



athways

Pathways connecting athletes

Pennvention Submission

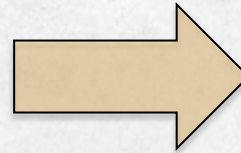
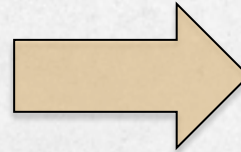
February 12, 2015

Athletes and coaches today have a convoluted and confusing training process

Day 2 Lifts

	Press	Close Grip Bench
Week 1	70% 5x5	60%x5, 65x5, 70xAMAP *
Week 2	75% 5x4	65%x5, 70x5, 75xAMAP
Week 3	80% 5x3	70%x5, 75x5, 85xAMAP
Week 4	85% 5x2	75%x3, 80x3, 85xAMAP
Week 5	90% 5x1	80%x3, 85x3, 90xAMAP
Week 6	65%x5, 75x5, 85x5	85%x3, 90x2, 95xAMAP
Week 7	70%x3, 80x3, 90x3	70% 4x6
Week 8	75%x5, 85x3, 90x1	75% 4x6
Week 9	75% 5x5	80% 6x4
Week 10	80% 5x4	75%x3, 80x3, 85xAMAP
Week 11	85% 5x3	80%x3, 85x3, 90xAMAP
Week 12	65%x5, 75x5, 85x5	85%x3, 90x1, 95xAMAP
Week 13	70%x3, 80x3, 90x3	75% 5x3
Week 14	75%x5, 85x3, 95x1	80% 5x2
Week 15	75% 3x5	80% 5x2
Week 16	80% 3x4	80% 5x2

* AMAP – As many as possible



Athways Enables Coaches to "Bridge the Training Gap"


[ANNOUNCEMENTS](#)
[BUILD WORKOUT](#)
[VIEW TEAM](#)
[WORKOUT CALENDAR](#)

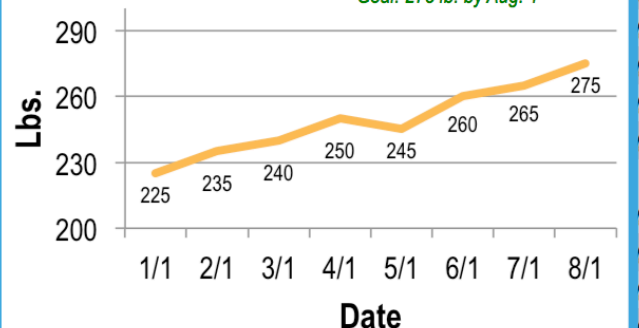

"I hated every minute of training, but I said, 'Don't quit. Suffer now and live the rest of your life as a champion.'" –Muhammad Ali

Athletes 1-15 of 86

Name	Height	Weight	Bench Max	Squat Max	Deadlift Max	Vertical	Jersey #	Body Fat %
Adams, John	5'2"	123	210	310	335	34"	35	8.9%
Adams, John								
Quincy	5'9"	178	335	435	460	32"	13	8.6%
Arthur, Chester A.	6'2"	210	290	390	415	26"	55	11.4%
Buchanan, James	5'11"	200	275					
Bush, George H.W.	5'6"	165	290					
Bush, George W.	5'9"	187	210					
Carter, Jimmy	6'2"	145	275					
Cleveland, Grover	5'7"	167	325					
Clinton, Bill	6'0"	210	400					
Coolidge, Calvin	5'4"	200	340					
Eisenhower, Dwight D.	5'9"	165	245					
Fillmore, Millard	6'2"	187	325					
Ford, Gerald	5'10"	225	400					
Garfield, James A.	6'0"	215	235					
Grant, Ulysses S.	6'1"	200	335	435	460	28"	7	13.1%

James Buchanan Bench Max

Goal: 275 lb. by Aug. 1st



Targeted Ads here: Protein powders, supplements, workout products, etc.



Expansion Strategy & Scalability

College & High School
Athletics Programs



To Broader Consumer Market



Machine Learning



- Athways envisions analyzing elite coaches' proven workout data with machine learning algorithms
- The end result is a solution that has never before been provided: a customized workout for any individual based on her goals and current metrics

"Train Like the Stars"



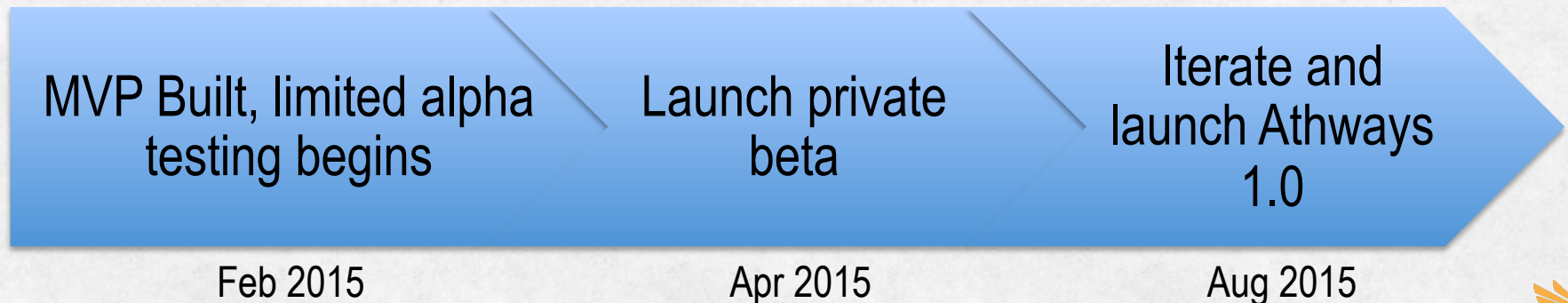
- Through Athways' managed environment, high-profile athletes and trainers will be able to share workouts with their fans and build their personal brands
- Users can "train like the stars" and complete the same workouts as their favorite athletes or celebrities

Marketplace Analysis



- Fitness app market is growing at 42% annually
- 91% of college & high school athletes use smartphones while working out

Timeline



Founders



Dan Reardon
CEO

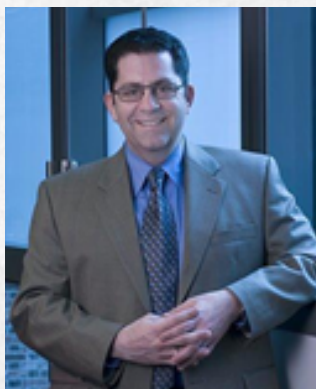
- Worked at Lincoln International, an investment bank specializing in M&A
- Worked in Operations/Logistics at Reyes Beverage Group
- Entrepreneur for his entire life
- Former Penn football player
- Candidate for B.S. in Economics (Finance Concentration) - Wharton



Patrick McGartoll
CTO

- Shipped code as member of iPad team at BlueJeans network
- Independent iOS app developer – one game has had over 62,000 downloads on the App Store without any marketing
 - Also has developed for Elance
- Worked in Android development at Locket
- Candidate for B.A. in Computer Science, UC Berkeley

Advisors



Jeffrey Babin

- Managing Partner of Antiphony Partners, LLC
- Served as CEO of Corporate Technology Ventures
- Senior Lecturer and Associate Director in Engineering Entrepreneurship at Penn SEAS
- Founding Member of Mid-Atlantic Angel Group Fund



Patrick FitzGerald

- Former CEO of Nanny Caddy, the vending machine for parents on the go
- Creator, co-founder, and former President of Recyclebank
 - Currently operates in over 35 states and the UK and has raised over \$75M
- J.D. and “40 Under 40” business award honoree

