



Start your own business in Sports Performance & Personal Training



ASPIRE™ BUSINESS OPPORTUNITY PROSPECTUS
Gold Standard Training for Gold Standard Performance

www.aspireperformance.ie

Welcome

A message from Joseph Quinn Founder of Aspire



Thank you for your interest in Aspire. This prospectus explains how you can establish and grow a sports performance and personal training business under the Aspire brand, supported by practical systems, tested programmes, technology and two decades of industry experience.

Aspire was built around a simple principle: every individual and team should receive structured, science-informed coaching that is appropriate to their goals and produces measurable progress. Our licence opportunity gives suitably qualified and motivated coaches a clearer route into business ownership without having to build every element from the ground up.

Licensees can now choose a model suited to their investment level and local market. This includes a premises-based Aspire centre and two lighter-entry mobile formats: a standalone mobile service and a mobile service with an anchor-club partnership. Each route uses the same Aspire standards while allowing a candidate to begin at a realistic scale and grow responsibly.

If the opportunity fits your ambitions, we would be delighted to discuss your territory, preferred operating model and next steps.

Joseph Quinn.

Who we are

Excellence in sports performance and personal fitness since 2007



Founded in 2007 by Joe Quinn, Aspire has become a recognised provider of sports performance, strength and conditioning and personal fitness services in Ireland. Aspire works with teams, athletes and individuals across ability levels, combining applied sports science with coaching that people can understand and sustain.

Joe holds a BSc in Sport and Exercise Science from the University of Limerick. His background includes inter-county Gaelic football, national junior athletics titles and professional experience across elite and community sport. His coaching work has included senior county teams, club teams and individual athletes, including Irish Paralympian Declan Slevin.

What that experience means for a licensee

- A business model shaped by real delivery with teams, athletes and everyday clients.
- Programmes and testing processes refined through long-term practical use.
- Coach education, mentoring and commercial guidance from someone who understands both performance and business.
- A brand proposition that can serve elite, community, youth and general-fitness markets.

Mission and values

The standards that guide every Aspire location and mobile service

Our mission

To become the destination brand of choice for science-informed, bespoke training that helps individuals and teams perform to the best of their ability.

Our values

Value	How it appears in practice
Client centred	We listen, assess and adapt so clients feel safe, confident, supported and able to progress.
Results oriented	We use relevant assessments, clear goals and regular reviews to demonstrate improvement.
Authentic and innovative	We apply credible methods, review our programmes and embrace useful new ideas and technology.
Welcoming	We communicate positively and create an inclusive environment for different ages and ability levels.
Expert	We maintain high coaching, safeguarding and service standards through training and quality assurance.
Value for money	We provide professional support and practical benefits at competitive prices.
Committed to development	We continue to research, learn and improve the Aspire system for clients and licensees.

How Aspire is different

A broader performance service built around measurable progress



Aspire is not simply a name placed over generic gym sessions. The licence combines a recognised identity with methods, products and operating support designed for sports performance and personal fitness.

- Science-informed programmes adapted to the client, sport, training phase and available environment.
- Testing and measurable outputs that make progress visible and support stronger client retention.
- A connected coaching platform for programme delivery, videos, activity recording, compliance and reviews.
- Services for teams, individual athletes, youth development, schools, businesses and general-fitness clients.
- A pathway from testing or an introductory service into structured 8, 12 week or full season long programmes.
- Support to build recurring relationships rather than depending only on one-off sessions.

The commercial difference

The strength of Aspire is the combination of credible coaching, a broad service portfolio, technology, marketing assets and ongoing support. A licensee can sell outcomes and structured programmes while building several complementary income streams within one territory.

What we do

Services that can be combined around the needs of each local market

Client group	Aspire services
Sports teams	Season planning, fitness testing, strength and conditioning, speed development, conditioning, injury-risk reduction, reports and retesting.
Individuals	Personal training, semi-private training, bespoke programmes, memberships, body-composition and performance reviews.
Young athletes	Age-appropriate movement, speed, coordination, foundational strength, development academies and camps.
Schools	PE support, transition-year fitness, team development, after-school blocks and staff wellbeing.
Businesses	Fitness assessments, mobility, group activity, wellness days, challenges, workshops and hybrid follow-up.
Online clients	App-based programmes, exercise videos, progress tracking, reviews and remote team support.

