

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

**FORM C/A
UNDER THE SECURITIES ACT OF 1933**

(Mark one.)

- ☐ Form C: Offering Statement
- ☐ Form C-U: Progress Update
- ☒ Form C/A: Amendment to Offering Statement
 - ☐ Check box if Amendment is material and investors must reconfirm within five business days.
- ☐ Form C-AR: Annual Report
- ☐ Form C-AR/A: Amendment to Annual Report
- ☐ Form C-TR: Termination of Reporting

Name of issuer

Physio, LLC

Legal status of issuer

Form

Limited Liability Company

Jurisdiction of Incorporation/Organization

Florida

Date of organization

February 26, 2018

Physical address of issuer

2002 E. 5th Avenue #108, Tampa, Florida 33605

Website of issuer

www.fitpeak.com

Address of counsel to the issuer for copies of notices

BEVILACQUA PLLC
1050 Connecticut Avenue, NW
Suite 500
Washington, DC 20036
Attention: Louis A. Bevilacqua, Esq.

Name of intermediary through which the Offering will be conducted

MicroVenture Marketplace, Inc.

CIK number of intermediary

0001478147

SEC file number of intermediary

008-68458

CRD number, if applicable, of intermediary

152513

Amount of compensation to be paid to the intermediary, whether as a dollar amount or a percentage of the Offering amount, or a good faith estimate if the exact amount is not available at the time of the filing, for conducting the Offering, including the amount of referral and any other fees associated with the Offering

The issuer will not owe a commission to the intermediary at the conclusion of the offering.

Name of qualified third party "Escrow Agent" which the Offering will utilize

Boston Private Bank and Trust Co.

Type of security offered

Crowd Note

Target number of Securities to be offered

25,000

Price (or method for determining price)

\$1.00

Target offering amount

\$25,000.00

Oversubscriptions accepted:

☒ Yes

☐ No

Oversubscriptions will be allocated:

☐ Pro-rata basis

☐ First-come, first-served basis

☒ Other: At the Company's discretion

Maximum offering amount (if different from target offering amount)

\$107,000.00

Deadline to reach the target offering amount

March 11, 2019

NOTE: If the sum of the investment commitments does not equal or exceed the target offering amount at the Offering deadline, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned. Affiliates

of the Company, including officers, directors and existing stockholders of the Company, may invest in this Offering and their funds will be counted toward the Company achieving the target amount.

Current number of employees

0

	Most recent fiscal year-end (December 31, 2018)	Prior fiscal year-end
Total Assets	\$4,524.97	\$0.00
Cash & Cash Equivalents	\$83.24	\$0.00
Accounts Receivable	\$0.00	\$0.00
Short-term Debt	-\$2,273.92	\$0.00
Long-term Debt	\$0.00	\$0.00
Revenues/Sales	\$10,292.63	\$0.00
Cost of Goods Sold	\$0.00	\$0.00
Taxes Paid	\$0.00	\$0.00
Net Income	-\$205,964.72	\$0.00

The jurisdictions in which the issuer intends to offer the Securities:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District Of Columbia, Florida, Georgia, Guam, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virgin Islands, U.S., Virginia, Washington, West Virginia, Wisconsin, Wyoming, American Samoa, and Northern Mariana Islands

March 1, 2019

FORM C/A

Up to \$107,000.00

Physio, LLC



Explanatory Note

Physio LLC (the Company) is filing an Amendment to its Form C, which was filed with the Securities and Exchange Commission on December 6, 2018. This Amendment is filed to add a webinar transcript (attached hereto as Exhibit G). A prior Amendment was filed to: 1) extend the raise deadline until March 11, 2019, 2) update the Company Summary ("Exhibit B") to a) add the perks section, b) update product roadmap, c) update user traction, and d) update historical financials, and 3) update the Financial Statements ("Exhibit A") through December 31, 2018.

Crowd Note

This Form C/A (including the cover page and all exhibits attached hereto, the "Form C") is being furnished by Physio, LLC, a Florida Limited Liability Company (the "Company," as well as references to "we," "us," or "our"), to prospective investors for the sole purpose of providing certain information about a potential investment in Crowd Notes of the Company (the "Securities"). Investors in Securities are sometimes referred to herein as "Purchasers." The Company intends to raise at least \$25,000.00 and up to \$107,000.00 from Purchasers in the offering of Securities described in this Form C (this "Offering"). The minimum amount of Securities that can be purchased is \$100.00 per Investor (which may be waived by the Company, in its sole and absolute discretion). The offer made hereby is subject to modification, prior sale and withdrawal at any time.

