

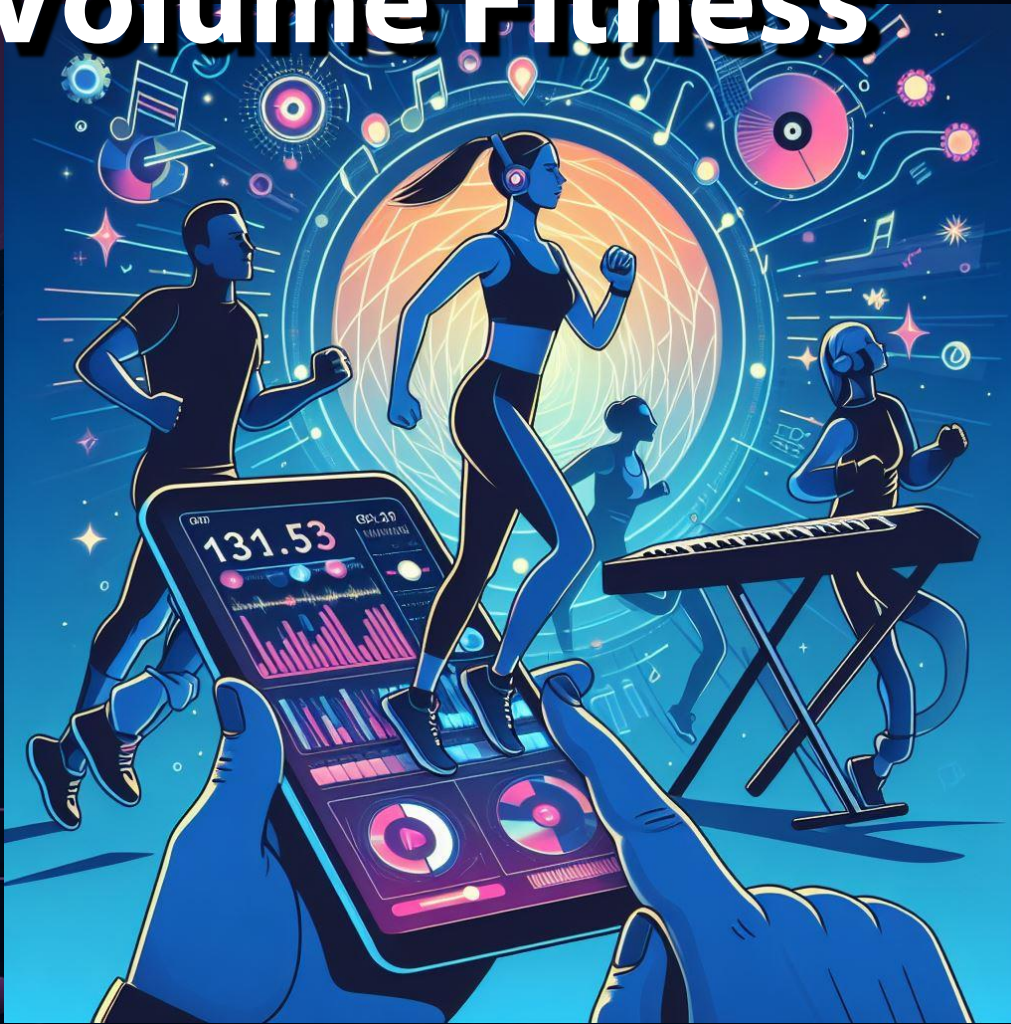
Volume Fitness.ca



Portfolio

October 2025

Volume Fitness



Volume Fitness is a patented PaaS/SaaS music platform that knows or monitors your workout and real-time syncs any group of songs you choose to match the intensity, pace, and rhythm of the activity.

