



An Equine Therapy practice that changes lives and creates community.

Our Story



The seeds of Thompson Therapy “TT” were planted in 2012 by Dr. Ashley Thompson with her riding lesson program. Then, In 2015 her husband Cole Dial, JD.MPP, stepped into the business, and they formally founded TT. Together, they grew TT exponentially every year.

For the entirety of the last eight years, TT has operated on a beautiful piece of property in St. Augustine, FL where a herd of thirty horses freely roam the lush green pastures and shaded woods.

With seven horses of their own, the Dial’s promote a Natural Environment Boarding model and practice Natural Horsemanship methods; emphasizing the importance of partnership with the horse, rather than control.





About the Founders

Dr. Thompson received her Ph.D. in Depth Psychology from Pacifica Graduate Institute. Focusing her studies on the therapeutic benefits of the horse-human relationship, she created her own unique equine therapy program and TT was born. Now with over 30 active clients and multiple supplemental programs, the business has become a recognized and respected part of the community. Clients have traveled from Canada, Belize, Australia, Germany, and Columbia to work with Dr. Dial.

Cole Dial is a former U.S. Marine and holds his Juris Doctorate from Florida Coastal School of Law and his Masters in Public Policy from Jacksonville University. His experience is in intellectual property law and corporate law. Cole currently serves as a lead attorney handling litigation for the Law Offices of Ron Sholes, P.A. Cole grew up on a horse farm in Indiana where his family still breeds, sells, and shows, draft horses nationally. Learning how to drive a team of horses at the age of twelve, Cole brings a wealth of knowledge to TT.



The business model of TT is similar to a family-owned farm. Instead of agricultural produce, TT's revenue is generated by place-based/experiential equine related activities.

Where We Stand

Programs include one-on-one Equine Therapy sessions, Women's Retreats, Horse Boarding, Summer Camps, Horsemanship Workshops, Wellness Rides, Group Rehab, Camping and more!