The rights and obligations of the holders of Securities of the Company are set forth below in the section entitled " *The Offering and the Securities--The Securities*". In order to purchase Securities, a prospective investor must complete the subscription process through the Intermediary's platform, which may be accepted or rejected by the Company, in its sole and absolute discretion. The Company has the right to cancel or rescind its offer to sell the Securities at any time and for any reason.

The Offering is being made through MicroVenture Marketplace, Inc. (the "Intermediary"). The Intermediary will not receive any commission in connection with this offering.

	Price to Investors	Service Fees and Commissions (1)(2)	Net Proceeds
Minimum Individual Purchase Amount	\$100.00	\$0.00	\$100.00
Aggregate Minimum Offering Amount	\$25,000.00	\$0.00	\$25,000.00
Aggregate Maximum Offering Amount	\$107,000.00	\$0.00	\$107,000.00

(1) This excludes fees to Company's advisors, such as attorneys and accountants.

(2) The issuer will not owe a commission to the intermediary at the conclusion of the offering.

A crowdfunding investment involves risk. You should not invest any funds in this Offering unless you can afford to lose your entire investment. In making an investment decision, investors must rely on their own examination of the issuer and the terms of the Offering, including the merits and risks involved. These Securities have not been recommended or approved by any federal or state securities commission or regulatory authority. Furthermore, these authorities have not passed upon the accuracy or adequacy of this document. The U.S. Securities and Exchange Commission does not pass upon the merits of any Securities offered or the terms of the Offering, nor does it pass upon the accuracy or completeness of any Offering document or other materials. These Securities are offered under an exemption from registration; however, neither the U.S. Securities and Exchange Commission nor any state securities authority has made an independent determination that these Securities are exempt from registration. The Company filing this Form C for an offering in reliance on Section 4(a)(6) of the Securities Act and pursuant to Regulation CF (§ 227.100 et seq.) must file a report with the Commission annually and post the report on its website at www.fitpeak.com no later than 120 days after the end of the company's fiscal year. The Company may terminate its reporting obligations in the future in accordance with Rule 202(b) of Regulation CF (§ 227.202(b)) by 1) being required to file reports under Section 13(a) or Section 15(d) of the Exchange Act of 1934, as amended, 2) filing at least one annual report pursuant to Regulation CF and having fewer than 300 holders of record, 3) filing annual reports for three years pursuant to Regulation CF and having assets equal to or less than \$10,000,000, 4) the repurchase of all the Securities sold in this Offering by the Company or another party, or 5) the liquidation or dissolution of the Company.

The date of this Form C-A is March 1, 2019.

The Company has certified that all of the following statements are TRUE for the Company in connection with this Offering:

(1) Is organized under, and subject to, the laws of a State or territory of the United States or the District of Columbia;

- (2) Is not subject to the requirement to file reports pursuant to section 13 or section 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m or 78o(d));
- (3) Is not an investment company, as defined in section 3 of the Investment Company Act of 1940 (15 U.S.C. 80a-3), or excluded from the definition of investment company by section 3(b) or section 3(c) of that Act (15 U.S.C. 80a-3(b) or 80a-3(c));
- (4) Is not ineligible to offer or sell securities in reliance on section 4(a)(6) of the Securities Act (15 U.S.C. 77d(a)(6)) as a result of a disqualification as specified in § 227.503(a);
- (5) Has filed with the Commission and provided to investors, to the extent required, any ongoing annual reports required by law during the two years immediately preceding the filing of this Form C; and
- (6) Has a specific business plan, which is not to engage in a merger or acquisition with an unidentified company or companies.

THERE ARE SIGNIFICANT RISKS AND UNCERTAINTIES ASSOCIATED WITH AN INVESTMENT IN THE COMPANY AND THE SECURITIES. THE SECURITIES OFFERED HEREBY ARE NOT PUBLICLY-TRADED AND ARE SUBJECT TO TRANSFER RESTRICTIONS. THERE IS NO PUBLIC MARKET FOR THE SECURITIES AND ONE MAY NEVER DEVELOP. AN INVESTMENT IN THE COMPANY IS HIGHLY SPECULATIVE. THE SECURITIES SHOULD NOT BE PURCHASED BY ANYONE WHO CANNOT BEAR THE FINANCIAL RISK OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME AND WHO CANNOT AFFORD THE LOSS OF THEIR ENTIRE INVESTMENT. SEE THE SECTION OF THIS FORM C ENTITLED "RISK FACTORS."