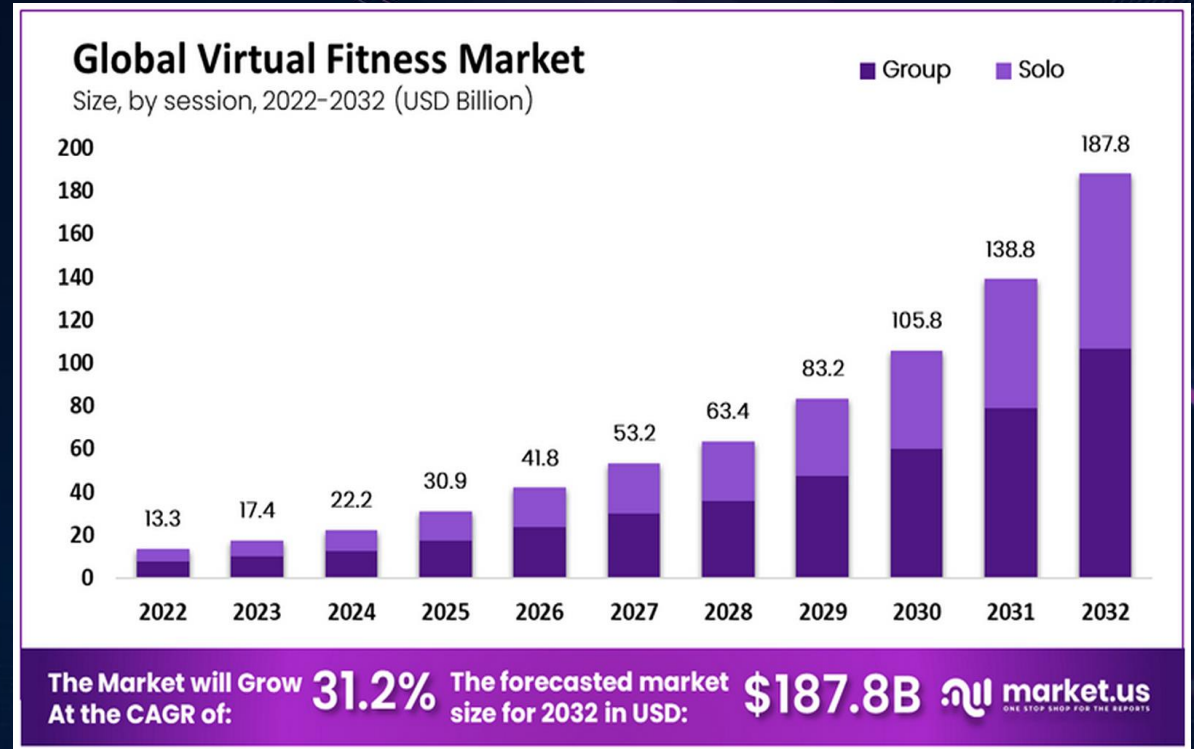
The Virtual Fitness Market

is where online fitness content, apps, trackers, and connected equipment converge. Currently valued at \$30B, it is projected to exceed \$250B by 2035.

This market includes coaching and training apps, instructional audio and video content, community-based GPS tracking platforms, and live virtual competition events.

Volume Fitness holds exclusive AI-DJ Workout Music Playback Machine patents that unlock a unique entry point into this entire ecosystem. Our patented technology enables

real-time synchronization of any user-selected music with all existing services in the Virtual Fitness Market, creating the first universal music sync platform for fitness.



VFX's Patents



Unlocking Personalized Music for Every Workout.

