

Problem

People don't know what fitness class to take because the metrics either suck or are non-existent.

Solution

We want to build the **smartest fitness *search and booking engine in the world*** to match people with the right class.

We're going to do that by getting **studios to pay us to collect their data.**

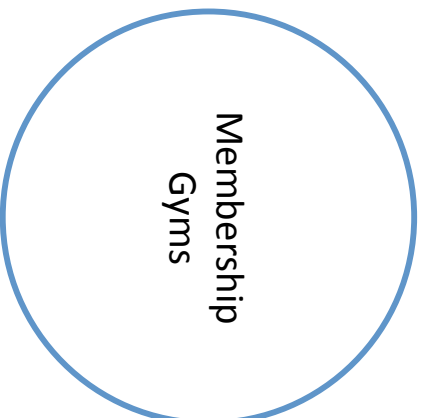
Mission

Make the world healthier by combining the best technology with the best humans.

Market Evolution

2001: Market is dominated by membership gyms

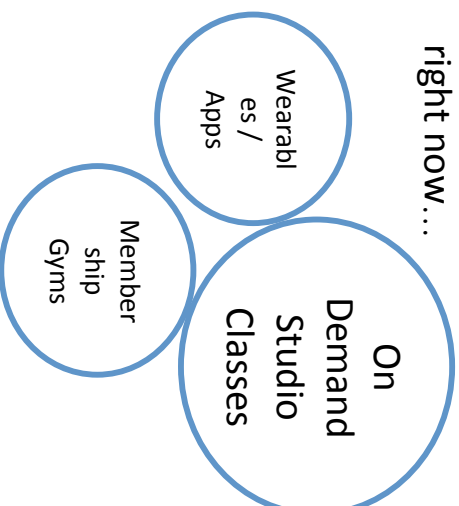
Everything else is niche and small by comparison



2017: Death to membership gyms

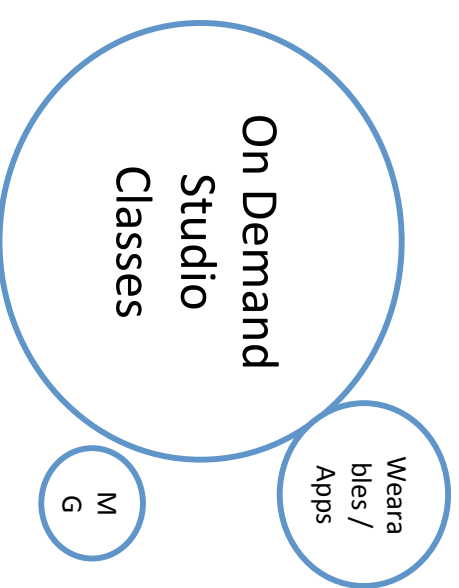
On Demand Studio Classes are the dot com boom of the 00s.

Class pass is the yahoo of class booking. Seems like nothing could be better right now...



2020: Deconstructed a la carte market with sophisticated search tools to find the right class.

Only quality will survive (sorry trampolines studios)



Big Idea: Phase 1

Build a multi-million dollar software company that helps high quality studios differentiate from crappy ones by building customer loyalty:

- Help users keep track of their performance
- Optimize the usage of fitness studios
- Introduce gamification of fitness studios and gym usage

Wearables

Training Apps

High Tech

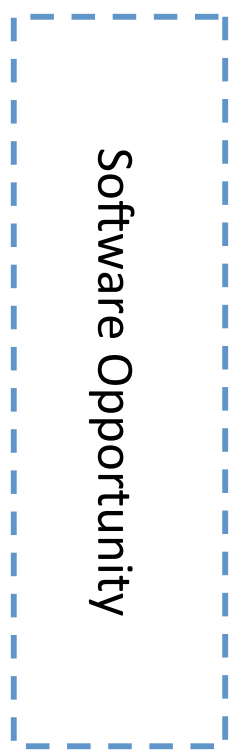
Physical Community



Digital Community
Exercise Alone



Exercise with group



PROJECT FIT
BARRY'S
BOOTCAMP



Home Gyms

Personal Trainers

Traditional Gyms

On-demand class gyms

Members Problem (CHANGE TO VISUAL)

