



Every rep counts.



GEAR 1

AI Connected Functional  
Fitness Trainer



HYROPE

Cardio Tracking  
Jump Rope



HYBAR

AI Connected  
Weighted Bar



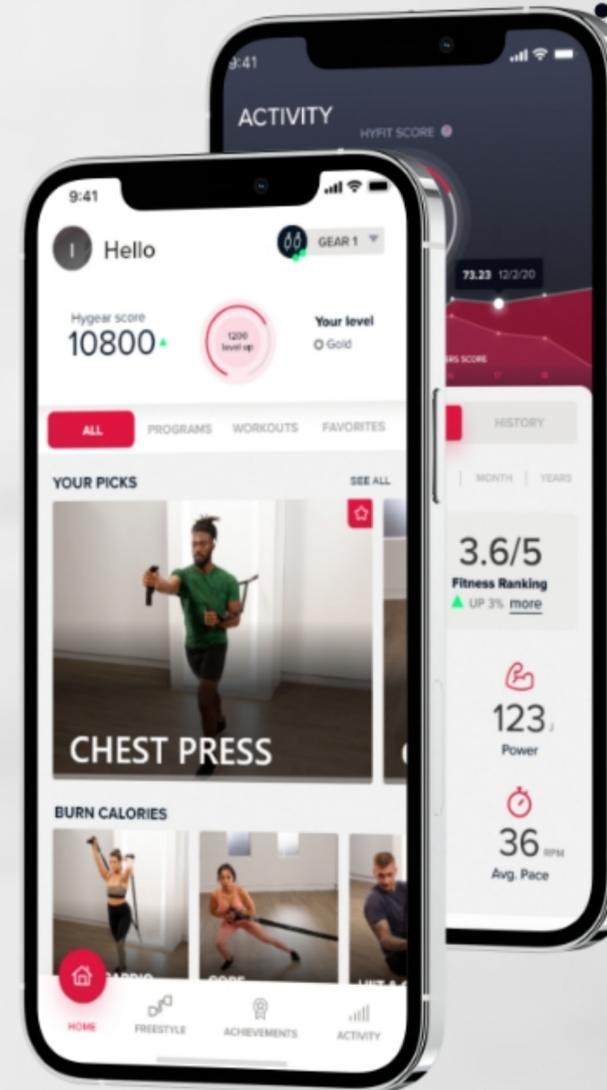
GEAR X

AI Connected  
Suspension Trainer

**AFFORDABLE CONNECTED  
WELLNESS FOR EVERYONE.**

**Become the best version of yourself.**

A Personalized Gym in Your Pocket -Personalized  
training app and gear for optimal, affordable  
fitness ANYWHERE



The Story So Far

# Highlights and Milestones

Units Sold: <b>28K</b>	2021 Sales: <b>1.1M\$</b>	Team Growth: <b>20</b> Employees	Patents: <b>3</b>
Global Distribution <b>30+</b> Countries	Funds Raised: <b>\$10M</b>	Products Released: <b>6</b>	Products in Development: <b>6</b>



My strength and flexibility are better after just 3 weeks of challenging and fun workouts

JESSICA D.



As an MMA fighter I need dynamic training to get faster, stronger, better. Hyfit shows me exactly how to do that.

NATAN L.



It tracks your progress, so it's like having a personal trainer with you there the whole time.

JULIA J.

Global Distributors:



Media:



## Retention

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# Data Driven Insights for Higher Customer Retention and Satisfaction

### Increase LTV with an engaged customer community

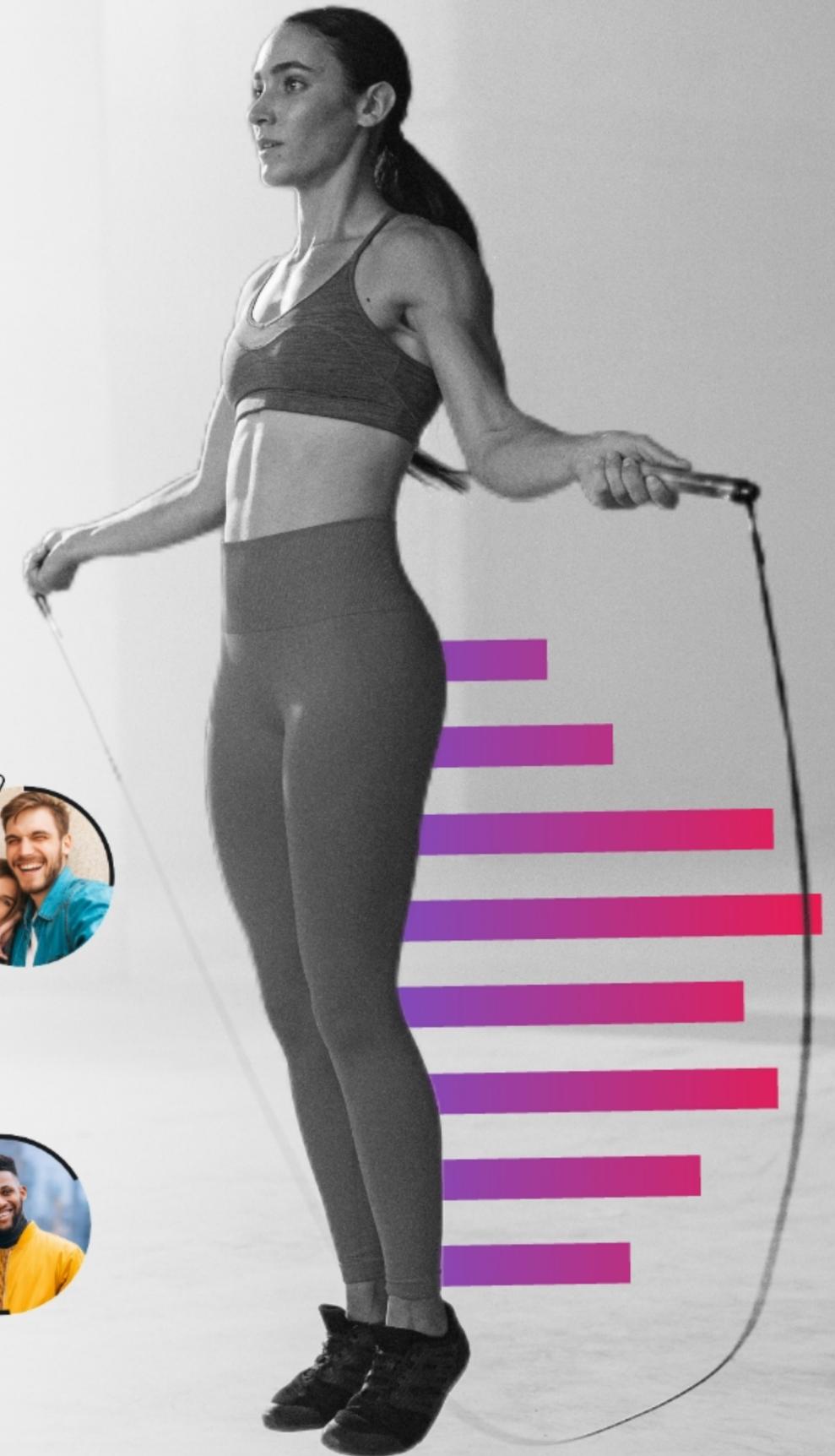
- Attract top fitness trainers as community leaders
- Provide app content and exclusive training
- Stickiness: challenges, badges, achievements
- Turn engaged community members into brand advocates
- Motivate customers to stay active
- Low entry point - many people can join the services

### Boost customer satisfaction with top tier support

- Dedicated support for B2C & B2B
- Coverage of fitness trends

### Offer diverse content for all levels and fitness trends

- Diverse content for all levels
- Coverage of fitness trends
- Releasing new content and challenges monthly



## How does HYGEAR create retention?

- **Notifications**

Users will come back more frequently once they are on-boarded to freemium and choose their personalized plan.

- **Welcome email**

A user that converted into the app will have a higher chance of purchase and a longer lifetime value given that they will receive emails reminding them to work out.

- **A started journey**

An onboarded user has taken the decision to start training/exercising, meaning that the chance of losing them is lower than the bounce that will come from a direct sale.

- **Sense of belonging**

A user that is added to a ongoing community will not only return to the platform for to pursue their goals, but also for the human interaction that comes from peers.



## Founders



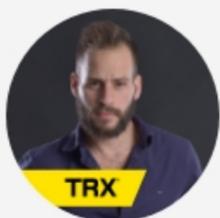
**Jack Afik**  
CO-FOUNDER & CO-CEO

A well-known businessman in the real estate area in the Middle East, and the owner of BlueZone. A global expert with much knowledge in large-scale sales.



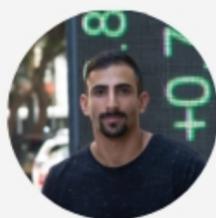
**Guy Bar**  
CO-CEO & CO-FOUNDER

Have 10+ years of professional experience in the fitness industry with a rich background in training and developing fitness gear. Trilingual graduate from the Danube International School Vienna with a diploma in economics



**Dan Strik**  
CO-FOUNDER & CBDO

Have a demonstrated history of working in connecting technology with health, wellness, and the fitness industry.



**Elad Elkalai**  
CO-FOUNDER & COO

Served in the IDF for 7 years as a commanding officer, which gave him the tools to lead, operate, and some knowledge of the fitness world and it's requirements.

Supported By Team Of 24 FTE: Engineering, Sales, Marketing People

Worked with MASSIVE Fitness Companies:

**CLMBR** **BEACHBODY** **EQUINOX** **TONAL**

**BULLETPROOF** **cybex** **SAMSUNG** **Microsoft** **POLAR**



## Management Team



**Dr. Paul Juris**  
CHIEF SCIENCE ADVISOR

Owner of an independent consulting company in the field of science and the human body. He has previously worked at large fitness companies such as Cybex and Equinox and advised them.



**Eyal David**  
CTO & VP PRODUCT

Have a wide product background in the fields of engineering and design, which allows to translate the business needs to the best application that gives the users the optimal experience.



**Traci Lamm**  
CHIEF CUSTOMER OFFICER

A CX leader with over 20+ years of experience, that has built multiple support organizations from scratch and have helped companies restructure their support.



**Uri Brienberg**  
CFO

A graduate of the global accounting firm EY. Has been Financial Management of group of companies around the world, and has served as CFO for over 10 years.



**Jeffery Cooper**  
PROJECT MANAGER

Has been involved in business development for over 25 years and has been advising businesses over the past few years in the field of strategy.



