

SHREDDER · FRANCHISE

CATEGORY & FRANCHISE REPORT · 2026

THE ON-RAMP *to the mountain life.*

Skiing is the only major American outdoor sport with no on-ramp — and the entire industry knows it. **This is the story of the category being built to fix that, city by city, and the window to own a piece of it.**

30K+

KIDS TRAINED

9

LOCATIONS · 6 STATES

4.9★

AVG GOOGLE RATING

~80

OPEN TERRITORIES

A category, territory, and franchise ownership report for qualified prospective owners. The market gap, the family problem, the resort opportunity, the model, and the timing.

SHREDDERFRANCHISE.COM

Skiing has a front-door problem. We built the front door.

A family's first day on snow almost always happens the hardest possible way: at a destination resort, on a single weekend, two hours from home, after spending a small fortune. It frequently goes badly — and a bad, expensive first day is exactly why most people who try skiing never come back. Shredder is the missing first step: an indoor, year-round, kid-first place to learn close to home, so the first day on the mountain is the *good* one. We've spent over a decade proving it across 9 locations and 30,000+ kids — now we're building the first national network, one operator at a time.

Own the local front door to mountain life in your market.

"We're not trying to sell Shredder to everyone. We're looking for the right operators to bring the on-ramp to the right markets. The question isn't whether Shredder comes to your city — it's whether you're the one who brings it there."

Rob Griswold · Owner, Shredder Ski

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The sport is full. The pipeline is empty.

By visits, skiing has never looked healthier — a near-record **61.5 million skier visits in 2024–25**, the second-best season on record. But visits hide the real story. The people taking those runs are aging, deeply loyal, and shrinking in number. The industry's own trade association has spent two decades naming its single biggest unsolved problem: *conversion* — turning the people who try the sport into people who stay.

~17%

LESSON-TAKERS WHO CONVERT TO LIFELONG SKIERS

The U.S. conversion rate has moved just two points — from 15% to 17% — in twenty years. The mountains cannot crack it.

19%

OF PEOPLE WHO TRY THE SPORT CONTINUE LONG- TERM

Four out of five first-timers are gone. Every one of them was a paying customer the industry failed to keep.

14%

SHARE OF SKIER VISITS FROM FIRST-TIMERS & BEGINNERS

The base of the funnel is tiny. The sport is living off a loyal core it isn't replacing fast enough.

The mountain isn't built to solve this alone.

The NSAA runs an annual "Conversion Cup" and publishes a "Conversion Cookbook" precisely because the industry has no answer. The problem isn't the mountain. It's the *first day*. A resort is built to sell vacations to people who already ski — not to teach a four-year-old to fall in love with a sport. That's a fundamentally different business. **That's our business.**

BUYER TAKEAWAY

The ski industry doesn't need more awareness — it needs a better first step. Shredder sits **before** the resort, before the vacation, and before a family decides whether skiing is "for us."

Sources: National Ski Areas Association (NSAA) 2024–25 preliminary skier-visit data; NSAA / RRC Associates beginner-conversion research, reported by Ski Area Management (saminfo.com). Figures describe the broader U.S. ski industry, not Shredder.

The first day decides everything. And the first day is brutal.

Picture the family that *wants* in. They drive two-plus hours, unload in the cold, and spend a small fortune before anyone clicks into a binding — all betting that a nervous kid will magically have a great time on the hardest day of the whole experience.

Shredder changes the sequence — confidence first, close to home, before the money is ever on the line.

Lift tickets (per person)	\$100 – \$150
Equipment rentals (per person/day)	\$50 – \$70
Group beginner lesson	\$80 – \$150
First-timer package (e.g. Aspen)	\$363
Lodging (per night)	\$300+
First weekend, family of four	\$1,500 – \$3,000+

Sources: 2025 U.S. resort pricing aggregated by SkiTutor, The Points Guy, and published resort rates. Ranges illustrative; vary by resort and season.

