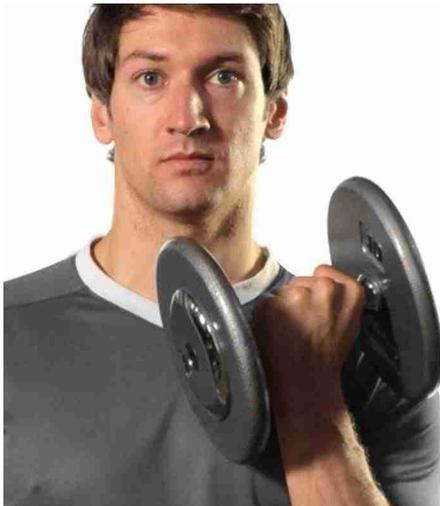


Using Cloud-Based and Web-Based Technologies, GAIN Fitness has developed a Real-Time, Data Tracking and Analytics Personal Training Platform for Mobile Devices with Eleven different Apps ranging from CrossFit and Bodybuilding to Pilates and Yoga

**Healthcare
Digital Personal Fitness**

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Nicholas Gammell
Founder & CEO

BIO: Nick Gammell worked with executives at Google and YouTube doing product management and modeling to support business decision-making prior to starting GAIN Fitness. He served as a social media marketing consultant to Blurb and started his career at Deloitte Consulting.

While at Deloitte, Nick first got the idea for GAIN when struggling to maintain his fitness level in the face of long hours and irregular gym access. Nick played college football at Carnegie Mellon, where he studied Business and Decision Science.

About GAIN Fitness:

GAIN Fitness believes personal training should be instantly available—at the fingertips of anybody who is ready to work out.

We customize workout plans based on an individual's body, goals, and lifestyle. Our algorithmic workouts are built from the collective knowledge of certified trainers, fitness experts, and the principles of exercise science.

**Interview conducted by:
Bud Wayne, Editorial Executive
CEOCFO Magazine**

CEOCFO: Mr. Gammell, would you tell us about GAIN Fitness and what you do?

Mr. Gammell: GAIN Fitness is a platform for mobile personal training. We have created eleven different training apps for consumers ranging from CrossFit and bodybuilding to Pilates and yoga. We work with top personal trainers in various fitness disciplines to recreate their expertise and their training instruction style on the mobile device and we have created an engaging, immersive user experience where individual users get personalized workout instruction and dynamic tracking so that they can work out like they have a personal trainer right there with them in their pocket.

CEOCFO: Is this all software related or is it on the cloud?

Mr. Gammell: It is a sophisticated application which involves real-time delivery of rich multimedia content integrated with real-time data tracking and analytics on your mobile device; all of the data and content syncs up to

the cloud and is stored in secure accounts so that users can work across multiple devices. Currently we offer native iPhone apps as well as desktop access. We employ a variety of cloud-based, mobile and web-based technologies.

CEOCFO: It is applicable to the mobile devices that people use and they do not need to have all the storage space that you would for something that would be on your computer is that correct?

Mr. Gammell: Exactly. The mobility of the device is what paves the road for the breakout innovation there. The use case that many of us have faced is that working out is often inconvenient. The traditional way to fitness was to drive thirty minutes to the gym, go to the locker room and change, and so on. From door-to-door, the workout process can easily take two hours. With our apps, we allow you to customize workouts to your fitness level and equipment type and we enable people to work out much more fluidly, interspersed throughout your day. So doing a ten minute workout at home right after you get out of bed that uses only bodyweight exercises, and then doing a twenty-five minute workout at your office at the end of the work day with a kettlebell you might keep under your desk. That is the new kind of fitness lifestyle we enable.

CEOCFO: It is a very personalized software then?

Mr. Gammell: Yes. We take about a dozen different user inputs between your body and fitness goals and your schedule. Using a computer algorithm, developed from the brains of top fitness experts, we turn out a workout

perfectly suited to your immediate needs.

CEOCFO: That sounds like the perfect product for today's busy people!

Mr. Gammell: Exactly! I started the company about three years ago wanting to create this product for myself, to make it more convenient to work out with a busy schedule.

CEOCFO: How is it going as a business and is there any competition?

Mr. Gammell: It is going well. We recently crossed 1 million downloads of our applications. We developed a revenue model that is grossing a six-figure revenue run rate and we have just under a hundred thousand monthly active users using our apps. One of the stats I am proudest of is our user engagement stat—five million workout sessions have been using our apps. We are helping people all over the world workout everywhere. About 40% of our workouts are at the gym, half of them are done at home and the rest done on the go.

CEOCFO: You mentioned all over the world. Does that mean that people anywhere in this world can access your product?

