



FITLIFT

An Athlete's Journey

Common Goal: Decrease injury, maximize performance



Build Foundation



Peak Performance



You and I

12 million sports injuries occur per year from overuse and are primarily attributed to poor technique

What's already out there?

Without Technology

- ✗ A personal trainers time doesn't scale well, can only evaluate 1 athlete at a time
- ✗ A mirror requires the athlete to already have the correct knowledge on form
- ✗ Both aren't able to provide key metrics that are proven to drive success



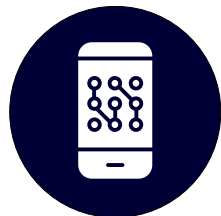
With Technology

- ✗ Optic solutions have a horrible experience and can't go with you on the road
- ✗ Wearable solutions don't provide niche key metrics and actionable feedback
- ✗ Haven't penetrated market successfully (<5%) from lack of providing value



The Mission

“Revolutionize exercise by making it fun, safe, and effective”



A portable solution that is easy
UI that gives real-time form feedback
Provides key metrics that lead to success



Allow remote training, create community
Enforce accountability
Serve home athletes, distributed teams



Competitive/ fun nature while training
Enhances the overall workout experience
Leads to repeat/ sticky usage

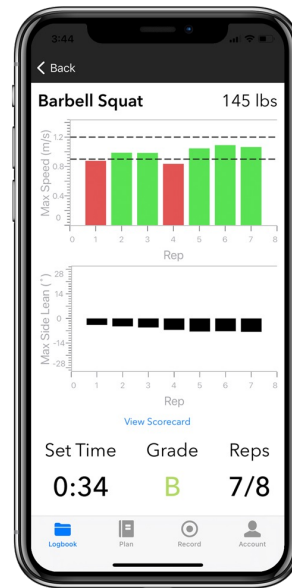


The only tech for strength training that maximizes performance while decreasing injury*

Mobile Application



Real-time feedback



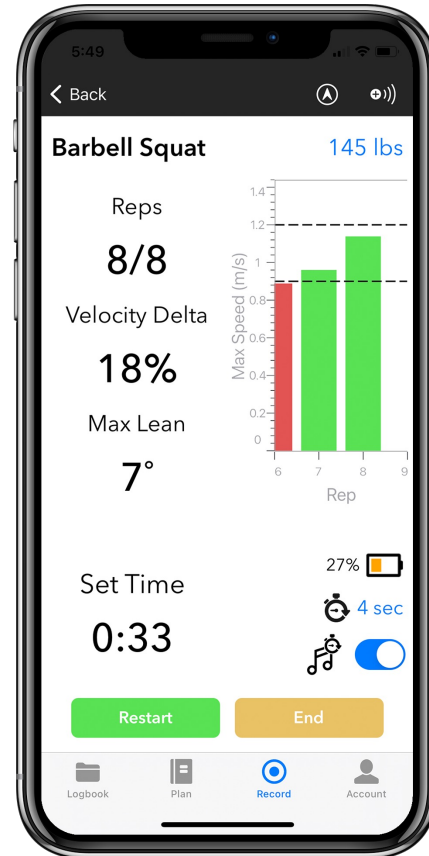
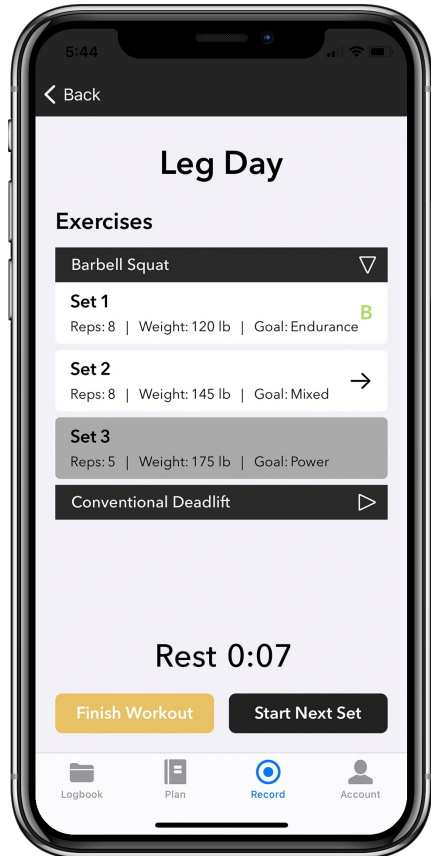
Post-training analysis

