

VolumeFitness



Executive Summary

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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)
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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.