

A 24/7 MOVEMENT SANCTUARY AND
COMMUNITY HUB FOR ART, WELLNESS,
PERFORMANCE ART, AND MULTI-MEDIUM
PHYSICAL EXPLORATION

SET TO OPEN IN JANUARY OF 2026



THE ATRIUM

BY FLOE

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(1) VISION & MISSION

(2) THE CONCEPT

(3) MARKET OPPORTUNITY

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VISION+MISSION



Vision:

A 24/7 creative sanctuary where movement, performance, and community converge—offering artists, athletes, and dreamers a home to grow and express themselves.

Mission:

To make inclusive, high-quality movement and performance spaces accessible in Bushwick.

Through collaboration, sustainability, and artistry, The Atrium bridges wellness and nightlife, fitness and performance—a living ecosystem of creativity.

Core Values:

- Accessibility & inclusion
- Sustainability & community care
- Artistic freedom
- Safety & professionalism



THE CONCEPT



What it is:

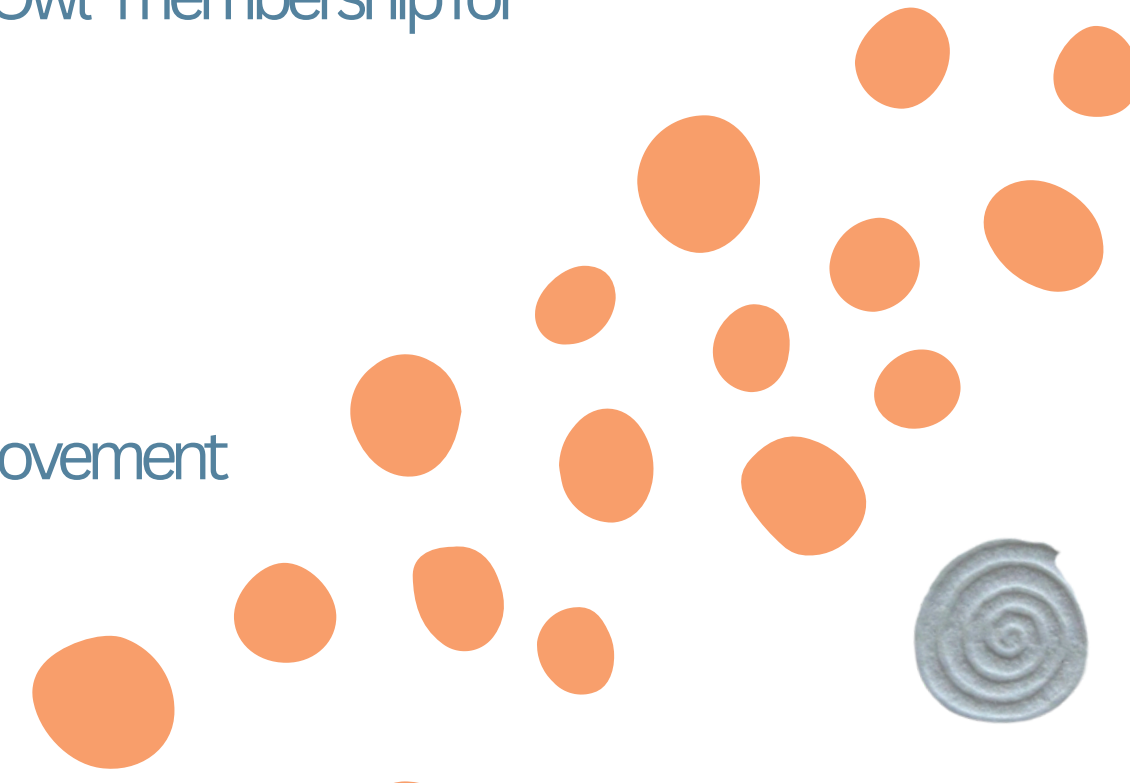
A membership-based hybrid movement studio blending yoga, pole, aerial arts, dance, and wellness with creative coworking and event potential.

Location:

The Box Factory,
1519 Decatur St, Unit 203 ~ an 877.8 sq ft studio with 16ft ceilings and direct-to-beam rigging

