



Fit-Note

Applicant



Robert Gintz

bobbygz17@gmail.com

Application Id

478768

Home Base

Knoxville, Tennessee, USA

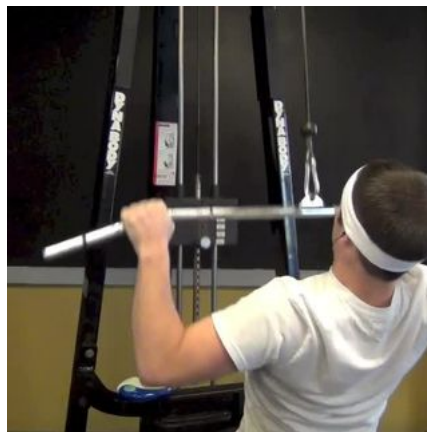
Status

Submitted

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Business Video

<https://www.dropbox.com/s/9lvyps464pfnnf7/FitNote.mp4>


FitNote.mp4Dropbox

Dropbox is a free service that lets you bring your photos, docs, and videos anywhere and share them easily. Never email yourself a file again!

Business Video Info

Team Video

<https://www.dropbox.com/s/abewpf3kviibq0q/FitNote%20Interview.mp4>

| EXERCISE | # | Seat | Set |
|----------------|----|-------|-------|
| Leg Press | 1 | 50th | 10/10 |
| Leg Ext | 2 | ankle | #1 |
| Leg Curl | 3 | #4 | ankle |
| Calf Raise | 4 | ankle | 10/10 |
| Seated Chest | 9 | #3 | |
| Shoulder Press | 10 | #3 | |
| Seated Row | 6 | #4 | #6 |
| Bicep Curl | 11 | #3 | |
| Tricep Ext | 12 | #3 | |
| Ab Crunch | 13 | #3 | |

FitNote Interview.mp4Dropbox

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and share them easily. Never email yourself
a file again!

Team Video Info

Founders [More info](#)

Robert Gintz, President / Developer bobbygz17@gmail.com [in](#) [t](#) [g](#)

Robert Palmer, Vice President / Co-Developer robertpalmerjr@mac.com [in](#) [t](#) [g](#)

Please describe your business in 140 characters or less.

Fit-Note delivers the Nike+ experience to weight training enthusiasts by automatically logging their sets and earning Nike FuelBand points.

In more detail, what will your company do or make? What's new, interesting, or different about what your company will do?

Fit-Note will do for weight training what the Nike+ sensor did for runners. Fit-Note will make it fast, fun and easy to record, store, analyze, share, plan and perform weight training routines using their Nike+ enabled device.

Weight training enthusiasts will be able to challenge themselves with Nike Fuel goals and lift their way to success as they watch points grow on their Nike+ FuelBand. They will be able to track, plan, share and refine workouts online using nikeplus.com just as runners can today. It will help broaden the appeal of the FuelBand and nikeplus.com by delivering the benefits enjoyed by runners to the weight lifting community.

Lifters - join the game!

Runners know that Nike+ is great for tracking, sharing and planning their runs and the Nike FuelBand helps motivate people to move, have fun, cheer for their friends and reach a goal. But until now the runners left the weight trainers in the dust.

People who like lifting still have to count, time, and write down what they did each time they work out. Some people use apps that let them enter this information into their smartphone, but that turns weight-training exercises into a data entry exercise.

Fit-Note will address all of these shortcomings and more. Fit-Note technology works with commercial and home gym equipment already in place with minimal or no modifications. Just as important, it plays well with the FuelBand and nikeplus.com and is totally at home with the Nike+ family of fitness products

How It Works

Fit-Note will combine a small activity sensor with a simple, easy to use app. The sensor and app work together to permit a user to automatically execute and record a preplanned or ad hoc routine. As the user exercises, the sensor detects and transmits activity to the phone where the app tracks and records the exercise. The Fit-Note app will automatically log virtually everything of interest for a particular routine. This includes the exercise performed, weight used, timing of each rep, number of reps, pace, and rest intervals. Data from select heart rate monitors can also be recorded and synchronized with the exercise log.

As the workout progresses the Fit-Note app will update the user's FuelBand status in real time. After the workout, it can sync with nikeplus.com (or another website) to store the workout where it will become part of the user's history for sharing or analysis.

