Studio Connects

Franchise-grade marketing and operations for independent studio groups.



FOUNDER: ARIEL ASSAL • PRE-LAUNCH
CANVA COLLECTIVE FUND APPLICATION

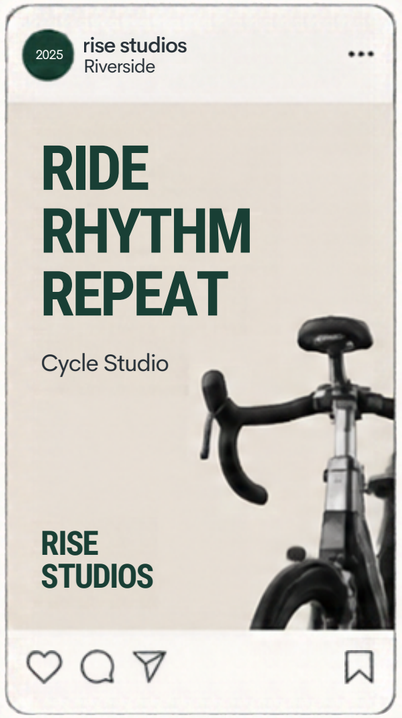
ARIEL.ASSAL@STUDIOCONNECTS.COM

Four studios.
Four different brands.

One owner, many neighbourhoods. Each location needs its own voice while still feeling like one brand.









AGENCIES

Effective but expensive and built for one brand at a time

DIY TOOLS

Cheap, but owners have no time to run them

NOTHING

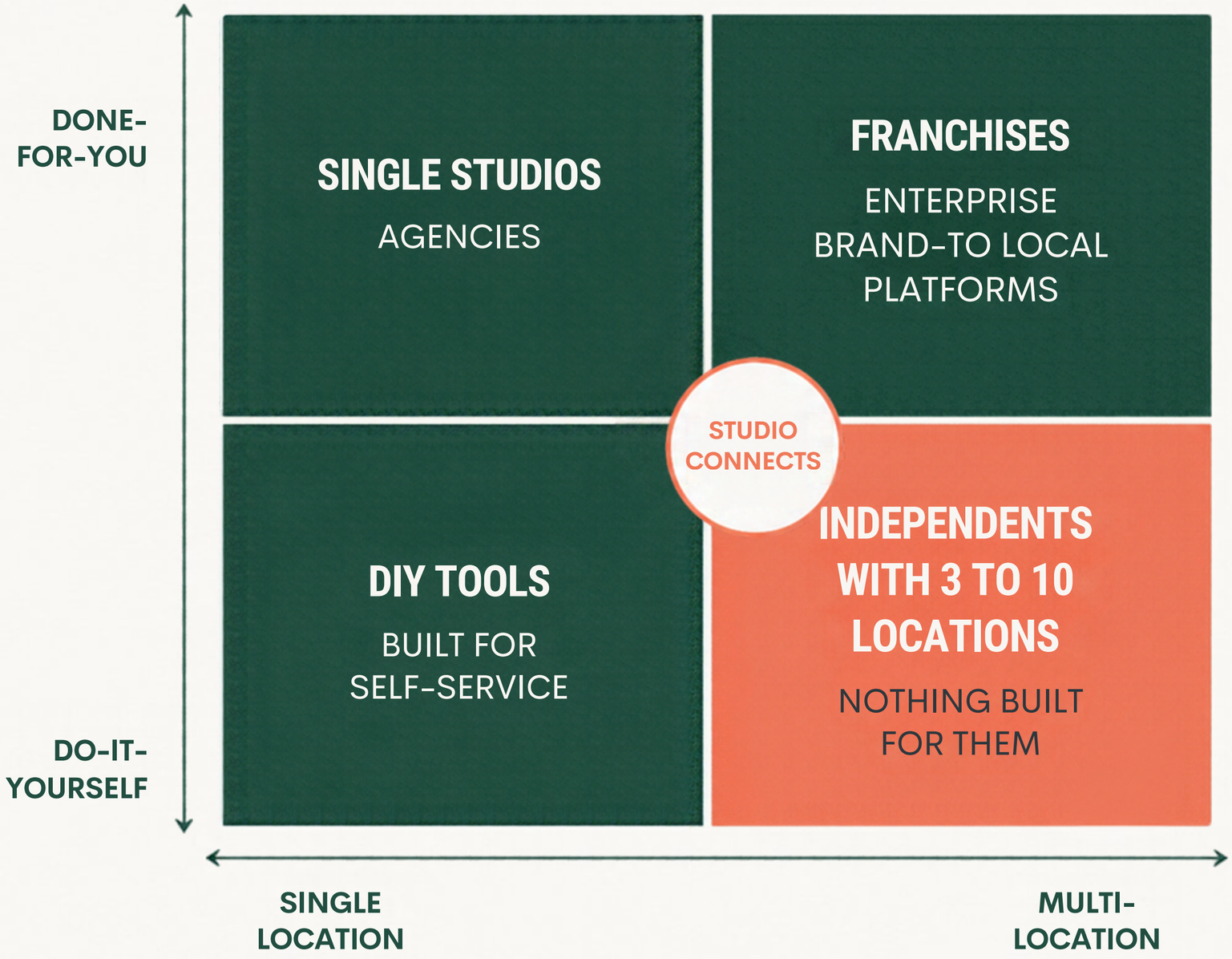
Inconsistent, off-brand marketing at every location

