

With 2 world records already broken, how many more will fall?

FIT FIGHT

WOMENS 1 MINUTE MAX METERS WORLD ROWING CHAMPIONS



CISSI VELIN
359 METERS
SWEDEN

**NEW WORLD
RECORD!**



PETA GLAISTER
339 METERS
AUSTRALIA



ERIKA LYNN VARRIACE
335 METERS
USA



FIT FIGHT

MENS 1 MINUTE MAX METERS WORLD ROWING CHAMPIONS



PHIL CLAPP
418 METERS
ENGLAND

**NEW WORLD
RECORD!**



JOEL NAUKKARINEN
416 METERS
FINLAND



DEREK PETERSON
406 METERS
USA



All of us face challenges when it comes to maintaining our fitness

61%

**say fitness is a top priority
in their lives**

+

51%

**say they have periods of motivation
they just can't sustain**

= 80%

**new gym memberships are cancelled
in the first 6 months**

Athletes rally around challenges, but they can be cost prohibitive

300,000+

**Gym owners and personal trainers motivating
the 1 in 6 Americans who have a gym membership**

\$3000

**Projected expense to host a 1 day
competition for 50 athletes**

FitFight is superior fitness through competition



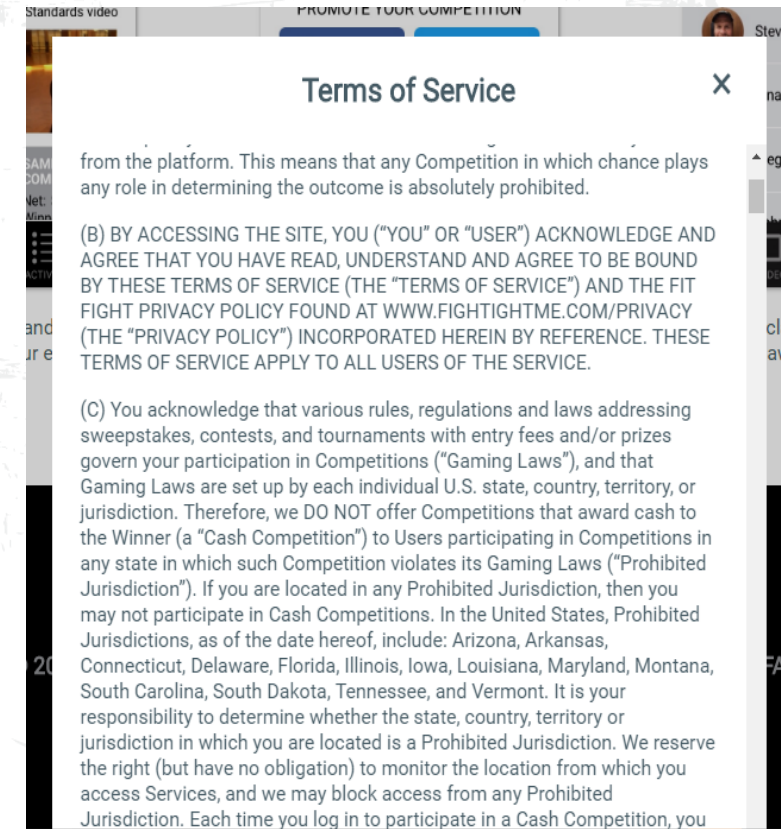
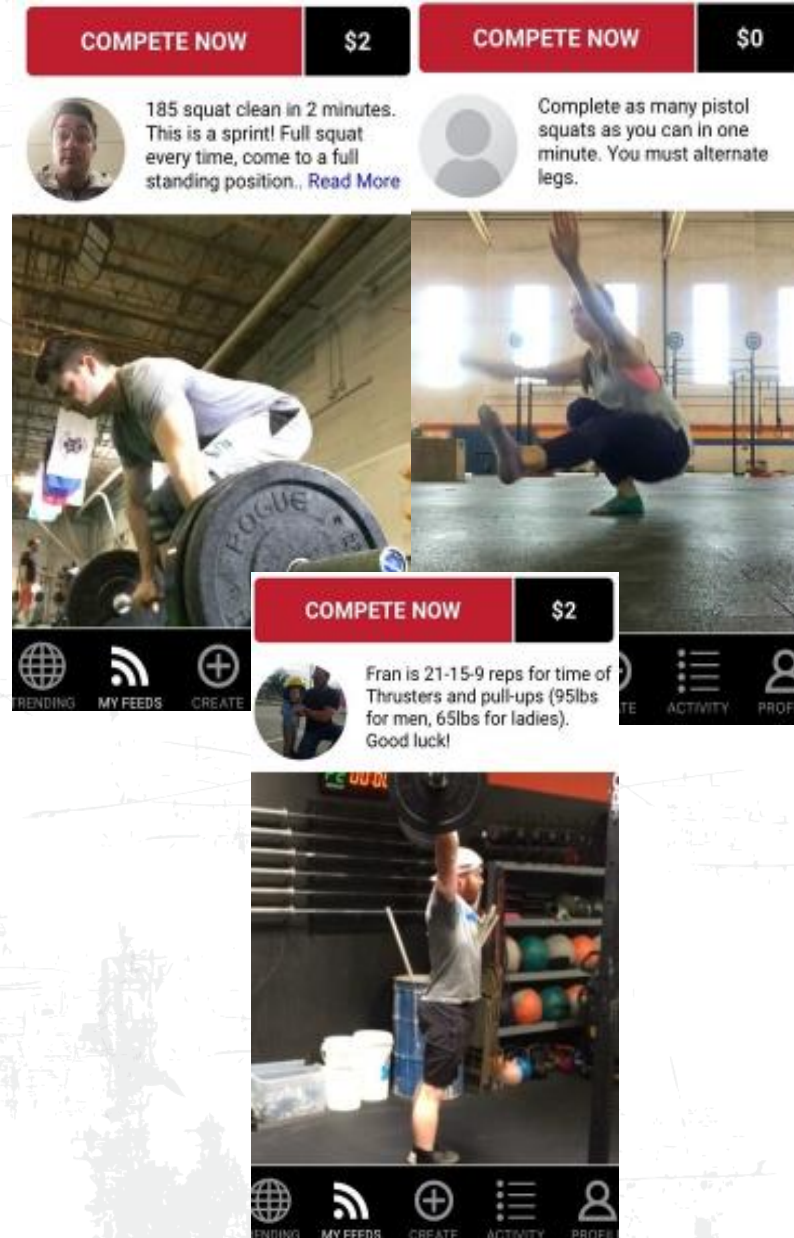
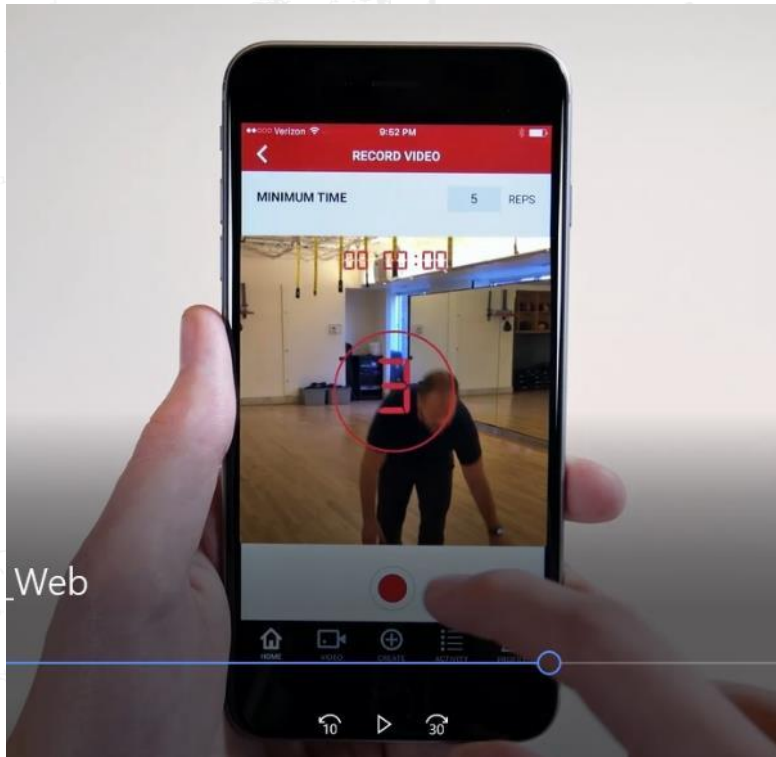
FitFight is a mobile platform that enables individuals or brands to connect with each other through fitness challenges



This is how FitFight works: The Company

FitFight LLC

Trains and recruits organizers
Manages the platform
Handles the administration & simplifies competition



