



WOLF MOTHER
Tulsa's New Thermal Wellness Center
"Ancient Wisdom. Modern Sanctuary"

WHO ARE WE?

EXECUTIVE SUMMARY

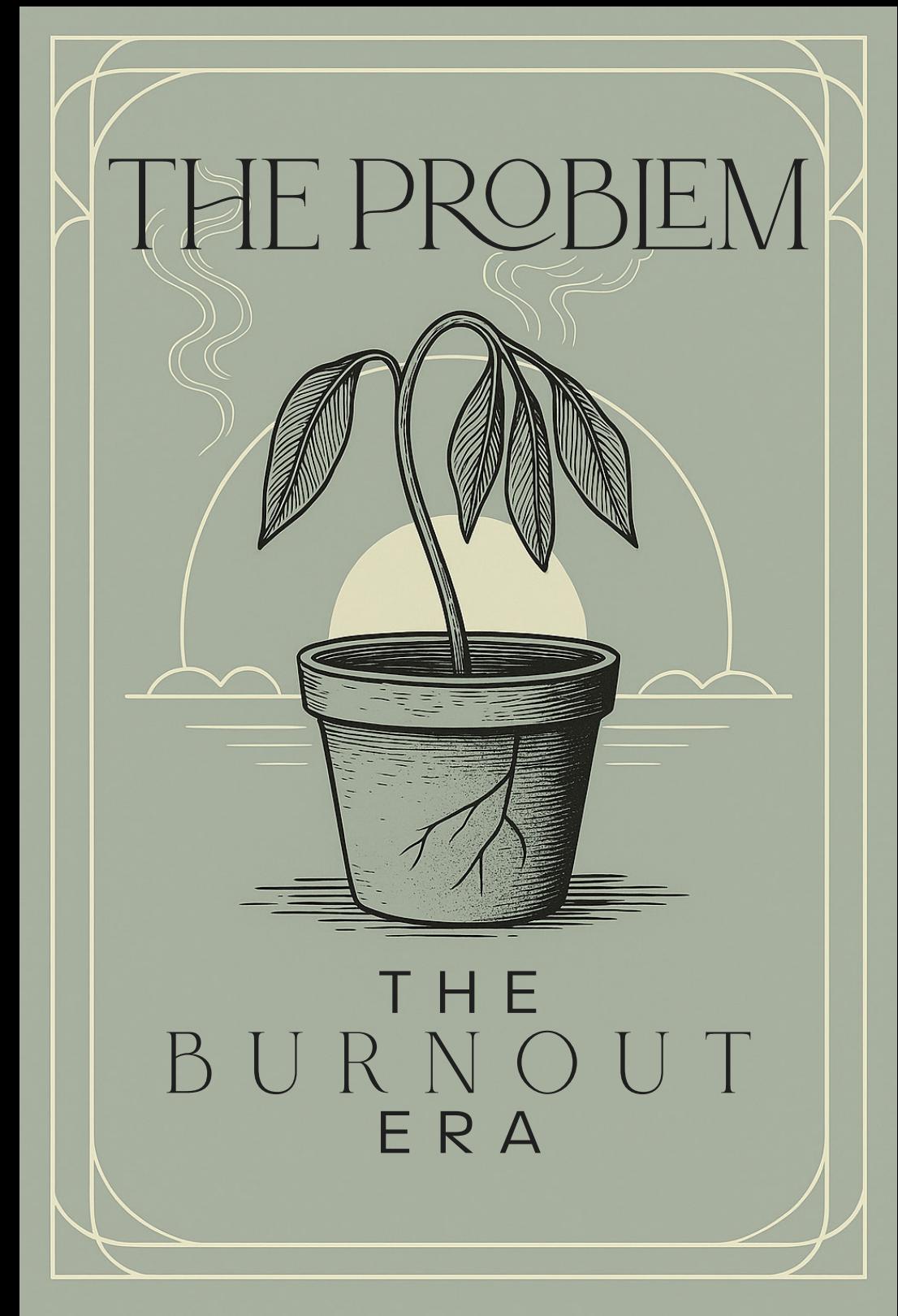
Wolf Mother is a modern wellness sanctuary launching in Tulsa, blending ancient thermal practices—like infrared heat and cold plunge therapy—with tech-enabled, self-led systems. Our modular build-out minimizes overhead, scales efficiently, and delivers a seamless user experience.

We're seeking a \$110,000 investment to launch, with personal capital already committed. Led by a founder with 15+ years in software and a Creative Director with a decade in business/hospitality management and brand design, Wolf Mother is built for both profitability and cultural impact.

With break-even projected in 7-9 months and full repayment by Year 3, Wolf Mother addresses a clear gap in Tulsa's wellness market with a scalable, community-focused model designed for growth.

Wolf Mother brings together heat, cold, and community to drive measurable recovery.





High-performing adults aged 25-55 are burned out, over-stimulated, and noise pollution is at an all time high.

They are actively seeking holistic, evidence-based solutions for stress and recovery. In Tulsa, existing wellness options are fragmented-sterile-clinics, overpriced spas, or aesthetic spaces lacking scientific backing.

There is no accessible, nature and sensory integrated space that merges proven therapies like contrast therapy with immersive design and modern convenience.

This leaves a critical gap in Tulsa's wellness landscape.

OUR OFFERED SOLUTION

A Thermal-Wellness Center delivering science-backed stress recovery through contrast therapy. Meaning, infrared saunas, cold plunges, and guided practices- set within a nature-inspired environment in the heart of Tulsa. We combine ancient healing methods with modern biofeedback tools to help high-functioning professionals manage stress, inflammation, and fatigue—without needing to leave the city.

We don't just offer experiences, we offer measurable transformation. Guests can track real-time biometrics like heart rate, pulse dosimetry, and heart rate variability (HRV) through integrated smart device software helping them monitor their body's response to each session. Our system empowers people to see the impact of recovery, not just feel it.