FitLift Wearable



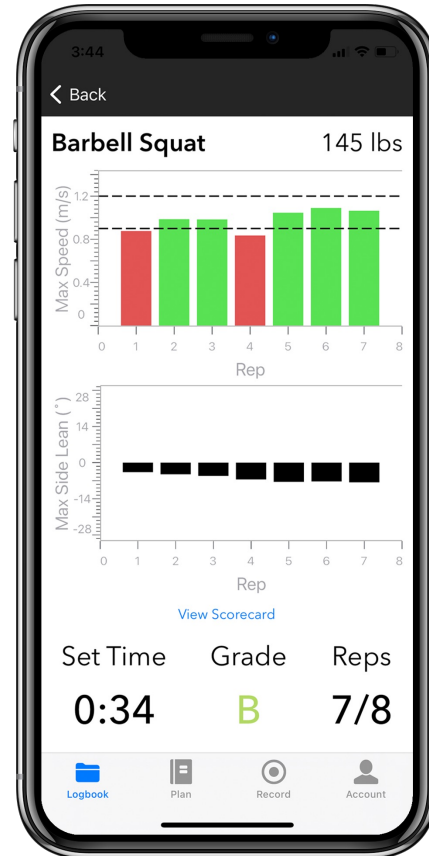
Device specialized in accurate human motion tracking

Real-Time Training Feedback



- Display an athlete's peak velocity, lean, rep count and other important stats during an exercise
- After each rep, see if speed and weight is in the ideal range based on the athlete's fitness goals
- Plan a workout and see rep count, weight, and exertion goals for each set while at the gym

Post-Training Analysis



- Provides the athlete a score after each set that includes actionable feedback on how to get better
- View a summary to check the consistency of key metrics such as speed, lean, and distance traveled
- View total rep count and set time to know if the athlete is meeting their workout goals

We Make Dreams Come True

For families of the next "Tom Brady"



For elite athletes training to be champions



For gym goers with ambitious fitness goals



Why we are sticky



Nelis Koeken

Strength Training Expert
at Team DSM

“FitLift allowed us to
achieve the same
results in the gym in
half the time, all while
never getting injured.”

Track Workouts

Monitor athletes technical execution in real time and help prevent injury



Analyze Quality

Review data to see inconsistencies in form and receive actionable feedback for improvement



Measure Progress

Understand the effectiveness of their program and if it leads to success

Improve Performance

Make adjustments to the athletes workouts to best suit their fitness goals



Business Model & Pricing*

\$150 per
FitLift device

\$20/month
for the platform

Contract length
of 12 months




+



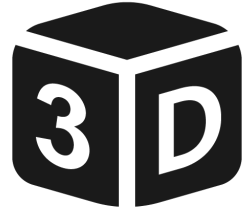
White labeled OEM
(Xsens)

Competitive Landscape*

	FitLift Wearable  FITLIFT	Fitness Wearables Apple WATCH WHOOP	Velocity String Systems RepOne TENDO	Gym Optic Systems Perch GYM/AWARE
Inexpensive	✓	✓		
Feedback for Improvement	✓			✓
Velocity Tracking	✓		✓	✓
Advanced Motion Tracking	✓			
Portable	✓	✓	✓	

*Further details on competitive advantage are available in appendix

Competitive Advantage*



3D Tracking Tech

Allows for highest level of form tracking and enables user feedback on form in 3D space.



B2B & B2C Capable

We charge a lower cost/ device and our hardware is small, lightweight, and portable on the road.



IP Protection

We are patent published for the core motion tracking and rep counting technology.



Lower COGS

Our hardware is OEM, which gives us higher margins/ lower consumer cost due to less R&D.