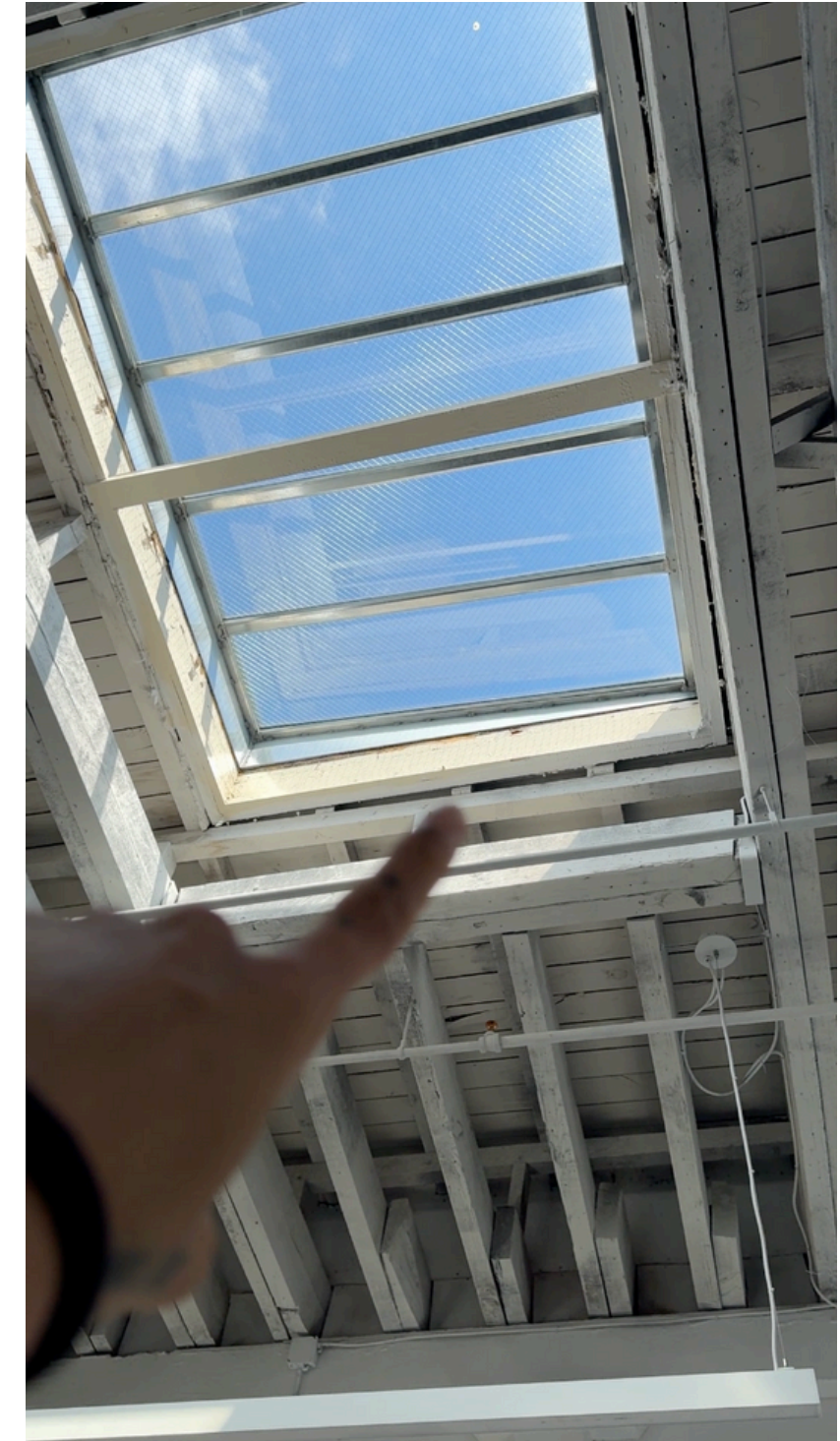
Key Features:

- **Yoga classes,** Pole classes, **Aerial/ Circus classes,** Floor/Dance classes
- **Hybrid/ Modular Setup:** Poles and aerial points interchangeable
- Rigging for silks, hoops, and hammocks
- Open-studio hours and after-hours “Night Owl” membership for trained users
- 24/7 access for trusted members
- Kids + College after-school programs
- Rehearsal and event rental options
- Atmosphere: equal parts training studio, movement space, art house, event space, and community center/hub



THE SPACE

The space is **21'x41.8'** (**877.8 square feet**) with additional common/lounge space, bathrooms we do not have to maintain, free WiFi, and a coffee shop attached.



MARKET OPPORTUNITY



Neighborhood Insight:

Bushwick is one of NYC's most creative and fast-evolving neighborhoods, home to performers, drag artists, and tons of traveling or local circus / dance collectives.

- Median income: ~\$50K
- Culturally rich, diverse, and nightlife-forward
- Proven appetite for interdisciplinary creative spaces

Gap in the Market:

- Few accessible studios offering pole, aerial, and yoga under one roof
- High rental costs and limited rehearsal space for small companies
- Lack of late-night, safety-certified studio access

Opportunity:

To serve both fitness/wellness consumers and performance professionals seeking a sustainable, flexible home base.