Typical high quality studio member process:

- Book class on website because Billie told you Cycle Monkey's would be great for you
- Go to class in studio
- Workout like a fucking machine with inspiration from Joaquin who seems to have unlimited energy. Joaquin looks over your shoulder in class and says to boost your speed up from 8 to 12 for the last set. You don't think you can do it. You try it. You did it. You're proud of yourself. You'll try and remember that number for next time.
- Leave, feeling like a champ
- Nothing.
- Nothing.
- Maybe you check the instagram feed.
- Nothing.
- Nothing.
- Book another class on website or app

Member Software Solution (CHANGE TO VISUAL)

Typical high quality studio member process:

- Book class on website ~~because Billie told you Cycle Monkey's would be great for you~~ **based on metrics that are shared with you giving you an idea of what to expect**
- Go to class in studio **put on a provided heart rate monitor (or don't it's up to you)**
- Workout like a fucking machine with inspiration from Joaquin who seems to have unlimited energy. Joaquin looks over your shoulder in class and says to boost your speed up from 8 to 12 for the last set. You don't think you can do it. You try it. You did it. You're proud of yourself. ~~You'll try and remember that number for next time.~~ **You'll look that up online later to see how long it was for.**
- Leave, feeling like a champ
- ~~Nothing.~~ You go back online and check your little Personal Best of 12. Oh shit, you burned 800 calories also a personal best, you didn't know that!
- ~~Nothing.~~ Maybe you share your personal best to a private group on facebook (told you mom!)
- ~~Maybe you check the instagram feed.~~ Maybe you comment on the instagram feed.
- ~~Nothing.~~ You check your profile. Oh shit, you just earned a speed demon award, and it upgraded your status from Junior Varsity to Varsity! Now you get to book classes 15 minutes before those suckers!
- ~~Nothing.~~ You see how many more points you need to get to Semi-Pro. Only 1,000?! **You can do that.**
- Book another **fucking** class on website or app **15 minutes earlier!**

Studio's Problem (CHANGE TO VISUAL)

Typical high quality studio lifecycle:

- Buy a bunch of expensive equipment, consult with training professionals to setup the class program, and hire all stars teachers to create the ultimate training experience
- Build a booking system or use a 3rd party and members / cash start rolling in
- Classes that don't sell out are sold at a discount to Class Pass or Groupon, this is also used as a 'marketing expense to get new people hooked
- Your 8:30pm Kick it to the Limit class is not selling well for some reason
- You think it might be that Marco's energy isn't where it needs to be
- You think you might need to change the program of the class
- You have no idea
- Some of your regulars are coming to you through class pass andgroupon now. They say it's the same thing right? It's not the fucking same thing Sarah ugh.

Studio's Software Solution (CHANGE TO VISUAL)

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- Classes that don't sell out are sold at a discount to Class Pass or Groupon, this is also used as a 'marketing expense to get new people hooked
- Your 8:30pm Kick it to the Limit class is not selling well ~~for some reason~~ and the average speed of members in the class is 20% slower than in the 6:30pm class
- ~~You think it might be that Marco's energy isn't where it needs to be~~ Members in all Marco's classes are way below their peers in other classes
- ~~You think you might need to change the program of the class~~ You see that the class doesn't have enough warm up time, so it can lead to injury
- ~~You have no idea~~ You know exactly what to do, and how to measure if it's working
- Some of your regulars are coming to you through class pass and groupon now. They say it's the same thing right? ~~It's not the fucking same thing Sarah, ugh.~~ Hey Sarah, that's fine, but just so you know, you don't get any points when you use Class Pass. You're at professional status, and you may end up losing it and having to book at the regular time with the rest of the rookies.

