



FITKO: THE BOXING WRAP

The Interactive-Guided Boxing Experience:
Anytime, Anywhere.

Okiremute Oyiborhoro | CEO & Co-Founder

Nadia Ben Slima | CTO



gofitko.com



[@gofitko](https://www.instagram.com/gofitko)



[@fitkoc2c](https://twitter.com/fitkoc2c)



[/fitko](https://www.linkedin.com/company/fitko)

PROBLEM

80% of Americans are not getting enough exercise

Over **250 Million** Americans affected

"1 in 12 Deaths could be prevented with regular exercise" - American College of Cardiology

WHAT WE HEARD:

"Time...& motivation I don't have time to get to the gym, work out, drive back, shower and get to work early unless I am motivated by a personal trainer"

- Irina

"I wish my building could have a gym. So, I **wouldn't have to walk out.**"

- Mayummy

"Did not know what to do at the gym."

- Ali

WHAT WE LEARNED:



Provide Results and Proof of Progress Early on Fitness Journey.



Maintain Focus with Guided Exercise and Technology that Responds to You.



Get Results Fast and Maintain Motivation with HIIT Exercise and Statistics in Real-Time.



Save Time by Bringing the Gym and Trainer with You. Exercise Any Time, Anywhere.

THE BOXING COACH

IWRAP

RESULTS

Track and share the results with your friends.

EXERCISES

Provides High Intensity Interval Training (HIIT) exercises.



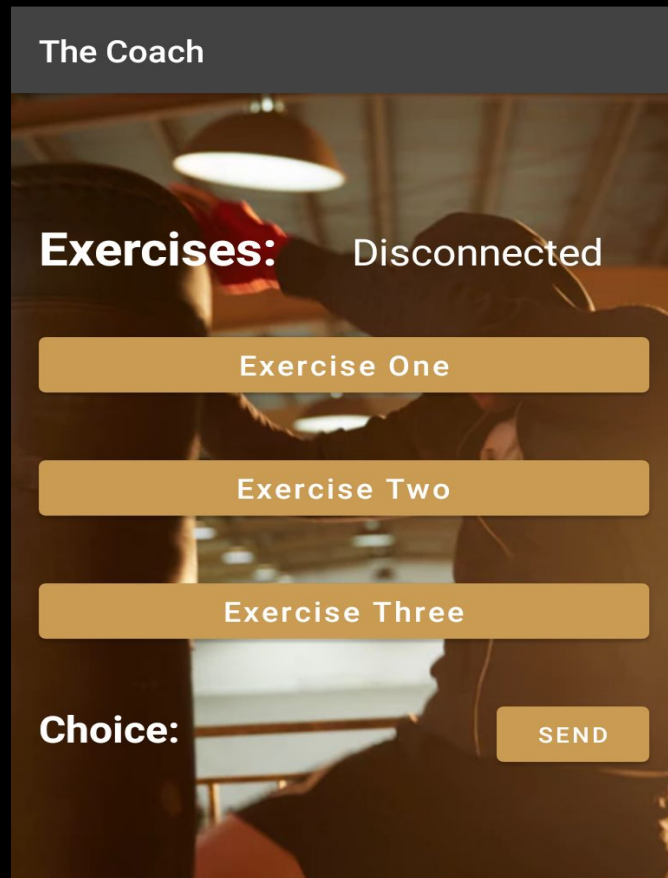
FORCE SENSING

Detects the location of punch landed and intensity of the workout.

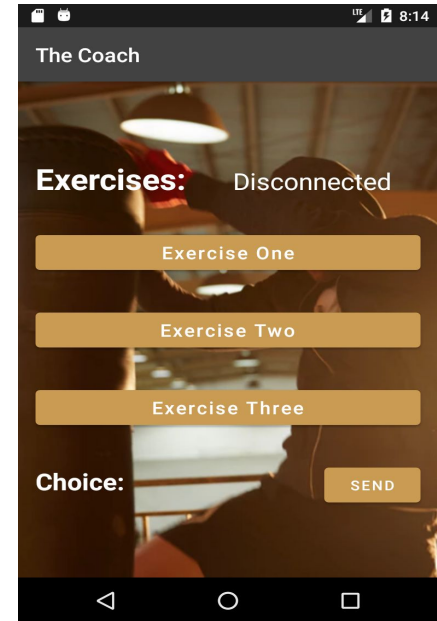
LIGHT UP INSTRUCTIONS

Guides the user through boxing exercises through coordinated lights.

