



FEEL ELECTRIC FRANCHISE

The future of fitness franchises

Why Us?

We are a visionary technology company at the forefront of health, fitness, and holistic wellbeing services, operating across the UK. Our innovative approach and expertise set us apart in the EMS industry.

We put our members at the heart of everything we do. By embracing a member-centric approach, we offer technology-driven solutions that elevate customer satisfaction to new heights.

When you are in a Feel Electric EMS studio, you will work on a 1-1 or 1-2 basis, so you get individual specialised attention to maximise every training session. Our expertise in Electro-Muscular Stimulation allows our personal trainers to choose the most effective programme on the EMS device for your fitness and weight loss targets.



✓ Claimed profile

Feel Electric EMS

Reviews 374 •  4.8 

Fitness centre

4.8

Excellent



374 reviews



All-in-One Software

Built in-house by co-founder Joseph, our platform handles marketing, operations, client management, and more – no third-party systems.

We are the leader of turnkey EMS studios in the Fitness Industry. The flexibility provided by our model removes barriers to exercise and provides many benefits for both the consumer and business owner.

Within our turnkey franchise solution, we have meticulously designed a robust platform that serves as the cornerstone of your business operations. This advanced platform not only streamlines your daily activities but also empowers you with real-time insights into your business performance.



A purpose-built technology platform to scale and rollout fast in local and international markets. Our health technology platform tackles 4 key aspects of business:

Data: Gather user data, measure inputs and outputs to understand health insights

Process: Business processes to Deliver on sales, user engagement and optimisations

Subscriptions: Payment collections and money management

Franchise: Easily cloneable, built to deliver profits and turnover through defined processes

Meet Our Founder

Feel Electric is founded by Jon Wright, who founded Xercise4Less Gyms in 2009 as one of the pioneers of the budget gym space. He built X4L from 1 site to 52 sites and sold out to Private Equity over a series of deals between 2013 and 2019.

This has given him a wealth of experience in scaling a business at speed, and seeing new market opportunities, gaining knowledge in property procurement, marketing, operations, fund raising, fast roll out and corporate management.

Jon Wright

Jon has won numerous awards as a founder and entrepreneur and has led his businesses to equal successes, most notably IHRSA 2017 European Club Leadership Award and The Sunday Times FastTrack 100 for 3 consecutive years.



Meet Our Chief Technology Officer



Joseph Gourvenec draws upon his 20 years of experience, uniting business strategies with cutting-edge technology. He has spent the past 4 years building a bespoke and responsive platform, driving it's evolution from a concept to a scalable, high-performance product. With a deep focus on health, team leadership, and innovation, he brings a hands-on approach to solving complex challenges and aligning technology with business goals.

Joseph Gourvenec

"Our franchisees form the backbone of our success, and their growth is our priority. We've established a robust, bespoke platform to guide them through their journey, easing the weight of daily operational challenges and allowing them to focus on strategic business expansion."

Meet Our Franchise Recruitment Manager

Sam is passionate about connecting driven entrepreneurs with the right franchise opportunities. He brings years of extensive experience in franchise development and recruitment, ensuring he finds and guides the right candidates to become successful Feel Electric franchisees.

Sam handles lead generation, meeting applicants, sharing the business model, and support prospects through every step of the franchise application process.

Sam - Mandeep Singh Samra

He's your go-to resource throughout your franchise journey. He will provide key insights into our business model and expectations, while supporting you from initial inquiry to onboarding.



Meet The Support Team

Sam Turpin: National Training Manager

With over 5 years of experience managing personal training staff working hand in hand with his EMS knowledge, Sam enforces the correct processes and ensures the delivery of top-notch sessions which work for both members and staff.

Verity Lidgett: HR, Learning & Development

Verity has years of experience in training, assessing, and auditing the best talent in the fitness industry. Between a keen eye for talent and her brilliant demeanour, there is no one better to help recruit, train, and develop your team.

Holly Waddington: Studio Operations & Training Support

With a deep understanding of daily studio operations and EMS Training, Holly ensures every franchisee is set up for success. From staff training to systems implementation, she provides hands-on support to ensure studios open and run smoothly.



Meet The Marketing Team

Richard Hogg: Marketing Director

With over 15 years of experience in digital campaign development and paid media marketing, Richard works closely with franchisees to execute impactful marketing strategies that fuel growth and build lasting connections within the market.



Joseph Higgins: Customer & Systems Executive

Joe plays a key role in supporting franchise growth by ensuring that franchisees receive the tools and guidance needed to operate, alongside strengthening customer relationships through clear communication and proactive problem-solving, delivering an exceptional member experience from day one.