COMMUNITY & PARTNERSHIPS/ COLLABORATIONS



Confirmed / In-Progress Partnerships:

- Pohler Dance Company
- Tea Lady @tealadyshop; @tealadykatie
- Stagetime @stagetimenyc; @pjadz
- Mikki Ma'at @mikki_maat
- Nina Divina (established burlesque producer & performer) @nina.diviina
- Costume Closet NYC – event + costume collaboration

Potential Partnerships:

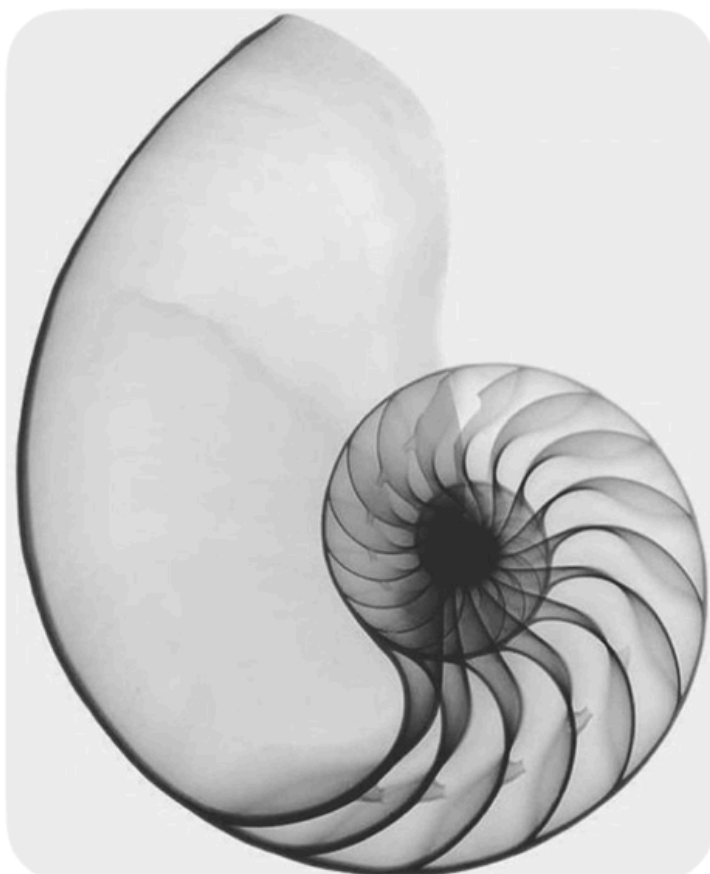
- Paradigm Theater – biannual student/instructor showcases
- The Jiu Jitsu Lounge (downstairs) – cross-promotion
- **CirqueHaus, House of Yes, Rubulad,** – cultural collaborators
- Burlesque, Brooklyn Drag + NY Theater Orgs – performance partnerships
- Traveling Performers + After-School Programs

Featured Artists:

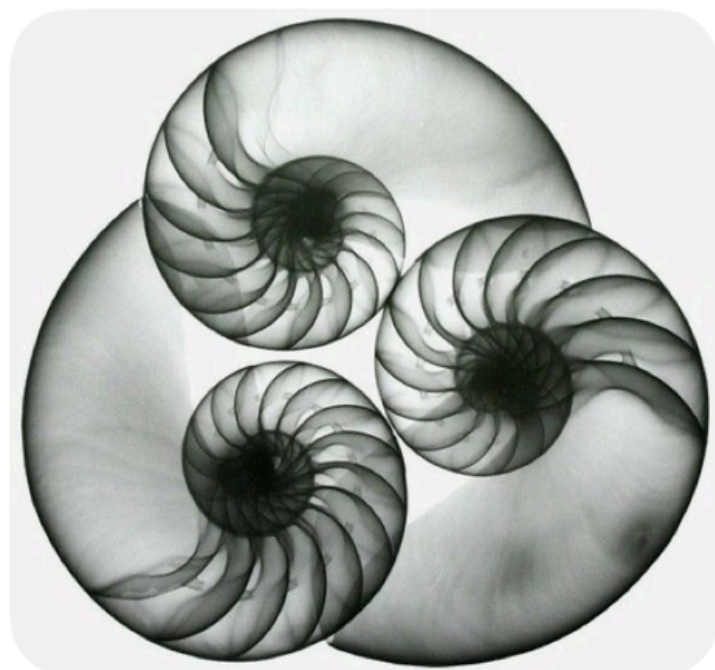
- Summer Reign – burlesque performer & SW (weekly “Stage Time” Thursdays)
- PJ – Broadway performer (on The Book of Mormon)
- Naima – dance company owner + permanent resident

Community Role:

The Atrium will serve as a home base for movement artists - hosting open studio sessions, jams (movement, theater, and music), and rehearsal nights when classes are not in session.



