



# clip'n climb®

INTERNATIONAL

The **opportunity** to  
do something *different.*

[clipnclimb.eu](http://clipnclimb.eu)



# The Clip 'n Climb *Experience*

Developed in New Zealand in 2005, Clip 'n Climb has brought the niche sport of indoor climbing to everyone. The first UK Clip 'n Climb facility opened in 2011 and this unique and exciting activity has grown in popularity ever since.







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# The Clip 'n Climb *Opportunity*

## Why *invest* in Clip 'n Climb?

Unlike traditional climbing which involves two people climbing together using a rope system, Clip 'n Climb uses **state-of-the-art automatic belaying technology** so that climbers can simply clip into the safety system and climb the Challenge in front of them; removing the need for a climbing partner and promoting a more dynamic, high energy climbing experience.

With more than 35 different Clip 'n Climb Challenges available in a range of funky contemporary colours, it has huge appeal regardless of age or aptitude.



## Climbers

Clip 'n Climb is a healthy, action-packed climbing experience bringing more than one million fun-loving people through the doors since the first facility opened in 2005.

Although the highest proportion of session climbers are in the 6-16 years category, the design of the Challenges, the way we operate and the way we communicate encourages anyone with a passion for adventure to have a go.



Age 4-5 (11%)    Age 6-16 (76%)    Age 17+ (13%)

## Spectators

Because of the appealing environment Clip 'n Climb Challenges create, our venues are increasingly popular with spectators (95% of the client base are spectators) who come to support their friends and family. Where food and drink facilities are available they offer a valuable source of additional income.

## Repeat business

For many visitors, Clip 'n Climb is not a one off experience. Our customers like to set themselves goals whether it is to try and perform faster climbs to attempting new and unique challenges – there's always something to come back for. This means that there are plenty of repeat business opportunities for investors.

## High quality product

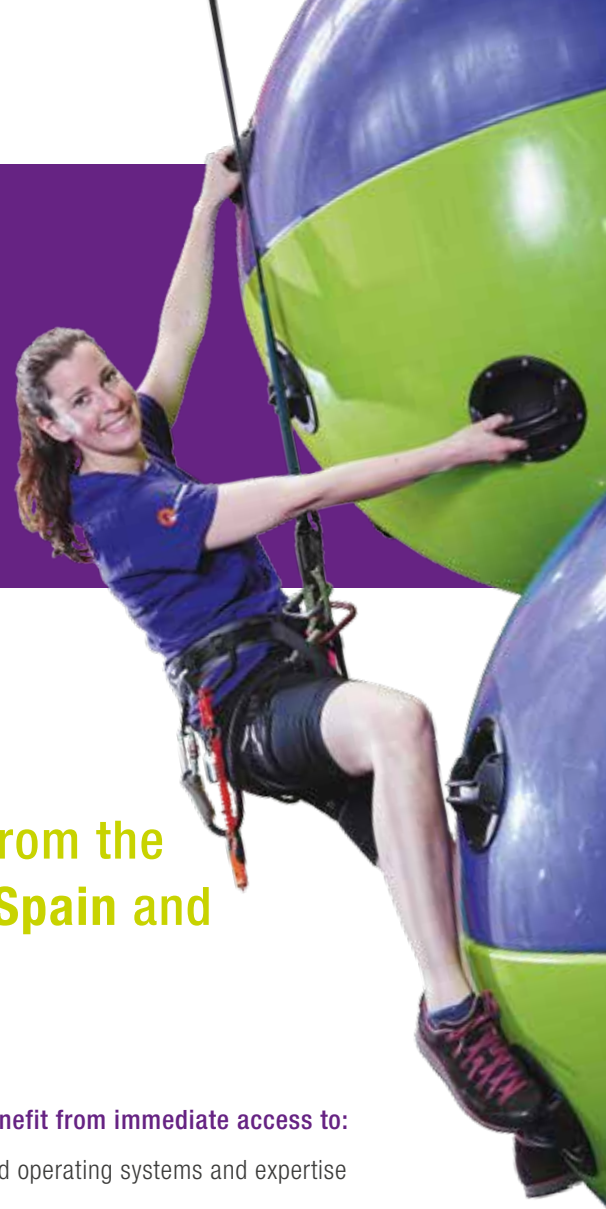
### Clip 'n Climb products:

