

TRAIN SMARTER – TRAIN STRONGER – LIVE LONGER



 **BALKAN**
STRENGTH UK

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Executive Summary

The Balkan is the first of its kind in the UK. A revolutionary strength and adaptive resistance machine combining science and technology that it is quickly being recognised as the most time efficient way to maximise muscle strength in every rep, in every set, and in every workout you do!

With one 15–30-minute workout a week we are able to see huge improvements in a variety of different ways including increased muscle mass, increased strength gains, Increased bone density, Injury prevention, Increased range of movements and rehabilitation.

The Balkan is designed for anybody of any age or ability to comfortably use in a safe and controlled manner whether that be for a professional enterprise or personal use at home. Data is automatically stored after every workout on your personal user profile to manage and monitor your progress quickly and easily.



Industry Positioning

What makes Balkan different?

With just a single weekly workout, brace yourself for a power-packed punch of strength and muscle gains that will not only sculpt your physique but also revolutionize your posture and cardiovascular health. Say goodbye to the tedious hours spent in a conventional gym, because the transformative results you'll achieve with our Balkan-inspired approach are nothing short of a fitness revolution!

A want and need to make an ageing population healthier.

In a world where our population is gracefully graying, the surge in health concerns tied to aging is undeniable—back pain, arthritis, osteoporosis, and the looming threat of falls. Enter the Balkan, a game-changer poised to be the solution of vitality. Brace yourself for a paradigm shift, as it not only minimizes these age-related woes but also slows down the relentless march of time on our bodies. In fact, in many cases, it boldly takes a stance to reverse the aging process itself. Embrace the Balkan, where the fountain of youth meets a powerful resurgence of well-being!

Making strength training accessible to everyone.

Effortless. Inclusive. Unbeatable value. Unlock a world of strength without the shackles of complicated routines or safety concerns. Our competitive pricing ensures accessibility for all. Elevate your strength game to new heights, surpassing the limits of traditional gyms. No need to stress about perfect form, fear of injury, judgment, or time constraints. With the Balkan, it's about maximizing your workout without the hassle – lifting heavier and embracing your full potential, regardless of your fitness level or background.



Introducing The Balkan

Step into the future of fitness with the Balkan—a cutting-edge, computerized strength machine that unleashes a weekly powerhouse of maximal strength training. Imagine a workout laser-focused on pushing your body to its true capacity, all made possible by the marriage of eccentric training and variable resistance.

Revolutionize your fitness routine and reclaim precious time in an era where every moment counts. The Balkan isn't just a machine; it's a time-saving marvel that allows you to redefine your workouts, making every session more efficient and effective. Because in a world where time is both money and a rare commodity, the Balkan stands as a beacon of innovation, giving you the power to maximize results without compromising on the clock.

Elevating the fitness landscape, the Balkan builds upon the triumphs of its predecessors by honing in on the crucial element of eccentric training. This state-of-the-art technology doesn't just stop at concentric and eccentric training—it paves the way for isometric contraction and extended time under tension.

As the scientific spotlight intensifies on this ground breaking approach, the evidence is undeniable: it stands as the pinnacle, offering the most optimal route to amplify muscular and strength gains while maintaining a minimal impact on the body. The Balkan isn't just a machine; it's a scientific breakthrough, aligning your workouts with the forefront of fitness research to deliver unparalleled results. Welcome to the future of strength training!

Experience the power of precision with the Balkan—a revolutionary platform that goes beyond generic progress tracking. Witness the magic of exact quantification, providing you with real-time motivation by unveiling the specifics of your improvements from one session to the next. No more guessing or vague estimations—the Balkan ensures that your progress is measured with meticulous accuracy, turning each workout into a data-driven journey of success. Welcome to a realm where results aren't just noticed; they're quantified, fueling your motivation with undeniable proof of your fitness triumphs.