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PROGRAMS & OFFERINGS

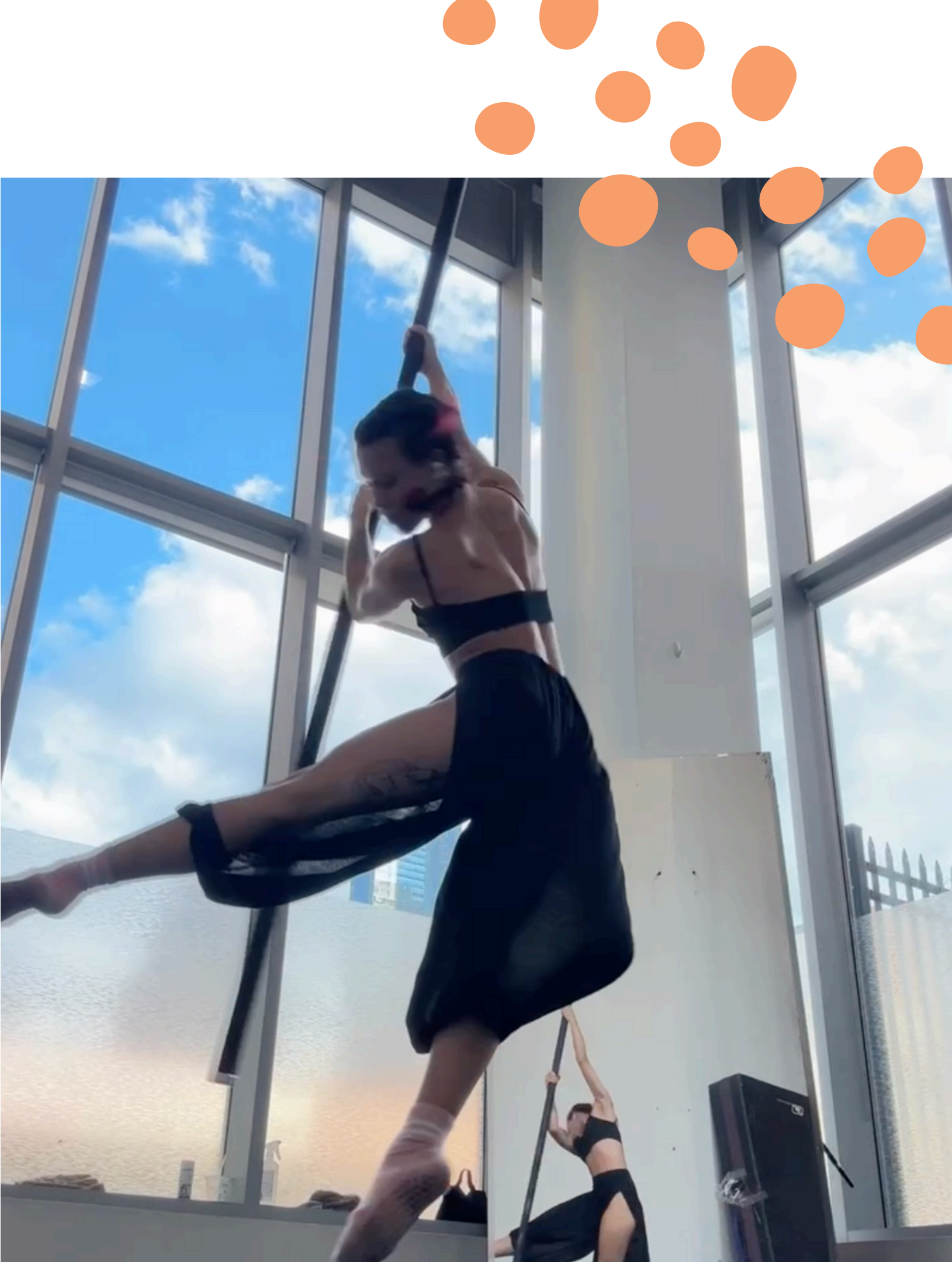


Class Framework:



Pulled from the official schedule [FLOE schedule - Sheet1](#)

Category	Sample Offerings
Yoga	Morning Flow, Yin/Yang, Power Flow
Pole Dance	Pole 101, Pole 1–3+, Open Pole
Aerial Arts	Silks, Lyra, Hammock
Community Events	Burlesque Thursdays, Jazz Nights, Drag, Holiday Shows
Youth + College Programs	After-school movement + mentorship
Workshops	Pole Choreo, AcroYoga, Lap Dance, Mindful Flow
Memberships	Open-studio + 24/7 Night Owl

Classes run daily (morning–night), with open-studio hours overnight.