And after all that spend, the most common outcome is a cold, scared, frustrated kid.

A parent watches the day go sideways and quietly concludes that skiing "isn't for us." That's the exact moment the pipeline breaks — and it's why the industry's conversion number never moves. One bad, expensive day can keep a family out of the sport for years. Sometimes a generation.

★ ★ ★ ★ ★

"I had mom guilt that my kids lived in Colorado but didn't know how to ski — and lessons on the mountain were daunting. We tried Shredder. After six sessions we went on a ski vacation, and my kids skied green runs from the top with no issues. **They were better than me.**"

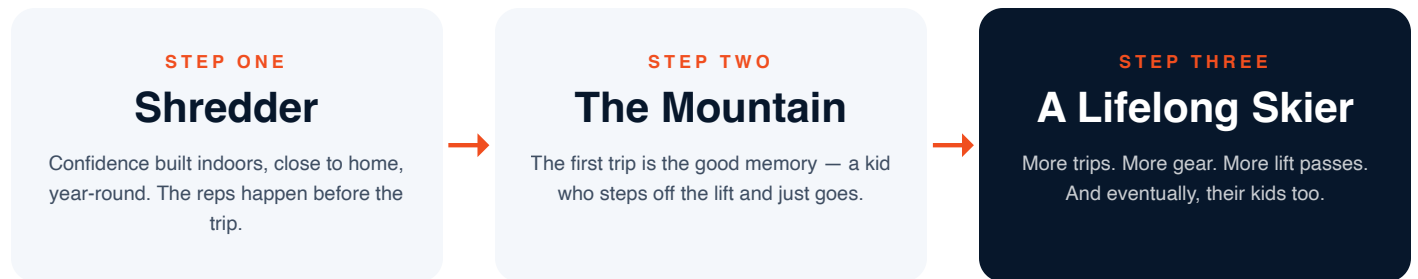
MICHELE S. · PARENT · SHREDDER FAMILY

THE ALTERNATIVE

A first day that actually goes well — because it wasn't the first day at all.

We don't compete with the mountain. We fill it.

This is the insight that makes the category matter. Every kid who learns to love skiing at Shredder becomes the exact thing the entire industry is desperate for and can't manufacture: a confident beginner who comes back. Shredder sits at the front of a customer lifecycle the resorts have never been able to seed themselves.



A family that starts at Shredder doesn't arrive at the resort cold and anxious. They arrive **ready** — and the first trip becomes the good memory that creates a lifelong skier instead of a one-and-done. That is the precise failure point the industry has spent twenty years and millions of dollars trying to solve from the top of the mountain down. We solve it from the bottom up, at the family level, before the trip ever happens. More confident families means more lift tickets, more rentals, more lodging nights, more season passes — and a win that ripples out to gear shops, travel and lodging partners, and the next generation of ski families. **The mountain wins when the on-ramp works. For the first time, someone is building the on-ramp at scale.**



"After several weeks of practice on the carpet, we took our new skills to Beaver Creek — where she shined in ski school, advancing to level 3 by her first day."

Maurilio C. · Shredder parent



A REAL ON-RAMP, FINALLY

— 04 · THE SHREDDER SOLUTION

Everything a mountain first-day isn't.

Indoor & year-round

No snow needed, no weather, no season. The lights are on 12 months a year — and so is the learning.

Kid-first progression

A structured curriculum aligned with nationally recognized PSIA/AASI teaching standards. Small groups, real skill stages, built around how children actually learn.

Close to home

A suburban facility 15 minutes away — not a 2-hour drive and a hotel. The whole barrier to starting disappears.

The reps the mountain can't give

8–10 focused training days in a block — more quality practice than most kids get in years of occasional trips.

30,000+ kids trained · 4.9★ average across 9 locations · Curriculum aligned with PSIA/AASI standards · Established 2012.

The families say it better than we can.

The clearest signal isn't from us — it's from the parents who watch their kids transform, and then can't stop telling their friends.



