



SMARTBELL

Making Dumb Gyms Smart



MEET JENNY

Fitness entrepreneur and gym owner

Struggles to keep tabs on equipment

Needs surveillance to protect herself but can't justify investment in new system

Often falls behind on preventative maintenance

Lacks data to support new purchases

Finds it difficult to stand out from other gyms in area

THE OPPORTUNITY



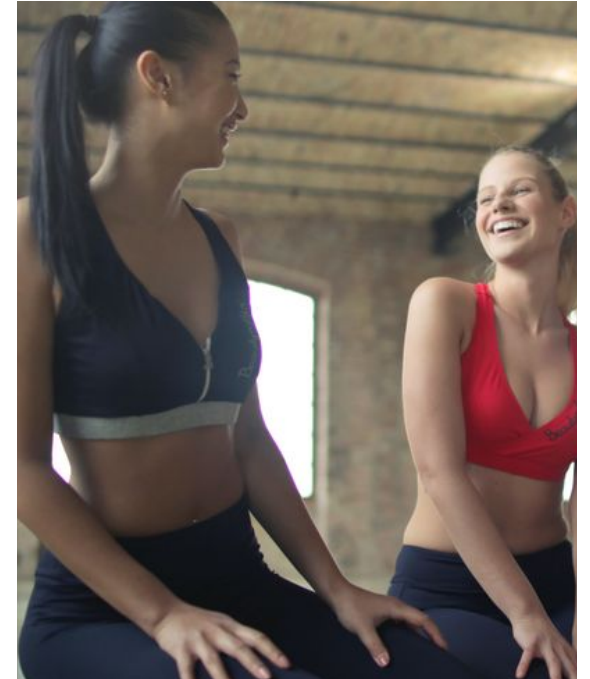
**102,000+ GYMS, STUDIOS,
AND FITNESS CLUBS**



**HIGHLY FRAGMENTED
MARKET**



**GYM, HEALTH & FITNESS
INDUSTRY CURRENTLY \$33
BILLION IN US WITH 1.5%
CAGR**



**VIDEO SURVEILLANCE AS A
SERVICE (VSAAS) MARKET TO
REACH \$62 BILLION
GLOBALLY BY 2022 WITH
19% CAGR**

WHAT POTENTIAL CUSTOMERS ARE SAYING

During customer discovery interviews

GYM MANAGER

“The most difficult thing for me (9/10) is to meet the needs of everyone and deciding on the next investment. Having more data would definitely help me with this problem.”

GYM MANAGER

“New machines cost anywhere between \$8,000 and \$15,000. Ideally, I’d have the usage data to back up a new purchase.”

GYM MANAGER

“Surveillance is a must for our gym. We currently have 24 cameras throughout the space.”

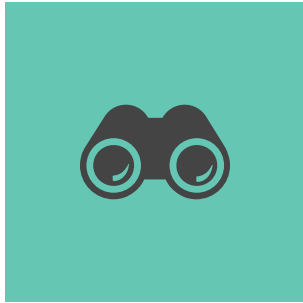
GYM GOER

83% of respondents listed as either their #1 or #2 pain points about the gym overcrowdedness or lack of reliable and easy workout tracking

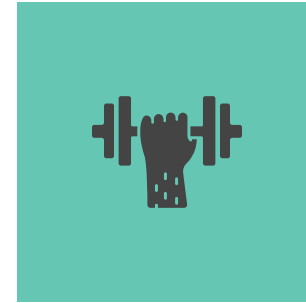
GYM GOER

On average after being presented with a brief description of Smartbell Workouts, respondents indicated they’d pay, on average, \$11 per month on top of an existing gym membership for such a service

