



CRYOTHERAPY · CRYO CHAMBER · COLD THERAPY · RECOVERY

Biohacking Content Is Viral. Be the Studio Behind It.

Cryotherapy is high-novelty, high-shareability wellness. uFire puts your studio behind the athletes and biohackers creating that content in Provo.

ufire.ai - Provo, UT Launch - 2026



THE PROBLEM

Why Cryotherapy Centers Struggle to Build Consistent Clientele

- X Novelty drives curiosity but not repeat clients** — Everyone wants to try cryo once. The business model requires repeat clients who come back for recovery and wellness maintenance. Word-of-mouth from regulars is the only thing that creates that.
- X Athletic recovery market is right here — but hard to reach** — BYU athletes, weekend warriors, and fitness enthusiasts are your ideal clients. But they don't find you through ads — they find you through teammates and training partners.
- X Competitors are closing the novelty gap** — Early movers in cryo had the novelty advantage. As more studios open, word-of-mouth from satisfied regulars is the only sustainable differentiator.



THE SOLUTION

uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

Match you with athletes and wellness biohackers

We find active, fitness-focused people in Provo with engaged local followings who post about recovery, performance, and wellness optimization — your ideal returning clients.

2

They use cryotherapy and document their experience

I tried cryo for 30 days content, athletic recovery posts, morning cryo ritual content — authentic posts that normalize cryo as a wellness practice, not just a novelty experience.

3

Their followers become regular recovery clients

When an athlete sees a teammate's 30-day cryo results, they're not just curious — they're ready to book a series. That's uFire converting novelty into retention.



THE ROI

The Math Is Simple

\$1,800+

Annual LTV per regular
client (bi-monthly
sessions)

\$500-\$4K

Typical monthly cryo center
marketing budget

60%

of cryo revenue
comes from repeat
and referral clients

A 10-post uFire campaign costs \$500-\$1,000. Converting 8 new bi-monthly clients at \$75/session generates \$7,200/year in new revenue — a 7-14x return from a single campaign.



GET STARTED

Ready to Fill Your Cryo Chamber With Athletes?

- X v Pilot Package: 10 posts over 30 days. Track new client inquiries. Zero long-term risk.
- X v Content formats: 30-day cryo challenge content, athletic recovery posts, biohacking routine integration — authentic content that drives repeat booking behavior.
- X v BYU athlete market: Provo's massive athlete population creates an exceptional ambassador pool for recovery and performance content.

ufire.ai/brands/cryotherapy

Provo, UT - 2026 Launch - Limited Brand Spots Available