This is how FitFight works: The Organizers

Competition Organizers

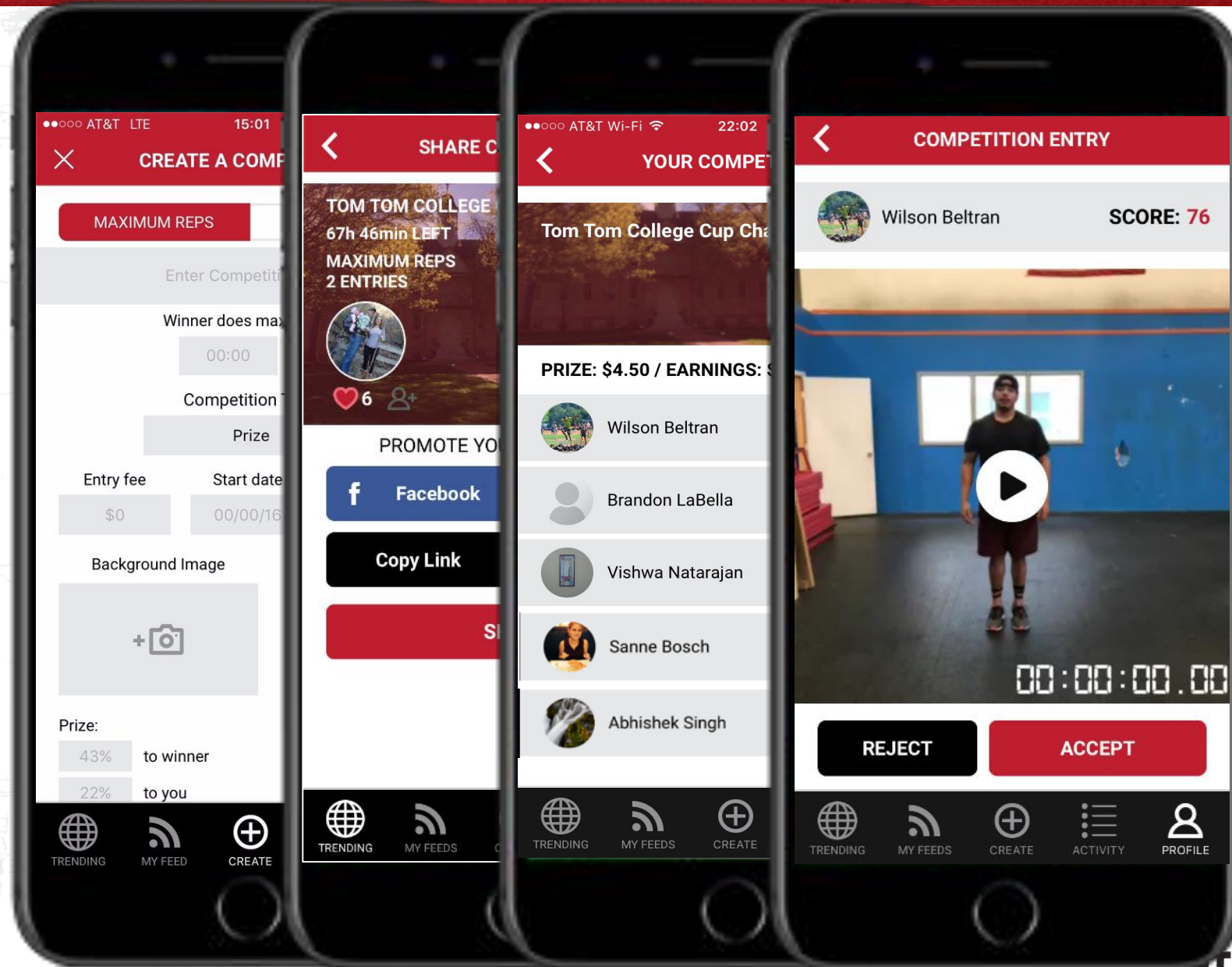
Create challenges

Determine the incentive

Set Entry Fees

Promote and share their events

Judge the user submissions



This is how FitFight works: The Competitors

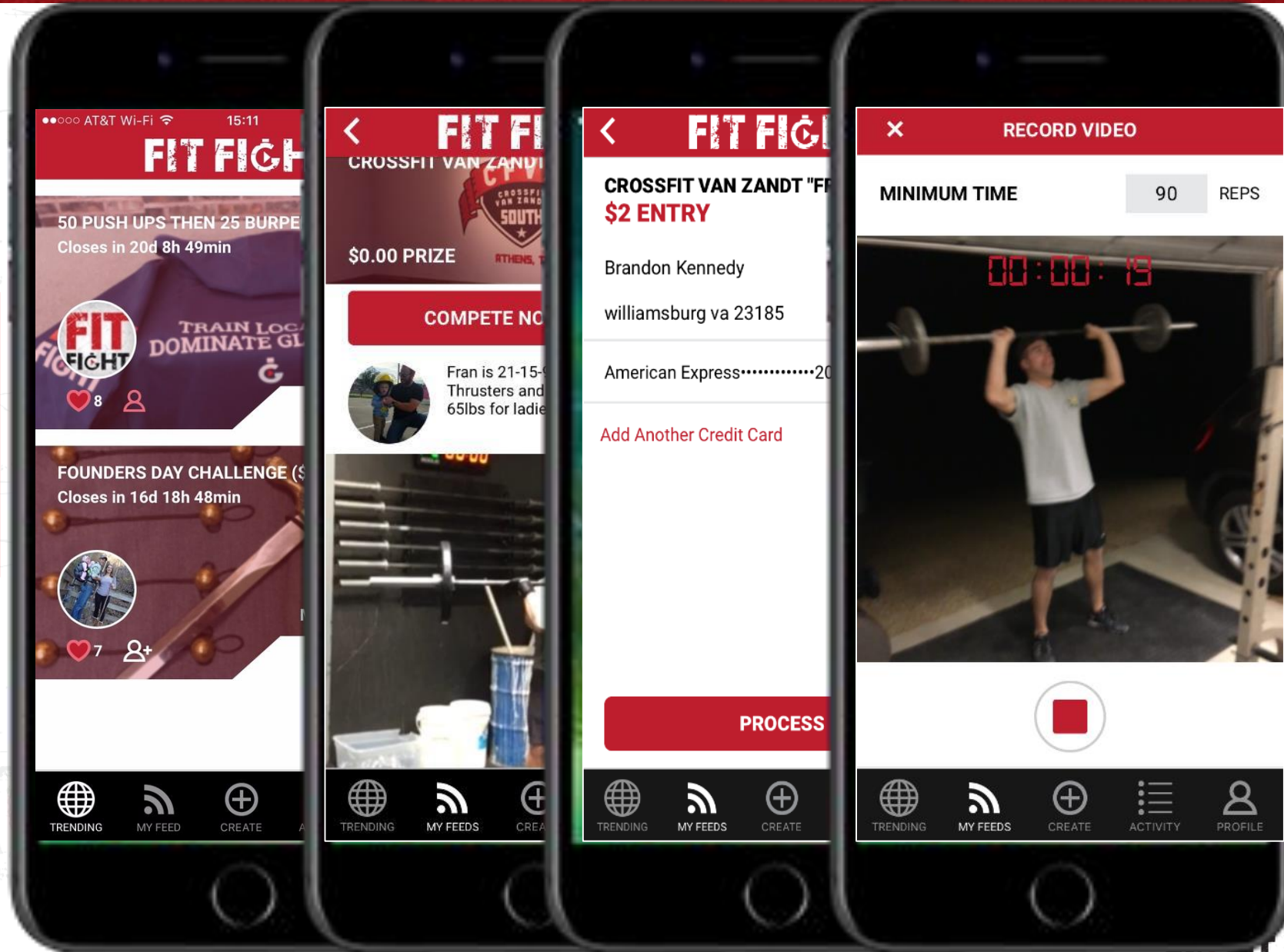
Competitors

Select a competition

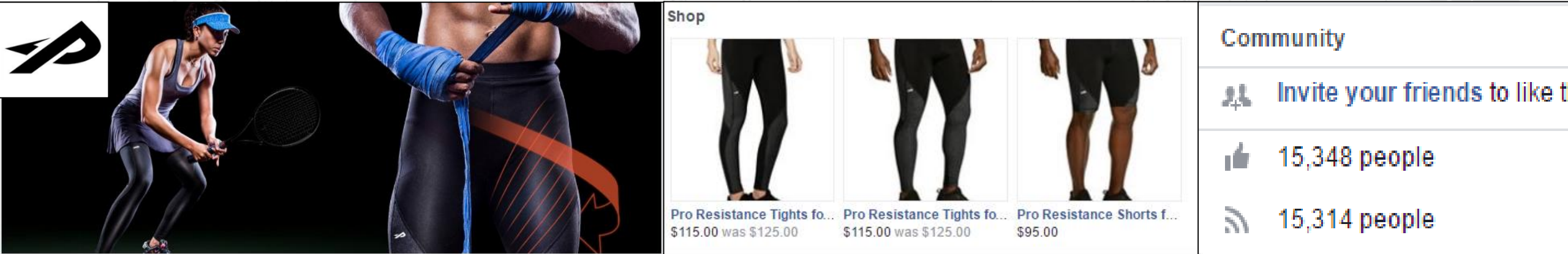
Watch the standards video

Pay entry fee

Record, grade, & submit your video



Case Study: Physiclo



If Physiclo offers \$215 worth of product as incentive and it converts just 2% of its Facebook Community to paid entries at \$2 each, under our profit sharing model; *Physiclo will make money giving product away!*

Join the Fight! Download now!

FIGHT

FIGHT

