

# THE FUTURE IS MODERN ACUPUNCTURE®



JOIN ONE OF THE FASTEST GROWING FRANCHISES IN ALTERNATIVE HEALTHCARE

PAIN | STRESS | SKIN | SLEEP

[modacu.com](http://modacu.com)

THE MODERN ACUPUNTURE® MISSION IS:

TO MAKE YOUR LIFE BETTER.



BLISSED OUT

NEVER

FELT SO

GOOD.

We do not take our mission lightly - from our corporate office to each clinic experience across the nation, we strive to make lives better.

We have a 20+ year track record of creating sustainable brands backed by operating systems that result in loyal and successful franchisees. Our approach to acupuncture is simple and innovative.

We deliver an affordable recurring membership model for acupuncture, in first-class, high traffic retail shopping centers with convenient hours, including evenings and weekends.

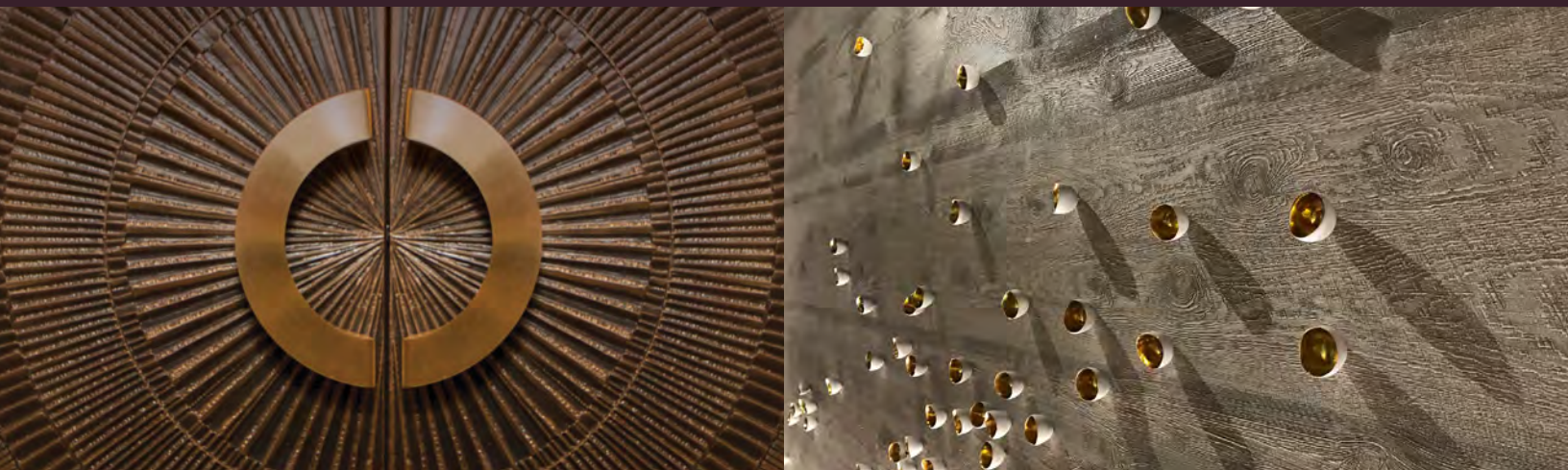


# JOIN ONE OF THE FASTEST GROWING FRANCHISES IN ALTERNATIVE HEALTHCARE

Modern Acupuncture® is the perfect opportunity to combine an entrepreneurial spirit with a proven and successful franchise model. Our founders have over 45 years combined experience of successfully developing franchises in under-developed healthcare markets.



Modern Acupuncture® is more than just health, more than the feeling of relief and more than the rejuvenation of beauty. It's a state of happiness, it's a state of well-being. It's a proactive lifestyle and mindset.







# WHY ACUPUNCTURE?

Acupuncture is part of the ever-growing complementary and alternative medicine (CAM) industry, which is estimated to be worth an astounding \$197 billion by 2025.

More than 14-million people have tried the millennia-old Chinese practice and many doctors hope it can be an effective alternative to opioids for pain management—which could be the reason the proportion of Veterans Health Administration facilities that offer acupuncture has gone from 42 percent to 88 percent over the past seven years.



The World Health Organization (WHO) supports the use of acupuncture as a treatment for numerous health conditions and continues to research more.

Learn more at the official WHO website regarding integrative and complementary medicine.

Sources: The Journal of Alternative and Complementary Medicine 12(7):639-48. October 2006 MEDICAL ACUPUNCTURE, THE OFFICIAL JOURNAL OF THE AMERICAN ACADEMY OF MEDICAL ACUPUNCTURE

# THE CURRENT STATE OF ACUPUNCTURE

## WHAT'S WRONG WITH ACUPUNCTURE TODAY?

- Professional acupuncture clinics are rarely found in highly visible convenient locations.
- Acupuncture isn't typically affordable for most families.
- Acupuncture clinics often have limited hours that aren't convenient for patients.
- Existing acupuncture clinics don't spend adequate time or resources on patient education.
- Acupuncture is unorganized, fragmented, and under-delivered.

# THE OPPORTUNITY

## HOW CAN WE IMPROVE ACUPUNCTURE?

- Deliver acupuncture in a way that has never been done before.
- Make acupuncture convenient, affordable and accessible.
- Offer better hours of operation: nights and weekends.
- Have acupuncture clinics open 6/7 days a week.
- Provide affordable pricing options.
- Scale nationally, yielding marketing efficiencies and brand awareness for the first time in the history of acupuncture in the U.S.





# MODERN ACUPUNCTURE®



**The World Health Organization (WHO) states that acupuncture is one of the fastest growing health care segments in the world.**

Nearly 40 Locations currently open

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Acupuncture has failed to penetrate major markets for pain, anxiety, depression, cosmetic, and wellness in the U.S., but is now being widely recognized as a needed solution for drug-free relief.

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There are approximately 35,000 Licensed Acupuncturists in the United States.

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Turn-key build out and locations in grocery anchored, high foot traffic shopping centers (preferred 1200 to 1600 sq. ft.)

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National scale - marketing consistency, operational standards and brand awareness for the first time in history for acupuncture.

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Minimal number of employees to manage between the Acupuncturists and Zen Advisors.

# MODERN ACUPUNCTURE® IS A SIMPLE BUSINESS MODEL

We have taken the oldest medicine in the world (2,500+ years) which is still being practiced, Acupuncture and “Modernized” the delivery, convenience, accessibility, and affordability, in an upscale relaxing environment.