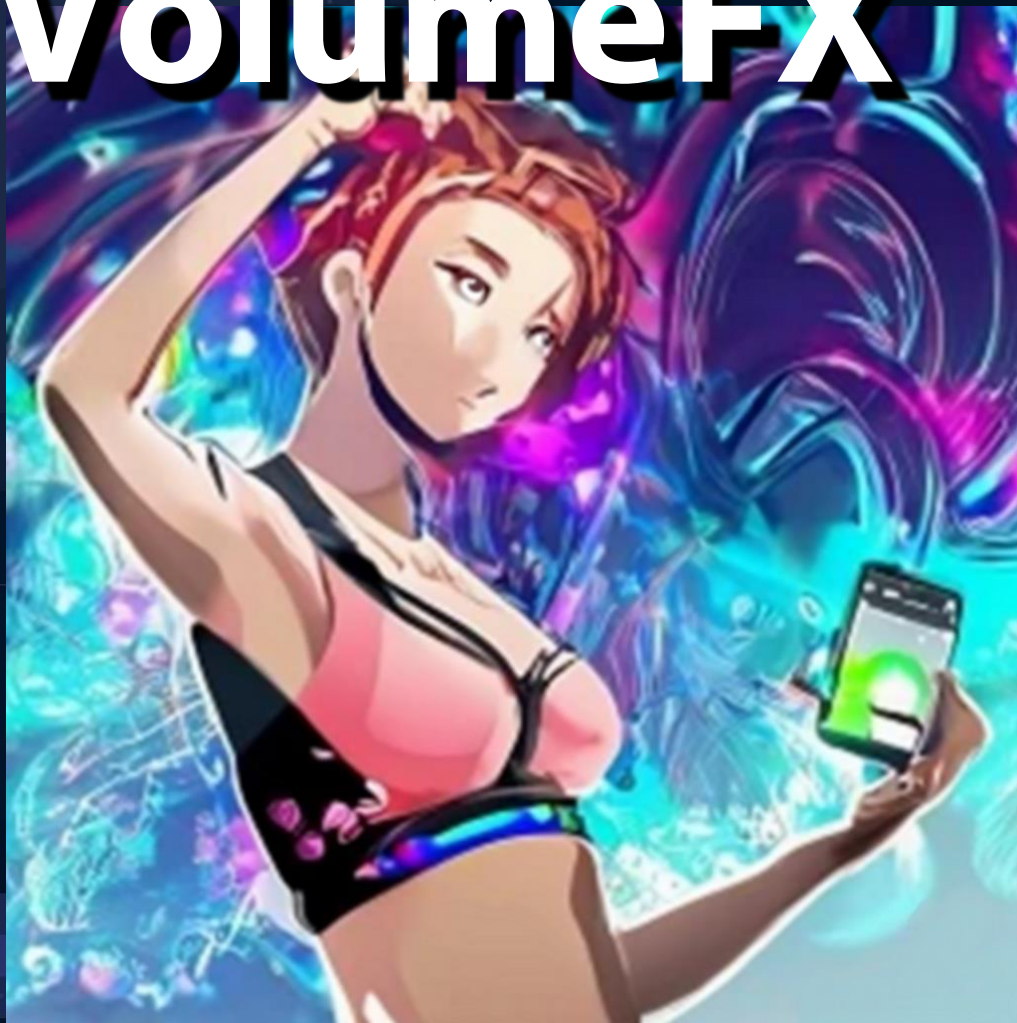
Volume Fitness holds exclusive patents that grant us the rights to replace audio in existing workout routines, including streamed fitness class videos with a real-time, AI synced soundtrack made from user-selected songs by top-tier artists. Our system dynamically edits each song's playback to match the class intervals and instructor cues down to the second.

At launch, users will be able to choose from a catalog of over 75,000 songs to personalize both existing and newly streamed fitness classes, so that even the latest Taylor Swift release can feel like it was composed for their workout.



In addition, **VFX** owns exclusive patents to sync AI-generated or CG-rendered classes to a chosen playlist, or inversely, to sync the music in real time to a user's selected timer or training style, creating a fully immersive fitness experiences.

VolumeFX



Is the key star patented feature of Volume Fitness' AI Workout Music Platform.

