



THE NEED FOR MORE NINJA GYMS AROUND CHICAGO

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Introduction

- If you have never heard of a Specialty Gym or Ninja Gym. Let me give you a overview
- There are traditional gyms that have your standard equipment (free weights, treadmills, etc.) There is that saying that 90% of people who own, or possess a gym membership never use it. Unfortunately that is true.

Why is that? Is the thought of bettering your physical self terrifying? Does it take too much time? Too much energy? It obviously does not take a expenditure amount of money. Perhaps it the motivation? Or Tedious routines that we become a custom to?

- There are other gyms more commonly known as “Specialty Gym”. This is a term than encompasses multiple types of gyms including rock climbing gyms, obstacle course gyms, cross-fit gyms. These types of gyms are alternative methods to working on your physical health.
- What I am focusing in this presentation are ninja gyms. These gyms offer a different method of “Working out”. Instead of lifting heavy objects and putting them down. You use your own body weight through a series of course including hanging from bars and moving across, rope climbing, running up a “Warped Wall”, and performing the infamous “Salmon Ladder”
- These gyms are needed more in the surrounding Chicago area with the fact that there is a large fan base of the television competition **American Ninja Warrior**, In addition the majority of the popular “Ninjas” are from Illinois.

Data Being Implemented

- I will be using the viewership from season three (3) up to season eleven (11).
- Overall Popularity of the sport.
- The increase in popularity from merchandise, the submission tapes, and social media presence
- Track all the gyms, specialty gyms, and ninja gyms around the Chicago Illinois area, and Identify areas where more gyms being open would be a great opportunity for the health and well being for the community and make a decent profit.
- Locate the popular “Ninjas” that reside and are from the states of Illinois. And their respective age group.
- Collect the prices of gyms around the norther Illinois area and determined the average.
- Determine the key demographic.



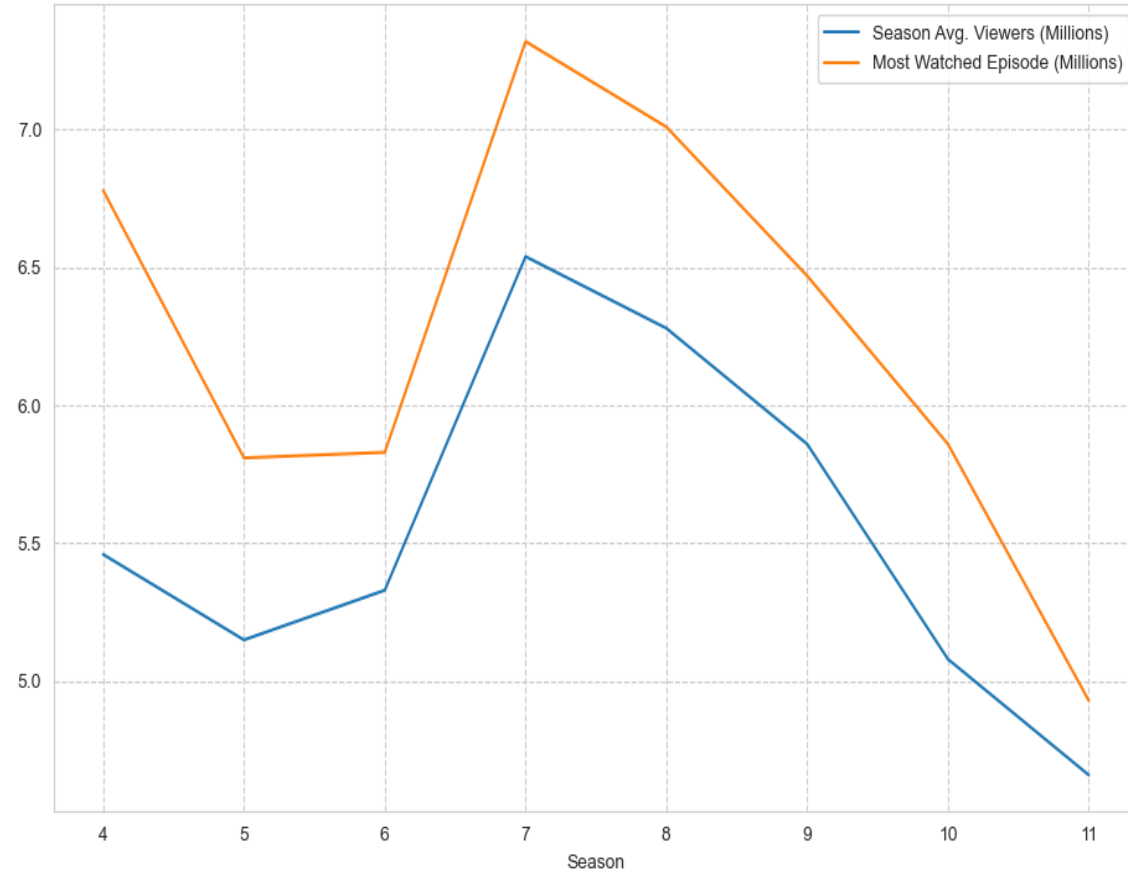
American Ninja Warrior puts contestants through obstacle course that tests their endurance, will, and skill. This includes launching themselves to catch a hanging object then swinging to another object or hanging by their fingers and climbing to the other side of safety.

