

iTRAIN™

DOWNLOAD | WORKOUT

WHAT DOES THE  
FUTURE OF FITNESS  
SOUND LIKE?



MP<sup>3</sup>  
AUDIO



[iTRAIN.com](http://iTRAIN.com)

## The Challenges



Excellent trainers are fully booked.  
Can't extend their reach.



Most people want guidance but  
can't afford a top notch trainer



As a client, you are on the  
trainer's schedule, not your  
own



If motivation is reached, most  
people always do the same  
type of exercise when cross-  
training is the secret



Majority of people like to  
workout with music but lack  
time to prepare the playlist



As an active person always on  
the go, you fall off your  
fitness routine regularly

## The Solution

GET FIT ANYTIME, ANYWHERE...



**At the gym, outdoors or in the comfort  
of your own home**

**Easy to use, convenient, a fraction of the cost  
and own the content forever**

## The Fact



iTRAIN research revealed that on average, a gym member goes to the gym for 3 to 4 months, but pays membership fees for 9 to 12 months. **With iTRAIN, the opposite is true**, a member pays for 6 to 8 months and can keep using iTRAIN downloads for 12 to 14 months.



## Who we are

- ✓ **FIRST EVER SOURCE** of downloadable workout programs
- ✓ A mix of HD videos, **music** & top **celebrity trainer** voice-overs
- ✓ Substantial **discounted pricing** over traditional physical training
- ✓ True **multi-platform**: web, mobile, tablets & TV
- ✓ **Endorsed** by recognized celebrity coach & trainers

*To date, iTRAIN has changed 67,000 members' lives.*

**Already 500,000 downloads!**

The screenshot displays the iTRAIN website interface. At the top, the iTRAIN logo and 'DOWNLOAD | WORKOUT' are visible. Below the logo, there are navigation links for 'Our Offer', 'Testimonials', 'One Reason', and 'Your Coach'. The main content area features a 'WEIGHT-LOSS PROGRAM' sign-up form. The form includes a 'SIGN UP NOW' button, a 'Select your goals:' dropdown menu with 'Weight-Loss' selected, and input fields for 'Enter Email' and 'Verify Email'. A 'SIGN UP NOW' button is also present at the bottom of the form. A 'LIMITED OFFER' badge indicates a price of '\$34.97'. The background of the form shows a person running. At the bottom of the page, there is a banner that reads 'iTRAIN changed 67,000 lives already. Join the Weight-Loss Revolution' with logos for 'The New York Times' and 'ON'.

## How it works

- ✓ Register
- ✓ Define your Fitness DNA (Optional)
- ✓ Choose from **300 programs** a La Carte or follow iTRAIN's weekly guidance
- ✓ **DOWNLOAD** on your computer and dispatch to all your devices
- ✓ Workout ANYWHERE!

GO FOR ~~STREAMING~~ WORKOUTS  
*FULLY DOWNLOADABLE*

✓ RE-USE ANYTIME!



## Proprietary Rich Media Content

**7 CELEBRITY TRAINERS** to choose from, also experts within Equinox gym network

**200 VIDEO CLIPS** packaged in an unlimited number of combination to suit the routine you choose

**300 AUDIO PROGRAMS** from 20 to 60 minutes

**EDITORIAL:** access our blog with our different experts and voices  
(Weight-loss, yoga, get fit, etc.)



### Current

**Audio & Video**  
Using our proprietary  
content



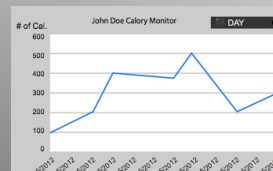
### 2013 (1<sup>st</sup> half)

**Nutrition**  
Using our editorial  
proprietary content



### 2013 (2<sup>nd</sup> half)

**Tracking Log**  
Using our proprietary  
tool



### 2014

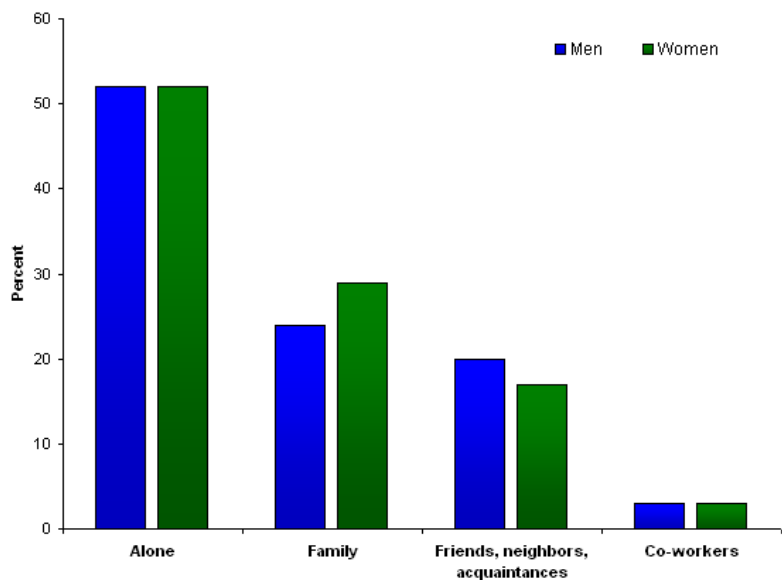
**Rewards**  
Using 3<sup>rd</sup> party  
partners