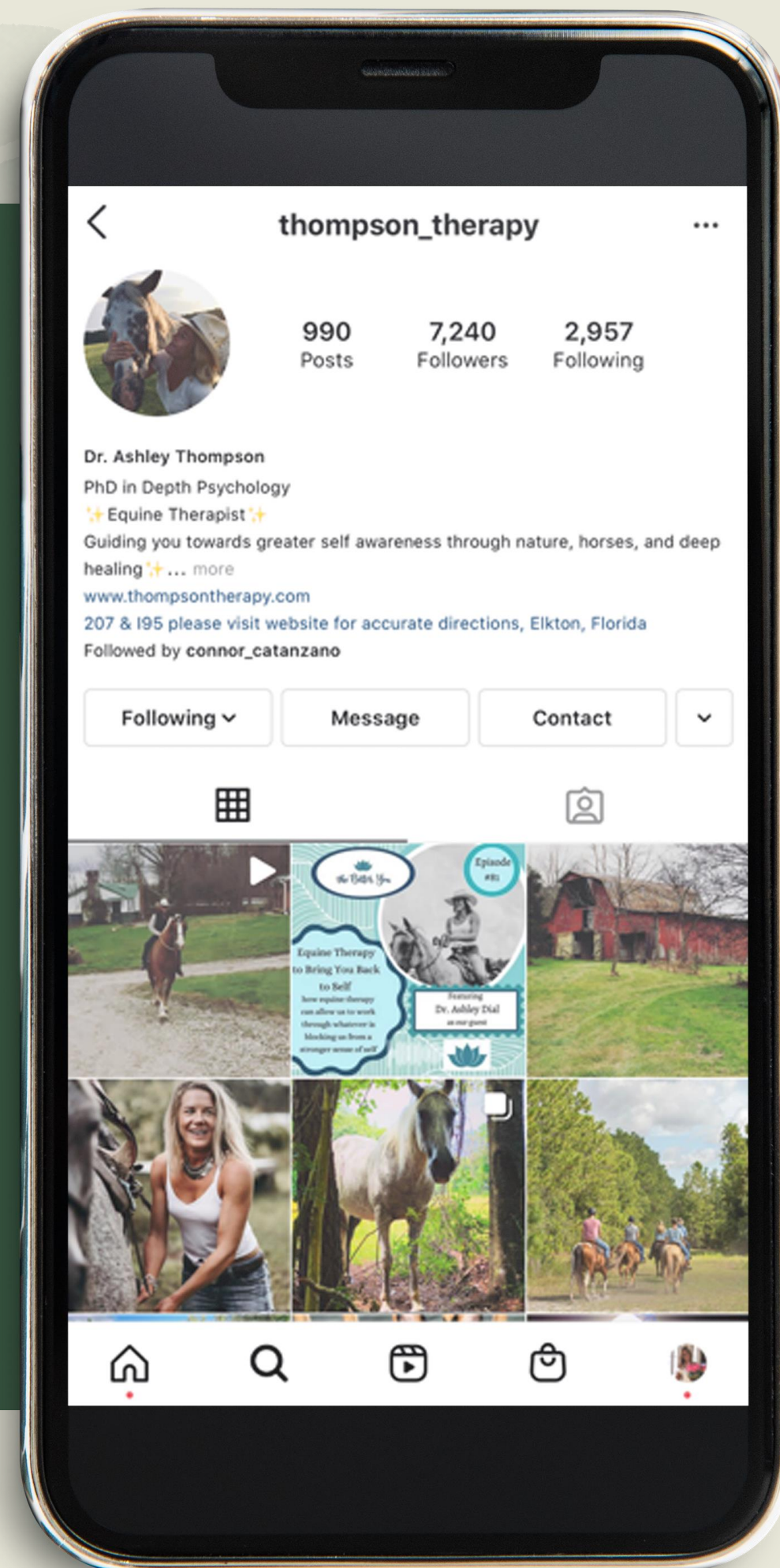
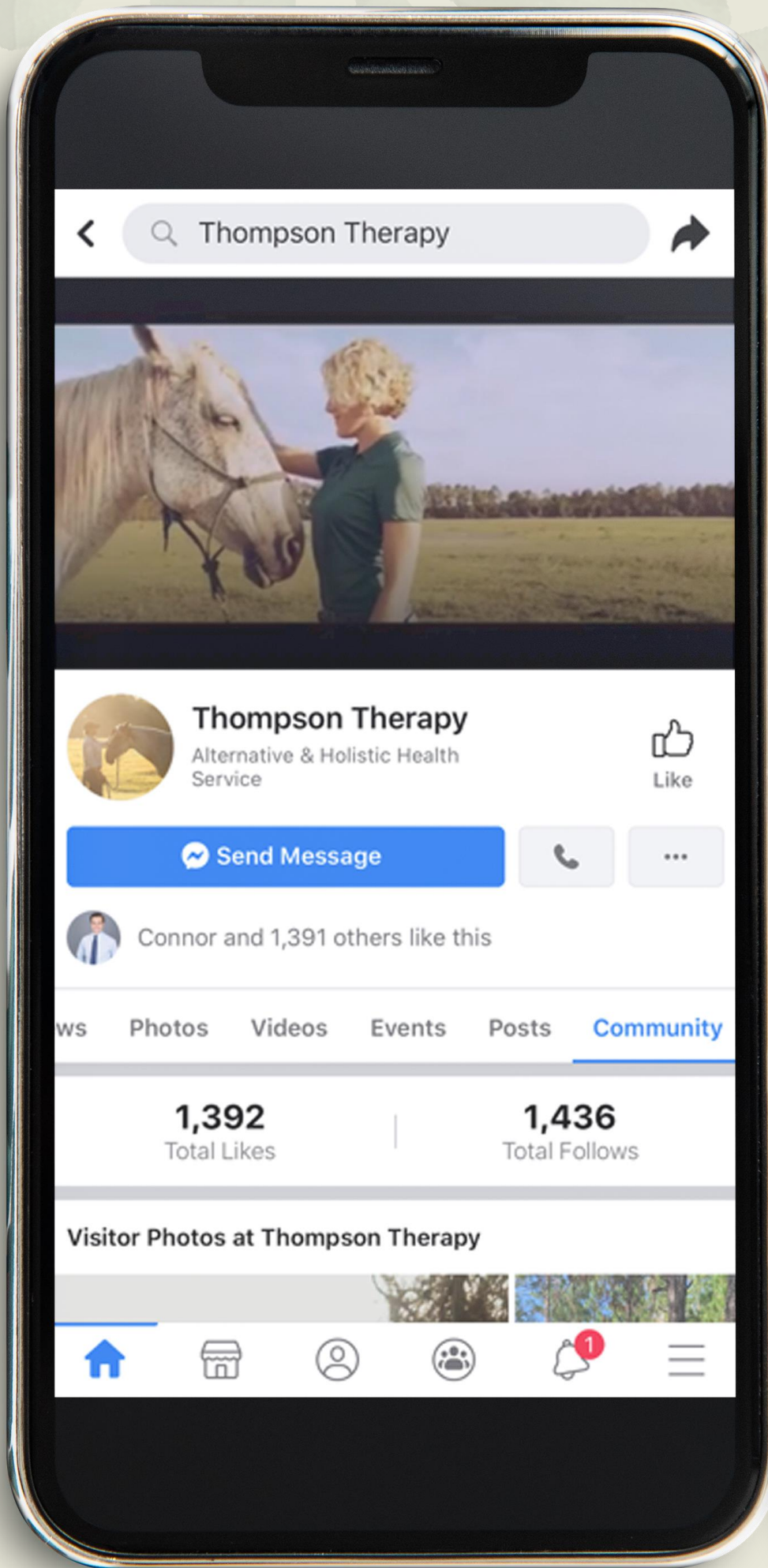
TT has over 7,000 followers on [Instagram](#), 5/5 stars, over 1,400 followers on [Facebook](#), a star host on [Hip Camp](#), and 5/5 stars on Google.