"I went in knowing nothing about skiing, and walked out confident enough to head straight to the top of the mountain and ski green runs with my family. I'll absolutely be bringing my son here when he turns 2."

ANDREA S. · SHREDDER FAMILY



"By the end of her very first lesson, my three-year-old was confidently sliding down the hill all by herself, giggling nonstop."

MacK · Parent



"His first day on the mountain went really well — he understood the basics and was already comfortable being on skis."

Nicole D. · Parent



"This indoor facility teaches technique without turning it into a chore — my kids actually look forward to lessons."

Justen S. · Parent

Nobody throws a toddler in the deep end to teach them to swim — they start in the shallow end, with a coach, close to home. Skiing finally has its swim school. The strongest local marketing channel a Shredder owner has is a parent telling another parent: **"Go to Shredder before the mountain."** It's why **60%+ of new families come by referral.**

Early enough to matter. Proven enough to evaluate.

Shredder isn't a 500-unit mature system where the best territories are already gone — and it isn't an untested idea. It sits in the middle zone serious franchise buyers look for: **early enough that strong operators can still secure priority markets, but proven enough to evaluate** across multiple locations, states, customer bases, and operating environments.



Footprint figures are Shredder's own representations. Territory counts are current and subject to change as markets are awarded.

That's the window.

The next phase isn't about filling the map as fast as possible. It's about selecting the right operators, in the right markets — *before the category becomes obvious to everyone else.*

It starts with a session. It doesn't end there.

A Shredder family doesn't churn when a session block ends. They move through an ecosystem for years — which is why this is a customer-lifetime business, not a one-and-done activity. The model is built for years of family touchpoints, not a single season.

STAGE	IN THE SHREDDER ECOSYSTEM
Ages 1–3	First movement, comfort on snow, and parent trust — Yeti School.
Ages 4–6	Little Shredders — confidence, balance, and the fundamentals that stick.
Ages 7–10	Ski & snowboard progression and real mountain skills.
Ages 10+	Private training, advanced work, and mountain-trip prep.
Year-round	Camps, parties, open gym, gear, and community events.

Why it matters to an operator: most youth-activity concepts sell a season and start over. Shredder sells a starting point and keeps the family — which is what turns a good location into a durable, defensible local business.

Year-round. Six revenue streams. No kitchen.

Most youth-activity franchises are seasonal and single-line. Shredder runs six revenue streams off the same slope and the same staff, across the whole calendar — with an operating footprint that's elegantly simple.

Sessions & classes — the recurring core

Weekly, re-enrolling, year-round. The base that compounds — then five more streams stack on top of it.

Camps

Birthday parties

Parents Night Out

Private training

Open gym + more

WHAT DRIVES THE BUSINESS

- › Weekly student enrollment
- › Session re-enrollment
- › Parent referrals
- › Local community presence
- › Coach quality & consistency
- › Schedule utilization
- › Camp & party execution
- › Lease discipline & site selection

Low-complexity operations

No food. No perishables. No kitchen. A facility, a slope, trained instructors, a proven curriculum.

NO FOOD OPS · NO PERISHABLES

Best where there's no mountain

In Dallas, Chicago, Detroit, Shredder isn't a supplement to ski life — *it is* their ski life. Real demand, no competitor serving it.

SUBURBAN & URBAN MARKET FIT

First-mover advantage

We started the category and run it at scale. Early partners lock the best territories — and once a market's gone, it's gone.

CATEGORY CREATOR

This report describes the Shredder model at a category level only — it contains no earnings claims, projections, or breakeven figures. Franchisee performance information, if any, is disclosed in Item 19 of the Franchise Disclosure Document.

A simple facility. A serious operating rhythm.

A Shredder location isn't a restaurant, a trampoline park, or a seasonal ski shop. It's a year-round kids' training facility built around repeatable sessions, trained instructors, parent trust, and local demand. The model is designed to be understandable — but it isn't passive. The strongest owners stay close to hiring, culture, local marketing, and the parent experience.

