ALIGNWELLNESS · STORE-LEVEL CASE STUDY · ONE DOOR

A clinical revenue line the partner never had to build or market.

An Ontario gym, from first booking (February 2024) to mature door. This is the unit-level economics behind AlignWellness's partner network — one location at a time. Partner unnamed by agreement.

5.4×	~$71K/yr	~$49K/yr
BILLINGS GROWTH, MONTH 1 TO JUL '26	ANNUALIZED CLINICAL BILLINGS, ONE DOOR	PARTNER'S 70% SHARE, ANNUALIZED

THE RAMP · FEBRUARY 2024 LAUNCH

First booking to mature door.

The door opened at $1.1K in month one. By month six it was billing $4.4K a month — and that was the moment the partner signed a five-year post-ramp term. Through July 2026 the door bills $5.9K a month (~$71K a year annualized) and has grown every year since launch. It is still climbing: the mature book across the network averages $6.7K/mo (~$80K a year) per location, with the network's top-performing doors running above that average — this door is tracking straight into that range.

WHY THIS INCOME MATTERS · RESILIENCE

Income that carries a business through its worst years.

For a gym, the Align share isn't a bonus — it's high-margin income set against fixed costs the business is already paying: rent, utilities, front desk. And it puts under-utilized team members to work — kinesiologists already on the floor step into paid clinical hours as physiotherapy assistants, instead of sitting idle between sessions.

That combination — new revenue against costs already sunk — is exactly what keeps a small business alive when times turn bad.

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ALIGN HOST BUSINESSES THAT SHUTTERED THROUGH COVID

Through the pandemic, not one business hosting an Align clinical line closed its doors for good.

20–25%

OF CANADIAN GYMS ESTIMATED TO HAVE CLOSED PERMANENTLY DUE TO THE PANDEMIC

Fitness Industry Council of Canada estimate; FIC's own industry survey documented at least 10% of gyms closing between March 2020 and July 2023.

Sources: Fitness Industry Council of Canada, "State of the Industry" survey results (Aug 2023); FIC estimate of 20–25% permanent closures as reported by Retail Insider, "The State of Canada's Fitness Industry" (Jan 2025). Host-business survival through the pandemic is internally reported.

WHAT THE PARTNER EARNS

~$4.1K a month — on zero dollars invested.

The partner keeps 70% of billings — roughly $4.1K a month, or ~$49K a year at the current pace. Physio labour is paid from that share, then earned back by deploying the gym's own kinesiologists as physiotherapy assistants — a new income line at 40–50%+ net margin.

Partner spend on build-out, equipment and marketing: $0. The service runs inside space the gym already pays for.

THE SPLIT AT A GLANCE

- **~$4.1K / mo (~$49K / yr)**
  The partner's 70% share of billings at the current pace
- **40–50%+ net margin**
  After physio labour, recovered via the gym's own kins as PTAs
- **$0 partner capex**
  No build-out, equipment or marketing spend by the partner

WHAT ALIGN CARRIES — AND WHAT IT DOES FOR THE HOST

No new management load for the owner.

Align recruits the physios, sets the clinical model, and runs booking, billing and admin. The physio leads care and is on site as needed, not every hour.

Members now get assessment and treatment on-site, so care becomes part of the membership — a stickier gym, not just a rented corner.

MORE FROM THE PORTFOLIO — RDGDH.COM/CASE-STUDIES

Case Study 01 — AlignWellness Restructure → Scale Health Demand Engine: the full network turnaround this door is one small piece of.

Partner unnamed by agreement. Figures are for a single door, internally reported and unaudited, and are consistent with the mature-book range across the AlignWellness partner network. Annualized figures are the July 2026 monthly rate × 12. This document is for information purposes only. Past performance is not indicative of future results.