



Background: Founded by New York based Daniel McKee, an international celebrity trainer and acknowledged expert of Eastern European training methods, **Stratfit** is the world's first smart fitness platform which includes a program publisher, store, smart app and integrates social media.

After several years of painstaking research, Daniel has developed a holistic science-based fitness platform which incorporates training loading boundaries and rules.

Version 1 is fully tested and ready to hit the market. Stratfit seeks pre- series A funding of US\$ 1 million for launch and market development

Market: The Health & Wellness Market is enormous at \$3.7trn; of which the Fitness Market is in the region of \$200bn¹. Fitness tech and App markets are growing rapidly from est. \$4 billion in 2014 to \$26 billion in 2017²

In this fragmented market place, there is a large gap for an integrated holistic fitness solution combined with social interaction.

Stratfit's mission is to be the holistic go-to platform for science based, objective oriented, smart fitness.

Stratfit brings a new approach to the fitness tech marketplace; a fully intelligent platform with a science based "regulation core" program builder / publisher, interchangeable exercise, workout, cycle and program modules, an auto regulating, self-correcting intelligent app with integrated social interaction and commercial modules for advertisement and merchandising

FITNESS

Workouts for specific purposes (General fitness, sport, specific abilities, aesthetic, etc.)

ADVICE & SOCIAL INTERACTION

Nutrition recommendations, conversations on "Walls", challenges, interaction with celebrities, group activities, etc

COMMERCE / MERCHANDIZING

Exercise / Workout / Program monetization; endorsements, advertisements, merchandizing

STRATFIT - the world's first intelligent platform, creating an effective fitness ecosystem



Elite Designers



Gyms & Businesses



Celebrities



Users



Personal Trainers



Teams / Coaches

Tech: Version I of the platform with publisher, smart app, social interaction and commerce is ready and running since November 2017 and has been extensively tested by over 50 users.

Prototype white label apps have been developed for celebrities, gyms & hotels with commercial and interactive features. Any flavour of the app can be used for any program within the ecosystem.

Content: 14 programs from 2 designers are functional. Many more will be signed up in the next 90 days.

Revenue Model: Stratfit has several sources of revenue including white labelled apps for celebrities, insurance providers and gyms. Pricing and commercial aspects are being negotiated.

Roadmap:

- **Tech:** Create interface for fully modular tradeable exercises, workouts & programs, wearable integration, and more interaction features.
- **Content:** Rapidly enrol coaches to develop programs to cover all elements of fitness
- **Market:** Expand each identified channel to make Stratfit a dominant player in the fitness market
- **Timelines:** Beta launch in July 2018. Global launch last quarter 2018.