HOW SMARTBELL HELPS JENNY AND THOSE LIKE HER

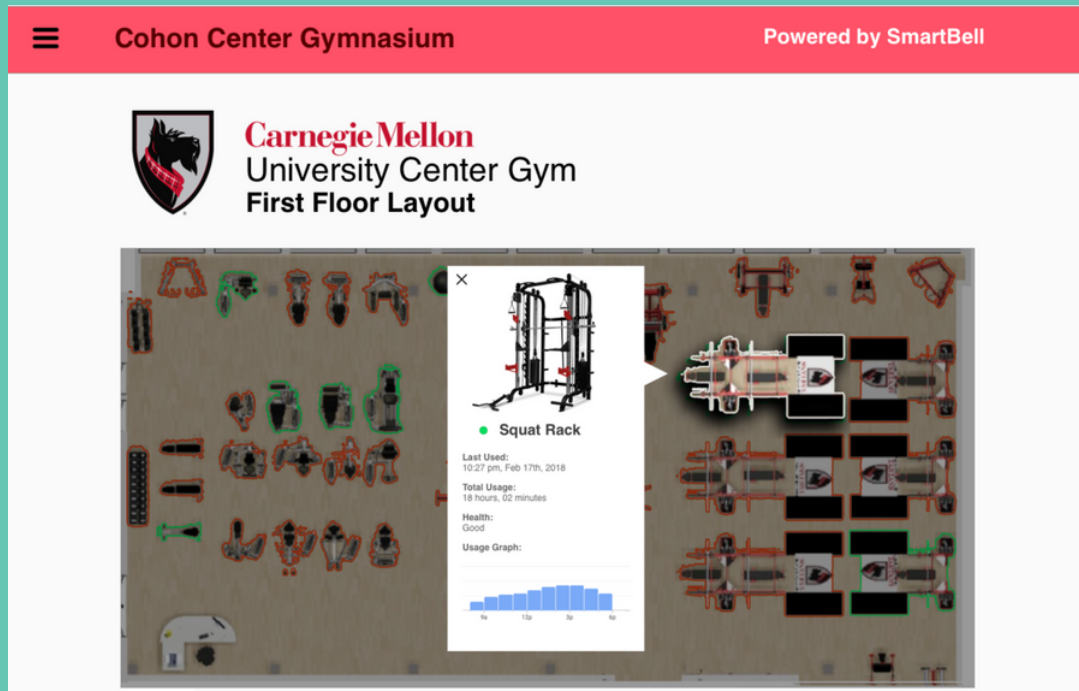


SMARTBELL SURVEILLANCE AND INSIGHTS

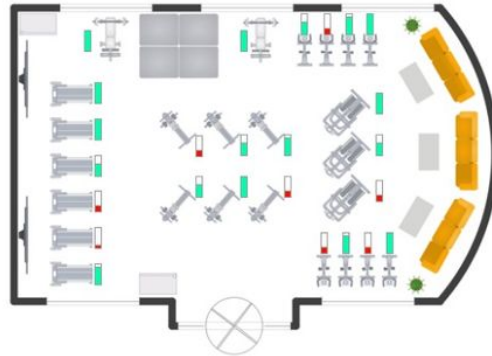
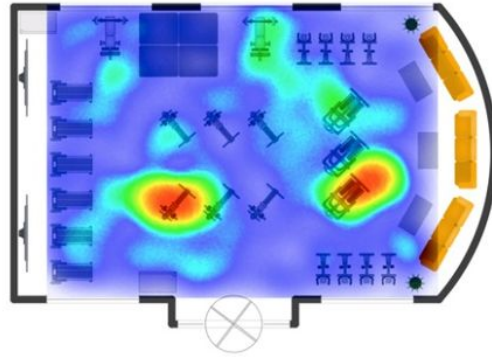
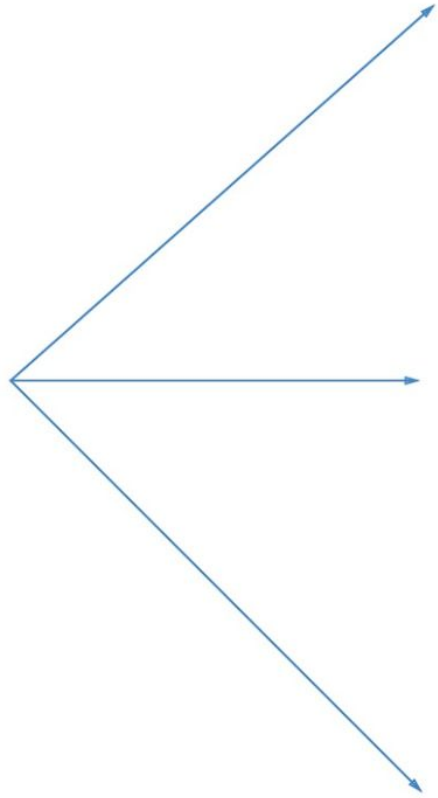
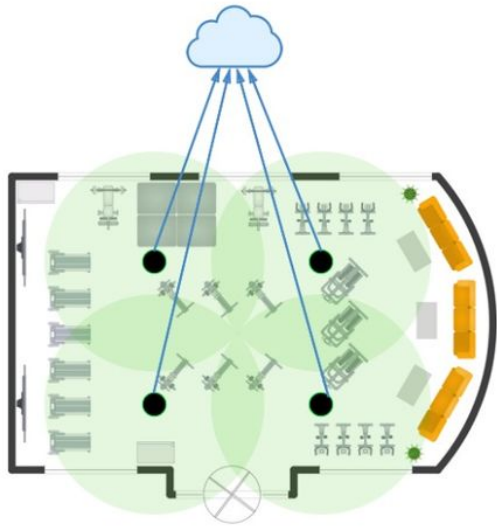