The show contestants are diverse in everyway. From race, gender, religion, even the bizarre hobbies. There are contestants that are afflicted with chronic diseases and compete to show awareness. Others have family and friends who are suffering from a illness. Others spread positivity, equality, and kindness. Even though each one are competing with each other for the prize money. They are always encouraging to one another. Showing support and cheering each other on.

This shows that American Ninja Warrior does appeals to everybody and anybody from any background. Parents are inclined to allow their children to watch, because it is family friendly and the children watch it being mesmerized by the heroic feats that are performed by humans

Popularity

- As you can see at the beginning, we can see a small dip below 5.25, but then jumps up 6.50, but then steadily declines.
- There are spikes with the highest viewed episodes reaching wider audiences
- Even though there is a declining trend, Season 12 was the dominating show for Wednesday 8 p.m. time slot in 2020
- There are even talks about turning this sport into a Olympic event.



The Big Question. The Cost and the Profit?

The start-up costs include a estimated budget of \$50,000 to \$250,000, depending upon the size of the facility.

Which include:

- Leasing/purchasing building large enough to comfortably build your obstacles. Gym owners report leasing 11,000 to 30,000 square feet for their gym.
- Becoming an official Ninja Warrior training gym. Ninja Warrior offers three separate packages, with prices ranging from free to \$85 per month.
- Official blueprints for obstacles. Can be purchased online and includes schematics, lumber shopping list, cut list, and building instructions. Prices range from \$10 to \$55.
- Labor and materials for building obstacle. Each obstacle can cost upwards of \$600. Some retailers offer starter packs, which will set you back \$5,750 to \$8,500.
- Mats and other equipment. Mats are \$500 a piece. Use the square footage of your facility to determine how many mats are necessary.
- Insurance, Consult with an attorney and/or insurance agent to determine necessary insurance.

