

# FITTR SUMMARIZED

Fittr is a workout generator that takes in users equipment access, time commitment, and goals for working out. After taking in this info, Fittr uses a GPU supercomputing cluster to create a great individualized workout plan.

With the extensive database of exercises and exercise variants, Fittr has millions of workout possibilities allowing for a unique workout for every member. Fittr tracks members as they go and creates graphs to show improvement and then rewards members with trophies to show accomplishment.

## WHAT IS FITTR?

# GAME CHANGING TECHNOLOGY THE NEW AGE OF SAAS

Fittr not only creates great workouts, it learns from users data and then makes *better* workouts, making it one of the most unique A.I. systems ever



## WHAT IS FITTR?

# SOCIAL FEATURE FOR USERS TO STAY ON TRACK

Fittr has a unique accountability tool that tells users' friends when they skip a workout as well as group features and trophies to keep motivated.



WHAT IS FITTR?



**SO TOWNSEND**  
**DEVELOPER**

*Student at VT. One of the few people working on neurocognitive super computing, has worked with Kinect technology and computer dev.*



**TYLER PERKINS**  
**CEO**

*Former college athlete, has trained extensively for years and manages branding and day to day business.*



**NOLAN PERKINS**  
**DESIGNER**

*Freelance designer mostly specializing in web design but dabbles into video/illustration.*

# THE FITTR TEAM

# SPENDING HOURS MAKING A PLAN IS NOT THE WAY TO GO

It takes hours to make a great workout plan and more often than not, that plan is not the best for that individual. Fittr takes into account equipment access, time commitment, and goals to give the perfect plan.



## THE PROBLEM

# PERSONAL TRAINERS ARE EXPENSIVE!

The prices per hour vary from \$25 all the way to \$75 an hour. When you figure that you should be working out at least 3 days a week and that there is generally 4 weeks in a month, the prices for a trainer come out to over \$300/month.

**\$25 / HOUR**  
**X 3 / WEEK**  
**X 4 / MONTH**  
**\$300 / MONTH**

## THE PROBLEM

**\$7.3 BILLION**  
EXPECTED TO BE SPENT IN TRAINING IN 2012

**.2% INCREASE  
SINCE 2007**

**THAT'S A  
\$14,611,200  
INCREASE**

## COMPETITION

 **1.5M WORKOUTS BUILT**

 **600,000+ USERS**

 **50,000 DOWNLOADS IN FIRST 30 DAYS**

**THE MARKET**

# FITTR CRUSHES THE COMPETITION



By having great social features and an incredibly advanced process to make workouts, Fittr will bring better results to members that is unmatched.

## THE COMPETITION

# UNLIMITED 2 WEEKS FREE

MONTH TO MONTH

**\$8.99** /MONTH

6-MONTH PRE-PAID

**\$5.49** /MONTH

PRICING PLAN

# RAISING \$250,000

## INVESTMENT GOAL

- SEO Campaign
- Targeted Advertising
- Server Costs
- Create nutritional plans
- Hire developer for future features
- Sporting team workout databasing
- Android App
- Profitability within 1 year

**TYLER PERKINS**  
**TYLER@FITTR.COM**

INVESTING



SCREENSHOTS

*fittr*

LUMOSITY MEETS FITNESS

TYLER PERKINS  
TYLER@FITTR.COM  
12/5/2012

# FITTR SUMMARIZED

Fittr is a workout generator that takes in users equipment access, time commitment, and goals for working out. After taking in this info, Fittr uses a GPU supercomputing cluster to create a great individualized workout plan.

With the extensive database of exercises and exercise variants, Fittr has millions of workout possibilities allowing for a unique workout for every member. Fittr tracks members as they go and creates graphs to show improvement and then rewards members with trophies to show accomplishment.

## WHAT IS FITTR?

# GAME CHANGING TECHNOLOGY THE NEW AGE OF SAAS

Fittr not only creates great workouts, it learns from users data and then makes *better* workouts, making it one of the most unique A.I. systems ever



## WHAT IS FITTR?

# SOCIAL FEATURE FOR USERS TO STAY ON TRACK

Fittr has a unique accountability tool that tells users' friends when they skip a workout as well as group features and trophies to keep motivated.



## WHAT IS FITTR?



**SO TOWNSEND**  
**DEVELOPER**

Student at VT. One of the few people working on neurocognitive super computing, has worked with Kinect technology and computer dev.



**TYLER PERKINS**  
**CEO**

Former college athlete, has trained extensively for years and manages branding and day to day business.



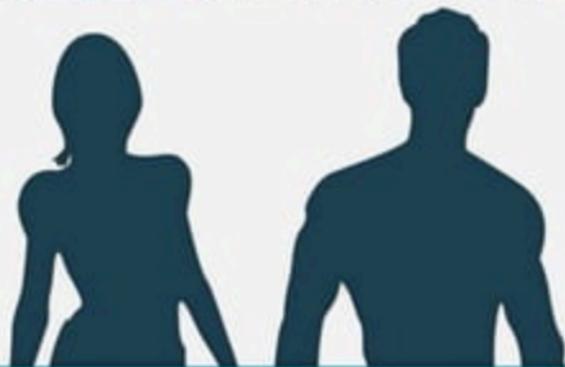
**NOLAN PERKINS**  
**DESIGNER**

Freelance designer mostly specializing in web design but dabbles into video/illustration.

# THE FITTR TEAM

# SPENDING HOURS MAKING A PLAN IS NOT THE WAY TO GO

It takes hours to make a great workout plan and more often than not, that plan is not the best for that individual. Fittr takes into account equipment access, time commitment, and goals to give the perfect plan.



## THE PROBLEM

# PERSONAL TRAINERS ARE EXPENSIVE!

The prices per hour vary from \$25 all the way to \$75 an hour. When you figure that you should be working out at least 3 days a week and that there is generally 4 weeks in a month, the prices for a trainer come out to over \$300/month.

**\$25/HOUR**  
**X 3/WEEK**  
**X 4/MONTH**  
**\$300/MONTH**

## THE PROBLEM

**\$7.3 BILLION**  
EXPECTED TO BE SPENT IN TRAINING IN 2012

**.2% INCREASE  
SINCE 2007**

**THAT'S A  
\$14,611,200  
INCREASE**

## COMPETITION

**GAINFITNESS** — 1.5M WORKOUTS BUILT

 **FITOCRACY**. 600,000+ USERS

 **PumpOne** 50,000 DOWNLOADS IN FIRST 30 DAYS

# THE MARKET

# FITTR CRUSHES THE COMPETITION



By having great social features and an incredibly advanced process to make workouts, Fittr will bring better results to members that is unmatched.

# THE COMPETITION

# UNLIMITED 2 WEEKS FREE

**MONTH TO MONTH**

**\$8.99** /MONTH

**6-MONTH PRE-PAID**

**\$5.49** /MONTH

**PRICING PLAN**

# RAISING \$250,000

## INVESTMENT GOAL

- SEO Campaign
- Targeted Advertising
- Server Costs
- Create nutritional plans
- Hire developer for future features
- Sporting team workout databasing
- Android App
- Profitability within 1 year

**TYLER PERKINS**  
**TYLER@FITTR.COM**

**INVESTING**



# SCREENSHOTS



Home

About

Fittr

Login

Sign Up

READY TO #CHANGE YOUR LIFE?  
WE'RE READY TO HELP YOU  
GET #FITTR

From novice to pro,  
Fittr will help you achieve your fitness goals.

Learn More



Try it Free for 2 weeks

**GET FITTR TODAY!**

SCREENSHOTS