

DENVER · COLORADO

The Frost Line

A public bathhouse and social wellness club in the foothills.
Sweat, plunge, and connect — together.

INVESTOR PRESENTATION · 2026

THE CONCEPT

A third place, built around heat and cold

The Frost Line brings European bathhouse culture to Colorado: a co-ed, social facility open to the public — no membership required to walk in.

A place to get outside, get off the screen, meet people, relax, and sweat.

Co-ed

Open and social by design

Public

Day access, no barriers

Outdoors

Mountain air, real views



Bathhouse social scene / people between rounds
or [browse files](#)

THE PROBLEM

People need more wellness — and more connection

1 in 2

U.S. adults report measurable loneliness
— declared an epidemic by the Surgeon
General

7+ hrs

Average daily screen time for American
adults — and rising

Few

Third places left where strangers actually
meet — bars and gyms don't fill the gap

Most wellness products are solitary. Bathhouse culture is the opposite: shared
ritual, real conversation, no phones.



TRACK RECORD

Proven in Bangkok

We built Bangkok's first co-ed sauna — and had a line out the door on day one.

Two builds abroad, thousands of guests served, and a genuine community formed around heat, cold, and conversation. A second location is now expanding.

2

Saunas built abroad

1,000s

Happy guests served

Day 1

Line out the door

THE EXPERIENCE

The circuit

Sauna

Wood-fired and electric hot rooms, built to European standards — the heart of the house

Cold plunge

Mountain-cold immersion pools — the contrast that gives the house its name

Hot tub

Open-air soaking with foothill views — where conversations happen

Steam

Eucalyptus steam room for deep, gentle heat between rounds

Massage

Bodywork and recovery treatments, bookable alongside day passes

Food & drink

Healthy kitchen and bar — broths, juices, tea, and post-sauna meals

LOCATION

The Denver foothills

One of America's youngest, most active, outdoor-obsessed metros — nearly 3 million people who already live the recovery lifestyle.

Cold winters and alpine air make hot-cold contrast bathing feel native, not imported.

A foothills site puts guests in nature within 30 minutes of downtown — close enough for a weeknight, far enough to disconnect.

SITE SELECTION IN PROGRESS · SEEKING LANDLORD PARTNERS

THE MARKET

A rising tide of social wellness

\$6T+

Global wellness economy, growing faster than GDP

#1

Sauna & contrast bathing among top U.S. wellness trends, multiple years running

Sold out

Comparable urban bathhouses in NY, LA, and Austin regularly run at capacity

Denver has world-class demand for recovery and the outdoors — and no flagship social bathhouse. The Frost Line fills that gap.

Five revenue streams

01	02	03	04	05
Day passes	Memberships	Food & drink	Massage	Events
Public walk-in access, 2–3 hour sessions	Recurring monthly revenue and a committed community	Healthy kitchen lifts spend per visit and dwell time	High-margin treatments booked with sessions	Aufguss rituals, buyouts, socials, and corporate wellness

Illustrative economics

Placeholder estimates — to be refined with final site, capacity, and build cost

DAILY CAPACITY	AVG. SPEND / VISIT	YEAR-3 REVENUE	EBITDA MARGIN
300–500	\$55–75	\$6–9M	25–35%
guests across timed sessions	pass plus food, drink, and add-ons	at steady-state utilization	in line with comparable operators

Memberships and events create recurring, high-margin revenue on top of day-pass volume.

THE VISION

Phase two — the overnight resort

Once the bathhouse is established, optional overnight lodging turns an evening visit into a full mountain retreat.

Cabins and rooms on-site extend the stay, deepen the experience, and add hospitality-grade revenue — without changing what the house is: public, social, and open to all.

PHASE 1: BATHHOUSE · PHASE 2: LODGING



Cabin / lodge in mountain landscape
or [browse files](#)

THE ASK

Raising \$3–10M

Scoped to site and scale — from a lean flagship bathhouse to a full foothills campus.

Site & lease

Securing the right foothills property — purchase or long-term lease with a landlord partner

Build-out

Saunas, plunge pools, steam, tubs, kitchen, and grounds — built to the standard of our work abroad

Launch & operations

Team, opening program, and first-year working capital

Also seeking landlords, real-estate partners, and builders who want to help bring the concept to life.

JOIN US

Let's build the house

Investors, landlords, and partners — come sweat with us. The
Frost Line, Denver, Colorado.

hello@thefrostline.com · thefrostline.com