

THE GRATA

Premium Foot Wellness Studio

Grata est quae venit — Welcome is the one who arrives

BUSINESS PROPOSAL

Confidential

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1. Executive Summary

The Grata is a premium, brick-and-mortar specialty studio dedicated exclusively to the restoration and aesthetic care of toenails affected by fungal infections and other common conditions. The business model combines high-ticket restoration packages, recurring maintenance appointments, and at-home care product subscriptions to create multiple compounding revenue streams from every client relationship.

The Grata occupies a white-space opportunity in the beauty and wellness market: the gap between clinical podiatry offices (effective but sterile and impersonal) and traditional nail salons (inviting but unequipped and often unsanitary for complex nail conditions). Millions of women hide their feet for years out of shame, cycling through ineffective drugstore products because no business exists that combines genuine expertise with a luxury, judgment-free experience. The Grata is that business.

The company is founded by Dr. Benjamin Gourley, DO, whose clinical background informs the protocols and sterilization standards that differentiate The Grata from every nail salon in the market. Critically, The Grata does not provide medical services, does not make medical claims, and does not operate under a clinical license. It is a specialty beauty and wellness studio that applies medical-grade sterilization standards to a cosmetic restoration service.

The five-year vision is to prove the concept with a single flagship location in Utah County, systematize every aspect of the operation, and scale to a national and ultimately global franchise network. The franchise model is the long-term value engine: The Grata is designed from day one to be replicated.

2. Market Opportunity

2.1 The Problem

Onychomycosis (toenail fungus) affects an estimated 10–14% of the general population, with prevalence rates climbing above 25% in adults over age 60. Despite its ubiquity, the condition carries an outsized emotional burden. Women in particular report deep shame, social avoidance, and years of hiding their feet — skipping pool parties, refusing open-toed shoes, and avoiding pedicures entirely because they feel judged.

The existing solutions fail these women in specific, predictable ways:

- Traditional nail salons lack sterilization protocols, often refuse clients with visible fungal infections, and are not trained to handle complex nail conditions safely.
- Podiatry and dermatology offices treat the medical condition but offer no aesthetic restoration, no pedicure experience, and no ongoing maintenance relationship. Wait times are long, costs are high, and insurance often does not cover cosmetic concerns.
- Over-the-counter products (topical creams, home remedies) have extremely low efficacy rates when used without proper nail preparation, leading to years of failed attempts and compounding frustration.

The result is a massive, underserved population of women who have the means and desire to solve this problem but literally have nowhere to go.

2.2 The Solution

The Grata bridges this gap with a purpose-built experience that combines the sterilization rigor of a clinical environment with the warmth, aesthetic, and hospitality of a luxury spa. Every aspect of the studio — from the interior design to the intake process to the Latin-rooted brand language — is engineered to communicate one message: you are welcome here, exactly as you are, and we know how to help.

2.3 Target Market

The primary target client is a woman aged 40 or older with disposable income, who has been dealing with toenail fungus or nail damage for years and has either been turned away by salons, disappointed by OTC products, or simply too embarrassed to seek help. The secondary market includes daughters purchasing services or gift cards for their mothers — a dynamic that is central to The Grata brand story.

Additional addressable segments include seniors who cannot safely manage their own nail care, active adults and athletes dealing with chronic nail trauma, and individuals with diabetes or circulation issues who require specialized attention (served within the scope of cosmetic care, not medical treatment).

3. Brand Identity & Positioning

The name “The Grata” is derived from the Latin word grata, meaning welcome, pleasing, or grateful. The brand tagline — Grata est quae venit (“Welcome is the one who arrives”) — establishes the emotional contract from the first point of contact: this is a place of acceptance, not judgment.

3.1 Brand Pillars

- Empathy First: The client’s emotional experience is the product. Every touchpoint reduces shame and increases confidence.
- Hyper-Sterilization: Medical-grade autoclave sterilization for all non-porous tools. Single-use items for everything else. This is a genuine differentiator, not a marketing buzzword.
- Premium Aesthetic: Warm neutrals, natural materials, soft lighting, elegant typography. The Grata looks and feels like a luxury wellness destination, not a medical office and not a strip-mall nail salon.
- Results-Focused: Without making medical claims, the studio demonstrates visible improvement through proper nail preparation, consistent care protocols, and at-home maintenance guidance.