TT has been featured on industry [podcasts](#), and has produced a [high-quality commercial](#).

TT currently has three part-time employees on payroll.

We have outgrown our current facility and have set our sights

On Tennessee for a new home!



Marketing Expansion Opportunities

- Expand branding throughout programs and marketing materials
- Build a library of high-quality photos and videos
- Social media expansion and expertise including Instagram, Facebook, Twitter, and YouTube
- Generate earned media
- Expand paid marketing campaigns
- Hyperlocal marketing
- Hosting private events on the property provides an opportunity to engage the local community and partners. Events range from tack swaps, farmers markets, cookouts, and hayrides to weddings, celebrations, and private photography locations.

Cornerstone Goal

The land TT currently operates on will be developed in the coming years. There are little to no land opportunities in the current business area that meet the needs of TT, much less allow TT to continue grow. **It is only with the stability and resources of land ownership that TT will be able to continue growing.**

However, the perfect piece of property has been identified in Culleoka, TN. It has everything TT needs to hit the ground running: established pastures, fencing, a barn, natural water source, office space, peace and quiet, and an ideal location. The property is in a rural area but only a short drive to flourishing communities like Franklin, Thompson's Station, Spring Hill, and Columbia, all conveniently connected by the main HWY 31.



Property Priorities



Riding trails



An Office



Pasture land



A Barn



Fresh water source



Moving expenses



Farm Equipment

Thompson Therapy projects that within five years they can reasonably expect to be bringing in over \$250,000 in revenue annually.

Our Plan

Phase 1:

This mission at Thompson Therapy has always been simple; to help people through the healing power of horses. Phase 1 will include relocation and building our core programs- the primary income sources for the business.



Phase 2:

Phase two brings a focus on continued growth, onboarding employees, and the development of the Equine Academy post-graduate education program. With worldwide clients there is obvious interest in the distinctiveness of what TT has to offer.

Relocate

Boarding, camping, riding, therapy

Program Growth

Marketing, retreats, summer camps

Expand

Additional instructors, special events, hyperlocal marketing

Industry

Marketing and Recruiting

Strong Foundation

Focus on client growth in core programs

Establish

Rehab, workshops, wellness ride expansion

Equine Academy

Write and test curriculum

Annual Income



\$183,000 to \$278,000

The low range of annual income is based on eight years of historical data and the programs Thompson Therapy has already developed and implemented.

The high range of annual income is based on programs Thompson Therapy plans to implement once land has been acquired.

