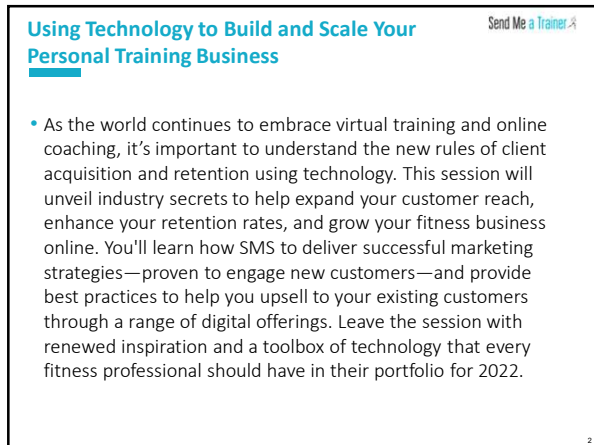




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BUILDING AND SCALING

- What's your objective in building and scaling?
- Building equity and an asset that you can eventually sell, or running the business for cash flow?
- Trading time for money? For how long?
- What is your exit strategy?
- Where can you be most competitive based on your available resources and budget etc.?

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HOW WE SCALED

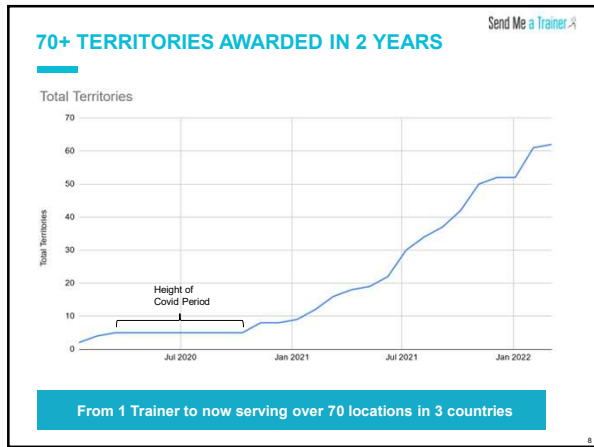
- Our Story
- Investing in technologies that make current process more efficient
- Building Technology
- We make it easier for Trainers to scale their business as a Technology Franchise

From 1 Trainer to now serving over 70 locations in 3 countries

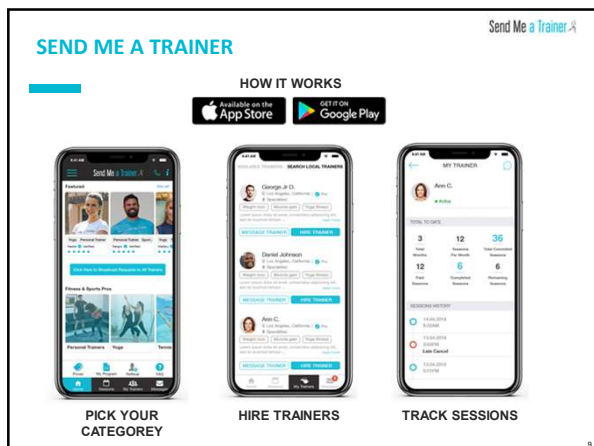
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KEY FEATURES

- CONNECTS CLIENTS WITH TRAINERS
- TWO WAY MESSAGING
- TRACK SESSIONS
- SECURE PAYMENTS
- 24 HOUR SUPPORT




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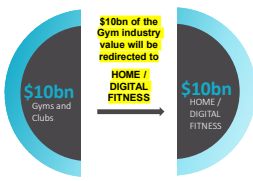
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IMPACT OF COVID-19 ON THE FITNESS INDUSTRY

Pre-Covid



Post-Covid



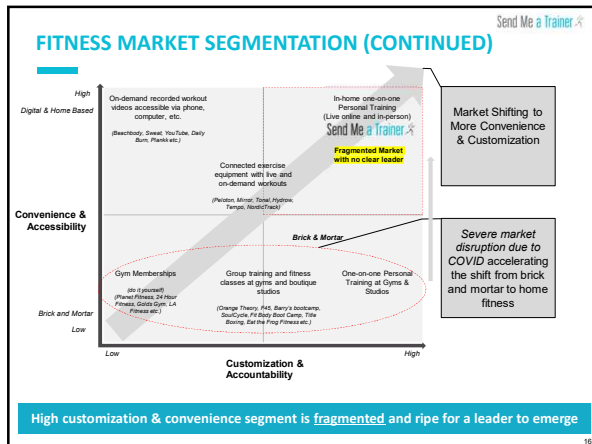
\$10bn of the Gym industry value will be redirected to HOME / DIGITAL FITNESS

- The U.S. fitness industry will be radically reconstituted post-COVID-19, as billions of dollars in consumer spending is shifted to at-home fitness options at the expense of the health club industry
- \$10 billion annually could leave the club sector, much of it for home and digital fitness options
- 34% of gym executives have or plan to cancel their gym memberships after COVID-19 and more than 30 million gym memberships could be cancelled due to COVID-19
- As a result of COVID-19, 49% of consumers exercised at home for the first time
- More than 38,000 clubs and studios have presently shut down because of the virus

HOME & DIGITAL FITNESS is the FUTURE of FITNESS

Source: <https://www.businesswire.com/news/home/20200526005202/en/Consumer-Fitness-Survey-Finds-Post-COVID-19-Billions>

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- ### SERVICE OFFERINGS
- In studio/gym training
 - In home personal training
 - Live online virtual personal training
 - Online/Remote coaching & mentorship programs
 - Motivational / Accountability Coach

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MARKETING STRATEGIES

- Go to market strategy
- Local grass roots marketing
- Organic social media posting (content creation)
- Paid digital marketing
- Google listings

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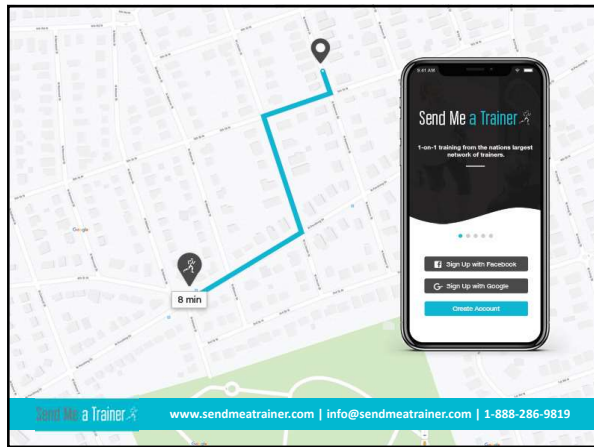
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TECHNOLOGIES AND TOOLS (TECH STACK)

Use Case	Technology Used
Business operations: <ul style="list-style-type: none"> - View trainer profiles - Matching clients with trainers - In app messaging - Client payments - Payment links - Payouts to trainers - Tracking sessions - Leave reviews for trainers 	
Live Virtual Sessions	Zoom, Facetime
Exercise programs	Trainerize, PT Distinction, Coach Catalyst, Quick Coach
Digital Marketing	Unbounce, Zapier
CRM with email and SMS capabilities	Mail Chimp, Constant Contact, Active Campaigns
Scheduling	Calendly
Resources	Upwork, Fiver

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