*Further details on why we are hard to copy are available in appendix

Company Traction

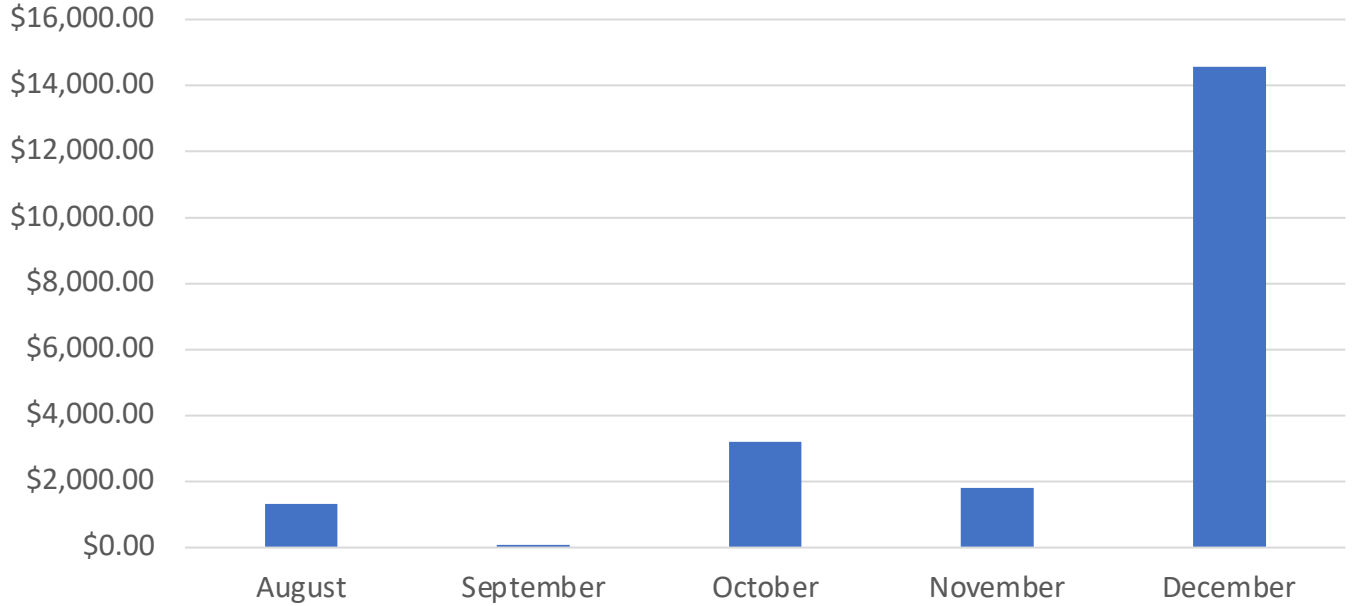
Paid Programs



Paid Trials



Monthly Revenue



\$100k



Venture Accelerator Accelerator Investment

58

Pro Cyclists
(Pilot Users)

17

Paid B2C
Subscriptions

>250

Elite
Athletes

Product-Market Fit

Supplier Partnership Agreement with Team DSM Pro Cycling Club*

Partner will perform case study with local university on benefits of using FitLift for weight training



58

Elite Cyclists

321k

Follower exposure
on Instagram

3 yrs

Length of
partnership

*During partnership, hardware is paid for by Team DSM while use of software is free

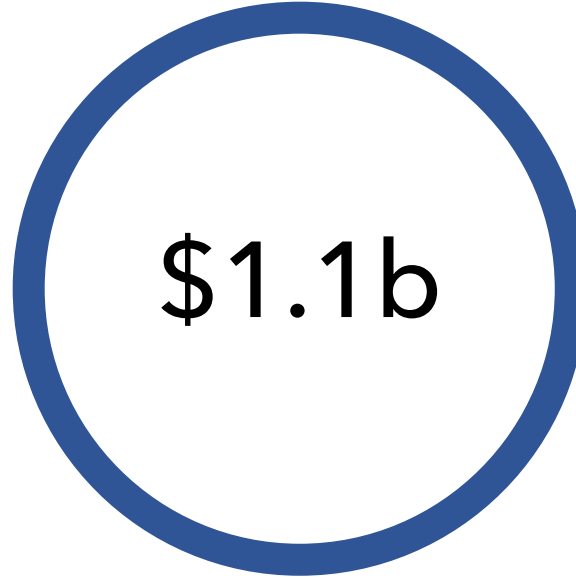


Market Size*



Total Market (Worldwide)

University athletics,
pro teams & enthusiast athletes



Serviceable Market

Total Market located
in United States



Obtainable Market

15% of Serviceable
Market

"The global sports technology market is poised to grow at a compounded annual growth rate of 17.5% [for the next 5 years]" - **TechCrunch**

*Market size calculations and financial projections available in appendix

Go To Market Strategy

Niche Trade Shows

B2B



B2C



Sport Focused PR



Digital Articles



Niche Magazines

Social Media



Targeted Ads



Short Content



Micro-Influencers



Industry Experts

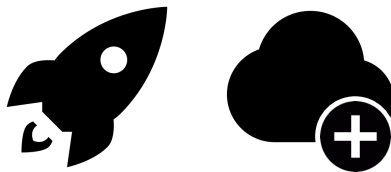


Product Reviews

Company Roadmap

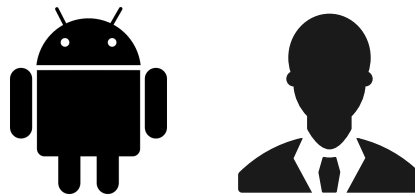
Mid 2021

- BETA & 1st Official Release
- iOS Support
- 2 university teams
- Team DSM pilot
- Add remote training via cloud



Mid 2022

- Add Android Support
- 25 university teams
- Expand to CrossFit facilities
- Hire key executives to allow us to scale



Mid 2023

- Saturation of initial market
- 2 pro sports teams
- Begin B2C expansion: 5k Users
- Growth to other markets



The FitLift Team

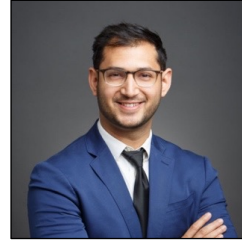
We were all athletes that have had our dreams crushed due to injury or lack of progress



Blaine Killen
CEO

2x Tech Founder, Software Engineer, Former Competitive Golfer

- Led first startup as CTO to gain incubator admission as the first college freshman team
- Previously a backend software engineer on OneDrive/ SharePoint at Microsoft
- Hack Reactor elite software engineering bootcamp graduate



