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hydrogen



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# EXPERIENCE CENTER PROPOSAL



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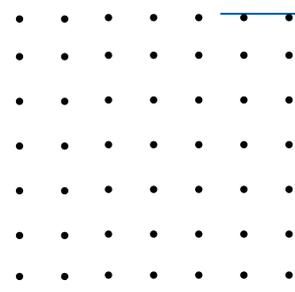
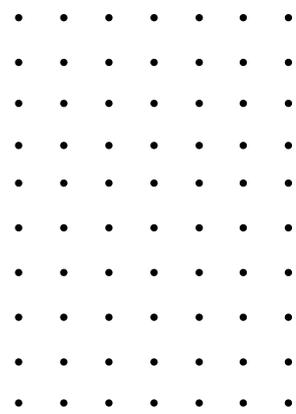
 Kochi, Kerala

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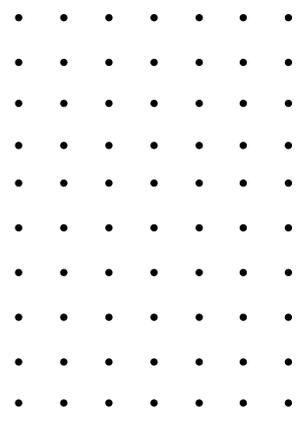
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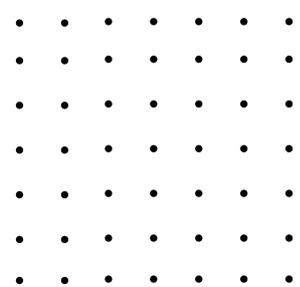
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# Executive Summary

Glad Hydrogen is **India's first manufacturer of molecular hydrogen inhalation machines**, offering a pioneering therapy that leverages the therapeutic potential of hydrogen gas. This therapy is known for its non-toxic, natural benefits, including reducing oxidative stress, improving metabolic functions, and enhancing overall wellness.

## Objective

The purpose of this proposal is **to expand Glad Hydrogen's experience centers into new cities**, providing access to hydrogen inhalation therapy to a broader audience and positioning the brand as a leader in innovative health solutions.



# Company Overview



Founded in 2022 by Pious Sebastian, Glad Hydrogen began as a manufacturer of molecular hydrogen inhalation machines, operating its own manufacturing plant.

The company has since established itself as a leader in hydrogen therapy technology. Building on this foundation, Glad Hydrogen is now expanding by opening experience centers across the country to directly provide the therapeutic benefits of hydrogen inhalation to potential users.



## Unique Selling Proposition (USP)

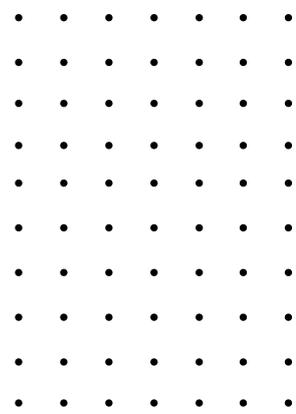
Glad Hydrogen's unique value lies in its use of **advanced Polymer Electrolyte Membrane (PEM) technology**, ensuring the highest purity of hydrogen for safe and effective therapy.



## Current Operations

Glad Hydrogen currently operates an experience center in Kochi, Kerala, offering **1-hour hydrogen therapy sessions over 15 days for a total cost of Rs 6,000.**

The center is equipped with two experience rooms, each with two inhalation machines, catering to a growing customer base interested in alternative wellness solutions.



# Market Demand

Hydrogen inhalation therapy is increasingly recognized for its potential health benefits, including **relieving fatigue, improving sleep, enhancing brain function, and offering anti-aging effects.**

## Hydrogen Inhalation Therapy Overview

The therapy is also known for its anti-inflammatory and antioxidant properties, which are particularly beneficial for individuals recovering from COVID-19, as well as those looking to improve overall wellness.