**Chelsea Kmiec**  
CONTENT MANAGER

Experience in digital fitness solutions, including managing UI/UX design and development, creating and producing video content, and managing the end-user platform experience.



**Elisha Poplinger**  
GENERAL MANAGER

Was the chairman of the Jiu-Jitsu Association in Israel and served as the CEO of the official Jiu-Jitsu Association. Have 25 years of experience in the martial arts, and has won many awards and titles during various competitions.

## Advisory Board



**Michael Corwin**  
Content Strategist



**Mohammed Iqbal**  
Founder And CEO At Sweatworks. World Class Fitness Expert



**Einat Zakariya**  
Business Advisor  
CEO Of E-Wave



**Ran Reske**  
Founder At Resident  
B2C Online Expert



**Udi Avshalomov**  
COO At YEEZY  
Retail Distributor  
& Brand Expert



**Oliver Trevena**  
Investor And Owner Of  
Cali Water Dogpound And  
CLMBR



**Sonny Vu**  
Co-Founder Of Misfit  
Acquired For \$300M

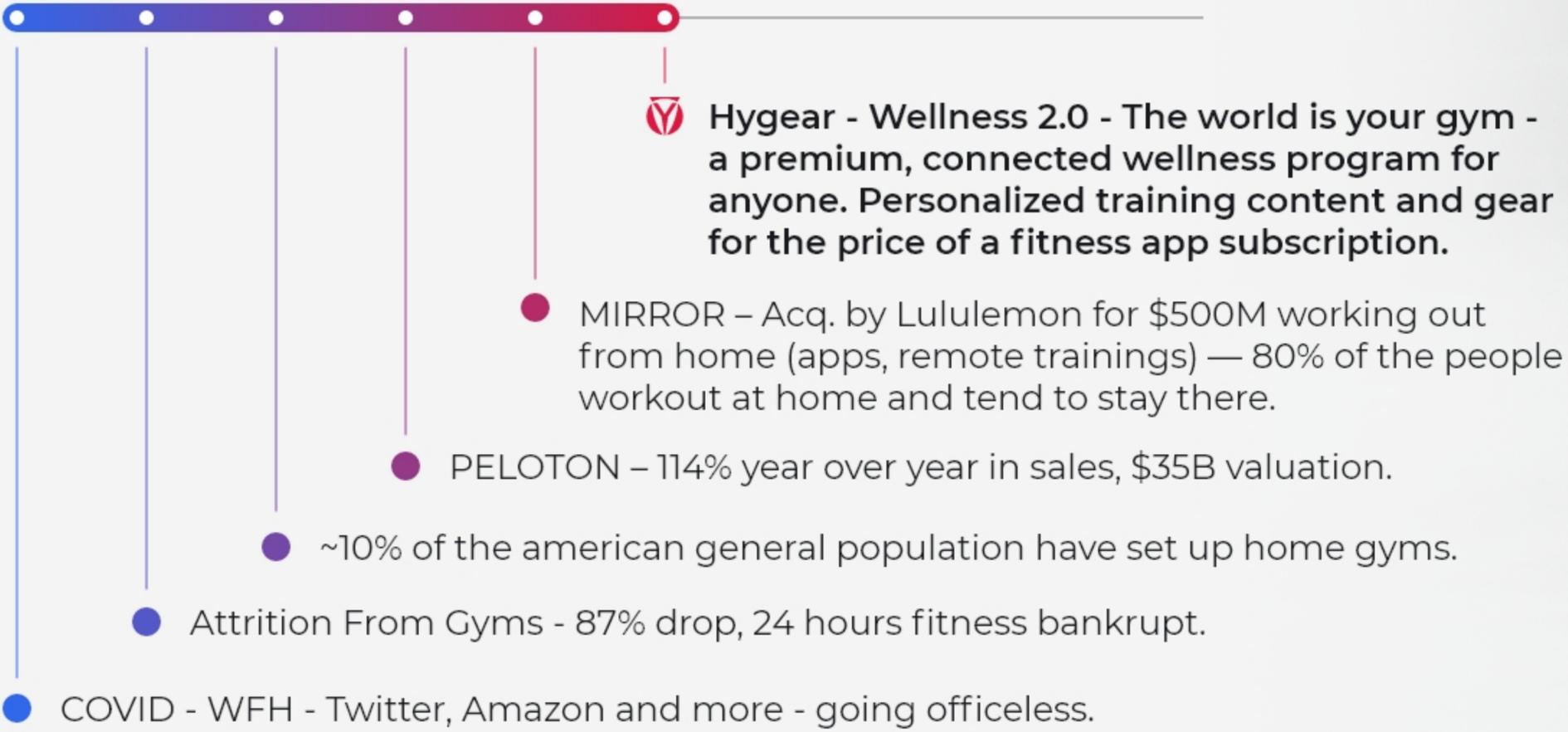


**Eric Hutchinson**  
Founder At Resident  
B2C Online Expert

HYGEAR is disrupting wellness and fitness as we know it

# HYGEAR Will become the biggest Fitness and Wellness Platform

The Vision - Wellness Goes Anywhere for Anyone



Based on: <https://www.cnbc.com/2021/08/26/peloton-pton-q4-2021-loss.html>  
<https://twitter.com/joevennare/status/1319433700346679296>  
<https://www.nytimes.com/2020/06/29/business/lululemon-buys-mirror.html>  
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/sweating-for-the-fitness-consumer#:~:text=A%20little%20more%20than%202010,even%20after%20the%20pandemic%20abates.>

Current Situation

# The Opportunity

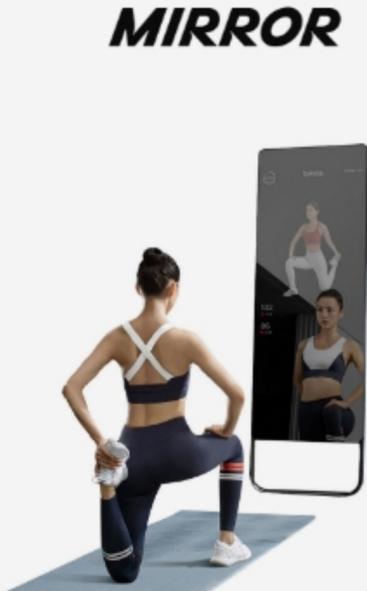
Health and fitness connected fitness has to be democratized

## Portability

People want to work on their own schedule and place. Not everyone likes to train with other people around them.

## Affordability

Having a personal trainer is expensive, as well as the connected fitness equipment, and often out of reach for home workouts.



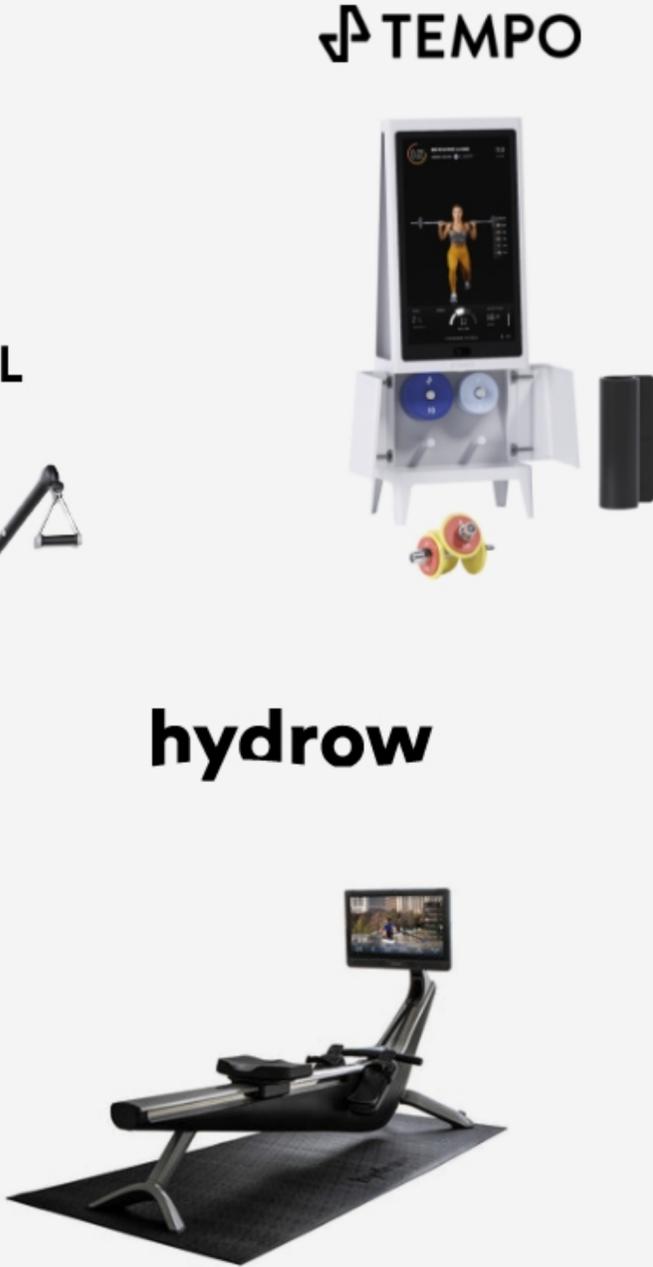
**MIRROR**



**PELOTON**



**TONAL**



**TEMPO**

**hydrow**

You Can't Take it With You... And Not Everyone Can Afford It.

