

Type of Expenditure	Amount
Initial Franchise Fee	\$59,900
Rent and Security Deposit	\$5,400 - \$10,500
Construction Management	\$19,000
Utilities	\$500 - \$2,000
Architect Fee	\$13,000 - \$15,000
Leasehold Improvements	\$231,906 - \$301,392
Initial Advertising Spend	\$22,550 - \$27,550
Pre-Opening/Pre-Launch Consulting and Membership Services	\$0 - \$50,000
Inventory, Furniture, Fixtures, and Equipment (Light it Up Package)	\$129,153 - \$169,649
Computer Systems	\$1,000 - \$2,000
Insurance	\$4,000 - \$6,000
Signage	\$8,000 - \$14,000
Office Expenses	\$500 - \$1,500
Licenses and Permits	\$500 - \$1,500
Professional Fees (lawyer, accountant, etc.)	\$1,500 - \$3,000
Travel, lodging, and meals for initial training	\$1,000 - \$6,000
Additional Funds (for first 3 months)	\$15,000 - \$50,000
<b>Total</b>	<b>\$512,909 - \$738,991</b>