THESE SECURITIES INVOLVE A HIGH DEGREE OF RISK THAT MAY NOT BE APPROPRIATE FOR ALL INVESTORS.

THIS FORM C DOES NOT CONSTITUTE AN OFFER IN ANY JURISDICTION IN WHICH AN OFFER IS NOT PERMITTED.

PRIOR TO CONSUMMATION OF THE PURCHASE AND SALE OF ANY SECURITY THE COMPANY WILL AFFORD PROSPECTIVE INVESTORS AN OPPORTUNITY TO ASK QUESTIONS OF AND RECEIVE ANSWERS FROM THE COMPANY AND ITS MANAGEMENT CONCERNING THE TERMS AND CONDITIONS OF THIS OFFERING AND THE COMPANY. NO SOURCE OTHER THAN THE INTERMEDIARY HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR MAKE ANY REPRESENTATIONS OTHER THAN THOSE CONTAINED IN THIS FORM C, AND IF GIVEN OR MADE BY ANY OTHER SUCH PERSON OR ENTITY, SUCH INFORMATION MUST NOT BE RELIED ON AS HAVING BEEN AUTHORIZED BY THE COMPANY.

PROSPECTIVE INVESTORS ARE NOT TO CONSTRUE THE CONTENTS OF THIS FORM C AS LEGAL, ACCOUNTING OR TAX ADVICE OR AS INFORMATION NECESSARILY APPLICABLE TO EACH PROSPECTIVE INVESTOR'S PARTICULAR FINANCIAL SITUATION. EACH INVESTOR SHOULD CONSULT HIS OR HER OWN FINANCIAL ADVISER, COUNSEL AND ACCOUNTANT AS TO LEGAL, TAX AND RELATED MATTERS CONCERNING HIS OR HER INVESTMENT.

THE SECURITIES OFFERED HEREBY WILL HAVE TRANSFER RESTRICTIONS. NO SECURITIES MAY BE PLEDGED, TRANSFERRED, RESOLD OR OTHERWISE DISPOSED OF BY ANY INVESTOR EXCEPT PURSUANT TO RULE 501 OF REGULATION CF. INVESTORS SHOULD BE AWARE THAT THEY WILL BE REQUIRED TO BEAR THE FINANCIAL RISKS OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME.

NASAA UNIFORM LEGEND

IN MAKING AN INVESTMENT DECISION INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF THE PERSON OR ENTITY ISSUING THE SECURITIES AND THE TERMS OF THE OFFERING, INCLUDING THE MERITS AND RISKS INVOLVED.

THESE SECURITIES HAVE NOT BEEN RECOMMENDED BY ANY FEDERAL OR STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY. FURTHERMORE, THE FOREGOING AUTHORITIES HAVE NOT CONFIRMED THE ACCURACY OR DETERMINED THE ADEQUACY OF THIS DOCUMENT. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

SPECIAL NOTICE TO FOREIGN INVESTORS

IF THE INVESTOR LIVES OUTSIDE THE UNITED STATES, IT IS THE INVESTOR'S RESPONSIBILITY TO FULLY OBSERVE THE LAWS OF ANY RELEVANT TERRITORY OR JURISDICTION OUTSIDE THE UNITED STATES IN CONNECTION WITH ANY PURCHASE OF THE SECURITIES, INCLUDING OBTAINING REQUIRED GOVERNMENTAL OR OTHER CONSENTS OR OBSERVING ANY OTHER REQUIRED LEGAL OR OTHER FORMALITIES. THE COMPANY RESERVES THE RIGHT TO DENY THE PURCHASE OF THE SECURITIES BY ANY FOREIGN INVESTOR.

SPECIAL NOTICE TO CANADIAN INVESTORS

IF THE INVESTOR LIVES WITHIN CANADA, IT IS THE INVESTOR'S RESPONSIBILITY TO FULLY OBSERVE THE LAWS OF A CANADA, SPECIFICALLY WITH REGARD TO THE TRANSFER AND RESALE OF ANY SECURITIES ACQUIRED IN THIS OFFERING.