### Growing Wellness Industry

projected to grow to USD 1 trillion by 2050



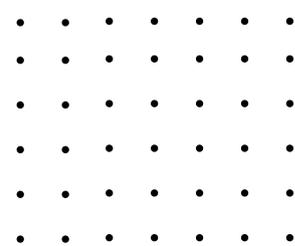
### Post-Pandemic Recovery

increasing demand for therapies that offer recovery from post-COVID symptoms.

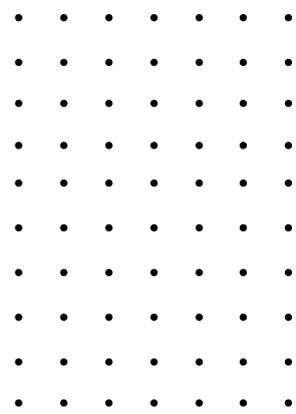


### Aging Population

actively seeking anti-aging and wellness treatments



# Competitive Landscape



## Wellness Centers and Spas

Traditional wellness centers offering massages, yoga, and other treatments may serve as indirect competitors. However, they typically lack the specialized hydrogen inhalation services.



## Medical Clinics

Some clinics may offer alternative treatments, including oxygen therapy, which could be seen as a competitive offering.



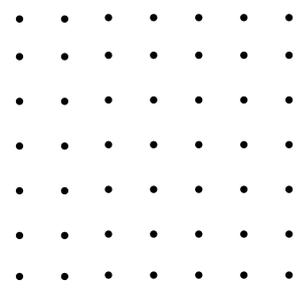
## Lack of Specialized Hydrogen Therapy

Currently, there is limited availability of hydrogen inhalation therapy in India, presenting a significant market gap.

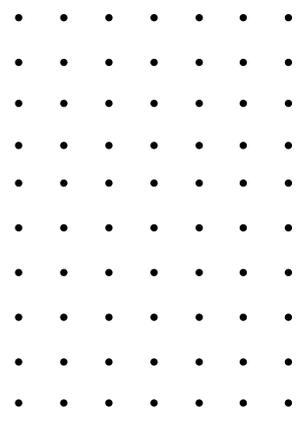


## Educated Consumer Base

There is a need for awareness and education around the benefits of hydrogen inhalation therapy. Positioning the experience center as an expert in this niche can attract a dedicated customer base.



# Location Strategy



## > Accessibility

The location should be easily accessible to the target demographic.

## > Space Requirements

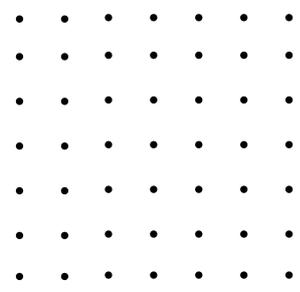
A 250 sqft area with room for 2 GHC 4500 machines would be ideal.

## > Calming Environment

Include the use of natural materials, soft lighting, and soothing color schemes.

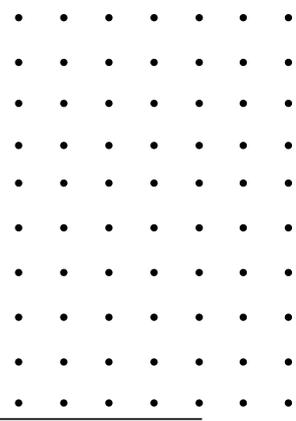
## > Technology Integration

High-quality hydrogen therapy machines should be prominently displayed and integrated into the design.



# Operational Plan

The following are the furniture required as per the interior design.



## PAPASAN CHAIR

A cozy and stylish bowl-shaped chair perfect for lounging.



## RECLINER/MASSAGE CHAIR

A luxurious chair offering both relaxation and massage functions.



## LOCKER

A secure storage unit to keep personal belongings safe.



## MACHINE TABLE

A sturdy and mobile table designed for machine support or workspace.



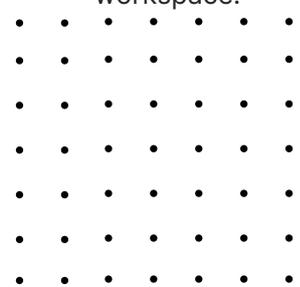
## REVOLVING CHAIR

A versatile chair with swivel functionality, ideal for flexible seating.