- Have a proven safety record
- Offers a huge variety of exciting and colourful Challenges with varying degrees of difficulty
- Incorporate different tactile surface textures
- Stimulate cognitive interaction
- Appeal to a broad age range
- Tap into initiatives (especially for children) that promote health and wellbeing



**“Projected sales revenues have been exceeded every month since opening. I’m astounded by the huge levels of repeat business.”**

**Martin Horne, Clip ‘n Climb Maryport.**



**We have centres throughout the world from the United States to Cambodia, Canada to Spain and now we’re really taking off in the UK.**

### **Proven, profitable and growing**

As a business model, Clip ‘n Climb generates strong cash flow and impressive profitability which, combined with our on-going support, makes it an exciting commercial opportunity for motivated investors. **We know:**

- The greatest income and profitability is achieved when local children are not at school
- Birthday parties are a key income stream
- Marketing costs are low because of the success of viral advertising and social media usage among the target audience
- Heating and lighting costs are relatively low as it is not necessary to heat the Clip ‘n Climb Arena
- Insurance costs are lower than expected – an indication of the acceptance of the activity by insurers and recognition that Clip ‘n Climb facilities are statistically very safe

### **You’ll be part of our global family**

Partner with Clip ‘n Climb and you’ll have access to the experience, expertise and resources of our successful global business so you don’t need any prior knowledge of managing or marketing this type of activity and you’ll reduce many of the costs and risks associated with starting a business on your own.

### **Investors benefit from immediate access to:**

- Established operating systems and expertise
- A comprehensive staff training programme
- A professional website template that can be quickly and easily adopted for your centre
- A wide selection of stock printed media including climbing passes and loyalty cards
- Cost effective, proven marketing strategies
- On-going support

Our in-house online booking system has proven extremely popular with users and is available at an additional charge.

### **A flexible model**

A broad spectrum of business models are in operation around the world including stand-alone facilities, facilities shared with traditional climbing centres, facilities in retail outlets and within municipal leisure centres. In each case, the business model has proven to be extremely successful.

# Case Study

## Exeter



**Population of City:** 121,800 (2013 Census)

**Number of Challenges:** 21

**Number of Climbing Lines:** 28

**Capacity of Clip 'n Climb per Hour:** 30

**Clip 'n Climb Floor Area:** 150m<sup>2</sup>

**Briefing / Party Room:** 1

**User visits 2013 - 2014:** 40,536

Price:	AGES	PEAK	OFF-PEAK
	4 - 5	£8.00	£5.00
	6 - 16	£12.00	£8.00
	17+	£17.50	£12.00

	Oct 11 to Mar 12	Year to Mar 13	Year to Mar 14	Year to Mar 15
<b>TOTAL INCOME</b>	<b>161,048</b>	<b>394,871</b>	<b>391,602</b>	<b>409,162</b>

<b>DIRECT COSTS</b>				
Birthday Parties	6,059	14,889	10,584	8,890
Staff	35,174	96,860	73,900	76,063
Climbing equipment & safety gear	1,117	1,827	1,267	2,045
Trublue Maintenance	-	693	14,086	7,718
Maintenance	72	10,807		
Cleaning	1,734	8,093	6,589	7,634
General operational expenses	379	188	0	168
<b>TOTAL DIRECT COSTS</b>	<b>44,535</b>	<b>133,357</b>	<b>106,426</b>	<b>102,518</b>

<b>GROSS PROFIT</b>	<b>116,514</b>	<b>261,513</b>	<b>285,176</b>	<b>306,644</b>
Gross Profit %	72%	66%	73%	75%

<b>STAFF COSTS</b>				
Salaries	41,832	82,419	88,069	91,195
Initial training expense	1,838	0	0	0
Motor expenses	305	0	606	1,757
<b>TOTAL STAFF COSTS</b>	<b>43,975</b>	<b>82,419</b>	<b>88,675</b>	<b>92,952</b>

<b>PREMISES COSTS</b>				
Rent	4,166	25,000	24,049	26,413
Rates	1,589	3,771	3,142	3,545
Heat & Light	2,889	3,262	2,732	5,418
Other Premises costs	1,646	3,154	606	5,273
<b>TOTAL PREMISES COSTS</b>	<b>10,290</b>	<b>36,525</b>	<b>36,525</b>	<b>40,649</b>

