

PREPARED
BY

135
MADISON



YOUR FITNESS.
YOUR TERMS.





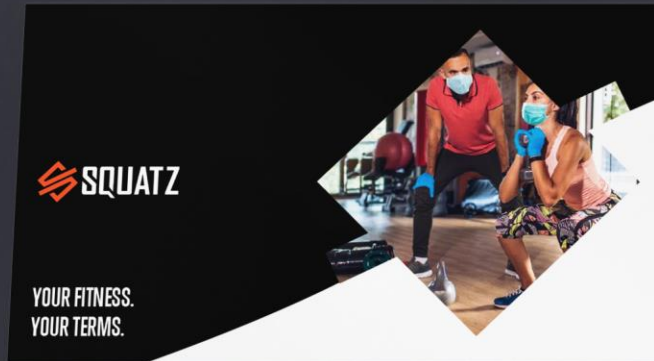
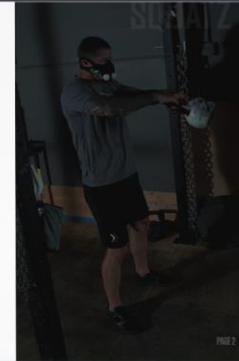


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INVESTMENT HIGHLIGHTS

Traction
Built MVP to launch in New York City (July)

Addressable Market

\$94B

Capital Raise

\$1M

Strategy

Complete development of the mobile platform, invest in key talent, build-out new social content and features, and increase marketing budget to acquire trainers and fitness seekers

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MISSION

INSTANTLY
CONNECT THE WORLD'S
BEST FITNESS EXPERTS TO
ANYONE LOOKING FOR FITNESS
ON THEIR OWN
TERMS.



CULTURE



AT SQUATZ, WE ARE
A GROUP THAT IS:

PASSIONATE ABOUT HEALTH & FITNESS
DIVERSE, CREATIVE & CURIOUS
ALWAYS SEEKING TO IMPROVE OURSELVES AND OUR BUSINESS
MOTIVATIONAL AND PERSONAL

PROBLEM

TRAINERS & TRAINEES

Lack of access to fitness facilities and associated trainers due to COVID-19

FITNESS TRAINERS

- Losing long-term clients (Covid)
- Marketing and sales limitations
- Lack of access to new clients
- Losing significant percentage of revenue to health clubs (50-70% on average) 1
- A schedule with no personal autonomy
- Constant fear of cash flow issues and burnout

FITNESS SEEKERS

- Unable to find a trainer that meets needs and goals (Covid)
- Having to travel to meet the trainer
- Training in group settings
- Lack of privacy in health clubs
- Gyms/ Personal Training are pricey
- Need trust and safety with trainers
- Need motivation and encouragement

1. ERM.GG

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WHY NOW?

According to the latest industry reports by IBISWorld, the size of the personal training market is \$10B in the USA.¹

Personal training industry growth is happening at a rate of 2.0% and is expected to continue steadily upward.²

There are approximately 400K trainers in the USA, none of which have access to a gym, studio, or physical space currently.³

With rise in COVID-19, more and more customers are choosing to train at home but still require fitness experts to guide their fitness journey.⁴

Working out at home or while traveling is only going to continue to grow as more people work from home and remotely and want options on top of in-person fitness.⁵

In general, there has been growing interest to stay fit. Over 75% of active users open their health and fitness app at least two times a week, and more than 75% of users access their fitness apps more than 10 times a week.⁶

1. IBISWorld
2. IBISWorld
3. IBISWorld
4. IBISWorld
5. IBISWorld
6. IBISWorld



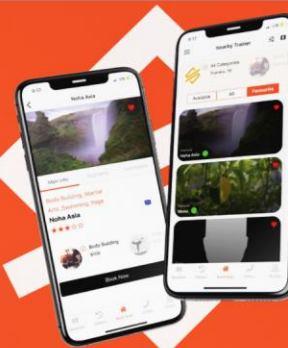
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SOLUTION



Is a mobile app allowing **FITNESS TRAINERS** and **FITNESS SEEKERS** to connect in real-time and train anywhere; either in-person, or virtually.

SquatZ allows fitness trainers to leverage their 'free time' and market their services while enabling fitness seekers to find the skills and motivation to meet their specific fitness goals.



