

THE GRATA

Foot Wellness Studio · Grata Box
Investor & CEO-Partner One Sheet — Confidential

THE OPPORTUNITY

Toenail fungus (onychomycosis) affects **~35–40 million Americans** and over **300 million people globally**. Prevalence exceeds 20% at age 60 and 50% at age 70. Diabetics face 3x elevated risk. Yet there is **no national brand** dedicated to this population. Nail salons refuse service. Doctors rarely treat. Patients are left with shame, pain, and nowhere to go.

35–40M

Americans Affected

50%+

Prevalence at Age 70

\$0

National Brands in Category

10K/day

Americans Turning 65

ONE BRAND — TWO CHANNELS

The Grata is a single, premium brand delivering toenail restoration through two complementary channels — an in-studio experience and a shippable at-home treatment kit. Both channels reinforce brand loyalty, and every client who enters through one channel becomes a customer of the other.

THE GRATA STUDIO

Premium brick-and-mortar foot wellness studio. Luxury spa aesthetic with professional-grade sterilization protocols. Franchise model. Target: Women 40+.

Revenue: Restoration packages, memberships, recurring maintenance visits, retail, Grata Box upsell

Flywheel: Every studio client goes home with a Grata Box subscription

GRATA BOX

Shippable OTC toenail restoration kit. DTC e-commerce with monthly subscription resupply. B2B white-label channel for clinics and spas.

Revenue: Kit sales, subscription resupply, white-label licensing to clinics & spas nationwide

Flywheel: Box subscribers become studio clients when locations open near them

BUSINESS MODEL & GROWTH PATH

The Grata Studio is a premium foot wellness destination offering comprehensive toenail restoration packages, ongoing maintenance pedicures, memberships, and curated retail. The studio experience is designed around luxury, empathy, and professional-grade care — filling the gap between clinical podiatry offices and traditional nail salons that refuse clients with fungal conditions.

Grata Box is a shippable OTC toenail restoration kit sold direct-to-consumer via e-commerce, with a monthly subscription resupply model that keeps clients on protocol between studio visits — or serves the millions who don't yet have a studio near them. The B2B white-label channel allows clinics, spas, and podiatry practices to offer the Grata Box under their own brand, creating a wholesale revenue stream with zero customer acquisition cost.

Growth Path: The Grata launches with a flagship studio location and concurrent Grata Box e-commerce. Once the studio model is proven, the brand scales through franchise licensing — packaging the brand, protocol, training, supply chain, and built-in Grata Box integration into a turnkey system. Franchisees purchase product supply exclusively through The Grata, creating layered, recurring revenue at every level of the business.

THE ASK — INVESTMENT + CEO-PARTNER

I am seeking a **capital partner who also brings operational leadership** — someone prepared to step into a CEO or COO role and help build the day-to-day engine while Dr. Gourley drives brand strategy, protocol development, and franchise architecture. This is not a passive investment — it is an invitation to co-build the category leader in a market with zero incumbent competition.

Seed round details, equity structure, and role scope are available upon mutual interest.

Dr. Benjamin Gourley, DO — Founder

drben@thegrata.com | thegrata.com | Confidential — April 2026