<b>ADMINISTRATION EXPENSES</b>				
Marketing	8,097	4,623	7,055	6,071
Printing & stationery	2,820	4,111	3,058	2,105
Insurances	2,445	5,137	5,392	5,400
Telephone & broadband	585	603	522	781
Bank charges	2,462	6,855	6,020	7,195
Professional fees	1,437	4,214	2,673	1,712
Sundry expenses	2,372	3,829	2,999	2,228
<b>TOTAL ADMINISTRATION EXPENSES</b>	<b>20,218</b>	<b>29,372</b>	<b>27,719</b>	<b>25,492</b>

<b>Profit Before Tax &amp; Depreciation</b>	<b>42,030</b>	<b>113,197</b>	<b>132,257</b>	<b>147, 551</b>
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#### Notes:

1. Oct 11 to Mar 12 includes pre-opening costs of £11,820
2. Capital expenditure for an identical centre approximately £320k.

# Full to the brim with *Challenges*

## Safe Solo Climbing

All climbers are fitted with a harness during the briefing period.

At the top of each Challenge is an auto belay.

At the end of the auto belay webbing line that runs down in front of the Challenge, there are two karabiners. Both are locking karabiners and one (the 'keylock karabiner') requires a special key to unlock it.

When the Challenge is not in use, the keylock karabiner is clipped into the top of the articulated mat. Once clipped, the tension exerted on the auto belay webbing pulls the mat to a vertical position in front of the Challenge.

At the base of every Challenge is an articulated cushioned mat.

When a climber is ready to climb they can do so only once the articulated mat is lowered to the floor at the base of the Challenge. This can only be done once an instructor with the key for the keylock karabiner has undone the karabiner and attached it (together with the second karabiner) to the climber's harness.

Each Challenge is also fitted with a separate manual rope based safety system. Instructors are trained to use it to rescue a climber who has become stuck on a Challenge and needs assistance to return to the ground.

## Clippers

In addition to the climbers and the instructors, Clippers (usually parents or guardians of the climbers) are invited to join the briefing and activities in the Climbing Arena and assist the instructors with key clipping procedures. This provides more people on the Arena floor to help clip and unclip climbers and encourages non-climbers to get involved in the activity.





With more than **35 different Clip 'n Climb Challenges** available in a range of funky contemporary colours, it has huge appeal regardless of age or aptitude.



Aliens

Amazing

Astroball

Big Cheese

Caving  
Ladder

Checkerplate

Circuit  
Breaker



Cloud 9

Cool Bananas

Cornered

Detonator

Diamonds

Dome  
Chimney

Dry Ice



Face to Face

H Combo

Hexed

Jungle Gym

Jungle Vines

Leap of Faith  
Double





Leap of Faith  
Single



Lightning  
Crack



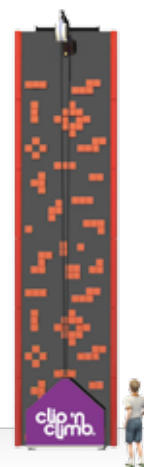
Morse Code



Orbital



Pixetron



Red Square



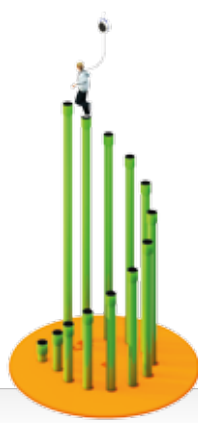
Skyscraper



Spaghetti  
Junction



Speed Climb



Stairway to  
Heaven



Steelworks



The Crag



Time Traveler



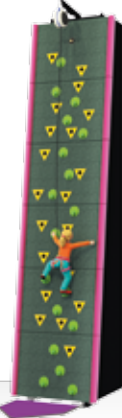
Tree Trunk



Triffid



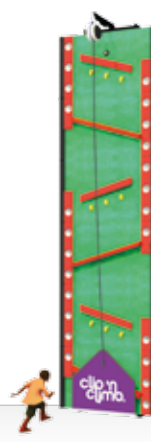
Twister



Velcro



Vertical  
Drop Slide



Zigg Zagg

# Brilliant *Products*

## Product Specifications

**Each of our Challenges is unique –** it's what drives the remarkable success of Clip 'n Climb. But while the user experience focuses on variety, the construction system that underpins Clip 'n Climb is largely standardised which makes it easy to plan the best use of the available space. Clip 'n Climb has purposefully not themed or aesthetically made the Challenges age specific so they appeal to all ages.



10.