Optionally, the Company may make available an API for the data captured by the app to facilitate integration with some of the highly popular weight training apps. Many of these apps already have sophisticated manual logging and planning capabilities.

The combination of features found in these apps and the real-time data provided by Fit-Note can effectively turn the user's smartphone into a personal trainer. In his or her earbuds, the user could be guided through a complete circuit training routine while using the data reported by Fit-Note to set pace,

time rest periods or coach for improved technique.

Accelerator Development Scope – What will we do?

During the duration of the Accelerator we will design and produce the Fit-Note activity sensor and also develop a demo app and demo website. These three items will effectively result in a fully functional pre-production prototype. The initial product will support weight stack machines, Nike+ enabled devices and the Nike Fuel Band. (Training with free weights is supported by the product design and will be added to the product capabilities as time permits.)

We will place the highest priority on the user experience. It will be intuitive and unobtrusive. At Nike's option we would either brand the software as our own or present the demo as a Nike branded prototype.

If Nike branded, we will work closely with Nike staff to maintain look and feel with the current Nike+ app and website. The objective would be to present the user with a common interface, seamlessly incorporating both cardio and weight training under the Nike+ umbrella. A successful implementation would appear as enhancements to the current Nike+ user experience rather than a stand-alone product.

If you have a website or demo/prototype, what's the URL? Please provide username and password if necessary.

Website not currently online

Please tell us about each founder and their role. Explain how you met and how long you've been working together. Please be thorough because we place a great deal of importance on the team.

The founders of the company are Bobby Gintz and Robert Palmer. The professional credentials and experience of both are considerable.

Bobby has over 30 years of experience in Marketing, Product Management and Engineering Management in a variety of companies and cultures. His experience includes large and established organizations such as Bell Labs, and Northrop Grumman but also includes multiple small entrepreneurial endeavors. Also, he has served as an independent management consultant for several early stage ventures providing strategic direction on Business Strategy and Product Planning. Bobby holds a Bachelor of Science in Electrical Engineering from Stony Brook University, Master of Science from Columbia University and MBA in Marketing from FIU.

Particularly relevant to the Nike+ Accelerator is Bobby's work with Equinox Systems Inc. At Equinox, he led Marketing and Product Development where he envisioned and created a new business unit that became the company's core business and helped propel Equinox from \$1Million in revenue to in excess of \$50M. Following Equinox Systems' IPO (Google: Gintz NASDAQ EQNX) he continued to serve as an officer of the company until it was acquired by Avocent (which was subsequently acquired by Emerson). His business development efforts helped the company achieve significant design wins and strategic alliances with AT&T, IBM, Hewlett Packard, Microsoft, NCR and others.

Robert holds a Bachelor of Science in Computer and Electrical Engineering from Purdue University. He has worked in an entrepreneurial environment for nearly 20 years, embracing the challenges presented by smaller organizations. At each company, Robert played vital roles in the development and implementation of new technologies resulting in numerous patents in the areas of lighting controls and imaging. Robert was the lead embedded developer for Lutron's newest RF based lighting control system, which became the gold standard for high end residential and commercial remotely controlled lighting systems.

At IPIX, he was an integral part of the engineering team, helping develop and deploy the IPIX video products. The two met when Bobby joined IPIX Corp in 2004. They worked together on a number of projects applying IPIX proprietary technology to the video surveillance industry. The products they developed provided homeland security agencies advanced capabilities for situational awareness. Robert architected the sophisticated video surveillance system used by the Secret Service during the 2004 G8 Summit and 2005 Presidential Inauguration.

In 2005 they jointly developed and co-authored a proposal for an extremely high resolution UAV video sensor. This resulted in a \$2.4 million contract DARPA contract for development of a GigaPixel Video Camera. The two continued to work together solving the technical hurdles associated with coupling the images of many low resolution sensors together. This work resulted in several patent filings and a

successful prototype.

IPIX eventually filed for bankruptcy and the two sought employment with other companies in the Oak Ridge Tennessee area. Robert and Bobby would later work together again at Sirit, a Texas Instruments RFID spinoff where Robert became one of the pioneers and industry experts in implementation of Near Field Communications (NFC) for smart phone cashless payment.

