Part 1: "Elevator" Introduction

Brief elevator pitch for your company

Pursuit Health Technologies is a SaaS CRM platform for the health and fitness industry. Our goal is to streamline and automate trainers' administration and business management so that they can focus solely on their client's growth. Our software enables our trainers to monitor and track client progress with in-depth performance analytics, manage and automate their day-to-day operations, and enhance their social experience in the health and fitness ecosystem - all on a single platform.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

The training and health club industry globally is worth $81 Billion Dollars. Domestically, it is worth $39 Billion. We have 3 main segments within this industry. First are private personal trainers. Nationally, there are 267,000 trainers who annually produce $9 Billion. The second segment is studio gyms and small chain gyms, totaling 36,180 locations. This section makes up the majority of our target segment. Our final segment is corporate health clubs and large chain gyms totaling 32,150 gyms. These two segments combined are worth $30 billion.

Is this market growing? How fast?

The health and fitness technology industry is still in its infancy and growing at a rate of 14% annually. Last year, mobile fitness applications grew by over 168%, showing a demand for the merging of technology and fitness. Personal training and Health Clubs grow at a rate of 3.2% and 2.4% respectively.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

Through our competitor analysis we've found that MindBody, OneFitStop, MyPTHub, and Virtuagym are our main competitors. Mindbody is our largest indirect competitor. They are an active player within the field, but do not provide a product that addresses our target market's pain points. OneFitStop is a direct competitor, but they are new to the market (< 3 years) and exclude some of the features we are looking to have. MyPTHub is a direct competitor but does not effectively address the needs of our target user base. Virtuagym is a direct competitor but does not allow for an all-in-one solution. All of their features are represented through different applications.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Our customers are personal trainers, gyms, and health clubs who are looking to adopt technology to provide a better experience for their clients while maximizing their revenue, client management, and client performance analytics. We have conducted extensive market research, working closely with over 50 personal trainers who have been helping us test our concepts and feature set. We have certainly validated their needs as we currently have a waitlist of over 150 personal trainers who have directly expressed interest and intent to use our software once we launch.

Describe how you win customers today. Describe your future customer acquisition strategy.

We win customers today by having honest conversations about their pain points and taking a more inbound "solution based selling" approach. Our main goal is to educate, inform, and empower our customers rather than push our software on them. We want to be the thought leaders of our space when it comes to educating our market about the benefits of adopting technology as a personal trainer, gym, or health club.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

As opposed to our competitors, we are a client-facing CRM. Our fundamental difference in approach is leveraging the existing relationship between personal trainers and their clients. Keeping the clients engaged through our platform will yield better and more in-depth results for the trainers. Current solutions do not have a client facing portal. Our strategy is to enter the markets through inbound marketing and leveraging relationships with personal trainers and small gyms. We will offer kickbacks to the partners for any resulting sales through their dispersion of our software on their distribution channel, and offer free trials through our targeted online campaigns.

Briefly describe your product or service.

The product is a mobile and web Software as a Service platform that serves as an interface for effective personal training. We provide benefits for the three major stakeholders in personal training:

- **Trainer's perspective:** the app allows trainers to interact and manage their clientele while also gaining insights into their own effectiveness.
- **Client's perspective:** the app allows them to seamlessly record their workouts and track their progress over time.
- **Gym's perspective:** the app allows the management team to track the performance and schedules of all of their trainers while also collecting data on health outcomes within their customer.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

We're taking a data-driven approach to design and development where all assumptions are validated through surveys and conversations with actual trainers. We're also working closely with our partners to get their feedback throughout the development process. We are building our platform based on a new paradigm in software development where the end-user is brought into the development loop from a very early stage.

Describe the remaining product development risks and your plans to overcome them.

