TOTAL CHAPTER 3 - COATINGS	<b>49.456,45</b>
TOTAL CHAPTER 4 - FLOOR	—18.236,12
TOTAL CHAPTER 5 - INTERIOR ENCLOSURES	<b>—13.013,00</b>
TOTAL CHAPTER 6 - CARPENTRY	<b>—34.446,50</b>
TOTAL CHAPTER 7 - ALUMINUM CARPENTRY	<b>89.892,00</b>
TOTAL CHAPTER 8 - FIXED KITCHEN EQUIPMENT	<b>12.345,74</b>
TOTAL CHAPTER 9 - FIXED BATHROOM EQUIPMENT	<b>8.484,85</b>
TOTAL CHAPTER 10 - FIRE FIGHTING INSTALLATION	—183.198,87
TOTAL CHAPTER 11 - SANITATION INSTALLATION	
TOTAL CHAPTER 12 - CLIMATE AND VENTILATION INSTALLATION	
TOTAL CHAPTER 13 - WATER INSTALLATION	<b>11.913,00</b>
TOTAL CHAPTER 14 - ELECTRICAL INSTALLATION	—109.555,93
TOTAL CHAPTER 15- BIS LAMPS	<b></b> 3.135,00
TOTAL CHAPTER 16 - AUDIO INSTALLATION	<del></del> 8.360,00
TOTAL CHAPTER 17 - MEZZANINE BAR AND MOTORHOME OFFICES	178.312,86
TOTAL CHAPTER 18 - CCTV	0,00
TOTAL CHAPTER 19 - DIETS - COMMUTE - STAY	14.916,00
TOTAL CHAPTER 20 - LIFTING RESOURCES	<b>15.840,00</b>
TOTAL CHAPTER 21 - POSTER	27.500,00
TOTAL CHAPTER 22 - CLIMBING STRUCTURE	1.428.100,00
TOTAL CHAPTER 22 - SAFETY	194.750,00

TOTAL BUDGET 2.590.053.22

# THE CENTER WILL HAVE THE TALLEST INDOOR WALL IN EUROPE WITH 23 METERS HIGH AND 35 WIDE

### ROPE ZONE

Accessing the climbing center to the left, start with rope with auto belays, continuous (at the bottom) with the part of the competition rope and ends with two speed walls.

### SPEED ZONE

The speed zone has 2 walls to compete with 4 people. Meets the standards of speed walls with a height of 17m and a width of 6,5m each.

### **SELF-INSURANCE ZONE**

The rope zone with auto belays has a scalable surface of 639,74m2 and has approximately 15 self-insurers. The angles range from -5° to 15°, and it has an average height of 16,5m.

### **COMPETITION AREA**

The competition area has a climbing surface of 681.38m2. The angels go from 10° to 30°, with some plate at 40°, and it has a height maximum 24m (at the center point).

# BOULDER ZONE AND RESISTANCE

Entering the climbing wall we find in front of a Boulder island, on the right double wall with a mezzanine where the lower part is a resistance zone and the upper part a competition Boulder zone. From the loft there will be access to the top of Boulder island. On the left hand side entering we have the campus.

# **BOULDER ZONE 1** (ISLAND)

The speed rope zone has 2 walls for 4 people to compete. Meets the standards of speed walls with a height of 17m and a width of 6.5m each.

# BOULDER ZONE 2 (COMPETITION)

The competition wall at the top of the loft has a climbable surface of 182,59m, a length of 36m and a height of 4,5m.