# HYGEAR unique solution

Keeping people engaged with fitness activities every day



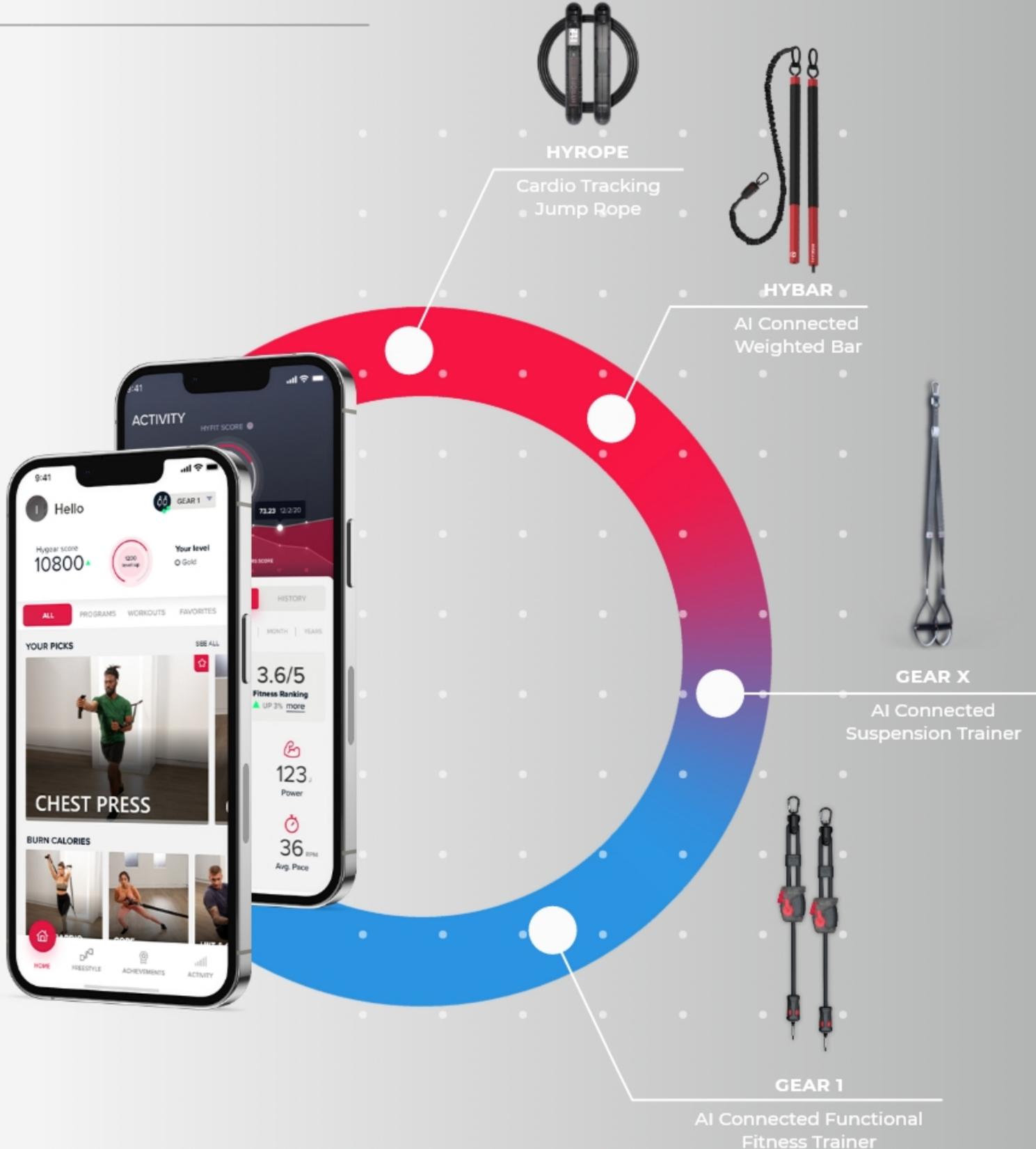
**Digital brands have started to realize that the new hybrid fitness consumer now needs hybrid platforms to meet their needs.**

Zoe Weiner, Digital Brands Are Going All In On Hybrid Fitness, wellandgood.com

HYGEAR's fitness system can be used both at home, gym and anywhere -

Smart equipment + Personalized Guidance + Affordable Price = The Ultimate Wellness and Fitness Solution for today's lifestyle

HYGEAR's products combine state of the art science, engineering and design in affordable pricing. They developed side by side in multidisciplinary teams of PT's, potential users, researchers, scientist designers and influencers in order to fit the right needs to the right users.



Video

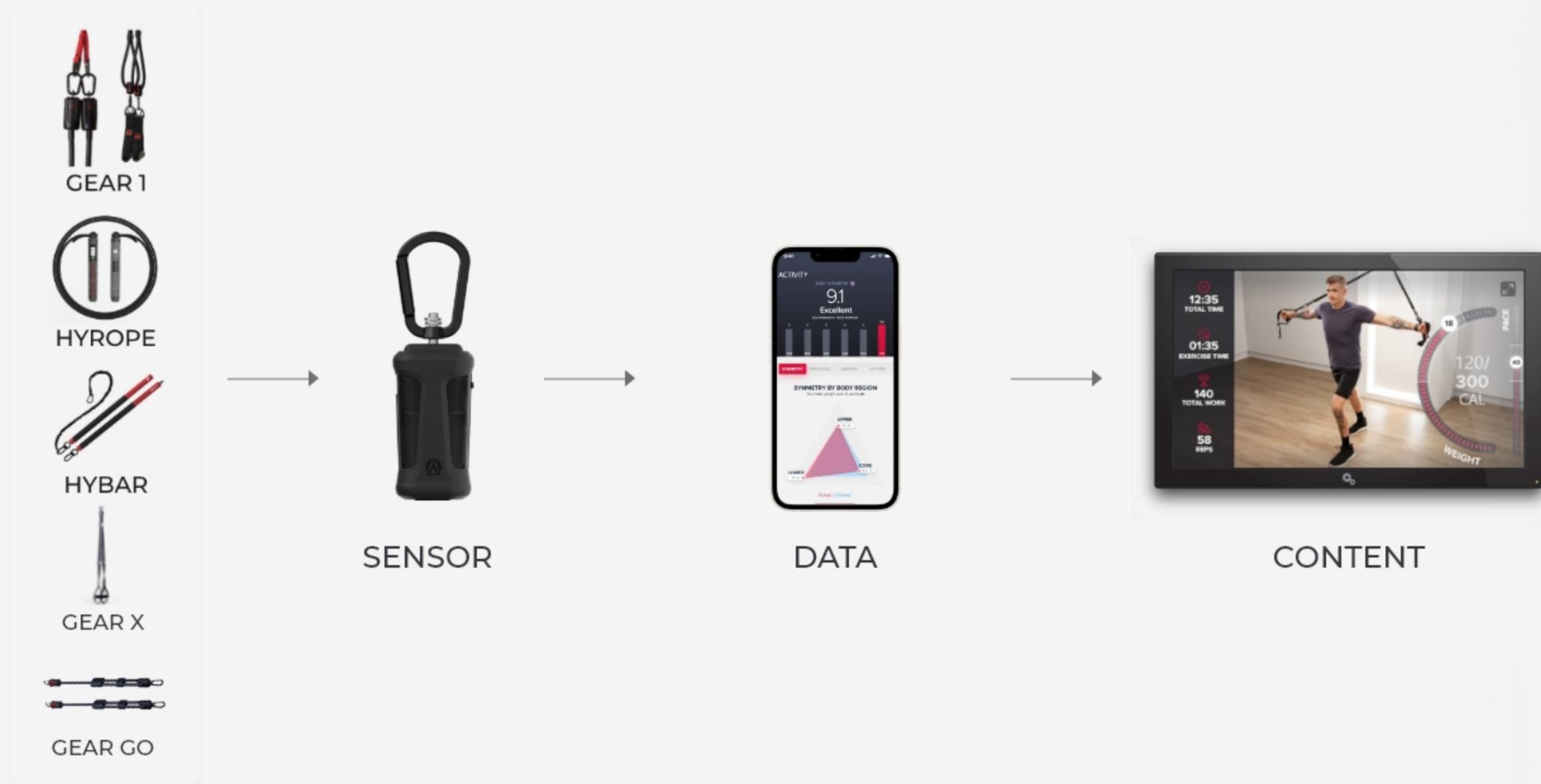
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Ecosystem

# HYGEAR technology

Hygear Is A Connected Fitness System That's Affordable, Portable And HIGHLY Effective:



Continuous Monitoring > Improved Personalization > Constant Optimization

## The Drill Down

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# GEAR

## World-class hardware

HYGEAR's products combine state of the art science, engineering and design in affordable pricing. They developed side by side in multidisciplinary teams of PT's, potential users, researchers, scientist designers and influencers in order to fit the right needs to the right users.



## Features and benefits

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### Portable & Flexible

Workout anytime, anywhere



### Personalized Workout

The best workouts for her goals and fitness level



### Affordable

Use existing equipment with sensors or buy full home gym



### Highly Effective Workouts

Equipment that works for you



### High Engagement

New content all the time, gamification and feedback



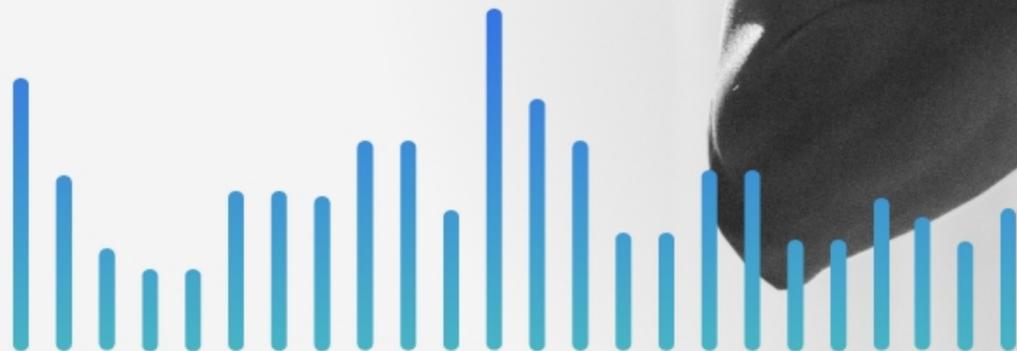
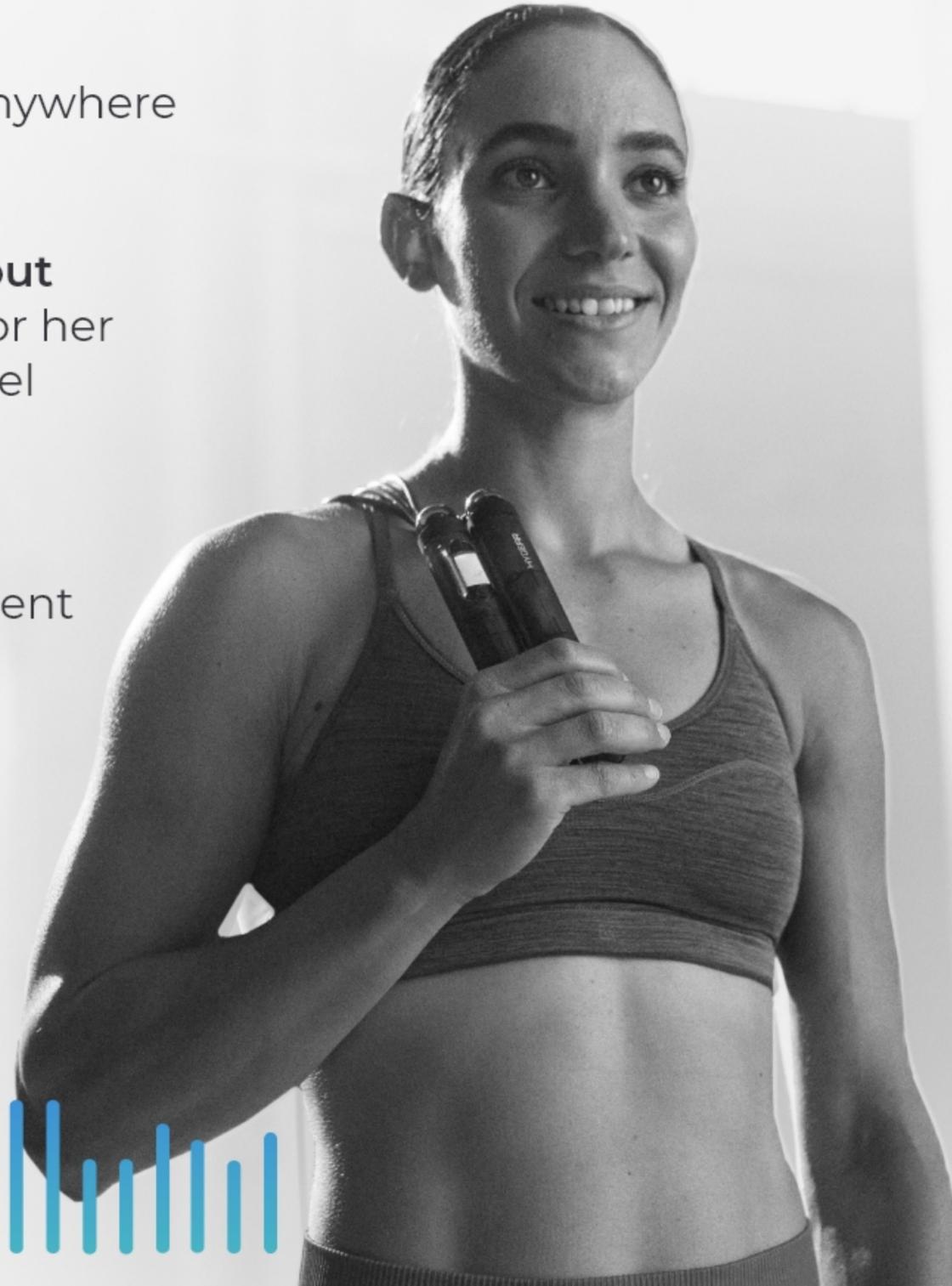
### Continuous Performance Improvement

