

THE  
daisy  
face  
flow  
MOBILE™

Wellness on wheels!

A yellow and white vintage Volkswagen van is parked on a city street. The van has a white upper half and a yellow lower half. It is a classic boxy design with large windows. The background shows a blurred city street with buildings and a stop sign.

## *Mission Statement:*

WITH THE DAISYFACE FLOWMOBILE™, YOGA  
BECOMES MORE APPROACHABLE & ACCESSIBLE TO  
A VARIETY OF COMMUNITIES MOST IN NEED  
OF THIS THRIVING SELF-CARE PRACTICE.

# THE PROBLEM

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Yoga is in high demand ALL over the world, but in cities like Boston, is very expensive.

For most who need Yoga, it is unaffordable. Others are unable to access local studios/gyms where it's typically offered.

We recognize that there are issues far exceeding needing Yoga, however--Yoga practice helps bring perspective & mindfulness to all other areas of our lives. Easy access to affordable Yoga is the DAISYFACE FLOWMOBILE™ solution.



## THE SOLUTION

Our “Wellness on Wheels” model brings the yoga studio to the client!

With talented yoga teachers behind the wheel & the flowmobile stocked with mats & props needed for practice, our services are the first of its kind in this market.



# THE TEAM



MORGAN CHASE

Head Hippie, Creative Director, & RYT 500 Yoga Teacher for daisyface flow & DAISYFACE FLOWMOBILE™



AMANDA WOOD

Left-brain coordinator, Administrative Goddess & RYT 200 Yoga Teacher for DAISYFACE FLOWMOBILE™



PHOENIX SOUL

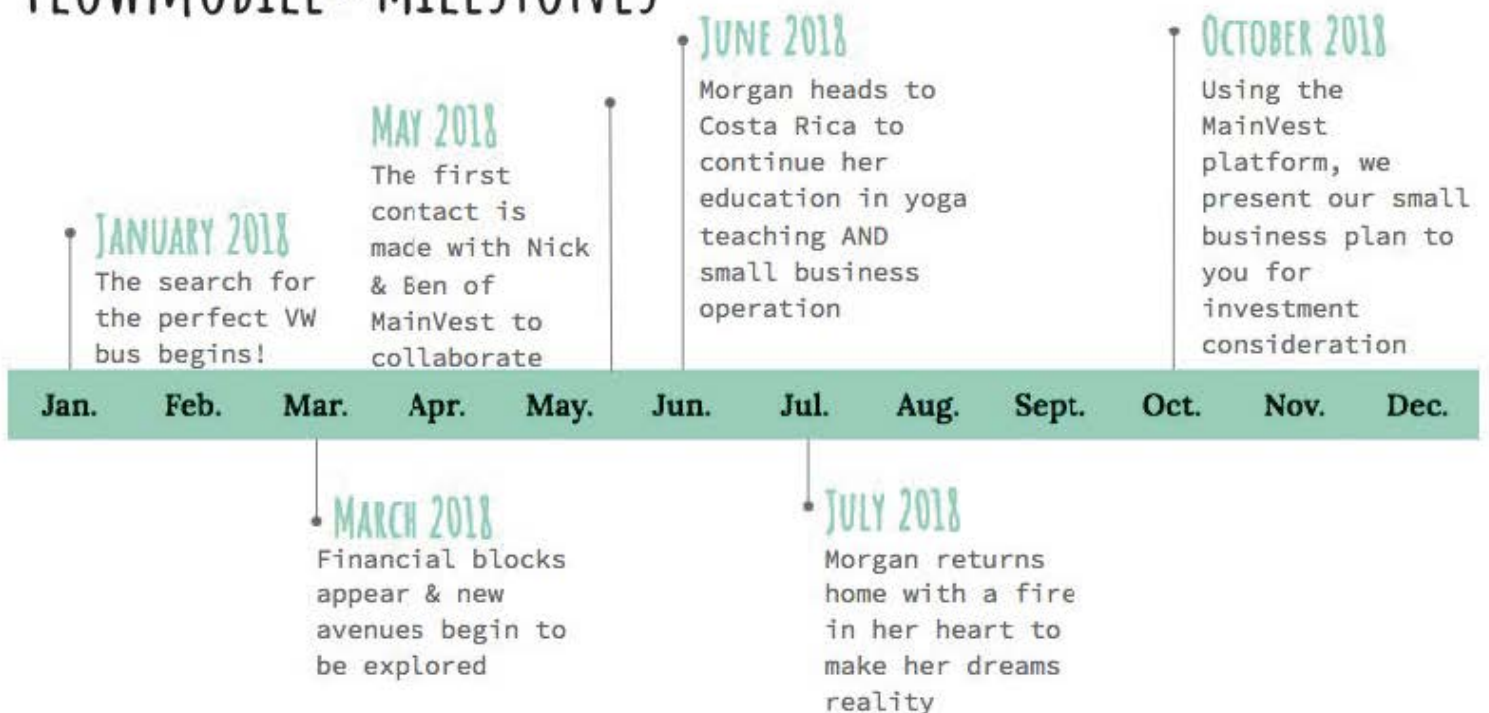
Free spirit, Flowmobile operator, & RYT 200 Yoga Teacher for DAISYFACE FLOWMOBILE™



