



Nordic-style bathhouse

www.sauna.day

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Images used for inspiration only.





SAUNA EXPERIENCE: A COMMUNITY OF WELLNESS AND CONNECTION

EXECUTIVE SUMMARY

Reconnecting to ourselves and our communities through the ancient, yet refreshingly modern, practice of sauna.



Mission

Product:

Building on the growing nationwide trend for beautifully designed and accessible public saunas and bathhouses, Saunaday builds more resilient communities through the ancient practice of sauna and cold therapy. Saunaday features a communal bathhouse that includes two Finnish saunas, cold plunge, hot soaking tubs, infrared sauna, steam room, and indoor relaxation garden; as well as a 2 sauna suites.

Customers:

Adults interested in the physical, social, mental benefits of sauna. Group gatherings and celebrations such as birthdays, teams, and more will also use this product as a more accessible alternative to typical area day spas.

Proposed Format

HOURS

Wed - Mon, 7am-9pm

LOCATION

315 S Blount St

PRICING

~\$50 for 2-hr entry

~\$200 for 2-hr Private Suite

IDENTITY

Saunaday is the first Finnish-style bathhouse and brand in Madison, Wisconsin, focused on building resilient communities through the proven (and enjoyable) social, physical, and emotional benefits of communal bathing and contrast therapy.

PROBLEM

In the Madison-area, we currently do not have a modern, social bathhouse delivering a spa-like experience at an accessible price, that can be enjoyed any day of the week. As we see trends towards increased awareness of holistic health, decreased drinking by Gen Y, and epidemic levels of loneliness, public saunas are proven to support public health.

SOLUTION

Saunaday features a 2-hour public sauna circuit that can be taken at your own pace: 1) Sauna (~20 min), 2) Cold plunge (3-5 min), 3) Relax and rehydrate in our plant-filled lounge. In addition to the public circuit, suites are available for small groups.

TARGET MARKET

The beauty of the Saunaday target market is that it's designed to attract a diverse range of people—from young professionals looking for affordable and healthy social alternatives, parents looking for a mental break in their day, retirees looking for social connection, and anyone who wants to feel the natural high of contrast therapy.

THE COMPETITION

We're currently working in a local market gap, and will need to work quickly before national sauna and infrared franchises begin closing in our market and make digital advertising more expensive. Adjacent competition includes saunas at gyms and local day spas that focus more on 1:1 treatments and private sauna spaces.

REVENUE STREAMS

- **Communal Sauna:** 2 hours, \$45-55 (40 people max in 5000 SF)
- **Sauna Suites:** 1h 45, \$200 (2 suites, maximum of 8 people per suite)
- **Add ons:** Semi-private hot soaking tubs, infrared sauna, exfoliating scrubs, etc.
- **Marketplace:** Spa retail and refreshments

EXPENSES

- **Significant Build-out Investment:** Specialized structural, sauna and pool consultants.
- **Rent:** 4-5k SF in a value-aligned location
- **Payroll:** Labor-light model
- **Marketing & Brand:** High initial investment to educate
- **Utilities and services:** Ongoing power and water costs

MARKETING ACTIVITIES

- Social Media (@saunaday): Instagram and Tik Tok focus; social media ads and content creation
- Website (Sauna.Day): SEO (anticipate a low cost per click in this market), weekly newsletter, and booking your "Sauna Day"
- Press push nearing launch