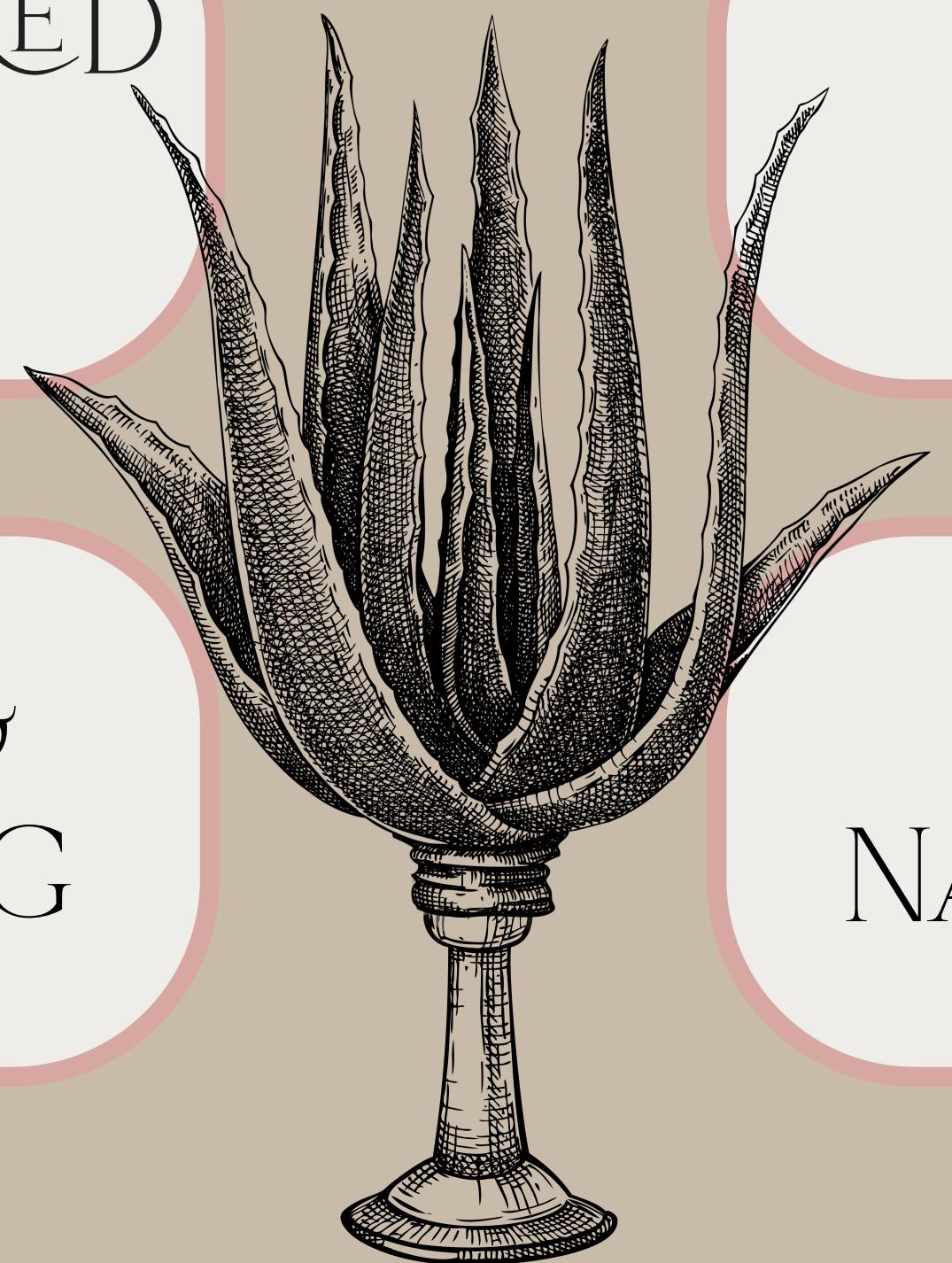
HOW WE DO IT

MODULAR INFRARED
SAUNAS

COLD PLUNGE
STATIONS

BIO FEEDBACK &
SMART TRACKING

IMMERSIVE
NATURAL DESIGN



MODULAR INFRARED SAUNAS



This modular sauna offers **LOW** operating costs, **HIGH USER TURNOUT**, and *design-forward scalability*—ideal for **PROFITABLE WELLNESS DEPLOYMENT**.

SAUNAONES® Barrel Sauna Serenity Nature Air 4 is a premium outdoor sauna designed for both residential and commercial use.

- Key Benefits:
 - **Energy Efficiency:** The sauna's design and heater options allow for efficient energy use, reducing operational costs.
 - **Quick Turnaround:** Heating time of approximately 10–15 minutes, the sauna is ideal for high-throughput environments, allowing for multiple sessions per day.
 - **Aesthetic + Immersive Design:** The barrel shape, natural wood options, and tempered glass door create a stunning, elemental look that aligns with Wolf Mother's organic, nature-rooted brand.
 - **Modular & Scalable for Growth:** Easy to install, relocate, or replicate—this sauna format supports a plug-and-scale model as Wolf Mother expands to new locations or retreats.

COLD PLUNGE STATIONS

Custom plaster cold plunges are 50–75% CHEAPER, fully brandable, thermally EFFICIENT, and sensory-forward; perfect for a premium experience with a startup BUDGET.

- Cost effective build
 - Material cost is significantly lower than prefabricated stainless or acrylic plunges.
 - Estimated cost: \$1,500–\$4,000 per tub (vs. \$6K–\$12K prefab models)
 - Can be locally sourced to reduce costs for materials and labor.
- Brand identity/Sensory Design
 - Organic shape, earthy textures, and integrated steps or bench seating support Wolf Mother's natural, sculptural aesthetic..
 - Seamless integration with plant life, skylights, or wall textures
- Durability + Low Maintenance
 - Properly sealed concrete is highly durable, resistant to mold, cracking, and weather changes
 - When sealed, concrete and plaster are easier to clean and maintain.
- Passive Thermal Regulation
 - Concrete retains temperature better than metal or plastic, helping your chillers work less and lowering energy use



BACKED BY TECHNOLOGY

WOLF MOTHER CHECK-IN & BIO-FEEDBACK SYSTEM

FEATURE	DESCRIPTION
Self-led Digital Check-In	Kiosk and mobile app interface allows seamless check-in without staff intervention
Seamless Booking System	Real-time scheduler for sauna, cold plunge, and add-ons with intuitive UX
Smart Waitlist + Flow Control	Automatically manages guest flow based on capacity and preferences
Member Profiles	Tracks session history, preferences, and personal recovery goals
Biofeedback Integration	Connects to pulse ox + heart rate sensors to display live wellness data
Wellness Dashboard	Personalized insights: HRV, frequency, usage stats, and recovery trends

- Developed by Chana Spahr | Founder & CEO of WM
- First-of-its-kind in Tulsa blending science-backed recovery with immersive design
- Full-stack experience: infrared, cold plunge, and biofeedback in one seamless session
- Low overhead, high retention model with smart tech and minimal staffing
- Designed to scale: modular infrastructure + custom check-in software = replicable growth

Wolf Mother isn't a spa—it's a system. Designed for nervous system recovery, built for modern life, and ready to scale.