CIARAN O'DWYER

Handy-man, mechanic, IT/technical support, HR, & sounding board for all things DAISYFACE FLOWMOBILE™

# FLOWMOBILE™ MILESTONES



## ABOUT THE BUS

### ***Q: How will you maintain an antique such as a VW bus?***

>> Upon purchase of the vehicle, during our branding phase (which will all be documented on our Instagram page @daisyfaceflowmobile), we will be replacing the original engine & transmission with a Ford Focus® engine. This will ensure proper speed on the highway, reliability to get to clients/events, and a reduction in cost for mechanical upkeep.

### ***Q: What will happen to the bus during the winter months in Boston?***

>> There will be a secure garaging space for the flowmobile at all times when it is not out with clients or at events, festivals, community centers. >> During the winter, with her "winter boots" on (snow tires), she will still operate per usual, but in equally rad INDOOR locations.

### ***Q: Besides a symbol of accessible yoga, what else will the DAISYFACE FLOWMOBILE™ offer it's students/local businesses?***

>> In addition to serving as a mobile billboard, the yoga studio, & the resurrection of the hippie era of the 1960's, the DAISYFACE FLOWMOBILE™ will have features like an "Intention curtain" where scraps of salvaged fabric displays each student's intention for their practice, their lives, or their future! Also, the FLOWMOBILE™ will work with a local artist monthly to display/sell their work pre & post class!

## ABOUT OUR COMMUNITY

***Q: Where can students look forward to seeing the DAISYFACE FLOWMOBILE™?***

>> When we aren't held up in Boston traffic, the FLOWMOBILE™ will be at unique outdoor locations, sometimes "secret" spots, beaches, parks, food truck hangouts, shopping plazas, community centers, elderly homes, fire & police stations, Air BnB® rentals, private & corporate clients!

***Q: Who will be your early adopters to spread the word about this new service in the Boston Yoga community?***

>> Young women already into yoga & practicing in the city will be first to "hop on the bus" with this. Using social media contests, free giveaways, secret "Pop-Up" classes in new & different locations & the chance to take their photo with the yellow VW bus, they will provide the rest with what they post on THEIR social media accounts.

***Q: Will there be class accessibility for people in the community without the funds?***

>> Yes! We want the inclusive nature of yoga to be translated through all that we do including a number of Community Classes offered at various locations, times, & neighborhoods where students can attend for a suggested donation cost of \$10 & other students have the ability to "pay-it-forward" by making a lump donation for multiple future students.



## DAISYFACE FLOWMOBILE™ STARTUP COSTS

**VW Bus & branding :** \$35,000

**Equipment :** \$5,000

- yoga mats, blocks, straps

**Merchandise :** \$5,000

- New bus logo, tees, tanks, hats, stickers

**Marketing :** \$5,000

- Social media, PR, ad boosts (FB & IG)



DAISYFACE FLOWMOBILE™  
REVENUE GENERATORS

Rev Generators

Category	Product	COGS	Unit Rev	Avg Vol	Trans/ Month	Net Rev	Gross	Cogs	Net Month
Merch	Shirts	\$5.00	\$15	1	20	\$10	\$300	\$100.00	\$200
Classes	Intro	\$5.00	\$20	9	27.5	\$15	\$4,950	\$1,237.50	\$3,713
Classes	Hot Yoga	\$5.00	\$30	9	13.75	\$25	\$3,713	\$618.75	\$3,094
Classes	Basics	\$10.00	\$100	1	13.75	\$90	\$1,375	\$137.50	\$1,238