## UNMATCHED EXPERIENCE

Modern Acupuncture® offers a unique and unmatched acupuncture experience and value proposition that is superior to the competition.

Each nationwide location offers the natural health and beauty benefits of acupuncture in highly accessible locations. Our retreat like setting allows you to relax and escape from your day, while experiencing the healing benefits of acupuncture. With hours convenient to a busy schedule and prices that afford patients the care they need, Modern Acupuncture® is a business model that appeals to everybody.

### CONVENIENT HOURS

including evenings and weekends

### PROVEN MEMBERSHIP MODEL

recurring monthly revenue

### DIGITAL WEB BASED PATIENT FILES

web-based cloud platform

### MINIMAL STAFF NEEDED

5-6 employees for a new unit

### USER FRIENDLY SOFTWARE

simple automated monthly billing

### SPA-LIKE ATMOSPHERE

our Zen Lounge is second to none







**Modern Acupuncture**  
LET'S TINGLE

**EVERY EMPIRE  
NEEDS  
A STARTING  
POINT.**

- Over 500 licenses sold in less than two years
- Discover why multi-unit franchise owners of successful concepts like Orange Theory, Massage Envy, and Planet Fitness have joined our network
- Deliver affordable acupuncture healthcare in retail shopping centers with a recurring membership model

FranchiseTimes® Featured on the August 2018 cover

For more info visit: [modacufanchise.com](http://modacufanchise.com)

This advertisement is not an offering of a franchise. An offer of a franchise can only be made by a Franchise Disclosure Document.

FRANCHISES SPECIAL ADVERTISING SECTION



### TAKE THE FAST LANE

**IT'S ONE THING** to get into business to put food on the table and send your kids to college. "But when you can do that and impact the quality of life for hundreds of people in your community, nothing compares," says Chad Everts, Modern Acupuncture's co-founder and chief development officer.

Modern Acupuncture, the first franchise concept to provide the 3,000-year-old proven practice of acupuncture in an upscale, retreat-like setting, can help fast-track your way to success. "Franchising provides that accelerated learning that allows a solid business person to avoid many pitfalls and grow the business even faster than on their own," says L.S. Carper, the company's regional developer for North and South Carolina and Colorado.

People are embracing wellness and pill-free alternatives to treat chronic ailments, and to enhance mood and sleep. "Our franchisees witness patients coming into their clinics every day with an ailment they have suffered from chronically," Carper says. "The feeling they have when that patient walks out with drastic improvement is priceless."

Everts says many franchisees are owners of other nationally recognized franchises. "When dozens of sophisticated, successful, and experienced franchisees are

vested in a concept, it validates the viability of the investment for a potential franchisee," he says. "Follow the success."

Modern Acupuncture is also impacting the multi-billion-dollar market for cosmetic procedures with all-natural cosmetic acupuncture, which can have direct health benefits and serves as an alternative to invasive skin treatments.

"Modern Acupuncture gave me the opportunity to take all the industry and business skills I had been applying in corporate America for other companies and put them to work for myself as an entrepreneur," Carper says. "Building a thriving business that can be passed on to our kids or sold to fund retirement gives us a lot of financial security."

Everts says combining passion and purpose fulfills the company mission—"To make your life better"—and rewards everyone involved.

Modern Acupuncture modernizes the 3,000-year-old healing practice, offering it in an upscale, relaxing environment.

50 ENTREPRENEUR NOVEMBER 2018



# ACUPUNCTURE BENEFITS

Acupuncture is believed to have been practiced for more than 2,500 years. The Modern Acupuncture® method is based on the latest science and research targeting the individual needs of each patient while maximizing relaxation and comfort.



Acupuncture has very few risks and virtually no side effects.



Acupuncture is restorative and preventative medicine.



Acupuncture works with the body's natural resources to provide all-natural pain and stress management.



Acupuncture is a drug-free approach to pain relief.

## WELLNESS AND RELAXATION



# OUR MISSION IS TO MAKE YOUR LIFE BETTER.

## ACUPUNCTURE 101

### WHAT IS ACUPUNCTURE?

- Acupuncture has been used for more than 2,500 years.
- Acupuncture utilizes tiny needles to access distinct points on the body to help restore balance, alleviate pain, reduce stress, promote relaxation and improve overall well-being.

### WHY SHOULD I GET ACUPUNCTURE REGULARLY?

- Acupuncture is a proactive lifestyle for overall wellness and treats the whole person.

### DOES IT HURT?

- Acupuncture needles are extremely tiny, smaller than a strand of human hair.
- You may feel a little sensation at the site of needling, however most people report not feeling anything at all.

### DOES IT WORK?

- The World Health Organization has evaluated the use of acupuncture as a treatment for numerous health conditions and continues to conduct more research.

## OUR EXPERIENCE

### WHAT HAPPENS DURING MY SESSION?

- The licensed acupuncturist will discuss your concerns and review your goals then treat you via specific points on your head, face, arms, hands, lower legs, and feet without the removal of any clothing.
- Next, you'll recline in our zero-gravity massage chair in our spa-like environment.

### WHAT HAPPENS AFTER MY SESSION?

- Your acupuncturist will create a specific treatment plan based on your consultation.
- It is important to follow your treatment plan to achieve the best results.

### WHAT TYPE OF TRAINING DOES OUR ACUPUNCTURISTS HAVE?

- All of our acupuncturists are licensed professionals with masters or doctorates in Oriental Medicine.
- On average it takes 2,000+ hours to be eligible to earn an acupuncturist license. In addition, we provide our acupuncturists with on-going training in the latest science and medical research.





# ZEN LOUNGE

## RELAXATION AND RELIEF

State of the art facilities designed to induce relaxation and relief.

Therapeutic music with calming natures scenes.

Zero-gravity recliners with jade stone heat and massage to enhance your experience.

Curtains provide privacy as you relax and unwind from your busy life.

Open environment allows the opportunity to host group events.



# OUR PRACTITIONERS

Our acupuncturists are all licensed professionals with masters or doctorates in Acupuncture or Oriental Medicine.

On average in the U.S. it takes more than 2,000 hours to be eligible to earn an acupuncture license.

Additionally, Modern Acupuncture® provides on-going training in the latest science and medical research.

We are a proud partner of the national certification commission of acupuncture and oriental medicine.



NATIONAL CERTIFICATION COMMISSION FOR  
ACUPUNCTURE AND ORIENTAL MEDICINE





# 2021 PATIENT SURVEY

WE ARE FULFILLING OUR MISSION TO MAKE LIVES BETTER

IT HAS BEEN A BEAUTIFUL EXPERIENCE! I'm an RN and have many spinal issues. It has helped me to the point that I no longer need any pharmaceutical drugs which is wonderful!

