



FEEL ELECTRIC MASTER FRANCHISE

A once in a lifetime opportunity

Why Us?

We are a visionary technology company at the forefront of health, fitness, and nutrition 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 leaders 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 huge experience in growing 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

Feel Electric Franchise will take EMS studio offering to a whole new level for the UK market, unlike anything seen even in the German market. He has won numerous awards, most notably IHRSA 2017 European Club Leadership Award and The Sunday Times FastTrack 100 3yrs running.



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 support network 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 utilises 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 with applicants, sharing the business model, and supporting 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 Our National Training Manager



With over 5 years of experience leading and managing personal training teams, Sam provides key knowledge in both team management and EMS Training. He is passionate about maintaining high standards across all studios, working closely with trainers to enforce the best practices while developing their individual skillsets. He ensures the delivery of top-notch sessions which are safe, effective, and tailored to meet the needs of both members and staff.

Sam Turpin

Sam continues to elevate the quality of service across Feel Electric's studios through process training and operational oversight, fostering a culture of excellence, accountability, and continuous improvement.

Meet Our L&D, HR & Recruitment Manager

Verity has years of experience in training, assessing, and auditing the best talent in the fitness industry, excelling at spotting and nurturing talent from the ground up. Her ability to connect with people, understand their strengths, and guide them through structured development pathways makes her an invaluable asset to our franchisees. Between a keen eye for talent and her brilliant demeanour, there is no one better to help recruit, train, and develop your team.

Verity Lidgett

From initial recruitment to performance development, she ensures that every individual has the tools, support, and training needed to succeed. Her leadership plays a vital role in building engaged, capable, and confident teams that uphold the highest standards of service and professionalism.



Meet Our Studio Operations & Training Support



With a deep understanding of daily studio operations and EMS Training, Holly plays a pivotal role in guaranteeing that every franchisee is fully supported and set up for long-term success. Her comprehensive approach covers everything from staff training to systems implementation, ensuring that every studio opens and runs smoothly. Her hands-on support ensuring that studios not only open successfully but also maintain high standards in service delivery, team performance, and member experience.

Holly Waddington

From troubleshooting challenges to mentoring team members, Holly brings energy, clarity, and consistency to every protocol. Her ability to bridge the gap between EMS Training and day-to-day studio operations makes her an essential resource for both new and existing Feel Electric studios.

Meet Our Customer & Systems Executive

Drawing on extensive hands-on experience, Joe ensures franchises receive the tools and guidance needed to operate efficiently and effectively, driving consistency and excellence across the franchise network.

He plays a key role in supporting franchise growth and strengthening customer relationships through clear communication and proactive problem-solving, delivering an exceptional member experience from day one.

Joseph Higgins

We understand the complexities of running a franchise, which is why we offer comprehensive administration assistance. By taking on the day-to-day administrative tasks, we create an environment where franchisees can operate with efficiency and ease.



Meet Our Marketing Director



Richard brings strategic vision and creative expertise to drive brand awareness, lead generation, and member engagement across all channels. With over 15 years of experience in digital campaign development and paid media marketing, he works closely with franchisees to execute impactful marketing strategies that fuel growth and build lasting connections within the market. His deep knowledge allows him to design and execute comprehensive marketing plans that deliver real results.

Richard Hogg

Richard works closely with franchisees to ensure their local marketing efforts are aligned with Feel Electric's brand goals - providing tailored resources, and guidance to help them grow their presence while connecting with their communities.

Meet Our Graphic Designer

With an eye for detail and strong expertise in the Adobe Creative Suite, Rebecca has a passion for visual storytelling. She approaches every project with care, creativity, and consistency, playing a key role in shaping and maintaining Feel Electric's brand identity across both digital and print-based platforms. From social media content to branded promotional materials, she works closely with franchisees to bring creative concepts to life while ensuring that every visual element reflects the energy and innovation that defines Feel Electric.

