



# The Freq: Reimagine Wellness in Kalamazoo

The Freq is a groundbreaking wellness center poised to transform the wellbeing landscape in Kalamazoo. We offer a unique, science-backed approach to mental and physical wellness, creating a sanctuary for individuals to optimize their health and unlock their full potential.

Our innovative three-story center provides a comprehensive wellness experience. The Freq integrates cutting-edge technologies, proven therapies, and a supportive community to address the diverse needs of Kalamazoo residents.

# Addressing the Stress Epidemic in Kalamazoo

## Rising Stress Levels

Kalamazoo County faces increasing stress and mental health challenges. A significant portion of the population reports experiencing frequent mental distress, impacting their overall quality of life. The need for effective wellness solutions is more critical than ever.

Specifically, **35% of Kalamazoo County residents report experiencing frequent mental distress** according to the latest Kalamazoo County Health Needs Assessment. This underscores the urgent need for accessible and effective wellness solutions within the community.

## Untapped Market

The wellness market is experiencing explosive growth. Kalamazoo is missing a comprehensive wellness center, and the demand is soaring. Individuals seek accessible, science-backed, and holistic approaches to manage stress and enhance their wellbeing.



# Introducing The Freq: Your Wellness Sanctuary

1

## Comprehensive Wellness

The Freq is a groundbreaking wellness center located in downtown Kalamazoo. We offer a holistic approach to mental and physical wellness, integrating cutting-edge technologies with proven therapies.

2

## Personalized Experiences

Our personalized approach caters to individual needs. We provide customized wellness plans tailored to each client's goals, ensuring they receive the support and guidance needed to thrive.

3

## Community & Connection

The Freq fosters a supportive community where individuals can connect, share experiences, and find inspiration. Together, we empower each other to achieve optimal wellbeing.



# Three Floors of Wellness Innovation



## Mindfulness Zone

The ground floor features meditation pods, sound therapy rooms, and relaxation spaces to promote stress reduction and mental clarity. It is specifically designed to address the emotional and psychological aspects of well-being.



## Fitness Floor

The second floor focuses on movement. It includes a state-of-the-art fitness center, yoga studio, and personal training services to enhance physical strength and vitality.



## Technology Suite

The third floor houses cutting-edge technologies such as brainwave entrainment, light therapy, and virtual reality experiences to optimize cognitive function and emotional wellbeing.



# Backed by Science: Proven Therapies



1

## Brainwave Entrainment

Utilizing sound and light frequencies to promote relaxation and enhance cognitive function. Our brainwave entrainment programs are backed by extensive research.

2

## Light Therapy

Employing specific wavelengths of light to regulate mood, improve sleep, and increase energy levels. Light therapy is a safe and effective tool.

3

## Virtual Reality

Using VR technology for immersive meditation, stress reduction, and pain management. These customizable VR experiences create a safe, engaging, and therapeutic environment.

4

## Safe and Customizable

All programs are carefully designed and overseen by wellness professionals. The Freq ensures safe and customizable experiences for our clients.

# Meeting Kalamazoo's Wellness Needs

**Holistic Approach**  
Addressing mental, physical, and emotional wellbeing.

**Personalized Plans**  
Tailoring wellness programs to individual needs.



**Community Focus**  
Creating a supportive environment for connection.

**Science-Backed**  
Utilizing proven therapies and technologies.

The Freq offers a holistic approach to wellness, addressing mental, physical, and emotional wellbeing. Our community focus creates a supportive environment for connection. We utilize science-backed therapies and technologies, crafting personalized plans to individual needs. The Kalamazoo wellness market is estimated to be significant.

# A Sustainable Membership Model

1

Frequency Initiate

2

Creative Catalyst

3

Sonic Navigator

The Freq's sustainable revenue model is driven by membership tiers, offering various levels of access and benefits. The tiers will include: Frequency Initiate, Creative Catalyst, Sonic Navigator, and Apex Alchemist. They will all be customizable to a level that allows the user to build their own experience, adding to the core services included at each level.



# Meet the Team: Local Experts in Wellness



**Marc Tuinier**

Founder of The Freq, with deep roots in Kalamazoo and a passion for wellness. He is an expert in mental health, and brings years of experience.



**Neuroscientist**

Brings over 20 years of experience in cognitive behavioral therapy, mindfulness and trauma work. Will conduct sessions in virtual reality.