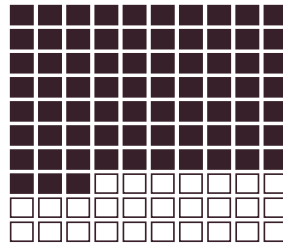
- Linda

## TOP 10 CONDITIONS

patients received treatment for initially.

- 1 STRESS
- 2 BACK PAIN
- 3 JOINT PAIN
- 4 ANXIETY
- 5 NECK PAIN
- 6 SHOULDER PAIN
- 7 MUSCLE ACHES
- 8 HEADACHES/MIGRAINES
- 9 FATIGUE
- 10 DIGESTIVE ISSUES

**49%** HAD NEVER TRIED ACUPUNCTURE **▲13%** BEFORE MODERN ACUPUNCTURE from 2019



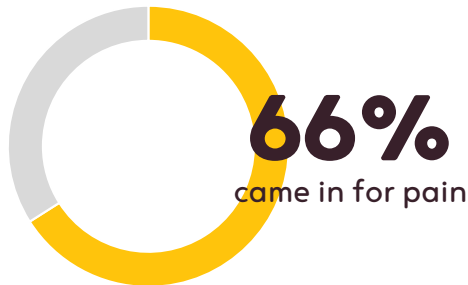
**73%**

experienced a **significant improvement** on their conditions

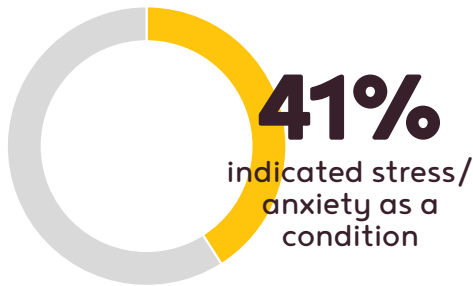
### I ABSOLUTELY LOVE IT!

I was diagnosed with Epilepsy at the beginning of last year, never being on medication before, I was put on a few different types of anti seizures medication which caused terrible side effects. I decided to try acupuncture and I am so thankful. Since trying I no longer notice intense nausea in the mornings, I am able to sleep throughout the night, and my ears have been popping on their own which has been such a relief!! I have brought my dad in to try and he fell in love as well. I intend to bring other friends and family to enjoy in this life changing experience.

- McKayla



**66%**  
came in for pain



**41%**  
indicated stress/  
anxiety as a  
condition

**72%** REPORT THEY ARE **SLEEPING BETTER & LESS STRESSED**

Patients indicated an average of **3** additional benefits from acupuncture

### ADDITIONAL BENEFITS

patients reported after treatment

 **BETTER SLEEP**

 **LESS STRESS**

 **CLEARER MIND**



**INCREASED ENERGY**



**REDUCE MUSCLE TENSION**



**BOOST IMMUNE SYSTEM**



**BETTER DIGESTION**

I've been receiving acupuncture for years & found an MA clinic when I moved. My old location was hard to make an appointment with. I love MA. When I first started back I had a patch or eczema on my ankle for 4 years & it went away a month after my treatment. It has also helped with my **DAILY WELLNESS, ANXIETY, STRESS & MORE.**

