

Nuclear Fit

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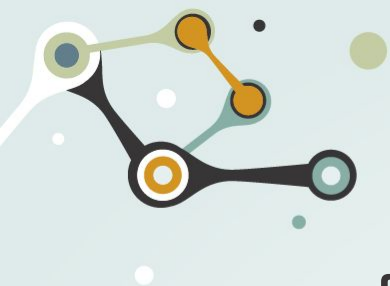


The Big Problem



Current pre-workout supplements out on the market aren't formulated for each unique individual's needs and preferences.

1. Pre-workouts typically either wear off too quickly or last too long.
2. Common flavors are unoriginal and don't taste great, creating a negative stigma towards pre-workout.
3. Generic pre-workout formulas have been known to cause discomfort in certain individuals.



Meet Our Team

CEO

Colin Speer

Strong background in both customer experience and computing.

CTO

C.J. Awunti

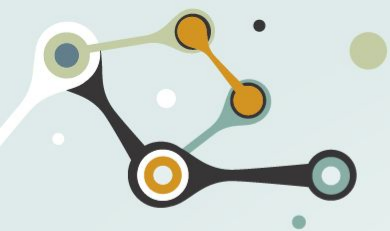
Strong background in both computer science and technology.

CFO

Khalil Foulane

Strong background in biological sciences and the fitness industry.





Our Solution

One-time
genetics test
for only **\$125**

Tier I

\$25 per month

Formulated pre-workout
which can be bought
in-store and online.

Tier II

\$35 per month

Questionnaire-based
pre-workout which can be
bought online.

Tier III

\$50 per month

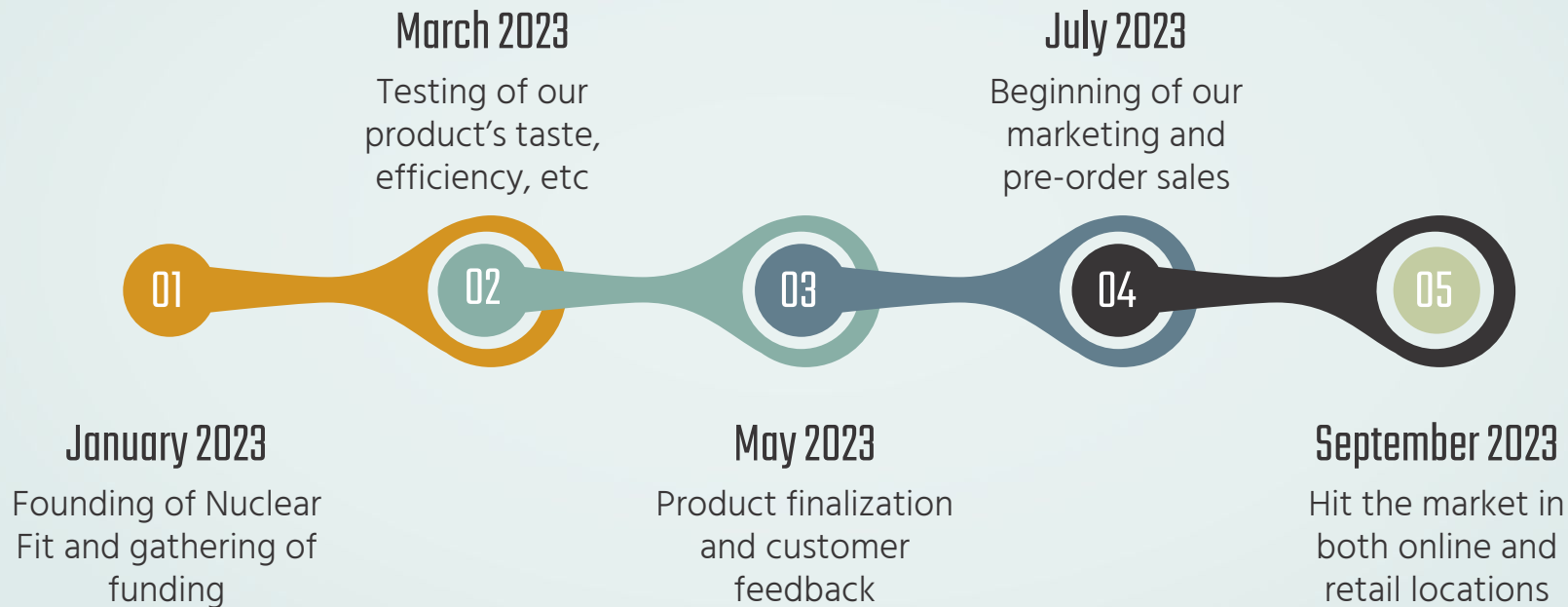
Genetics and
microbiome-based
pre-workout which can be
bought online.



