



The New Fitness

Processing the world's motion

Traction

4 Pilots

18 Demos

4 Pitches

350 Leads

Leads

E Q U I N O X

50



300

Pitch

G Y M I T

2



1



1

Demo

MIT ENGINEERS

1

H Healthtrax

17

Pilot

LIBERTY FITNESS
CENTER

T P S
ESTD 1889

NORTH ANDOVER
JIU-JITSU

TITAN
BARBELL

1

**50% of new gym
members dropout
within the first 6 months**





Gym Owners

Gym owners struggle with retaining new members

Gym Members

Gym members stop going because of a lack of progress

Personal Trainers

Progress tracking leads to consistency



Gym Member
Areal

**“When I feel demotivated
I look back at my notes”**



Gym Owner
Trent

**“If we show them their progress,
they are more likely to come back”**



Gym Owner
Henry

**“The first 2 months are the most
important to show them value”**

AI-Powered Fitness Platform Gamifies Working-out

RepLink

The image displays two smartphones side-by-side, both showing the RepLink fitness platform interface. The left smartphone screen shows a user profile for "Ahmed Katary" with 14 achievements, a total volume of 980lbs, and a progress bar for January. The right smartphone screen shows a workout plan with five exercises: 1 Bench Press, 2 Overhead Press, 3 Barbell Rows, 4 Incline Bench Press, and 5 Barbell Curls. A central image of a circular custom sensor is also shown.

19:02

Ahmed Katary

14 Achievements

Total Volume 980lbs

Jan

All Time 1Y 1M

Squat Bench DL +

Next Achievements

Day 1

1 Bench Press

1st auto / 8 rep auto / 145 lbs

2nd auto / 8 rep auto / 145 lbs

3rd auto / 8 rep auto / 145 lbs

RepLink Notes Actions

auto Tracking is available

Tap RepLink with Card to Start

2 Overhead Press

3 Barbell Rows

4 Incline Bench Press

5 Barbell Curls

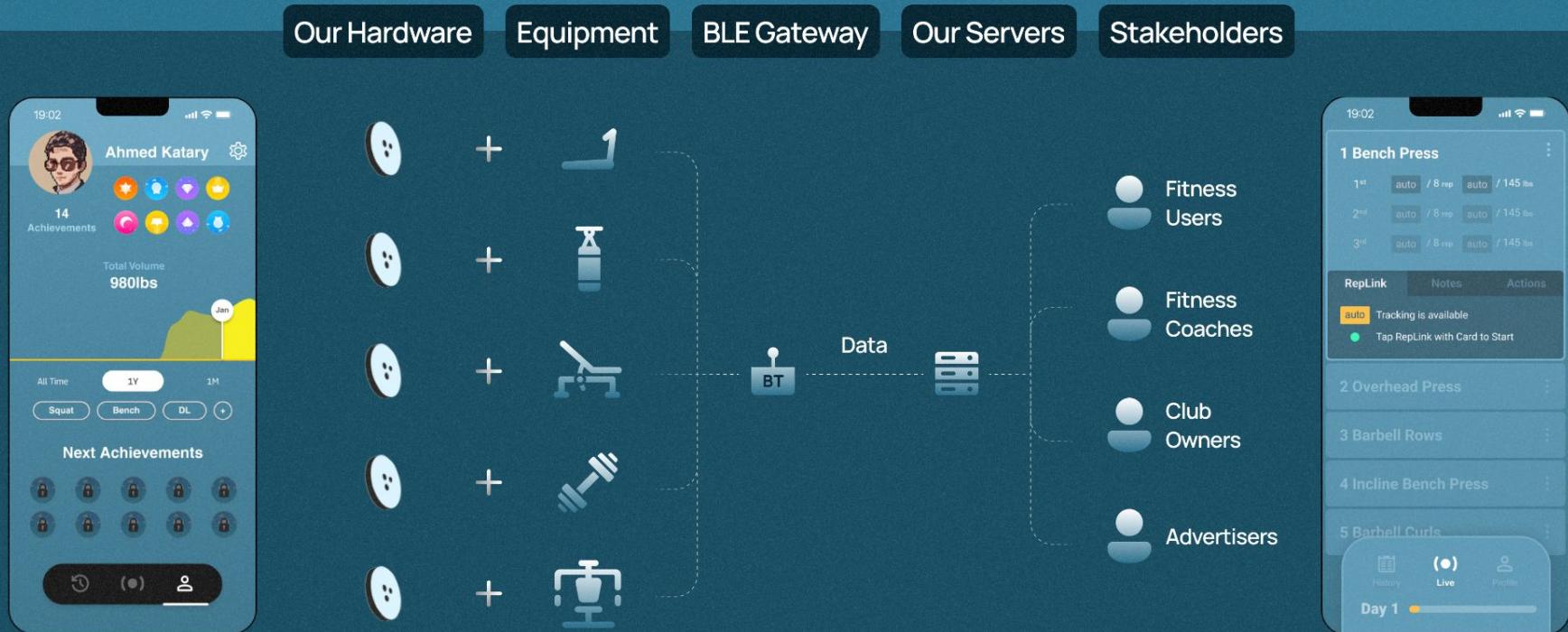
History Live Profile

Day 1



Custom Sensor

Foundational Data Layer for Wide Range of Use Cases



Agnostic AI-Platform Built on-top of Low-Power Sensors

	The New Fitness	E-Gym	Enode	Perch	OxeFit	Whoop
Holistic Metric Tracking	✓	✓	✓	✓	✓	✓
AI-Powered	✓	✓	✓		✓	✓
Low Power	✓					
Gamification	✓	✓				
Machine Agnostic	✓					✓

