



Nuclear Fit
January 12, 2023

9201 University City Blvd, Charlotte, NC 28223

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

Problem

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

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 in three distinct tier levels.
 - Tier I: Generic Formulated Pre Workout which can be bought both online and in-store(\$25).
 - Tier II: Questionnaire Based Pre Workout which can be bought online(\$40/per month).
 - Tier III: Genetic Test Based Pre Workout which can be bought online(\$125/per month).



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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 \$2 million USD.
 - This money will be towards hiring our staff, building our equipment and methods of production and marketing.

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Executive Summary



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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 three tier levels of pre-workout for each need.

- Tier I: Generic Formulated Pre Workout which can be bought both online and in-store(\$25).
- Tier II: Questionnaire Based Pre Workout which can be bought online(\$40/per month).
- Tier III: Genetic Test Based Pre Workout which can be bought online(\$125/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.

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 (\$2,000,000) to finish creating and industrializing our proprietary genetic test as well as for our marketing campaigns.