Set, track and achieve goals the RIGHT way



### Science Based Fitness

Developed by Top Fitness Experts



## The Drill Down

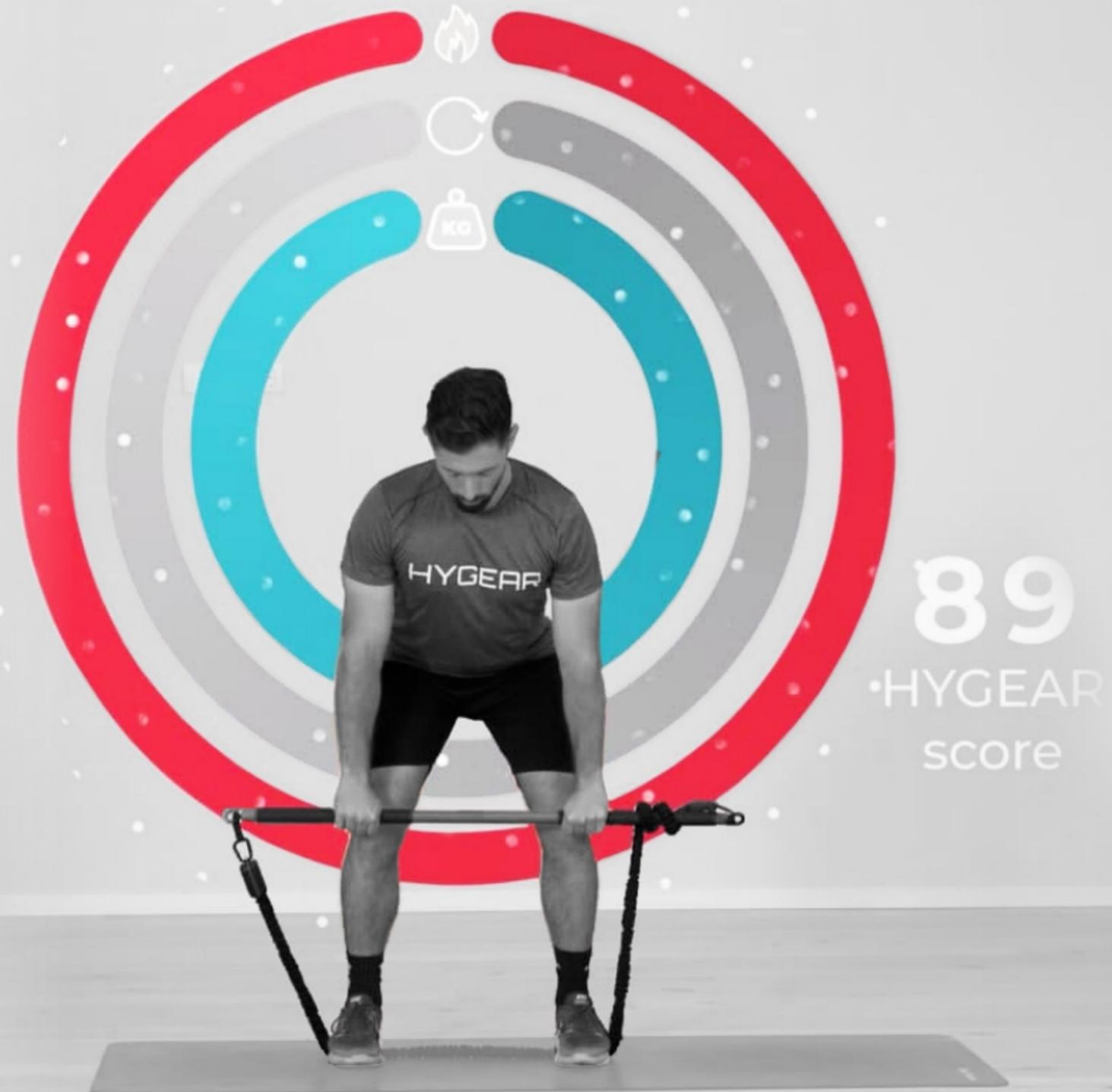
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### Data

Measurement for fitness goals and progress for optimizing training programs

During onboarding, we ask the User to tell us their goals.

HYGEAR collects data from each workout for ongoing analysis to evaluate each workout and over time apply machine learning algorithms to personalize and optimize each user's journey to become better versions of themselves.



# The Drill Down

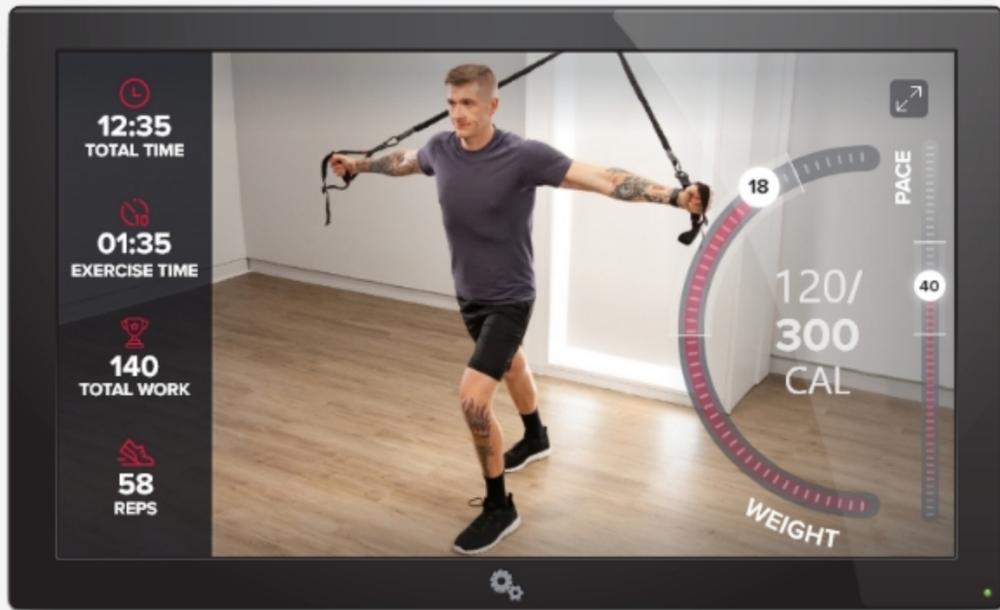
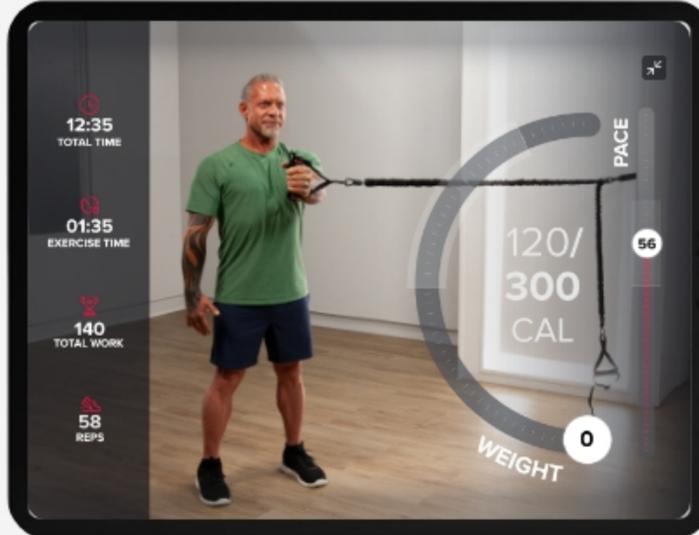
## Content

Personalized content from leading trainers based on your goals and HYGEAR's equipment

HYGEAR offers content for a wide range of users such as **beginners, advanced, adults, diabetics, heart disease, post pregnant women,** and more.

The way HYGEAR is by using several models:

- Freemium
- Silver
- Gold
- Platinum
- Blue
- Dimond



# The Drill Down



## Freemium

Try the HYGear App for free and enjoy 5 Programs for FREE.

## Silver

**Guided Workouts, with your products.**

\$4.99 or add \$0.99 to unlock extra programs.