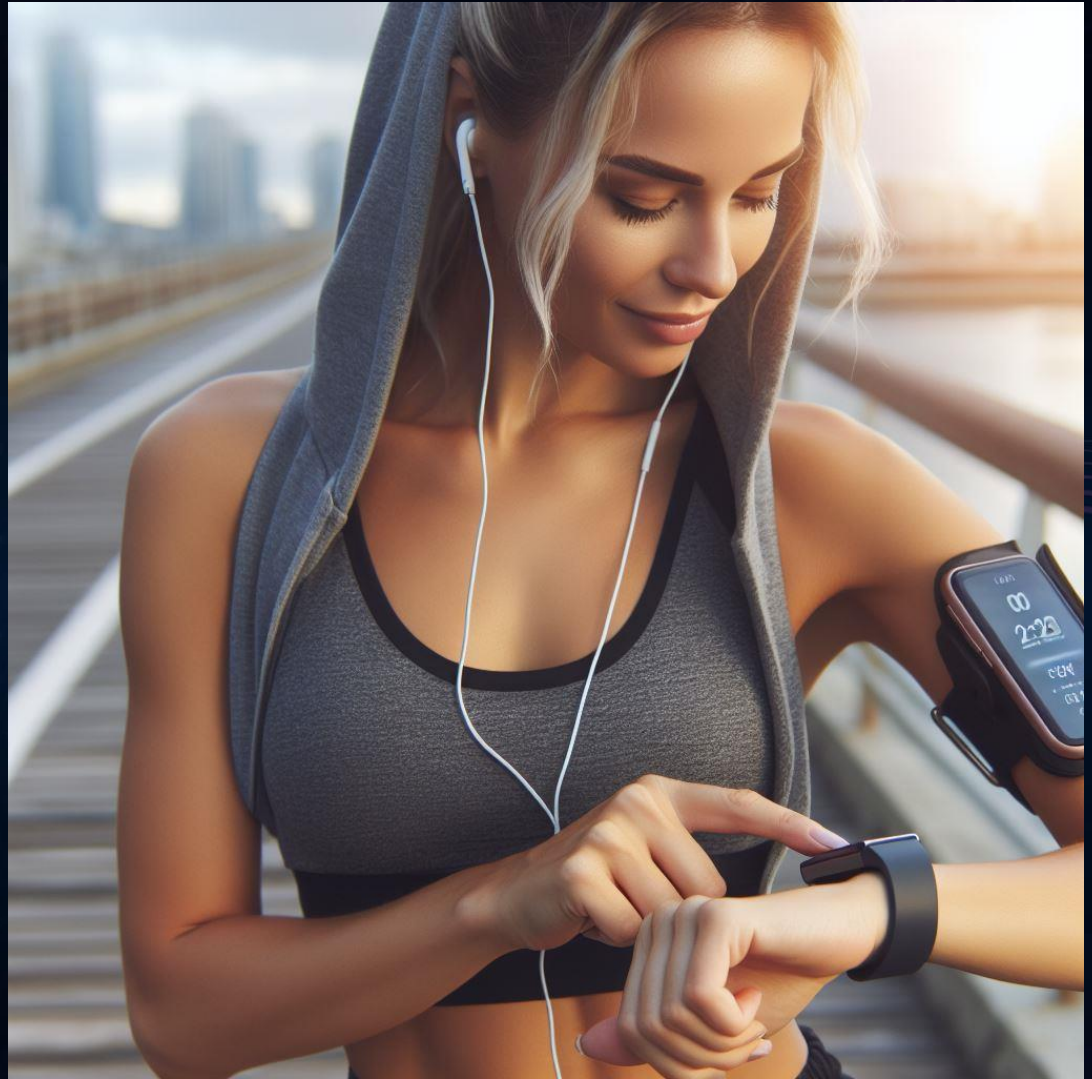
It's a sound effect so impactful, it literally enhances athletic performance and meaningfully supports those in need on their fitness journey through an all new exhilarating experience.

After experiencing our 9 month free trial period, every user will eagerly sign up securing outstanding NRR.