NOTICE REGARDING ESCROW AGENT

BOSTON PRIVATE BANK AND TRUST, THE ESCROW AGENT SERVICING THE OFFERING, HAS NOT INVESTIGATED THE DESIRABILITY OR ADVISABILITY OF AN INVESTMENT IN THIS OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT MAKES NO REPRESENTATIONS, WARRANTIES, ENDORSEMENTS, OR JUDGEMENT ON THE MERITS OF THE OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT'S CONNECTION TO THE OFFERING IS SOLELY FOR THE LIMITED PURPOSES OF ACTING AS A SERVICE PROVIDER.

Forward Looking Statement Disclosure

This Form C and any documents incorporated by reference herein or therein contain forward-looking statements and are subject to risks and uncertainties. All statements other than statements of historical fact or relating to present facts or current conditions included in this Form C are forward-looking statements. Forward-looking statements give the Company's current reasonable expectations and projections relating to its financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "project," "plan," "intend," "believe," "may," "should," "can have," "likely" and other words and terms of similar

meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

The forward-looking statements contained in this Form C and any documents incorporated by reference herein or therein are based on reasonable assumptions the Company has made in light of its industry experience, perceptions of historical trends, current conditions, expected future developments and other factors it believes are appropriate under the circumstances. As you read and consider this Form C, you should understand that these statements are not guarantees of performance or results. They involve risks, uncertainties (many of which are beyond the Company's control) and assumptions. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect its actual operating and financial performance and cause its performance to differ materially from the performance anticipated in the forward-looking statements. Should one or more of these risks or uncertainties materialize, or should any of these assumptions prove incorrect or change, the Company's actual operating and financial performance may vary in material respects from the performance projected in these forward-looking statements.

Any forward-looking statement made by the Company in this Form C or any documents incorporated by reference herein or therein speaks only as of the date of this Form C. Factors or events that could cause our actual operating and financial performance to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

ONGOING REPORTING

The Company will file a report electronically with the Securities & Exchange Commission annually and post the report on its website, no later than 120 days after the end of the company's fiscal year.

Once posted, the annual report may be found on the Company's website at: www.fitpeak.com

The Company must continue to comply with the ongoing reporting requirements until:

- (1) the Company is required to file reports under Section 13(a) or Section 15(d) of the Exchange Act;
- (2) the Company has filed at least three annual reports pursuant to Regulation CF and has total assets that do not exceed \$10,000,000;
- (3) the Company has filed at least one annual report pursuant to Regulation CF and has fewer than 300 holders of record;
- (4) the Company or another party repurchases all of the Securities issued in reliance on Section 4(a)(6) of the Securities Act, including any payment in full of debt securities or any complete redemption of redeemable securities; or
- (5) the Company liquidates or dissolves its business in accordance with state law.

About this Form C

You should rely only on the information contained in this Form C. We have not authorized anyone to provide you with information different from that contained in this Form C. We are offering to sell, and seeking offers to buy, the Securities only in jurisdictions where offers and sales are permitted. You should assume that the information contained in this Form C is accurate only as of the date of this Form C, regardless of the time of delivery of this Form C or of any sale

of Securities. Our business, financial condition, results of operations, and prospects may have changed since that date.

Statements contained herein as to the content of any agreements or other document are summaries and, therefore, are necessarily selective and incomplete and are qualified in their entirety by the actual agreements or other documents. The Company will provide the opportunity to ask questions of and receive answers from the Company's management concerning terms and conditions of the Offering, the Company or any other relevant matters and any additional reasonable information to any prospective Investor prior to the consummation of the sale of the Securities.

This Form C does not purport to contain all of the information that may be required to evaluate the Offering and any recipient hereof should conduct its own independent analysis. The statements of the Company contained herein are based on information believed to be reliable. No warranty can be made as to the accuracy of such information or that circumstances have not changed since the date of this Form C. The Company does not expect to update or otherwise revise this Form C or other materials supplied herewith. The delivery of this Form C at any time does not imply that the information contained herein is correct as of any time subsequent to the date of this Form C. This Form C is submitted in connection with the Offering described herein and may not be reproduced or used for any other purpose.