Mr. Gammell: Anyone with an iPhone can use this product. Currently we have about just over half our audience is in the US and nearly half of it is everywhere else in the world.

CEOCFO: You mentioned your revenue model. Can you tell us about that—whether it is inexpensive and what type of people are using your product?

Mr. Gammell: The revenue model we have developed over the past couple of years is both user-friendly and capable of achieving significant business scale. The model is akin to an iTunes model but for fitness. We sell bundles of unique exercises, called “fitness expansion packs,” as In-App Purchases that range from \$3-15. How will this model scale? If you look across the fitness industry, you start to see a plethora of options. You see Adventure Races, a new fitness trend. You see CrossFit as being a big trend, Pilates has a big following—all these different niches of fitness, each with

devout followings. To us, fitness is like different music genre such as country music, blues and R&B; we want to represent that in a single platform where users of all colors, shapes and sizes can come in and find a workout style that suits their body image and their fitness goals. Packs represent the endless array of different fitness options, allowing users to pick and choose the kind of workout they are going to get. People also need constant variety in their fitness routine, to keep things fresh and exciting. We can continually add new exercises and training methods to our platform, extending our product lines and increasing revenue; at the same time, our platform brings diverse user groups ranging from 35-year-old moms who like yoga to 17-year-old high school male athletes who are want to train like basketball pros.

CEOCFO: Do you incorporate music with your workouts?

“Our application platform can become the brain to integrate all these different health and fitness trends, to give individual users what they need at any given time.”

- Nicholas Gammell

Mr. Gammell: Yes, we are compatible with all the different music apps playing on your phone. Our apps are seamlessly integrate with Apple music player that comes on iPhones as well as other services like that.

CEOCFO: Have you thought about healthcare and rehabilitation exercises and working with the healthcare institutions?

Mr. Gammell: It is funny you mentioned that because the next app we are launching is created by a physical therapist and it is going to be called the iRehab Pain Relief Trainer.

CEOCFO: How do you acquire your customers?

Mr. Gammell: It has been a combination of partnering and organic discovery, and launching our own application platform. Because we have published eleven different titles, people are searching for different fitness trends in App Store will find us. That is a big part of our growth over the past twelve

months. In addition, we have created partnerships with fitness experts and increasingly larger fitness brands, who then cross promote to their audiences. Lastly, we cross promote within our own apps—we will promote the Butterfly Yoga app within the Core Pilates app, for example.

CEOCFO: Are you still investing a lot of money in R&D to build out your product or are you fairly set right now?

Mr. Gammell: R&D still remains a primary focus. We are a product and user experience focused company, and much that comes from our roots. My background is working at Google and Youtube and always wanting to deliver a better, easier, lower friction user experience. We believe this focus on innovation is needed for consumer technology companies to survive and thrive. At the same time we have operationalized the process for how we go out and find a new partner, capture their content and integrate that into the platform to launch new apps. We have made a lot of efficiency gains there and we continue to focus some resources on publishing new apps. But still, the majority of our focus is on R&D and new product development.

CEOCFO: Where will future new growth be?

Mr. Gammell: We are actually working closely with two different sectors--gym and fitness brands, and independent personal trainers.

CEOCFO: Do you require more funding to build out your business and product platform or are you comfortable where you are?

Mr. Gammell: We plan to bring in more funding. We are looking to do our next round which is Series-A. We are looking to do that perhaps towards the end of this year or early next year.

CEOCFO: Why should the business and investment community pay attention to GAIN Fitness?

Mr. Gammell: Mobile apps and health apps are a competitive space. New ones are popping up daily. The area where we stand out is that we have

created a technology platform, which integrates data and tracking with the media content. Most apps typically do one thing or the other. They just track your data or they are just about a content experience, like the Nike Training Club or the P90X's of the world. They do not provide feedback or progress you towards your workout goals. That is where we differ. Our key capability is to marry data and content. If you look at the trends in the world, there is clearly a trend of more fitness and technology. Encouragingly, we are see-

ing statistics that seventeen to nineteen percent more Americans report working out the minimum recommended amount between 2002 and 2009. There is another huge trend in fitness called wearables. We have been reading that almost every major consumer electronic company in the world is now focused on creating their own wearable computing and fitness device. The last one is that as we have been going around and talking to gyms and other major fitness consumer brands, they are all thinking

about mobile and interactive and are just starting to figure out their strategies. Many of them are quite interested in working with us. We believe we have the right technology solutions for all these things to converge under the key capability of having this data and content-driven personalized workout guidance. Our application platform can become the brain to integrate all these different health and fitness trends, to give individual users what they need at any given time.

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