Outdoor Running & Cycling

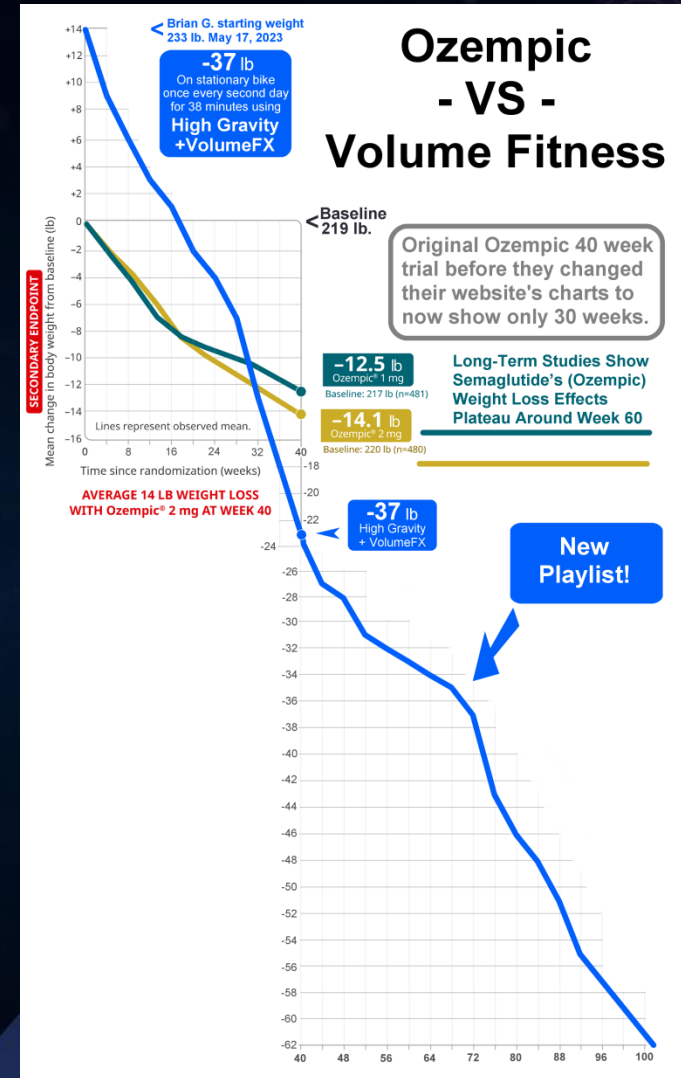
Volume Fitness holds exclusive patents to enhance workouts by integrating with GPS and biometric trackers like Fitbit and Apple Watch.

Our AI music sync technology dynamically edits music in real time, matching song duration to pace and terrain, even within virtual race platforms like Zwift. Using biometric feedback, we adjust our **VolumeFX** levels and recommend new songs to keep users motivated and performing at their best.



High-Gravity Training

Volume Fitness' High-Gravity Trainers are stationary bikes or elliptical machines equipped with our proprietary resistive load brake. This innovation enables an advanced form of Zone-2 training, a highly effective, science-backed method for burning calories and improving endurance. Our technology introduces unique cadence and torque levels not achievable with existing equipment, safely pushing users beyond their typical limits. Combined with our AI-driven **VolumeFX** music system, we motivate users to perform at their best, delivering a workout experience unlike any other.



Exercise Machines



Volume Fitness has patented technology that syncs workout music and streamed fitness classes with the resistance settings of connected exercise machines.

This allows even YouTube workout videos to control the resistance of compatible bikes,

ellipticals, and treadmills, adjusting difficulty in real time to match the music and workout flow.

For fitness equipment manufacturers, our universal AV console and **High-Gravity** electronic brake are designed to integrate with their bikes, ellipticals, and rowers.

Viral Growth Referral Engine



Go-To-Market Strategy:

Volume Fitness will launch a publicly open, influencer-driven referral program. Subscribers will earn a generous \$50 USD for each new paying customer they refer, plus an additional \$10 USD for each annual renewal for up to five years.