Facility

Indoor training slope, gear zone, parent viewing & check-in, and flex space for parties and camps.

People

An owner/operator or GM, trained instructors, front-desk & customer support, plus camp and party staff.

Calendar

Weekly sessions, seasonal blocks, camps, birthday parties, privates, open gym, and local events.

Customer Experience

Parents need clarity. Kids need confidence. Coaches need consistency. Get those three right and the rest follows.

The honest version: understandable, repeatable, and simple to explain — but it rewards an owner who shows up. This is a build-a-local-brand business, not a passive one.

You're not buying an idea. You're joining a system.

At a distance, Shredder looks simple: teach kids to ski indoors. In practice, the advantage lives in the execution — built across many small, hard-to-copy pieces, and handed to you as a complete operating system.

- 1 Site & Buildout Support**
Market & site profile, layout guidance, equipment package, buildout planning, and vendor network.
- 2 Curriculum & Training**
Kid-first progression, instructor development, parent-experience standards, and safety procedures.
- 3 Launch & Local Marketing**
Pre-opening timeline, grand-opening support, local marketing assets, and enrollment campaigns.
- 4 Technology & Booking**
Scheduling, enrollment, payments, customer communication, and reporting tools.
- 5 Ongoing Coaching**
Operational support, a marketing calendar, KPI review, network learning, and brand updates.

Copying the surface is easier than copying the system.

The detail behind each layer — site criteria, curriculum, launch calendar, vendor relationships, KPI tools — is shared with qualified candidates through discovery, and with franchisees after award. We protect the playbook because our franchisees are investing in the advantage behind it.

Three curves are crossing. The window is open.

Categories don't form on a schedule. They form when several independent forces line up at once — and right now, three are.

Slope tech matured

Indoor static-slope technology is proven, affordable, and remarkably low-maintenance — no moving parts to break, and it works beautifully for both skiing and snowboarding. What was experimental a decade ago is now a repeatable buildout.

SUPPLY IS FINALLY VIABLE

Real estate opened up

Suburban big-box and light-industrial vacancies created exactly the footprints Shredder needs — at rents that finally pencil. The right space matters more than a prime address, and site discipline is part of the model.

THE RIGHT FOOTPRINT, THE RIGHT TERMS

Demand exploded

Upper-middle-income families are spending on structured kids' activities like never before — and looking for the next great one.

WALLET IS OPEN AND GROWING

\$40B+

U.S. YOUTH-SPORTS SPENDING, PER YEAR

A market projected to keep climbing for the rest of the decade.

+46%

RISE IN SPEND ON A CHILD'S PRIMARY SPORT SINCE 2019

The average family now spends about \$1,016 per child, per year, on one sport alone.

Source: The Aspen Institute, Project Play — 2024 youth-sports parent survey (with Utah State University & Louisiana Tech University).

The precedent — and the clock.

Every emerging category that went national had a short 2–4 year window — validated, but with the map still unclaimed — when the right operators locked the best territories. Shredder is in that window now. **Once a category has a national leader, it has one for a generation.**

What makes a location work.

Every business has execution risk, and we'd rather be straight about ours. The model is proven — but a location's success comes down to the operator, the market, and the site. Here's the honest version of what separates a strong Shredder from a struggling one.

Locations are strongest when...

- ✓ The owner is engaged and present
- ✓ The site and its economics are disciplined
- ✓ Coaches are hired and trained well
- ✓ Parents understand the value quickly
- ✓ Re-enrollment is managed consistently
- ✓ Camps and parties are executed well
- ✓ Local marketing starts before opening — and keeps going
- ✓ The operator follows the system

Locations can struggle when...

- ✗ The owner expects passive income
- ✗ The site economics are wrong
- ✗ Hiring is weak or rushed
- ✗ Local marketing is underfunded
- ✗ The parent experience is inconsistent
- ✗ The operator drifts from the system
- ✗ The business is undercapitalized through ramp-up

None of this is unique to Shredder — it's true of every local business worth owning. **It's exactly why we're selective about owners, markets, and sites** — and why the discovery process runs both ways.