Eric Atcheson
COO

Former Collegiate Tennis Player, Design Engineer

- Lean and Six Sigma trained for addressing complex problems/ sustainable processes
- Has overseen 4 product lines and 75+ operators while at Merit Medical
- Son of an immigrant and first in family to obtain college degree



Kody Krueger
Sales Manager

Former Baseball & Soccer Player, Startup Sales & Marketing

- Previously a marketing and energy sales rep at Tesla
- Curated, acquired, and onboarded list of 800+ qualified leads at Yohana
- Experienced in leading early stage marketing and customer acquisition strategies



The Ask*

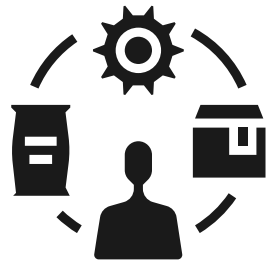
\$350k from Lead

We are seeking \$350k as bridge investment to our Seed Round to take advantage of a large market opportunity, accelerate marketing, and help better serve our customers



Overhead &
Expenses

36%



Supply Chain &
Logistics

16%



Marketing
& Sales

48%

\$15k MRR

**18 Months
Runway**



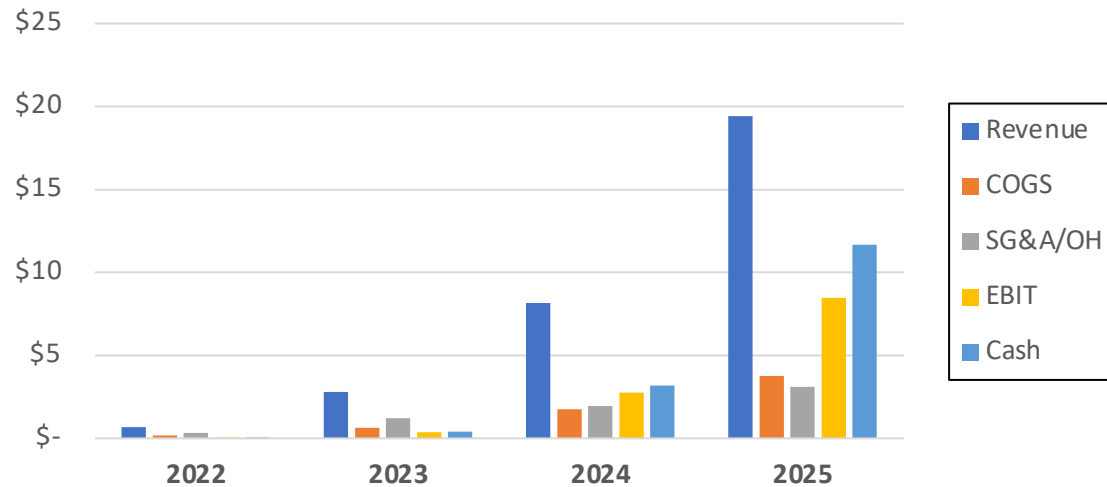
FITLIFT



Appendix Slides

FitLift Opportunity Summary

Key Financials (\$M)



Business Environment

Pain point & remedy

- Problem: Incorrect training technique leads to injury and lack of progress in sports
- Solution: A wearable device and mobile app that provides real-time feedback on lifting form

Competition

- Optic Solutions
- Velocity String Solutions

Deal Summary

Key points

- Amount: \$1.3m for 1.5 years runway
- Post-money valuation: \$7m
- Vehicle: Preferred equity
- 1 board seat for lead

Financing history

- \$95k friends and family
- \$125k founders

Exit

Type: Acquisition (most likely) or IPO

Current multiples for businesses in sector

- Revenue multiples: 31x (Whoop)
- Annual Revenue: ~\$115m annual

Valuation projection at exit: \$80m

Exit timing: 5 to 7 years

Investment Budget Breakdown

Runway: 1.5 years

Fund Allocation			Amount Expense
Technology Development	21.1%	\$268,750	\$112,500 CEO Salary \$56,250 COO Salary (half) \$100,000 Unknown R&D
Customer Reach	33.4%	\$425,000	\$180,000 DevOps Engineer \$210,000 VP of Software Engineering \$35,000 Backend Developer (Contracted)
Sales & Marketing	28.3%	\$360,000	\$75,000 Sales Employees \$285,000 Sales & Marketing Expenses
Supply Chain, Logistics, & Overhead	17.2%	\$218,700	\$5,000 Product Stap Purchase Order \$85,000 Quality Engineer Salary \$56,250 COO Salary (half) \$42,450 Overhead \$30,000 Legal
	100.0%	\$1,272,450	\$1,272,450 Grand total