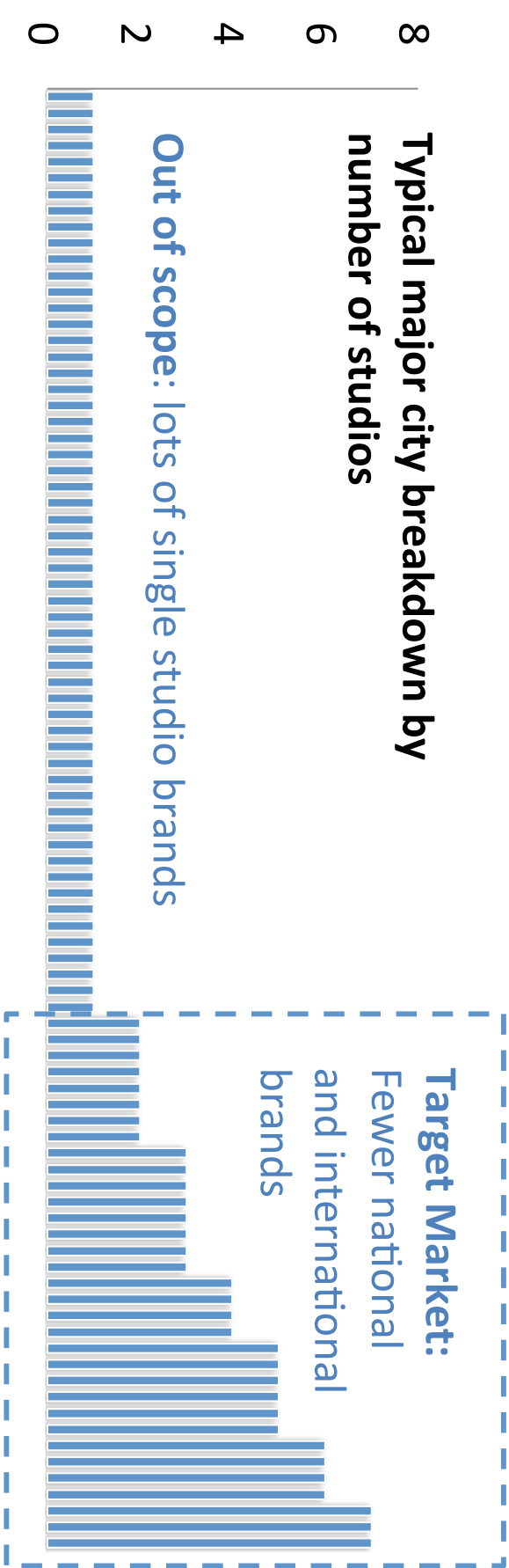
Business Model

We charge fitness class studios a monthly fee

	Starter	Professional	Ultimate
<i>Monthly Price</i>	<i>\$100</i>	<i>\$250</i>	<i>\$500</i>
Studio Dashboard	X	X	X
Consumer Dashboard	X	X	X
Loyalty Dashboard		X	X
Advisory Services			X

Market Size

We sell to studios with an average revenue of \$2M or greater and more than 1 location.