Rebecca Edwards

Rebecca's ability to interpret brand guidelines while continually pushing creative boundaries allows her to keep the brand fresh, engaging, and instantly recognizable. Her dedication to quality, coupled with her collaborative spirit, makes her a key contributor to the brand's ongoing visual evolution.



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 technology 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.

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.

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
- Operational & Training Support: 3 hours
- Sales Training: 3 hours
- Graphic Design: 3 hours
- Marketing Support: 3 hours
- 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
- Operational & Training Support: 10 hours
- Sales Training: 10 hours
- Graphic Design: 10 hours
- Marketing Support: 10 hours
- 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

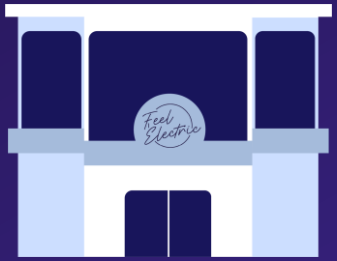
Included per month:

- Customer & Systems Support: Unlimited
- Operational & Training Support: 20 hours
- Sales Training: 20 hours
- Graphic Design: 20 hours
- Marketing Support: 20 hours
- Performance Review: Weekly Check-in

Dependent on Location

Master Franchise Potential

Some areas are already taken. If you're thinking bigger, this is the right time to start the conversation.



Single Franchise



Multi Franchise



Master Franchise

Embrace a journey of accelerated business growth, empowered by enhanced member experiences. Join us in leveraging cutting-edge technology to unlock new horizons of success.



Out-scale, Outperform. Outclass the Competition.

At Feel Electric, we're not just offering a franchise, we're handing you the keys to an empire.

Our custom-built platform is engineered to let you take over entire regions with speed and precision. Whether you're targeting a city, state, or an entire country - our system gives you the infrastructure, tech, and tools to scale fast and lock down your market.

Our platform isn't off-the-shelf or repurposed.

It's proprietary, with every detail designed to drive growth, maximize performance, and simplify multi-location management. From customer acquisition funnels to real-time performance tracking, we've thought of everything - and built it in.

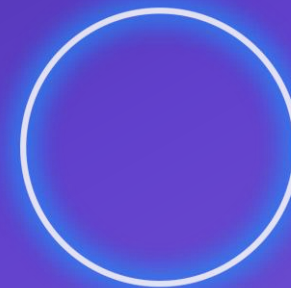
The result? Competitors can't keep up.

They're using patchwork systems and outdated models, while you're using a platform that's lightyears ahead.

Backed by the vision and expertise of our founders, who built a world-class in-house team, you're not just launching a business - you're stepping into a machine built for domination.

Be the one who owns the market.

Be the one the competition can't touch.



Be the Change. Build the Future. Own the Franchise.

What if you could be the spark that gets people in the best shape of their lives, all in just 20 minutes per week?
Welcome to the future of fitness: personal training powered by cutting-edge health tech.

This isn't another gym. This is a mission.
People are busy. Stressed. Tired. They don't need more workouts - they need a smarter solution. That's what EMS delivers.

Now imagine being the one who to reshape your entire community.
That's the power of owning a Master Franchise.

The business is real.
The impact is massive.
And the opportunity? It's now.

If you're ready to lead -
If you want to build wealth while changing lives -
Then this franchise isn't just a business. It's your calling.