3.2 What The Grata Is Not

The Grata does not provide medical services. It does not diagnose, treat, prescribe, or cure any medical condition. It does not employ physicians in a clinical capacity. It does not bill insurance. It does not make therapeutic claims in its marketing or client communications. This distinction is intentional, strategic, and foundational to the business model — it simplifies regulatory compliance, eliminates the need for clinical licensing or medical oversight at each franchise location, and positions the brand cleanly within the beauty and wellness industry.

4. Services & Revenue Model

The Grata generates revenue through four interconnected channels, designed to maximize lifetime client value and create predictable recurring income.

4.1 Service Menu

Service	Price	Duration	Description
Complimentary Consultation	\$0	20 min	Low-barrier entry point. Assess condition, explain process, build trust. Primary conversion tool.
Complete Restoration Package	\$1,500	6–8 wks	3–4 studio sessions (bi-weekly), full restoration pedicures, initial Grata Box home-care kit, and a full year Grata Membership included. Flagship offering.
Grata Membership (Annual)	\$70/mo	12 months	Annual membership (\$840/year) providing ongoing maintenance pedicures and member benefits. Included with Restoration Package; also available standalone. Core recurring revenue engine.
Maintenance Pedicure — Standard	\$85	45 min	Post-restoration recurring care. Recommended monthly. Core retention revenue.
Maintenance Pedicure — Advanced	\$100	60 min	More complex conditions or client-requested upgrades. Premium tier of recurring service.

4.2 Grata Box (At-Home Care Subscription)

Grata Box is a monthly subscription kit shipped directly to clients, containing OTC antifungal topicals, sterilized nail care tools, moisture-control products, and guided instructions. Pricing is projected at \$39–\$59/month depending on tier. This product creates recurring revenue that continues even when clients are not visiting the studio and reinforces the restoration outcomes between appointments.

4.3 Gift Cards

Digital and physical gift cards are available for purchase online and in-studio. The gift card program is designed specifically for the daughter-to-mother purchasing dynamic that is central to the brand narrative. Gift cards are sold at face value with zero fulfillment cost, creating immediate cash flow.

4.4 Revenue Channel Summary

Channel	Type	Role in Model
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Restoration Package	One-time (high ticket)	Client acquisition, upfront revenue, includes Year 1 membership
Grata Membership	Recurring (monthly, annual)	Core retention engine at \$70/mo (\$840/yr)
Maintenance Pedicures	A la carte (non-members)	Revenue from walk-ins and non-member clients
Grata Box Subscription	Recurring (monthly)	Passive income between visits
Gift Cards	One-time / seasonal	Cash flow & new client acquisition
Retail Products	One-time / repeat	Incremental revenue (Phase 2)

5. Operational Plan

5.1 Location Strategy

The flagship studio requires a premium, highly visible retail or office space in Utah County, Utah. Target size is **800–1,200 square feet** with ground-floor access, ADA compliance, dedicated parking, and a welcoming street presence. The interior will feature warm neutrals, natural materials (wood, stone, linen), soft lighting, and a layout designed for privacy and comfort. The studio **should** not look or feel like a medical office.

5.2 Staffing Plan (Year 1)

Role	Headcount	Notes
Founder / Lead Technician	1	Dr. Ben Gourley. Performs services at launch, transitions to oversight.
Nail Restoration Technician	1–2	Hired after Month 3–6. Internally trained and certified.
Client Coordinator / Front Desk	1	Hired after Month 3. Manages bookings, intake, retail, client experience.

5.3 Technology Stack

The technology infrastructure is designed to scale from a single location to a global franchise network without platform migration.

- Vagaro (Booking, POS, CRM, Client Management): Industry-standard salon management platform handling online booking, intake forms, credit card capture, appointment management, inventory, and future payroll. Multi-location and enterprise tiers available for franchise scaling.
- WordPress (Website): Scalable content management system supporting the corporate brand site, individual location pages, franchise recruitment, location finder, and multi-language content as the network expands internationally.
- Google Workspace (Business Standard): Email, calendar, document management, and internal communication via drben@thegrata.com.
- Social Media: Handles claimed across Instagram, TikTok, Facebook, Pinterest, LinkedIn, X/Twitter, Threads, and YouTube under @thegrata.