A repeatable client journey

Stage	Purpose
1 Consult	Clarify the client's needs, environment, goals and training calendar.
2 Assess	Use appropriate screening or testing to establish a useful baseline.
3 Recommend	Present a defined programme, timetable and expected review points.
4 Deliver	Coach in person and support activity between sessions through the app.
5 Retest and retain	Report progress and agree the next programme block.

Choose the Aspire model that fits

Three routes into the same brand and support system

The premises-based model remains the fullest Aspire offer. The mobile formats provide lighter-entry alternatives for candidates who want lower fixed costs, wider reach or a staged route toward a permanent facility.

	Premises based centre	Mobile standalone	Mobile with club partnership
Operating base	Dedicated Aspire facility	Customer venues, pitches, halls, outdoors and online	Anchor-club hub plus customer and satellite venues
Typical investment	Highest; premises, fit-out and equipment	Lower; van, portable equipment and testing technology	Lower; van and portable equipment, with agreed hub access
Best suited to	Memberships, classes, PT, testing and team delivery from one base	Territory-wide team, school, corporate, youth and online delivery	Mobile reach plus gym-based coaching, storage and indoor backup
Main advantage	Maximum service range and permanent local presence	Lower fixed overhead and flexibility	Credible local hub without a full commercial lease
Growth pathway	Add members, services, staff and capacity	Add contracts, online clients, coaches, vehicles or a future facility	Grow hub utilisation, satellite contracts, staff or a future Aspire centre

Investment levels and license charges are confirmed only after the proposed territory, model, equipment needs and premises or partnership arrangements have been assessed. Any financial example is planning assumptions rather than guarantees or forecasts.

Aspire Mobile Performance

A lighter-entry route without a permanent premises

How the model works

A branded vehicle acts as a secure equipment, testing and marketing hub. The licensee delivers Aspire services at club grounds, schools, workplaces, halls, outdoor venues and client locations, supported by online programming and progress reviews.

What it enables	Commercial value
Team performance blocks	Contracted 8, 12 week or season long programmes.
Aspire testing days	A high-value entry service that identifies needs and supports programme conversion.
Youth athletic development	Club, school, parent-funded and camp formats with age-appropriate coaching.
School and corporate programmes	Better use of weekday and daytime capacity.
Personal and semi-private coaching	Flexible delivery for individuals and small groups.
Aspire Online	Recurring support between visits and access beyond the immediate travel area.

Why it may suit a new licensee

- Lower premises and fixed-overhead exposure at launch.
- A visible branded presence across the territory.
- Several customer markets rather than reliance on gym membership alone.
- An opportunity to prove demand before considering a permanent Aspire centre.
- Scalable growth through recurring contracts, online coaching, additional coaches and further vehicles.

Success depends on route planning, minimum booking values, safe and efficient equipment handling, weather contingencies and a deliberate balance of team, school, corporate, individual and online income.

Mobile with a club partnership

A performance hub combined with mobile reach



This option adds an anchor-club relationship to the mobile model. The licensee secures agreed access to an underused gym, hall or performance space while continuing to work across the territory. The club receives rent, performance services or an agreed combination of both.

Anchor club provides	Aspire licensee provides
Guaranteed facility hours with days and times recorded in writing	Agreed cash rent and or a clearly valued, capped service credit
Secure equipment storage and agreed access to gym, hall and pitch	Scheduled testing, programme support or team coaching as agreed
Permission to train club members and external commercial clients	Preferential pricing for additional club teams or members
Partner-venue branding and promotion through club channels	Professional delivery, records, safeguarding and insurance
Indoor contingency space subject to booking rules	Youth development and coach education where included in the agreement

Why the partnership matters

- Provides an indoor base, storage and greater year-round delivery reliability.
- Offers immediate credibility and access to an established club community.
- Supports gym-based team training and regular personal or semi-private sessions.
- Avoids taking on a full commercial lease before the territory is proven.

The agreement must define guaranteed access, commercial-use permission, service-credit limits, equipment ownership, insurance, safeguarding, data responsibilities, notice periods and the licensee’s freedom to work with other clubs. A short pilot can be used before a longer agreement is signed.