BIOPHILIC ARCHITECTURE

Natural light, wood, and greenery reduce stress hormones and improve emotional well-being.

ORGANIC FORMS & MATERIALS

Plaster, stone, and earth tones create a grounded, calming sensory environment.

NATURE SOUNDSCAPES

Water and forest tones support relaxation and help regulate nervous system activity.

NATURAL

DESIGN



INDOOR-OUTDOOR FLOW

Open-air elements and skylights expand spatial awareness and ease mental fatigue.

SENSORY TEXTURE & CONTRAST

Temperature and texture changes enhance presence and reconnect users to their bodies.

RHYTHMIC RITUAL FLOW

Spaces guide users through intentional transitions that mirror nature's cycles, promoting emotional reset.

THERMAL THERAPY IS ROOTED IN SCIENCE

- Proven Cardiovascular Benefits
 - Frequent sauna use reduces heart disease and mortality
 - *Laukkonen et al., JAMA, 2015*
- Anti-Inflammatory Effects
 - Cold therapy lowers swelling & speeds recovery
 - *Restore Labs Research, 2022*
- Mental & Hormonal Regulation
 - Heat boosts endorphins, cold spikes dopamine
 - *Huberman Lab, 2023 / Cell Metabolism, 2021*

Backed by clinical research, thermal therapy supports total-body wellness—from your circulatory system to your serotonin levels.

HOW IT WORKS

THE PHYSIOLOGY OF THERMAL CONTRAST

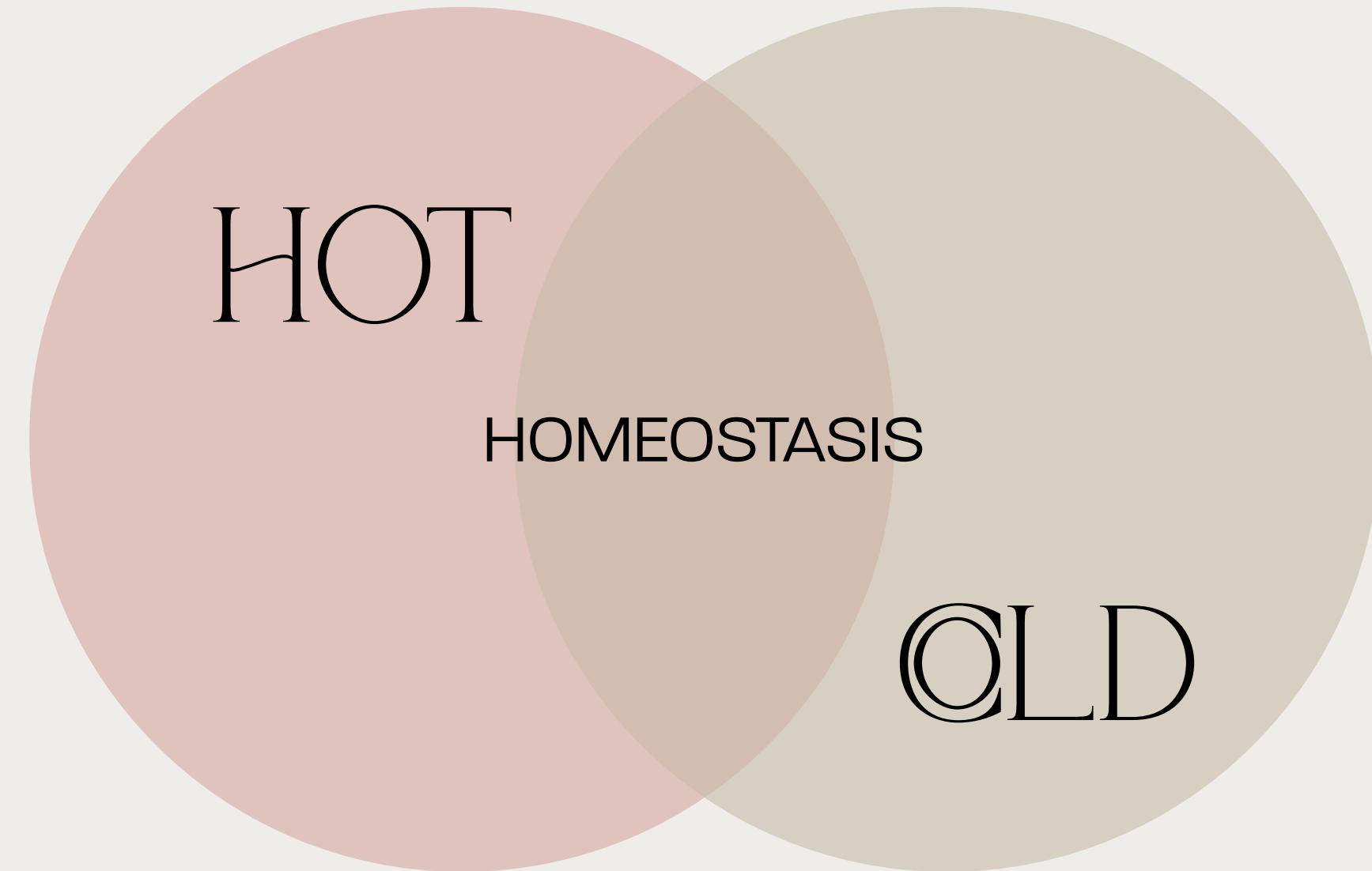
HOT

- Increases circulation & detoxification
- Relaxes muscles & joints
- Activates heat shock proteins for cellular repair
- Promotes endorphin release → stress reduction

