



Pennvention Materials

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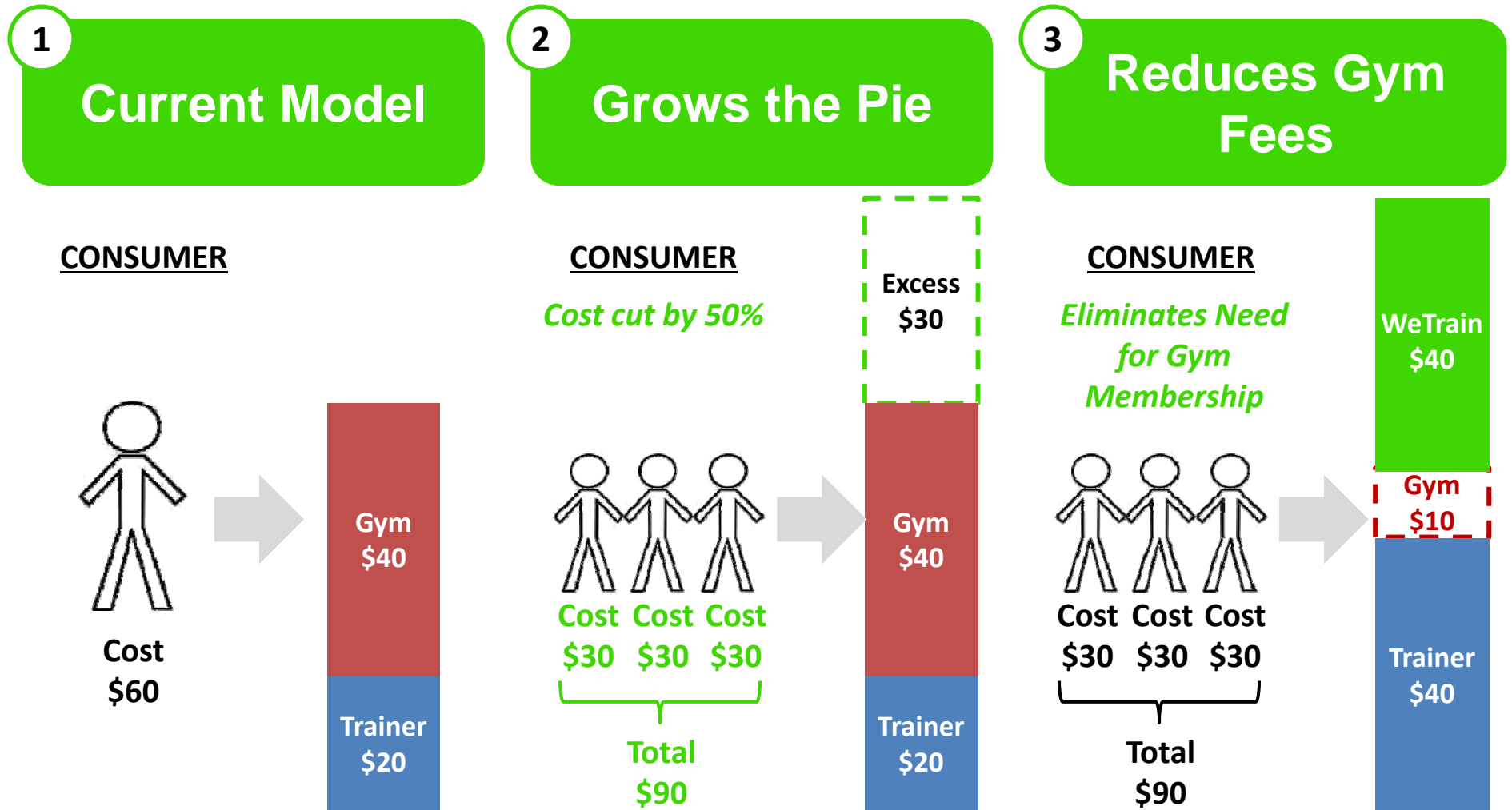
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WeTrain is a **mobile application** that **lowers the cost of personal training** for fitness focused millennials while **simultaneously increasing the hourly profitability of personal trainers**