Who we're looking for.

We're selecting a small number of partners in this expansion phase. We'd rather have the right operators in the right markets than fill the map fast. Most people who start the conversation realize it isn't for them — and that's by design.

This is for you if...

- ✓ You want to build a brand in your community, not just buy a job
- ✓ You're family-focused and energized by kids winning
- ✓ You're operationally strong and growth-minded
- ✓ You believe in the category and want to be early
- ✓ You can meet the investment & SBA qualification

This isn't for you if...

- ✗ You want a fully passive, hands-off investment
- ✗ You need a proven 50-unit national playbook before moving
- ✗ You're shopping purely on lowest entry cost
- ✗ You want to negotiate away the brand standards
- ✗ You're not excited by snow, kids, or community

STRONG CANDIDATE PROFILES

- ✓ Owner-operators who want to build a local family brand
- ✓ Multi-unit-minded entrepreneurs
- ✓ Youth-sports, education, fitness, or family-service operators
- ✓ Ski or snowboard families who get the customer emotionally
- ✓ Semi-absentee owners with a strong local GM plan

Shredder is not positioned as a fully passive investment.

\$250K – \$362K. Full transparency.

The number isn't just a buildout. It's a decade of lessons learned, a proven curriculum, a launch playbook, and a network of operators who've already done it.

Franchise fee	\$33,000
Facility buildout & slope	\$81K – \$130K
Equipment & gear inventory	\$60K – \$75K
Signage, furniture & office	\$13K – \$19K
Technology & booking system	Included
Training & launch marketing	\$10K – \$16K
Insurance, legal, architecture & misc	\$18K – \$24K
Working capital reserve	\$35K – \$65K
Total Range	\$250K – \$362K

SBA Financing Available

Shredder is SBA-eligible. Qualified candidates can finance a significant portion of the total investment with as little as 10–20% down. We work with SBA-preferred lenders who already know our model.

Year-round operating calendar

No off-season to survive. Unlike most youth concepts, the model doesn't go dark for half the year — weekly sessions, camps, parties, privates, open gym, and local events run across the whole calendar.

