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# WATERSHED CO<sub>OP</sub>

MIND + BODY + SAUNA

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# VISION

The Watershed Cooperative Movement is:

a dedicated practice of non-exploitative and integrative healthcare for all bodies.

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a worker and client owned collective that puts the individual & their unique wellness journey at the core of our purpose.

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an experiment in creating sustainable, scalable, and revolutionary pathways for generating profits, as surplus, for our collective members.

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a consortium of practitioners from multiple modalities working collaboratively to support research-backed integrative techniques.

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Built in the 1940's, this Pueblo Revival architecture-style building was constructed by an obstetrician who wanted to give women an alternative to hospital births.

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## LOCATION

In the winter of 2024, Watershed Wellness Collective will open the first of many wellness centers. Our fountainhead location is in the Madison neighborhood of Nashville. The building houses three treatment rooms, a group room, and a sauna area, which may all be booked simultaneously.

Situated in one of the fastest growing suburbs in the region, our first location is situated along a major thoroughfare which connects to Nashville's urban core. With ample parking, our location is widely accessible to all residents.

We join a thriving cohort of new businesses that are revitalizing the Gallatin Pike Corridor including neighboring restaurants, cafes, theaters and music venues. Further significant development is underway on other nearby properties including a large-scale reimagining of the Rivergate Mall property with 340 residential units and a four story hotel that will continue to bring growth in the area for years to come.

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# SERVICES

## MIND + BODY + SAUNA

Watershed is a place of stillness - an oasis of integration.

We understand the deeply intricate and dynamic nature of the mind-body connection, and our goal is to facilitate experiences for our members that stimulate the central nervous system across a variety of modalities to foster deep and intrinsic wellness for every body.

Treatment Service are priced by the practitioner. Spa Services are available in a variety of Membership Packages or Single Use Passes.

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### Mental Health

Individual Sessions  
Family Sessions  
Couples Sessions  
Group Facilitation  
Non-ordinary states of  
Consciousness  
Integration

### Bodywork

Manual Lymphatic  
Drainage Therapeutic  
Massage Breathwork  
Lymphatic Self-Care  
Community Cold Plunge  
Body Somatics  
Movement Medicine

### Spa Services

Traditional Finnish  
Sauna Steam Room  
Showers  
Individual Cold Plunge  
Garden Space



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# THE WASH

## Modeling Natural Cycles

Utilizing deep observation and years of shared experience, we have modeled The Wash after the nautilus—a primordial spiral that folds infinitely inward.

The Wash is an extended member experience that incorporates a full range of curated treatments and sauna services for a unique, integrated, and ultimately transformative experience.

Throughout The Wash, individuals or groups of members move through a curated healing journey, rotating between treatment services and spa experiences on an intentional schedule.

Group  
Session

Sauna

Mental  
Health

Body-  
work

Custom  
Services



# FINANCIALS

Watershed generates revenue through a combination of practitioner usage fees and spa memberships. Practitioners set their own rates with their clients and pay a set rate of \$15/hr for usage of individual treatment rooms or \$40/hr for using the group room. Spa services are priced per minute of usage of the steam room and sauna - \$1/minute and include additional time for breaks, reflection, and stillness.

Our capacity estimates include our hours of operation as well as necessary buffer time between sessions.

Expense estimates include monthly principal repayments for Lending Members.

## Pricing

	Concurrent Sessions	Total Hours per Week	Total Hours per Month	Watershed Rate
Individual rooms	3	165	660	\$15.00
Group room	1	20	80	\$40.00
Spa Area	10	840	3360	\$30.00

## Capacity + Revenue

	100.00%	80.00%	40.00%	11.33%
Individual rooms	\$9,900.00	\$7,920.00	\$3,960.00	\$1,121.67
Group room	\$3,200.00	\$2,560.00	\$1,280.00	\$362.56
Spa Area	\$100,800.00	\$80,640.00	\$40,320.00	\$11,420.64
Total Monthly Revenue	\$113,900.00	\$91,120.00	\$45,560.00	\$12,904.87
Total Annual Revenue	\$1,366,800.00	\$1,093,440.00	\$546,720.00	\$154,858.44

## Expenses + Break Even

	Monthly	Annual
Lender Repayments*	\$4,500.00	\$54,000.00
Rent	\$4,400.00	\$52,800.00
Utilities	\$1,000.00	\$12,000.00
Consulting	\$3,000.00	\$36,000.00
Break Even Sales	\$12,900.00	\$154,800.00
Break Even Capacity (%)	11.33%	

\*Lender Member repayments will begin in early 2025



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# AGREEMENTS

The Watershed Cooperative Movement is an experiment in non-exploitative healthcare.

At Watershed our Practitioners, Support Staff, Lending Members, and Clients are all owners of the LLC, and share to gain in the success of the collective.