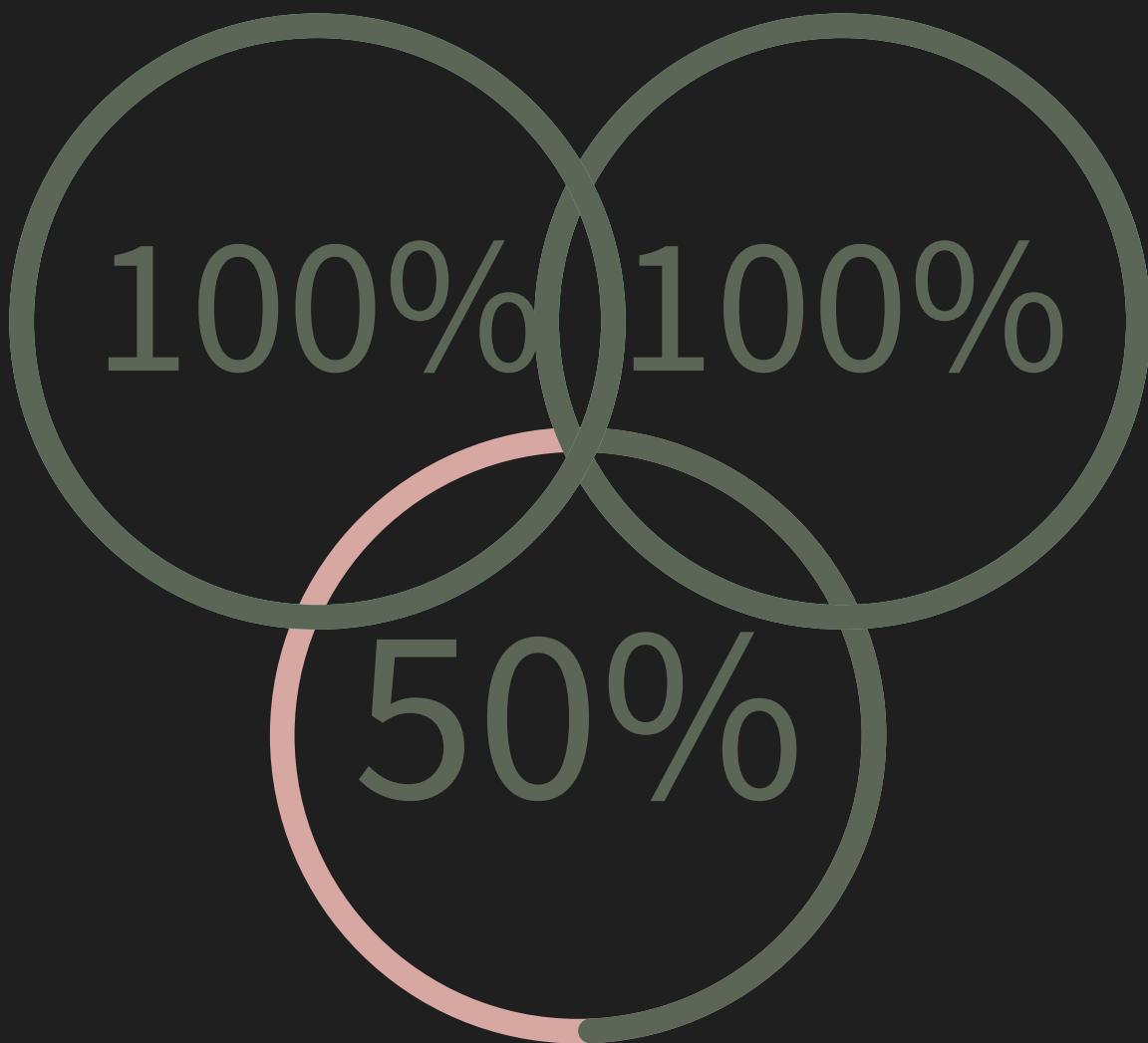
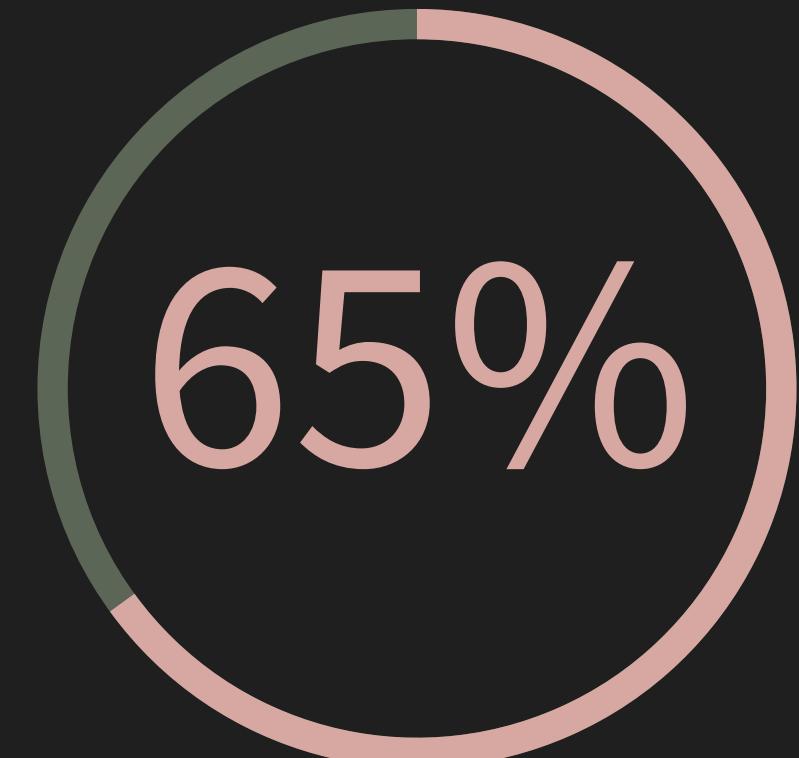
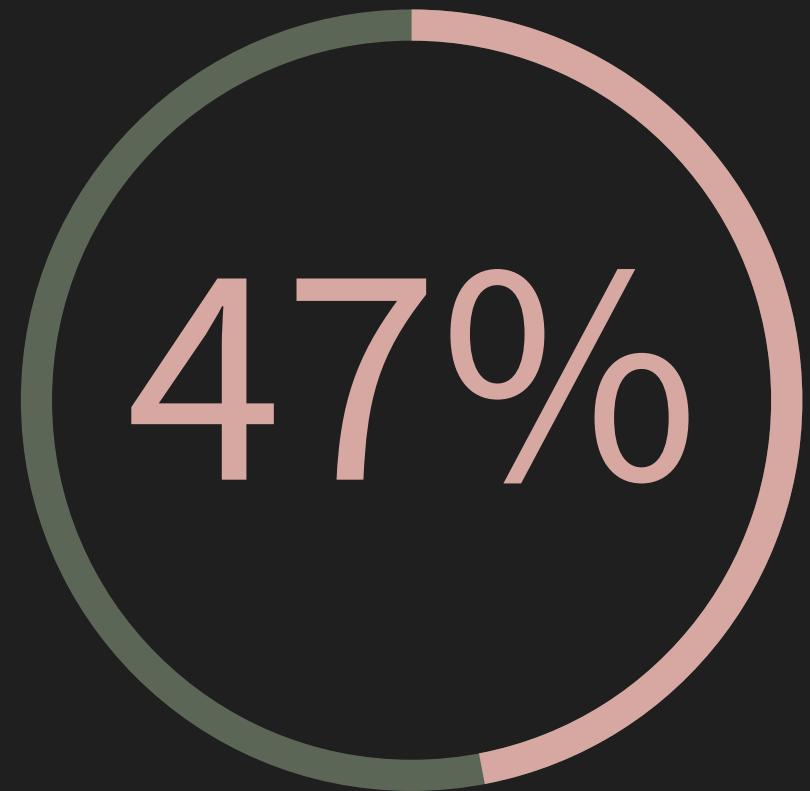
COLD