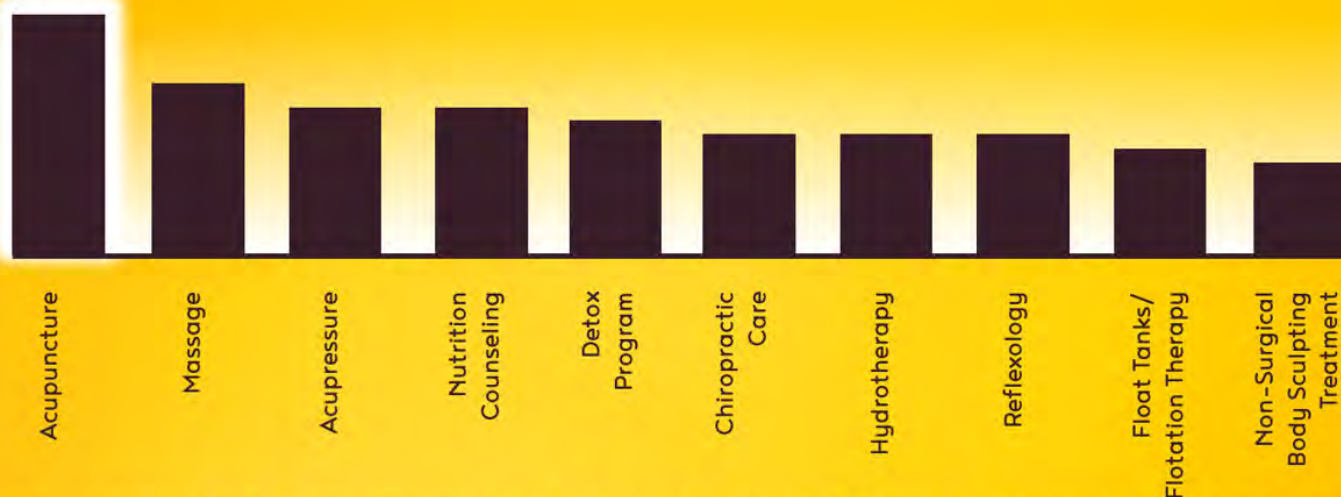
- Katie

**15%**  
said they were up  
to **100% improved**

**72%**  
indicated they visit us  
2 -4 times a month for  
wellness & maintenance

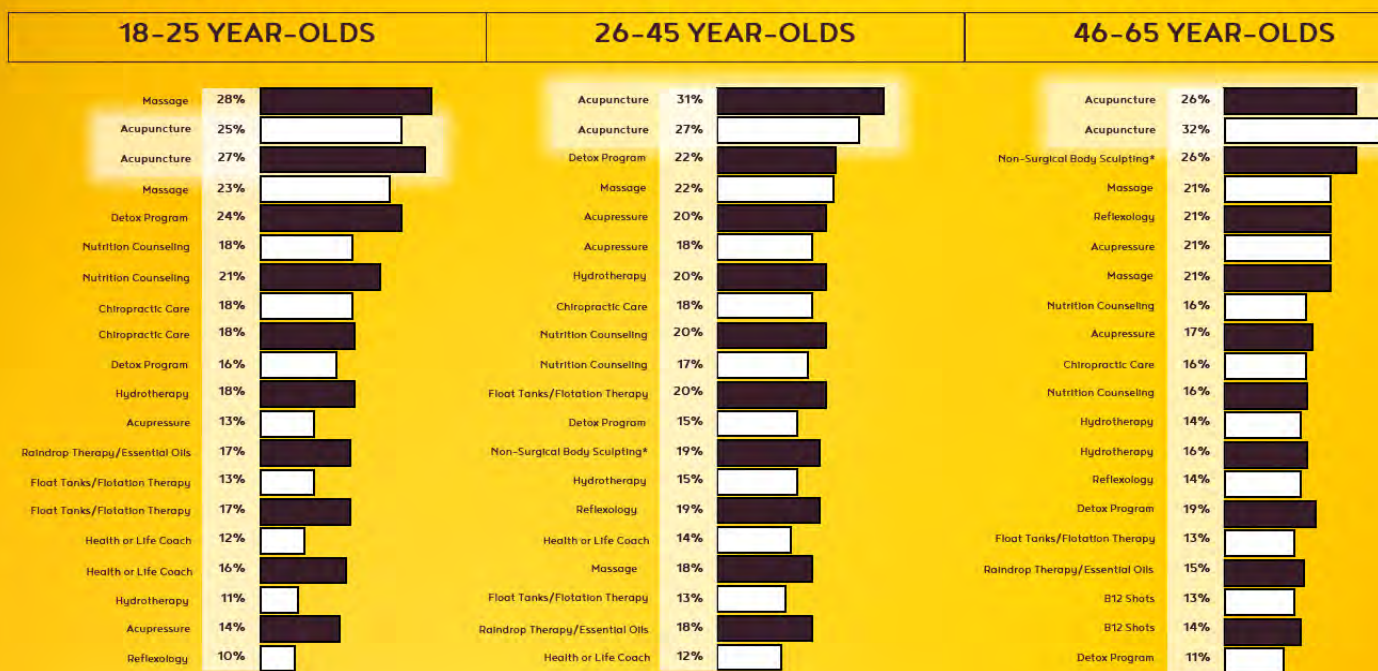
## ACUPUNCTURE TOPS THE LIST AND CONTINUES TO GROW

### TOP 10 INTEGRATIVE HEALTH SERVICES AMERICANS ARE INTERESTED IN TRYING NEXT



NEARLY 30% OF SURVEY PARTICIPANTS WANT TO TRY ACUPUNCTURE IN 2019

## ALL DEMOGRAPHICS WANT TO TRY ACUPUNCTURE NEXT...





## PROFILE: THE TYPICAL INTEGRATIVE HEALTH CONSUMER



### ABOUT 36% OF INTEGRATIVE HEALTH CONSUMERS GET SERVICES THREE OR MORE TIMES PER YEAR.

- Compared to the average consumer, regular integrative health consumers are more likely to have college or advanced degrees (46% compared to 39%).
- Consumers also have a higher household income than the average consumer, with \$71,100 compared to \$63,185.
- Regular integrative health consumers also invest more in their general wellness.
- Compared to the average consumer, they spend more on fitness (\$456 versus \$255), beauty (\$588 versus \$387), and integrative health (\$576 versus \$263) every year.

### WHO IS MOST LIKELY TO TRY ACUPUNCTURE?



#### GENDER

Female	52%
Male	47%



#### AVERAGE AGE 39



#### MARITAL STATUS

Single	36%
Living w/Partner	10%
Married	44%
Separated	2%
Divorced/Widowed	9%



#### EDUCATION

Up to High School	24%
Trade/Technical School	12%
Associate's Degree	18%
Bachelor's Degree	32%
Advanced Degree <small>(Masters, PhD, etc)</small>	14%



#### EMPLOYMENT

Student	13%
Working	69%
Retired	8%
Not Working	16%



#### MEAN HOUSEHOLD INCOME

\$71,000



#### HOW MUCH ARE THEY SPENDING ON HEALTH & WELLNESS EACH YEAR?

Fitness	\$456
Beauty	\$588
Integrative Health	\$576

**TOTAL \$1,620**

# ACUPUNCTURE FOR **STRESS**



STRESS IS LINKED TO THE 6 LEADING  
CAUSES OF DEATH.

-AMERICAN PSYCHOLOGICAL ASSOCIATION

Acupuncture treatments support an **ALL-NATURAL  
DRUG-FREE** approach to stress management





# ACUPUNCTURE FOR HEALTH

Relieve. Relax. Restore. Revive.

## HEALTH ACUPUNCTURE

Our method allows us to provide treatment to various areas of the body without the removal of any clothing. We pinpoint and treat your concerns via specific points on your head, face, arms, hands, lower legs and feet all while you relax and take a breather from today's stressors.

Acupuncture treats the whole person. We are determined to revolutionize health care with affordable and approachable, acupuncture treatments in convenient locations across the US.



## EVIDENCE-BASED

OVER **1.5** BILLION suffer from Chronic Pain.

-National Center for Health Statistics

## COST-EFFECTIVE

CHRONIC PAIN IS THE

**#1**

cause of long-term  
**DISABILITY**  
in the U.S.



-American Academy of Pain Medicine

## PAIN & STRESS

ALL NATURAL, DRUG-FREE PAIN & STRESS RELIEF

## RELAXATION & WELLNESS

TREAT THE WHOLE BODY FROM HEAD TO TOE



# ACUPUNCTURE FOR BEAUTY

Refine. Reverse. Rejuvenate. Refresh.

## SKIN HEALTH, YEAR-ROUND ATTRACTION

Benefits of acupuncture for your skin allow patients to glow from the inside out. Care for your body's largest organ with toxin-free treatments all year.

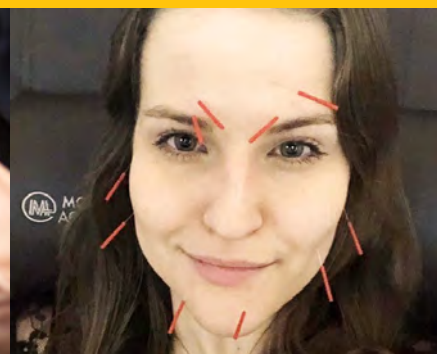
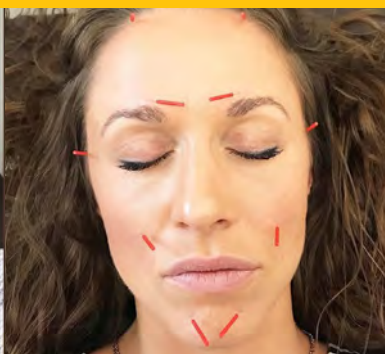
Modern Acupuncture® for facial skin health is a non-invasive and all natural glow treatment for those who want to ditch chemicals, injections and harsh beauty regimens. We blend well-being and beauty in a powerful way. Facial skin health shows high commitment and utilization across our clinics nationwide.

