

## Host Statement for Local Winner

Women of Virtue & Enterprise Network is submitting Fitness Attitude Corp. as our local winner for consideration in the Finals Round of the InnovateHer 2016 Business Challenge. We believe the business plan supports the criteria as outlined in the competition rules.

Signed By: Dionne M. Flynn-Enzor Dionne M. Flynn-Enzor CEO, Women of Virtue & Enterprise Network

The Fitness Attitude, herein referred to as “The Company”, is a privately held corporation, registered and governed by the General Corporation Laws of Delaware. The Fitness Attitude has been in existence since April 2001, within the office located in Los Angeles, California, and will be headquartered and will conduct business from the Los Angeles, California office.

The Founder, Chairman and President of Fitness Attitude. He conceptualized, designed and formulated the proposed product, filed and registered the product under United States Patent laws and has the strong commitment to see this company reach the pinnacle of its success. Mr. Marrero is an avid exerciser himself, and through his various journeys through different gyms, realized the need for an effective product that is portable, sturdy, lightweight and will allow the exerciser to perform such crunches, sit-ups, etc., without the assistance of another party.

## Product Description

The Company is proposing to manufacture an exercise mat that will greatly enhance the facilitation process of performing the “sit-up” or “crunch” exercise. The word “sit-up” and “crunch” denote several different perspectives of what exactly the definition of those words is, in the language of the industry. According to Lipetz & Gutin, who were one of the first groups to conduct studies on the effectiveness of abdominal exercising back in the 1970’s and the American Council on Exercise in the late 1990’s have proclaimed the following definitions:

**Conventional sit-up** – From the supine position with legs extended and anchored at the ankles, the subject sits up, touching both elbows to both knees. Hands are clasped behind the neck and the elbows are held in the forward position throughout the exercise.

**Hook sit-up** – From the hook lying position with the knees at 65 degrees and the legs not anchored to the floor, the subject sits up until the chest touches the quadriceps (the largest muscle in the thigh). The hands are clasped behind the neck and the elbows are held forward throughout in order to prevent a whipping action with the arms.

**Arched back sit-up** – From a seated position with the legs extended and anchored at the ankles, and the back hyper extended the subject sits back until the back of his head touches the mat. Forcing the elbows and head as far back as possible throughout the exercise holds the arch.

**Vertical leg crunch** – Lie flat on the floor with your lower back pressed to the ground. Put your hands behind your head for support. Extend your legs straight up in the air, crossed at the ankles with a slight bend in the knee. Contract your abdominal muscles by lifting your torso toward your knees. Make sure you keep your chin off your chest. (Fitness Matters, 1997)

**Reverse crunch** – Lie flat on the floor with your lower back pressed to the ground. Put your hands beside your head or extend them out flat to your sides—whatever is most comfortable. Crossing your feet at the ankles, lift your feet off the ground to the point where your knees create a 90-degree angle. Once in this position, press your lower back on the floor as you contract your abdominal

muscles. Your hips will slightly rotate and your legs will reach toward the ceiling with each contraction. (Fitness Matters, 1997)

**Military crunch** – Lie flat on the mat with knees bent upward at a 130-degree angle, and feet anchored at the ankles. Place hands behind the head for neck support, and sit up until elbows touch the tip of your knees. The elbows are held forward throughout in order to prevent a whipping action with the arms.

The Portable Abdominal Exercise Mat (PAEM) the proposed product will be manufactured from an Acrylonitrile-Butadiene-Styrene (ABS) type compounded plastic material. The reason for the compounding is that it will allow more flexibility to the properties of the plastic, such as color, texture, release, etc.

The PAEM is comprised of foot inserts, straps for beginners, soft padding for the head, an incline bar, clock and timer and an electronic device to measure body muscle effectiveness. When the mat is in its closed position, a glowing chessboard appears on the outside of the carrying case. Although the chessboard is not part of any selling strategy it does provide the user of the mat with an extra feature after a long and strenuous workout.

The carrying case would be manufactured from a sturdy plastic material and would be hinged in the middle. The carrying case would have a carrying handle attached to the top center area of one end panel. An additional feature of the carrying case is that one side would be imprinted with a square chessboard facsimile to enable the sit-up carrying case to be used for playing chess when it is closed. A complete set of chess pieces would be included with the package.

The exercise mat itself is of a size and shape of a rectangle, manufactured from rubber and enclosed by a vinyl plastic cover all housed in the sturdy carrying case. The padded headrest is an integral part of the mat and is positioned at the top end. Two circular foot straps made from webbed canvas fabric are attached to the opposite end and would be used for anchoring the feet while performing crunches and the more traditional sit-up.

A rectangular strap also made from webbed canvas is positioned along the side of both foot straps and is intended for use by individuals that may require more freedom of movement for the feet and legs until they have developed a greater degree of muscular fitness. Positioned midway along the length of the upper and lower sections of the mat are small lengths of Velcro straps, which are to be used to secure the sit-up carrying case. The overall dimensions of the sit-up carrying case are 6 feet in length, 2 inches in depth, when extended to exercise ready, and 24 inches in width. The mat weighs approximately 10 pounds.

The "Portable Abdominal Exercise Mat" makes it possible for individuals to conveniently establish a regular exercise regimen to tone and strengthen muscles particularly those of the back and abdomen, and to achieve a greater degree of physical fitness.

### *Pricing*

Deriving the compiled data from the Focus Groups used to test this product the perception of the price point of this product is between the \$50 and \$100 range. According to the competitive data on the pricing of various mats, they range from a low of \$29 to a high of \$159.

### *Distribution*

Channels of distribution and the functions of fulfillment will be carried out by Infinity Direct, a marketing service that specializes in Direct Response TV.