PROBLEM <ul style="list-style-type: none"> Current pre-workouts in the market wear off quickly or last too long. Generic flavors aren't great and force people to hate pre-workouts. Formulas are generic and don't always work well for each individual. This can lead to headaches and more. 	SOLUTION <ul style="list-style-type: none"> Our pre-workouts will be engineered with the highest-quality ingredients giving our customers nuclear energy for as long as they need. Our personalization tests will allow us to predict the perfect flavor for each individual. Our genetics and microbiome tests will allow us to formulate the perfect pre-workout for each unique person. 	UNIQUE VALUE PROPOSITION <ul style="list-style-type: none"> Proprietary at home lab kit to aid in the personalization of pre workout formula, tests for things such as genetic predispositions and inclinations towards certain ingredients (caffeine sensitivity, metabolism, blood levels of certain vitamins and nutrients, etc) Research backed and developed questionnaire to better understand customers needs (goals, current body composition and metrics, etc) Cost effectiveness by eliminating unnecessary ingredients 	UNFAIR ADVANTAGE <ul style="list-style-type: none"> Lab testing model allows us to move away from "one size fits all" approach seen by other supplement companies 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> Competitive Athletes Hardcore Gym goers College students (late night studying) Casual gym goers (yoga moms, beginners, etc) Chronic caffeine users (coffee doesn't do the trick anymore, people trying to avoid dreaded caffeine crash, long hours/late night workers)
	KEY METRICS <ul style="list-style-type: none"> Sales from monthly subscriptions Amount of genetic tests sold 		CHANNELS <ul style="list-style-type: none"> Social media marketing with the use of "fitness" and "productivity" influencers Trade shows and expos that allow us to demonstrate and give out samples for the product Advertise/Samples in college campuses and gyms 	

COST STRUCTURE			REVENUE STREAMS	
Membership Tier	Price	Benefits	<ul style="list-style-type: none"> Our primary revenue will be grants received from corporations: <ul style="list-style-type: none"> STTR Angel Investor(500,000) Customer sales. Selling customer data to other corporations 	
Low Tier	\$25 per month	Generic Formulated Pre Workout		
Mid Tier	\$35 per month	Questionnaire Based Pre Workout		
High Tier	\$50 per month + \$125 one-time test	Genetic Test Based Pre Workout		

Timeline



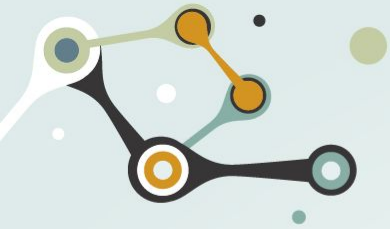


Budget



The amount of money that we need to accomplish these goals within the next 9 months is
\$2 million USD

1. Hiring of full-time employees
2. Building our lab equipment
3. Establishing methods of production and marketing



Customer Discovery Plan

We plan to connect with our target customer phenotypes by reaching out to them online and in various locations.

1. Locations
 - a. Gyms, grocery stores, colleges to reach those that are avid gym goers and the more casual pre-workout user.
2. Online
 - a. Fitness websites and online surveys
 - b. Fitness influencers outreach





Thank You

Do you have any questions?

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<https://github.com/speercolin/NuclearFit>



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