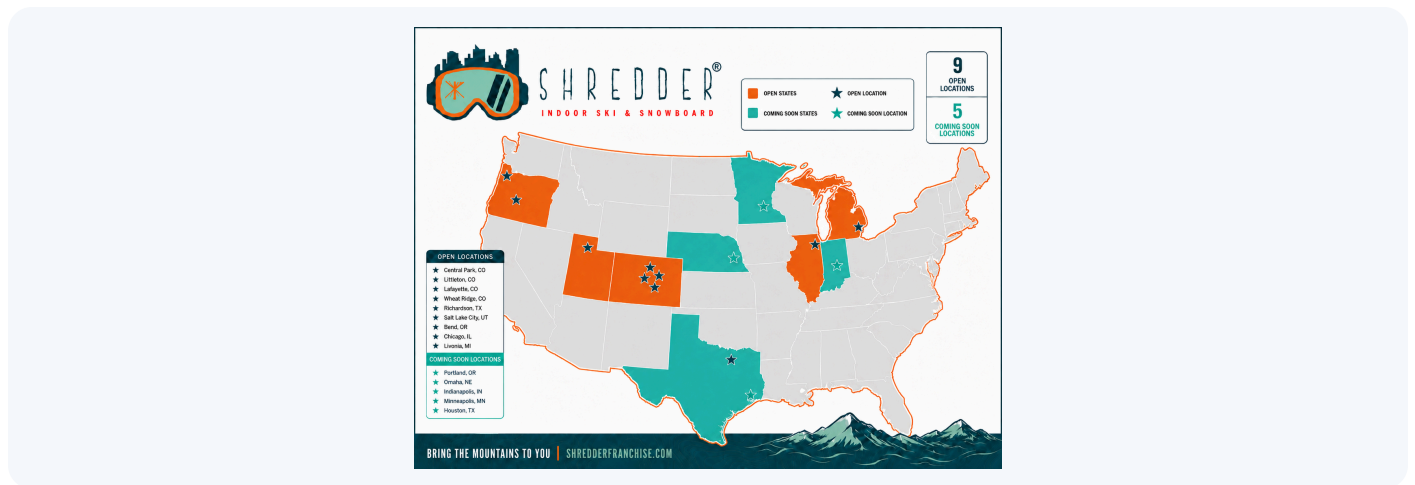
Capitalization matters

The estimated initial investment is only one part of readiness. Strong candidates should be prepared for buildout, working capital, local marketing, staffing, and the normal ramp period of a new local business. SBA financing may be available to qualified candidates — but financing is not a substitute for proper capitalization, operator commitment, or local execution.

Investment ranges shown reflect Item 7 of our Franchise Disclosure Document. Actual costs vary by market, build-out scope, and operator. We will deliver the full FDD after our initial introduction call. Nothing here is a guarantee of any financial result.

Where we are. Where we're headed.

9 locations across 6 states. 5 territories in active development. Roughly 80 metros still open and matching the Shredder profile. Markets are awarded exclusively — one operator, one protected territory.



TWO KINDS OF MARKETS WIN

Mountain-adjacent family markets

Parents want their kids prepared and confident *before* the trip — so the family's mountain days are the good ones.

Non-mountain, ski-curious metros

Shredder becomes the family's only local gateway into the sport — and we're seeing demand in these markets run especially strong.

WHAT A TERRITORY REVIEW ANSWERS

- › Is your market currently available?
- › Mountain-prep market or local gateway?
- › What site profile would it need?
- › Does it match the Shredder profile?
- › What local demand signals matter?
- › Does your owner profile fit?

The map only moves one way — the best metros go first, and they don't come back.

A mutual diligence process — *not a sales funnel.*

Ours is built to help you decide — and to help us choose the right operators. Every intro call is with the founding team, not a sales rep. It runs both ways:

STEP	YOU LEARN	WE EVALUATE
Intro Call	Fit, the model, your market	Motivation, market, capital
Brand Presentation	The model, support, owner role	Operator mindset
FDD Delivery	Legal terms, investment, obligations	Seriousness
Operator Validation	The unfiltered ownership truth	Your questions
Territory & Site Review	Market fit and site logic	Market potential
Discovery Day	Culture, operations, the team	Final fit
Award & Sign	Agreement and launch path	Mutual commitment
Launch Planning	Site, hiring, buildout, marketing	Execution readiness

We protect the playbook. Detailed financials, curriculum, site-selection tools, launch plans, vendor information, and operating procedures are shared through formal discovery and with awarded franchisees — because that advantage is exactly what franchisees invest in.

Request a Territory Review

Not "buy a franchise" — find out whether your market, capital, and fit make sense. We respond within 48 hours.

shredderfranchise.com/apply

franchise@shredderski.com · 913.980.5642

Sources: Skier-visit & conversion data — NSAA & RRC Associates via Ski Area Management (saminfo.com), 2018–2025. Family ski-trip pricing — 2025 U.S. resort rates (SkiTutor, The Points Guy). Youth-sports spending — The Aspen Institute, Project Play 2024. Shredder figures are the company's own representations and are not financial performance representations.

Important Notice: This document is for informational purposes only and does not constitute an offer to sell, or the solicitation of an offer to buy, a franchise. Franchise offerings are made only by Franchise Disclosure Document (FDD), which we will provide after our initial introduction call. No statement here is a guarantee or projection of revenue, profit, or success. Certain states require FDD registration before a franchise may be offered or sold; communications here are not directed to residents of those states until we have registered (or are exempt) and delivered the FDD in compliance with applicable law. © 2026 Shredder Ski LLC. All rights reserved. · shredderfranchise.com