Why It's Hard To Copy Us

Built On The Best Foundation

Our supplier partner, Xsens, is the market leader in human motion tracking using sensors

We leverage their 25 years of domain expertise to deliver the best results possible

Specialized For Weight Training

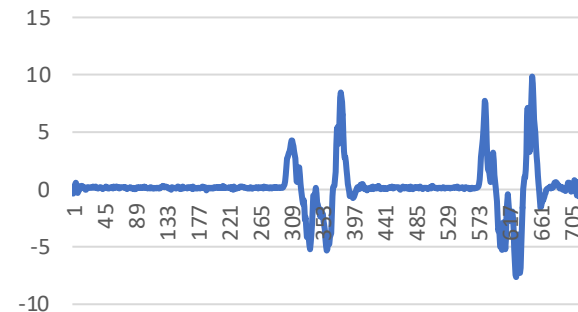
We clean sensor data in ways specific to movement patterns only found while lifting

Our proprietary algorithms are advanced in detecting and pulling key data from each movement

EA Sports uses Xsens for advanced motion capture in FIFA



Sensor Data



We turn unusable sensor data into valuable outputs

How We Compare To Others

	FitLift	Perch	Push	VMaxPro	GymAware
Monthly Cost	\$10*	\$125	N/A	\$20	\$83
Entry/ Device Fee	\$150*	\$2,500	\$630	\$329	\$2,060
Portable	✓	×	✓	✓	✓
Bar Path	✓	×	×	✓	×
Workout Planning & Review	✓	×	✓	✓	×
Fully Functions Offline	✓	×	×	×	×
Base Technology	Wearable	Optics	Wearable	Bar Sensor	String
Velocity Tracked	True	Approximate	Basic	Basic	Tangential

True = XYZ, most accurate

Approximate = Z and either X or Y

Basic = Only Z

Tangential = Z and unknown combo of X & Y

*Device and subscription discounts available at volume

Product Roadmap

Q1

- MVP Development
- BETA Launch
- Product Launch
- Critical Features
- Player Progression Tracking
- Leaderboards
- Increase Exercise Support
- Android Support
- Multiple Sensors
- Heartrate sensing
- Haptic feedback
- Premium device
- Expand to golf, tennis, baseball
- Expand to yoga, Pilates
- Complimentary products
- "FitForm" Labs

Q4

- Team Training

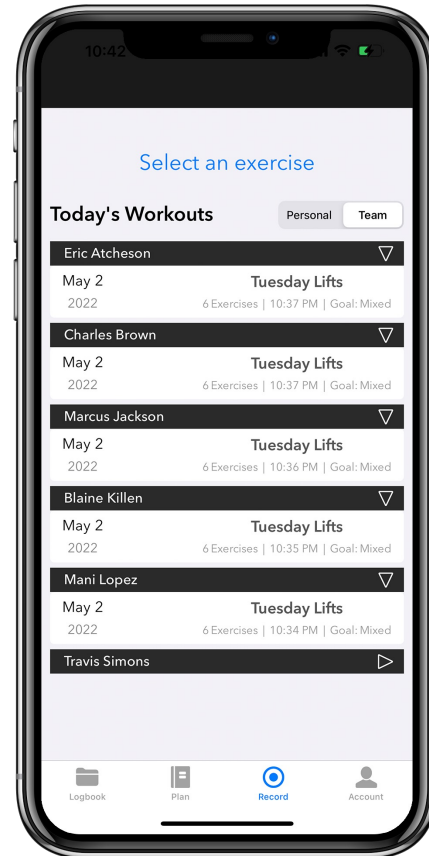
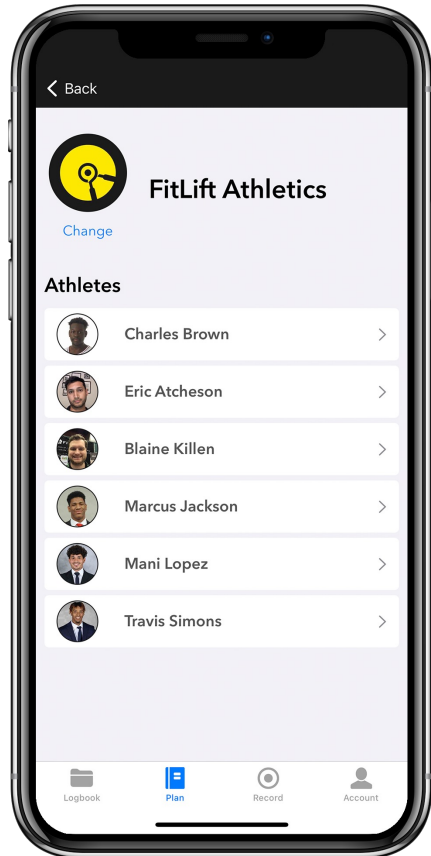
2021