## Gold

**Expert guidance. Endless possibilities.**

\$4.99 - 9.99 or add \$0.99 to unlock extra programs.

## Platinum

**Live workouts everyday with HYGear trainers**

- Pay \$9.99 per month and get limitless access to live workouts.

- Pay \$1.99 per live workout to unlock extra programs.

## Blue

**Choose what fits you**

Pregnancy / Fat Burn /  
60 days Abs /  
Diabetes Prevention / Seniors.

Every Blue program includes a nutritionist and a physiologist.

## Dimond

**Thousands of classes available with our world-class athletes.**

Starting at \$19.99 per live workout.

Business models

## Hotels

**HYGEAR is providing a barcode in each of the hotels room**

Scan and get free workouts by HYGEAR

In each hotel HYGEAR will give 10 products for free for the hotel, so the customer will be able to train and use the equipment.

”

“Hilton is trying to tap into the \$639 billion wellness tourism market with a fitness-focused hotel room. With TRX bands”

- Insider.



## Business models

### Gym

HYGEAR will impliment Gym racks into gyms, have gym customers train in the gym with the gym rack as freemium and sign up

Products will be on the gym rack / Stand alone



## Business models

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### **Nursing Houses**

Nursing houses - train with HYGEAR in Nursin houses, you get all-in-one

### **Insurances**

HYGEAR insurance - HYGEAR tracks the data from the insurances customers and provide them with the right content, so that way they can decrease their insurance fees

HYGEAR is giving free products for people who sign up to insurances.



# Business models

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## Retail

Currently active in - Retail, Distribution in 30+ countries.



## Trainers Room

Unique distribution strategy - each trainer gets affiliate model for selling Hygear to clients - uploading their unique content to our app



## Influencers in the fitness and wellness industry, promoting good healthy lifestyle



Countries:  
Global



Paid & Commission  
basis



Audience:  
28-60



Seniors / Diabetics /  
pro trainers / wellness

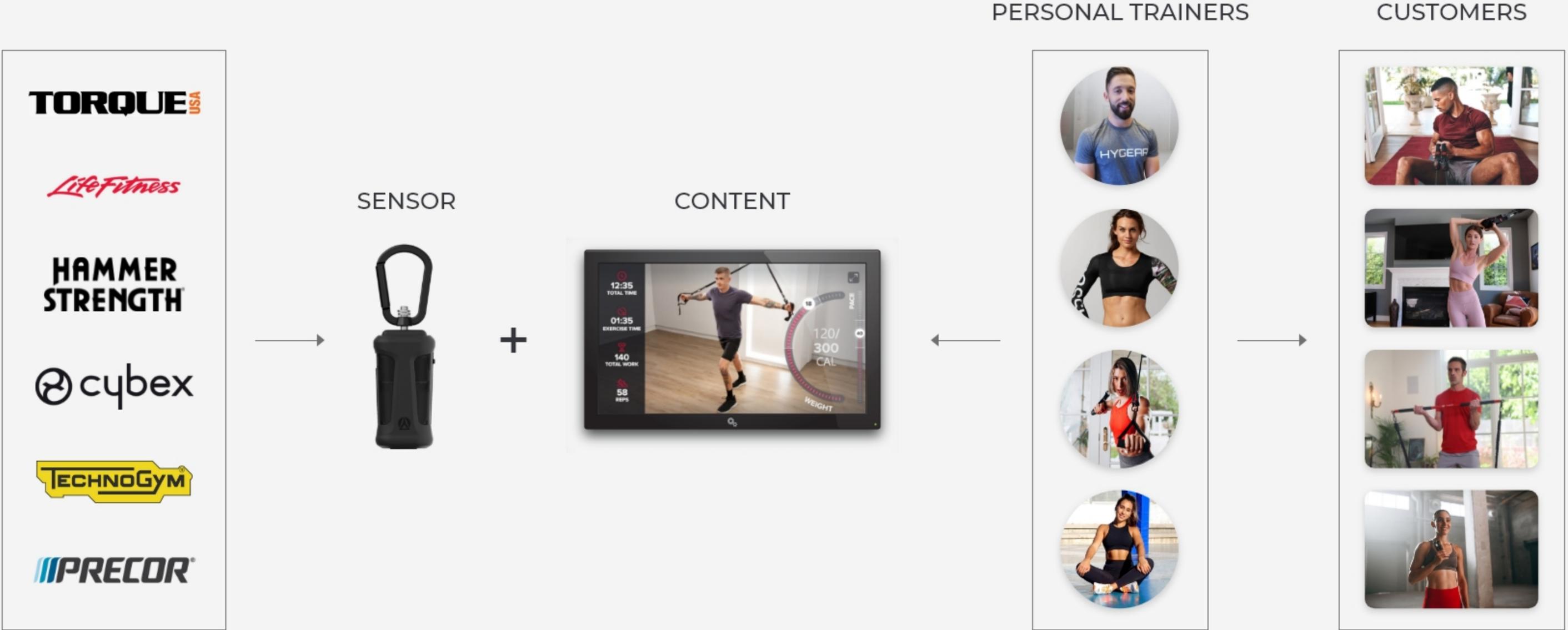


Supply chain

# The HYGEAR supply chain -

High Lifetime Value - Continued Personalization With Progress = Massive Stickiness

Low entry product for the masses + subscription



Business model

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## Multi-tiered Business Model

Down Payment for Sensors or System

**\$39 - \$179**

For the price of “dumb” at-home equipment -  
get a fully enabled system and activation

+

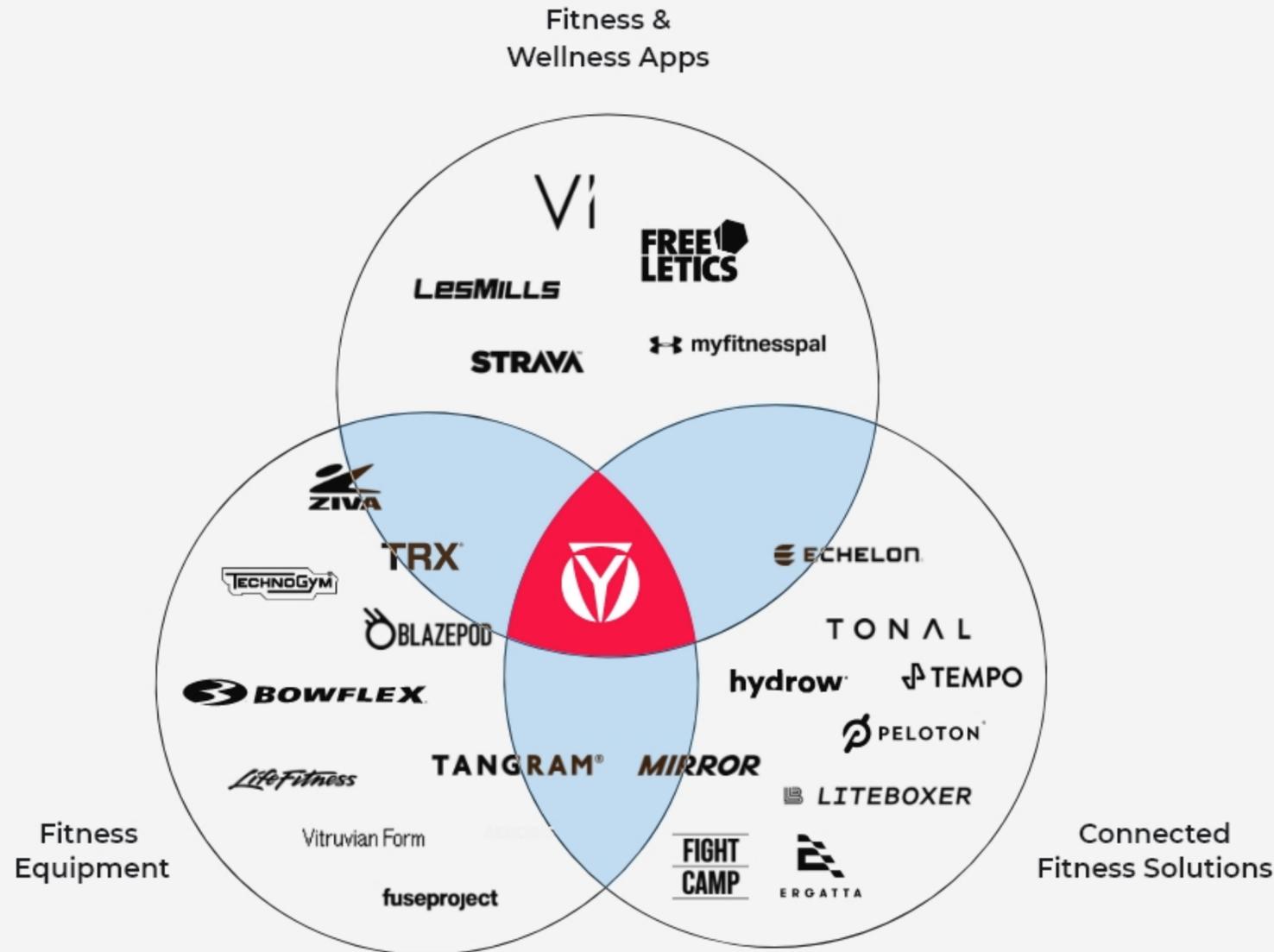
SaaS Tiered Monthly Subscription

**\$1.99 - \$19.99**

Based on package and personalized products

# Competitive Landscape

Our true edge: HYGEAR sits at the cross section of this growing industry — providing an all in one personalized fitness solution that’s connected, affordable, highly effective and fully portable.



