Long-before SmartFiit Founder and **Creator, Michael Carrillo** became a digital marketing expert overseeing $300K to $2M paid search monthly budgets; Michael was a high school athlete who fell in love with lifting and training.

Throughout high school, Michael was on the football and track team. More than the sports themselves, Michael began to fall in love with the training and physique building aspect which accompanied the sports.

Passionate about dieting and training, Michael has 20-years of dieting and training experience. In 2015, Michael competed in his first bodybuilding competition. Over the past 8 years, he has competed in over 12 bodybuilding shows across the country.

During contest prep, Michael was forced to write down his "training log" in a notebook. His training log would allow him to track his output and progress over time. No app existed to help Michael achieve his dreams.

In May 2022, Michael built his own app. His app allows people to log and track their training. Beyond his needs, the app allows those who are new or lost, achieve their goals.

SmartFiit is an AI based training app that enables users to build and track their workouts. The app is a must for anyone who wants a turn-key solution for achieving results. From beginners to competitive bodybuilders, our app is the ultimate training tool. Additionally, SmartFiit is an interactive community keeping you connected with friends and training experts.
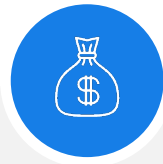
Key Highlights:

- Preparing for a private beta with a public launch Q2 2024
- Developed by a competitive bodybuilder
- Delivers fundamental features competitors don't address
- Generates customized, personal training regimen in seconds
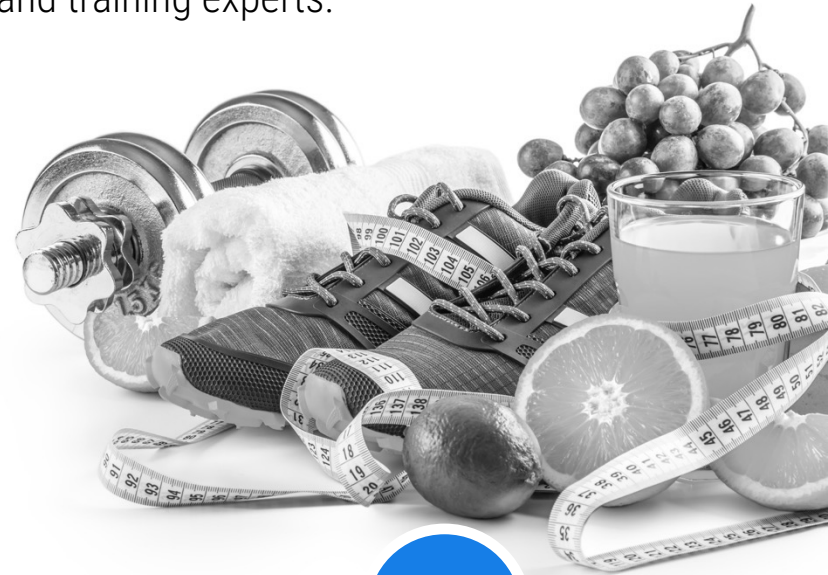
Industry:
Apps, Mobile, Fitness, and Health

Market Size:
$2.9Bn - $3.4Bn

Target Customer:
Anyone who works out

People often work-out very hard, yet over time, their workout routines fail.

Common Reasons

Lacking Time

Creating a customized, challenging, and differentiated workout is time-consuming.

Lacking Motivation

Over time, when tired and distracted, you begin to slack and never get back on track.

Lacking Accountability

Tracking progress is key! You must know where you began to see where you are going.