**#notoxbeauty**

## A LOOK AT THE BEAUTY INDUSTRY...

- \$532 billion global business, \$106 billion domestic (20% U.S. share).
- Chemicals related to beauty have not been regulated since the 1930's.
- Beauty consumers are loyal to their favorite brands.
- Natural clean, and sustainable beauty can get consumers to switch.
- Personal connections from trusted advisors are critical for beauty consumers.

SOURCE: Forbes.com 6 Trends Shaping The Future of The \$532B Beauty Business <https://bit.ly/32FwiFF>





# MODERN Pharmaceutical Grade Supplements

NON GMO | GLUTEN FREE | SOY FREE | VEGETARIAN

## FOR SLEEP

Formulated to promote a restful, relaxed state and relieve occasional sleeplessness by beneficially modulating the metabolism of melatonin and promoting relaxation.



Chinese Skullcap



Passion Flower



Melissa Lemon  
Balm



Valerian



MODERN SLEEP

## FOR STRESS

Herbal **STRESS** formula based on traditional Chinese medicine designed for those who live hectic, demanding lives.



Rehmannia



Schizandra



Jujube



Dong Quai



MODERN ZEN

## FOR FATIGUE

Fatigue relief designed to support resilience and stamina in individuals who are feeling mild weakness and fatigue due to **STRESS**.



Ginseng



Cordyceps



Rhodiola



MODERN RECHARGE

Modern  
Acupuncture

MAKING LIVES BETTER

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

# MODERN Pharmaceutical Grade Supplements

NON GMO | GLUTEN FREE | SOY FREE | VEGETARIAN

## FOR IMMUNE SUPPORT

Features Ultra Potent-C® developed for enhanced cellular uptake of vitamin C, combined with zinc, vitamin D, and a concentrated blend of mushroom extracts, designed to support immune system health.



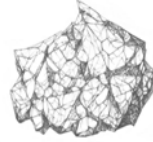
Mushroom Blend



Vitamin C



Vitamin D



Zinc



MODERN IMMUNE

## FOR INFLAMMATION AND PAIN

Designed to support the body's response to oxidative stress and inflammation. Ideal addition to daily routines that cause mild to moderate pain, swelling, or other stress on the body.



Curcumin



Fenugreek



Boswellia



Ginger



MODERN RELIEF

## FOR GENERAL WELLNESS

USDA Certified Organic broad-spectrum hemp extract which has been shown to support body function, stress, and general health.



Hemp Extract



MODERN HEMP

Modern  
Acupuncture

MAKING LIVES BETTER

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# SUPPORT EVERY STEP OF THE WAY

## LOCATION BUILD OUT

You can count on our expertise to guide you through the entire process. We have a framework to guide finding the prime location, negotiating the lease, and completing the entire build out process. We offer a vendor program to work with for equipment and millwork which streamlines the process and equals a faster opening.

## TRAINING

Vital to the operation of any Modern Acupuncture® location, our comprehensive franchise training includes hiring, client acquisition, marketing, business software, operations, financial modeling, and key performance indicator tracking. We set you up with all the tools you need for success. You will leave training well prepared and ready to launch your franchise. We will also support your grand opening and provide on-boarding training that you will provide for all your employees, including Patient Health Information (PHI), OSHA required training, and position-specific topics.

## MARKETING

The Marketing Team starts working with you months prior to opening, together we plan a comprehensive grand opening, with continued support throughout the year including pre/post planning and evaluation tools. A national strategy is planned and presented each year in conjunction with our National Marketing Advisory Council comprised of Regional Developers, Franchisees and our National Marketing and PR partners. Each quarter you are guided with promotions, health education awareness, grassroots best practices, along with referral and retention strategies.

## OPERATIONS

Our operations team serves as the central support to our franchise community. From answering day-to-day questions to the execution of on-going promotions, the operations team provides a wealth of knowledge and continuous support. Our step-by step Operations Manual includes information to open and operate a Modern Acupuncture® franchised clinic.



"Modern Acupuncture® is there in lockstep with us in every way from initial franchise training to problem solving to always being there with answers to the best approach for our growth phases. Having seasoned, successful franchise executives leading Modern Acupuncture ® gives me a lot of confidence in the answers and support provided since they've already built other successful franchises. This leadership team just seems to get it and they are real world and genuine with their passion for seeing owners succeed."



L.S. CARPER, Regional Developer

# MEET THE MODERN ACUPUNCTURE® TEAM



**MATT HALE**

**CHIEF EXECUTIVE OFFICER  
CO FOUNDER**

In 2016, Matt began his endeavor as Chief Executive Officer of ACU Development, INC. franchisor of MA Modern Acupuncture®. Prior to that time, Matt was both Vice President of Operations and a founding member of the management team at The Joint Chiropractic, with the likes of the founder of Massage Envy.

Matt's leadership in the development of a strategic operational infrastructure played an integral part in growing the brand from eight units in 2010 to more than 340 open in 27 states in a six-year period. He was also a key member of the team that took the company public in 2014. Matt has also owned and operated his own franchise restaurant, giving him a deep understanding of franchising that he draws upon as CEO of MA Modern Acupuncture®.



**CHAD EVERTS**

**CHIEF DEVELOPMENT OFFICER  
CO FOUNDER**

Chad became the Chief Development Officer for ACU Development, INC. franchisor of MA Modern Acupuncture® in September 2016. Prior to that time, Chad was Vice President of Development and a founding member of the management team at The Joint Chiropractic for six years, with the likes of the founder of Massage Envy.

Chad is the co-founder and co-owner of Noodles Management, the franchisor of the restaurant concept Nothing but Noodles, which currently has several franchise locations in the South-East region of the United States.



**STEPHEN GUBERNICK, DC**

**CHIEF CLINICAL OFFICER  
CO FOUNDER**

Dr. Gubernick has been with ACU Development, INC. franchisor of MA Modern Acupuncture® Chief Clinical Officer since September 2016. For five years, Dr. Gubernick has owned and operated a The Joint chiropractic franchise clinic in Scottsdale, Arizona and now owns the Modern Acupuncture clinic in North Scottsdale, Arizona.

He has been a licensed chiropractor in the State of Arizona since January 2010 and has his certification in acupuncture. Prior to owning a The Joint chiropractic franchise, he owned his own chiropractic practice in Scottsdale, AZ.