### Panels

The majority of Challenges are based on a panel system with coloured edge mouldings. Each panel is 1.2 metres high (3.9 ft) and the width between the outside edges is 1.8 metres (5.9 ft). The panels are mounted on a customised aluminium extrusion at the top and bottom and are mounted on vertical steel columns. The steel columns are usually fixed to the floor with brackets. The tops are fixed to structural support points at the top of the wall or set in place with chains or cables at roof level.

Clip 'n Climb have a dedicated team of engineers and project managers who will do their best to ensure the Challenges will work within your chosen building.

### Height requirements

Minimum height: 6.4 metres (21 ft.) (5 panels).

Maximum height: 10 metres (33 ft.) (8 panels).

A further 400 millimetres (15.8 in) of height is required above each climbing Challenge to allow for the inclusion of the steel auto belay bracket system.

We can work with any building to make Clip 'n Climb viable. Bespoke panels can be made to measure.

### Warranties

A range of warranties are provided by the manufacturers and installers of the Clip 'n Climb Challenges, safety surfaces and climbing equipment. More detailed information, including terms and conditions and insurer information, will be included with all quotations.



# Impeccable *Safety*

## What does the initial investment involve?

### Capital expenditure

The capital expenditure for a dedicated Clip 'n Climb facility can be broken down into the following components:

- Clip 'n Climb Challenges
- The auto belay system
- Rubber crumb safety surface
- Articulated Mats

### Consumables

This includes items that may need replacing through wear and tear. **Under heavy use, all the following items of equipment should last for at least 12 months:**

- Harnesses
- Helmets
- Keylock karabiners
- Auto belay webbing lines and karabiners
- Rescue kits

**Asset leasing can be a good alternative to buying equipment outright with benefits including:**

- Flexible payment options
- Easy product upgrades
- Conservation of working capital
- Low capital contribution

We've partnered with Clear Asset Finance who provide this service at competitive rates and offer an excellent, personalised service.

## Safety and the Auto Belay System

### Safety standards

Safety is at the heart of Clip 'n Climb and all our Challenges are designed to be hazard free and are extensively tested before being introduced into the range.

- Each individual Challenge is designed, constructed and tested to ensure it complies with EN1176 (the European Standard for Playground Facilities).
- The supporting structure and auto belay attachment points are all engineered and manufactured in compliance with EN12572 (the European Standard for Artificial Climbing Structures).
- All layout designs for Clip 'n Climb facilities respect the free space and fall space requirements stipulated in EN12572.

Each individual location is subject to bespoke, local engineering verification to ensure fixing details and engineered loads are appropriately transferred. We have a third party structural engineering company that can work with you at an additional cost.

### Auto Belay

The Auto Belay is a critical component of the Clip 'n Climb system and is responsible for the high-energy, dynamic characteristics that set it apart from the traditional belay/climber partnership.

We use the best automatic belay system available on the market for complete peace of mind. This is currently the 'TruBlue' Auto Belay which uses magnetic eddy current braking technology to provide climbers with a safe controlled descent to the ground.

This system has an unblemished record for reliability and safety and can be used by people weighing between 10 and 150 kg (1.5 and 23.5 stone) and has a descent rate of approximately 1.8 metres (6 ft) per second. The system must be serviced annually.