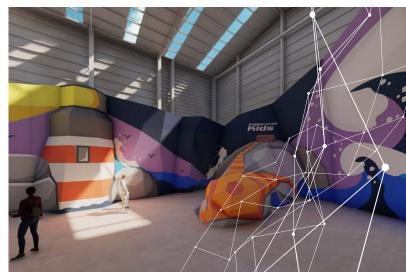
# RESISTANCE AND CAMPUS AREA

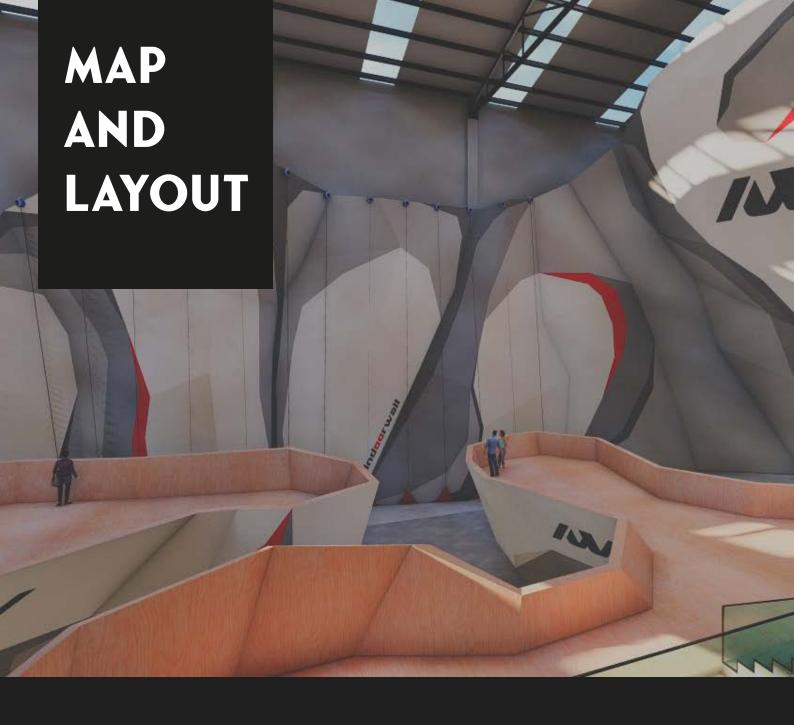
The resistance zone has a scalable surface of 126.8m divided into 4 plates at 25, 30, 35 and 45; and the campus has a dimension 3.4m wide. It also has a training wall with adjustable inclination and measures  $4m \times 5m$ .

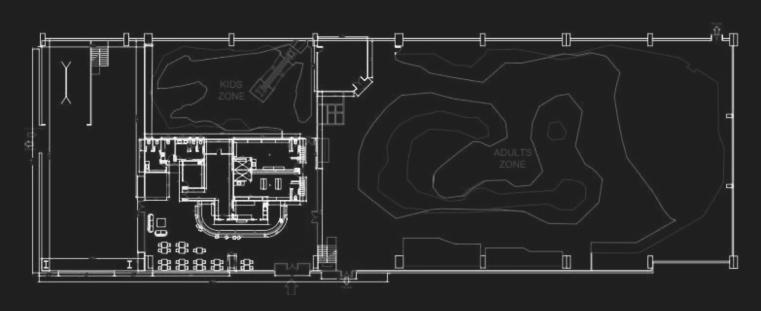
### KIDS AREA

Access is from the reception area and changing rooms, and has boulder and rope, having a total of 479,75m2 of scalable wall, 214,89m2 corresponds to bouldering and 264,86m2 corresponds to rope.

For this center the theme is inspired by the legend of "Hombre Pez" that partly happens in the Bilbao river, an essential element for the achievements of the city throughout history









he main objective is to become the reference center for climbing gyms not only in the marked territory, but also at a National and International level. Having, for the international market, especially the French, the incentive of the largest indoor climbing wall in Europe.

As a secondary objective, we will have to create a center which provides added value to the community and that is an important actor for local population (mainly familys), supporting the Bilbao City Council, Barakaldo, Getxo and Portugalete in various projects, not only in its sports aspect, but also in the educational field. Working with the 3 schools and 1 nearby institute with which we will create a fundamental trend based on health through sports education.