SmartFiit is the ultimate mobile-training app and training tool.
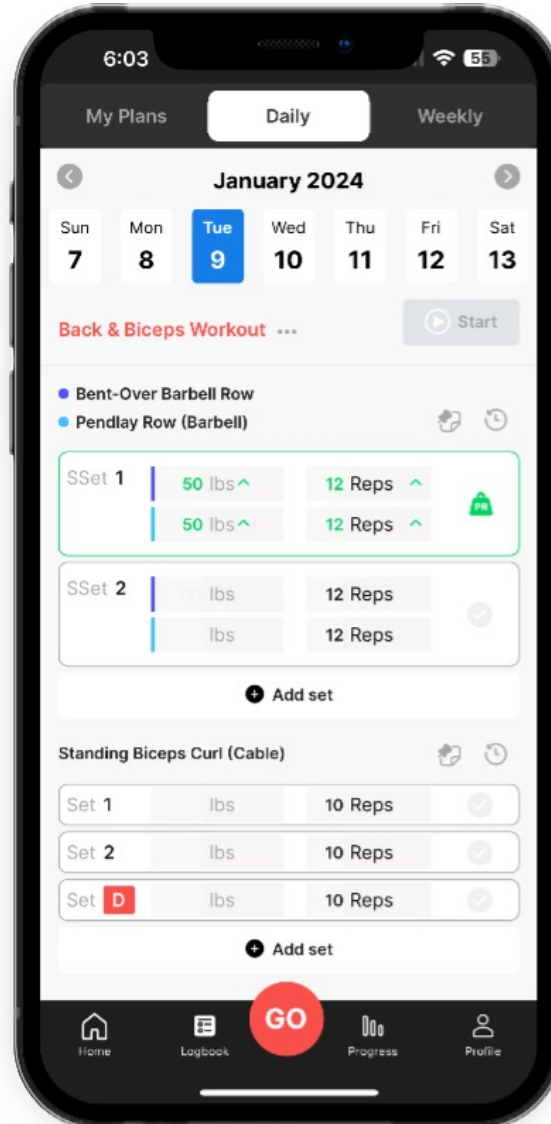
Save Time

Our unique Workout Generator delivers customized workout regimens in seconds.

Interactive Connections Generate Motivation

Connect with your friends to share achievements, workouts, and issue challenges.

Perfectly Organized. Perfectly Tracked. Fully Accountable.

Every detail from past workouts, your current workout, and your progress will be tracked.

REAL-TIME PROGRESS INDICATORS

NONE of our competitors offer this feature

- AI based colored indicators that provide immediate feedback on workout performance

- This allows users to adjust efforts in real-time & can lead to faster progress

- Seeing instant results can boost motivation & engagement, making it easier to stay consistent

3 Settings Options

○ **Default** - reviews progress for all sets for each exercise to display PR icons

○ **Set Based** – reviews progress of each individual set to display PR icons

○ **Workout Based** – set based logic but also bound by each specific workout
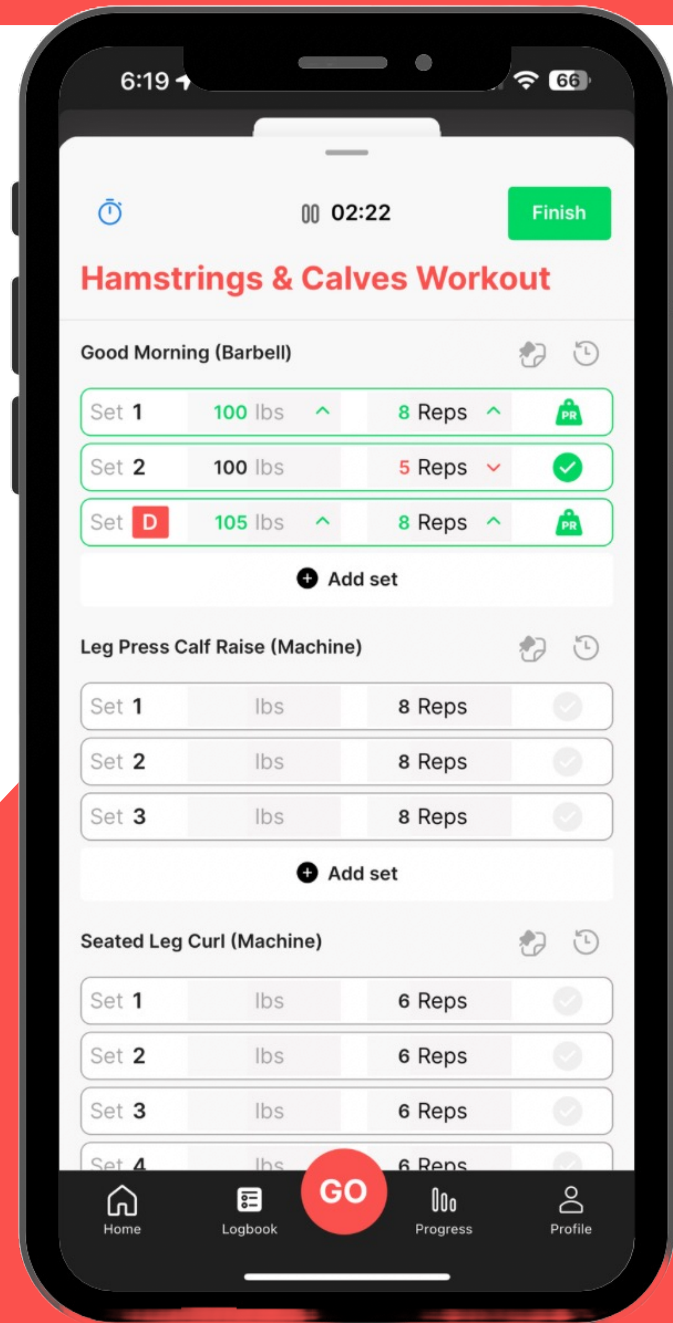
AI BASED WORKOUT GENERATOR