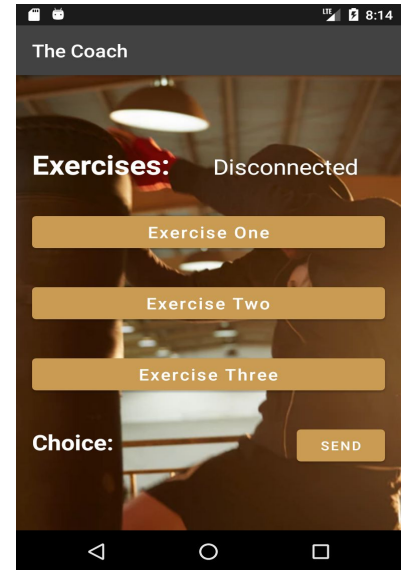
THE BOXING COACH: APP



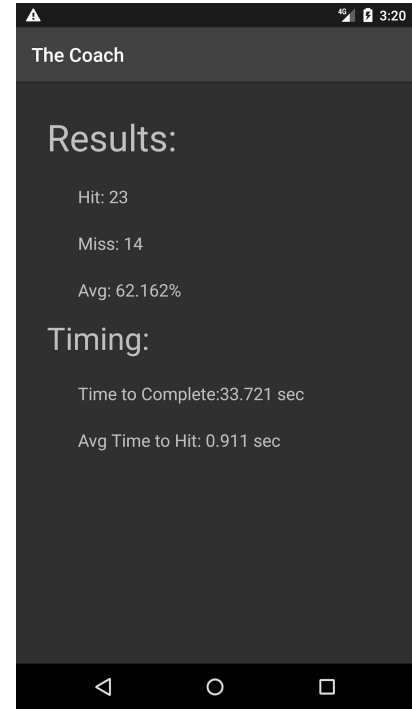
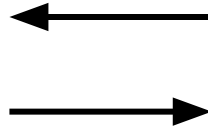
HOW IT WORKS



THE BOXING COACH: APP



THE BOXING COACH- APP



Business Model



The Boxing Coach Wrap
starting @ \$399.

Bundle: including a standing boxing bag, gloves, and hand-wraps @ \$649.



Mobile App:
Freemium / Premium
Model

Premium starting @
\$15 / Month.



\$72M

180,000 Fitness Enthusiast in
New York City



\$21.8B

Young Working Americans
Aged 18-35



\$30B

38,372 Gym Facilities and 60.9 million
memberships
-IHRSA

				
	FiTKO	Impact Wrap	LiteBoxer	Nexersys
Home Compatibility	✓	✓	✓	
Gym Compatibility	✓	✓		✓
Beginner Friendly	✓		✓	
Guided Exercise	✓		✓	
Cost	\$399	\$249	\$1,195.00	6,995.00