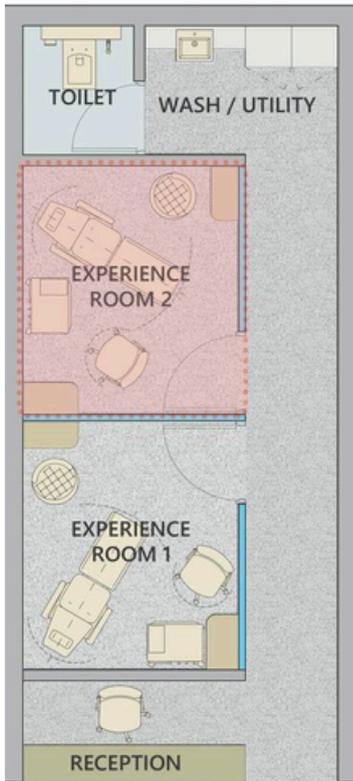


## BOOK SHELF

A functional shelf designed to organize and display books and decor.



# Experience Center



## EXPERIENCE CENTER

### AREA SPECIFICATION

Floor Area : 300 sq.ft.  
Experience Room : 270 X 235 cm. min.

### FURNITURE

Hydrogen inhalation machine - 1nos.  
Recliner / Massage chair - 1 nos.  
Revolving Stool - 1nos.  
Papasan chair - 1 nos.  
Locker cum storage cabinet - 1nos.  
Book rack - 1 nos.  
Cannulas disposal bin - 1nos.  
TV - Wall / ceiling mount - 1nos.  
Curtain - 2 layer  
AC (super silent) - 1 nos.

### MATERIAL SPECIFICATION

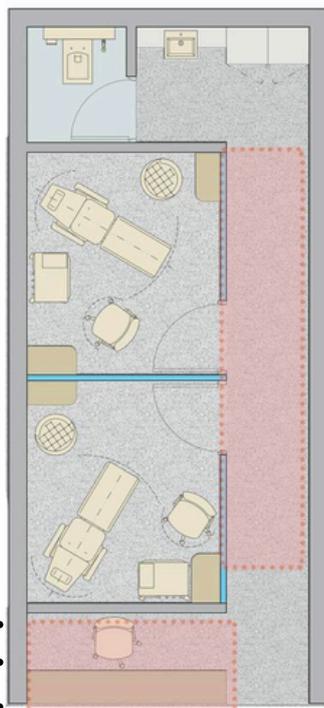
Plywood with laminate for all surfaces.  
Partition walls along corridor : 10mm Tempered sanded glass in Aluminum frame  
Ceiling - Gypsum Panels

### AMBIENCE

Paint - Pastels of blue, green, pink, beige  
Lighting - Task light for reading( neutral white),  
Red - amber for sleep.  
Black out curtains  
Aroma - Pleasant air refreshner.  
Sound - Soft relaxing bg music.  
Fabric - Soft cozy surfaces.  
Flooring - Anti skid, non reflective surface ( prefer wooden)



# Reception & Corridor



## RECEPTION & CORRIDOR

### FURNITURE

Front Desk  
Office chair-1  
Product display area

### COLOUR THEME

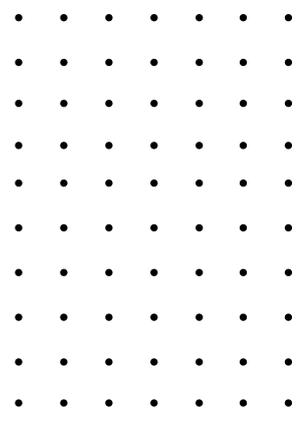
Paint - Pastels of blue, green, pink, beige  
Flooring - Anti skid, non reflective surface

### MATERIAL SPECIFICATION

Plywood with laminate for all surfaces.  
Partition walls along corridor : 10mm Tempered sanded glass in Aluminum frame  
Ceiling - Gypsum Panels  
General lighting - Concealed LED lights, strips along frames to highlight, Track light.  
Spot lights for display area.