# Our Market

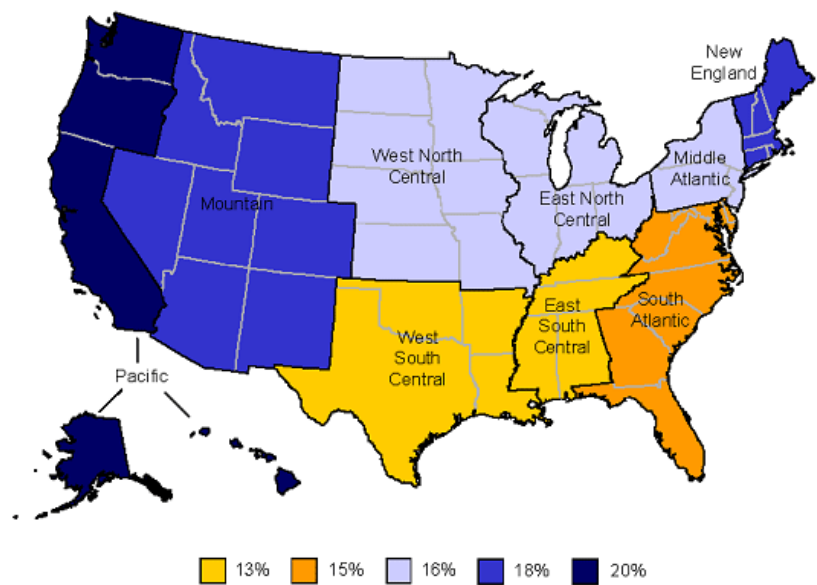
Typical current customer profile: **A woman living on the west coast working out alone, owning an mp3 player, and having a normal weight doing cardiovascular exercise (ie. walking)**

US: 45.5 million gym goers



	% 0 days per week	% 1 to 2 days per week	% 3 or more days per week
Underweight	29.9	18.3	51.8
Normal weight	24.0	17.9	58.1
Overweight	28.3	19.0	52.8
Obese	38.6	19.6	41.8

Percentage of people aged 15+ engaged in physical activities on an average day, by region 2003-2011, IHRSA



Gallup-Healthways Well-Being Index



## iTRAIN Business Model

B to C

A La Carte

Averages **\$9** a workout (btw 20 and 60min length)

Subscription

Monthly sub at **\$14.99/mo.** (Prepaid available w/ discount)



B to B

Corporate Wellness

Ranges from **\$490** to **\$1,990** according to the number of employees

Reward Program + Gift Card

Pays **60 to 80%** of Retail Price



## iTRAIN Assets

300 audio programs 20-60min

200 2-3min video clips

7 Top celebrity trainers

67,000 Registered Members

Gift card capabilities (physical & digital)

App Platform w/ unlimited content swapping with ad server and social sharing capabilities

Social Media presence: Facebook, Twitter, Tumblr (daily touch points)

Blog: Fitness voices on iTRAIN/Wire

Text Message Nber # 90210

Promo code module (unique or sequenced, one-time or on-going)

Webinars capability

Weekly newsletter 7-day guidance

Did You Know 100s of tips

Nutrition 100s of tips

Unlimited packaging combinations (weight-loss, post natal, travel, golf, etc.)

Valuable Database w/ detailed data mining

BtoB Trainer package

## Customer Data

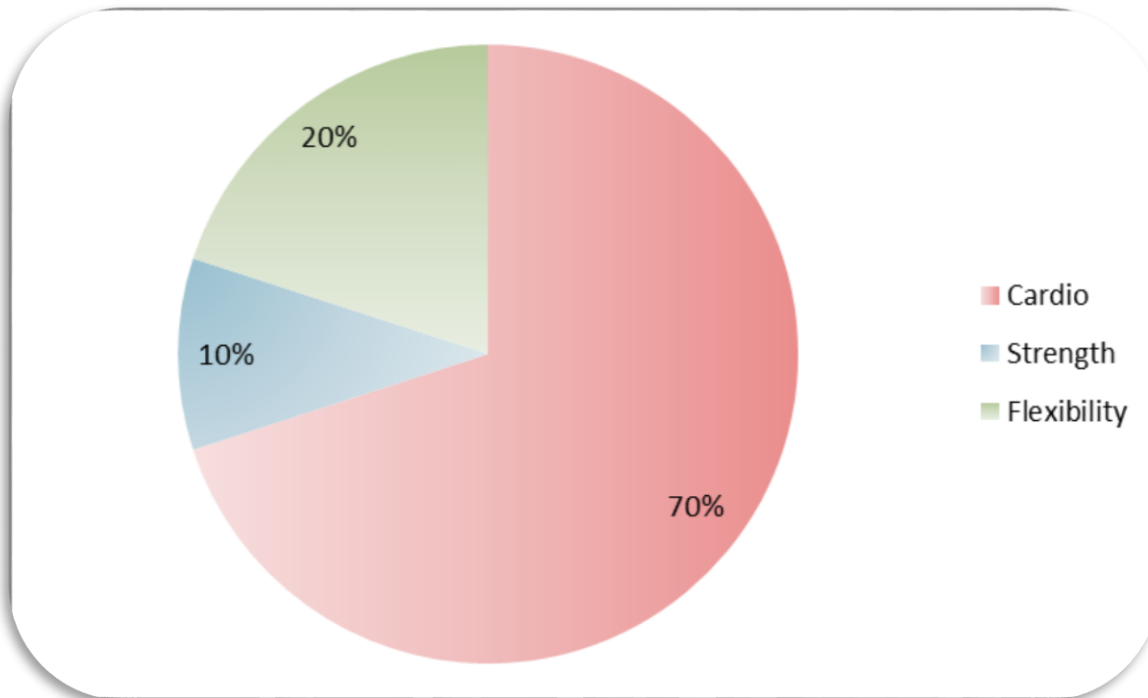
**Female audience: 70%-80%**

**Age Group: 25-45**

**Country: 75% USA**

**States: NY+CA=50%**

**Uniques: 7,000 to 15,000 mo.**



**80% of cardio is audio**

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