

# VolumeFitness



## Executive Summary

Brian Howard Guralnick  
Montreal, Quebec, Canada  
(514) 624-4003

[brian.guralnick@volumefitness.ca](mailto:brian.guralnick@volumefitness.ca)

# Executive Summary: Volume Fitness

## Company Overview

**Volume Fitness** is a patented AI-powered music service that transforms any workout into a fully synchronized, performance-driven experience.

Unlike static playlists, our system **knows or monitors your workout in real time**, dynamically editing and syncing your chosen songs to match pace, intensity, and motion creating the world's first **universal AI-DJ Workout Music Platform**.

The company holds multiple U.S. patents that cover the real-time synchronization of user-selected music with GPS data, exercise machine signals, virtual fitness classes, and biometric trackers. These patents form a **proprietary gateway** into the fast-growing global **Virtual Fitness Market**, valued at **\$30B today** and projected to **exceed \$250B by 2035**.

---

## Flagship Products

### 1. Volume Fitness GPS-Player

#### For Runners, Cyclists, Outdoor Athletes, Including VR-Stationary Bikes and Treadmills

Traditional streaming apps like Spotify play songs at their natural durations, often breaking rhythm at critical workout moments.

The **Volume Fitness GPS-Player** uses **AI-GPS synchronization** to edit and align music playback to your exact motion, route, and pace.

- Syncs song transitions to specific GPS coordinates or workout milestones
- Removes silent gaps between songs
- VolumeFX™ delivers targeted bursts of motivational audio energy to drive performance, calibrated by your fitness tracker's measured performance
- Online community for sharing of maps and playlists with tracked performance stats for each song used by all users
- Integrates with **Strava, Zwift, Fitbit, and Apple Watch**

**Tagline:** *Feel the Beat. Own the Run.*

---

## 2. Volume Fitness Power-Player

### For Bodybuilding, Strength, and Gym Workouts

The **Power-Player** integrates seamlessly with popular fitness-tracking and coaching apps, bringing **training-synced music** to every rep and set.

Using accelerometer data, the system automatically detects repetitions and dynamically edits your chosen songs to match your movement rhythm and effort intensity.

- Auto-counts reps and sets through motion tracking
- Real-time music synchronization to lifting cadence
- Adaptive VolumeFX™ effects amplify intensity during peak effort
- Integration potential with third-party gym apps and connected equipment
- Online community for sharing of maps and playlists with tracked performance stats for each song used by all users

**Tagline:** *Power Every Rep. Feel Every Beat.*

---

## Patented Technology & Competitive Advantage

Volume Fitness holds **exclusive patents** for:

- Real-time AI synchronization of any user-selected music with workout activity, GPS data, or streaming fitness content
- Dynamic duration editing that adjusts playback length to exact activity intervals
- Integration of music playback with connected exercise equipment resistance settings
- AI-driven VolumeFX™ system that enhances motivation and perceived exertion

These patents position Volume Fitness as the **only platform capable of universally syncing music** across all major fitness environments, from outdoor runs to gym machines and virtual classes.

---

## Market Opportunity

The Virtual Fitness Market includes online coaching, tracking apps, connected equipment, and social fitness platforms. Volume Fitness integrates seamlessly across all of them, opening licensing opportunities with:

- Fitness app developers
- Smart equipment manufacturers
- Streaming and content providers
- Virtual race and social fitness platforms

By unlocking personalized music experiences for both users and creators, Volume Fitness introduces a new **music-driven engagement layer** to the entire industry.

---

## Business Model & Growth

- **Primary Revenue:** Subscription model for consumer app users
  - **Secondary Revenue:** Licensing technology to fitness platforms, hardware OEMs, and content creators
  - **Referral Engine:** Influencer-driven program offering \$50 per referred subscriber plus renewal incentives
  - **Projected App Subscribers:** 2M (Year 4), 6M (Year 5), 20M (Year 6), 40M (Year 7)
  - **Projected Revenue:** \$280M → \$5.6B USD (Years 4–7)
- 

## Funding Request

Volume Fitness is currently in the **pre-seed stage**, seeking **\$500K USD** in early funding to accelerate product development and team growth.

Funds will support:

- Beta release of GPS-Player and Power-Player
- Engineering and AI training for song synchronization models
- Establishing a small game dev/publishing studio for CG and AI-fitness content
- Expansion of patent filings internationally

Future seed round projected at **\$10M USD** with long-term patent valuation estimated at **\$25B USD**.

---

## Founder

**Brian Howard Guralnick** - Founder, Inventor, and Visionaire.

Having personally overcome morbid obesity (from 330 lbs to 158 lbs) through music-driven fitness, Brian designed Volume Fitness to empower others to achieve lasting transformation through an emotionally and physically engaging workout experience.

---

## Mission

To redefine the way the world experiences fitness by uniting **music, motion, and motivation** into one synchronized, exhilarating ecosystem.

**Volume Fitness - Feel Amazing. Every Beat. Every Move.**