At Sirit and now at his own consulting company, Ingenutec, Robert has become a go to industry expert on NFC RFID. His focus is on enabling clients' products with NFC capabilities. He performs any part of the process, from training to hardware design, embedded software development and application level development. Robert has established a solid reputation for technical excellence and customer support. He receives strong endorsements and referrals from handset manufacturers as well as the leading NFC silicon provider.

As Robert focused on Ingenutec, Bobby was recruited by Remotec, (a subsidiary of Northrop Grumman) to serve as Engineering Director heading up development of the company's next generation Explosive Ordinance Disposal robots. These robots are used by the Air Force and civilian First Responders.

The two remained friends and continued to look for ways to create their own company together. This led to the concept that today is Fit-Note. The collaboration between Bobby and Robert has been productive because of their complimentary skills and abilities.

Like any good team, each member's strength complements the other's. A pattern emerged at IPIX which continued at Sirit and now Fit-Note. They refine an idea by working on it together, often from opposite directions - Robert from the bottom up and Bobby from the top down. While there is a strong overlap in their skills and interests, Robert generally tends to focus on the details of technical implementation and Bobby on those associated with business development.

The two work together to develop concepts that fuse vision, functionality and usability with a technically feasible, risk-limited approach. This has worked for the two in the past and helps describe how the Fit-Note concept evolved.

The Nike+ accelerator is an ideal environment for these two to continue their collaboration. Robert will be responsible for detailed design of the sensor hardware and Bobby will be responsible for creating a prototype of the design including production, packaging, testing, integration etc. The two will collaborate on the software design with Robert primarily focusing on the smart phone components and integration with the Nike+ API. Bobby will develop the embedded software for the sensor and focus on user experience, product planning, marketing and business development.

The founders believe that they possess the ideal mix of skills, entrepreneurial enthusiasm, commitment and an excellent working relationship to assure a successful outcome.

Explain how the company will make money.

The Company has a wide variety of options for profitability. These include the following:

- **Technology License:** Exclusive license of the Fit-Note sensor and low level software to a third party. Under this arrangement, in exchange for royalty payments, Fit-Note would license the design to a third party who would manufacture the product for sale under their brand and integrate it into their an app and/or website provided by them. Fit-Note would provide fee paid technical contributions including application development, integration, web development, product enhancements, transition to production and other support as needed to assure the solution is a success.
- **Open API and Direct to End User Sensor sales:** Under this scenario, Fit-Note would recruit and facilitate the growing number of fitness tracking app developers to add support for the Fit-Note sensor. Fit-Note would manufacture and sell the Fit-Note sensor direct to end-users.
- **Sensor sales to private label OEMs:** Under this arrangement, Fit-Note would manufacture and provide the sensor to 3rd party app developers for their private label distribution. Fit-Note would assist the app developers in integrating the Fit-Note sensor into their apps and receive income from the sale of the sensor and license of the API.

Please provide information on current or likely competitors. Include key differentiators. Please include URLs.

There are currently no direct competitors that address the need to automatically log weight training routines using equipment already in personal and professional gyms. Also, as mentioned earlier there is

no way for the time spent in weight training to be measured by the current activity trackers. Fit-Note technology does this in a novel, low cost and unobtrusive way. The team believes the IP behind Fit-Note team is patentable (work in process) which would help create an additional barrier to market entry by "me-too" competitors attempting to capitalize on our success.

Although there is currently nothing that provides what Fit-Note does, and certainly nothing that integrates with the FuelBand, there are a number of companies approaching this domain from other directions. The team believes that these other players endorse the marketability of our solution and each potential competitor's approach is discussed below.

Koko FitClub: Fit-Note's vision but with shackles and contracts

At the high end of the scale, Koko FitClub is a new franchise based on the concept of computerized workouts with tracking, storage and planning of workouts online. It relies on custom equipment which can only be found at a Koko FitClub franchise, and is only accessible by its members.