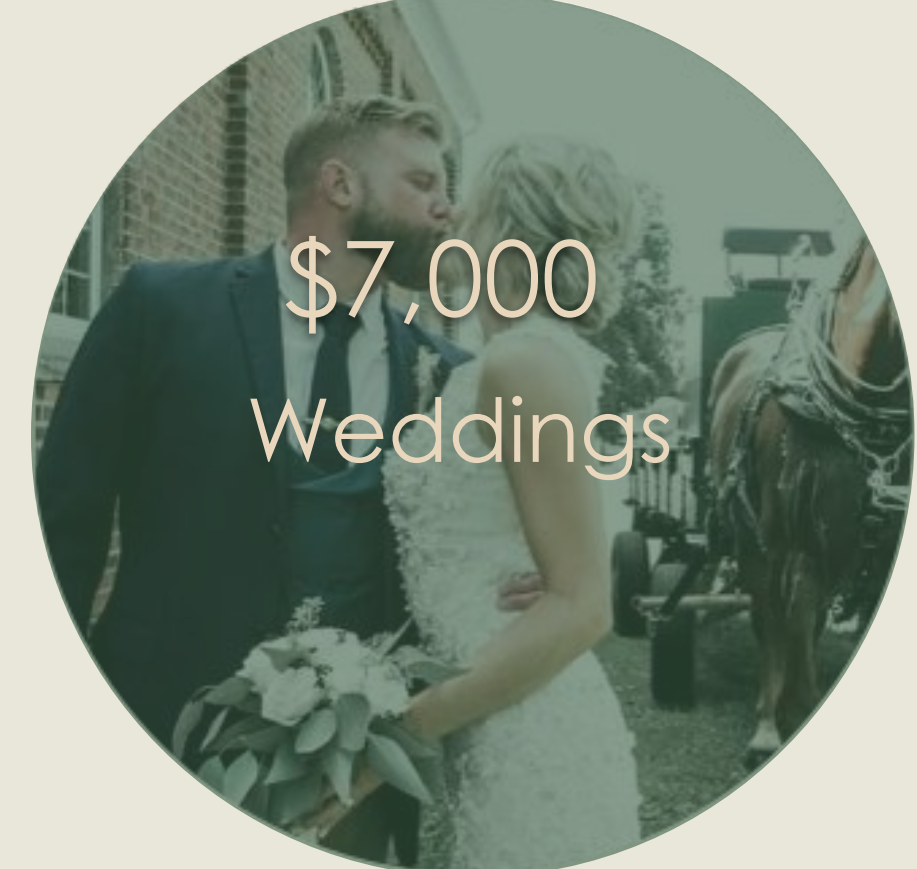


Phase 1 Income Projections



\$183,540 Annual Income

Phase 2 Income Projections



\$278,740 Annual Income

Annual Expenses



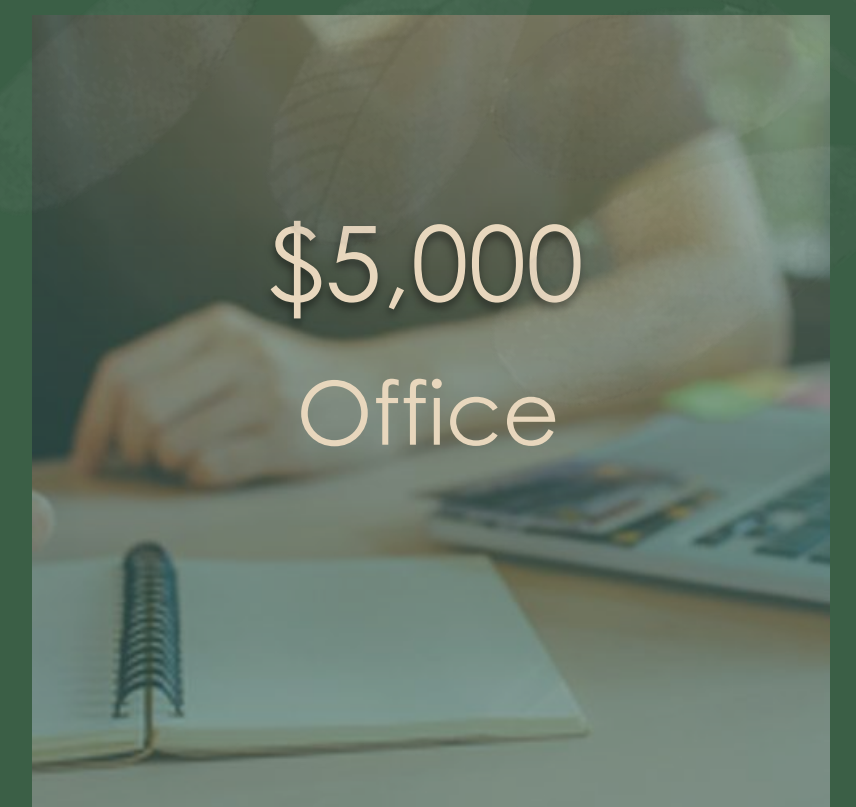
\$95,000 to \$120,000

Annual expenses are based on eight years of historical data, supplemented by three separate land acquisition estimates. Major expenses include:

- Mortgage
- Insurance
- Utilities
- Animal Health & Feed
- Part-Time Instructors
- Part-time Ranch Hand
- Property Maintenance
- Tractor purchase
- Vehicle maintenance



Capital Expenses



\$162,000

Built for Growth

The core programs of TT constitute the main revenue source, and build the foundation for the success of auxiliary programs. These programs are place-based and include equine therapy, riding lessons, boarding, camping, wellness rides, and summer camps.

The programs at TT work symbiotically to create a community of healing and belonging. Our clients regularly move between programs; from retreats to therapy, wellness rides to horsemanship workshops, and workshops to riding club members who own and board horses at the property.

The connections between our programs meet our clients where they are at and allow opportunities for growth and exploration as their needs and interests expand.



We Need Your Support

Eight years ago, I started this business with no money, one horse, one saddle, and a dream. This year Thompson Therapy will gross well over \$250,000. This work is my passion and my calling. Now with my husband Cole, it has become our family business and will be our legacy and our contribution to the world. We are confident in our abilities as business owners, horse people, and creative thinkers. Our individual sense of ambition has allowed us to accomplish so much together, and no matter what, we will always be moving forward.

But now more than ever, we need your support! This work changes lives and for us to be able to continue, TT is asking for your helping hand.



-Dr. Ashley Thompson