

# Business strategy, Economics and Business models

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We have worked alongside industry professionals to find the best protocols to achieve rapid, predictable, and effective results.

### **Cryo sculpting:**

Cryo-sculpting, for example, can take as little as 7 minutes for the entire abdomen and can achieve some remarkable centimetre loss and skin tightening, even after just one treatment. We recommend practitioners book their clients in for a minimum course of **6** treatments once a week to maximise the results and allow time for the body to flush out the waste. Our technology has a very quick ROI due to the increasingly popular treatments it offers.

### **Perfect partner: Package with other treatments:**

Cryo sculpting can also be complemented with other treatments like lymphatic drainage, EMS, and massage. These can help with faster results and also add to your client's experience.

### **Pain management:**

For specific issues like chronic pain or post-injury recovery, you can offer customized treatment plans. These plans would include a series of localized cryotherapy sessions over a set period (e.g., 6 weeks), along with a consultation to track progress. This approach positions your business as a professional health and wellness provider, not just a service.

### **Add-On" Services:**

You can partner with other health and wellness businesses, such as gyms, physiotherapy clinics, chiropractors, or massage therapists. Your localized cryotherapy treatments can be offered as an add-on to their existing services. This creates a symbiotic relationship, where you gain new clients and they can offer a more comprehensive service.

### **Promotional Offers and Referral Programs:**

To attract new clients, you can use introductory offers like "first session half price" or "buy one, get one free." You can also implement a referral program where existing clients get a discount or a free session for every new client they refer. This is a cost-effective way to market your services.

## **Monthly Subscription Business Model**

A monthly subscription business model can be a powerful tool for selling localized cryotherapy treatments. Here's how it works and its potential benefits:

- **Structure:** Clients pay a fixed monthly fee in exchange for a set number of treatments per month (e.g., 4 localized sessions) or unlimited access to a specific type of treatment. This creates a predictable and recurring revenue stream for your business.
- **Benefits for the Client:** The subscription model offers a significant cost savings per session compared to paying for individual treatments. It encourages clients to be consistent with their treatments, which is especially beneficial for those managing chronic pain or working towards body sculpting goals. It also simplifies the payment process, as clients don't have to pay for each session individually.
- **Benefits for the Business:** The primary benefit is a steady and predictable cash flow. It also helps to build a loyal customer base and increases the lifetime value of each client. A subscription model encourages clients to use the service regularly, which can lead to better outcomes and more positive testimonials.

## Attracting New and Professional Sports Clientele

Professional athletes and sports teams are an ideal clientele for localized cryotherapy due to its benefits for recovery and performance. Here's how a subscription model can attract them:

- **Exclusive "Professional Athlete" Tier:** Create a high-end subscription tier specifically for professional athletes and sports teams. This tier could offer unlimited sessions, priority booking, and a dedicated account manager.
- **Performance and Recovery Focus:** Market the subscription model by highlighting its benefits for athletic performance. Emphasise how regular localized cryotherapy can reduce recovery time, manage inflammation, and aid in injury prevention. This positions your service as an essential part of an athlete's training regimen, not just a luxury.
- **Team and Group Packages:** Offer special subscription packages for entire sports teams or groups of athletes. This can be more cost-effective for them and provides a consistent revenue stream for you. You can also offer on-site services or a mobile unit to cater to the team's schedule.
- **Partnerships and Sponsorships:** Partner with local sports clubs, gyms, and athletic trainers. Offer your services to their members or athletes at a discounted rate. You can also sponsor a local team, providing them with your services in exchange for brand exposure.
- **Testimonials and Data-Driven Marketing:** Showcase testimonials from professional athletes who have successfully used your services. If possible, collect and present data on how your treatments have improved their recovery times or reduced pain. This adds credibility and appeals to a data-driven audience.

By combining these strategies, you can effectively market your localized cryotherapy treatments to a wide range of clients, from individuals seeking pain relief to professional athletes looking for a competitive edge.

We wanted to share a few key reasons why now is the ideal time to move forward.

### **1. Proven Results, Immediate Impact**

*Kaasen is already transforming businesses by delivering fast, effective, and localized cryotherapy treatments that clients love. Whether you're looking to enhance recovery, reduce inflammation, or offer cutting-edge wellness services, Kaasen delivers measurable results from day one.*

### **2. Competitive Advantage**

*As the market grows more competitive, early adopters of innovative technology like Kaasen are standing out. By integrating Kaasen now, you position your business as a leader in modern recovery and wellness solutions—before others catch up.*

### **3. Portability = Profitability**

*Unlike traditional cryotherapy chambers, Kaasen is compact, mobile, and easy to use. This opens up new revenue streams—whether in-clinic, at events, or through mobile services—without the overhead or space requirements of larger systems.*

### **4. Support Every Step of the Way**

*We're not just selling a device—we're offering a partnership. From training and marketing support to ongoing technical assistance, we're here to ensure your success with Kaasen.*

In terms of economics, the treatments offer a fast return on investment.