SUMMARY

The following summary is qualified in its entirety by more detailed information that may appear elsewhere in this Form C and the Exhibits hereto. Each prospective Investor is urged to read this Form C and the Exhibits hereto in their entirety.

Physio, LLC (the "Company") is a Florida Limited Liability Company, formed on February 26, 2018. The Company is currently also conducting business under the name of Fitpeak.

The Company is located at 2002 E. 5th Avenue #108, Tampa, Florida 33605.

The Company's website is www.fitpeak.com.

The information available on or through our website is not a part of this Form C. In making an investment decision with respect to our Securities, you should only consider the information contained in this Form C.

The Business

Fitpeak is a people-centric marketplace for fitness professionals. The company will be connecting consumers with fitness professionals and taking a fee for each transaction.

Exhibit B to this Form C contains a detailed description of the Company's business and the industry within which it operates. Such description is incorporated herein by reference. Purchasers are encouraged to carefully review Exhibit B to this Form C.

The Offering

Minimum amount of Crowd Note being offered	\$25,000 Principal Amount
Total Crowd Note outstanding after Offering (if minimum amount reached)	\$25,000 Principal Amount
Maximum amount of Crowd Note	\$107,000 Principal Amount
Total Crowd Note outstanding after Offering (if maximum amount reached)	\$107,000 Principal Amount
Purchase price per Security	\$1.00
Minimum investment amount per investor	\$100.00
Offering deadline	March 11, 2019
Use of proceeds	See the description of the use of proceeds on page 20 hereof.
Voting Rights	See the description of the voting rights on page 28 hereof.

The price of the Securities has been determined by the Company and does not necessarily bear any relationship to the assets, book value, or potential earnings of the Company or any other recognized criteria or value.

RISK FACTORS

Risks Related to the Company's Business and Industry

To date, we have not generated revenue, do not foresee generating any revenue in the near future and therefore rely on external financing.

We are a startup Company and our business model currently focuses on finding product/market fit and growing a sustainable user base. While we intend to generate revenue in the future, we cannot assure you when or if we will be able to do so.

We rely on external financing to fund our operations. We anticipate, based on our current proposed plans and assumptions relating to our operations (including the timetable of, and costs associated with, new product development) that, if the Minimum Amount is raised in this Offering, it will be sufficient to satisfy our contemplated cash requirements through approximately June of 2019, assuming that we do not accelerate the development of other opportunities available to us, engage in an extraordinary transaction or otherwise face unexpected events, costs or contingencies, any of which could affect our cash requirements.

We expect capital outlays and operating expenditures to increase over the next several years as we expand our infrastructure, commercial operations, development activities and establish offices.

Our future funding requirements will depend on many factors, including but not limited to the following:

- The cost of expanding our operations;
- The financial terms and timing of any collaborations, licensing or other arrangements into which we may enter;
- The rate of progress and cost of development activities;
- The need to respond to technological changes and increased competition;
- The costs of filing, prosecuting, defending and enforcing any patent claims and other intellectual property rights;
- The cost and delays in product development that may result from changes in regulatory requirements applicable to our products;
- Sales and marketing efforts to bring these new product candidates to market;
- Unforeseen difficulties in establishing and maintaining an effective sales and distribution network; and
- Lack of demand for and market acceptance of our products and technologies.

We may have difficulty obtaining additional funding and we cannot assure you that additional capital will be available to us when needed, if at all, or if available, will be obtained on terms acceptable to us. If we raise additional funds by issuing additional debt securities, such debt instruments may provide for rights, preferences or privileges senior to the Securities. In addition, the terms of the debt securities issued could impose significant restrictions on our operations. If we raise additional funds through collaborations and licensing arrangements, we might be required to relinquish significant rights to our technologies or product candidates, or grant licenses on terms that are not favorable to us. If adequate funds are not available, we may have to delay, scale back, or eliminate some of our operations or our research development and commercialization activities. Under these circumstances, if the Company is unable to acquire additional capital or is required to raise it on terms that are less satisfactory than desired, it may have a material adverse effect on its financial condition.

We have a limited operating history upon which you can evaluate our performance, and accordingly, our prospects must be considered in light of the risks that any new company encounters.