Franchises solved this.

Independents were left out.

The market has options at the edges.

Independents with 3 to 10 locations have none.



How it works.

One system. Every location.

01

Master campaign designed once in Canva

02

Localised for each studio and neighbourhood

03

Launched locally, with schedules and ops synced across studios

04

Bookings, campaigns and operations for every location in one dashboard

We work alongside Mindbody,
not instead of it.

Studio Connects connects to Mindbody so you stay in control of your data.



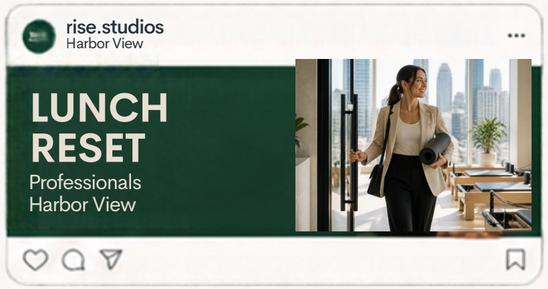
The Canva engine.

One design becomes five local campaigns, each tailored to its audience

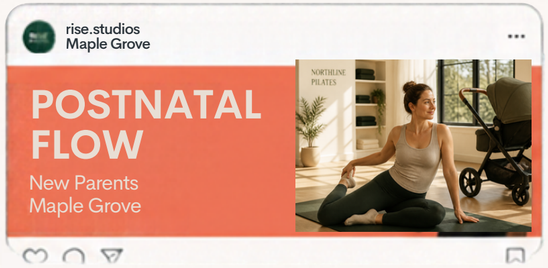
Brand Kits keep every location consistent

Every studio we onboard becomes an active Canva team

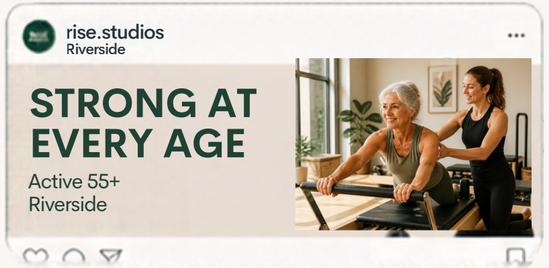




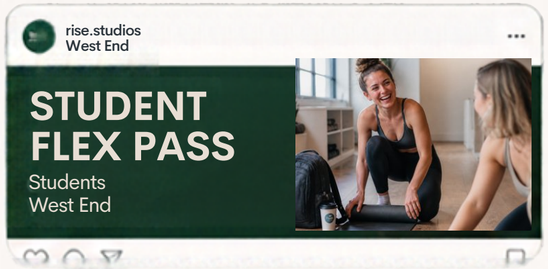
Harbor View Professionals



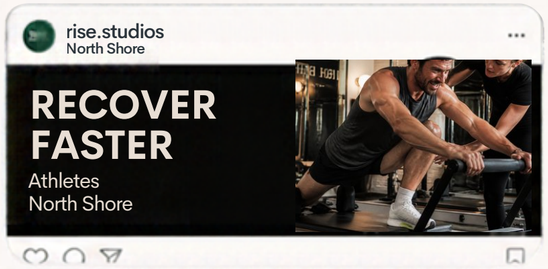
Maple Grove New parents



Riverside Active 55+



West End Students



North Shore Athletes

Why us.