## Funding Trends

**TEMPO** \$278.8 million  
4 rounds

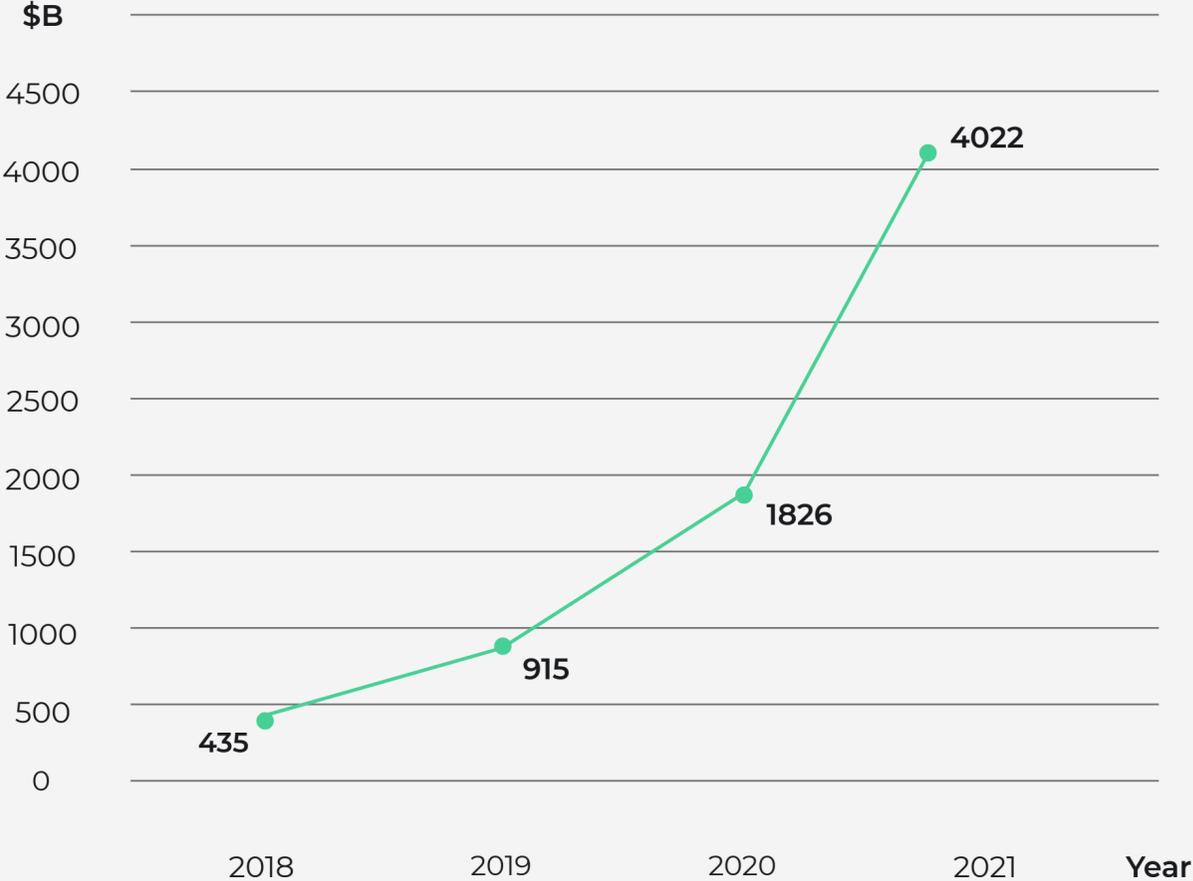
**PELOTON** Valuation: \$1.5B  
\$450 million  
6 rounds

**TONAL** Valuation: \$35B  
\$1.9 billion  
9 rounds

**WHOOP™** Valuation: \$5B  
\$204.8 million  
7 rounds

# Market Analysis

Total Revenue of Peloton over the past 4 years.



	PELOTON High End	HYGEAR Long tail
Valuation during Covid19	\$11B	\$152M
Subscribers	\$6.2M+	100K
LTV	\$4000	\$400
Customer Equity	\$9.32B	\$35M
Total Annual Revenue	\$4.02B	XXX
Total Revenue	\$1.939B	XXX

Market

# Market Analysis

Equipment	Country	CAGR (2021-2028)
<b>Connected fitness equipment</b>	USA	28,30%
	Canada	24,20%
	Germany	19,80%
	Japan	25,40%
	China	27,40%
	Latin America	28,10%
<b>Functional fitness equipment</b>	USA	2%
	Canada	2%
	Germany	6,80%
<b>Resistance bands</b>	USA	10,60%
	Canada	9,50%
	Germany	8,60%
	Japan	7,70%
	China	14,50%
	Latin America	14,30%

TRX Industry Focus	
<b>Revenue</b>	\$19,582,649
<b>Revenue IP</b>	\$3,503,231
<b>Revenue 3P</b>	\$16,079,417
<b>Avg. Revenue trend</b>	34%.
<b>Avg. Revenue IP trend</b>	80%
<b>Avg. Revenue 3P trend</b>	20%
<b>ASP</b>	\$135
<b>Total units</b>	145,434

Additional sources:  
 HYGEAR Research Doc (includes NPS calculation details)  
 Tables, charts, and calculations

# Market Analysis

## Behavioral Trends

**\$10.2B**

Consumer Fitness Equipment Market

**25%**

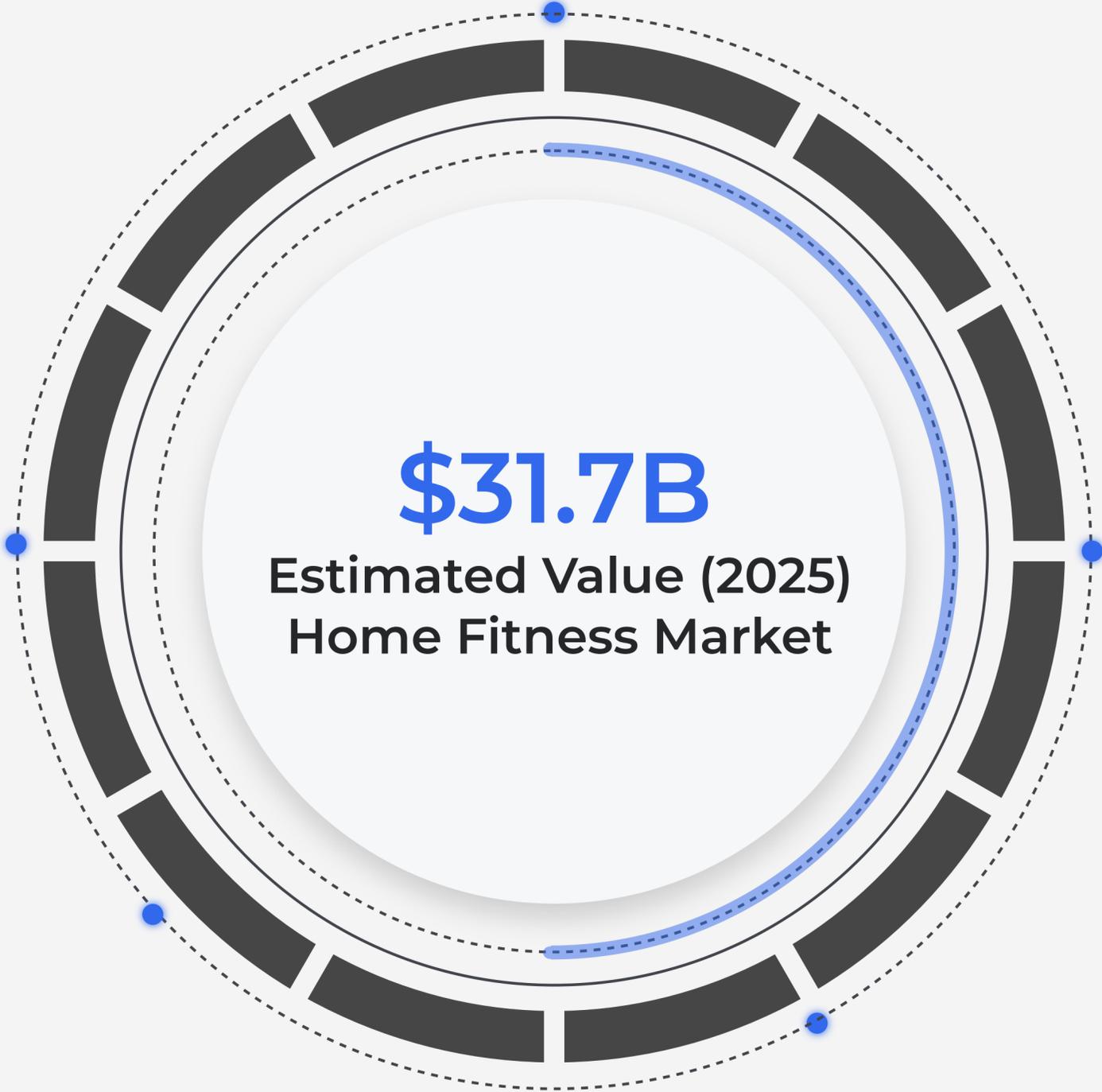
Market Growth 2020  
Driven by COVID-19

**\$4.4B**

Fitness Apps Subscription Market

**20%+**

Subscription Apps CAGR  
(fastest growing market)



Based on: "Home Gym Equipment Market - Global Outlook and Forecast 2020-2025" (Nov 2020)