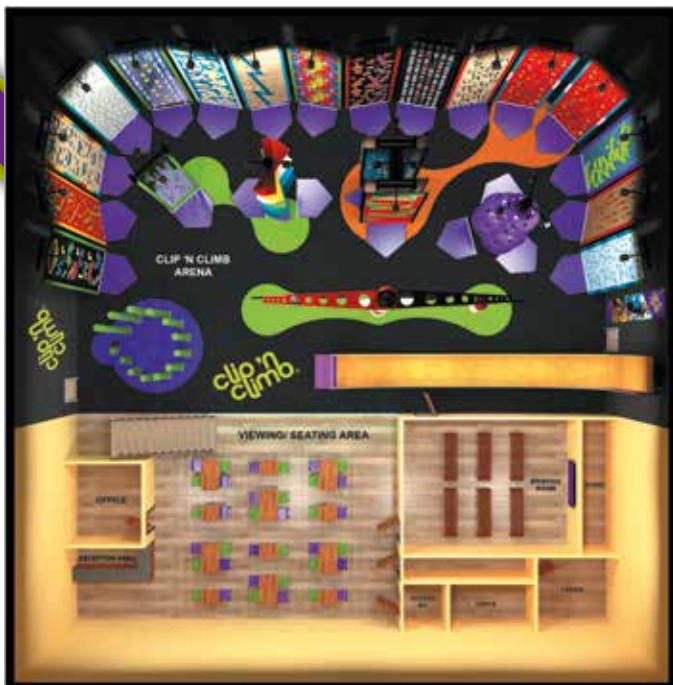
# The right *Location*

Clip 'n Climb centres can be established in a **diverse range of locations**. Due to the nature of the attraction it drives footfall and becomes a destination, especially when combined with onsite refreshments and facilities for groups, team building and parties. Therefore it's important to ensure sufficient parking spaces can be made available for visitors to your Clip 'n Climb centre.

## Building Requirements

The ideal building will have a load bearing floor (e.g. concrete slab), with straight walls and exposed structural steel available to mount Challenge frames against. As most buildings present some issues, our experienced Clip 'n Climb engineers will determine an appropriate method of fixing and installing the Challenges to meet relevant national and international safety standards.

The Clip 'n Climb sales team can work with you and offer a free site visit to determine suitability.



Ground Floor



First Floor

Building Size Ground Floor = 458m<sup>2</sup> / 4930ft<sup>2</sup>

Climbing Arena Size = 280m<sup>2</sup> / 3014ft<sup>2</sup>

Viewing Area Size Ground Floor = 178m<sup>2</sup> / 1916ft<sup>2</sup>

Mezzanine = 173m<sup>2</sup> / 1863ft<sup>2</sup>

26 Climbing Challenges / 31 Climbing Lines

12. Call +33 (0)4 76 08 53 76



# A range of ***Facilities***

You'll need to **provide a range of facilities** in addition to the main climbing area including reception area, toilets, changing rooms and lockers. Remember spectators and special events can provide valuable, additional income so it's important to cater for them adequately at the outset.

## **Briefing Room**

Prior to entering the Clip 'n Climb Arena, all climbers must be fully briefed in a controlled environment. The Briefing Room should be adjacent to the arena with no distractions and should contain, as a minimum, some seating and a TV for viewing the Clip 'n Climb safety video.

## **Food & Drink**

A café or vending arrangement is important for both climbers and spectators and, if managed well, can be an excellent stream of additional revenue.

## **Viewing**

The vast majority of customers are guided to Clip 'n Climb facilities by word of mouth and the most powerful sales tool you have is the brightly coloured, awe-inspiring Clip 'n Climb Arena itself so capitalise on it with comfortable, attractive viewing areas.

## **Party Rooms**

If you're intending to offer parties or corporate events at your venue, make sure you have sufficient space – either specifically dedicated or adaptable from other every day uses. As a guide, we recommend putting space aside for one party room for every 15 climbing places in the Clip 'n Climb Arena. So, for example, a facility for a maximum of 30 climbers would need two rooms.



# Considering the *Operations*

Because of the nature of Clip 'n Climb, it's incredibly important that operations lie at the heart of everything we do. From the safety of visitors and staff, to the characteristics of the people who work with us, these pages provide helpful information on the **operations you need to consider** when investing in your very own Clip 'n Climb centre.

## Safety

Clip 'n Climb is unique in that it transfers most of the responsibility for personal safety from the climber to the operator so it's critical the operator takes safety extremely seriously.

We have condensed the operational experience we've accumulated over more than a decade running highly

successful facilities around the world into our comprehensive Operator's Manual. This document details the recommended operating practices and safety procedures and practices that should be considered and adopted depending on the characteristics of a particular venue.

## Sessions

Running timed sessions is the ideal method for providing a fantastic experience for visitors that doesn't compromise on safety. Sessions are usually an hour with an additional 30 minute briefing.

Groups should focus on one activity at a time as the distraction of moving from one activity to another can compromise safety procedures. This applies to venues where multiple activities (e.g. rope courses or soft play) are offered.

## Briefings

The safety video briefing should be conducted in a quiet room where the video can be heard clearly with staff on hand to point out fire exits and procedures and answer any questions. Staff presence also helps to ensure the climbers and clippers are paying attention to the briefing.

## Staff Profile

We recommend employing energetic, enthusiastic and customer focussed people first and foremost as the specific skills needed to work in a Clip 'n Climb facility can be taught. Instructors must be able to climb all the Challenges at your venue and will ideally have a basic and practical knowledge of climbing rope and harness work although again training in these areas can be provided if necessary.

