



Nirvana[®]
Breathing fitness to music

Nirvana Education Organizer

Become part of the movement.

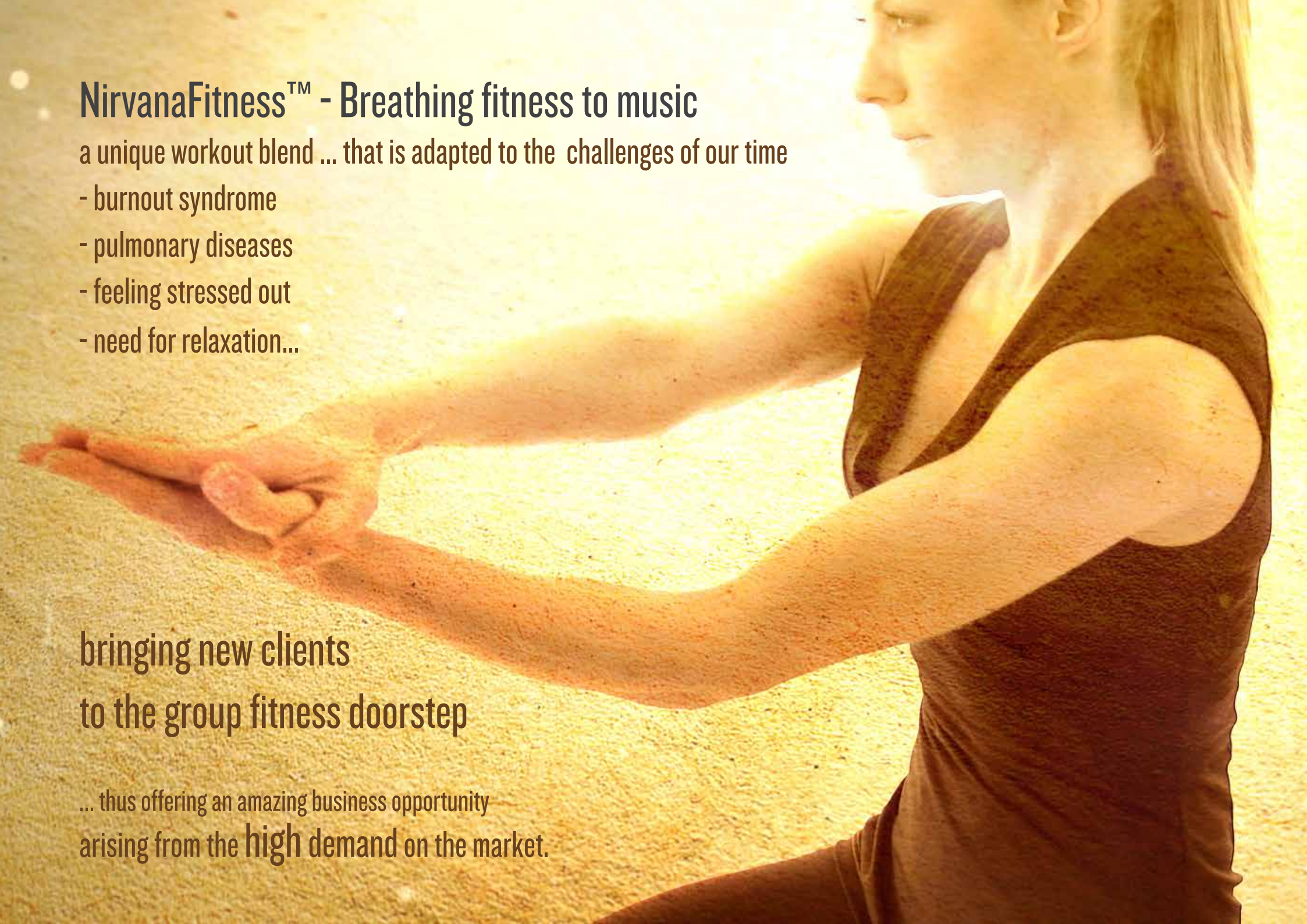
NirvanaFitness™ - Breathing fitness to music

a unique workout blend ... that is adapted to the challenges of our time

- burnout syndrome
- pulmonary diseases
- feeling stressed out
- need for relaxation...

bringing new clients
to the group fitness doorstep

... thus offering an amazing business opportunity
arising from the **high** demand on the market.





Why become NirvanaFitness education organizer?