One of the major risks associated with our product development is ensuring that we are able to handle requests depending on how quickly the user base scales. To address this, we have a scalability plan in place and are going to be building our backend on state of the art infrastructure supplied by Amazon.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

Using a technological approach, trainers can fundamentally change how they interact with their clients and grow their business. Our product provides an all-in-one solution where trainers can create reusable workout templates and assign these templates to their clients. Furthermore, their clients can track their workout progress and measurements through the application. Both the trainer and the client can view their results using the Pursuit Score and data metrics like Body Fat % over time. Trainers and clients can both communicate with each other through our messenger and schedule follow up sessions.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

Pursuit Health has taken a state of the art approach to assessing the effectiveness of both a client and a trainer. Our Pursuit Score is a data-driven algorithm that incorporates trainer characteristics such as clients per week, revenue per month, and cancellation rate. This gives an overview of the trainer's performance and shows areas that they can focus on improving. Similarly, the client is given a Pursuit Score which incorporates their metrics such as body fat, weight, and consistency. We are also creating the software to integrate with wearable fitness tech such as FitBit so we can eventually add additional layers of metrics to our aggregate Pursuit Score algorithm.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

One of the biggest challenges of this industry is the high churn rate of personal trainers. This is something we took into consideration when creating our software, which is why we included the feature for multiple admins to have access to a specific client. This way, if a personal trainer leaves the gym, another personal trainer can easily be integrated into the software and continue right where the previous trainer left off. Furthermore, a trainer's client can then be added to a different trainer's portal and all historical data through our app will be transferred over. Additionally, we have been approaching notable gyms and trainers in order to gain partnerships. These partnerships will allow us to reach a much wider customer base while also creating credible "evangelists" for our software. None of our competitors are currently seeking partnerships (or have failed to do so). We have already landed notable partnerships pre-launch so we are poised to continue this trajectory. Fundamentally though, we will be focusing on high profile trainers with large social media influencing power and notable gyms with a focus on technology being included in the gym.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

One of the main risks that we've mitigated on the technical side is having in-house talent that is fully capable of building the platform from the ground up. We're not relying out outside talent that can be unreliable and unfocused. We've also mitigated risks associated with experience both on the business side and on the development side through the shared experiences of our team. We've got a team that is fully experienced in software development and have been heavily involved in dozens of successful app launches. We're familiar with business models around mobile apps and have a consulted on several other app-based startups that found success on the app store. The next major risk-reduction milestone is the completion in development of our iOS app. Once we have this milestone completed, we'll be able to focus on implementing our load balancing strategies for our backend and API.

Briefly list and describe your key team members.

Pedrum Khosravi - Head of Strategy and Finance. Pedrum Graduated from the University of Minnesota with a degree in Economics and Management. Prior to co-founding Pursuit, Pedrum worked within consulting, sales, and data analysis. Pedrum has led sales teams of over 30 with cumulative sales of over $500,000 in technology, finance, and consumer goods. Pedrum has experience in leading and managing during his time as President of a Non-Profit, where he led a team of 20 employees and launched a successful fundraising campaign. Pedrum also worked as a Management Consultant where he worked closely with C-Suite executives to create complex financial systems to solve business needs.

Ro Vanaki - Head of Operations and Marketing. Pursuing 2 degrees in entrepreneurship and digital marketing, Ro brings his expertise in management, marketing strategy, and branding to the table. Before his marketing days he was a seasoned sales leader, leading a team of over 75 people while scaling the 4th most profitable sales team in the nation for his company. In an effort to expand his skill set, he began to work in marketing and eventually became being a marketing manager at a Forbes Magazine awarded digital marketing firm, which he eventually left to focus on Pursuit Health Technologies.

Arash Tadayon - Head of Technical Development. Arash is a seasoned programmer and previously served as the CEO of Dezapp, a mobile app development company with a focus on beautiful user experience. His work has been featured on the Appstore where projects that he's worked on have held the number one position for months at a time. He received his Bachelor of Science in Computer Science and is currently completing his PhD at Arizona State University (ASU) where he holds two fellowships, one through ASU and the other through the National Science Foundation for his research in mobile computing and wearables.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Our development team is fully equipped to build out our software, however they are working incredibly long hours. We need to scale our development team and bring on 1-2 more developers to assist with the work load.

Briefly list and describe your key advisors, and their contributions to date.

Billy Anderson - Head Trainer of Lifetime Academy (Personal Training School for Lifetime Fitness)
-Works with the top trainers in the country and gives us inside insight into our market's wants and needs
Anthony Sarandrea - Forbes recognized expert brander and digital marketing guru
-Helps with digital marketing and branding
Sean Holladay - CMO and co-founder of event engagement app, crowdmics
-Helps with early stage business development and funding / competition strategy
Bret Larsen - CEO and founder of Telemedicine Software company, eVisit.
-Helps with software development and tech strategy