Our agreements constitute our collective values. They orient us we collaborate and make decisions together.

## We Agree,

To acknowledge our individual bodies as vital collaborators in the health and wellbeing of the collective body.

To listen to our bodies & set our bounds of engagement and comfort.

To actively participate in maintaining the safety, prosperity & peace of our collective.

To engage in collective decision making with a spirit of trust & creativity.

To orient ourselves by nature's generative cycles & to strive always towards the highest expression of our being.



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# COOPERATIVE MODEL

As a worker & member owned cooperative, collective decision making and democratic economics are at the heart of Watershed Wellness Collective. In accordance with these principles, we have outlined a cooperative structure that provides ownership at different membership levels:

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## Managing Member

Leads and manages the collective as a whole. Managing members structure and facilitate surplus distribution and collective voting as well as serve the organization according to their specific role.

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## Worker Member

Works directly with clients or manages some aspect of the collective as directed by the board. In addition to receiving the worker portion of the surplus, worker members are eligible for collective voting.

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## Lender Member

Provides access to financial resources for establishing and growing the collective via a loan to the business. Lending members receive surplus distributions through the lending portion and are eligible for collective voting for the duration of their loan term in addition to receiving repayment of their principal.

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## Client Member

Enjoys access to our treatments and spa services while also being eligible for collective voting, discounts, and special offers.



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# FOUNDING MANAGERS



Olivia  
Blake

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Financial Principal  
she/her



Collins  
Victoria  
Hohne, LMT

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Operations Principal  
she/her



Melisse  
Prusinski, LMFT

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Strategy Principal  
she/her



Kalaway Voss, MS

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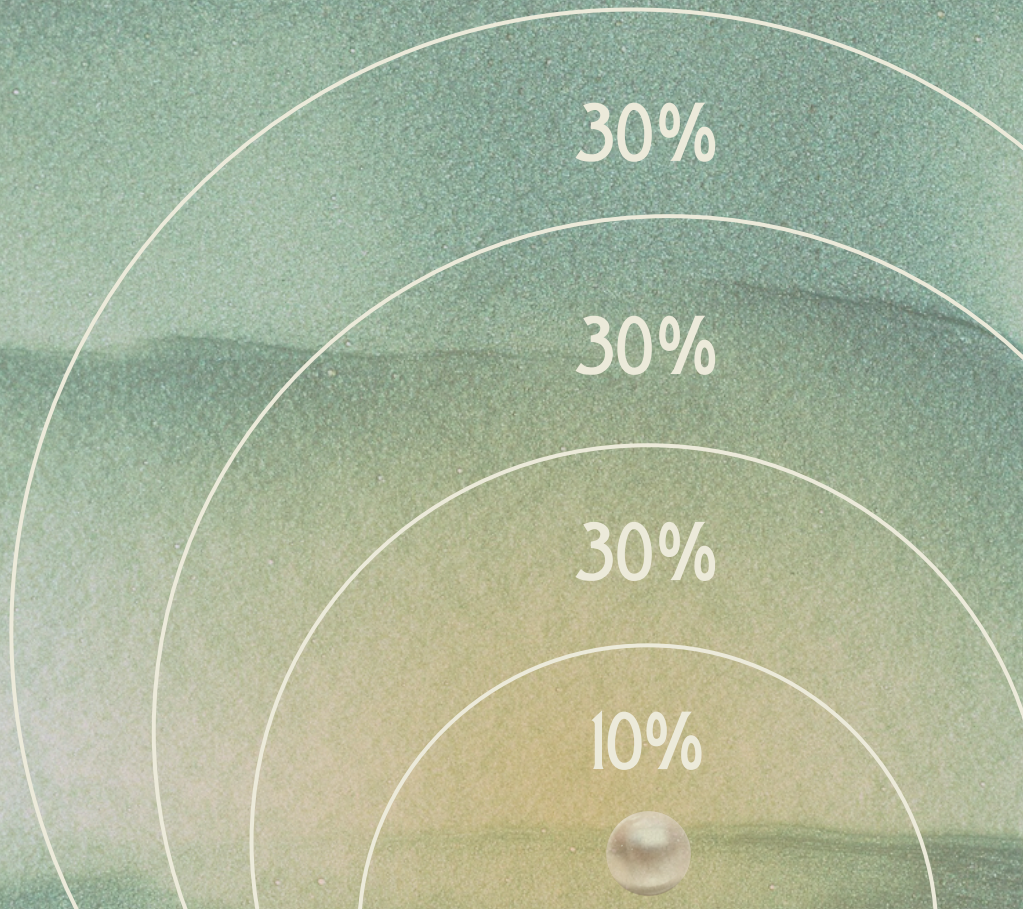
Stewardship Principal  
she/her



# SURPLUS DISTRIBUTION

## The Watershed Co-Operative Movement is:

An experiment in creating sustainable, scalable, and revolutionary pathways for generating profits, as surplus, for our collective.