1

Profile Creation

1. Download the app
2. Input your personal metrics:
   - Gender
   - Age
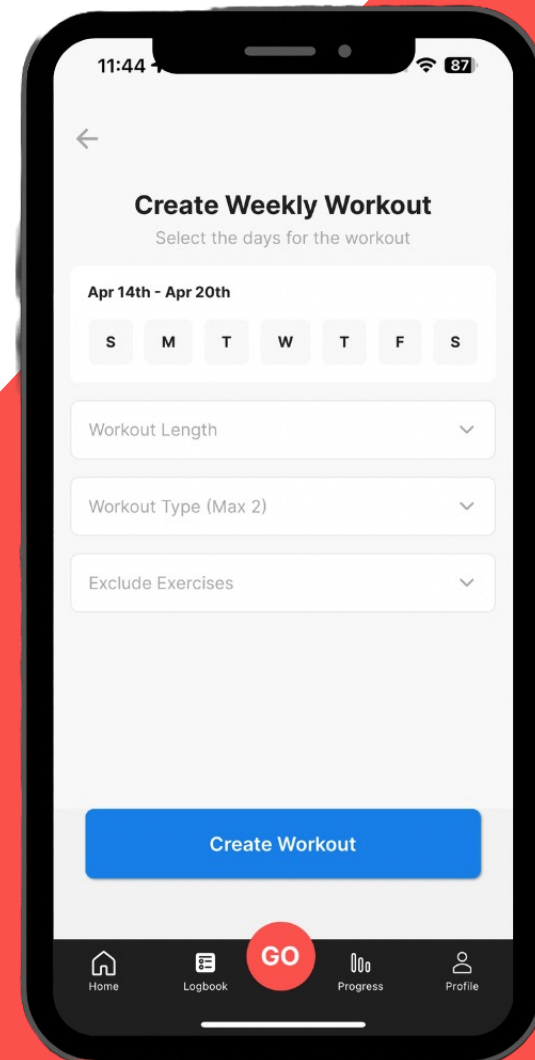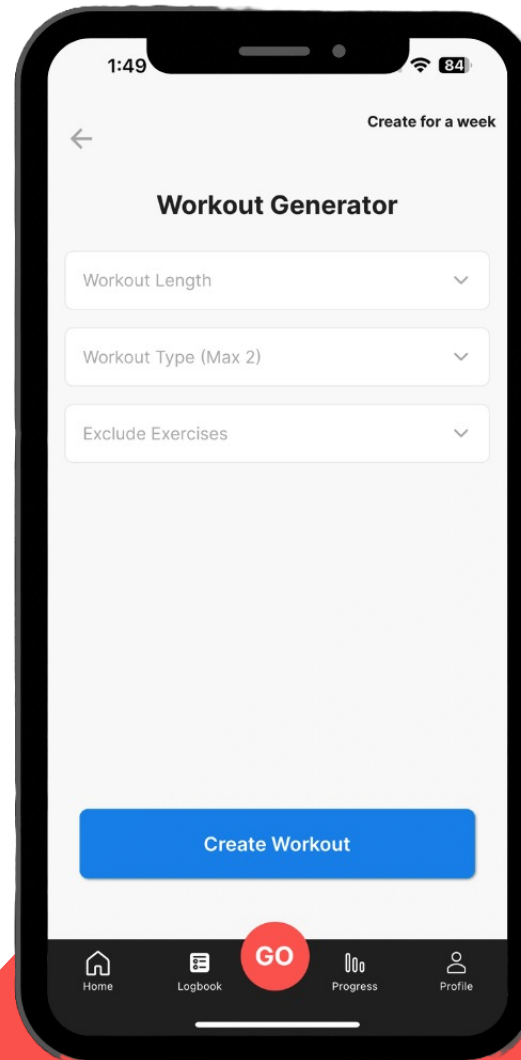   - Workout experience
   - Workout preference & style