Weekly classes

Mon	Tues	Weds	Thu	Fri	Sat	Sun
7:00am morning flow	7:00am morning flow	7:00am morning flow	7:00am morning flow	7:00am morning flow	9:00am morning flow	
8:00am yin/yang	8:00am yin/yang	8:00am yin/yang	8:00am yin/yang	8:00am yin/yang		
10:00am pole 101	10:00am donation flow	10:00am pole 101	10:00am donation flow	10:00am pole 101	10:15am pole 101	10:00am morning flow
11:30am donation pole	12:00pm donation flow	11:30am donation pole	12:00pm donation flow	11:30am donation pole	12:00pm yin/yang	11:15am yin/yang
12:45pm donation pole					1:30pm -3:30pm open pole	12:45pm pole 101
2:00pm donation flow	2:00pm donation flow	2:00pm donation flow	2:00pm donation flow	2:00pm donation flow		2:15pm pole 1 & 2
3:00pm -5:00pm open pole	3:00pm -5:00pm open pole	3:00pm -5:00pm open pole	3:00pm -5:00pm open pole	3:00pm -5:00pm open pole	4:00pm yin	4:00pm yin
5:30pm pole 1	5:30pm flow	5:45pm self defense	5:30pm flow	5:30pm flow		
7:15pm flow	7:00pm yin	7:00pm flow	7:00pm pole 1 & 2			
8:30pm yin	8:45pm pole 2	8:15pm yin				



YOGA TT+POLE INSTRUCTOR TRAINING/ FUNDAMENTALS AT THEATRIUM

(COMING SOON!!)

PRICING & MEMBERSHIPS



Drop-Ins:

- Yoga: \$25
- Pole: \$30 (sliding)
- Open Pole: \$18–22

Packages (auto-renew w/5% discount):

- Yoga 10-Class: \$225
- Pole 10-Class: \$255
- Combo 10-Class: \$400

Memberships:

- Yoga: \$160/mo
- Pole: \$190/mo
- Combo: \$325/mo
- Night Owl Access: \$200/mo (overnight, 24/7 rigging access)

Events & Workshops:

- Events: \$20–130
- Workshops: \$35–200





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Pricing Philosophy:

Accessibility and sustainability must co-exist.

We aim to be the most affordable studio in all of Brooklyn, and greater New York, serving all facets of the population, from low-income to high, focusing on an environment not only of *“you belong here”*, but *“you are celebrated here”*, and *“you are a core part in making this space what it is (safe, accessible, enjoyable, thoroughly thought through and intentional, full of love, color, learning, and freedom).”*

We will continuously offer sliding scale and donation-based options while maintaining profitable margins, with our focus on building, expanding, and bettering our vibrant community as we grow, with full transparency and intention.





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Instructor Pay

- **Rate:** Instructors earn **\$60 a class**, unless donation-based or agreed upon otherwise.
- Why it matters: Fair, competitive pay attracts top-tier talent and ensures consistent quality. We care about pay transparency: No instructors secretly make more or less than others, and pay is open-format in a dialogue style, meaning we will always increase rates when we are able to.
- **Projected payroll:** ~\$4,000/month in Year 1 (scaling with revenue).

Other Benefits:

- We aim to be the **first wellness studio space** with insurance for managers, and are working on figuring this out right now:)

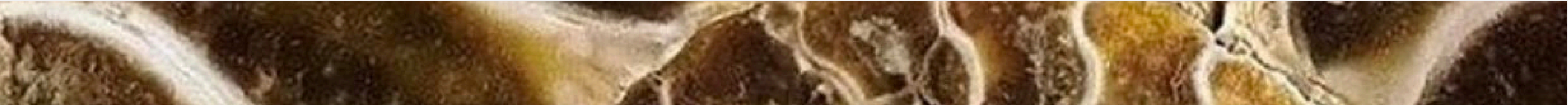
Taxes & Legal

- Operating under **For the Love of Good LLC** (New York)
- Estimated tax allocation: ~15% of net profit reserved monthly.
- Compliance: LLC filing, liability insurance (\$3M coverage), and quarterly reporting via accountant.
- We have **2 Business Lawyers** and **1 Employment Lawyer** on our team





Category	Estimated Cost	Notes
Rent & Utilities	\$3,306	Box Factory lease
Payroll	\$4,000 (starting Jan 1)	scalable
Software + Marketing + Utilities	\$200	Instagram Ads, Google Ads, guerrilla ads
Insurance & Legal	\$260	coverage + bookkeeping
Maintenance & Supplies	\$100-150	cleaning, mats, upkeep
Total:	\$7,916	BE: <i>approx 22 auto-renew mo/yoga mems, 22 mo/pole mems, 2 mo/night owl mems</i>



Marketing Strategy & Budget



Channel	Focus	Monthly Budget
Instagram Ads	Local creatives + retargeting	\$250
Google Ads	<i>“Yoga in Bushwick”, “Pole Classes NYC”, “Beginner Friendly”, “Open Level”, “24/7”, “Open Studio”, “Community”, “Windows”, “Plants”, “Dance”, “Daylight” keywords</i>	\$250
Guerrilla Marketing	Posters + collabs + event cross-promo + A-Frame Signs	\$200
Total Launch Phase Spend:		\$700/ mo

ROI Expectation: 3–5 new paying members per week in first 90 days.