A YouTube search for "Body Building Training" shows that the top 25 channels collectively have over **140 million** subscribers and more than **54 billion** total views. This suggests highly engaged audiences, many viewers returning to the same videos multiple times.

Make It Simple, Make It Big!

Volume Fitness unlocks a powerful new revenue stream for fitness content creators.

Our platform enables creators to offer a personalized music experience by allowing users to choose their own playlists and songs for both existing and new workout videos.

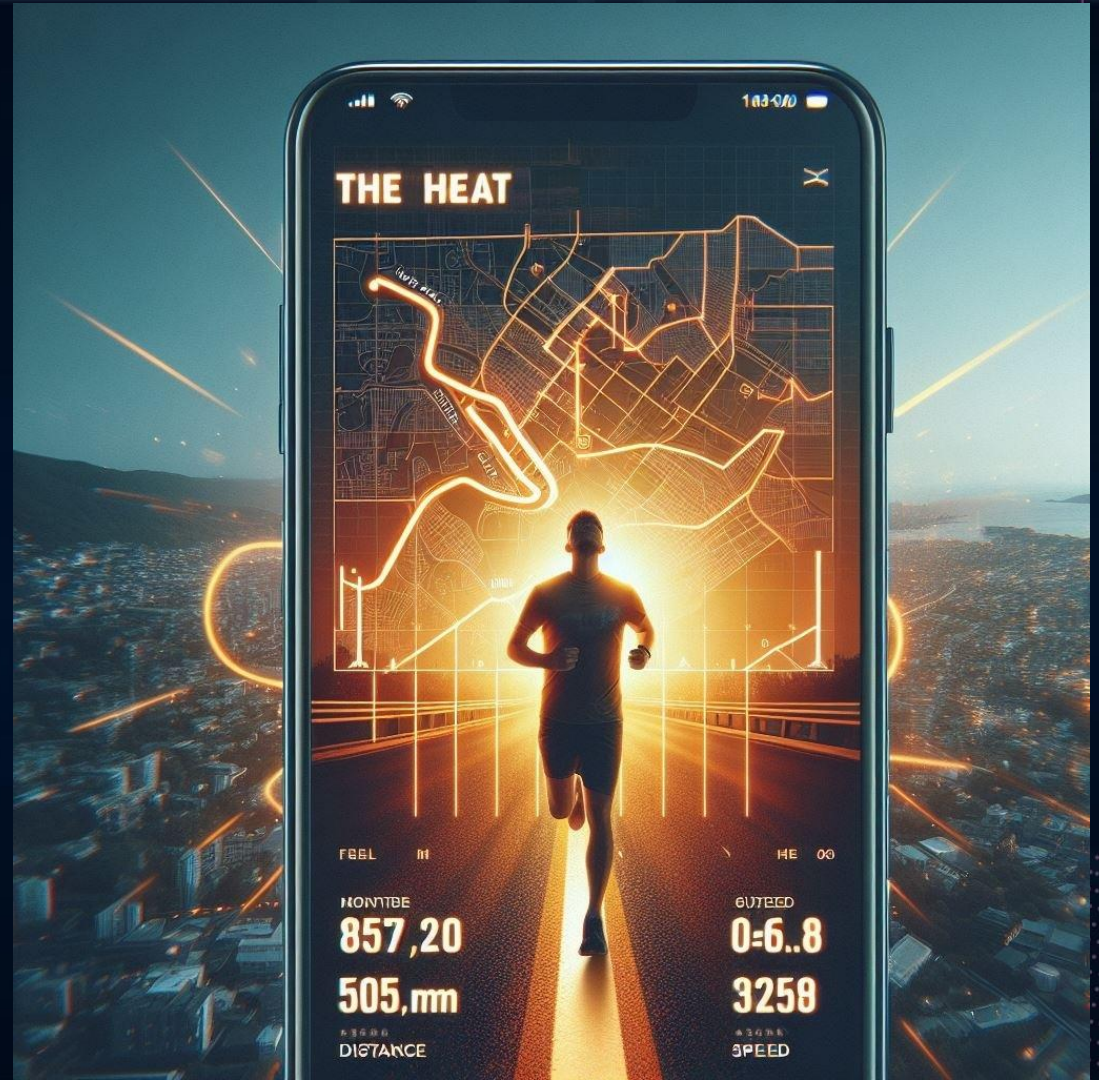
We will support creators by integrating their videos directly into our platform or providing them with our proprietary video indexing and sync tool, empowering them to customize their content and enhance user engagement.