2

Workout Creation

   - Select workout length & type
   - Exclude undesired exercises

3

Enjoy Actual Results

Your routine is ready-to-go!

Workout Options

- Request a friend's killer workout
- Over 720+ exercises available in our database
- Load a previous workout from your Logbook
- With, Workout Generator create a tailored workout in seconds
- Challenge a friend to a workout & see who comes out on top

How Our 720+ Exercise Database Works

- Users can select their favorite exercises or create new ones to use in their own created workouts
- Workout Generator crafts customized routines from exercises in our database

Real-Time Workout Tracker

- In-between sets track downtime with Rest Timer
- Log weight and repetition count for each workout
- View your last set while you rest or an overview of the entire workout
- Track progress in real-time with colored indicators to mark advancement
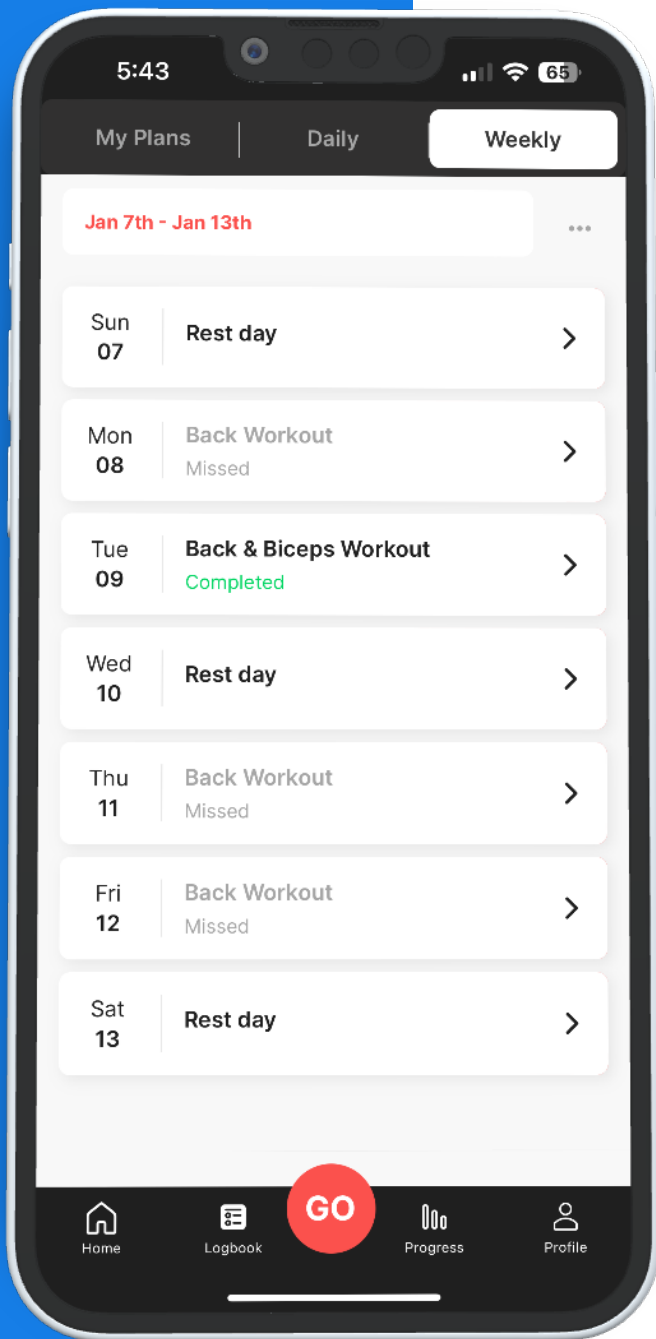
Social Connected. Stay Motivated.