Two perspectives. One mission.
Stronger together for studios.

SMALL BUSINESS PERSPECTIVE

- Experience at an SMB-focused startup
- Saw budget and time pressures firsthand
- Knows where software fails small teams
- Knows how operators evaluate and buy

OUR INSIGHT

Bring the enterprise approach to independent studios.

ENTERPRISE PERSPECTIVE

- GTM Strategic Finance at Canva
- Multi-location brands at enterprise scale
- How teams use Canva to stay consistent
- Brings systems and discipline to growth

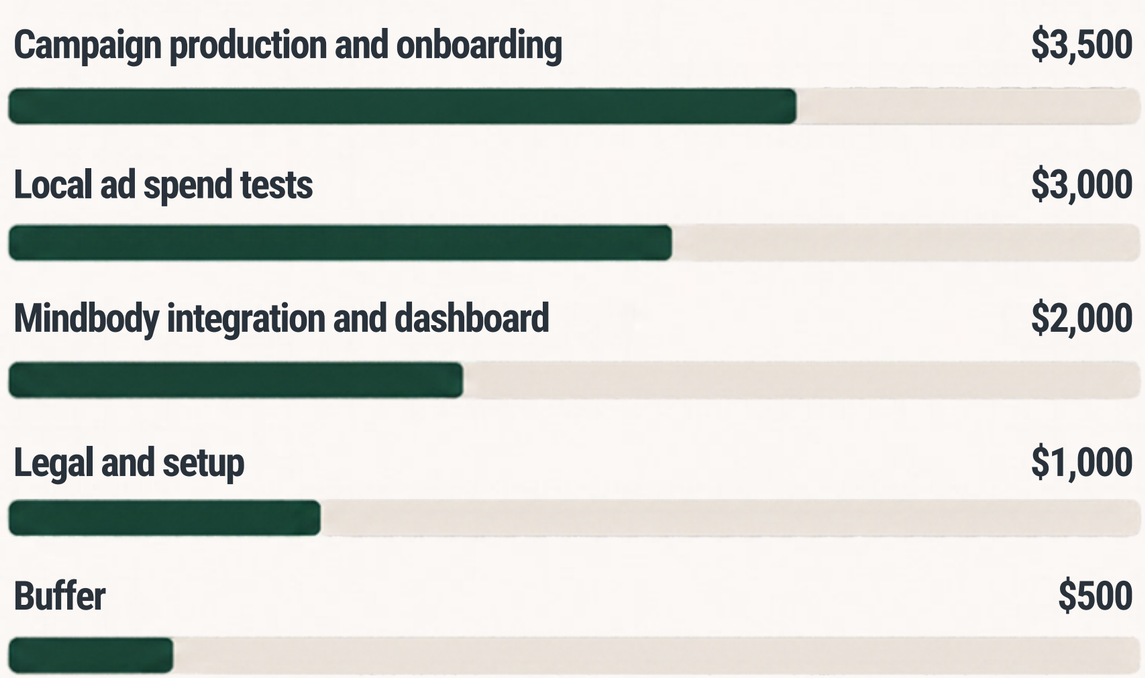
90 days with $10,000

- Pilot with 2 to 3 studios:
  first localised campaigns live within 30 days
- Measure booking lift per location
  against a baseline
- Convert at least one pilot
  to a paying customer

WHERE THIS GOES

Marketing is the way in. Every campaign builds data on what fills classes in each neighbourhood: the base for a multi-location platform.

PLANNED BUDGET



Help us prove independent studio groups can run like a franchise, without becoming one.

StudioConnects.com →
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