ADDRESSABLE MARKET

Total global fitness industry revenue¹

TAM
\$94B

Total US personal fitness industry revenue²

SAM
\$10B

SOM
\$2B

Assuming 20% commission of all bookings for the US personal fitness market

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COMPETITIVE LANDSCAPE

SQUATZ stands out from the crowd due to its high differentiation AND high level of personalization features

Competitor	Penetration	Differentiation	# of Features	Level of Personalization	Platform Strength
SQUATZ	2	3	2	3	10
CHANGEBODY	3	2	1	3	9
Truefit	2	3	2	3	10
VM UVZ	2	3	2	3	10
TRAINMAC	2	2	1	2	7
TRAINER	2	2	2	3	9
TRAINER	2	2	2	3	10
Fit Club	3	1	2	2	8
FUTURE	2	2	2	2	8
TRAINER	3	3	3	1	10
CLASPASS	3	3	3	1	10
Amino	1	3	2	2	8
Strategic Emphasis	2	3	2	2	

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HOW IT WORKS

SAFETY

as all trainers are vetted, insured, background checked and rated

EASY

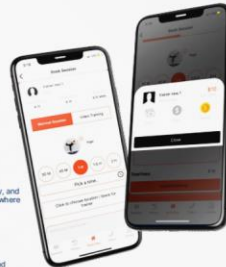
on boarding and registration experience for both fitness trainers and fitness seekers

DISCOVER

trainers based on specialization, proximity, and availability for in-person sessions (or anywhere in the world for virtual sessions)

SEARCH

for trainers based on style, personality, and needs-match



ALLOW

trainers to build and promote their personal brand, content, and monetize time as well as services provided - negotiating contract and overtime negotiations

ADVERTISE

services, record income, schedule and manage appointments, reach out to new and existing clients, monetize downtime, track on-going project progress and receive compensation for all time worked

SAFE AND FLEXIBLE

by allowing fitness seekers to modify rate on a session-by-session basis

USER EXPERIENCE

FITNESS TRAINERS

- Set-up weekly calendar for fitness trainers to provide their availability
- Create and market expertise, experience, and content to fitness seekers
- Collect payments for sessions
- Track session time for accurate payments
- Provide feedback to clients
- Discover new clients
- Review client history in advance

FITNESS SEEKERS

- Customize search to find trainers that meet individual goals, needs and preferences
- Provide feedback to trainers
- Chat with trainers (text and video)
- Schedule, reschedule and cancel appointments
- Send payment through integrated solution
- Discover new training content to design and track custom-built routine or have a trainer do it for you

SUBSEQUENT PHASES

- Integrate with gym/studio schedule availability
- Add fitness tracker data into the app to be able to send to trainer/coach
- Geo-co-locate trainer and seeker for added safety and security
- Integration of popular services, like Spotify Playlists, MyFitnessPal, and more
- Advanced UGC: easily create, share, and monetize videos, interactions, and workout plans - across multiple channels

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MARKETING STRATEGY

SQUATZ will leverage SEGMENT.IO as its Customer Data Platform and BRANCH.IO for determining the return of investment for each marketing channel. It will also leverage additional tools to perform A/B Testing and to optimize channels and messaging.

LEAD GENERATION

ONLINE CHANNELS

- Create a presence on Facebook, Twitter, LinkedIn, TIK TOK and Instagram
- Manage the above accounts and post frequent responses/interact with the benefits of the SQUATZ platform and social media promotions
- Acquire email leads for fitness trainers through paid media channels and track conversion
- Acquire fitness seekers through high app downloads and provide value proposition video
- Create "virality" with in-app social sharing and promotional integrations (5 and 10)

PAID SEARCH & SEO

- Identify highest converting "keywords" that fitness seekers and trainers are searching for on Google
- Engage in daily paid search such as Google Adwords, display advertising activities and remarketing
- Optimize website for SEO with proper keyword density and backlinks to increase organic Google ranking

STRATEGIC PARTNERSHIPS

INFLUENCERS

- Select fitness influencers to be ambassadors of the SQUATZ brand
- Partner with influencers to showcase the app and facilitate reviews and customer training events

GYMS & STUDIOS

- Identify partner studios and gyms that can provide the necessary equipment with the best quality to cost ratio in each neighborhood
- Develop marketing programs in collaboration with the studios to promote the use of the gym leveraging the mobile app

LOYALTY AND RETENTION

WORD OF MOUTH

- Implement referral bonus for all fitness seekers who bring another fitness seeker on the platform
- Offer branded line of products for at-home training for additional referrals. These products will also be used through in-app purchases, and on the website

LOYALTY PROGRAM

- Establish program with three tiers based on number of sessions that users seekers for a compelling more reasons
- Offer trainers welcome kits with branded polo, gym bags, water bottles etc.
- Introduce a referral bonus for Trainers with more related bonus for every referral

TARGET MARKET

BEHAVIORAL TARGETING (18-50)

- Interested in individuals who place importance to physical health and value lifestyle choices
- Display advertisements, targeting for services in sports, exercise, wellness and long-term contracts
- Want to train safely, get 1:1 fitness lessons, and receive social aspects of fitness training
- Participate in high quality practices
- Best fitness including affordability, services delivered to them and convenience
- Challenged by lack of personal time, Covid-19 related issues, and managing work and life effectively