# MEET THE MODERN ACUPUNCTURE® TEAM



**MIKE NESTEBY**

CHIEF INFORMATION OFFICER  
CO FOUNDER

Mike has been the Chief Information Officer for ACU Development, INC. franchisor of MA Modern Acupuncture® since September 2016. Prior to that time, Mike was the Director of I.T. at The Joint Chiropractic since 2011 and was responsible for implementing technology infrastructure that could scale with The Joint's rapid growth. Mike's technical disciplines include programming, system design & architecture, project management, hardware, digital marketing and security. He brings over 15 years of experience working in I.T. and 8+ years of working in the franchise industry.



**ROBERT DOANE, EAMP, LAc.**

CLINICAL DIRECTOR

Bob has been practicing Chinese medicine for 22 years and his clinic is the largest privately owned Chinese medical clinic in the U.S., routinely seeing 100 to 125 clients a day. He also teaches his methods to Chinese and Western doctors in 36 countries.

Bob has been and continues to be the keynote speaker at the largest Chinese medial forum in the world, TCM World Kongress in Rothenburg, Germany. He assists in the development of the ongoing training of the brand's licensed acupuncturists. Bob holds a degree in Physics and Master in Chinese Medicine.



**CHRIS O'NEAL**

DIRECTOR

Chris has been a Director for ACU Development, INC. franchisor of MA Modern Acupuncture® since September 2016. He is the owner of SurgCenter Development - the largest developer of ambulatory surgical centers in the United States, with more than 185 de novo centers developed to date in 26 states. He is a Regional Developer and Franchisee with The Joint Chiropractic and currently owns 54 franchise licenses and operates 27 The Joint Chiropractic franchises in five states. He is also the owner of Kynd Cannabis Company, the leading Nevada cannabis company for cultivation, production, and retail dispensaries. In addition, Mr. O'Neal has owned and operated three franchise locations for Famous Dave's BBQ and Blackline Partners Inc., a regional bookkeeping and tax preparation business, with 32 locations in California.

# MEET OUR STRATEGIC PARTNERS



**DR. CHARLES ANDERSON**  
FRANCHISEE

After spending decades training, teaching, researching, and caring for fragile babies as a Newborn ICU physician in some of the world's premiere hospital systems, Dr. Anderson began to imagine a world where people had better access to high quality, high value, general health and wellness solutions. In 2011, after running business development and M&A for one of the largest healthcare systems in New England, Dr. Anderson formed a private equity firm allowing him to roll up his sleeves to acquire and scale health and wellness businesses. As the COO working with his team to build one of the largest Planet Fitness franchise groups (currently 75+ locations across North America), Dr. Anderson is excited to leverage his vast healthcare and multi-unit franchise experience as the Modern Acupuncture® Regional Developer for MA, CT and RI.



**SCOTT GOODSON**  
STRAWBERRYFROG CEO

Scott is an entrepreneur, angel investor, and currently founder/CEO of StrawberryFrog, the world's first Movement Marketing, Advertising and Design company based in NYC. He is the author of the best-selling book 'Uprising: how to build a brand and change the world by Sparking Cultural Movements' through McGraw Hill. Scott has launched and accelerated the growth of numerous businesses such as Google, European Wax Center, Sabra Hummus, which grew to billion-dollar businesses. He led the strategic and creative efforts for some of the world's most iconic brands such as Heineken, Jim Beam, Emirates Airline, Diet Coke, Smart Car and Pampers. Scott, his wife and his two sons live outside Manhattan.

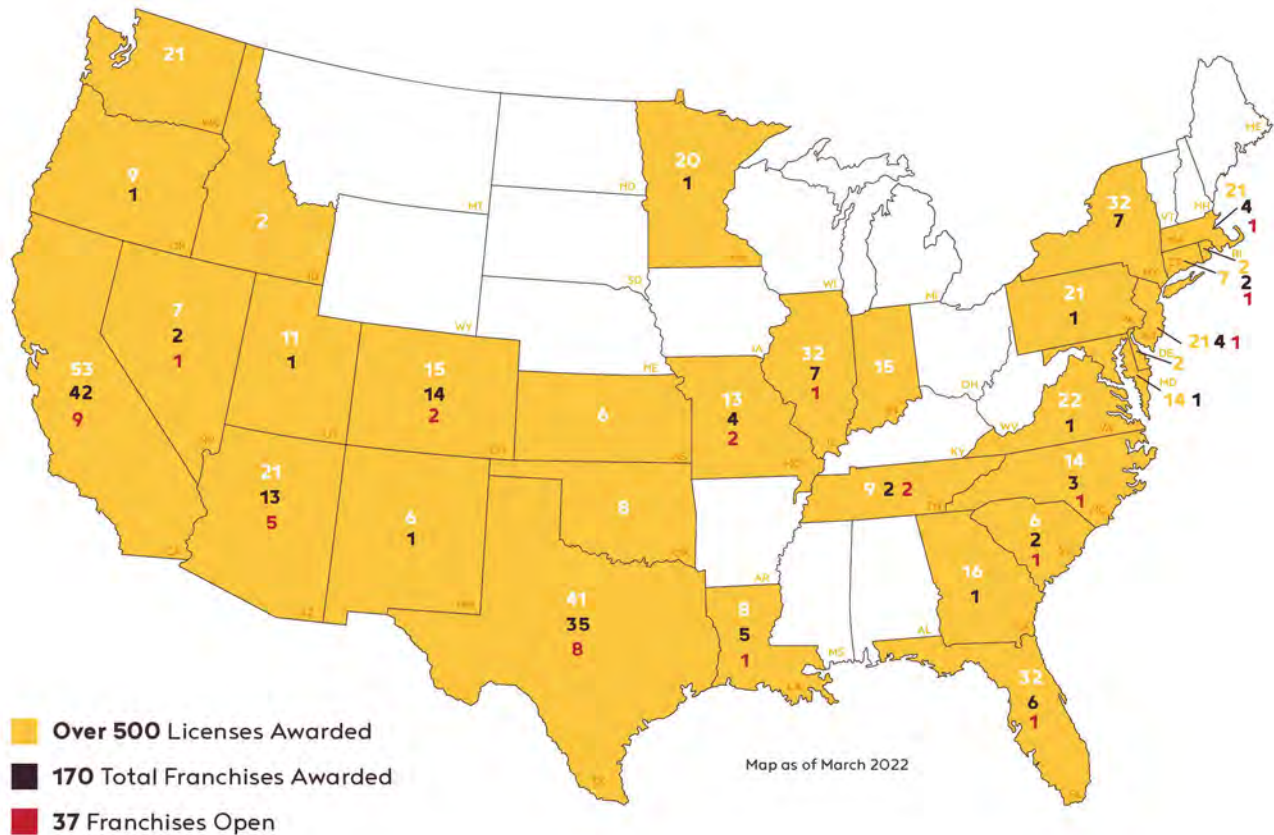


**MARILYN ALLEN**  
ACUPUNCTURE DELEGATE

Marilyn is a 30-year veteran in the acupuncture profession, and she is the Editor of Acupuncture Today, the industries #1 trade magazine. She became involved with the World Health Organization in 2005 and she is currently the sole delegate for Acupuncture. She also serves on 3 International Acupuncture Delegations and consults with the US Department of Defense on the Opioid Crisis. Marilyn is a Professor of Law, Ethics and Practice Management at 17 Acupuncture Colleges and her vast experience brings her into the classroom of many of the 70 schools throughout the United States