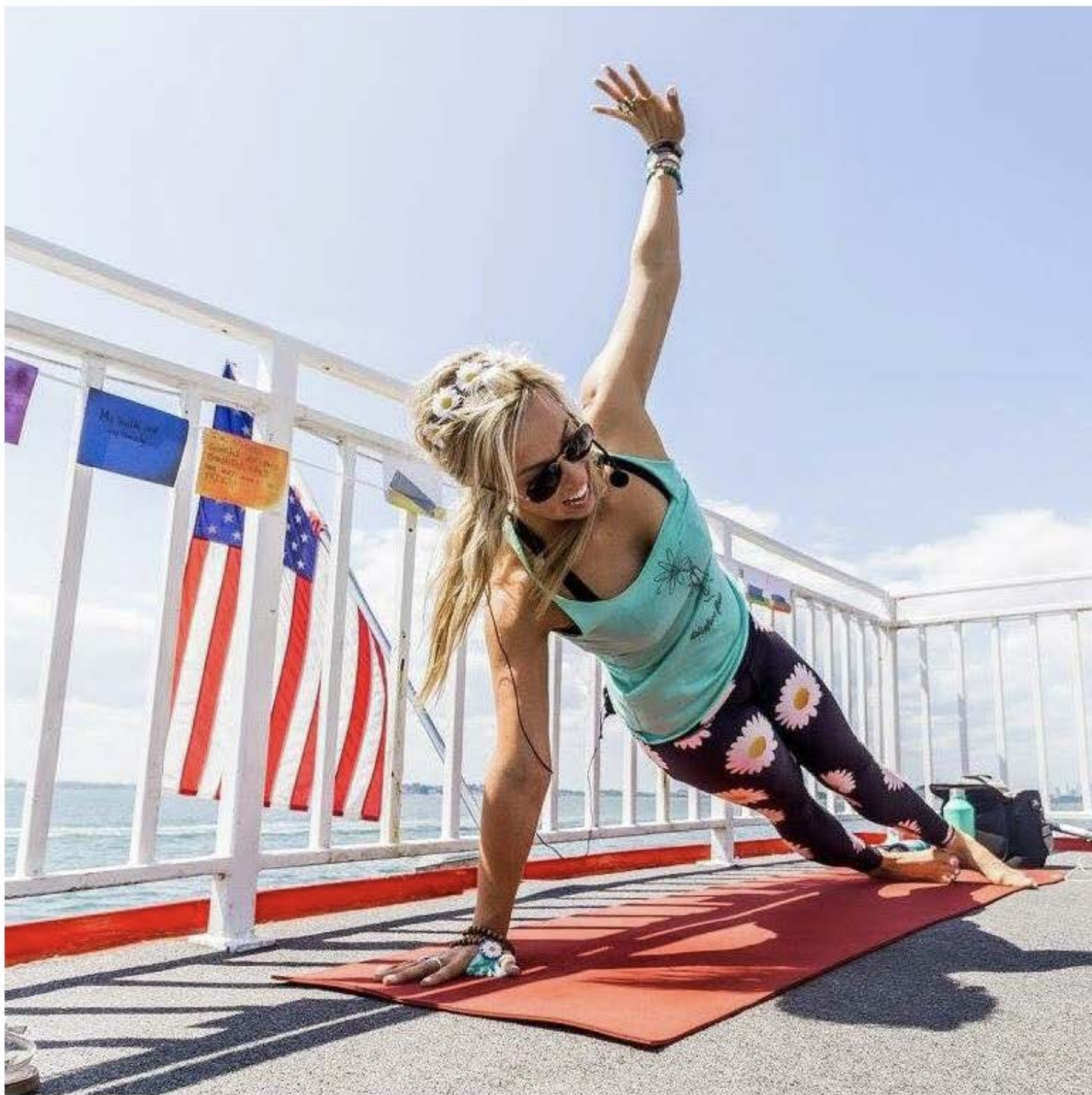


























































A group of people are practicing yoga on a rooftop deck. In the foreground, a woman with blonde hair and a headband is in a low lunge position on an orange mat. Behind her, another person is in a similar pose on a blue mat. The background shows a city skyline under a clear blue sky. The text 'Why now?' is written in a green, cursive font in the upper right area of the image.

## Why now?

YOGA IS CHANGING THE WORLD. ONE STUDENT, ONE CLASS, ONE *FLOW* AT A TIME. LET THIS BE THE "VEHICLE" THAT BRINGS THAT TRANSFORMATION TO THE COMMUNITIES THAT NEED IT MOST. AND--IT'S ONLY A MATTER OF TIME UNTIL SOMEONE ELSE IS STRUCK WITH THIS BRILLIANT IDEA. :)