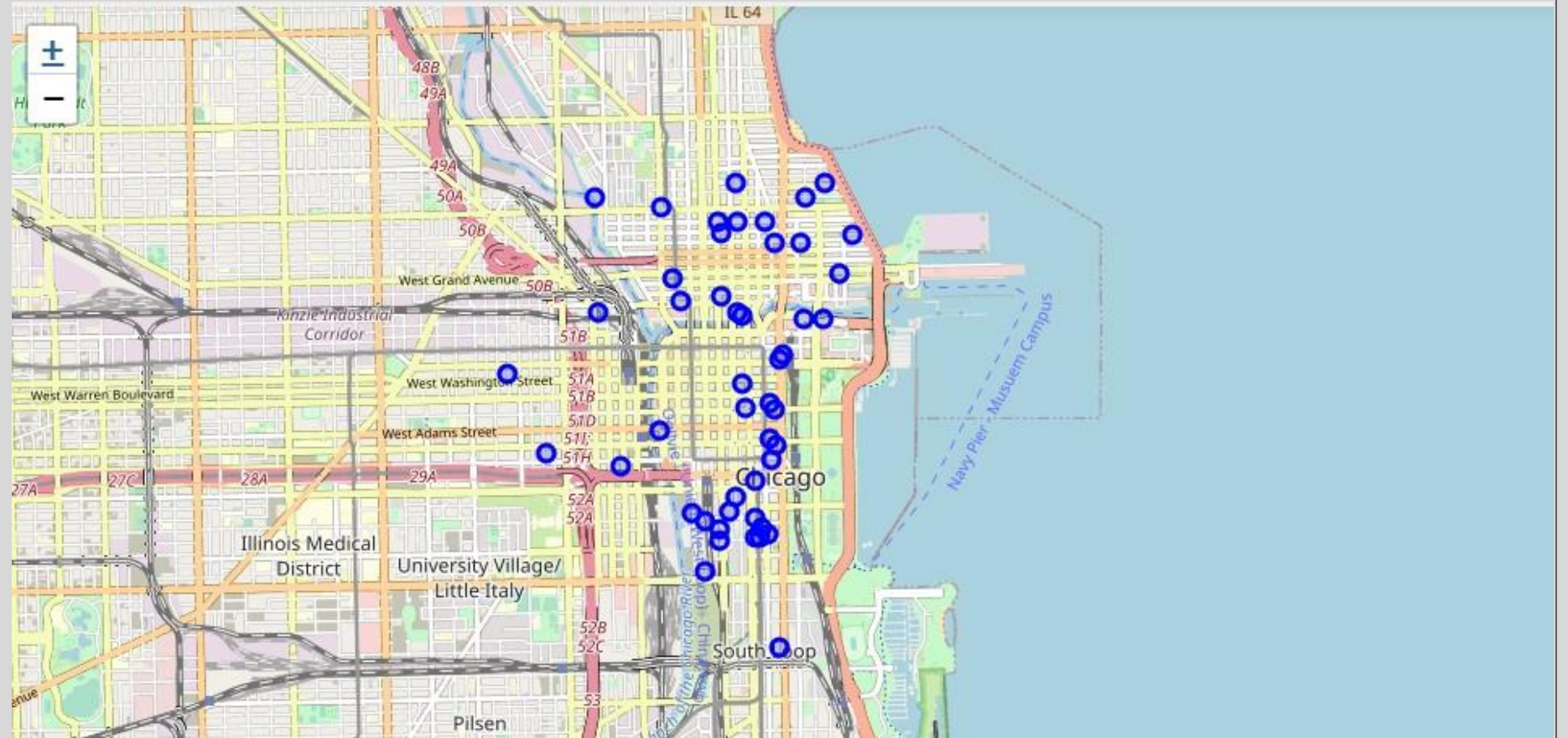
Successful ninja warrior gyms report an annual revenue of \$200,000 to \$500,000.

Cost Average of Other gyms

- A tradition gym average membership cost is \$58.
- A rock climbing gym average membership cost is \$75.
- A cross fit gym average membership cost is \$130.
- Average Ninja gym membership **\$40.**
- With these averages it shows that you can provide a fun experience that doubles as a gym, and on average charge less per month. You could charge more, depending on the size and the obstacles that would be offered.
- The difference is that the costs that would be involved in a traditional gym would be geared towards adults who want to be fit, or keep their physicality. A ninja gym not only would appeal to adults but kids, children, teens, older generation, fans of the show, or people looking for alternative ways to get into shape.