Let's build something that matters. Together



The Opportunity is Worldwide

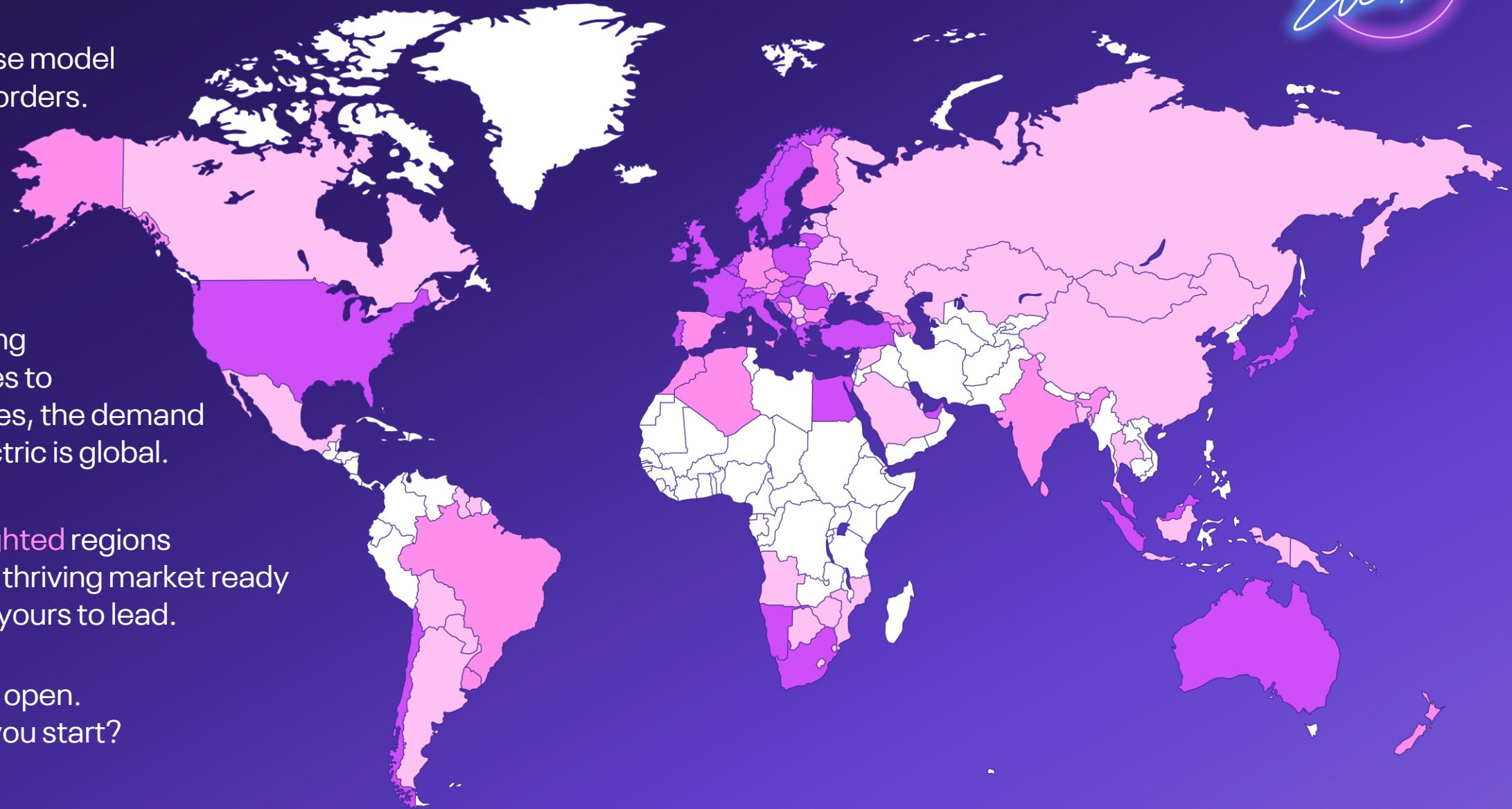


Our franchise model
knows no borders.

From growing
communities to
bustling cities, the demand
for Feel Electric is global.

Each **highlighted** regions
represent a thriving market ready
for growth, yours to lead.

The world is open.
Where will you start?



Ideal Master Franchisee Profile

We're looking for someone driven to make a 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.



You don't just follow systems - you see potential growth. You understand the business model and can imagine how to expand it across markets.