# Expirience Center Design



Reception & Corridor

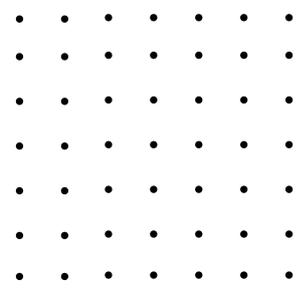
## Experience Room

Entrance View



Experience Room

Front View



# Marketing & Sales Strategy

## Brand Positioning

Glad Hydrogen will be positioned as a premium wellness brand that offers cutting-edge hydrogen inhalation therapy, catering to health-conscious individuals seeking innovative, non-invasive treatments.

### ➤ Digital Marketing



Utilize targeted social media campaigns, SEO-optimized content, and influencer partnerships to build awareness.

### ➤ Local Advertising



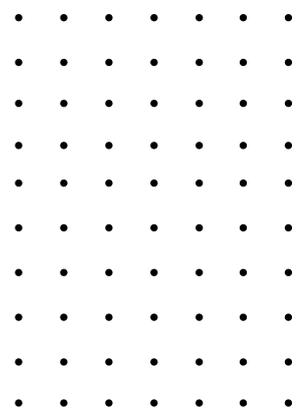
Focus on print ads in health and wellness magazines, billboards in high-traffic areas, and community events.

### ➤ Partnerships and PR



Collaborate with local gyms, wellness centers, and medical professionals to endorse the therapy.

PR efforts will include press releases, media appearances, and participation in health expos.



# Marketing & Sales Strategy

## Customer Acquisition Strategy

This approach will ensure a steady influx of new clients while fostering long-term customer loyalty and brand advocacy.



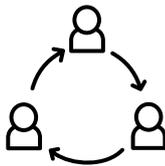
### Introductory Offers

Offer discounts on the first 15-day program to attract new clients.



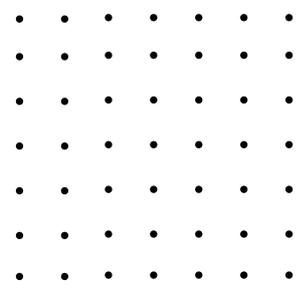
### Referral Programs

Implement a referral system where existing customers can earn discounts for bringing in new clients.



### Loyalty Schemes

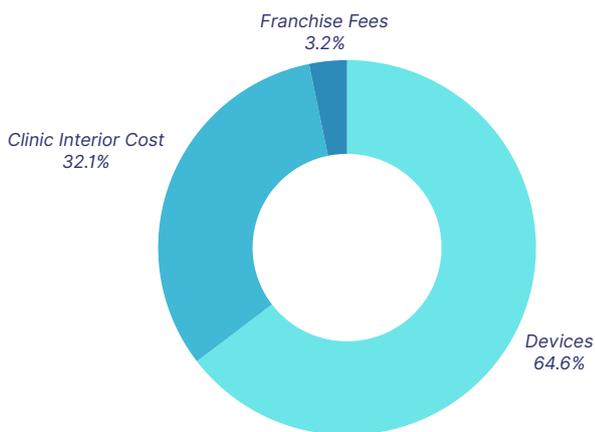
Develop a loyalty program where repeat customers earn points towards free sessions or discounts on future bookings.



# Financial Plan

## Capital Requirements

This section details the essential expenses needed to launch the experience center, covering everything from setup to equipment to ensure a high-quality environment.