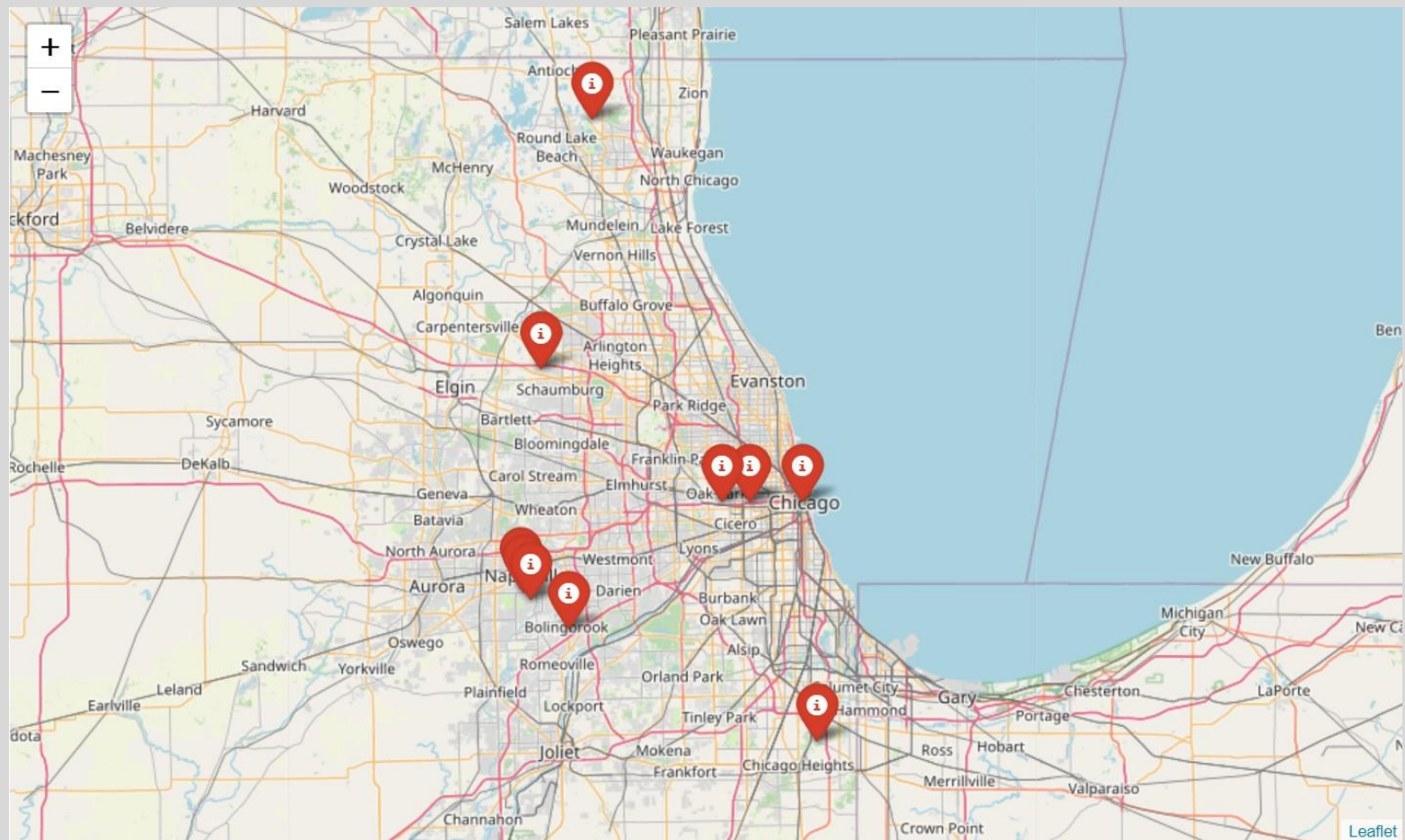
Location of Gyms around Chicago

- This is the density of traditional gyms in the downtown Chicago area.
- As the map pans out of the Chicago city area. The density lessens.



Location of Ninjas around Illinois

- This depicts the area where the “Popular” Ninjas reside or are from in Illinois.
- There is a large amount of contestants from the Illinois area
- There are numerous other ones, these are the ones that I could find on the internet.
- Other Ninjas are located in Wisconsin, and Indiana