## Worker Portion - 30%

The first portion distributed, our worker portion is designed to compensate workers for the successful growth of the collective. As 30% of our overall surplus, the worker portion will be divided and paid according to an individual worker's hours compared to the collective hours for the term. All workers who draw a wage from the collective are eligible to begin receiving their surplus distribution after 90 days of working with the collective and approval from the board.

## Lending Portion - 10%

The second portion distributed, our lending portion is designed to provide return to members who provide capital to the business. In addition to monthly repayments of the initial loan principal, lending members will receive a share of this 10% portion according to the proportion of their initial contribution compared to the contributions of all members.

## Collective Portion - 30%

Another 30% portion of our surplus is held within the business and reinvested annually according to a vote of the entire collective facilitated by the board. All active members of the collective are invited to participate in the voting process and are each given the opportunity to provide a single vote on the final budget for using the collective portion- regardless of their membership status.

## Manager Portion - 30%

The final 30% portion of our surplus is distributed to the board members to compensate them for their work in stewarding the collective. The board is committed to making sure that the organization is in a healthy cash position and that all other portions have been accounted for before receiving their distribution.



# LENDING MEMBER FORECASTING

A revolutionary investment in integrative healthcare for all bodies.

According to anticipated revenue, expenses, and repayments, we have estimated the following return on investment for **Lending Members** for the first location at various levels of capacity:

	Capacity		Hourly Rate	Bookings Compared to Capacity			
	Concurrent Sessions	Total Hours per Month		100%	80%	60%	40%
Treatment Rooms	3	660	15	\$9,900.00	\$7,920.00	\$5,940.00	\$3,960.00
Group Rooms	1	80	40	\$3,200.00	\$2,560.00	\$1,920.00	\$1,280.00
Spa Area	10	3360	30	\$100,800.00	\$80,640.00	\$60,480.00	\$40,320.00
Total Revenue				\$113,900.00	\$91,120.00	\$68,340.00	\$45,560.00
Estimates + Distribution Forecasts	Monthly Operating Expenses			\$8,400.00			
	Monthly Repayments			\$4,166.67			
	Monthly Surplus			\$101,333.33	\$78,553.33	\$55,773.33	\$32,993.33
	Annual Surplus			\$1,216,000.00	\$942,640.00	\$669,280.00	\$395,920.00
	Annual Lending Distribution			\$121,600.00	\$94,264.00	\$66,928.00	\$39,592.00
	Lending Distribution over Loan Term (3.5 years)			\$425,600.00	\$329,924.00	\$234,248.00	\$138,572.00
Example Lending Membership	Collective Lending Member Total			\$150,000.00			
	Lending Amount			\$1,000.00			
	Estimated Monthly Repayment (36 payments)			\$27.78			
	Individual share of Lending Distribution			0.67%			
	Individual Share Over Loan Term			\$2,837.33	\$2,199.49	\$1,561.65	\$923.81
	Return on Investment Over Term			<b>283.73%</b>	<b>219.95%</b>	<b>156.17%</b>	<b>92.38%</b>



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# STRATEGIC GROWTH

## Our Vision is Clear

By the end of our first cycle of lending memberships (3.5 years), our goal is to expand our capacity to generate surplus beyond our current capacity through intentional and sustainable growth. Although the board's focus has been on opening the first location, the intention of the founding board is to become a thought leader in pioneering a new approach to integrated wellness praxis. The founding board intends to create a 5 year strategic vision and share it with the collective within the first 6 months of opening our doors to outline the path ahead.

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## Strategic Goals

### Telehealth Platform

Disrupt an existing technology ecosystem by focusing on provider's needs in our existing custom application. Practitioners set their own rate and Watershed can exponentially increase revenue without increasing overhead expenses.

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### Develop New Locations

#### Oasis Centers

Watershed experiences within existing large-scale facilities (Hospitals, Airports, etc.)

#### Watersheds

Stand alone locations with multiple treatment rooms and spa experiences

#### Headwaters

Larger-scale retreat centers located in nature with overnight and large-group capacity.

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### Franchising

Move towards a new medical economy by supporting others to expand and strengthen the collective.

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### Consulting Practice

Develop and teach businesses across sectors how to build or transition businesses into collective models using the Watershed framework as a starting point.

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### Proprietary Application

License our internal database application for booking, scheduling, telehealth, and client care as a subscription for other businesses and collectives.

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# NEXT STEPS

If you would like to know more about our lending membership program, please email our financial principal, Olivia Blake [olivia@watershedcoop.org](mailto:olivia@watershedcoop.org) | or use the QR code below to schedule time to chat with her