Science Behind The Balkan



An Eccentrically Biased Rehabilitation Program Early after Total Knee Arthroscopy Surgery

Increased Range of Motion

Increased Strength

Increased Power

Once-Weekly Resistance Exercise Improves Muscle Strength and Neuromuscular Performance in Older Adults

1-2 Days of Resistance Training same response as 3+ days

Improved Neuromuscular Performance

Reduction in Falls

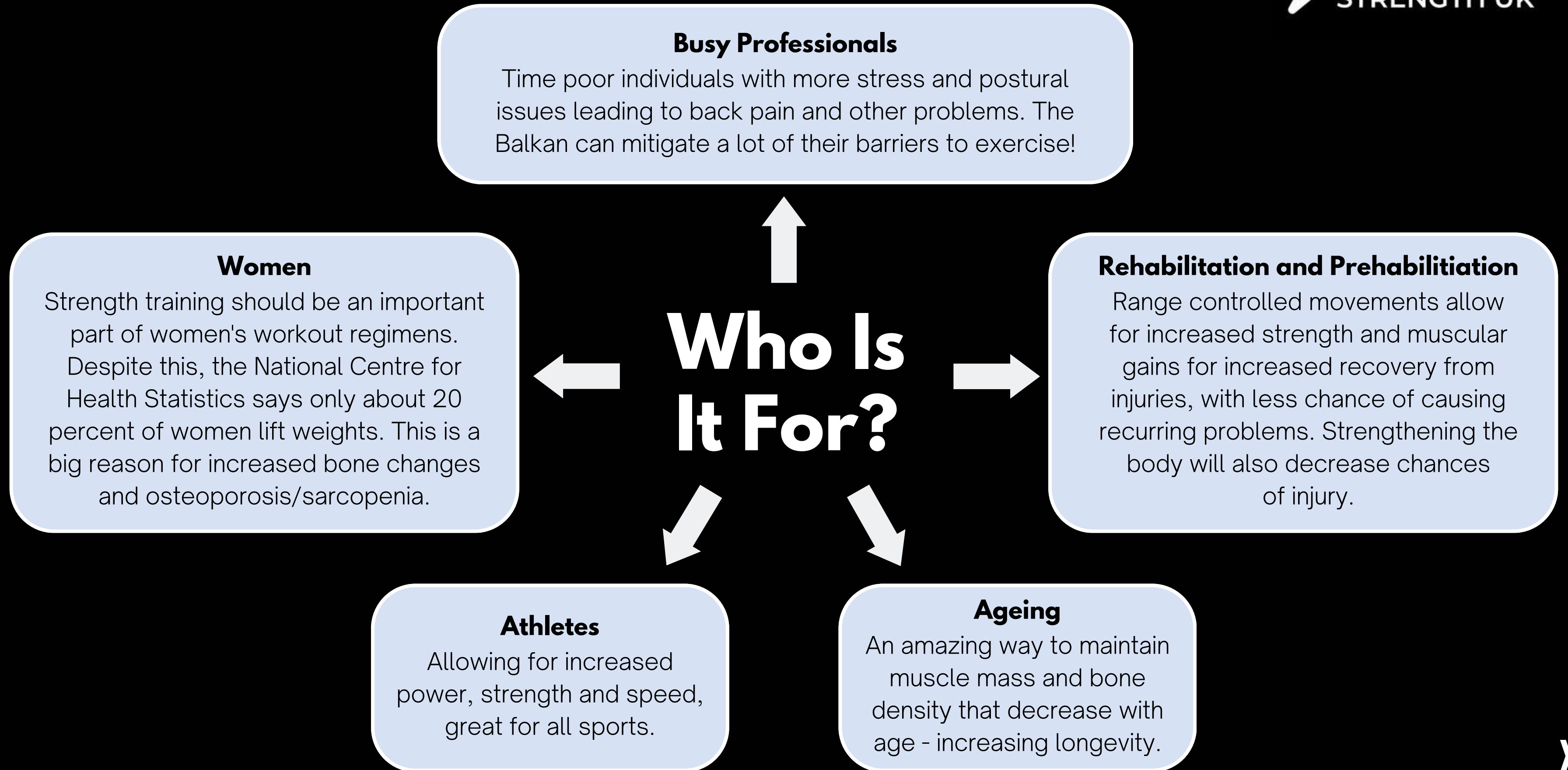
Resistance Exercise in Individuals With and Without Cardiovascular Disease

Decrease Myocardial Demands

Safer for CV Health

Increased O2 Carrying Capacity





The Machine

Components

- Wheels and Brakes
- Easy to manoeuvre indoors
- Attachments included
- 2 year warranty

For reasons of safety and unobstructed operation, when planning its location in rooms, at least one (1 m) free space should be provided on all sides of the device.