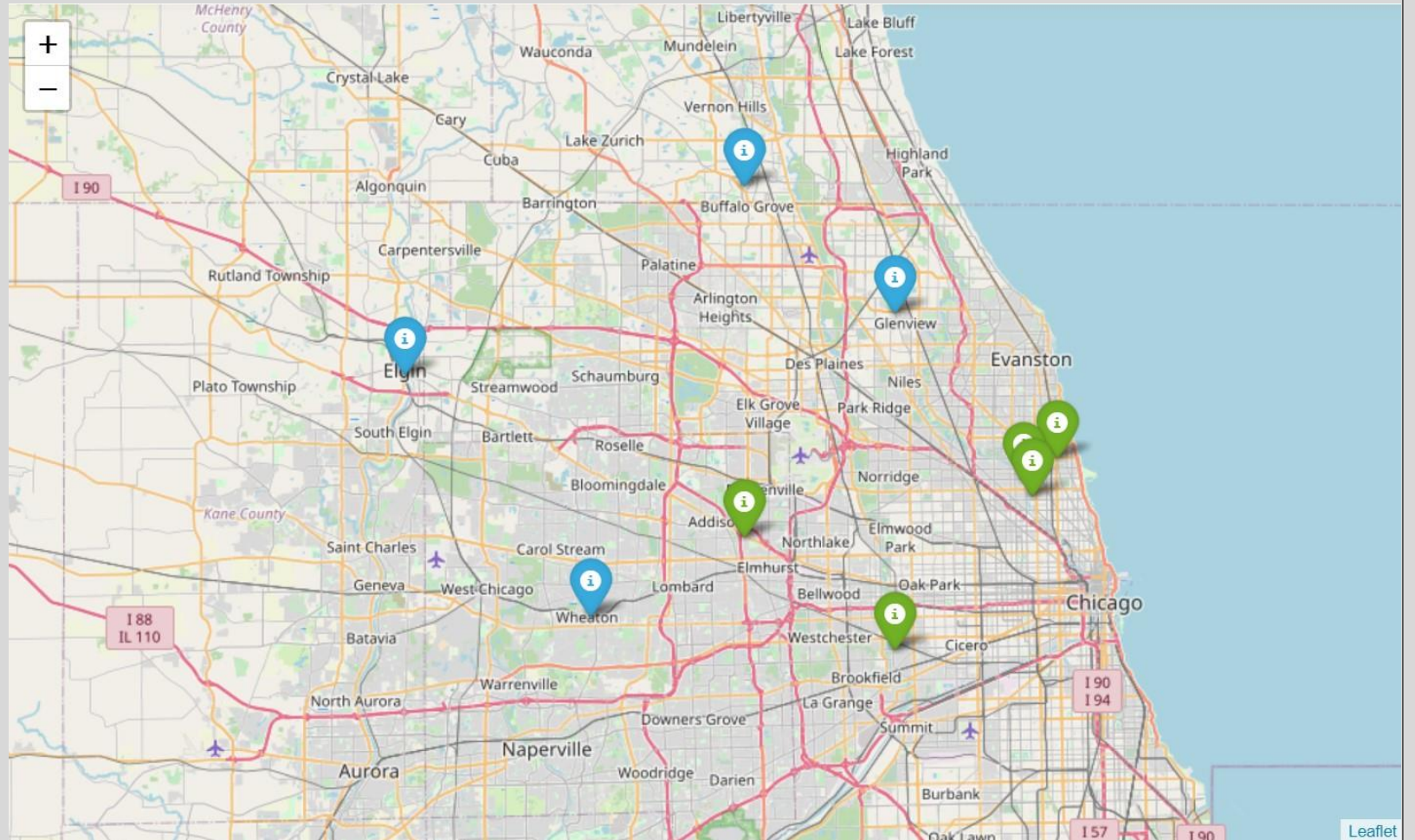
Location of Ninja Gyms around Chicago

- Here are the locations of the Ninja gyms in and around Chicago.
- There are very few gyms around this area. Given that there is a large fanbase of American Ninja Warrior