We were formed under the laws of Florida on February 26, 2018. Accordingly, we have no history upon which an evaluation of our prospects and future performance can be made. Our proposed operations are subject to all business risks associated with a new enterprise. The likelihood of our creation of a viable business must be considered in light of the problems, expenses, difficulties, complications, and delays frequently encountered in connection with the inception of a business, operation in a competitive industry, and the continued development of advertising, promotions, and a corresponding client base. We anticipate that our operating expenses will increase for the near future. There can be no assurances that we will ever operate profitably. You should consider the Company's business, operations and prospects in light of the risks, expenses and challenges faced as an early-stage company.

The development and commercialization of our market is highly competitive.

We face competition with respect to any products that we may seek to develop or commercialize in the future. Our competitors include major companies worldwide. Many of our competitors have significantly greater financial, technical and human resources than we have and superior expertise in research and development and marketing approved marketplace software and thus may be better equipped than us to develop and commercialize marketplace software. These competitors also compete with us in recruiting and retaining qualified personnel and acquiring technologies. Smaller or early stage companies may also prove to be significant competitors, particularly through collaborative arrangements with large and established companies. Accordingly, our competitors may commercialize products more rapidly or effectively than we

are able to, which would adversely affect our competitive position, the likelihood that our Fitpeak application will achieve initial market acceptance and our ability to generate meaningful additional revenues from our products.

An intentional or unintentional disruption, failure, misappropriation or corruption of our network and information systems could severely affect our business.

Such an event might be caused by computer hacking, computer viruses, worms and other destructive or disruptive software, "cyber attacks" and other malicious activity, as well as natural disasters, power outages, terrorist attacks and similar events. Such events could have an adverse impact on us and our customers, including degradation of service, service disruption, excessive call volume to call centers and damage to our plant, equipment and data. In addition, our future results could be adversely affected due to the theft, destruction, loss, misappropriation or release of confidential customer data or intellectual property. Operational or business delays may result from the disruption of network or information systems and the subsequent remediation activities. Moreover, these events may create negative publicity resulting in reputation or brand damage with customers.

The amount of capital the Company is attempting to raise in this Offering is not enough to sustain the Company's current business plan.

In order to achieve the Company's near and long-term goals, the Company will need to procure funds in addition to the amount raised in the Offering. There is no guarantee the Company will be able to raise such funds on acceptable terms or at all. If we are not able to raise sufficient capital in the future, we will not be able to execute our business plan, our continued operations will be in jeopardy and we may be forced to cease operations and sell or otherwise transfer all or substantially all of our remaining assets, which could cause a Purchaser to lose all or a portion of his or her investment.

The Company intends to use a portion of the proceeds from the Offering for unspecified working capital.

This means that the Company has ultimate discretion to use the proceeds as it sees fit and has chosen not to set forth any specific uses for you to evaluate. The net proceeds from this Offering will be used for the purposes, which our management deems to be in our best interests in order to address changed circumstances or opportunities. As a result of the foregoing, our success will be substantially dependent upon our discretion and judgment with respect to application and allocation of the net proceeds of this Offering. The Company may choose to use the proceeds in a manner that you do not agree with and you will have no recourse. A use of proceeds that does not further the Company's business and goals could harm the Company and its operations and ultimately cause an Investor to lose all or a portion of his or her investment.

Due to the age of the company, we have not prepared any audited financial statements.

Therefore, you have no audited financial information regarding the Company's capitalization or assets or liabilities on which to make your investment decision. If you feel the information provided is insufficient, you should not invest in the Company.

We are subject to income taxes as well as non-income based taxes, such as payroll, sales, use, value-added, net worth, property and goods and services taxes, in the United States. In addition, we have at least one employee in Europe (Poland) and may be subject to foreign taxes.

Significant judgment is required in determining our provision for income taxes and other tax liabilities. In the ordinary course of our business, there are many transactions and calculations where the ultimate tax determination is uncertain. Although we believe that our tax estimates are reasonable: (i) there is no assurance that the final determination of tax audits or tax disputes will not be different from what is reflected in our income tax provisions, expense amounts for non-

income based taxes and accruals and (ii) any material differences could have an adverse effect on our financial position and results of operations in the period or periods for which determination is made.

In addition, we currently have our Chief Technology Officer based in Poland and, in the future, may employ other personnel outside the United States. As a result, we may become subject to taxation outside of the United States. Rules regarding international taxation are complicated and if we do not comply with such rules, we may become subject to higher taxes as the result of interest or penalties on taxes due.

We are not subject to Sarbanes-Oxley regulations and lack the financial controls and safeguards required of public companies.