- Reduces inflammation & pain
- Triggers vasoconstriction = recirculation boost
- Elevates nor-epinephrine = mental clarity
- Supports immune defense via white blood cell activation
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WHEN COMBINED



Combined, they regulate the nervous system, enhance recovery, and restore homeostasis.

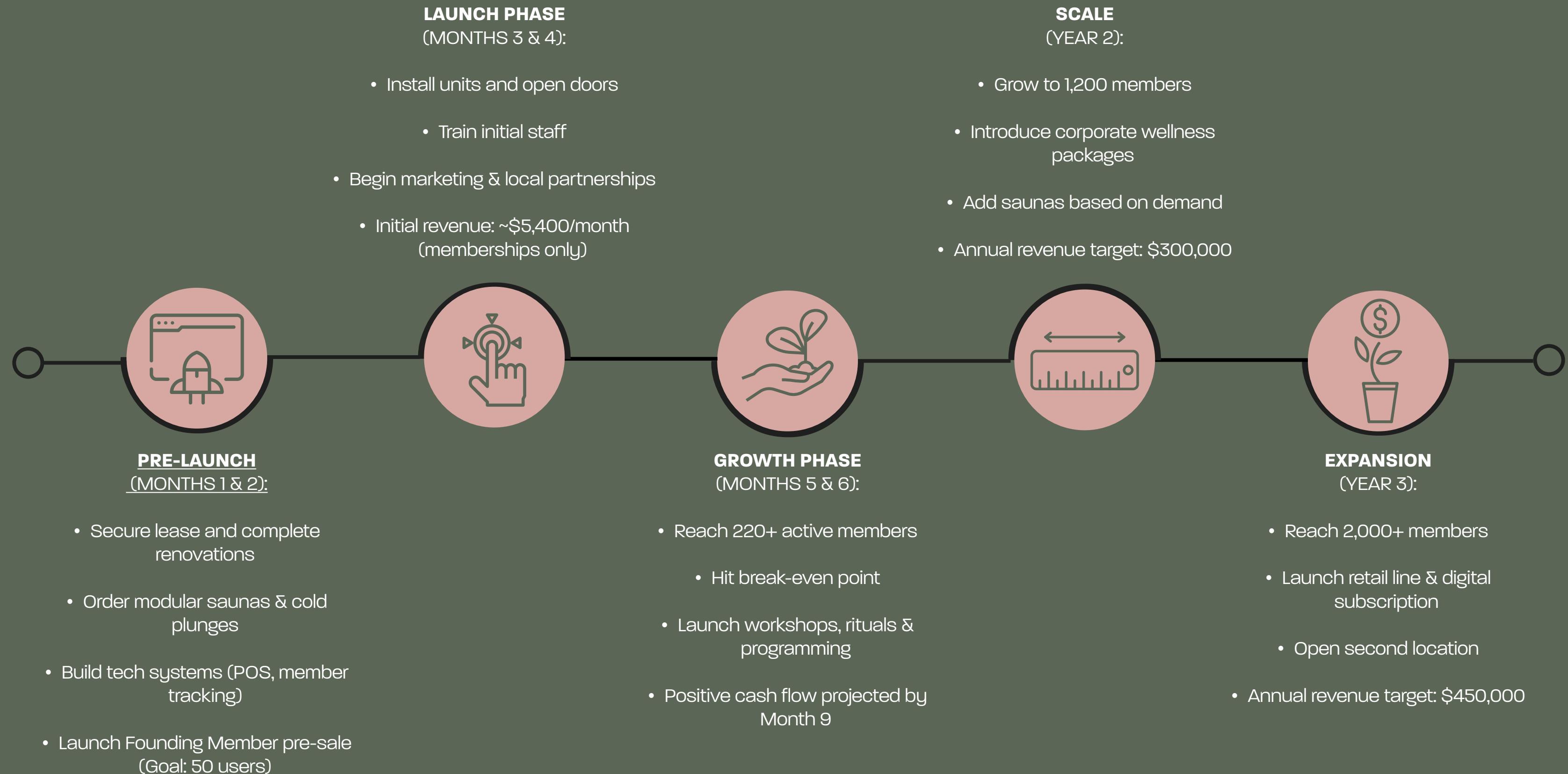


↓ Reduction in muscle
soreness after contrast
therapy

↓ Up to 65% decreased
risk of cardiovascular
disease

↑ Increased dopamine by
250% after cold
exposure

C U S T O M E R & P A R T N E R P I P E L I N E



KPMS & GROWTH STRATEGY

CUSTOMER ECONOMICS OVERVIEW

Customer Acquisition Cost (CAC)	\$100
Customer Lifetime Value (LTV)	\$600–\$840
LTV:CAC Ratio	6:1 – 8:1
Monthly Membership Range	\$90–140

