

Incorporate Massage is tech-enabled provider of corporate massage services, bringing the benefits of technology into a vertical that has been slower to adapt. Vii, our booking application, provides an easy and convenient way to bring the benefits of massage into even the largest organizations.

## TECHNOLOGY

Vii, our booking application, was specifically built to meet the needs of today's large businesses trying to bring massage to their workforce. We provide a simple, online portal where all interactions are handled.

## COVERAGE

Larger organizations often have the difficulty of finding and managing multiple massage vendors. With 1,100 massage therapists working for us, we provide a single contact and nationwide coverage.

## THERAPISTS

Not all therapists are trained or experienced in corporate chair massage, but all of ours are. We only accept about 12% of all the therapists that apply, which means our customers only get the best.

## THE MARKET

In 2018, the *corporate massage* industry was valued at \$1.2B, while the larger *corporate wellness* industry was valued at \$7B. A recent report has listed that the global *corporate wellness* market is expected to reach values of approximately \$72 billion by 2023.

## DIGITAL INBOUND

The vast majority of Incorporate Massage's growth comes from digital inbound channels, including social, organic search, local search, and paid ads.

## BDR

We are currently experimenting using a BDR team to email and call targeted, larger accounts. We've just started, but initial signs are good.

## STRATEGIC PARTNERS

In addition to the more traditional strategic partners, we are establishing referral and reseller partners that are unique to our space and finding positive ROI.

## THE DREAM TEAM



**Amelia Wilcox**  
Founder, CEO



**Paul Shin**  
CRO



**Dan Tyre**  
Board, Sales



**Adam Slovik**  
Board, Technology



**Pamela Stevensen**  
Board, Marketing