We do not have the internal infrastructure necessary, and are not required, to complete an attestation about our financial controls that would be required under Section 404 of the Sarbanes-Oxley Act of 2002. There can be no assurance that there are no significant deficiencies or material weaknesses in the quality of our financial controls. We expect to incur additional expenses and diversion of management's time if and when it becomes necessary to perform the system and process evaluation, testing and remediation required in order to comply with the management certification and auditor attestation requirements.

Our operating results may fluctuate due to factors that are difficult to forecast and not within our control.

Our operating results could fluctuate in the future. Factors that may contribute to fluctuations include:

- changes in aggregate capital spending, cyclicalities and other economic conditions, or domestic and international demand in the industries we serve;
- our ability to effectively manage our working capital;
- our ability to satisfy consumer demands in a timely and cost-effective manner;
- pricing and availability of labor and materials;
- our inability to adjust certain fixed costs and expenses for changes in demand;
- shifts in geographic concentration of customers, supplies and labor pools; and
- seasonal fluctuations in demand and our revenue.

Our ability to sell our products and services is dependent on the quality of our technical support services, and our failure to offer high quality technical support services would have a material adverse effect on our sales and results of operations.

Once our products are deployed within our end-customers' operations, end-customers depend on our technical support services to resolve any issues relating to these products. If we do not effectively assist our customers in deploying these products, succeed in helping our customers quickly resolve post-deployment issues, and provide effective ongoing support, our ability to sell additional products and services to existing customers would be adversely affected and our reputation with potential customers could be damaged. As a result, our failure to maintain high quality support services would have an adverse effect on our business and results of operations.

We are subject to technological change and dependence on new product development.

Our industry is characterized by rapid and significant technological developments, frequent new product introductions and enhancements, continually evolving business expectations and swift changes. To compete effectively in such markets, we must continually improve and enhance our products and services and develop new technologies and services that incorporate technological advances, satisfy increasing customer expectations and compete effectively on the basis of performance and price. Our success will also depend substantially upon our ability to anticipate,

and to adapt our products and services to our collaborative partner's preferences. There can be no assurance that technological developments will not render some of our products and services obsolete, or that we will be able to respond with improved or new products, services, and technology that satisfy evolving customers' expectations. Failure to acquire, develop or introduce new products, services, and enhancements in a timely manner could have an adverse effect on our business and results of operations. Also, to the extent one or more of our competitors introduces products and services that better address a customer's needs, our business would be adversely affected.

We rely heavily on our technology and intellectual property, but we may be unable to adequately or cost-effectively protect or enforce our intellectual property rights, thereby weakening our competitive position and increasing operating costs.

To protect our rights in our services and technology, we plan to rely on a combination of copyright and trademark laws, patents, trade secrets, confidentiality agreements with employees and third parties, and protective contractual provisions. We also plan to rely on laws pertaining to trademarks and domain names to protect the value of our corporate brands and reputation. Despite our future efforts to protect our proprietary rights, unauthorized parties may copy aspects of our services or technology, obtain and use information, marks, or technology that we regard as proprietary, or otherwise violate or infringe our intellectual property rights. In addition, it is possible that others could independently develop substantially equivalent intellectual property. If we do not effectively protect our intellectual property, or if others independently develop substantially equivalent intellectual property, our competitive position could be weakened.

Effectively policing the unauthorized use of our services and technology is time-consuming and costly, and the steps taken by us may not prevent misappropriation of our technology or other proprietary assets. The efforts we have taken and will take to protect our proprietary rights may not be sufficient or effective, and unauthorized parties may copy aspects of our services, use similar marks or domain names, or obtain and use information, marks, or technology that we regard as proprietary. We may have to litigate to enforce our intellectual property rights, to protect our trade secrets, or to determine the validity and scope of others' proprietary rights, which are sometimes not clear or may change. Litigation can be time consuming and expensive, and the outcome can be difficult to predict.

We must acquire or develop new products, evolve existing ones, address any defects or errors, and adapt to technology change.