Koko FitClub strongly validates the Fit-Note vision of optimized weight training through monitoring and interactive feedback, but it does so by attempting to shackle an exerciser to proprietary machines and membership contracts. The Koko FitClub approach is blind to the users' preference for simple useful apps and minimal hardware that work with their phones to help them live a more productive and enjoyable life. The Fit-Note vision embraces this concept and makes any gym a Koko FitClub which can be carried in your pocket. When coupled with other Nike+ elements its capabilities will far exceed the Koko FitClub "solution"

<http://www.kokofitclub.com>

<http://franchise.kokofitclub.com/key-advisors-and-directors/>

Wahoofitness

Unlike Koko FitClub, Wahoofitness fully embraces the concept of the phone as "fitness processing unit". The wahoo stride sensor directly competes with the Nike+ sensor and the company offers heart rate monitors and even a scale that people can use to track and record their progress. Unlike Nike+ however, wahoo relies on and works closely with third party app developers to provide a rich feature set to the fitness enthusiast. Wahoo has clearly positioned itself against Nike+ and the FuelBand as illustrated by their "We Don't Get The Point" position statement below:

"... instead of developing a rigid point system that makes us all the same, Wahoo openly works with makers of the world's best Apps"

Wahoo recently introduced a home cycling product indicating it has a commitment to growing its product line. Although Wahoo lacks the Nike+ brand appeal and customer base, it appears highly likely that wahoo would have a high degree of interest in a product that appeals to weight training enthusiasts to expand its market share.

The company uses ANT+ and Bluetooth 4.0 enabled sensors to communicate with their proprietary key which must be plugged into the phone. Since Nike+ uses the receiver already in enabled products, there is no need for the key. Also, wahoo's attempts to downplay the FuelBand come across to some as sour grapes and ignore the coolness factor and motivational energy of the FuelBand concept - A simple number that represents a goal and an instantaneous visible measure of how the user is doing in pursuit of that goal.

<http://www.wahoofitness.com>

Activity Trackers: FitBit, Jawbone, Withings

Like wahoo, these companies directly compete with the FuelBand and offer an activity sensor to the user. They each have product differentiators, but they also fail to monitor or tally any weight training in their measure of "activity". None of these solutions have the fitness ecostructure in place that Nike has developed due to its head start but they are aggressive and well funded competitors who should also be expected to enter the market with a product that attempts to compete with Fit-Note.

www.fitbit.com/one

www.jawbone.com/up

www.withings.com/en/activitytracker/keepmeinformed

Weight Training Apps – GymBuddy, FitnessBuddy, iMuscle, GymRat, Jefit, etc

There are a wealth of apps for iOS and Android platforms that are designed to appeal to the weight training enthusiast. Among the many features these apps provide, they permit the user to plan a workout, manually log their sets, research new exercises by target muscles, watch videos of someone performing the exercise, chart their results. But they all lack the basic capability to automatically capture the weight training activity or interact with the user in real-time during his or her workout. This is the problem that Fit-Note solves. The sheer number and quality of some of these apps points to a strong appetite for this product and the opportunity for Nike to capture substantial market share while continuing to advance the goals of its Nike+ program.

iTunes health and fitness apps.

<https://itunes.apple.com/us/genre/ios-health-fitness/id6013?mt=8>

63 Greatest Health and Fitness Apps

<http://greatist.com/health/best-health-and-fitness-apps/>

Summary

Perhaps the most significant take away from this competitive synopsis is the urgency to address this gap and the potential size of the available market. Clearly there is a lot of interest in providing products that track activity. But currently all of the activity that people engage in to tone and build lean muscle doesn't count as activity at all. The opportunity for Fit-Note is significant and immediate.

What are some things that the team (or its members) have built in the past? Please include URLs.

Some of the things that the team have built (individually and jointly):

*** Lutron RadioRA Dimmers

<http://www.lutron.com/en-US/Products/Pages/WholeHomeSystems/RadioRA2/Overview.aspx>

*** Sirit NFC RFID Products and Handset Integrations

<http://www.nfcworld.com/nfc-devices/benq-t80/>

<http://finance.boston.com/boston/news/read?GUID=1264838>

<http://www.phonenews.com/fcc-reveals-citi-branded-handset-with-nfc-support-2946/>

<http://cdn.phonenews.com/wp-content/uploads/2008/03/mobicom-nfc.jpg>

<http://www.informationweek.com/microsoft-sirit-to-add-nfc-technology-to/206902957>