Likewise, the Center will be a place that provides employment to local personnel for the development of the activity, which is initially estimated at about 5-6 people, in addition to the general director of the Center.

Our main population target are men and women between 25 and 45 years old; as well as children between 4 and 17 years old. This represents a potential proximity market of 485,318 inhabitants according to the demographic of the areas of influence indicated above, in addition to all the members of the SSFB (police, doctors, firemen, Ertzaintza)

Indoorwall is the only chain that provides children from 4 years old the possibility to practice this sport, participate in group courses and that has a product adapted and designed for all kinds of celebrations (birthdays, family reunions, etc.). Being a national leader with more than 1500 children enrolled in the Climbing School and with an average of more than 5000 children who pass through its centers monthly. Bilbao has, due to its size, a potential of more than 400 children enrolled in the Kids Climbing School.

In the other hand, we will process the necessary licenses in order to let the Center being an Approved Center for obtaining the qualifications of Sports Technician 1 and Sports Technician 2 with the specialization of Climbing and High Mountain. We estimate that this activity will generate two courses of 50 students each, which will represent a turnover of € 315,000.

Furthermore, there are groups that will be the object of a more detailed commercialization by the Center Director and with the support of the Chain with whom commercial agreements will be signed, such as:

Amazon: located just 100 meters away and with a mass of employees of more than 220 employees and their families.

Transportes Iruña: Located at 1100 meters and has 200 permanent employees and a fluctuating 300 during the year.

Conforama: Located 600 meters away and has 80 shift workers.

Vinco: Located 500 m away and has more than 180 shift employees.

Kaiku: Located 1km away and has about 100 and 250 shift employees.

Itxaropena Ikastola school: Located 1 km and has 1,123 students

Highschool Burdin Ibarra: Located 1 train stop and 290 m from the outskirts. has more than 300 students enrolled

Universities of Bilbao: all with easy access and with more than 50,000 student

With all this and considering the business model established by the chain; the 3 Years BP of the Center corresponds to ANNEX I; the recurring income (Members and Climbing Courses) to more than 40% of the total income. Due to its location with respect to France, a country with a wide climbing culture, we are convinced that summer will be high season of strong income from Daily Tickets, as is the case in our Vilanova center.

### AS MAIN KPIS WE HAVE:

### **MEMBERS**

The objective of year 4 is to be around 1100-1200 with an average fee of € 45 + VAT

Year 1: 730 monthly average

Year 2: 915 monthly average

Year 3: 1050 monthly average

#### **ADULT COURSES**

Course registration € 45.45 + VAT

Year 1: 540 enrolled monthly

Year 2: 640 enrolled monthly

Year 3: 740 enrolled monthly

### **CLIMBING SCHOOL**

Our goal for Year 4 is to stabilize a figure between 550-600 students with an average fee of € 43 + VAT

Year 1: 400 enrolled monthly

Year 2: 50 enrolled monthly

Year 3: 500 enrolled monthly

# EVOLUTION OF INCOME AND EBIT

### YEAR 1

and EBIT of 38%

### YEAR 2

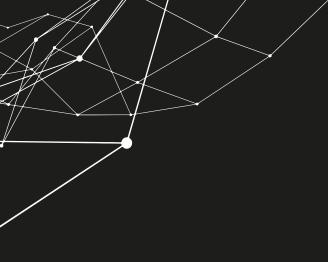
Total revenue of € 1,454,800 | Total revenue of € 1,709,300 | Total revenue of € 1,896,500 (+ 17.50% vs. Year 1) and EBIT of 44%

### YEAR 5

(+ 23% vs. Year 2) and EBIT of 46.90%

### YEAR 4

And subsequent years: It is considered that the income will fluctuate between + 5% and + 10% with an increase in expenses based on the salary increases imposed by the increase in the CPI (since no more personnel will be required than that stipulated in Year 3) and the increase in the cost of electricity.



# The CLIMBING REVOLUTION begins here