Join the breathing movement & explore new market possibilities

SEVEN KEY ADVANTAGES FOR GLOBAL PARTNERS:

- #1: NEW & Unique category on the market ... Breathing fitness to music
- #2: Highly developed system with licensed Nirvana music & ThetaWave technology
- #3: International brand with global exposure
- #4: A turnkey franchise ... 100 % ready system
- #5: NEW & Recurring streams of income
- #6: Addressess completely NEW markets
- #7: Nirvana global investment, business & branding support on all levels

#1: Unique category on the market ... Breathing fitness to music

A new education category that attracts a wide range of potential instructors

Breathing fitness to music



Breathwork



< Breathing techniques >

Body/Mind Detox



< Detoxification >

ThetaWaves



< Binaural beats >

Conditioning



< Yoga & pilates flow >

Mindfulness



< Meditation/Antistress >

#2: Highly developed system with licensed Nirvana music

Fully choreographed classes supported by an award winning music and ThetaWave technology



Fully choreographed workout for an easy lead with the help of Nirvana music CDs (voice over dictates complete class) and simple to follow movements. All choreographies and music updated yearly (4 new music CD & DVD compilations).

Nirvana®
ThetaWave Technology



<<< Binaural beats >>>

Nirvana has developed a unique sound technology with the help of sound researchers & engineers that uses Theta waves to induce deep & effective relaxation state through direct influence on listener's brainwaves.

#3: International brand with global exposure

Become a trendsetter with new & unique instructor education course “Breathing fitness”



NirvanaFitness system is spreading fast around the globe due to a major breathing awareness trend that is connected to stress release in everyday life. Enormous population respiratory problems create high demand on the market which will bring new instructors to your doorstep while giving you potential to upsell to your existing instructor education list.

#4: A turnkey breathing fitness franchise ... 100 % ready system

Educators & instructors can start in a matter of days ... ensures higher class quality & client retention



NirvanaFitness® - Music CD #1

CLASS SEGMENT	SEQUENCE	SONG NAME	SONG LENGTH
PREPARATION SEQUENCES			
BREATH CONNECTION		THETA WAVES	30 sec
SWING WARM UP		SNOWBOARD	3:00
SPIRAL WARM UP		THE ENIGMA JOURNEY	2:42
BREATH ACTIVATION		GREAT OCEAN DREAM	2:15
NIRVANA FEEL / DEMO NEXT SEQUENCE		THETA WAVES	1 min
PART 4/4 (4 counts inhale - 4 counts exhale)			5 sec
NIRVANA SEQUENCE	DIVING PRAYER	SPA LOUNGE	3:56
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I AM BREATHING (THETA WAVES)		1 min
NIRVANA SEQUENCE	HEALING SNAKE	NEW MOON	4:03
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I AM ALIVE (THETA WAVES)		1 min
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I AM HERE (I AM "TUN") (THETA WAVES)		1 min
PART 4/5 (4 counts inhale - 8 counts exhale)			5 sec
NIRVANA SEQUENCE	SLOW BLADE	SUNSET LOUNGE	4:00
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I FEEL MY BODY (THETA WAVES)		1 min
NIRVANA SEQUENCE	STRONG TABLE	WE'LL BE FREE	4:00
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I AM ALIVE (THETA WAVES)		1 min
NIRVANA SEQUENCE	TWISTING BOW	JOURNEY TO FAIRYLAND	3:46
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I AM POWERFUL (THETA WAVES)		1 min
PART 4/12 (4 counts inhale - 12 counts exhale)			5 sec
NIRVANA SEQUENCE	SWIMMING COBRA	CYCLE OF 12	4:14
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I FEEL JOY (THETA WAVES)		1 min
NIRVANA SEQUENCE	TRANCE ROLL UP	LYSTHEA	4:05
NIRVANA FEEL / DEMO NEXT SEQUENCE	INTENTION: I FEEL PEACE (THETA WAVES)		1 min
NIRVANA SEQUENCE	SPIRAL LIFT	SECRET DREAMTIME	4:00
NIRVANA RELAX		BEYOND HORIZON	2:55
FINAL NIRVANA EXPERIENCE		THETA WAVES	1 min
TOTAL TIME			55:44

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#5: NEW & Recurring streams of income

Recurring income from continuous license fees, & additional modules for different target groups issued yearly

CONTINUOUS EDUCATION MODULES (YEARLY)

Each year Nirvana system gets an additional module that expands instructor possibilities to market Nirvana to different target groups.