Overall dimensions (W x L x H mm)

Backrest upright:
860 x 1980 x 1680

Backrest horizontal:
860 x 2720 x 1320

Weight:
285 kg



THE BALKAN V COMPETITION

The Balkan

1 collapsable machine

offering a huge variety of compound and isolation exercises to target all major muscle group in the body

Price

25% the price for the same concept in a smaller model.
No subscription required.

Bespoke customer service

A team that will help and guide on how to use to the machines maximise - enhancing benefits

Others

2-6 machines

needed to perform the same exercises and movements.

4x more expensive

than the Balkan and you get a large monthly subscription for life!

Limited customer service

Slower reply times and less personalised installation.



The Balkan For Your Home

A machine that you will actually USE and won't sit there picking up dust!

*A machine that will allow you to live younger for longer and reduce ageing processes on the body for you and your family.
A machine that can be used for all ages and abilities!*



An all-in-one strength machine that fits in any room, eliminating the need for multiple gym items. Perfect for home use, it streamlines your space and eliminates the clutter of heavy weights and dumbbells. Welcome to simplified strength without compromise!

Seamless setup with personalized guidance! Our top-notch customer service ensures an easy installation of your Balkan at home, complete with a walkthrough of your first session. We're dedicated to making your fitness journey effortless and tailored just for you!

A lifetime investment! Durable and user-friendly, the Balkan evolves with regular software updates via the tablet. This smart, ever-improving concept is designed to last a lifetime, ensuring enduring value and innovation..



The Balkan For Your Gym

The Balkan is a cutting-edge, all-in-one strength machine with a focus on eccentric training and variable resistance, offering precise quantification of progress. - It provides an easy and bespoke installation process, backed by excellent customer service, making it a durable, lifelong investment for your business with regular software updates for continuous improvement.



Streamlines gym space by reducing the need for heavy weights and dumbbells.

Cutting-edge technology and innovative training methods cater to diverse fitness needs.

Join the elite! Be among the first to showcase the ground breaking Balkan in your gym—an unrivalled health technology designed to awe clients with efficient, powerful workouts. Enjoy full installation, dynamic demonstrations, and expert advice on marketing this game-changing fitness innovation to captivate and retain your clientele. Elevate your gym experience with the extraordinary—the Balkan awaits!



The Balkan For Your Studio

A machine that will allow your clients to live younger for longer and reduce ageing processes on their body.

A machine that can be used for all ages and abilities!



Revolutionize your workout with the all-in-one power of the Balkan! Transform any room or gym space, eliminating the need for heavyweights and dumbbells. It's compact, convenient, and a game-changer in fitness versatility!

Versatile for different client types with a focus on varied, eccentric training.

Precision in quantifying improvements aids in tailoring workouts for individual needs.

Maximize returns, fast! The Balkan offers an incredible return on investment by efficiently filling your daily schedule with numerous sessions. Unlock unparalleled ROI results in record time, as the Balkan revolutionizes your booking capacity and transforms your business dynamics.



Case Study

For 6 months, The F.I.T Partnership in Wimbledon has been using the Balkan with their clients. The results have been staggering, with the financials to prove it.

All figures are based off 2 x 30min sessions per hour.

Hours p/w	Cost per session	Profit p/w
35	£30	£2100
35	£45	£3150
35	£60	£4200
70	£30	£4200
70	£45	£6300
70	£60	£8400



The Cost

£25,000 + VAT including delivery, installation and training!

£21,500 + VAT Collection Only!

What's Included?

The Balkan Machine
All Accesories
Full Training



Payment options

Rent
Finance
Pay up-front



Thank You

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