- View your friend's Logbook
- Share a just purchased workout
- Share your latest fitness streak
- Notify friends when you hit a personal record
- Challenge them with workouts and milestones

Organized Approach. Defined Results.

- Missed workouts will appear gray
- Load a previous workout via Logbook
- Showcase daily workouts in a weekly format
- Workout with a friend by sharing your Logbook
- Workout Generator will update the Logbook weekly

Intuitive & Easy User Experience

- Utilize the GO button to jump right into a workout
- Plate Calculator ensures that you always have the right weight loaded for your next set

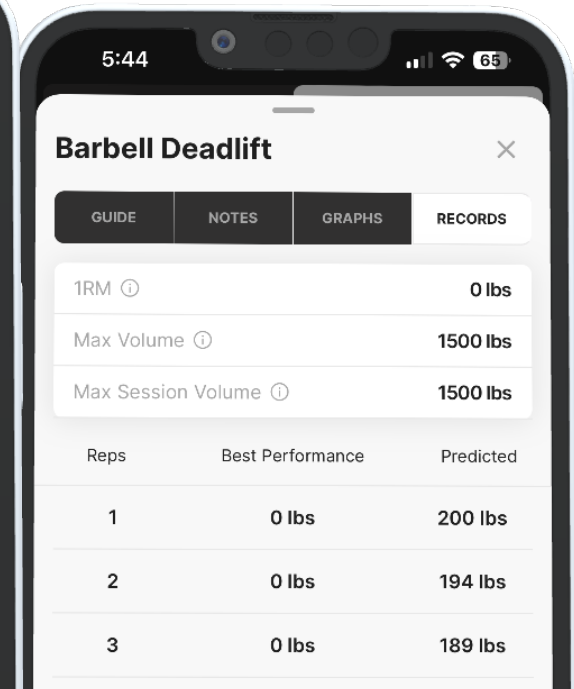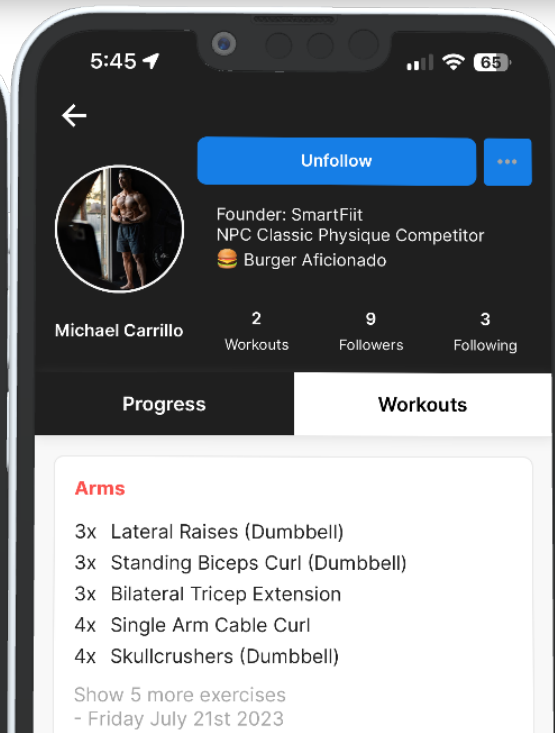# Stop Guessing. Track Your Progress & Get Results.