\$7B Initial Market Opportunity



Beachhead
New England
Small-mid sized
Strength focused

Regional Chains

National Chains

Total Addressable Market (TAM)¹

1. $\$7.12B = 113K \text{ [gyms]} * 750 \text{ [members/gym]} * \$10 \text{ [/members]} * .7 \text{ [revenue share split]} * 12 \text{ [months]}$

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\$83M ARR (0.48% of U.S. Gym Members, 2.7% of U.S. Gyms)



* Assumes 10% gym member adoption rate, 30% gym member attrition rate, 5% gym conversion rate

Tech Exp. + Passion + Strong Network = Dream Team



CFO

Ahmad Taka
CFO (MIT EECS '23)



CEO

Ahmed Katary
CEO (MIT CSE '23)



CTO

Travis Ziegler
CTO (MIT MEng '23)

Strategic Advisors



- 25+ Years Exp.
- Connection to major gym equipment manufacturers



- Pro StrongWoman
- 70k+ Insta. Followers

**Some of what we've done with
\$30,000
of non-dilutive funding**

 130+ Interviews

 Built out interview-analysis-product roadmap pipeline

 Setup prototyping & software infrastructure

 Designed and tested hardware

 Established strategic relationships

 Attracted interest from 25 gyms

 Built out data collection system

**Some of what we'll do
With Your
funding**

 Hire ML + Software Developers

 Setup ML pipeline

 Get FCC certified

 Manufacture devices to equip pilots

 Accelerate R&D on Automated Motion Capture for user ID

 Hire sales and marketing reps.

 Accelerate sales pipeline growth

Appendix

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19 How does the AI come in?

20 What goes into a pilot?

21 How do we identify the user?

22 How does a user use the product from start to finish?

23 In-depth market segmentation?

24 Have you spoken to the athletes?

25 Have you considered licensing to manufacturers?

26 How would a gym owner use it?

27 What metrics do you track that others can't?

28 Are we a workout tracking company?

29 How capital intensive is the product?

What is in it for the gym?

What we are doing right now

1. Revenue sharing model
 - a. Creates new revenue stream for gym

What we will be doing

1. Measure Pilot's impact on retention
2. Measure Pilot's impact on user engagement

How does the AI come in?

What we are doing right now

1. Building largest workout dataset ever created
 - a. No current dataset is large and holistic enough to train a massive enough LLM that can reason well about fitness
2. Building foundational data layer (FDL)

What we will be building on top of FDL

1. AI Personal Trainer
2. AI Physical Therapist
3. AI Content Generator
4. ...More!

What goes into a pilot (cost + time)?

‹ insert pilot plan gantt chart from Jira ›

How do we identify the user?

What we are doing right now

1. We give users a NFC-enabled card they can tap
 - a. For demos and user-interviews
2. R&D on bluetooth proximity detection so users do not need to tap

What we will be doing

1. Implementing bluetooth detection
2. Train ML model to create digital motion footprint of user on-top of bluetooth detection

How does a user use the product from end to finish?

↳ re demonstrate usage with more detailed walk-through

In-depth market segmentation

⟨ insert detailed segmentation table ⟩

Have you spoken to the athletes?

What we are doing right now

1. We have learned Influencers are the ones on the rise
 - a. We have connected with Brittany and few other instagram influencers
 - b. We have partnered with amateur boxing company with over 300+ gyms and 15+ matches / year
2. We are using athlete influencers as a champion

What we will be doing

1. Continuing to look for influencers to promote our product

Have you considered licensing to manufacturers?

What we are doing right now

1. Establishing relationships with champions and equipment manufacturers
 - a. We have connected with Norman who will be our champion
 - b. We have connected with Phil owner of American Barbell
2. Scheduling interviews with equipment manufacturers and dealers through watering holes

What we will be doing

1. Looking for strategic commercial equipment manufacturer partnership to propel us into the commercial and home markets

How would a gym owner use it?

- < demonstrate usage from open gym's pov with detailed walk-through >
- < demonstrate usage from studio's pov with detailed walk-through >

What metrics do you track that others can't?

What we are doing right now

1. Reps, Sets, Weight Lifted
 - a. Based on 30 powerlifter interviews, reps, sets, and weight lifted are most important metrics
 - b. No other retrofit solution can track weight lifted
2. Capturing magnetometer data for barpath
3. Capturing acceleration and rotation for velocity

What we will be doing

1. Using FDL build ML model for fatigue and recovery
 - a. Interviews have revealed those are common measures within athletic community but are currently unmeasurable

Are we a workout tracking company?

What we are doing right now

1. We are NOT a workout tracking company
 - a. We are building a technology that allows us to build out the FDL which will have initial application in the fitness industry

What we will be doing

1. Our vision extends further to bringing the full might of AI built on top of the FDL to a plethora of uses across Fitness and eventually to other markets

How capital intensive is the product?

What we are doing right now

1. Not intensive at all
2. Devices cost ~\$24 at quantities of 12
 - a. Will be ~\$15 at quantities of 100s
 - b. Will be ~\$10 at quantities of 1000s
 - c. Battery life lasts 6-8 months while capturing data whenever motion is detected
3. Compute cost \$0 due to resourcefulness until 100 active users
 - a. Will increase to ~\$X000 until X0000 active users

What we will be doing

1. Looking at further optimizations
2. Comparing cloud provider options / on-site hardware to optimize for spending
3. Will become more intensive as we scale