

# JIM Partnership Pricing Model

## A message from the founders

Jump Into Motion exists to **support independent fitness professionals**, not to extract from them.

We are building JIM as the place where trainers can run and grow their business with confidence. That means **our pricing must be simple, fair, aligned with your success**, and transparent enough that you always understand what you are paying and why.

This document explains exactly how pricing works on JIM today, how we think about it long term, and how it aligns us with you as a partner rather than positioning us as a traditional software vendor.

## Our core principle

We only earn when you do.

There are no setup fees.

There are no monthly platform fees.

There are no charges if you do not take payments.

A trainer is considered active only in months where they take at least one payment through JIM. If you do not take a payment in a given month, you pay nothing.

This ensures JIM only succeeds when your business succeeds.

## What our pricing covers

All fees on JIM include:

- Secure payment processing
- Subscription management
- Client payments and payouts
- Platform maintenance and ongoing development
- Support and direct access to the founding team

You never need to pay Stripe separately or manage payment infrastructure yourself. Everything is handled inside JIM.

## Subscription pricing (trainer side)

Subscriptions are designed for ongoing coaching relationships.

The client pays the full subscription amount you set. JIM's fee is taken from the trainer side. This is to preserve your relationship with clients and enable greater retention.

Client subscription price → JIM fee

Under £50 → 7%  
£50 to £100 → 6%  
£100 to £200 → 5%  
£200+ → 4%

Example:

If you charge a client £100 per month:

The client pays £100

JIM takes a £6 fee (6%)

You receive £94

There are no additional platform or payment fees beyond this.

## One-off product pricing (client checkout)

One-off products include things like individual training plans, programs, nutrition guides, or digital resources.

For one-off purchases, the fee is added at checkout and paid by the client, not deducted from the trainer.

Product price → Client checkout fee

Under £25 → +12%  
£25 to £100 → +8%  
£100 to £250 → +6%  
£250+ → +4%

Example:

If you sell a £50 program:

The client pays £54

You receive £50

JIM covers payment processing and platform costs from the checkout fee

This allows trainers to earn the full listed price on digital products.

## **Payouts and withdrawals**

After a payment is made:

- Funds appear in your pending balance
- Pending funds typically clear within up to 7 days
- Once available, you can withdraw directly in the app
- Withdrawals usually arrive instantly and may take up to 3 days in some cases

Everything is managed transparently inside your trainer dashboard.

## **International payments**

JIM supports trainers and clients globally.

Pricing bands are the same worldwide.

We absorb FX and cross-border payment costs internally.

Trainers always see simple, predictable fees.

This keeps pricing consistent and removes friction for international coaching.

## **Why we price this way**

Most platforms charge flat monthly fees regardless of income, take money even when trainers are not earning, or use pricing models that do not align incentives.

JIM is different.

When you grow your income, we grow with you.

We are incentivised to improve your retention, experience, and earnings.

We can invest more into the platform, education, and distribution.

This alignment shapes every product and business decision we make.

## How pricing may evolve in the future

As JIM grows, we expect to introduce optional flat or premium plans for high-volume trainers, advanced tools for established businesses, and deeper integrations and partnerships.

Our core principle will not change.

JIM only earns when trainers earn.

Any future changes will always be optional, clearly communicated, and designed to support trainers at different stages of their journey.

## In summary

- No fees unless you take payments
- Simple percentage-based pricing
- Subscriptions charged on the trainer side
- One-off products charged at client checkout
- No hidden platform or payment fees
- Built to align with your success

If you have questions, we encourage you to ask them directly. We are building JIM with trainers, not just for them.

Josh and Matteo  
Founders, Jump Into Motion