USER BASE & ADOPTION TARGETS

- Break-even Point: 220 active users (by Month 8)
- Year 2 Goal: 1,200 members
- Year 3 Goal: 2,000+ members
- Smart tracking integrated via app with smart integration

ENGAGEMENT METRICS

- 30-Day Retention Target: 25–30%
- Monthly Churn Rate: <5%
- Net Promoter Score (NPS) Target: 70+
- Membership Length (est): 9-12 Mos

GROWTH RATE

- **Year 1:** Reach break-even with 220 members and generate \$185K through memberships, drop-ins, and events
- **Year 2:** Scale to 1,200 members with added saunas, expanded programming, and corporate wellness partnerships (projected revenue: \$300K)
- **Year 3:** Expand to 2,000+ members, launch digital and retail offerings, and open a second location (projected revenue: \$450K)

THE FACTS

GLOBALLY

\$6.8B

Sauna market projected
to reach \$6.8B by 2027

6.5%

Growth in the wellness
market annually.

Our financial projections are grounded in industry growth rates, first-mover advantage in Tulsa, and model-based assumptions tied to membership conversion, retention, and proven pricing models. We're not guessing—we're plugging into a clear, unmet need with a lean, scalable solution.

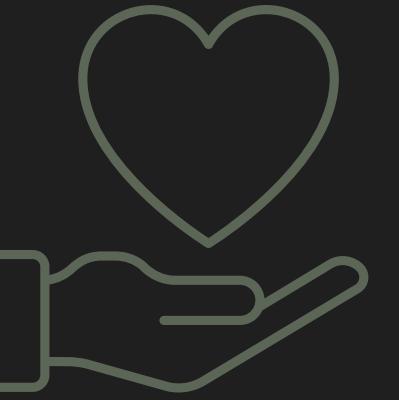
- Wellness tourism is a \$1.8T global industry
- Post-pandemic behavior shows increased demand for immune support, recovery, and nervous system regulation (*McKinsey Health & Wellness Report, 2021+*)
- Membership-based wellness studios (like StretchLab, Pause Studio, and HigherDOSE) are seeing above-average retention and LTV.

WHY TULSA?



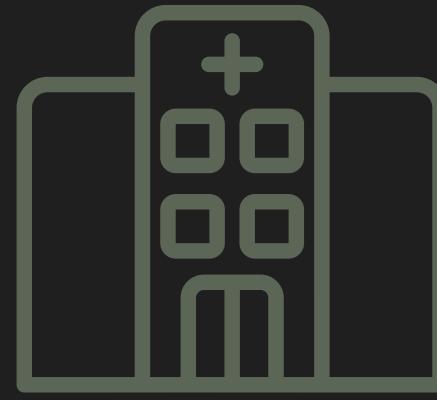
807,000+

Metro Population w/ 1%
annual growth



\$316.4M

Oklahoma fitness
industry value



66,000+

Tulsa healthcare &
wellness workers



0 Competitors

No contrast therapy
focused wellness facilities



Mental Health

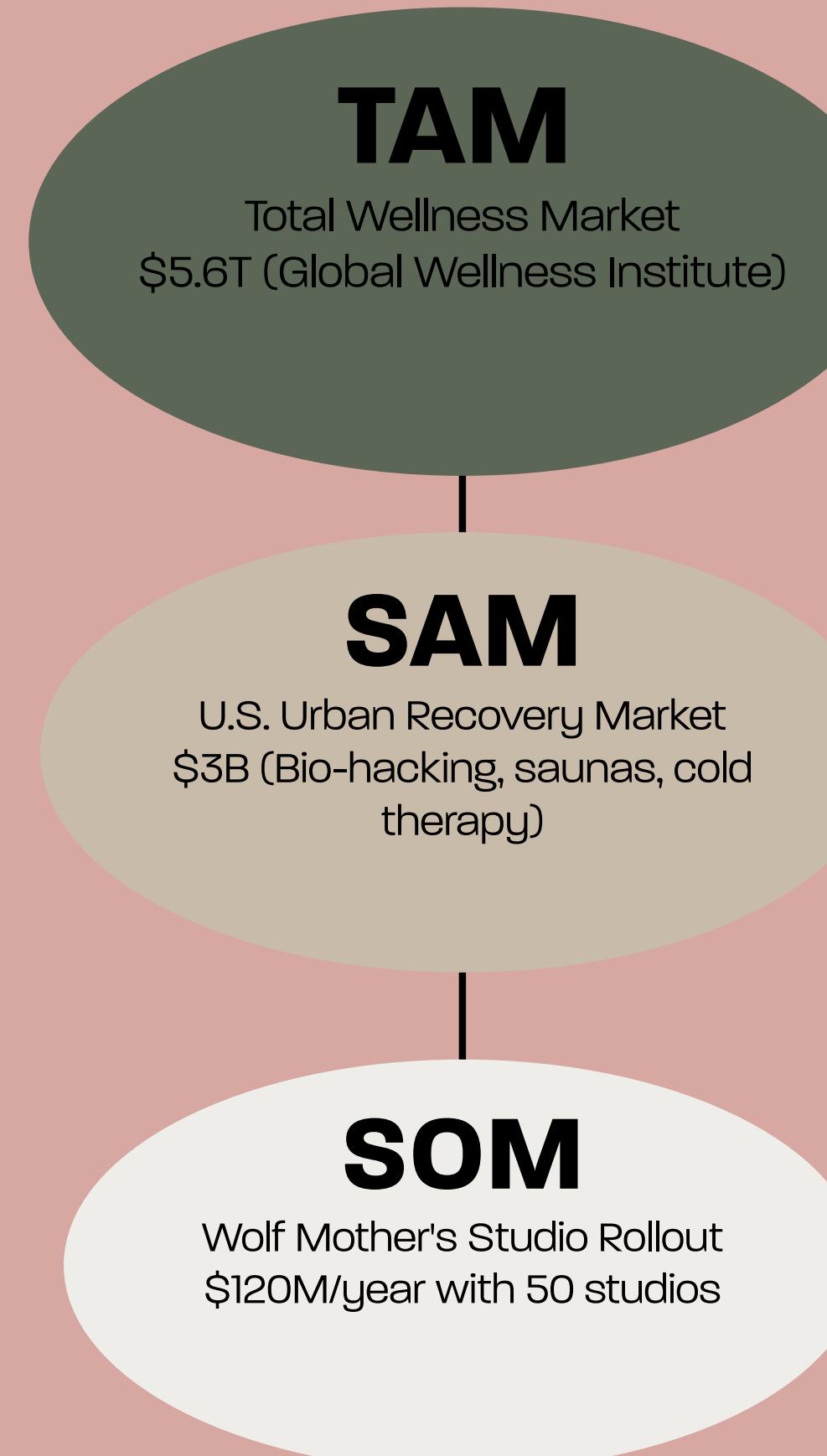
Tulsa city initiatives in mental
health initiatives