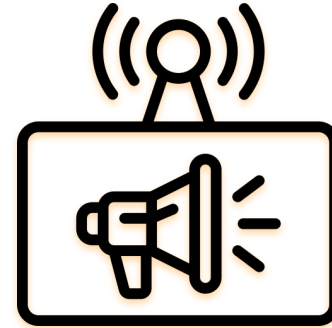
GO TO MARKET PLAN



IG & TikTok
Marketing Campaign
**#goFitKO #GetFit
#FitTok**



Partnerships and
Co-Creation with Trainers
and Mom & Pops Gyms



Guerilla Marketing Campaign:
Underground Fight-Club
Boot-Camps / Fitness Clinics

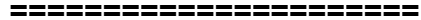
IN THE RING WITH FITKO



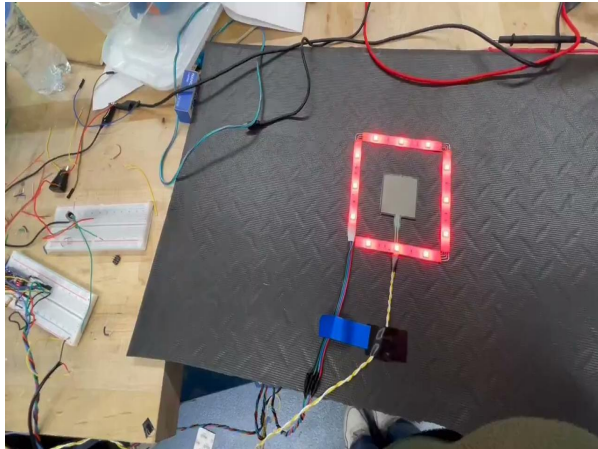


ASK: BREAKDOWN

- Flutter vs. React Native
- Load Sensors (control)



- ❑ Videos
- ❑ IMU
- ❑ Servers



THE BOXING COACH IWRAP



WHITE LIGHT = WAIT!

IWRAP FEATURES:

- ✔ LED-Guided Exercises
- ✔ Hit/Miss Detection
- ✔ Force Sensing
- ✔ Fitness App Compatibility
- ✔ Endless Versatility & Portability

VISIT [GOFITKO.COM](https://gofitko.com)



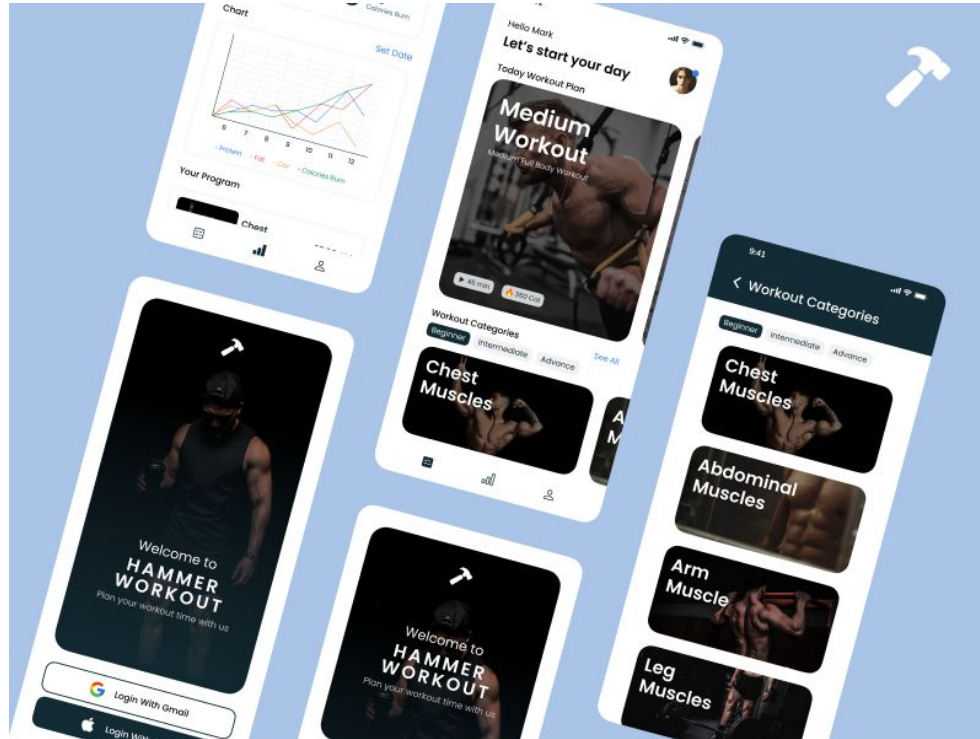
GREEN LIGHT = SUCCESSFUL HIT!



RED LIGHT = FAILED HIT!



ASK: PROGRESS (WIREFRAME)



ACCOMPLISHMENTS TO DATE, CURRENT STATUS

Won \$50,000 in initial funding.