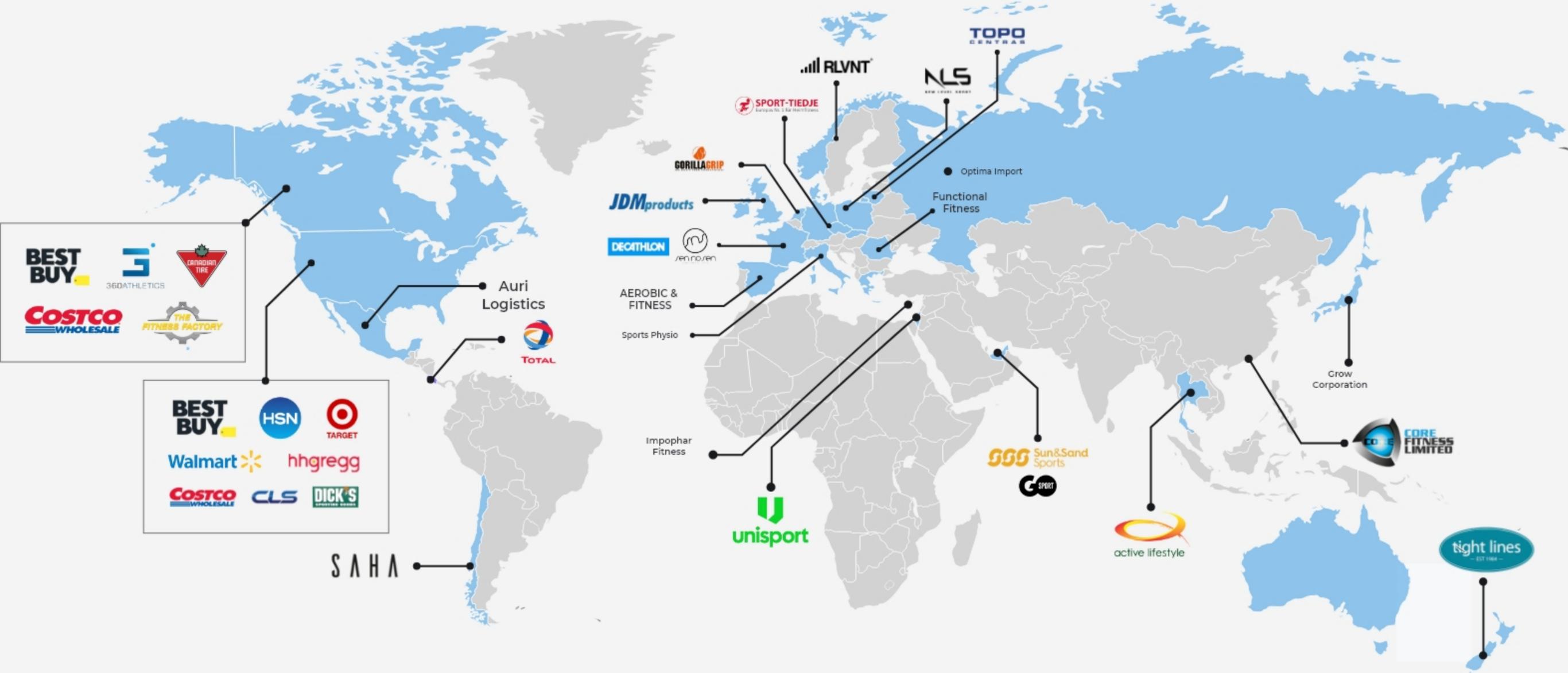
Landscape

# Competitive Landscape

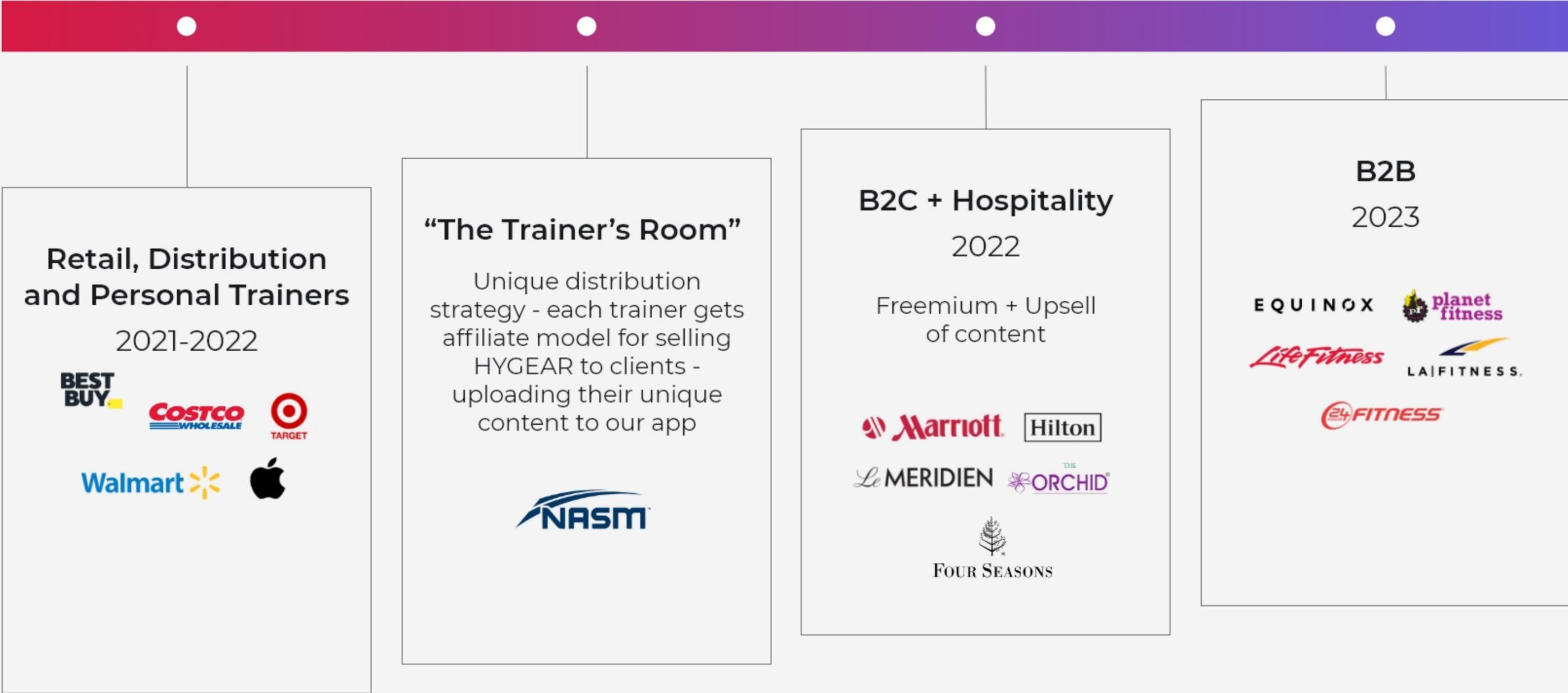
	 HYGEAR	 PELOTON	T O N A L	 TEMPO	W H O O P™	TRX®
Price per year (kit + subscription)	<b>\$199</b>	\$3200+	\$3000+	\$2500	\$288	\$250
Connectivity	✓	✓	✓	✓	✓	✓
Portability	✓	✗	✗	✗	✓	✓
AI-Powered Workouts	✓	✗	✗	✓	✗	✗
Wellness & Recovery	✓	✗	✗	✓	✓	✗

Worldwide present

# B2B/C Channel Actively Selling in 30+ Countries



# Go To Market Strategy



# B2C Strategy and Acquisition

New Products For Growth And Customer Acquisition Cost Reduction

## Paid Channels

- Advertising: Facebook, Amazon, Youtube, Google, Tik Tok, App Store
- Prevent dependance on any single network and reduce

## Rev Share Channels

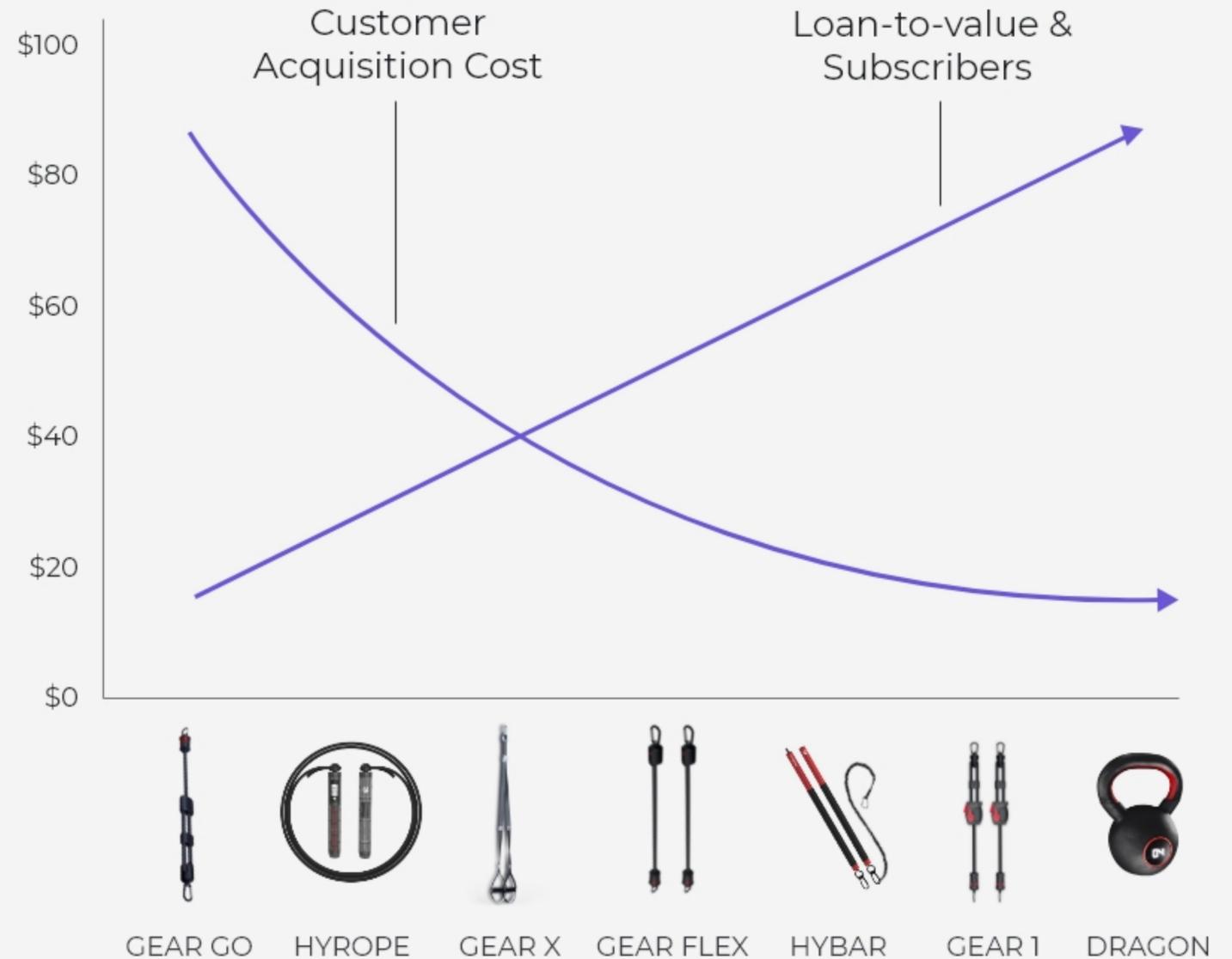
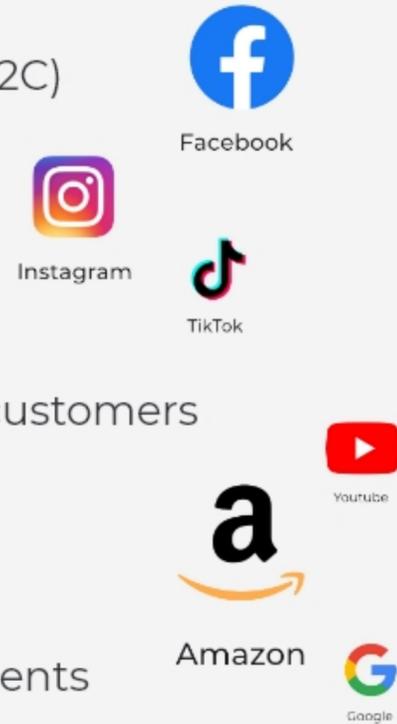
- Influencers, Affiliates, Distributors (B2B2C)
- Fixed costs that reduce CAC and risk