What you receive as an Aspire licensee

A launch system you can put into use from the start

Brand and territory

Included	Practical benefit
License to trade under the Aspire name and registered trademark	Enter the market with an established Irish performance identity rather than building a brand from scratch.
Defined territory or travel framework appropriate to your model	A clear local market in which to build relationships and invest in promotion.
Brand and presentation standards, including mobile livery guidance where relevant	A consistent, professional appearance across premises, vehicles, clothing and customer materials.

Launch tools and sales materials

Included	Practical benefit
Structured onboarding and initial training	Understand the Aspire services, standards, systems and launch priorities.
Editable branded templates for proposals, reports and client communication	Respond to teams, schools, businesses and individuals with professional material.
Launch marketing assets and approved digital content	Promote the business locally without creating every campaign from the beginning.
Business cards, flyers, banners and branded clothing specifications	Create an immediate, consistent presence in the territory.
Product formats for team, testing, youth, school, corporate and online services	Package coaching into clear offers that are easier to explain and sell.

Systems and ongoing support

Tools that help you deliver consistently and grow

Coaching and client systems

Included	Practical benefit
Aspire programme library, exercise videos and delivery guidance	Begin with proven resources and adapt them to the client rather than designing everything from zero.
Testing protocols and editable report templates	Deliver consistent assessments, explain results clearly and create a reason to retest.
RYPT app templates and remote programme delivery	Give clients live access to plans, demonstrations and progress tracking.
Online registration, booking, membership and payment processes	Reduce administration and make joining and paying easier for clients.
Client tracking and reporting capability	Monitor attendance, compliance, training volume and progress in one structured workflow.

Support and commercial advantages

Included	Practical benefit
Ongoing mentoring and scheduled business reviews	Get support with priorities, performance, problem-solving and growth decisions.
Continuously updated licensee resources and education	Keep services and coaching practice current.
Quality assurance and Aspire operating guidance	Protect the customer experience and the long-term value of the brand.
Access to selected equipment, insurance and supplier arrangements	Benefit from group purchasing opportunities where available.
Option to develop from mobile delivery toward a premises-based centre	Choose a staged growth path as recurring demand and finances become stronger.

Exact inclusions, quantities, platform charges, equipment access and launch support are confirmed in the licence proposal and agreement for the chosen model.

What we look for

Capable people who want to build the brand properly



- Suitable qualifications and the competence required for the services offered.
- A genuine commitment to helping teams, athletes and individuals progress.
- Strong communication, relationship-building and local business-development skills.
- Willingness to follow Aspire standards, systems, safeguarding procedures and quality requirements.
- The time, motivation and financial capacity appropriate to the selected operating model.
- A practical understanding that business growth requires consistent selling, delivery, administration and client retention.

Investment

The Aspire main premises-based option requires investment from € 40,000 - € 80,000 depending on scale of the business planned. The lighter-entry mobile alternatives require investment ranging from € 20,000 - €35,000 again depending on scale of the business plan. A candidate's actual requirement will depend on the vehicle or premises, equipment, testing technology, finance structure, insurance, working capital and agreed licence package. Aspire will assess these factors with the candidate before any commitment is made.

Our selection approach

Aspire is focused on recruiting suitable partners, not simply selling licences. The process is designed to establish whether the candidate, territory, proposed model and available resources can support a credible launch and a lasting Aspire business.

Next steps

Explore the opportunity and identify the right model for your territory

Step	What happens
1 Review	Consider the Aspire brand, service portfolio, operating models and expectations in this prospectus.
2 Express interest	Submit an expression of interest through www.aspireperformance.ie or contact Aspire directly.
3 Initial discussion	Discuss your background, qualifications, preferred territory, investment range and chosen model.
4 Territory and model review	Assess local demand, competitors, prospective clubs, schools and businesses, and any premises or club-partnership option.
5 Proposal and suitability process	Review the license package, costs, responsibilities, training, launch plan and agreement before making a decision.

Questions to consider before the first discussion

- Do you want a permanent centre, a standalone mobile service or an anchor-club hub?
- Which customer groups can you reach most credibly in your area?
- What existing relationships do you have with clubs, schools, employers or local communities?
- How much time and capital can you commit during the launch period?
- What would a successful first 12 months look like for you?

Contact Aspire

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