



Nuclear Fit  
January 12, 2023

9201 University City Blvd, Charlotte, NC 28223

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

# ***Nuclear Fit***

## **Executive Summary**

**Who we are:** We are a pre-workout company that uses computational biology to engineer personalized products for each individual.

**The problem we tackle:** Current pre-workout supplements out on the market is not formulated for each individual's needs and preferences.

**What solutions we provide:** We provide our customers with a nuclear personalized pre-workout product straight to their door!

- One-time genetic microbiome test will cost **\$125**
- Personalized pre-workout after the test will cost **\$50 per month.**

**Our market and size:** Our market includes and expands beyond the average gym goer. Anyone with a personalized need for energy throughout the day would benefit from the use of our Nuclear Fit energy products. According to Grand View Research, the global pre-workout supplements market size is estimated to be around **14 billion USD**.

**What the competition fails to do:** The competition fails to take into account the needs of individuals and tends to assume their energy needs. This leads to things like over/under reactions to their products, the inclusion of unnecessary ingredients that inflate the price, and leaves the potential of creating the perfect product on the table.

**Our needs:** We need to raise capital (\$500,000 USD) to finish creating and industrializing our proprietary genetic test as well as for our marketing campaigns.



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## **Pre-Read**

### **Problem**

- Current pre-workout supplements out on the market aren't formulated for each individual's needs and preferences. This causes problems in many areas such as poor performance, headaches, pains, etc.

### **Customer Discovery Plan**

- We will go out to various places such as gyms and grocery stores to reach our target customer phenotypes. Customers will receive a questionnaire where they can indicate what types of pre-workout or products they are looking for.
- Customers will also be provided with a genetic test so our scientists can create custom pre-workouts based on their genetic information. This way we can start to evaluate the effectiveness of our tests and identify the best product for each individual.

### **Highlight Your Team**

- Our Chief Executive Officer is **Colin Speer**.
  - He has a strong background in both customer experience and computing.
- Our Chief Technology Officer is **C.J. Awunti**.
  - He has a strong background in computer science and computing.
- Our Chief Financial Officer is **Khalil Foulane**.
  - He has a strong background in biology and exercise science.

### **Show Your Product**

- Our pre-workout product is a computationally formulated powder that comes straight to your door!
  - The cost for the one-time genetic microbiome test is \$125.
  - Monthly subscription cost for your genetically engineered pre-workout is \$50.



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## Timeline

| Month 1          | Month 3         | Month 5                             | Month 7               | Month 9                            | Month 12                                         |
|------------------|-----------------|-------------------------------------|-----------------------|------------------------------------|--------------------------------------------------|
| Company founded. | Gather funding. | Product testing (taste, efficiency) | Product finalization. | Begin marketing, Start pre-orders. | Hit the market (online store, retail locations). |

## Budget

- The amount of money we need to accomplish our goals is \$500,000 USD.
  - This money will be towards hiring our staff, building our equipment and methods of production and marketing.