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INVESTORS

Investor Membership Credit Model

To reward early backers and keep capital circulating within the community:

Revenue & Returns

Assumptions for Projection

- 100 active members by Month 6
- Consistent but conservative drop-in and event traffic
- Standard NYC operating costs
- Studio open 7am–12am + Night Owl 24/7 access for eligible members
- Full month of classes & events (no seasonal dip)

Revenue Breakdown (Monthly):

A. Memberships (core recurring revenue)

- Yoga: $20 \times \$160 = \$3,200$
- Pole: $40 \times \$190 = \$7,600$
- Combo: $25 \times \$325 = \$8,125$
- Night Owl: $15 \times \$200 = \$3,000$

TOTAL MEMBERSHIP REVENUE: \$21,925



PROJECTED PROFITS



B. Drop-Ins + Class Packages (predictable add-on income)

- Yoga drop-ins: $\sim 40 \times \$25 = \$1,000$
- Pole drop-ins: $\sim 50 \times \$25-30 = \$1,250-1,500$
- Open Pole: $\sim 60 \times \$18-22 = \$1,080-1,320$
- 10-Class Packages sold monthly: $\sim \$2,300$

TOTAL DROP-IN + PACKAGE REVENUE: **$\$5,500-\$6,100$**

EXPENSE BREAKDOWN (MONTHLY)

Core Fixed Costs

- Rent + utilities (The Box Factory): $\$3,306$
- Instructor Payroll: $\$3,000$
- Insurance (NYC aerial/pole): $\$30-\40
- Marketing (Google + IG ads + ClassPass + flyers): $\$1,500$
- Admin, software, cleaning, supplies: $\$400-\600

TOTAL EXPENSES: **$\sim \$8,500-\$8,900$**

NET PROFIT (MONTHLY): **$\$20,325-\$22,725$ per month (after Month 6)**

Investor Upside:

- Fast recoup timeline
- High-margin model
- Strong recurring revenue base
- Scalable to 150+ members with minimal added cost

C. Events & Workshops (high-margin revenue)

- Events (4-6/month): $\$1,200-\$2,000$
- Workshops (2-4/month): $\$600-\$1,200$

TOTAL EVENTS & WORKSHOPS: **$\$1,800-\$3,200$**

TOTAL PROJECTED MONTHLY REVENUE: $\$29,225-\$31,225$ / month

PROFIT MARGIN

- Monthly margin: 65-72%
- Recurring revenue stability: 75%+ comes from memberships
- Add-on revenue upside: unlimited (workshops, residencies, private rentals)

BREAKEVEN POINT: **$\$8,500/\text{month}$** = 45-50 members (very achievable in Bushwick)

Monthly revenue goal: **$\$20-32\text{K}$ by Month 6**

Breakeven: **$\$8.5\text{K}/\text{mo}$**

Profit window: **Month 3-6**

Investor ROI:

- Investors recoup within 12-18 months via membership credits + revenue share.
- Option to convert credits \rightarrow equity or extended membership access.





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Investor Payout/ ROI Structure: Convertible Supporter Units (Investor-Lite Equity Model)

Investment	Rewards	ROI Structure
\$10 K	\$3 K credits + 1 yr Night Owl Access + “Founding Member” plaque, Residency Options	Converts to 0.5 % equity or 1 % profit share after 12 mo
\$25 K	\$7.5 K credits + Co-branding on events, Residency Options	Converts to 1.5 % equity or 3 % profit share
\$50 K	\$15 K credits + “Presented By” branding + seat on Advisory Board, Residency Options	Converts to 5–10 % equity or 10 % profit share

Note: ALL of this is negotiable. Be direct with your wants :)

BUSINESS MODEL + FINANCIALS



Revenue Streams:

- Class & Membership Revenue
- Instructor-led Workshops (revenue split 50–60%)
- Rentals & Private Lessons
- Events & Ticket Sales
- Sponsorships & Collaborations (ClassPass, local orgs)
- Merchandise
- Online offerings
- Studio Open Hours (all mediums)
- home base for movement / dance companies
- Nightlife events
- Space Rentals
- Daytime markets