## Staff Training

In addition to the detailed staff training information contained within the Operator's Manual, new staff can visit a Clip 'n Climb Centre that is operated by Clip 'n Climb for practical, hands-on training and live demonstrations of safety procedures. Alternatively, existing Clip 'n Climb centres will provide on-site training for staff at new venues. We offer one week's training for all staff.





### Staff numbers

Different facility models and sizes require different levels of staffing depending on the number and type of Challenges available, opening hours, climbing capacity and spectator facilities on site.

**Staffing scenario: A typical Clip 'n Climb Centre with a maximum capacity of 30 climbers in the Arena, open 80 hours a week would require:**

#### Full time salaried staff:

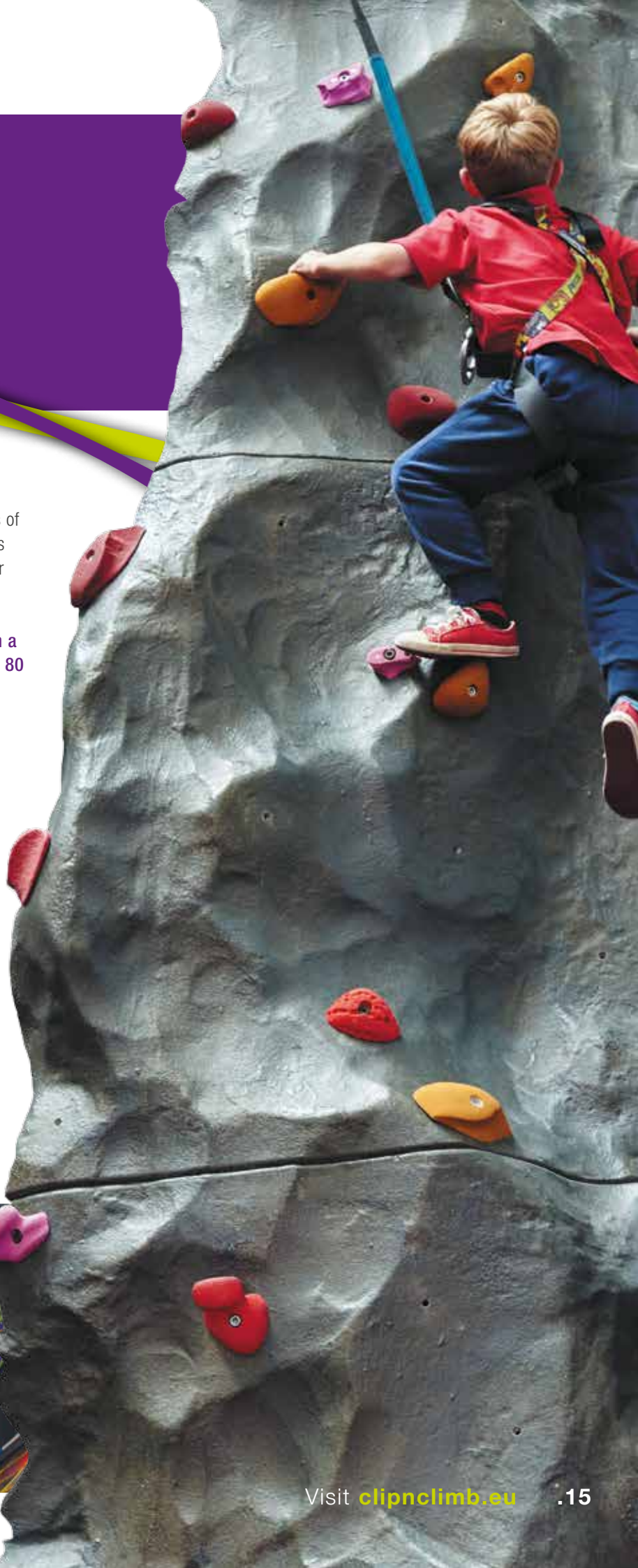
- Centre Manager
- Senior Instructor x 2
- Receptionist x 2

#### Part time casually employed staff:

- Instructors x 25

There should be a minimum of two instructors in the Clip 'n Climb Arena at all times when there are climbers present and there should be at least one instructor for every ten climbers.

Certain Challenges like the Leap of Faith and Vertical Drop Slide should be overseen by a dedicated, additional instructor.