5.4 Sterilization & Safety Protocol

All non-porous instruments are sterilized in a medical-grade autoclave between every client. All porous tools and disposables are single-use. Podiatry-style chairs with integrated dust extraction systems are used for all nail work involving filing or reduction, preventing airborne particulate contamination. These protocols exceed standard salon practices and serve as a core brand differentiator and client trust signal.

6. Financial Plan

6.1 Start-Up Capital Requirements

The following budget reflects a premium **800–1,200 sq. ft.** studio, fully equipped and capitalized for a 6–12 month operational runway. Note: this budget intentionally excludes laser therapy equipment and any medical-grade devices, consistent with the non-medical positioning of the business.

Category	Description	Estimated Cost
Facility Build-Out	Lease deposit, plumbing, flooring, custom cabinetry, high-end aesthetic finishes, signage	\$30,000
Equipment	Autoclave, dust-extracting podiatry chairs (2–3), UV sterilizers , tool kits, retail display	\$20,000
Supplies & Inventory	Initial clinical supplies, retail product inventory, Grata Box components , packaging	\$10,000
Technology	Vagaro subscription, WordPress hosting, POS hardware, payment processing setup	\$3,000
Licensing & Legal	LLC formation (Wyoming), business registration, general liability insurance, permits	\$5,000
Branding & Marketing	Website design, photography, launch campaign, local SEO, social media content	\$10,000
Working Capital	6–12 month operating runway: lease, utilities, payroll, insurance, supplies	\$120,000
Contingency	Unforeseen expenses and opportunity buffer (20% of total)	\$10,000
TOTAL		\$208,000

The reduction from the original \$250,000 capitalization estimate reflects the removal of FDA-cleared laser equipment (\$25,000+) and the simplification of the regulatory and licensing posture following the strategic pivot away from medical service delivery.

6.2 Monthly Operating Overhead (Steady State)

Expense	Monthly Estimate
Lease (800–1,200 sq. ft., Utah County)	\$2,500 – \$3,500
Utilities & Internet	\$400 – \$600
Supplies & Consumables	\$800 – \$1,200
Technology (Vagaro, hosting, Workspace)	\$150 – \$200

Insurance (general liability, product liability)	\$300 – \$500
Marketing & Advertising (ongoing)	\$1,000 – \$2,000
Payroll (Founder + 1–2 staff, Phase 2)	\$8,000 – \$14,000
Miscellaneous	\$500
Total Monthly Overhead	\$13,650 – \$22,500

6.3 Break-Even Analysis

Using a conservative monthly overhead target of \$20,000 (midpoint of the steady-state range including full staffing), the break-even formula requires approximately \$5,000 per week in gross revenue.

Assuming a blended revenue mix of Restoration Packages (\$1,500 each, including Year 1 membership), Grata Memberships (\$70/month for renewals and standalone members), and a la carte maintenance and subscription revenue:

Revenue Channel	Weekly Target	Volume Required
Restoration Packages (\$1,500)	\$1,500/week	1 new enrollment/week
Memberships + Maintenance (\$70–\$100 avg)	\$2,500/week	25–36 transactions/week
Grata Box + Retail	\$1,000/week	20–25 subscriptions/orders
Total Weekly Target	\$5,000/week	

With 2–3 technicians operating at reasonable utilization (6–8 appointments per technician per day), this volume is achievable within the first 4–6 months of operation. Notably, the higher Restoration Package price (\$1,500) means the studio needs only one new package enrollment per week to anchor weekly revenue, significantly reducing acquisition pressure compared to lower-priced models.