Rebecca Edwards: Graphic Designer

With an eye for detail and strong expertise in the Adobe Creative Suite, Rebecca focuses on building and maintaining Feel Electric's brand identity through both digital and print-based media.



EMS Success

German Market Growth

- 2022 Sales of EUR 180 Million
- Retention Rate of Over 80%
- Average Growth of 200 Studios per Year



EMS Success

Expected UK Market Growth

- We have already brought EMS Training into the lives of thousands of people
- We are proud to be the leading provider of EMS Training in the UK



Ready to be a part of this journey?



Top-Tier EMS Tech



We use Miha Bodytec - the gold standard in EMS - paired with full training and ongoing support.

Increasing Fitness Trends

EMS technology is gaining huge popularity in the UK fitness industry due to its efficiency in delivering high-intensity workouts with shorter time commitments. As more people seek time-efficient fitness solutions, the demand for EMS training is expected to grow exponentially.

Proven, Profitable Model

Follow our playbook, bring the energy,
and you're set up to succeed.

National Presence:

Our footprint spans the entire UK, reaching diverse communities and providing access to our transformative services.

Proven Model:

Our success story is built on the solid foundation of established corporate sites. Our strategies have been rigorously tested and fine-tuned, ensuring sustained growth and unrivalled results. By equipping our franchisees with these tools, we empower them to channel their energy into expanding their business and ensuring unparalleled member satisfaction.



Full In-House Support



From marketing and tech to daily operations, we're with you every step of the way.

Studio Franchise Strategic Data:

We want you to be successful from the off, once you choose to join and secure your franchise locations the data science team will work with you to identify the right locations. We use a range of data sources providing data insights on:

Sociodemographic data

Socioeconomic data

Urban land use

Footfall & Driving traffic

Our ongoing commitment to technological development extends to providing regular training and support, ensuring that you and your team are well-versed in utilising the latest features and optimising their impact.

Rapid Expansion



We launched our franchise just a year ago and are already nearing 30 UK locations.

Efficiency and Growth:

Our optimised operations provide the foundation for rapid franchise expansion. The potential for scaling your business is unparalleled, setting the stage for exponential growth.

Expansion Of Services

Our studios deliver services beyond traditional fitness training. We offer specialised programs in; rehabilitation, pain management, and wellness. With a commitment to holistic well-being, we offer a diverse range of health, technology and fitness services under one roof. Our integrated approach ensures our members achieve their goals effectively and sustainably.

Franchise Packages

Each package includes tailored levels of marketing, sales, customer service, and operational support. We are happy to discuss further.

Standard Package

£30,000

Entry level support, ideal for operators who are experienced and will be hands on with operations, close to their managers and communicating daily with them.

2 MONTHS OF MARKETING INCLUDED

Included per month:

- Customer & Systems Support: 3 hours (Virtual, Email, 48-hour response)
- Operational & Training Support: 3 hours
- Sales Training: 3 hours
- Graphic Design: 3 hours (Virtual, Email)
- Marketing Support: 3 hours (Virtual, Phone, Email)
- Performance Review & Suggestions: 1 per month

Dependent on Location

Premium Package

£40,000

Perfectly balanced for franchisees seeking moderate guidance, regular assistance, and optimal value to drive steady, sustainable growth.

4 MONTHS OF MARKETING INCLUDED

Included per month:

- Customer & Systems Support: 10 hours (Virtual, Email & Phone, 24-hour response)
- Operational & Training Support: 10 hours (Virtual & In-person)
- Sales Training: 10 hours (Virtual & In-person)
- Graphic Design: 10 hours (Virtual, phone, email)
- Marketing Support: 10 hours (Virtual, phone, email)
- Performance Review: Bi-weekly

Dependent on Location

Elite Package

£50,000

Tailored for franchisees wanting maximum ongoing support and direct involvement to accelerate growth and operational efficiency.

6 MONTHS OF MARKETING INCLUDED

Included per month:

- Customer & Systems Support: Unlimited (Dedicated contact, same-day response)
- Operational & Training Support: 20 hours (Virtual & In-person)
- Sales Training: 20 hours (Virtual & In-person)
- Graphic Design: 20 hours (Virtual, phone, email)
- Marketing Support: 20 hours (Virtual, phone, email)
- Performance Review: Weekly Check-in

Dependent on Location

A Look Inside Our Studios

Our team partners with you from concept to completion, ensuring your studio is designed for success.

Leeds Studio



Bristol Studio



Cheltenham Studio



With our years of expertise and your vision, we create studios that aren't only built to perform, but built to inspire.