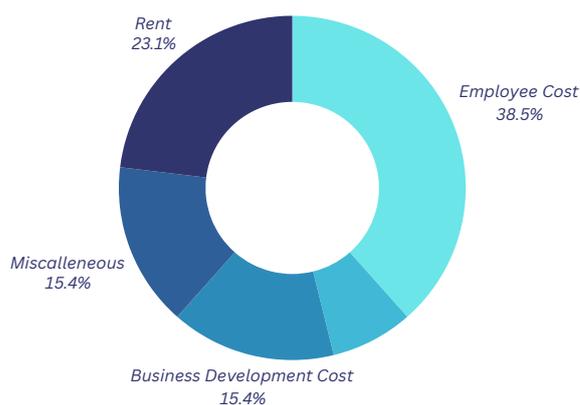
### Set-up cost

Devices	₹10,00,000
Clinic Interior Cost	₹4,97,500
Franchise Fees	₹50,000
<b>Total</b>	<b>₹1,547,500</b>

## Monthly Operational Cost

This section outlines the recurring costs required to operate the center efficiently each month.

**The total monthly operational cost stands at ₹65,00**

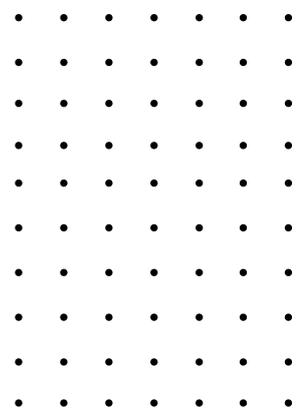


### Monthly Operational Cost

Employee Cost	25,000
Rent	15,000
Equipment and Sanitation	5,000
Business Development	10,000
Miscellaneous	10,000
<b>Total</b>	<b>₹65,000</b>

[For detailed financial report, click here](#)

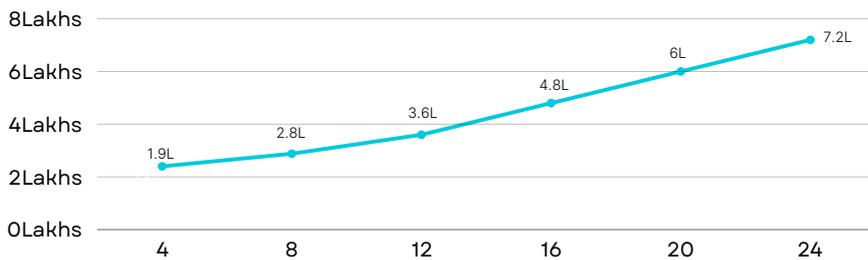




# Financial Plan

## Revenue Projection

The revenue projections are based on the capacity listed below.



Capacity	
First 4 Months	20%
4-8 Months	30%
8-12 Months	37.5%
12-16 Months	50%
16-20 Months	62.5%
20-24 Months	75%

## Financial Breakeven

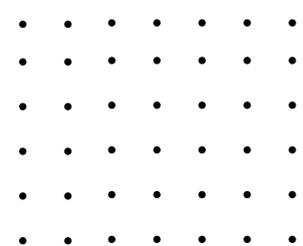
Glad Hydrogen experience center will breakeven in about 2 years & 3 months, recovering initial costs through net profits.

### 2 years & 3 months

## ROCE (Return on Capital Employed)

Exprience Center's ROCE shows strong growth, averaging 54.02% over three years, indicating **efficient capital use.**

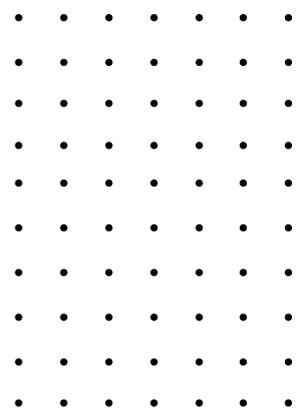
ROCE	
First Year	6.98%
Second Year	65.91%
Third Year	89.18%
Cumulative	162.07%
Average	54.02%



[For detailed financial report, click here](#)



# Regulatory and Compliance Considerations



## Licensing Requirements Permits and Licenses

To operate a hydrogen inhalation center in India, necessary permits and licenses from the local municipal authorities, health department, and fire safety department will be required. Hence will include an operational license for wellness centers and compliance with environmental regulations.