BNY MELLON

WILLKIE FARR & GALLAGHER LLP



MCA The City College of New York

Demos & Pitches



Zahn Accelerator:
FitKO LLC

NYC MEDIA LAB



Stony Brook
University

Partnerships & Marketing+

Management Team



Okiremute Oyiborhoro:

CEO, Co-Founder,
Mechanical Engineer.



Mahutin Paul:

COO, Co-Founder, Hardware
Engineer at Honeywell
AeroSpace.



Juan Tilayatzi:

Mechanical Engineer, UX
Researcher, Product Design.



Krystali Caraveo:

Brand Strategist & Social
Media Manager



Sumit Das:

Product Development Intern,
Computer Science Engineer.



Raenell Rankine:

Creative Director.

Mentors and Supporters:



Alfred Jones

Vice President of
Hardware Engineering
at Peloton Interactive



Javier Garcia

Adjunct Professor of Advertising @
CCNY and City Tech COMD |
Instructional Designer & Content
Creator | Enabler of Excellence



**Krongchai
Praponpoj**

Embedded System
Engineer



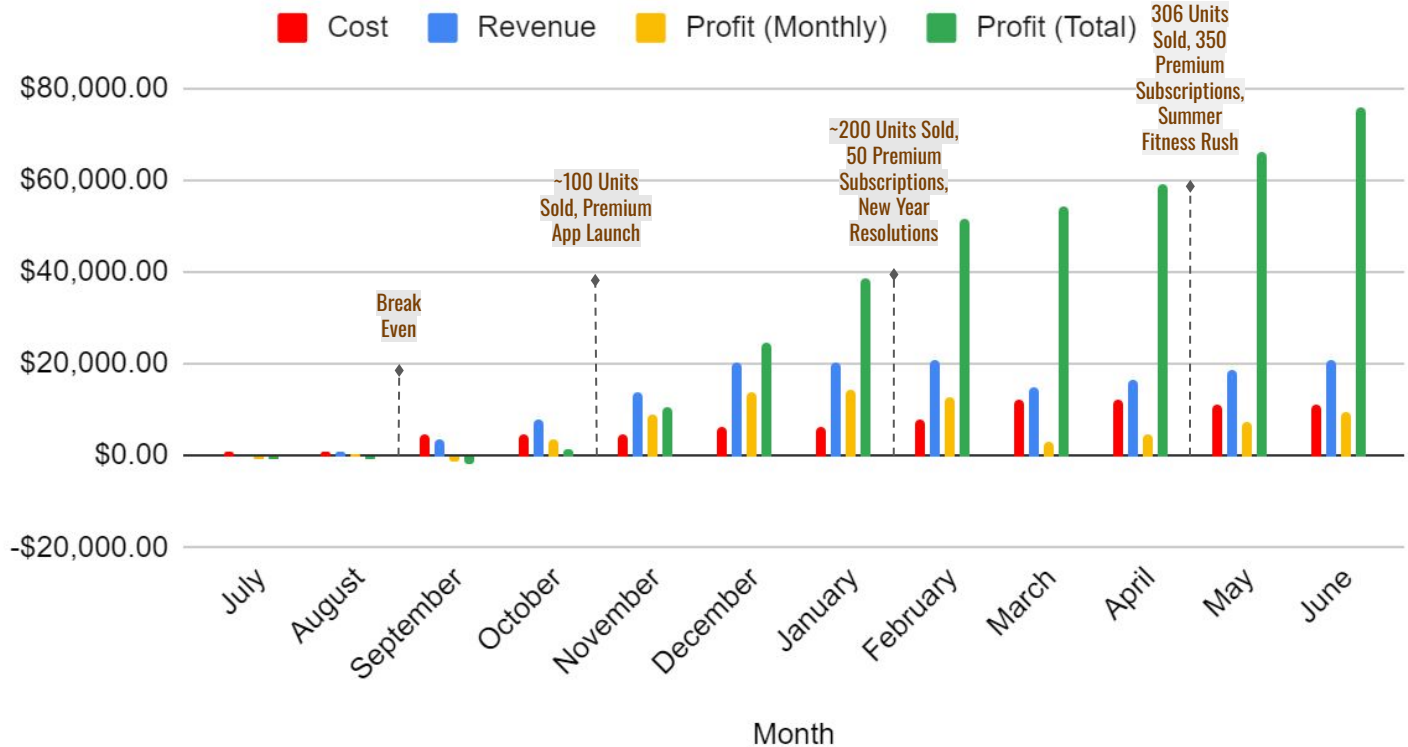
**Nicolas
Weatherly**

Software Engineer

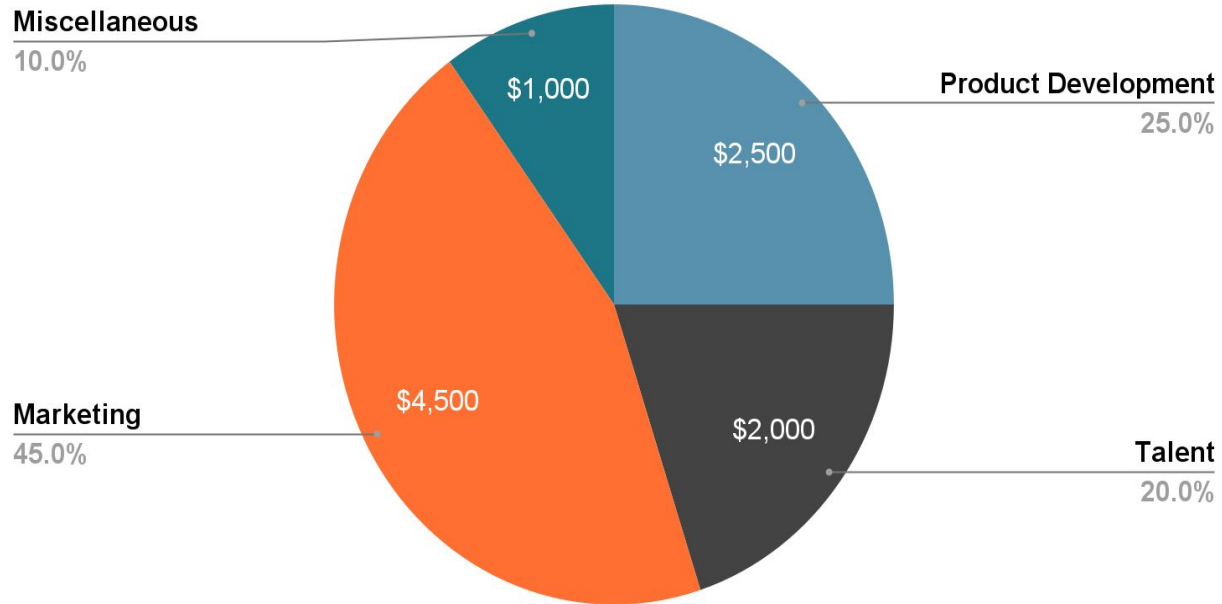
APPENDIX

FINANCIAL PROJECTIONS AND KEY METRICS

12 Month Financial



ASK: BREAKDOWN



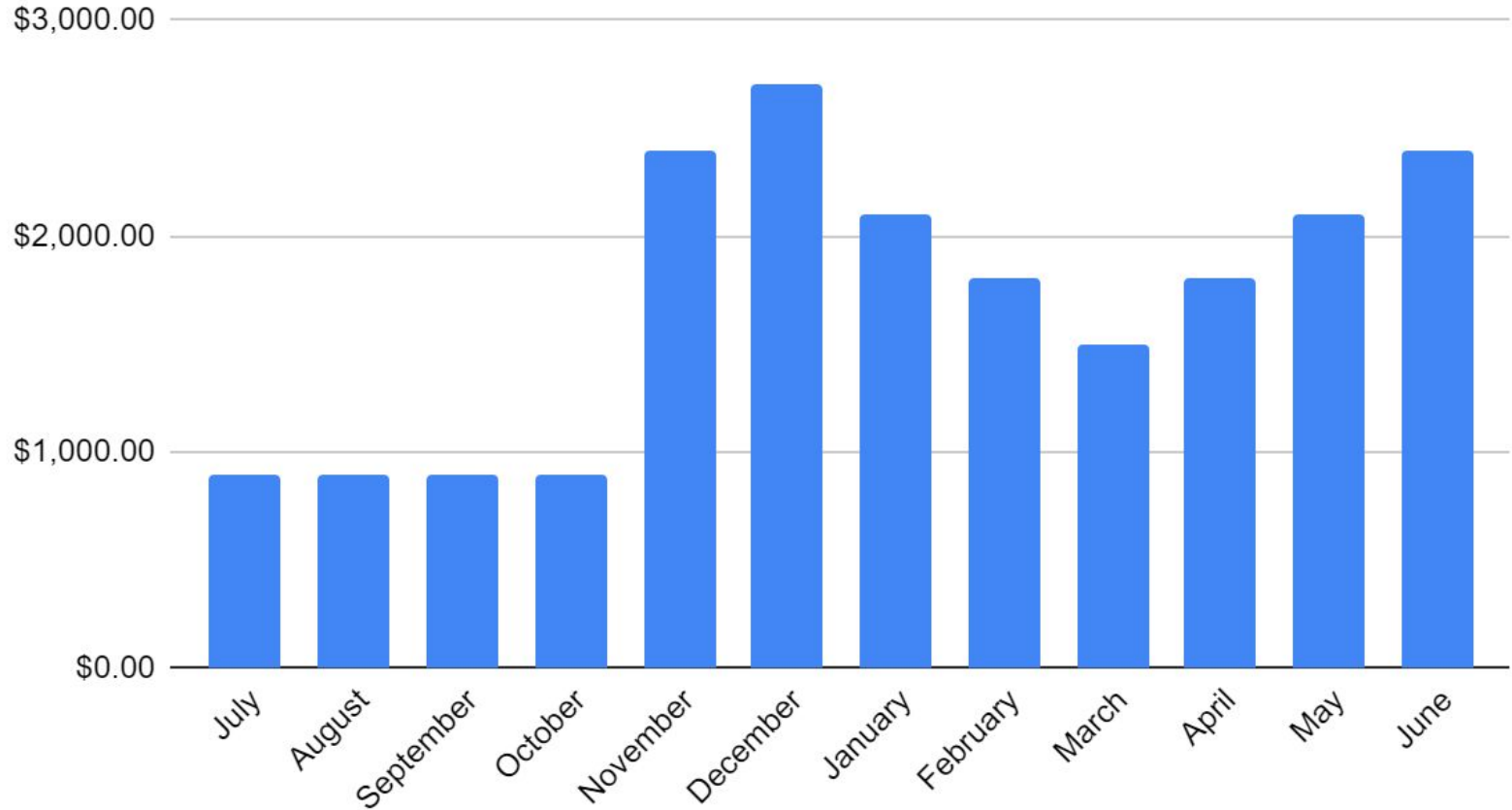
COGS

Cost Name	Costs
Costs	\$25.00
Logistics	\$10.00
Marketing	\$15.00
Sales	\$10.00
Profit	\$20.00
Total:	\$80
Selling Price	\$400.00
	5x Multplier