## Organic Channels

- Social media, blog posts, and SEO
- Content to attract new prospects and customers

## Expansion Strategy

- New customer segments (personas)
- New geographical and language segments



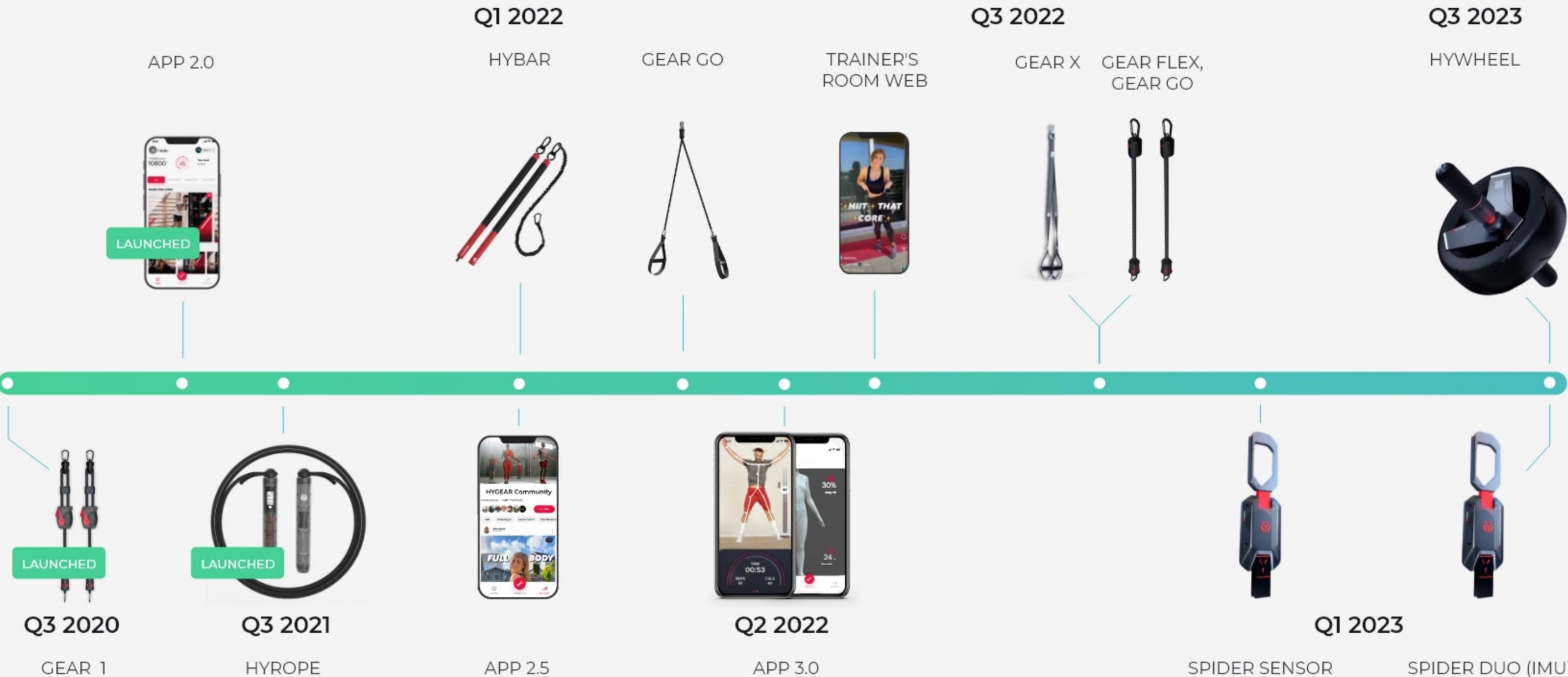
## What's in it for the customer?

- **USPs education**  
I understand HyGears value proposition
- **Community**  
I feel welcomed by peers with same goals
- **Content Share-ability**  
I will be able to share their trainings in SM
- **Habit forming plans**  
A free way of forming healthy habits
- **Personalised goals**  
Tailor made plan for what I want to achieve
- **Up-selling bundles**  
I will try more products than I originally knew about

## What's in it for HYGEAR?

- **AB testing**  
Ability to test materials, user flows, copy, etc.
- **+ Intent = +Retention**  
A user that converted into the app will have a higher chance of purchase and a longer lifetime value.
- **User Feedback**  
Speaking with users that converted will result in information that will optimize the value proposition
- **Retargeting**  
Users that convert into the app can be retargeted for upselling
- **Brand Awareness & Word of mouth**  
Shared content, reviews, referrals are possible once the user has tried the product.

# Product Suite & Roadmap



App 3 iterations & App 3 B2B Platform are being mapped out

Vision

# Democratize connected fitness for everyone

To Become The All In One Fitness, Wellness Health Ecosystem — Fully Connected, Fully Personalized, Fully Portable.



**GEAR 1**

AI Connected Functional Fitness Trainer

\$179.00 + 4.99/mo



**GEAR X**

AI Connected Suspension Trainer

\$149.00 + 4.99/mo



**HYBAR**

AI Connected Weighted Bar

\$149.00 + 4.99/mo



**HYROPE**

Cardio Tracking Jump Rope

\$39.00 + 1.00/mo



Funding

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## Funding Requirements

Seeking \$15M for a safe round

### Funding usage:

- Building our brand and present in North America
- Accelerating our sales activities
- Increasing our inventory
- R&D activities
- Day to Day operational activities

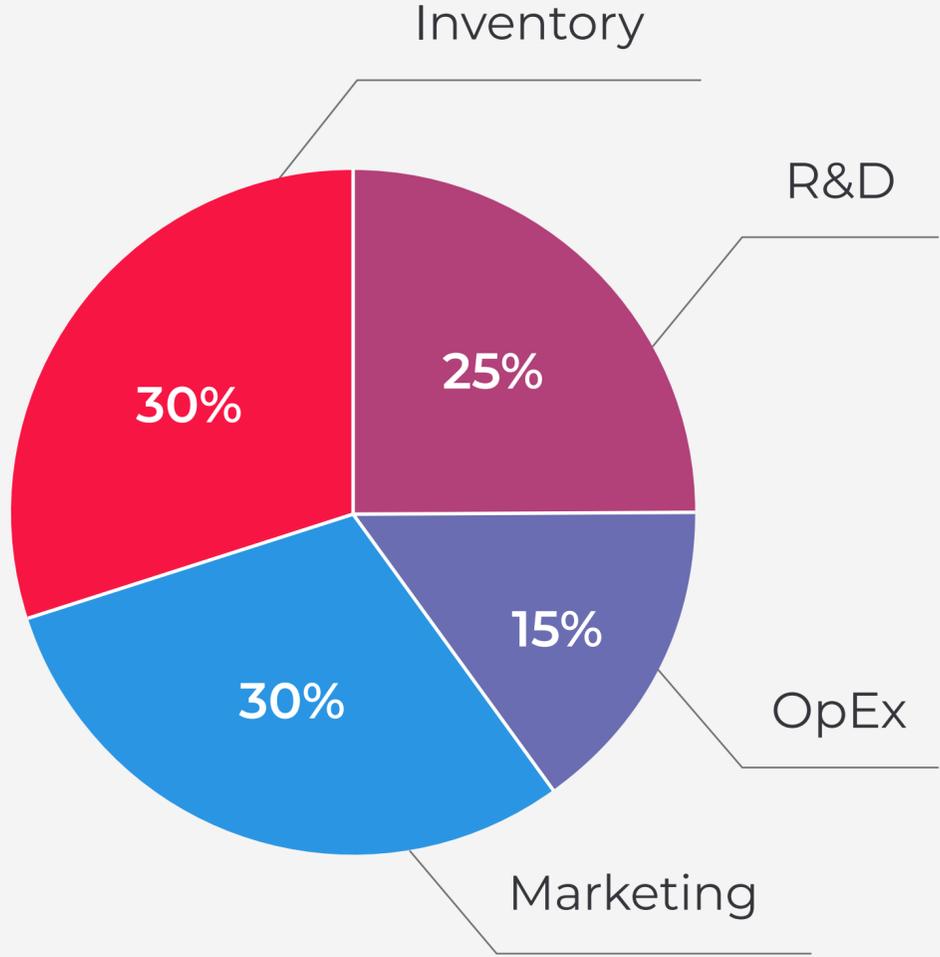


Funding

# 5 Year Business Model:

\$K	Year 1	Year 2	Year 3	Year 4	Year 5
Rev					
B2B	6,164	20,355	39,879	94,938	215,374
B2C	9,855	31,847	71,016	141,474	267,948
B2H	1,780	7,534	13,601	24,950	52,089
<b>Total Rev</b>	<b>17,799</b>	<b>59,736</b>	<b>124,496</b>	<b>261,362</b>	<b>535,411</b>
GOGS	7,239	17,278	32,764	65,949	128,530
Gross Profit	10,560	42,458	91,732	195,412	406,881
<b>GM</b>	<b>59%</b>	<b>71%</b>	<b>74%</b>	<b>75%</b>	<b>76%</b>
R&D	2,997	4,229	5,205	7,245	9,441
S&M	10,150	18,805	35,814	58,589	120,544
G&A	1,684	3,969	6,816	8,031	8,749
<b>EBITDA</b>	<b>(4,270)</b>	<b>15,455</b>	<b>43,897</b>	<b>121,548</b>	<b>268,147</b>
<b>% of Rev</b>	<b>Loss</b>	<b>26%</b>	<b>35%</b>	<b>46%</b>	<b>50%</b>

Use Of Funds For The Upcoming Pre IPO Round:



Thank You

**Any questions?**



Our Team

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# Advisory members



Dr. Paul Juris  
CHIEF SCIENCE  
ADVISOR



Einat Zakariya  
TBC



Motti Aranya  
TBC

# Team heads



Idan Hail  
SOFTWARE MANAGER



Eyal David  
CTO



Uri Brienberg  
CFO



Elisha Poplinger  
GENERAL MANAGER



Moshe Cohen  
HEAD OF ART



Jeffery Cooper  
VP PRODUCT



Michael Corwin  
CFO



Steve Muttram  
HEAD OF RETAIL



Martin Morse  
HEAD OF  
BRANDING



Mohammed Iqbal  
SWEATWORKS -  
OUTSOURCED  
DEVELOPMENT AGENCY



Chelsea Kmiec  
CONTENT MANAGER



Traci Lamm  
CHIEF CUSTOMER  
OFFICER



Behnam Vadi  
DIRECTOR OF  
PRODUCT