6.4 Lifetime Client Value Projection

The financial power of The Grata model is in retention. A single client who completes the Restoration Package (which includes a full year membership) and renews their membership in Year 2 represents the following projected lifetime value over 24 months:

- Restoration Package (includes Year 1 Membership): \$1,500 (one-time)
- Year 2 Membership Renewal: \$70/month x 12 months = \$840
- Grata Box Subscription: \$49/month x 22 months = \$1,078
- Projected 24-Month LTV per client: approximately \$3,418

Even a conservative membership renewal rate of 50% yields a blended 24-month LTV of approximately \$2,039 per acquired client. The \$1,500 Restoration Package front-loads significant revenue per client while the included first-year membership creates an automatic retention mechanism — clients who are already members are far more likely to maintain their care schedule and renew.

7. Growth Strategy & Franchise Vision

7.1 Phase 1: Flagship (Months 1–18)

The single Utah County location serves as the proof of concept. The primary objectives during this phase are to validate the revenue model, refine the client experience, document every operational process, build a portfolio of client outcomes, establish the brand locally, and achieve consistent profitability.

7.2 Phase 2: Systematize (Months 12–24)

Before any franchise activity begins, every element of the business must be systematized and documented: the studio build-out specification, the training curriculum for technicians, the sterilization protocols, the client journey, the brand standards, the technology stack configuration, the marketing playbook, and the financial benchmarks. The goal is a franchise-in-a-box that a non-specialist operator can deploy with predictable results.

7.3 Phase 3: Franchise Launch (Months 18–36)

Initial franchise territories will target high-income suburban markets with strong concentrations of women 40+ (Scottsdale, AZ; Naples, FL; Raleigh-Durham, NC, etc.). The franchise model will include an upfront franchise fee, ongoing royalty percentage, required technology stack (Vagaro + WordPress), mandatory sterilization compliance, and centralized brand asset management.

7.4 Phase 4: National & International Expansion (Years 3–10)

The long-term vision is a global network of 1,000+ Grata studios operating under a unified brand identity, consistent operational standards, and centralized technology infrastructure. International expansion will be supported by the WordPress multisite architecture (multi-language, multi-currency), Vagaro’s enterprise and multi-location platform, and localized franchise partnerships.

7.5 Franchise Revenue Model (Projected)

Revenue Stream	Projected Structure
Franchise Fee (one-time)	\$35,000 – \$50,000 per territory
Ongoing Royalty	5–7% of gross monthly revenue
Technology & Brand Fee	\$500/month (centralized platform access)
Grata Box Wholesale Margin	Markup on centralized kit fulfillment
Training & Certification Fee	\$2,000 – \$5,000 per new technician

8. Risk Assessment

Risk	Impact	Mitigation
Slow client acquisition	Extended runway burn before break-even	Free consultation model lowers acquisition barrier. Gift card program activates secondary purchasers. Local SEO and social content build awareness.
Regulatory reclassification	Potential requirement for clinical licensing	Business model intentionally excludes all medical claims and services. Legal review completed. No prescriptive language in any client-facing materials.
Competition or imitation	Established salons add fungal nail services	Sterilization standards, brand equity, proprietary training curriculum, and franchise head start create defensible moat.
Staffing challenges	Difficulty finding qualified technicians	Internal training and certification program eliminates dependence on pre-credentialed hires.
Franchise execution risk	Inconsistent quality across locations	Mandatory technology stack, centralized brand control, sterilization audits, and ongoing training requirements.

9. Management

9.1 Founder

Dr. Benjamin Gourley, DO — Founder. Doctor of Osteopathic Medicine with clinical training that informs the sterilization protocols, nail restoration methodology, and client safety standards that differentiate The Grata. Dr. Gourley is responsible for business strategy, brand development, franchise architecture, and studio operations. He serves as the lead technician at the flagship location during the launch phase.

9.2 Advisory

The Grata will engage advisory relationships in the following areas as the business scales: franchise law and territory structuring, commercial real estate (multi-location lease negotiation), brand licensing and trademark protection, and supply chain management for the Grata Box subscription product.

10. Legal Structure & Entity Information

Item	Detail
Entity Name	Grata LLC (formation in progress)
State of Formation	Wyoming
Entity Type	Limited Liability Company
Registered Agent	TBD (Wyoming registered agent service)
Founder / Managing Member	Dr. Benjamin Gourley, DO
Primary Domain	thegrata.com
Primary Email	drben@thegrata.com
Trademarks (Pending)	The Grata — USPTO Class 44

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