<http://www.aarfid.com/sirit02.html>

http://www.accsystemsinc.com/?page_id=166

<http://finance.boston.com/boston/news/read?GUID=1264838>

*** IPIX CommandView360 IP Immersive Technology and \$2.4M DARPA Award

http://www.ipix.com/solutions/solution_category.cfm?ID=2

<http://www.youtube.com/watch?v=IgH3luFdBq4>

[http://www.wate.com/story/2849471/ipix-technology-helped-protect-bushs-inauguration?](http://www.wate.com/story/2849471/ipix-technology-helped-protect-bushs-inauguration?clienttype=printable)

[clienttype=printable](http://www.wate.com/story/2849471/ipix-technology-helped-protect-bushs-inauguration?clienttype=printable)

[http://www.thefreelibrary.com/IPIX+Wins+\\$2.4+Million+DARPA+Contract%3B+Leader+in+Immersive+Imaging+to...-a0133690282](http://www.thefreelibrary.com/IPIX+Wins+$2.4+Million+DARPA+Contract%3B+Leader+in+Immersive+Imaging+to...-a0133690282)

*** Previstar Emergency Management Software

<http://www.previstar.com>

*** Remotec Titus EOD Robot

<http://globenewswire.com/news-release/2012/10/18/498021/10008855/en/Photo-Release-Northrop-Grumman-Remotec-to-Begin-Delivering-Titus-Robot-in-December.html>

[http://www.youtube.com/watch?](http://www.youtube.com/watch?v=d6NjJROo4G4&list=UUMJeg8vc5KbskkXxAZGfIn2A&index=3)

[v=d6NjJROo4G4&list=UUMJeg8vc5KbskkXxAZGfIn2A&index=3](http://www.youtube.com/watch?v=d6NjJROo4G4&list=UUMJeg8vc5KbskkXxAZGfIn2A&index=3)

*** Remotec Air Force Medium Size Robot (AFMSR) and Civilian Versions

http://www.is.northropgrumman.com/by_solution/remotec_platforms/product/hd_series/index.html

<http://www.march.afrc.af.mil/news/story.asp?id=123291462>

<http://www.militarysystems-tech.com/suppliers/northrop-grumman-remotec>
<http://globenewswire.com/news-release/2010/10/21/432051/204316/en/Northrop-Grumman-Remotec-Awarded-Air-Force-Contract-for-HD-1-Fleet-Counter-IED-Upgrades.html>

*** Remotec – LAPD “BatCat” SWAT Robotized Caterpillar Telehandler
http://www.dailynews.com/news/ci_17779042
http://www.is.northropgrumman.com/by_solution/remote_platforms/product/z_heavy_duty/index.html
<http://www.educational-software.com/equinix-sst-4p-rj-4-port-rj11-serial-adapter-990454-details.html>
<http://www.ebay.com/itm/EQUINOX-SYSTEMS-PM16-DB-Port-Module-/150414913875>
<http://www.ebay.com/itm/Equinox-Systems-950332-Rev-E-8-Port-PCI-Card-/370532040510>
<http://www.afcea.org/content/?q=node/10236>
http://article.wn.com/view/2011/04/06/SWATs_Batcat_a_key_player_during_standoff/
<http://www.northropgrummaninternational.com/unmanned-ground-vehicles/ugv-products/remotec-andros™-hd-series/>
http://www.google.com/imgres?imgurl=http://www.militarysystems-tech.com/files/militarysystems/imagecache/gallery_main/supplier_images/HD_Series_SX_2-I.JPG&imgrefurl=http://www.militarysystems-tech.com/military-gallery/northrop-grumman-remotec-andros-unmanned-ground-vehicle&h=436&w=656&sz=37&tbnid=cWM-r7tBk_FmfM:&tbnh=72&tbnw=108&prev=/search%3Fq%3Dandros%2Bhd-2%26tbn%3Dsch%26tbo%3Du&zoom=1&q=andros+hd-2&usg=__ozjHlwLzRoFdh2hv_AyvkIKu2c=&docid=m3PUuRcLhpDfUM&sa=X&ei=jTf4UJOloj29g
<http://defense.aol.com/2012/10/17/northrop-shows-off-smaller-modular-robot-for-tighter-budgets/#photo-4>