Corporate Demand

Ideal market for
employment-based wellness
partnerships

MARKET OPPORTUNITY



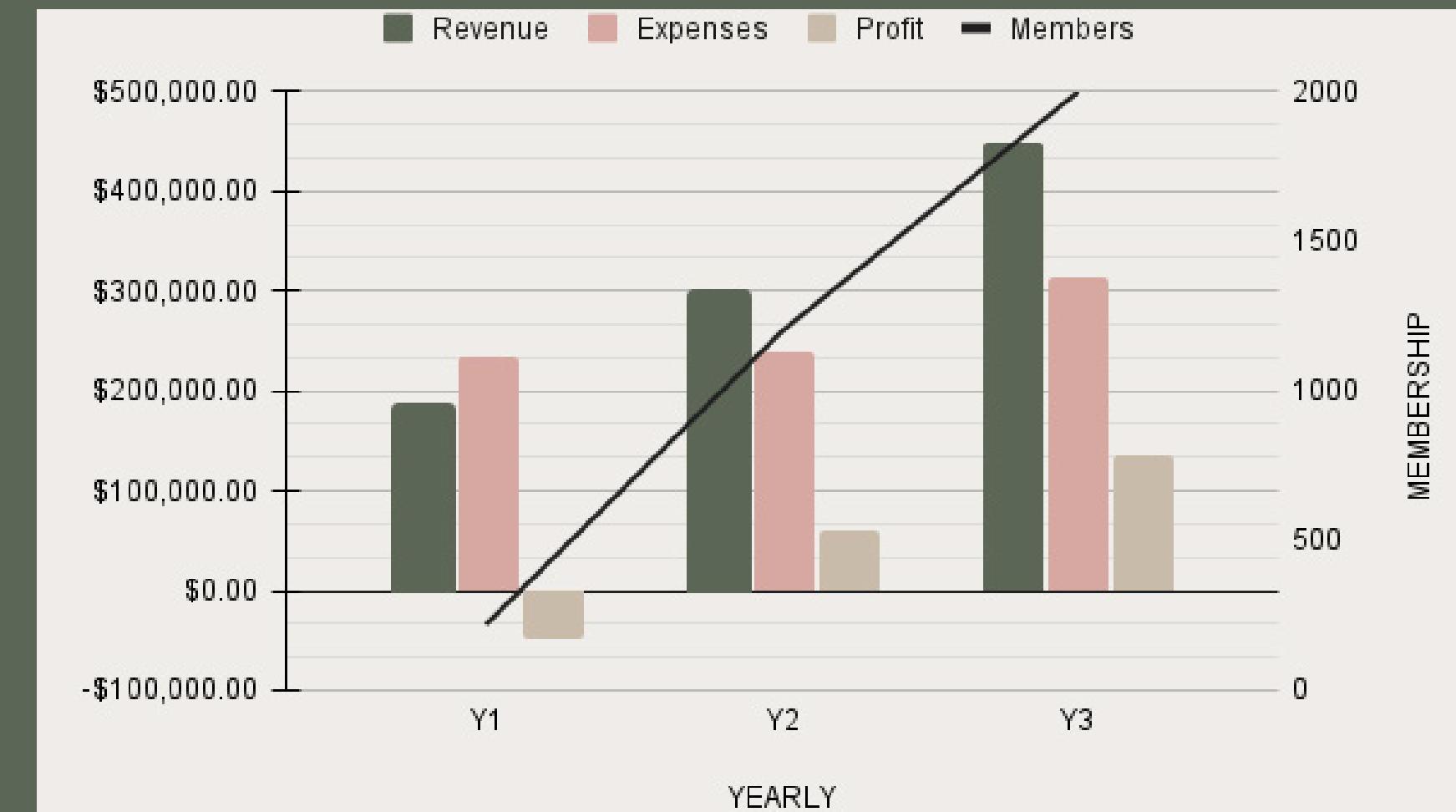
\$120M / Year
By scaling to just 50 WM wellness centers

Revenue Potential Breakdown:

- \$1,200 average spend per member/year
- 2,000 members per studio
- 50 studios = \$120M annual recurring revenue
- Add-on potential: retail, digital, licensing

Wellness recovery is a multi-billion dollar movement, and Tulsa is our launchpad. With low overhead, high retention, and a replicable model, we're positioned to carve out a significant share of this explosive market.

YEAR	REVENUE	EXPENSES	NET PROFIT	MEMBERS
Y1	\$184,800	\$234,000	-\$49,200	220
Y2	\$300,000	\$240,000	\$60,000	1,200
Y3	\$450,000	\$315,000	\$135,000	2,000+



Key Assumptions:

- Membership: \$90–140/month (\$1,200/year avg)
- CAC: \$100 | LTV: \$600–840 | LTV:CAC = 6:1–8:1
- Break-even at 220 members
- Retention: 25–30% | Churn <5%

We modeled conservatively, grounded in local data and industry comps. Wolf Mother is designed to hit profitability fast and scale organically with community demand.

Data Validation:

- Tulsa rent, payroll, insurance & utility rates used
- Quotes sourced for CapEx: saunas, plunges, construction
- Benchmarked against Restore, Pause Studio, StretchLab
- Acquisition modeled at 3–5 new users/week

Scalable Vision:

- Scalable Vision
- 50 studios x 2,000 members = 100,000 users
- \$1,200/year avg spend = \$120M annual recurring
- Future: digital + retail + franchise/licensing

FEATURE	WOLF MOTHER	RESTORE	RESET	LIVE COLDER	OPTIMYZE
SAUNA/COLD PLUNGE	✓	✓	✓	✓	✓
SENSORY FLOW	✓	✗	✗	✗	✗
TRANSPARENT PRICING	✓	✗	✗	✗	✗
BIOFEEDBACK TECH	✓	✗	✗	✗	✓
DESIGN & AMBIANCE	✓	✗	✗	✗	✗
LOCAL MARKET (TULSA)	✓	✗	✗	✗	✓

WOLF MOTHER unites recovery, stress reduction, biofeedback, community, and transparent pricing into a single, accessible, Tulsa-bound EXPERIENCE.