## Medical Certifications

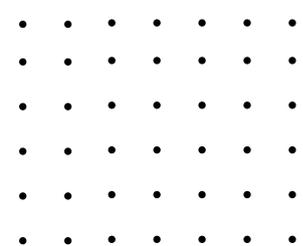
Depending on local regulations, it may be necessary to have certified medical professionals on-site or on-call, particularly if the center offers treatments that may be considered medical rather than purely wellness.

## HEALTH STANDARDS

The center must adhere to local health standards, ensuring that all equipment is sanitized and maintained regularly. Treatment rooms should comply with standards for air quality, ventilation, and hygiene.

## SAFETY PROTOCOLS

Given the use of hydrogen, strict safety protocols must be in place to prevent any potential risks associated with gas inhalation. This includes proper storage of hydrogen, staff training, and emergency response plans.



# Legal Considerations

## Intellectual Property

Protecting proprietary technologies and treatment protocols associated with Glad Hydrogen will be essential. This includes securing patents, trademarks, and copyrights where applicable.



## Insurance

The center must be covered by comprehensive insurance, including liability coverage for any potential adverse effects experienced by customers during treatments.

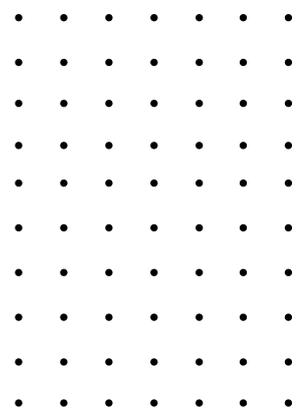


## Contracts and Agreements

Clear contracts with customers regarding the nature of the treatment, expected outcomes, and any potential risks should be drafted and used consistently.



# Implementation Timeline



The four phases in the roadmap are:



## Planning

**Finalize Proposal:**  
Complete and refine the proposal.

**Secure Funding:**  
Obtain funding from investors or internal sources.

**Select Location:**  
Research, evaluate, and finalize site leases or purchases.



## Setup

**Prepare Site:**  
Begin construction or renovations.

**Install Equipment:**  
Set up hydrogen inhalation machines and other equipment.

**Hire Staff:** Recruit and train technicians and receptionists.



## Launch

**Soft Opening:**  
Test operations and gather feedback.

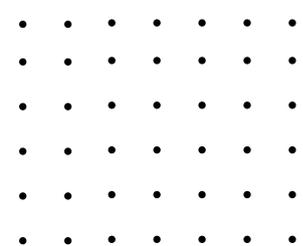
**Grand Opening:**  
Host an event with media and influencers.

**Marketing Push:**  
Start digital and local advertising campaigns.



## Scaling

**Expand:** Review performance, adjust the business model, and plan for new city expansions. Explore partnerships for growth.





# Become a Partner

**1 Application:** Submit a detailed proposal outlining your interest and capacity to operate a Glad Hydrogen experience center.

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**2 Evaluation:** Our team will evaluate your proposal, focusing on your business background, location, and alignment with our brand values.

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**3 Agreement:** Upon approval, a legal agreement will be drafted, outlining roles, responsibilities, and financial terms, ensuring both parties are clear on expectations.

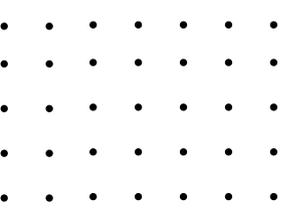
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**4 Training:** Partners will undergo comprehensive training, covering operational procedures, customer service, and technical support.

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**5 Launch:** Post-training, partners will be equipped with the necessary resources and support to launch their own Glad Hydrogen experience center.

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# Become a Distributor



## Application

Submit a formal request expressing your interest in becoming a distributor, including details on your market reach and distribution capabilities.

## Evaluation:

We will assess your application based on market potential, experience in the wellness or medical equipment sector, and your ability to meet sales targets.

## Agreement

A distribution agreement will be drafted, specifying the terms, including territories, pricing, and responsibilities, ensuring legal clarity and protection for both parties.

## Distribution Rights

Upon signing the agreement, you will be granted the rights to distribute Glad Hydrogen products within the agreed-upon territories, with the full backing of our brand and technical support.

Connect with us  
today!

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