App Pricing Model

Freemium (Base Membership)	**FREE**
Premium Membership (Monthly)	**$11.99**
Premium Membership (Yearly)	**$89.99**

Revenue Sources

- App Subscriptions
- Trainer Subscriptions
- Gym Partnerships

Barbell Deadlift

GUIDE | NOTES | GRAPHS | RECORDS

Instructions

1- Approach the bar so that it is centered over your feet. Your feet should be about hip-width apart. Bend at the hip to grip the bar at shoulder-width allowing your shoulder blades to protract. Typically,

---

5:45

Unfollow ···

Founder: SmartFiit
NPC Classic Physique Competitor
🍔 Burger Aficionado

Michael Carrillo

2	9	3
Workouts	Followers	Following

Progress | **Workouts**

Arms

3x Lateral Raises (Dumbbell)
3x Standing Biceps Curl (Dumbbell)
3x Bilateral Tricep Extension
4x Single Arm Cable Curl
4x Skullcrushers (Dumbbell)

Show 5 more exercises
- Friday July 21st 2023

Barbell Deadlift

GUIDE	NOTES	GRAPHS	**RECORDS**

1RM ⓘ	0 lbs
Max Volume ⓘ	1500 lbs
Max Session Volume ⓘ	1500 lbs

Reps	Best Performance	Predicted
1	0 lbs	200 lbs
2	0 lbs	194 lbs
3	0 lbs	189 lbs

GTM Strategy

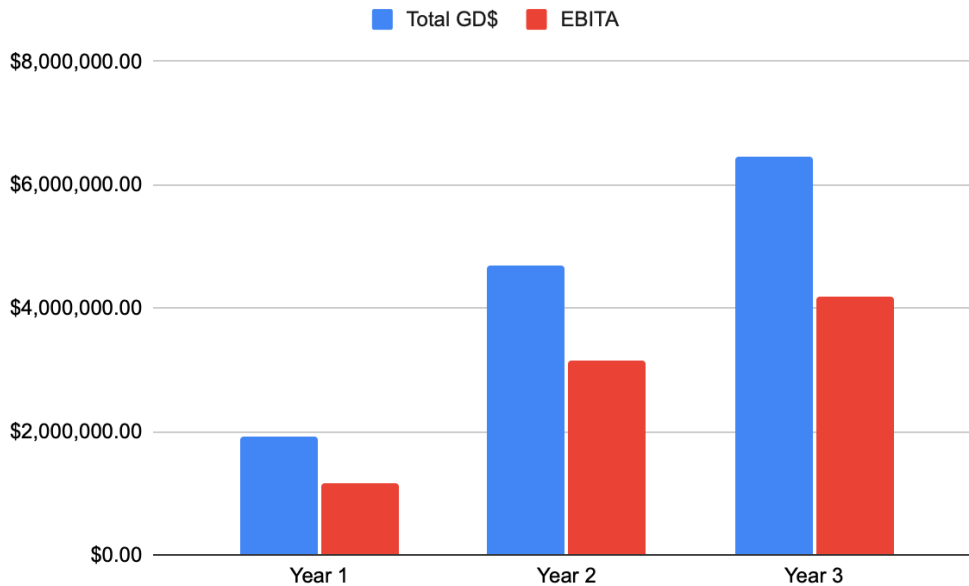|	
Paid Advertising (Google/Bing)	**Primary**
Gym Pop-ups & Expos	**Secondary**
Local Media & Networking	**Secondary**

Future Features

- Trainer Client Portal (B2B)
- General Client Portal (B2C)
- Smartwatch Integration
- AI Powered Workout Suggestions

Total GD$ **EBITA**

	Year 1	Year 2	Year 3
$8,000,000.00			
$6,000,000.00			
$4,000,000.00			
$2,000,000.00			
$0.00			

DISADVANTAGES

STRONG
- Missing social components
- Cannot schedule your workouts in advance
- Cannot track workout progress over-time
- "Workout Templates" are not customized or preference based

HEVY
- Cannot schedule your workouts in advance
- Cannot track workout progress over-time
- Users are only provided with basic workout templates
- Clunky user experience when reviewing exercise data