Most brands focus on isolated modalities. Customers are left to assemble their own recovery experience.

PRICING	SERVICES OFFERED	CONFIRMED WEAKNESS
\$170+/mo	Cryo, IV, Sauna (tiered pricing)	Feels clinical, low ambiance
\$99–189/mo	Cold plunge, sauna	Poor UX, unclear package value
\$125–200/mo	Sauna, cold therapy, classes	Complicated pricing, under-designed
\$139–299/mo	Infrared, cold plunge, PEMF	Bad design, unclear tier value
\$150–250/session	Traditional spa services	Expensive, not science-based

CHANA SPAHR



Founder & CEO

Chana is a software engineer with a deep passion for thermal wellness and a serious bathhouse habit. With a background in engineering and a career rooted in health, Chana brings a rare mix of technical precision and holistic curiosity to the wellness space. Her global spa-hopping adventures have evolved into a mission: to create tech-forward experiences that make healing practices more accessible. When she's not developing innovative wellness solutions, you'll find her hiking Tulsa's trails with her husband and their loyal Blue Heeler.

MOLY MCCELWAIN



Creative Director

Molly brings over a decade of experience in photography, visual design, and brand direction. With a background in creative leadership across both digital and physical environments, she has developed and executed brand strategies for wellness, lifestyle, and hospitality clients. Her work is grounded in creating immersive, emotionally resonant experiences that align aesthetics with business goals. As Creative Director of Wolf Mother, she oversees brand identity, environmental design, and customer experience to ensure a cohesive, elevated visual narrative across all touchpoints. When she isn't dreaming up ways to make facts look esthetically pleasing, you can find her gardening and photographing the world around her.

FUNDING STATUS

PRE-SEED

Preparing to launch our Flagship location in Tulsa, OK.

RAISED CAPITAL

Actively securing funds through personal investment, private capital, and lending.

OUR ASK

\$115,000
Fund buildout, equipment, and launch—projected 6–9 month break-even, 9–12 month runway.

WHY IT MATTERS

To launch our first location, install core recovery tech, drive member acquisition, and establish a scalable, high-margin model

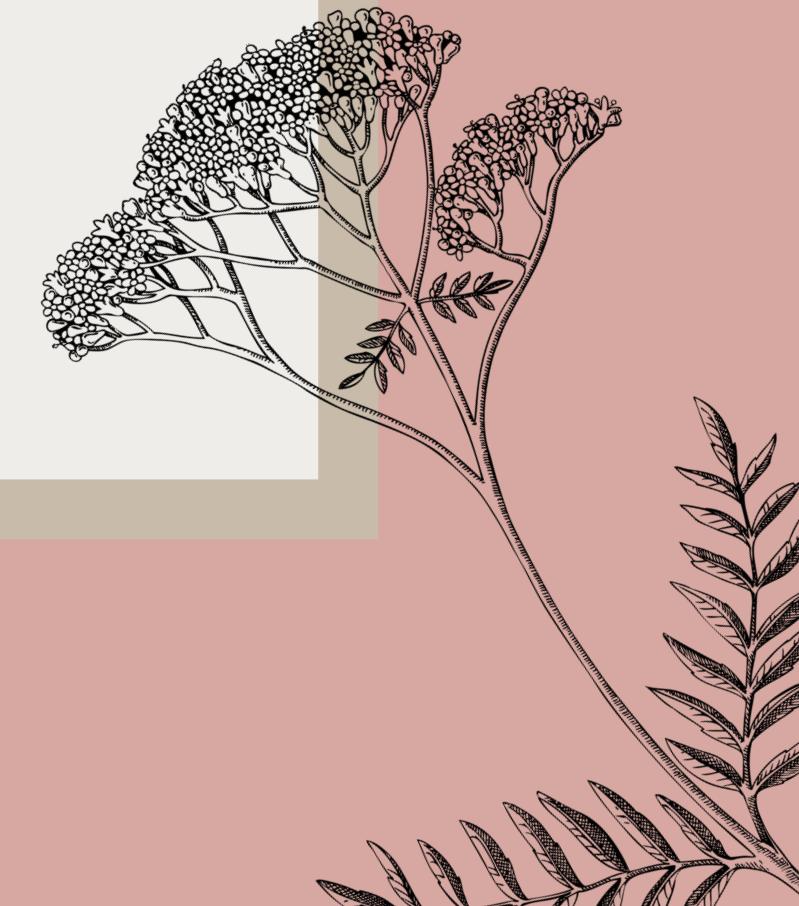
WOE MOTHER

ANCIENT WISDOM. MODERN SANCTUARY..

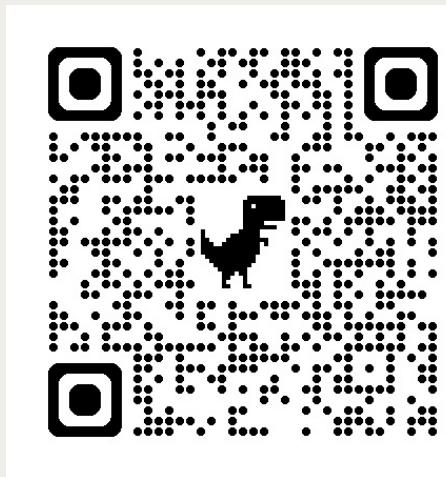
A first-of-its-kind recovery sanctuary offering infrared saunas, cold plunge therapy, and smart wellness tech—all in a beautifully branded, scalable format. Built for modern nervous systems. Rooted in Tulsa. Designed to grow.

- **WHAT TO REMEMBER:**

- Proven demand, zero direct competition
- High-margin, recurring revenue model
- Quick break-even, scalable footprint
- Strong founding team with creative + operational expertise



WOE MOTHER



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THANK YOU FOR YOUR TIME