2022

2023

2024+

Trainer View



- Program workouts for all of your athletes
- Review every set your athlete performs as soon as they complete them or after a session
- Load workouts for your team on any device, allowing them to complete them from any squat rack or weight station

Business Model & Growth

Model

\$10/ month for 12 month contract

- FitLift Device
- Cloud Storage

Contract length of 6, 12, and 18 months

Consumer & Enterprise Models

Hardware is OEM through supplier



White labeled OEM (Xsens)

Assumptions

CAC/LTV in segment

- \$182 customer acquisition cost
- Lifetime usage of 1-2 years

Lifetime Value

- B2C: \$330/ user
- B2B: \$4440/ program
 - Boutique gyms
 - Facility with 8 Racks



Growth

Add revenue streams to current models

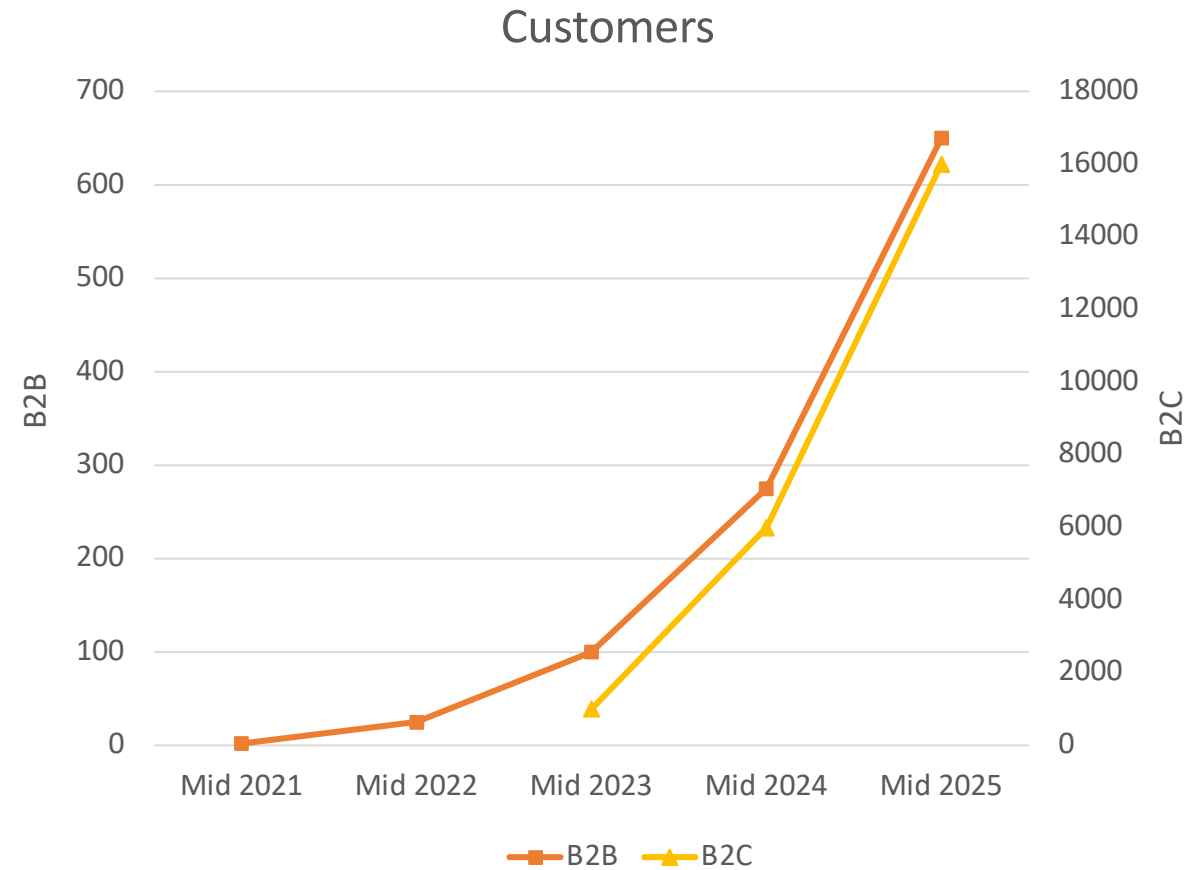
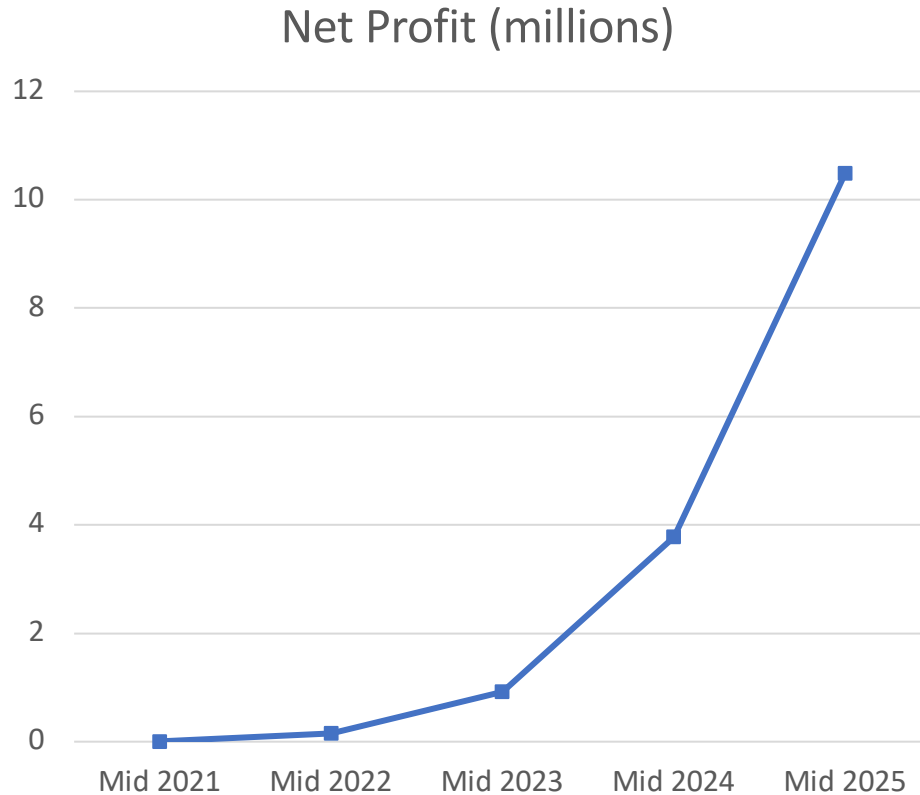
Upcharge to view player progression over time

