

A vertical grey bar is positioned behind the text.

VERTICAL
CLIMB FITNESS

A man with a beard is shown in profile, facing right, using a smart treadmill in a gym. The treadmill has a large screen displaying a circular progress indicator and other data. The gym is dimly lit with blue and yellow neon lights. The text "RETHINK CARDIO" is overlaid in the center of the image.

RETHINK CARDIO



30 MINUTOS AL BEAT DE LA MÚSICA

LUCES Y ENDOFORNIAS.



LA CLASE DE VERSA ES UNA SESIÓN DE
30 MINUTOS

DE
**CARDIO
INTENSO**



EN LA
**VERSA
CLIMBER**



A man with a beard is working out on a gym machine in a blue and green lit environment. The machine has the word 'TICAL' visible on it. The background is filled with various gym equipment and bright lights.

PODRÁS QUEMAR
HASTA 600 CALORÍAS

A person is seen from behind, using a gym machine. A smartphone is attached to the machine, displaying a progress bar at 7%. The scene is lit with blue light, and other gym equipment and people are visible in the background.

**DE BAJO IMPACTO,
DINÁMICO,
DESAFIANTE
EFICÁZ**



TENDRÁS A TU LADO

**A UN COACH QUE TE MOTIVARÁ
A ALCANZAR TUS OBJETIVOS.**



TERMINAS AGOTADO



**PERO FELIZ... SERÁ LA ENERGÍA QUE NECESITAS
PARA COMENZAR TU DÍA.**

PROTOTIPO



A woman is shown in profile, performing a squat in a gym. She is wearing a black sports bra and black gloves. A barbell with a large weight plate is on her back. The weight plate has the word 'ROOGUM' visible. The word 'FUERZA' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The background is dark and out of focus, showing other gym equipment and people.

FUERZA



**UPPER
LOWER BODY,
EVERYBODY**



**SESIÓN DE 50 MINUTOS CON
ENFOQUE SEMI-PERSONALIZADO**





CADA DÍA TIENE
MUSCULAR

UN ENFOQUE
DIFERENTE



FUERZA

PENSADO PARA
MEJORAR TU

A man with a beard and short hair is shown in profile, looking intently at a digital scale he is holding with both hands. The scale is attached to a dumbbell. The scene is set in a gym, with blue and green lighting creating a dramatic atmosphere. The background shows gym equipment and a traffic light-like signal with red, yellow, and green lights. The man is wearing a black t-shirt and a black wristband on his left wrist. The dumbbell has the brand name 'ROGUE' visible on its handle.

Y TU

RESISTENCIA

A man with a beard and short hair, wearing a dark t-shirt with the word 'VERTICAL' printed on it, stands in a gym. He is looking towards the camera. In the foreground, several people are performing a stretching exercise, kneeling on the floor with their hands on the ground. The gym is filled with various pieces of equipment, including weight racks and barbells. The lighting is dim, with a blueish tint.

UN ENTRENAMIENTO QUE SE ADAPTA A TI
GUIADO POR UN COACH

A woman in a black sports bra and leggings is lifting a 25kg dumbbell overhead in a gym. The scene is lit with blue light, and there is a large, out-of-focus hand in the foreground. The text "BUSCANDO SIEMPRE MEJORAR TU TÉCNICA Y ACERCARTE CADA DÍA" is overlaid on the image.

**BUSCANDO SIEMPRE MEJORAR
TU TÉCNICA Y ACERCARTE CADA DÍA**



A ALCANZAR TUS OBJETIVOS. 

A woman is shown from the chest up, performing a pull-up on a horizontal bar. She is wearing a white tank top and a white wristband on her left wrist. Her arms are fully extended upwards, gripping the bar. The background is dark, illuminated by several bright, glowing blue neon light tubes. The overall atmosphere is energetic and focused.

**STRONGER
EVERYDAY!**



PROTOTIPO



VALOR DE LA FRANQUICIA

ROI \$400.000 24 MESES
ROI \$500.000 18 MESES

CONTEMPLANDO 21 VERSAS
Y 8 RACKS DE FUERZA
LOCAL DE 150M² APROX.

REGALÍAS 5%
PUBLICIDAD 2%

CUOTA DE FRANQUICIA	\$1,000,000.00
SALÓN VERSA	\$2,100,000.00
SALÓN FUERZA	\$960,000.00
RECEPCIÓN	\$455,000.00
BAÑOS	\$375,000.00
STOCK	\$50,000.00
LAVANDERIA	\$60,000.00
TOTAL	\$4,990,000.00