WeTrain **leverages the economies of scale** created through small group training sessions and **significantly reduces the expensive fees** that trainers currently pay to gyms by negotiating **exclusive space rental contracts** with underutilized open space areas, such as small chain gyms, apartment gyms and schools

Unlocking Value in a \$65BN Industry



Established Players Lack Necessary Sophistication and Incentives to Innovate

- Two established buckets of players exist in the market: gyms and trainers; both lack the sophistication and technical prowess to execute on the scale we imagine
- Some gyms do currently offer small group training sessions however the price point per session is much higher and these sessions are not marketed well
- Direct competitive landscape concentrated on the West Coast due to weather; warmer year-round climates encourage outdoor workout sessions circumventing the need for traditional brick and mortar gyms

Notable Startups Focusing on the Fitness Market:



Launched in August 2014, Vint serves as a marketplace for consumers to find trainers. The company centers on individual personal training sessions with a focus on curation, not small group social setting or price/value



Fitmob connects people with trainers and offers branded classes that take place outside the studio or gym. The company also partners with gyms to help fill open class spaces. Fitmob is mainly concentrated on the West Coast and has just begun expansion into select East Coast markets



SweatGuru is concentrated in San Francisco, New York City and Los Angeles and seeks to become the "OpenTable" of fitness. The company is positioned namely as a search engine to link people to existing studio fitness options

Go-To Market Strategy Minimizes Resistance and User Acquisition Costs

1

Sell Community / Group Training to Large Gyms

- Partner with local gyms in the Philadelphia market
- Build out internal community for small group training sessions
- Charge gym a subscription fee that covers build-out of technology
- Allows for “cheap” acquisitions of trainers and trainees

2

Expand Presence and Build User Scale

- Prove value proposition and build critical mass within gym ecosystem
- Leverage existing tech capabilities to saturate Philadelphia and begin East Coast expansion (NY, DC, Boston markets)
- Shift of focus from gym subscriptions to variable fees per session, taking cut of excess created via economies of scale

3

Move Training Locations Offsite from Large Gyms

- Begin empowering trainers to move training sessions to lower cost WeTrain locations
- Leverage exclusive open space contracts
- Provide incentives for trainees to use apartment gyms to “host” sessions
- Acquire profitable “space rental” revenue stream

Leadership that is Passionate About Fitness and Active in the Community



*Jon during a WeTrain session
("WeSesh") with anchor
trainer Shoshana*

Jon Sockol is currently pursuing his MBA at the Wharton School. He is the Founder and President of Fit Club, a 500 member community focused on student-led group fitness classes. Previously, he was a private equity investor at Lindsay Goldberg, helping manage and invest \$10BN of assets. Prior, he worked at Bank of America Merrill Lynch, advising Fortune 500 companies on business strategy and mergers/acquisitions. He is the founder of the Scholar Athlete Fund, a nonprofit focused on providing scholarship and mentorship opportunities to talented student athletes from disadvantaged neighborhoods. He holds a B.S. in economics from the Wharton School, where he graduated with magna cum laude honors



*Lisa challenging her personal
record time (3:16) at the
New York marathon*

Lisa is currently pursuing her MBA at the Wharton School. She is a passionate fitness enthusiast, developing a love for the power of the fitness community during her time as an undergrad at the University of Pennsylvania, where she was a 12 season varsity distance runner. Previously, Lisa was as a management consultant at the Boston Consulting Group. She has also worked in the New Business Development and Corporate Strategy team at the Estee Lauder Companies, focusing on developing new business models that can succeed online with a limited physical presence. Over the past 2 years, Lisa collaborated with LaunchPad Long Island, an incubator/accelerator, where she worked hand-in-hand with founder teams to develop and execute operational strategies