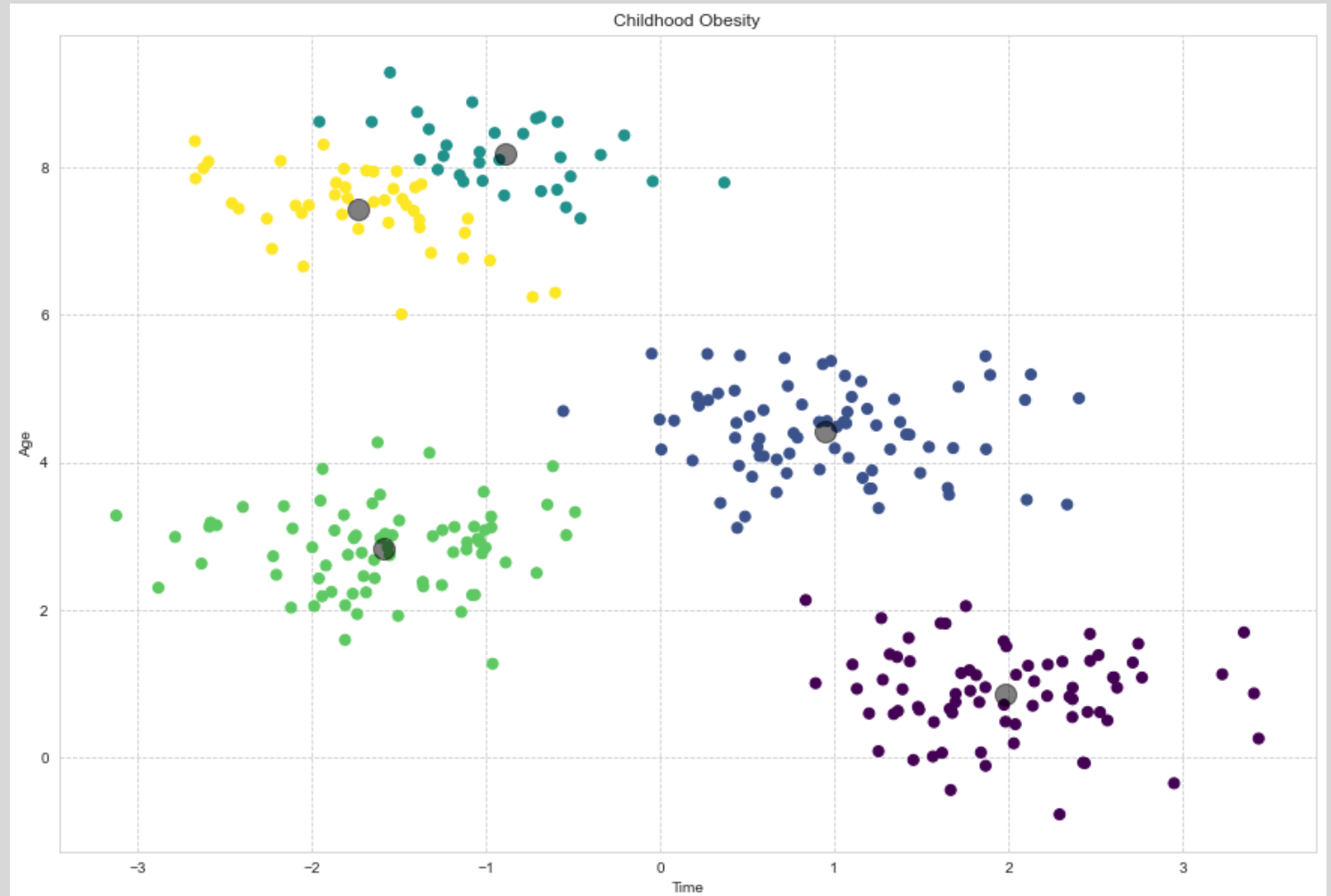
Adding Ninja Gyms around the Area

- If we can add at least four Ninja Gyms around the Chicagoland we can start to cover more ground. Letting the suburbs gain access to a alternative way to working out.



The stubborn problem of Childhood Obesity

- There has always been the problem of obesity, especially in children.
- This clustering demonstrates the rise in the epidemic.
- If children are able to gain access to Ninja Gyms this could he reduce the obesity epidemic early in their lifes.



Projections in the future

- Given the data of the viewership, prices, profit, and location of Ninjas and Ninja gyms. There is a good chance That placing more gyms around the general area would return a profit, and help the health of the society.
- Compared to the surrounding gyms. The Ninja gyms could charge less. Attracting parents to bring their children to gym.
- By strategically placing gyms would help close the gap to a numerous suburbs around the city and help increase the popularity.
- More than likely in the future we could start adding more going west and south.
- There is a large fan base in Northern Illinois, and hundreds of others that have competed on the series, but were less known.
- If kids are in proximity to the Ninja gyms it could help lower the chances of them being obesity, because it can be perceived as a fun way to exercise with out even exercising.