- # Nirvana Medical - Respiratory therapy
- # Nirvana - Corporate breathing fitness
- # Nirvana - School stress management
- # Nirvana - Aqua breathing fitness

Nirvana[®]
RESPIRATORY THERAPY

Nirvana[®]
CORPORATE STRESS RELEASE

Nirvana[®]
AQUA BREATHING FITNESS

Nirvana[®]
SCHOOL STRESS MANAGEMENT

POSSIBILITY OF RECURRING INCOME FROM YEARLY LICENSE FEES & REFRESHMENT COURSES

In case of successful cooperation (subject to separate agreement) NirvanaFitness grants education organizer a % from license fees paid each year by instructors for choreography and music updates.



#6: Address completely NEW instructor markets

Respiratory therapy ... antistress, antiburnout, corporate fitness, asthma & COPD, schools ...

EXISTING INSTRUCTOR MARKETS

YOGA & PILATES - REGULAR PLACEMENT WITHIN FITNESS SCHEDULE

Existing yoga and pilates clients will enjoy the amazing flow of NirvanaFitness® sequences, which are woven into well rounded choreography.

ANTIBURNOUT - ANTISTRESS (CORPORATE FITNESS)

80 % of the population is breathing under stress - shallow & inefficient, chest only. Nirvana successfully addresses looming burnout problem.

MINDFULNESS & MEDITATION

Many meditation practitioners have difficulty sitting still, while NirvanaFitness® brings meditation into movement flow with support of mindful music and thetawave technology.

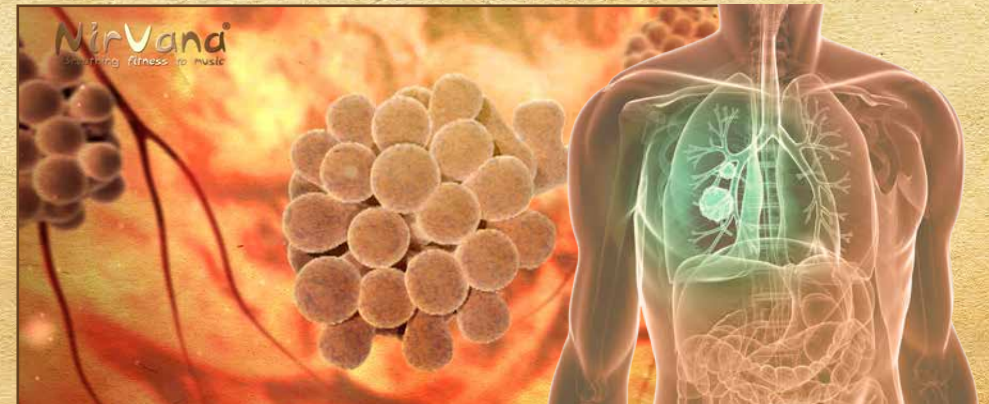
NEW MARKET OPPORTUNITIES

Nirvana brings new clients into the wellness market, previously unattended approx. 25 % of population with some level of respiratory condition. A massive new market possibility for fitness & wellness facilities, instructors and education schools alike.

ASTHMA & COPD (chronic obstructive pulmonary disease)

The World Health Organisation estimates 600 million people worldwide have COPD.

An estimated 300 million people worldwide suffer from asthma while 3 out of 5 individuals with asthma limit their physical activity. Nirvana is asthma & COPD safe workout, clients can workout safely. PLB breathing technique is scientifically proven to improve respiratory condition.



#7: Nirvana global investment, business & branding support on all levels

Improving market potential through synergistic multichannel marketing



COMPLETE MARKETING & LOGISTIC SUPPORT

Nirvana Education Organizer receives full personalized marketing and branding support including website, videos, brochures, flyers, presentations etc.

NirvanaFitness offers marketing, logistic and business support in form of instructor profile backends, automatic payments, marketing materials, design, personalizations ...



GLOBAL MULTICHANNEL MARKETING APPROACH

After successful launch of instructor educations in your country, NirvanaFitness will review market potential for extra marketing boost in collaboration with our partners.

Back office support

All payments, invoicing, administration, email communication, pre-education and post-education process with instructors is handled by the Nirvana Fitness corporate office,

relieving NEO from all backoffice fuss.



Contact

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Together we make the world breathe again!

Nirvana Fitness was born out of growing awareness about importance of breathing and it's ultimate influence on our lives.

Our mission is to bring this awareness into reality.