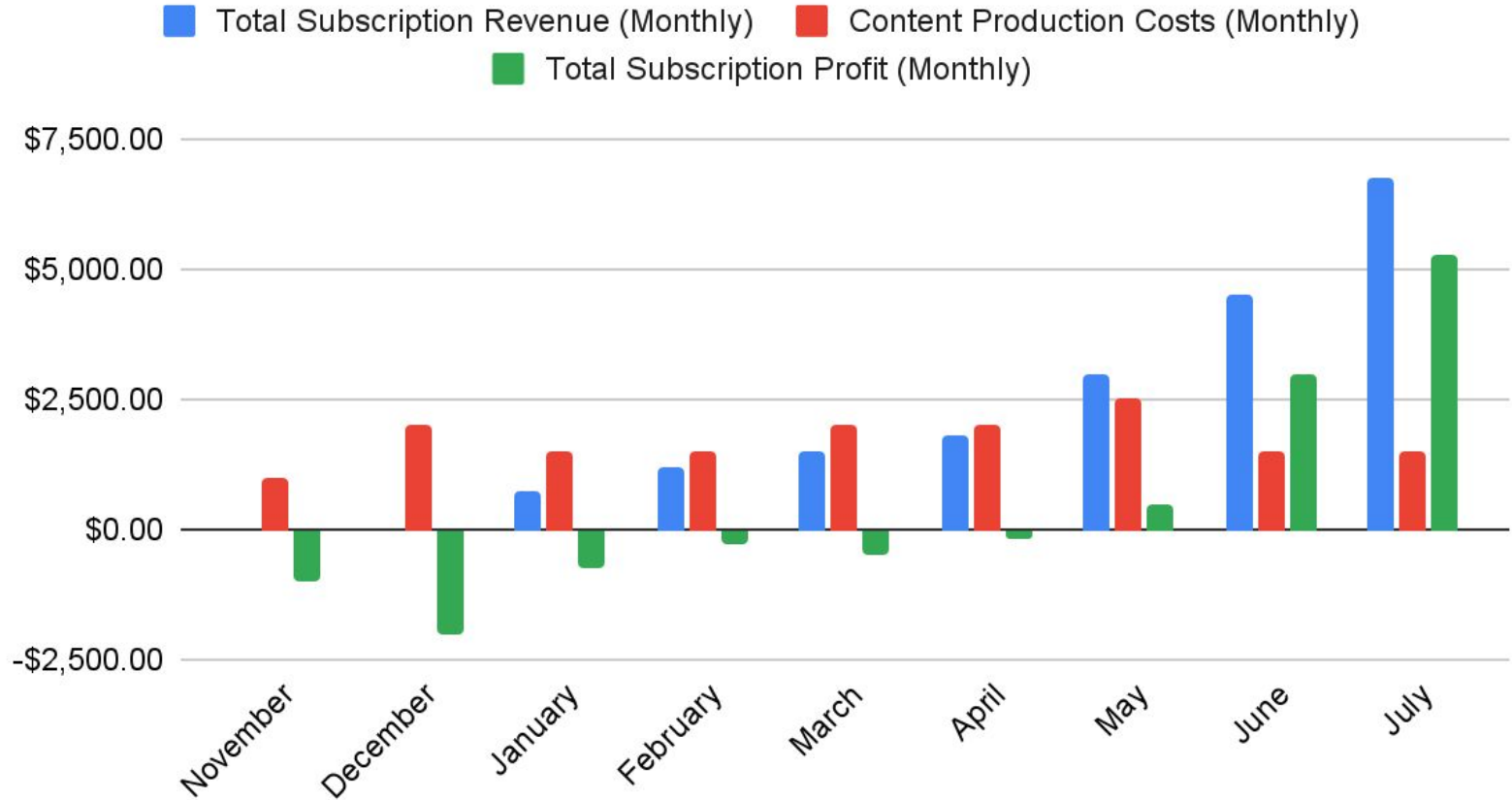
Labor Cost

Labor Hours Per Employee (Weekly)	20
Labor Hours Per Unit Made (Weekly)	5
Total Units Made Per Employee (Weekly)	4
Total Units Produced Per Employee (Monthly)	16
Wage Per Hour	\$15.00
Labor Cost Per Employee (Weekly)	\$300.00
Labor Cost Per Employee (Monthly)	\$1,200.00
Total Labor Cost (Monthly)	\$3,600.00
Total Labor Cost (Quarterly)	\$10,800.00
# of Employees	3
Total Units Produced (Monthly)	48
Total Units Produced (Quarterly)	144
Extra Revenue Per Employee (Monthly)	\$6,400.00
Extra Profit Per Employee (Monthly)	\$5,200.00
Extra Profit Total (Monthly)	\$15,600.00
Extra Profit (Quarterly)	\$46,800.00