Upcharge to have user competitions per program

Establish ourselves as dominant player for form correction across all sports

FREE	BASIC	STANDARD	PROFESSIONAL
\$0	\$39	\$79	\$199
per organization / month	per organization / month billed annually \$ 49 billed monthly	per organization / month billed annually \$ 99 billed monthly	per organization / month billed annually \$ 249 billed monthly
TRY NOW	TRY NOW	TRY NOW	TRY NOW
<ul style="list-style-type: none">✓ 20 online orders / month✓ 20 offline orders / month✓ 20 shipping labels / month✓ 20 shipment tracking / month	<ul style="list-style-type: none">✓ 1500 online orders / month✓ 1500 offline orders / month✓ 150 shipping labels / month✓ 150 shipment tracking / month	<ul style="list-style-type: none">✓ 10000 online orders / month✓ 10000 offline orders / month✓ 1000 shipping labels / month✓ 1000 shipment tracking / month	<ul style="list-style-type: none">✓ 30000 online orders / month✓ 30000 offline orders / month✓ 3000 shipping labels / month✓ 3000 shipment tracking / month
✓ 1 Warehouse	✓ 2 Warehouses	✓ 5 Warehouses	✓ 10 Warehouses

Financial Projections



Increased profit at higher user count is due to increased margins/ device at scale (supplier partnership)

B2B Customer Acq. Assumptions



1

Team Per University
Acquisition

60

Average Players
Per Team

15-20

Acquired Universities
Per Year

+1

Team Annually Per
Retained University

Acquisition Exit Strategy



Recently acquired Fitbit for \$2.1b, showing their interest in fitness wearables

Add different fitness markets to their ecosystem that are separate from Fitbit



A competitor to the Halo (Whoop) acquired a similar company to our offering (Push)

Fast way for them to maintain lead position in market for Halo by upgrading capabilities



Would help further strengthen their brand reputation with universities

Add to wearable product portfolio that currently offers running & heart rate trackers



Matches their vision and enhances form data analysis present in their 3D optics tracking tech

Allows them to maintain competitive edge in their overall offering vs Tonal and Mirror

Go To Market Strategy (B2B)



Universities +
Partnerships



University Team +
Gym Expansion



Pro Sport Team
+ B2C Expansion

Customer Segment Overview

US Universities w/ Athletic Programs in NCAA D2 & D3



Division II & III

>315k

Student-Athletes
in strength training

\$148k+

FitLift Yearly Max
Gross Profit/ University

5%

NCAA Sports Team
Annual Growth Rate

>\$1.8m

Athletic Budget
Per University

Customer Offerings (Long-term)

We will sell packages with different sensor counts to appeal to different consumer needs/ markets

1 Sensor Package

- Placed on either wrist, attached using our watch strap
- Basic form tracking, avid gym goer & professional