WOMEN (25-35)

- Interested in apps and tools with a social aspect
- Display advertisements, on social media and looking to travel to acquire a service or great want to feel and be ready for a challenge and appear active within their social networks
- Participate in a personalized fitness activity in the comfort and safety of private space home, which provides gym
- Lead safety, quality, flexibility
- Challenged by lack of time, lack of motivation, unwilling to a deadline, and long-term contracts

MEN (25-35)

- Interested in class attendance and ideas to progress as leader in the industry and make circles
- Display advertisements, led by groups or networks, experience willing, use of analytics and, long-term contracts
- Want to be an influence and have a control of self with a clear direction in life
- Participate in high quality services at affordable flexible pricing
- Need flexible long-term contracts, and subscriptions
- Challenged by work obligations, lack of time, limited funds and managing work and life effectively

BUSINESS MODEL

FITNESS TRAINERS

SQUATZ will take 20% of all session fee from the trainers:

- Market and set-up profile for every trainer
- Enable collection of payments
- Allow trainers to change locations to enable earning even while traveling
- No commission charged the first 6 months (only credit card fees)

FITNESS SEEKERS

SQUATZ will be free for trainers:

- Find the right trainer, chat and setup a training session
- Referral bonus offered for having family or friends sign up with SQUATZ you
- Ad-free, or a Premium Version of the app to be released with a subscription-based membership

ON-DEMAND CONTENT

Trainer generated content, workout videos and nutritional guides

- Trainer UGC (e.g., recordings, live video calls, and workout plans) will be modular and can be monetized
- SQUATZ will charge monthly subscription fee for the fitness seekers to access the trainer's on-demand content

ADS & PARTNERS

Earn ad revenue:

- Through strategically placed advertisements in mobile app
- Additional revenue received through strategic sponsorships and in-app promotions

TRACTION & MILESTONES



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SOURCES & USES

CAPITAL RAISED TO DATE

\$150 - \$200K
from Angel Investor

CAPITAL RAISE

\$1M
on a Safe Note

USE OF FUNDS BREAKDOWN

MARKETING: \$400K

to develop brand identity and implement marketing tactics

OPERATIONS: \$400K

to make key hires, convert units and working capital

TECHNOLOGY: \$200K

to build-out customer tech experience and mobile app

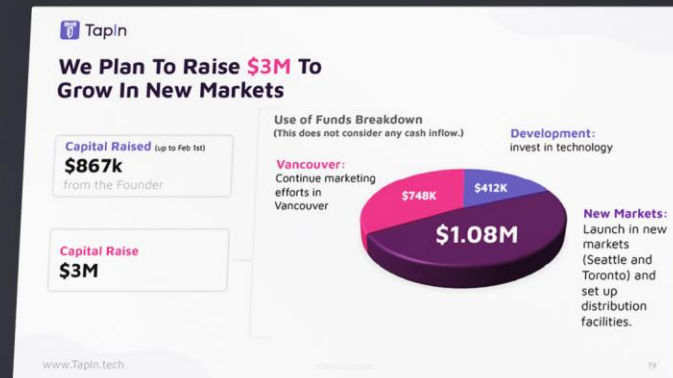


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FINANCIAL PROJECTIONS



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TEAM

SCOT CARLSON
Co-Founder/CEO

Prior to co-founding Squatz, Scott was CMO at Slang Worldwide. He held various executive positions across the US, UK, and Europe within The Interpublic Group, Publicis, Samsung, WPP, Deloitte, Standard Life, Skyscanner, and Virgin Atlantic. He has worked in digital strategy across most industry verticals with several leading global brands (including over 15 FTSE 100 companies). Scott's education includes IoT and Multi-sided Platform strategies from MIT, and he holds an MBA from the University of Edinburgh ESSEC Business School.

ALIU OYOFO
Co-Founder, VP of Marketing

Aliu is a strategic performance marketing leader with strong project management and analytical skills. With over ten years of experience in digital marketing, Aliu has successfully deployed over \$100M in media with a focus on direct to consumer products and user acquisition. His strengths include developing data-driven, paid, owned, and earned media strategies and maximizing LTV through sustainable user growth. Aliu's education includes an MBA from the University of Maryland.

GLORIA CHOU
Co-Founder

Founder and CEO of Gloria Chou PR, Gloria helps entrepreneurs launch their businesses by bringing clarity to messaging and focusing on critical gatekeepers to ensure PR efforts achieve maximum impact. Gloria has helped many early-stage founders get maximum ROI on their marketing spend, while also building awareness and credibility in their respective markets.

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TapIn
to Your Community

Thank You!

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THANK YOU!