*** Equinox Systems Communications Products and Business Development
 Search ebay for: Equinox + Megaport, Megaplex, SuperSerial, Modem Pool, ELS
http://www.ebay.com/sch/i.html?_odkw=Megaport&_osacat=0&_from=R40&_trksid=p2045573.m570.l1313&_nkw=SuperSerial&ar
http://www.ebay.com/sch/i.html?_odkw=SuperSerial&_osacat=0&_from=R40&_trksid=p2045573.m570.l1313&_nkw=SuperSerial&ar
<http://www.siliconinvestor.com/readmsg.aspx?msgid=1390859>
<http://www.thefreelibrary.com/Equinox+to+supply+NCR+with+SuperSerial+I+O+for+Windows+NT.-a018626855>
<http://www-03.ibm.com/systems/info/x86servers/serverproven/compat/us/serverproven/equinix.shtml>
<http://www.thefreelibrary.com/Equinox+and+Hewlett-Packard+in+discussions+for+private+label+OEM.-a016329563>
http://www.gocsc.com/uploads/white_papers/BBDA3F1662B84D41B2F24396FEC9E277.pdf
<http://www.thefreelibrary.com/Equinox+SuperSerial+Modem+Pool+available+for+Novell,+NT+and+UNIX...-a018341242>
http://www.ebay.com/sch/i.html?_odkw=Megaplex&_osacat=0&_from=R40&_trksid=p2045573.m570.l1313&_nkw=Equinox+Megaplex
<http://www.shopping.com/Equinox-ELS-16-Terminal-server-990421/info>

Can each of the founders attend the entirety of the program, or do some of you have other obligations during the timeframe of the program? If not, please explain.

Yes

Not including the founders, how many additional employees are there? Please provide LinkedIn profiles and Github URLs (if applicable).

None at present

Please provide information on money the company has already raised, and any information on fundraising plans for the future.

We are currently self funded

Why should we choose your company?

The Team, The Task and The Time - "The Bases Are Loaded"

A Nike+ Accelerator fueled startup of the Fit-Note vision offers an exciting and compelling opportunity for Nike, TechStars and the Fit-Note founders. We bring to this program the rare combination of a credible team, a great idea and a demonstrated urgent market need that is completely synergistic with the Nike+

program. The objective is scaled appropriately to the funding level, time duration and support structure provided by the Accelerator and has clear potential for next stage investment consistent with TechStars purpose.

The team has the formal education and real world experience creating successful products and a very diverse skill set. In addition to a passion for fitness and demonstrated track record of successful product development our combined experience covers virtually all aspects of creating and growing a technology business. We have experience in entrepreneurial start-ups and also in formal established organizations. Our expertise spans all key functional areas of business development including Product Planning, Product Management, Hardware and Software Engineering, Marketing, Business Management, Quality and User Interface.

We have high confidence in our ability to execute successfully on the task. We have all of the direct relevant experience in the specific technical and product planning domains necessary to achieve success. What we lack, are the interface specifications necessary to realize our vision as a Nike+ enabled product. Providing this information along with a supportive mentoring environment in which to incubate our idea is precisely what the Nike+ Accelerator program is about. Our goal, is well within reach but not without a stretch. Like fitness goals, startups must identify targets that are achievable but require concentrated energy and effort to hit.

There are currently hundreds of fitness apps available and scores of them are targeting weight trainers. Nike+ has been hugely successful with the running community but is not currently weight training friendly. We offer Nike a chance to be first in filling the gap with an elegant solution that also makes excellent business sense for Nike. It will drive sales of FuelBands and increase participation and awareness of nikeplus.com.

Successful startups need three things: a great idea, a great team and a great start. We bring the first two to the table and the Accelerator program provides the third. The vision of our company is aligned almost perfectly with the goals of the Accelerator program and Nike's vision to be the leader in digital fitness by making it fun, useful and profitable. Fit-Note is a perfect fit for the Nike+ Accelerator Program.

I understand that Nike will receive many applications for this program and many of them may include similar ideas. I also understand that Nike is under no restriction with regard to the companies it contracts with and the products and services that it develops or offers.

Understood

Add a note:

Submit



Global Accelerator Network

The Unified Seed Accelerator Application is funded by the Kauffman Foundation and powered by TechStars.