# The Clip 'n Climb *Timeline*

## Sheer Adventure

2005

John Targett and Tim Wethey set up a company called Sheer Adventure in New Zealand and began developing a new approach to indoor climbing. They took advantage of a new auto belay technology which meant climbers could safely climb alone, focussing on the fun aspect of climbing.

2005 –  
2009

Sheer Adventure developed a range of Challenges which they introduced into four Clip 'n Climb centres around New Zealand before launching globally.

2010

Entre-Prises, a global supplier and installer of climbing walls, visited the Christchurch Clip 'n Climb facility and began discussions over distribution.

2011

Entre-Prises open its showcase Centre in Exeter.

2015

Tim Wethey exited the master company in New Zealand. Entre-Prises took a strategic stake in the business.



## Core Values

**Climbing is healthy**...emotionally, mentally, physically and socially.

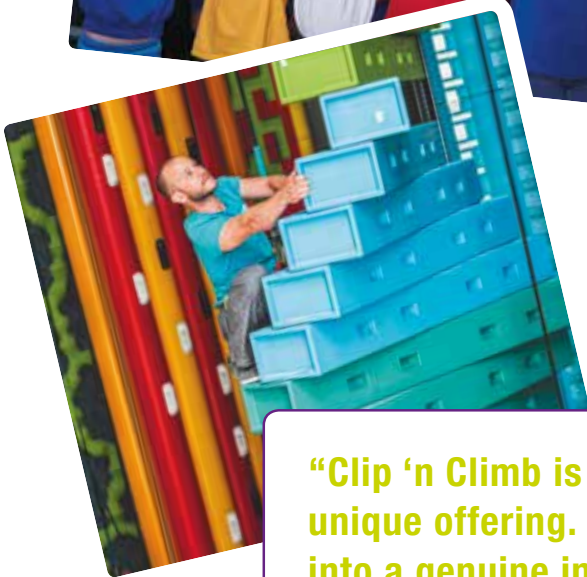
**Customers come first**...safety, courtesy, experience and efficient.

**Staff development is actively encouraged**...knowledge, training, support and job satisfaction.

**Healthy challenging**....fun for everyone.



# Why energetic investors choose **Clip 'n Climb**



- ✓ Reduced start up risks as part of our **global family**.
- ✓ Previous **experience** not required.
- ✓ Make money helping people stay **fit, healthy** and **happy**.
- ✓ High quality product with **universal appeal**.
- ✓ **Unblemished** safety record.
- ✓ **Lucrative** additional income streams.

**"Clip 'n Climb is a strong market leader with a unique offering. It has the potential to develop into a genuine international brand."**

**Martin Horne, Clip 'n Climb Maryport.**

# Ready to step up and do something different?

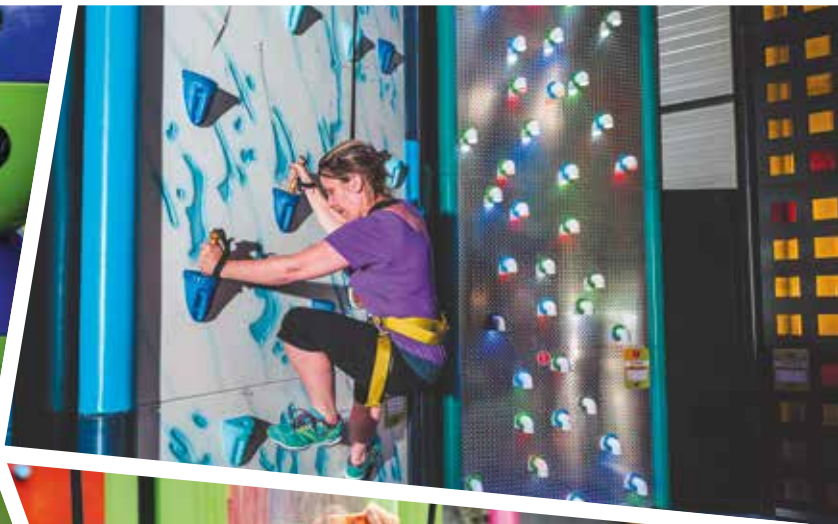
If you are a positive, enthusiastic opportunist looking for a sound financial investment

**call us on +33 (0)4 76 08 53 76** and find out more about the Clip 'n Climb opportunity.

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climb**®  
INTERNATIONAL











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