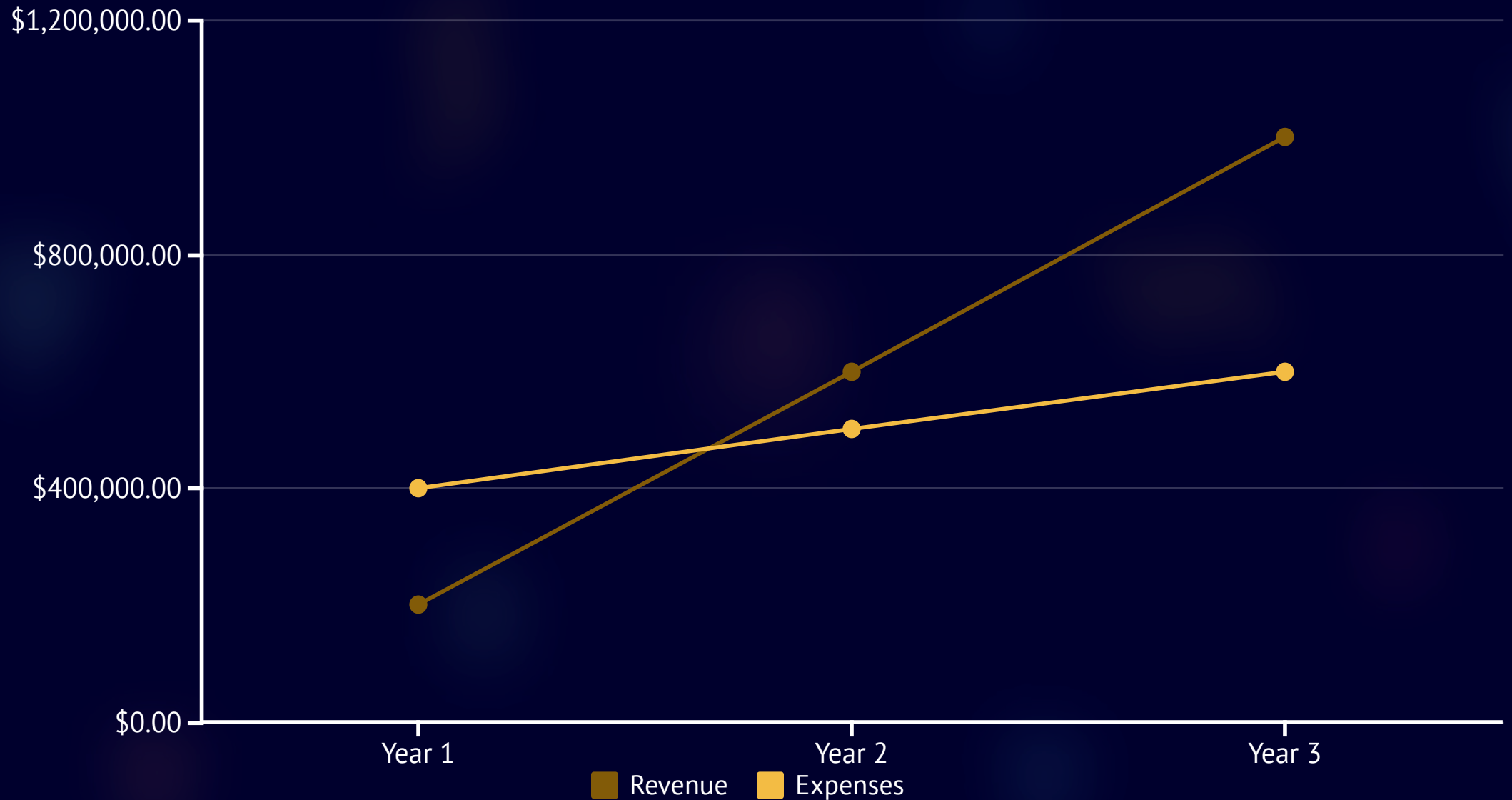


**Therapist**

A skilled therapist specializing in innovative wellness modalities. Will oversee the science programs, and integrate new learnings. They are the link between our clinical and non-clinical programs.



# Investing in Kalamazoo's Future



The Freq seeks \$365,000 in seed funding to establish our groundbreaking wellness center in downtown Kalamazoo. Break-even is expected within the first 18 months and significant revenue growth in Year 2. By investing in The Freq, you invest in the wellbeing of Kalamazoo and a sustainable, high-growth business.



# Join Us: Transform Kalamazoo's Wellness Landscape

[freqwellness@gmail.com](mailto:freqwellness@gmail.com)

We invite you to join us in creating a vibrant and thriving wellness community in Kalamazoo. The Freq offers a unique investment opportunity with significant financial and social impact potential. Together, we can empower individuals to unlock their full potential and improve the overall wellbeing of our community.

Contact us today to learn more about The Freq and explore how you can become a part of our mission to reimagine wellness in Kalamazoo.