# RAPIDLY EXPANDING AVAILABLE TERRITORIES ACROSS THE U.S.



## FRANCHISED LOCATIONS AVAILABLE NOW IN:

Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Kansas, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, Washington DC

As one of the fastest growing franchises in alternative healthcare, Modern Acupuncture® is rapidly expanding throughout the United States awarding Regional Developer and Franchise Territories.



# INDUSTRY LEADERS REGIONAL DEVELOPERS

- MILLER GROUP**  
**PA, VA, MD, DE, DC**
1. • Largest European Wax RD- 200+ locations in 6 states  
• Multi-Unit Massage Envy Franchisee  
• Euro Wax RD of the Year  
• Massage Envy Franchisee of the year  
• Co-Founder (Franchisor) Full Pstyle Franchising

- GLOVER GROUP**  
**TX**
2. • MBA (Finance) UT- Austin  
• Former multi-unit Massage Envy Franchisee  
• Top National Performers - Massage Envy  
• The Joint Chiropractic RD (Texas) over 60 locations  
• 2-time RD of the Year- The Joint

- O'PRY GROUP**  
**NY, NJ**
3. • Former RD for Massage Envy (Texas)  
• Former multi-unit franchisee - Massage Envy  
• RD of the year- Massage Envy  
• Current RD/franchisee Solo Salons

- DR. ANDERSON GROUP**  
**CT, MA, RI**
4. • 76-unit franchise owner - Planet Fitness  
• Attended Princeton at age 16 (Biochemistry)  
• Johns Hopkins School of Medicine (MD)  
• Boston University - School of Business (MBA)  
• Cambridge School of Medicine - Chairman (Board of Directors)

- MACCHIOCHI GROUP**  
**IL**
5. • Multi-unit Massage Envy franchisee  
• Multi-unit Amazing Lash franchisee  
• RD - Amazing Lash (IL)

- CARPER/GLOVER GROUP**  
**CO**
6. • Former multi-unit Massage Envy franchisee  
• Multi-unit The Joint Chiropractic franchisee (3 states)  
• President NFAB committee - The Joint Chiropractic  
• RD and franchisee of the year awards - Massage Envy/The Joint Chiropractic

- FLUEGGE GROUP**  
**FL, GA**
7. • Former multi-unit Massage Envy franchisee  
• Multi-unit franchisee - The Joint Chiropractic  
• RD - The Joint Chiropractic  
• Co-founder Namaste Spa  
• RD (4 states) - Namaste Spa

- YBANEZ GROUP**  
**UT, ID**
8. • Former RD- The Joint Chiropractic  
• Franchisee of top 5 clinics - The Joint Chiropractic  
• President NFAB committee - The Joint Chiropractic

- GOODMAN GROUP**  
**KS, TN, MO**
9. • Former multi-unit franchisee - LA Weight Loss  
• Current multi-unit franchisee - The Joint Chiropractic  
• Current RD- The Joint Chiropractic  
• Former President- Nutri Systems  
• Former CEO- NextSlim

- DR. HUMBLE GROUP**  
**LA**
10. • Former RD/franchisee & Chief Medical Director- The Joint Chiropractic  
• Owned and operated over 20 Chiropractic clinics in 7 states  
• Former President of the Louisiana Chiropractic Board  
• Author of health, wellness & personal achievement books.



# INDUSTRY LEADERS REGIONAL DEVELOPERS

- 11. MEISINGER GROUP SOUTHERN CA**
- Former CEO/Founder dMarc Broadcasting & Google Audio
  - Current owner/founder/CEO of OTT Marketing (serving over 2,000 clients in the US)
  - Former RD/multi-unit franchisee – The Joint Chiropractic
  - Serves on Board of Trustees – National Storage

- 12. BROWN GROUP MN**
- Former managing director – Smith Barney
  - Founder/CEO Voice Solutions
  - 15 years servicing national franchise concepts

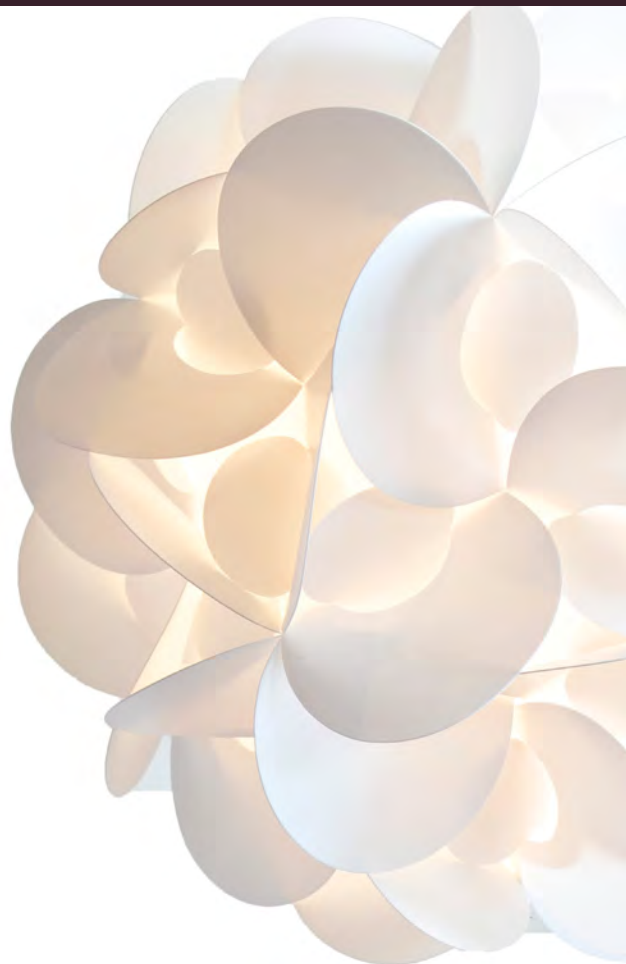
- 13. WELKER GROUP NORTHERN CA, OR**
- Former director– Lehman Brothers
  - Multi-unit franchisee– Subway/ Marble Slab Creamery
  - Co-Founder– Nothing but Noodles
  - Co-founder– former CEO, The Joint Chiropractic