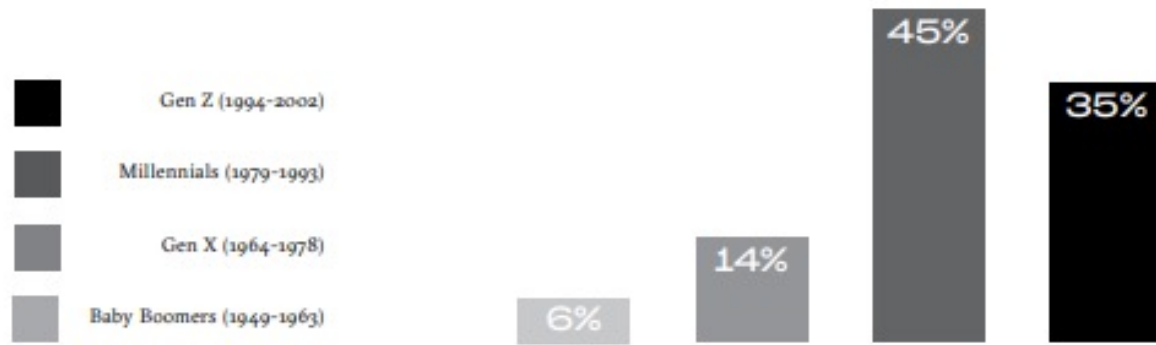
3 Sensor Package

- Placed on both wrists and upper back
- Enthusiast athletes with ambitious goals

5 Sensor Package

- Placed on both wrists, upper back, and upper calves
- Elite athletes, CrossFit and training gyms with enterprise type relations





45% of gym-goers are Millennials (V12 Data)

56%

Americans own a SmartWatch

77%

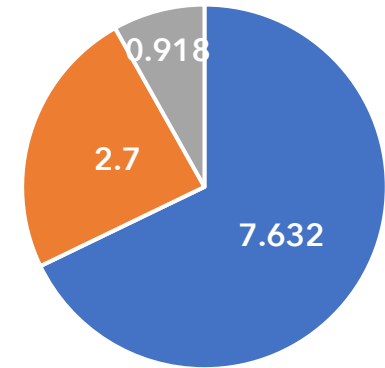
Surveyed Individuals Liked Our Product

\$1.05 B

2.51 M

US B2C SAM

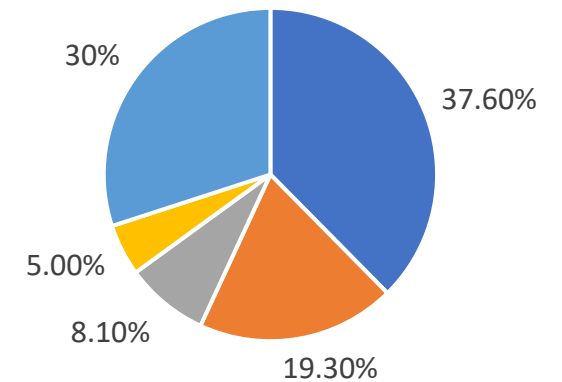
11.25 M Gym Membership Holders/ Year (US)



■ > 2 times/ week ■ Once/ week ■ < Once/ week

Source: finder.com

Smartwatch Market Share (US)



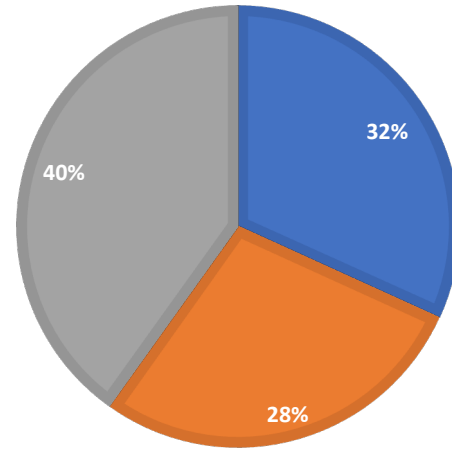
■ Apple ■ Fitbit ■ Garmin ■ Samsung ■ Others

Source: SamMobile

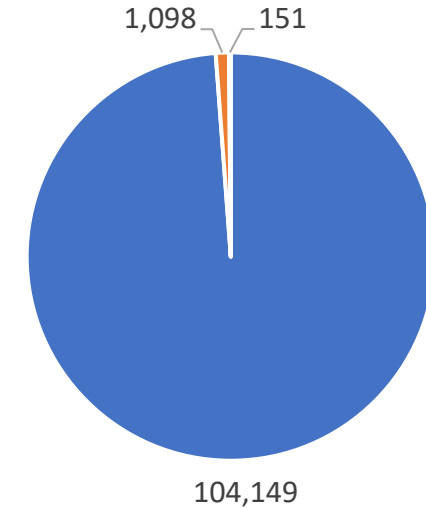


1,098 schools in the NCAA

■ Division 1 ■ Division 2 ■ Division 3



Program/ Team Count



■ Boutique ■ Collegiate ■ Professional

64.2 M

Memberships

41K

Facilities

US Gym Statistics

\$654 M

504k*

US B2B SAM