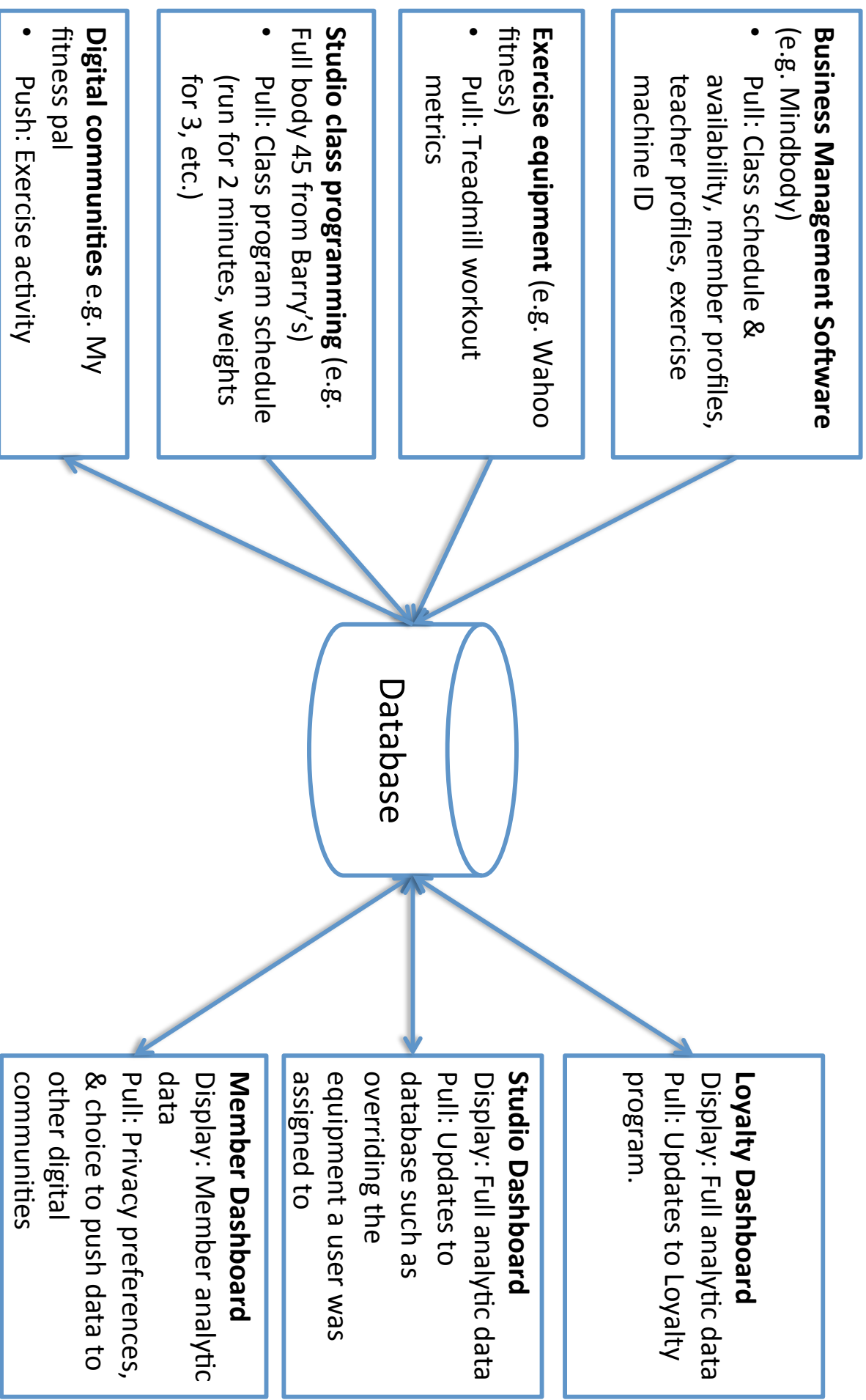


Financial Projections (DO WE ACTUALLY NEED EXPENSES?)

	Total	Cycle	Bootcamp	Barre	Run	Row
Number of target Studios Per City	100	25	25	25	15	10
Annualized Revenue per City	300,000	75,000	75,000	75,000	45,000	30,000

Year	1	2	3	4	5
Number of Cities	5	10	50	150	300
Average monthly fee per client	250	250	250	250	250
Penetration of total market	10%	25%	30%	50%	50%
Total Revenue	150,000	750,000	4,500,000	22,500,000	45,000,000

Software architecture



Studio Dashboard

Insert Image

Member Dashboard

Insert Image

Loyalty Dashboard

Insert Image

Market Comps

\$140M MindBody net revenues in 2016

60,000 Mindbody studio clients in 130 countries in 2016

\$200M Classpass net revenue (est) in 2016

<http://www.kurtsalmon.com/en-gb/Retail/vertical-insight/1381/Sweating-Small>

<http://investors.mindbodyonline.com/phoenix.zhtml?c=254024&p=irol-sec>

Big Idea: Phase 2

Build a billion dollar fitness search engine company that uses class and member metrics to find perfect fits.

- Use advanced class search criteria based on metrics gathered in Phase 1 to categorize what exactly you can expect in a trampoline class from a fitness perspective.

More to come...