FITBOD — BUILT FOR BETTER.
- Non-existent social community
- "Exercise History" is hidden behind multiple screens
- Cannot schedule your workouts in advance
- Cannot track workout progress over-time
- Previous exercise history is not pulled into new workouts
- Logging an exercise set requires navigating multiple screens
- Cannot create/add a custom exercise to your workout
- Your friend's day-to-day workouts or progress cannot be viewed
- Users are not provided the Plate Calculator feature
- Does not track progress in real-time (no progress indicators)
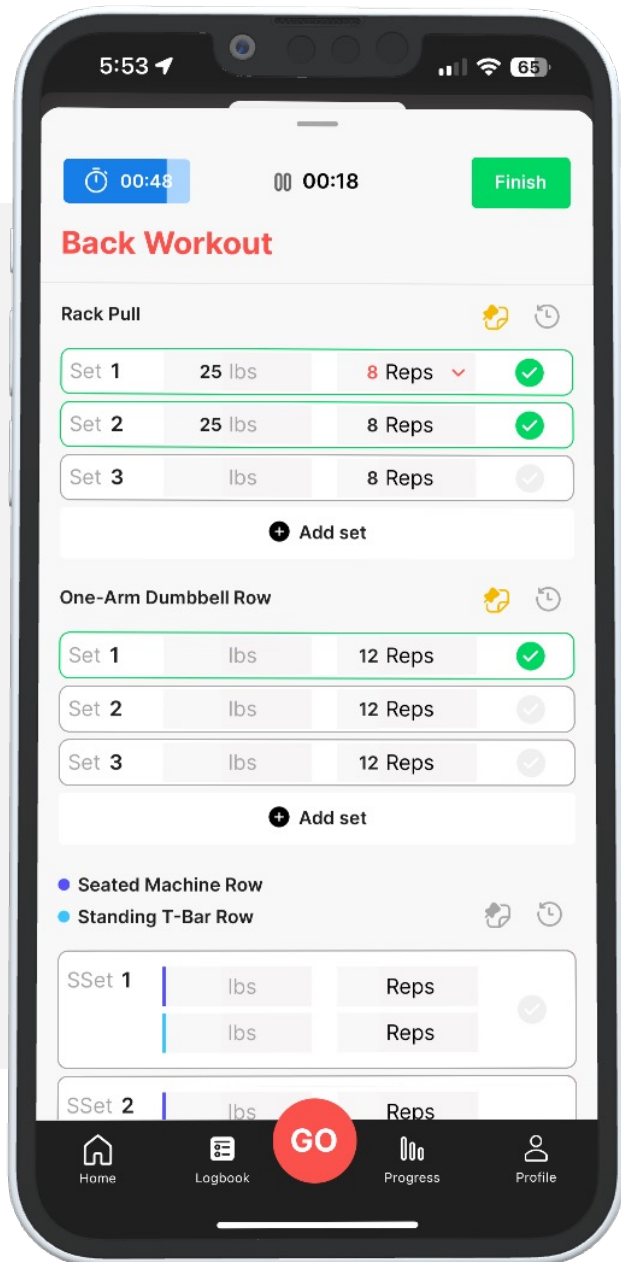
- Designed for anyone who trains
- Instantly create your own custom workout
- Connect and share with friends and community
- Fully capable of logging, tracking, and reusing workouts
- "Progress tab" view workout & exercise progress seamlessly and efficiently
- Build a customized routine that takes into consideration target muscle(s), workout duration, and experience level
- Create & start a fresh workout in under 30 seconds
- CHOOSE which days of the week you want to train certain muscle groups
- Our "Freemium" version is helpful, promotes engagement, and a user base

We developed SmartFiit to do everything you wish you had on hand during a workout.

Perfectly, easily, track every relevant detail of your workout:

Rest Time

Past-performance

Personal Records

Strength & endurance

Interactive Connections

We allow you to motivate friends and access the best training regimens in the world!

Workout Generator

Long gone are the days of wasting 30 minutes of your training hour deciding what to do for results. Our Workout Generator brings a customized, dynamic, personal trainer level plan to your fingertips in a matter of seconds. More affordable and potentially more effective than paying a personal trainer. Workout Generator delivers a roadmap to results!