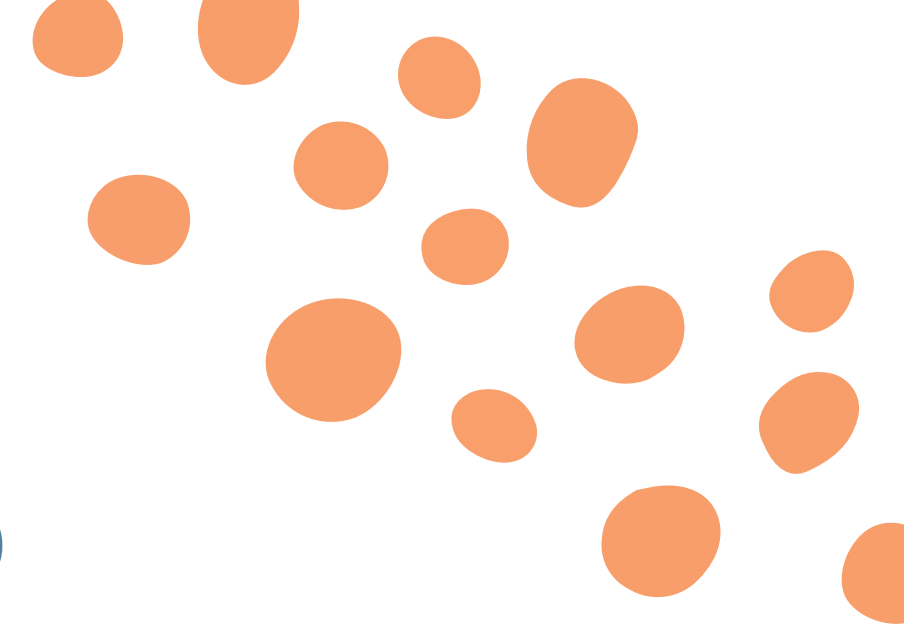
Expense Overview:

Rent: \$3,306/mo (Box Factory) FLOE Business Plan

Payroll: ~\$4k/mo

Insurance, Utilities, Software: ~\$200/mo

Marketing & Ads: \$700 launch budget



THE ASK



Startup Capital Required:

\$50K–\$75K total FLOE Business Plan

- Lease Deposit & Buildout: \$15–20K
- Rigging & Equipment: \$2–3K
- Flooring: \$5–13k
- Insurance & Legal: \$1–3K
- Marketing & Website: \$1–2K
- 3–6 Month Operating Buffer: \$20–50K