Master Franchise Potential

Some areas are already taken. If you're thinking bigger, this is the right time to start the conversation and secure your future as the Master of your own national area and future successes.



Single Franchise



Multi Franchise



Master Franchise

Embrace a journey of accelerated business growth, empowered by enhanced member experiences. Join us in leveraging the cutting-edge technology we have cultivated and distilled into easily understood processes to unlock new horizons of success.



Want to Win With Feel Electric?

Here's What it Takes

We're looking for someone driven to make real change in their community. Someone who's passionate about helping people get fitter, stronger, and healthier - while building a business that's not just profitable, but genuinely impactful. If you believe fitness can transform lives, you might be exactly who we need.



Franchising is all about consistency. Great franchisees respect the brand's proven model - not because they lack ideas, but because they understand the system works.



Strong franchisees make smart decisions day to day. You need to understand basic business: cash flow, hiring, customer service, and local marketing.



They don't just check in from afar - they're active, especially at the start. They lead by example, set standards, and build a culture the team buys into.



There are always challenges - slow seasons, staffing issues, local competition. Good franchisees stay cool, solve problems, and adapt fast with the system.



Whether it's staff, customers, or corporate support - franchisees need strong people skills to build relationships and maintain loyalty on all sides.



The best franchisees don't settle. They look for ways to improve operations, boost sales, or expand into more units. They're entrepreneurial within the brand.



Even experienced business owners need to learn a new franchise's way of doing things. Openness to coaching and feedback is crucial.

Franchise Journey

Discover the step-by-step process we follow to ensure a smooth, transparent, and rewarding path toward becoming a Feel Electric franchise partner.



From Member to Multi-Studio Owner — & Still Growing

Meet Simin, one of our standout franchisees who boasts a true success story. She started as a passionate member, took the leap to become a franchisee, and now owns multiple studios. Her journey reflects the growth potential within our network - and she's not done yet.

Simin Hassani Dream Franchisee

She followed the process, stayed committed, and scaled with confidence. If you do the same, success isn't a maybe - it's a



Meet Our Powerhouse In Ireland



With over 8 years of experience in EMS, she's driven, passionate, and relentless. Tara is leading the charge for Feel Electric across Ireland - launching new studios, ensuring top-tier quality, and bringing the full strength of the brand to life.

We're so proud to have her on board and excited to see the impact, she's making.

Ireland Master

Tara Flannagan

Tara is the kind of visionary we're looking for around the world - people who want to build something meaningful, help their communities get healthier, and grow a business that delivers real results.

Watch this space - big things are coming.

the **bfa** Accreditation

Join us on this remarkable journey as we redefine the EMS landscape of health, fitness, and nutrition services.

With an unwavering commitment to excellence and innovation, we invite you to become part of our thriving franchise network. Experience the future of well-being and embark on a path to unparalleled success.

Emerging Member of The BFA

We are pleased to have passed the BFA's accreditation process and are an affiliated member. The BFA's core aim is to promote high quality ethical business format franchising in accordance with the European Code of Ethics.



Funding Partners



NatWest

We are pleased to have NatWest and HSBC as our funding partners, alongside PMD for our asset finance.

We are grateful to each of them for bringing a wealth of knowledge and experience in this sector.



HSBC

At Feel Electric our Funding partners play a pivotal role in the successful onboarding of franchisees, serving as the financial backbone of our Franchise Model. Launching a successful franchise often requires an initial investment of some kind. Our Funding partners are a fantastic way to remove any barrier to investment by offering financing solutions, making franchise ownership accessible to a broader range of aspiring business owners. This inclusivity is a cornerstone of our franchise model, fostering diversity and innovation in the business landscape.

pmd

Moreover, our funding partners provide stability and financial security for our franchise system. Our Funding partners ensure that franchisees can make the required investments in equipment, marketing, and operations, leading to uniformity and quality across the entire franchise network.

Contact Details

If you're ready to begin your journey as a franchise owner, or if you have any further questions about Feel Electric, feel free to contact us using the contact details below.

We're here to support you every step of the way.

Contact Email: franchise@feel-electric.com

Contact Number: **020 4540 4441**

Website: feel-electric.com

Sam's LinkedIn: [linkedin.com/in/mandeep-singh-samra-sam/](https://www.linkedin.com/in/mandeep-singh-samra-sam/)

Feel Electric LinkedIn: [linkedin.com/company/feel-electric/](https://www.linkedin.com/company/feel-electric/)

Sam's Whatsapp: **+44 747 636 6354**



Process Driven. Outcome Proven.