NONE of our competitors offer this VERY popular and well-known principle at the workout level
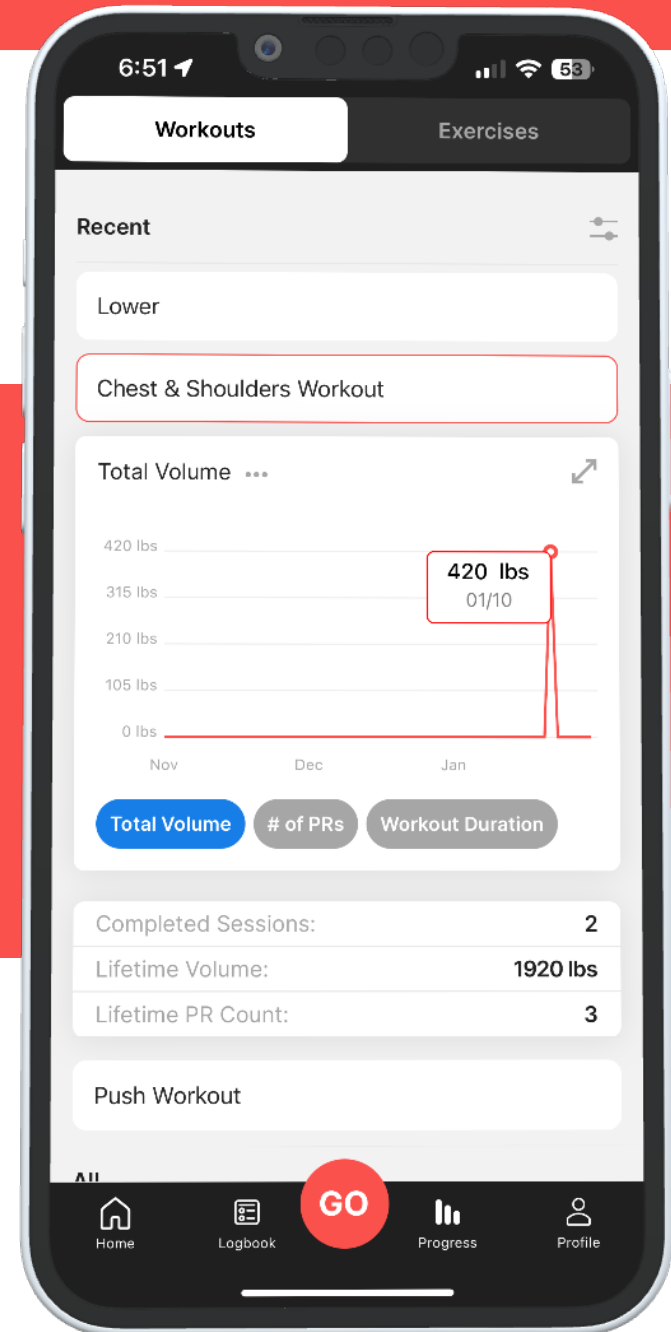
Progressive Overload Explained

Progressive Overload is a method of strength training that advocates for the gradual increase in total volume (weight X reps X sets) over time.

SmartFiit will utilize AI to encourage users to **add more volume** upon noticing them **plateauing**.

(Y2 Feature)

Proven Progress

Combined with proper nutrition, this principle ensures you are making progress.

Workouts | Exercises

Recent

Lower

Chest & Shoulders Workout

Total Volume ...

420 lbs — 420 lbs 01/10
315 lbs
210 lbs
105 lbs
0 lbs

Nov | Dec | Jan

Total Volume | # of PRs | Workout Duration

Completed Sessions: 2
Lifetime Volume: 1920 lbs
Lifetime PR Count: 3

Push Workout

All

Home | Logbook | GO | Progress | Profile

SmartFiit is the device you wish you had at the gym since you first started training.

Save Time

In seconds, you will have a tailored workout based on your profile, goals, and interests.

Stay Motivated

Completely interactive. Challenge friends, share workouts, and personal records.

Hold Yourself Accountable

Effortlessly set-up workouts, track individual workouts, and long-term progress.

No other app is as **interactive**, **easy-to-use**, and **comprehensive**.

We are currently seeking a total investment of $100k

Development ($25k)

MVP is 90% finished. Budget to pay external agency to finish last 300 hours of development

Marketing ($75k)

Budget for paid search campaigns to acquire customers. Forecasted to hit $10k MRR by month two.

For Additional Information

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