Projected Annual Revenue: \$150K–\$700K depending on scale

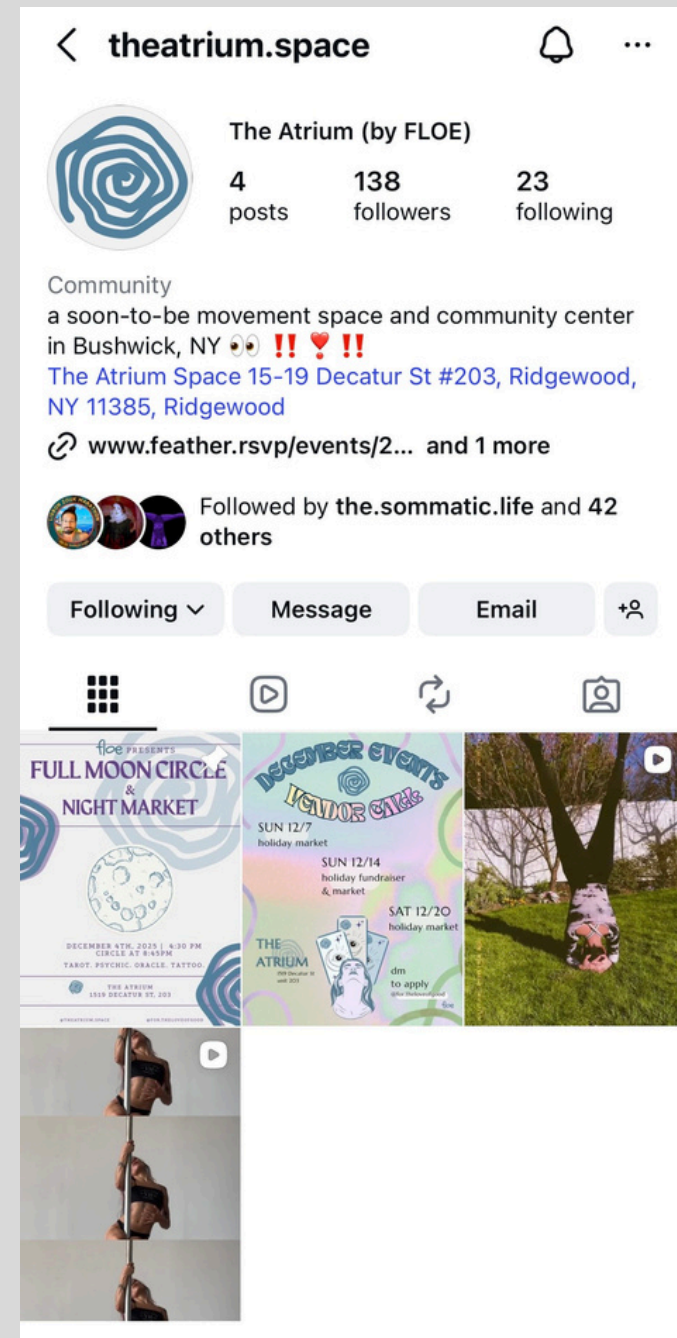
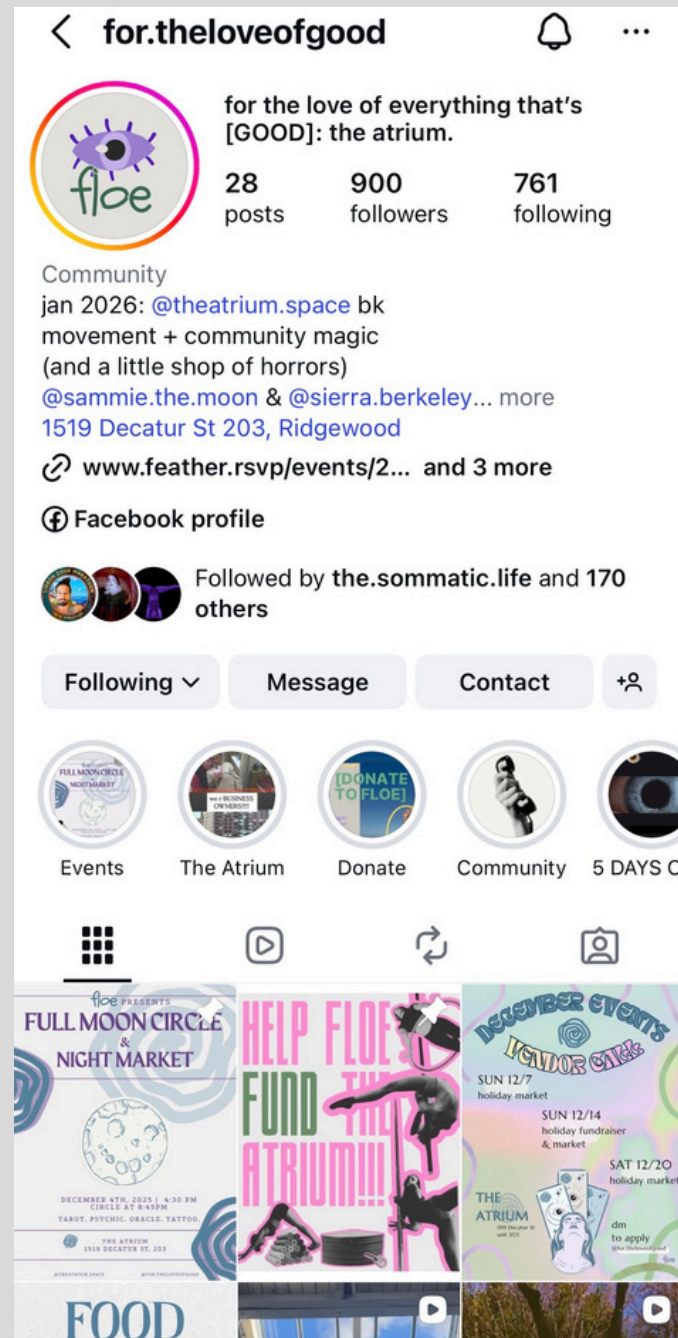
Profit Margin: ~10% in Year 1 with steady growth

Investment Ask:

- Seeking \$10K–\$100K
- \$10K tier includes membership credits, founder benefits, and community visibility
- Return structure: hybrid of membership equity and revenue share

“You’re not just investing in a studio ~you’re stepping in to help us build a creative hub and multi-media community learning center and art/care/wellness-driven atrium.”





THE ATRIUM

pole * aerial * movement * yoga * dance * community



TESTIMONIALS



Hi :) I wanted to reach out and say thank you so much for creating such a warm and welcoming environment [yesterday](#)! It was such a confidence booster for me!! I've done yoga for a while now and when I saw the event it seemed like such a great way to get out of my comfort zone with something I've never done and I'm so grateful I got to do it in a positive environment surrounded by amazing people and such great energy!! 💕

★★★★★

8 months ago

Foundations / Gentle with Sierra

The instructor was very kind, and the class was gentle and relaxing. Nice cozy space.

★★★★★

5 months ago

Yin Yoga with Sierra

Great class! I felt very zen, relaxed and well stretched after! I also loved the music. Thank you for a great class!

★★★★★

Yin / Yang with Sierra

So beautiful and healing

○○○

★★★★★

2 months ago

Align & Flow with Sierra

Cannot say more positive things about Sierra's class!! Didn't want it to end! Great guide in tuning in to body, moving with ease and curiosity. Will be coming back for this amaaazing Sunday class.

★★★★★

4 months ago

Align & Flow with Sierra

Great class. Loved the instructor. Very relaxing but a good work out.

○○○

★★★★★

4 months ago

Yin / Yang with Sierra

I love the yin yang combo left me feeling very relaxed

○○○