SMARTBELL WORKOUTS

SMARTBELL SURVEILLANCE AND INSIGHTS



- **CLOUD VIDEO SURVEILLANCE-AS-A-SERVICE SOLUTION**
- **LATEST COMPUTER VISION TECHNOLOGY USING OFF-THE-SHELF VIDEO CAMERAS**
- **REAL-TIME DASHBOARD**
- **UTILIZATION**
- **FLOW PATTERNS**
- **CROWD CONTROL**



SMARTBELL SURVEILLANCE AND INSIGHTS

SMARTBELL WORKOUTS

- USES COMBINATION OF LIGHTWEIGHT SENSORS AND COMPUTER VISION TECHNOLOGY SUCH AS OPENPOSE DEVELOPED AT CMU
- AUTOMATED WORKOUT TRACKING
- INTUITIVE AND EASY
- UTILIZATION





Video

SMARTBELL DELIVERS VALUE TO GYMS



**CLOUD SURVEILLANCE
WHICH HELPS BUILD
GREATER SENSE OF
SECURITY AND TRUST
BETWEEN MANAGEMENT
AND CUSTOMERS**



**MORE OPTIMIZED
EQUIPMENT MANAGEMENT
AND GYM LAYOUT
PLANNING**



**INCREASE IN NEW
MEMBER ACQUISITION AND
EXISTING MEMBER
RETENTION**



**DIFFERENTIATION AMONG
COMPETITORS**

BUSINESS MODEL

- **SUBSCRIPTION PRICING**
- **REPLACES EXISTING SURVEILLANCE SOLUTION**
- **AI TRAINER ADD-ON SERVICE MARKETED DIRECTLY TO GYM GOERS**
- **USER DATA LOCKED IN TO SMARTBELL ECOSYSTEM**
- **ADDITIONAL REVENUE OPPORTUNITIES FROM HEALTH INSURANCE COMPANIES, EQUIPMENT MANUFACTURERS, AMONG OTHERS**



























**SAVE MONEY.
MAKE MONEY.**

\$150,000 IN ADDITIONAL REVENUE EACH YEAR

For a gym with 5,000 members at \$50/month with Smartbell who improves that attrition rate to 23% from the average rate of 28%.

SMARTBELL STANDS APART

		 Fitness Apps	 Wearables	 Gym Equipment Manufacturers	Existing Smart Gym Concepts (Connected Gym , SmartSpot , OpenBarbell)
Surveillance	 Built In	 Not Applicable	 Not Applicable	 Not Applicable	 Not Applicable
Workout Tracking	 Automated	 Manual	 Minimal	 Cardio Only	 Automated
Layout Suggestions	 Automated	 Not Applicable	 Not Applicable	 Brand-Specific	 Not Applicable
Purchasing Decisions	 Automated	 Not Applicable	 Not Applicable	 Brand-Specific	 Not Applicable

EARLY STAGE PROGRESS

9/2017, WON CMU
HACK-A-STARTUP COMP

SUMMER 2018, CMU VARSITY
GYM TEST PARTNER

2/2018, ACCEPTED INTO NSF
I CORPS PROGRAM

FALL 2018, PILOT IN
FOR-PROFIT GYM IN
PITTSBURGH

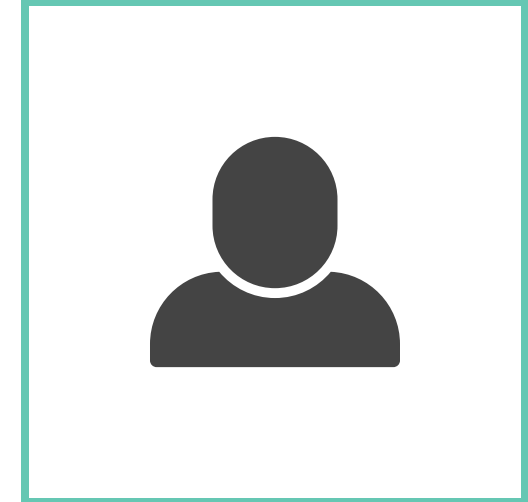
CURRENT TEAM MEMBERS



JAMIE BOUDREAUX, MBA



**SAI NIHAR TADICHETTY, MASTERS IN
ROBOTIC SYSTEMS DEVELOPMENT**



TBD, FRONT END DEVELOPER

WHAT WE NEED RIGHT NOW TO BE SUCCESSFUL



NOW: ADVISORS/MENTORS

Computer Vision

Fitness Industry



**NOW: GYM CONTACTS FOR
CONTINUING DISCOVERY**



**SUMMER 2018: FRONT
END DEVELOPER FOR
PROOF OF CONCEPT**



FALL 2018: PILOT GYM

**WE LOOK FORWARD TO THE OPPORTUNITY TO WORK
WITH YOU TO BRING GYMS INTO THE DIGITAL AGE**

QUESTIONS?