



# Executive Summary

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## Introduction

More than 35 million women, men and youth practice yoga in the US, reaping physical, mental and well-being benefits, along with strategies to navigate the stressors of life. Studies show that when children learn techniques of self-help, relaxation and inner fulfillment, they gain the ability to navigate life's challenges with more ease. Industry insights indicate that yoga is a \$25+ billion dollar industry domestically (and more than \$80 billion worldwide), with projections for continued growth and success.

At Flexx Yoga, LLC, we believe in a philosophy that sums up one of the greatest benefits of yoga: if you take care of your body, it will take care of you. Aligned with our core mission, we are committed to reinforcing this idea in the communities we serve--from corporate boardrooms to K-12 schools in underserved neighborhoods. As a key priority for 2020-2021, Flexx Yoga is committed to partnering with suppliers of naturally sourced sustainable materials because we also believe in taking care of the environment.

## Company Overview

Flexx Yoga, LLC was conceptualized in 2015 from a need to provide yoga and wellness programs to corporations and schools throughout Washington, DC, and surrounding communities in Maryland and Virginia. Due to scarcity of wellness initiatives targeted at these groups, two programs were created: *Yoga In The Workplace* and the *School Yoga Program*. The latter program is designed to assist schools with the various social determinants that are presented in the lives of students. Social determinants play a large role in overall health and have a major effect on the picture of health in school environments. People from different racial/ethnic backgrounds rarely have access to physical and/or mental health coverage.

As a purpose-driven business, Flexx Yoga is committed to providing ongoing employment and partnership opportunities to other yogis, removing barriers and creating a meditative space for everyone regardless of socioeconomic status, and closing the gap for those who have been disenfranchised for decades.

## Competitive Advantage

Our clients are C-Suite company executives, working moms and fathers, influential millennials committed to social justice, school-age youth, middle schoolers and teens. They choose Flexx Yoga for 3 reasons: highly skilled yoga instructors, value-add to organizations and individual lifestyles, and customizable nutrition and yoga programs catered to all demographics. Corporate brands and non-profits that partner with Flexx Yoga expand their networks, generate awareness through community events and make a positive impact on yogis around the world who prioritize their wellness journey.

## Management and Operations

Flexx Yoga, LLC. is a woman-owned business founded by Cara Anderson, who has practiced yoga for 6 years. Through Flexx Yoga, she teaches a diverse mix of yoga in the workplace programs, school yoga programs and nutrition education programs throughout the DC metropolitan area. Cara has a Master of Science in Nutrition Education from American University in Washington, DC. She has established relationships with key community leaders to raise the awareness of yoga, and continues to develop ongoing partnerships (see snapshot of professional highlights below).

### GLOBAL LUXURY & LIFESTYLE BRANDS (*various brands*)

- Partner with global luxury brand to lead Meditation Sessions & Mindful Eating Seminars
- Partnered with global lifestyle brand to craft Holiday Wellness Tips (*social media campaign November 2018 - February 2019 targeted at 120k+ followers*)
- Collaborated with luxury brand's Food & Beverage team to create healthy items for a Beauty Rest Menu
- Collaborated with global extended stay brand to create healthy menu options
- Partner with leading global brand to teach Yoga & Mindfulness Workshops to various stakeholders in the following business units: Global Operations, Law Department, Global Design & Brand Marketing
- Co-Hosted Global Wellness Livestream for global brand that reached 20,000+ associates

### EDUCATION & NON-PROFIT ORGANIZATIONS

- Developed and implemented yoga and nutrition programs for the Boys & Girls Clubs of Greater Washington impacting 1,000+ children in the region
- Partner with the District of Columbia Office of the School Superintendent of Education to lead Nutrition Education & Introduction to Yoga programs in DC Public Schools
- Created yoga program for DC Public Schools in collaboration with Planned Parenthood of Metropolitan DC

## Marketing

Flexx Yoga takes a strategic approach to marketing, with primary emphasis on PARTNERSHIPS & PUBLIC RELATIONS efforts. Other channels and marketing touch points utilized to generate awareness include a branded website, social media, experiential community events and word-of-mouth from current and past clients/participants.