User Engagement & Revenue Growth



Even Social Fitness Apps

We plan to integrate with Strava, the leading social fitness platform with over 150 million active users who track and share activities like running, cycling, and hiking. Our technology will allow users to select songs for specific GPS coordinates along their route, enabling our AI to real-time sync music playback to their location and pace, creating a dynamic, personalized workout experience. Users will also be able to share their playlists, including performance highlights tied to specific songs, directly within the Strava community, unlocking a powerful new engagement and discovery feature.



Volume Fitness' Accomplishments:

- Feb. 21, 2010 - Began **High-Gravity** R&D in earnest.
- May 02, 2011 - Began **VolumeFX** experimentation.
- Dec. 22, 2016 - 1st US Patent # 9,880,805 B1, Filed.
- Jan. 30, 2018 - 1st US Patent # 9,880,805 B1, Granted. [Link](#) [PDF](#)
- Jun. 14, 2019 - 2nd US Patent # 11,507,337 B2, Filed.
- Nov. 22, 2022 - 2nd US Patent # 11,507,337 B2, Granted. [Link](#) [PDF](#)
- Jun. 06, 2023 - Draft patent - **VolumeFX's** 'Music Driven Workout Timer and Audio FX' patent ready for international filing.
- Jun. 06, 2023 - Draft operations plan ready for engineering team.
- Dec. 02, 2023 - Final **VolumeFX** music demos created.
- Feb. 24, 2024 - Completed 40 week comparison between [Ozempic](#) -VS- VFX's **High-Gravity** & **VolumeFX** tech.
- Oct. 22, 2024 - Draft patent - 'Dynamic Duration Music Sync Player' patent ready for international filing.

Volume Fitness is seeking funding:

Corporation Funding: (Assuming we remain in Canada, funds in USD)

- Volume Fitness is currently in the early pre-seed stage, seeking \$150K USD in funding. We're offering significantly discounted equity with the potential for an excellent return on investment. Seed is projected to be \$5M.

Corporation Milestones:

- Begin or purchase game dev/publishing studio with ~8 employees plus temporary interns for AI training phase.
- Add hardware and Gym R&D lab.

Product Milestones:

- Release Beta Workout Music Player / Platform Dev -Tool for key influencers.
- Release Public Workout Music Player.
- Release exercise consoles / **High-Gravity** tech.
- Release AI / CG rendered streaming fitness class services. (FY'5)

Projected Revenue Milestones: (Music Player's app subscriptions revenue alone. USD)

- Years 4,5,6,7 -> 2,6,20,40M subscribers, -> \$280M, \$840M, \$2.8B, \$5.6B revenue.



Brian Howard Guralnick

Founder, Inventor, Visionaire.

Having once weighed over 330 pounds, I embarked on a transformative journey, not just to lose weight, but to reclaim my health. After years of dedication, I achieved a sustainable and healthy 165 pounds with 14% body fat, a level considered optimal for adult males.

This personal evolution inspired the creation of *Volume Fitness* and my patented *Workout Music Playback Machine*, a breakthrough designed to elevate workout motivation and performance for people at all fitness levels, making exercise not only more effective but genuinely exhilarating.

I'm here to show the way to a healthier life.

Thank You

**Join us on our journey to make
everyone feel amazing!**

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