We're after people who've built or scaled businesses before. They've managed multi-site operations or led companies through aggressive growth phases.



You need the capital and access to funding to support rapid territory development - setting up multiple locations, hiring teams, and investing in marketing.



You're not a hands-off investor. You understand systems, logistics, team management, and customer service standards - and can execute consistently.



You know how to build teams, train sub-franchisees, and drive performance across their network. We're looking for leaders, not micromanagers.



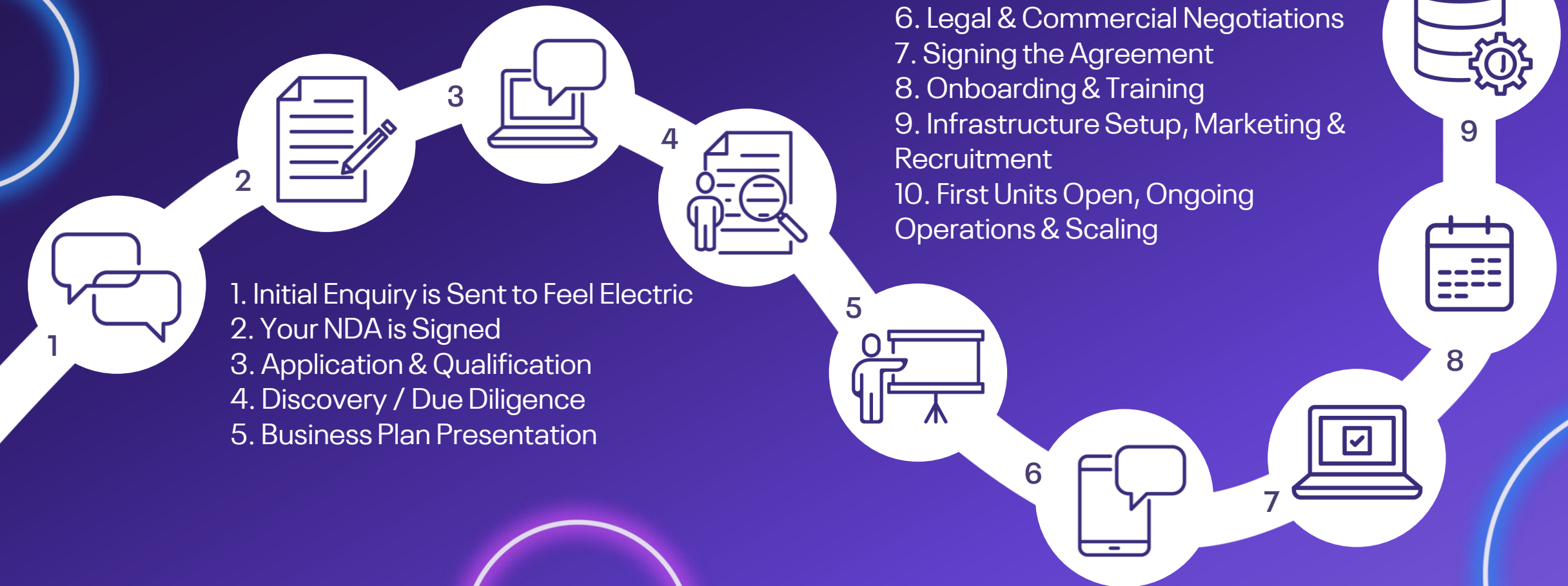
You should care about the long-term success of our brand. We want people who'll protect our reputation, nurture culture, and grow community impact in your territory.



We're looking for people who are aligned with Feel Electric's vision. You're resilient under pressure and transparent in communication.

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 plan.



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.

Joseph Gourvenec

Jon Wright

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**

Sam's LinkedIn: [LinkedIn](#)

Feel Electric LinkedIn: [LinkedIn](#)

Website: feel-electric.com



Process Driven. Outcome Proven.



*Feel
Electric*

FEEL ELECTRIC FRANCHISE

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