- 14. CARPER GROUP NC, SC**
- Multi-unit franchisee The Joint Chiropractic
  - Franchisee of the year – The Joint Chiropractic
  - President NFAB – The Joint Chiropractic

- 16. HALE GROUP**
- Former President of NM Chiropractic Association
  - Operates high volume Chiropractic clinic – 40 years

- 17. SENDER GROUP AZ, NV**
- 14-unit Subway Franchisee
  - Successful start group in restaurant start-ups
  - UC-Northridge-Business

- 18. KELLY GROUP WA**
- 65-unit Planet Fitness franchisee
  - Multi-unit and RD The Joint Chiropractic franchisee





# JOIN THE MODERN ACUPUNCTURE® TEAM

## THE TIME IS NOW

The World Health Organization (WHO) states acupuncture is one of the fastest growing healthcare segments in the world.

## WE’VE TREATED NEARLY ONE MILLION PATIENTS!

A recent patient survey revealed 7 in 10 Modern Acupuncture® patients reported significant improvement after treatment and nearly half achieved more than a 50% reduction of symptoms.

## OUR CUSTOMER EXPERIENCE IS UNSURPASSED

Each clinic follows our commitment to the highest quality experience. Our Zen Lounge is a spa-like retreat bringing an entirely new meaning to how we approach to health and beauty.

## 500 LICENSES SOLD IN JUST TWO YEARS

Nearly 50 clinics operating in 26 states. Multi-unit territories available across the U.S.

THE FIGURES	INVESTMENT RANGE:	FRANCHISE FEE:	ROYALTY %:	NATIONAL MARKETING FEE:
	\$258,377- \$667,000	\$39,500K PER UNIT	7%	2%



# INITIAL INVESTMENT

TYPE OF EXPENDITURE	LOW AMOUNT	HIGH AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Initial Franchise Fee	\$39,500	\$39,500	Lump sum	Execution of Franchise Agreement	Modern Acupuncture
Security & Utility Deposits	\$2,000	\$5,000	As agreed	Before opening	Landlord and/or Utility companies
Architectural, Space Plans & Permits	\$2,040	\$7,000	As agreed	Before opening	Architect
Leasehold Improvements Including Lighting & Possible Construction Management Fees	\$5,000	\$100,000	As agreed	Before opening	Landlord or Construction Contractors
Interior & Exterior Signage	\$3,300	\$15,000	As agreed	Before opening	Vendors
Zen Lounge Chairs & Tables	\$6,400	\$10,800	As agreed	Before opening	Vendors
Computer Hardware, Propriety Software, Other Software Supplies & Installation	\$4,000	\$8,000	As agreed	Before opening	Vendors or MA
Zen Lounge TVs & Sound System	\$0	\$5,200	As agreed	Before opening	Vendors
Business Licenses & Permits	\$1,000	\$4,000	As incurred	As incurred	Government Agencies
Professional Fees	\$1,500	\$5,000	As incurred	As agreed	Vendors or 3rd parties
Insurance-3 Months	\$1,000	\$2,000	As agreed	Before opening	Insurer
Location Opening & Training	\$1,500	\$2,000	As incurred	As agreed	Vendors
Initial Inventory & Operating Supplies Uniforms, contracts, invoices, & other office supplies	\$2,000	\$6,000	As agreed	As incurred	Vendors
Rent Payments - 3 Months	\$5,000	\$15,500	As agreed	As agreed	Landlord
Grand Opening Advertising	\$1,000	\$1,000	As agreed	As incurred	Vendors
Technology Fee - 3 Months	\$1,050	\$1,050	As agreed	As incurred	Modern Acupuncture
Internet Service - 3 Months	\$150	\$1,050	As agreed	As incurred	Vendors
Telephone Service - 3 Months	\$75	\$300	As agreed	As incurred	Vendors
Utilities - 3 Months	\$750	\$1,500	As agreed	As agreed	Landlords, Vendors
Additional Funds- 3 Months	\$0	\$15,000	As agreed	As incurred	Landlords, Vendors, Employees
<b>TOTAL ESTIMATED INITIAL INVESTMENT</b>	<b>\$75,685</b>	<b>\$245,900</b>	<b>AMOUNT TO OPEN (INCLUDING FIRST 3 MONTHS OF BUSINESS)</b>		



Founders: Mike Nesteby, Matt Hale, Steve Gubernick, and Chad Everts.

## Our Mission to Make Lives Better Starts with Our Company Culture.

“

Helping people and making their lives better is more rewarding than you can imagine. Our franchisees witness patients coming into their clinics every day with an ailment they have suffered from chronically. The feeling they have when that patient walks out with drastic improvement is priceless. We are all in business to put food on the table and send our kids to college, but when you can do that and impact the quality of life for hundreds of people in your community; nothing compares. We combine passion and purpose with the mission to make lives better.

—Chad Everts, Co-Founder &  
Chief Development Officer





**BEAUTY**

**IN FULL**

**BLOOM.**

**Modern**   
**Acupuncture.**

MAKING LIVES BETTER

**WE ARE LOOKING FOR PEOPLE WITH  
A PASSION FOR HELPING OTHERS  
THROUGH ALTERNATIVE MEDICINE.**

Be part of one of the fastest growing franchise concepts in the healthcare industry. Modern Acupuncture is the perfect opportunity to combine an entrepreneurial spirit with a proven and successful franchise model. If you have the desire to make a difference and a positive impact with your business, then this is the franchise for you.

**If you would like to explore this opportunity further, please contact us.**

**CHAD EVERTS** Chief Development Officer

[franchise.info@modacu.com](mailto:franchise.info@modacu.com)

Disclaimer: See clinic or clinic's microsite at MODACU.COM for acupuncturist(s) name and license info. Individual results may vary. All rights reserved. Clinic managed and/or owned by franchisee or Prof. Corps. Each Modern Acupuncture clinic is individually owned and operated. In some states, clinics are owned and operated by a professional corporation and managed by a Modern Acupuncture franchisee. All professional services are performed by licensed acupuncturists. More details, including information about the licensed Acupuncturists at a particular clinic, are available at the clinic or on the clinic's microsite.