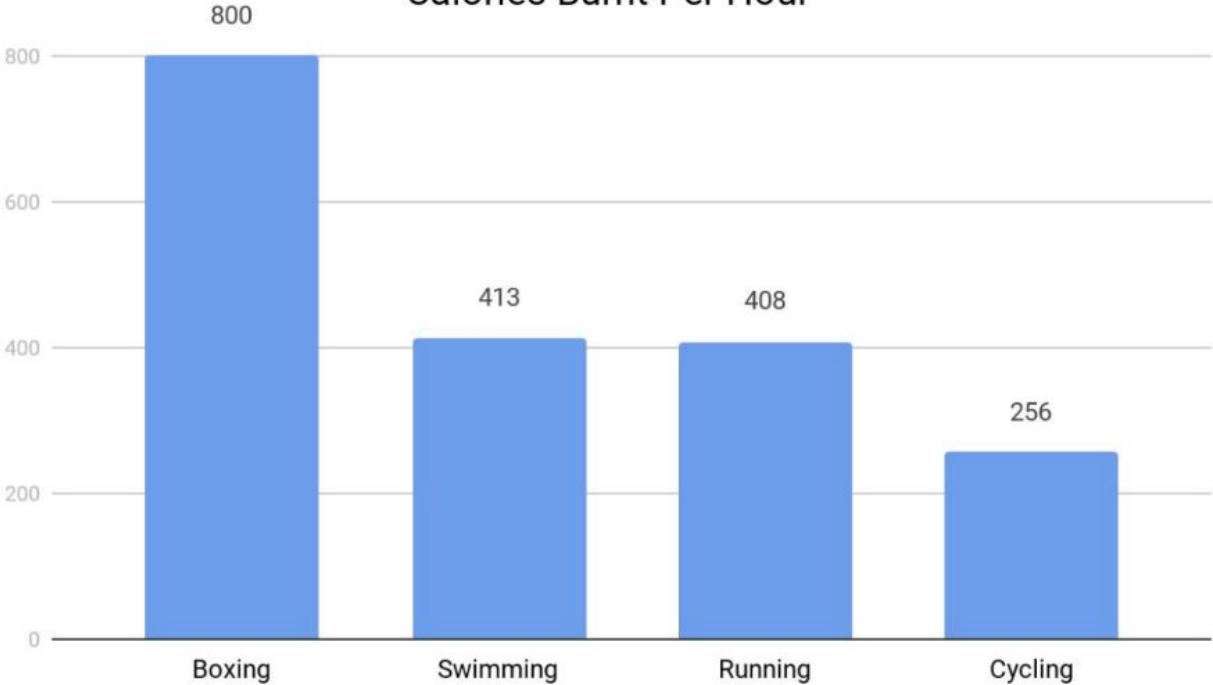
Marketing Campaign Costs



Premium APP 12 Month Financials



Calories Burnt Per Hour



IN THE RING WITH FITKO



Here are the features:

Problem	Features	Why?
Lack of Time	<ol style="list-style-type: none"> 1. HIIT Boxing 2. Highly Portable & Versatile Design. 	<ol style="list-style-type: none"> 1. Boxing burns twice as many calories as running, swimming, or cycling in half the time. 2. Can be used on stands & hanging bags, doorways, and even trees. Allows to be used any time and anywhere that works for your schedule.
Lack of Direction	<ol style="list-style-type: none"> 1. Light-Up Targets & Guided Exercise. 	<ol style="list-style-type: none"> 1. Know where to hit with visual guides and audio feedback. Get instruction in Physical or Virtual classes from a group session or a 1-on-1 with a certified trainer.
Lack of Timely Results	<ol style="list-style-type: none"> 1. Data & Analytics: 2. Achievement-Based Point System: 	<ol style="list-style-type: none"> 1. <u>Shows</u> your progress before you see it physically. Seeing your stats go up day by day is highly motivating.
Boredom & Monotony	<ol style="list-style-type: none"> 1. Gamification 2. Competition (Leaderboard & Point System) 	<ol style="list-style-type: none"> 1. It's essentially "Dance Dance Revolution" for your hands. So game like, you won't even

		<p>realize you're exercising.</p> <ol style="list-style-type: none"> 2. Are you really gonna let your friend get more points than you? Of course not. Don't let them surpass you! Compete 1-on-1 with friends. Claim a spot on the leaderboard! <p>Note: Perhaps could hand out a One-Pager explaining the features of the boxing coach in depth so we can skim over it with one-liners during the pitch.</p>
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