Technical developments, client requirements, programming languages, and industry standards change frequently in our markets. As a result, success in current markets and new markets will depend upon our ability to enhance current products, address any product defects or errors, acquire or develop and introduce new products that meet client needs, keep pace with technology changes, respond to competitive products, and achieve market acceptance. Product development requires substantial investments for research, refinement, and testing. We may not have sufficient resources to make necessary product development investments. We may experience technical or other difficulties that will delay or prevent the successful development, introduction, or implementation of new or enhanced products. We may also experience technical or other difficulties in the integration of acquired technologies into our existing platform and applications. Inability to introduce or implement new or enhanced products in a timely manner could result in loss of market share if competitors are able to provide solutions to meet customer needs before we do, give rise to unanticipated expenses related to further development or modification of acquired technologies as a result of integration issues, and adversely affect future performance.

Industry consolidation may result in increased competition, which could result in a loss of customers or a reduction in revenue.

Some of our competitors have made or may make acquisitions or may enter into partnerships or other strategic relationships to offer more comprehensive services than they individually had offered or achieve greater economies of scale. In addition, new entrants not currently considered to be competitors may enter our market through acquisitions, partnerships or strategic relationships. We expect these trends to continue as companies attempt to strengthen or maintain their market positions. The potential entrants may have competitive advantages over us, such as greater name recognition, longer operating histories, more varied services and larger marketing budgets, as well as greater financial, technical and other resources. The companies resulting from combinations or that expand or vertically integrate their business to include the market that we address may create more compelling service offerings and may offer greater pricing flexibility than we can or may engage in business practices that make it more difficult for us to compete effectively, including on the basis of price, sales and marketing programs, technology or service functionality. These pressures could result in a substantial loss of our customers or a reduction in our revenue.

Our business could be negatively impacted by cyber security threats, attacks and other disruptions.

Like others in our industry, we continue to face advanced and persistent attacks on our information infrastructure where we manage and store various proprietary information and sensitive/confidential data relating to our operations. These attacks may include sophisticated malware (viruses, worms, and other malicious software programs) and phishing emails that attack our products or otherwise exploit any security vulnerabilities. These intrusions sometimes may be zero-day malware that are difficult to identify because they are not included in the signature set of commercially available antivirus scanning programs. Experienced computer programmers and hackers may be able to penetrate our network security and misappropriate or compromise our confidential information or that of our customers or other third-parties, create system disruptions, or cause shutdowns. Additionally, sophisticated software and applications that we produce or procure from third-parties may contain defects in design or manufacture, including "bugs" and other problems that could unexpectedly interfere with the operation of the information infrastructure. A disruption, infiltration or failure of our information infrastructure systems or any of our data centers as a result of software or hardware malfunctions, computer viruses, cyber-attacks, employee theft or misuse, power disruptions, natural disasters or accidents could cause breaches of data security, loss of critical data and performance delays, which in turn could adversely affect our business.

The General Data Protection Regulation of the European Union, or GDPR, imposes significant compliance costs and exposes the Company to substantial risks.

Since our operations and clients extend to the EU, we may be subject to the GDPR. The EU has traditionally imposed more strict obligations under data privacy laws and regulations. Individual EU member countries have had discretion with respect to their interpretation and implementation of EU data privacy laws, resulting in a variation of privacy standards from country to country. The GDPR harmonizes EU data privacy laws and contains significant obligations and requirements that have resulted in a greater compliance burden with respect to our operations and data use in Europe, which will continue to increase our costs. Additionally, government authorities will have more power to enforce compliance and impose substantial penalties for any failure to comply. In addition, individuals have the right to compensation under the GDPR. In the event the Company fails to maintain compliance, the Company could be exposed to material damages, costs and/or fines if an EU government authority or EU resident commenced an action. Failure to comply or maintain compliance could cause considerable harm to us and our reputation (including requiring notification to customers, regulators, and/or the media), cause a loss of confidence in our products and services, and deter current and potential customers from

using our services. Any of these events could have a material adverse effect on our business, prospects, financial condition, operating results and cash flows.

Risks Related to the Securities

Affiliates of the Company, including officers, directors and existing stockholders of the Company, may invest in this Offering and their funds will be counted toward the Company achieving the target amount.

There is no restriction on affiliates of the Company, including its officers, directors and existing shareholders, investing in the offering. As a result, it is possible that if the Company has raised some funds, but not reached the target amount, affiliates can contribute the balance so that there will be a closing. The target amount is typically intended to be a protection for investors and give investors confidence that other investors, along with them, are sufficiently interested in the Offering and the Company and its prospects to make an investment of at least the target amount. By permitting affiliates to invest in the offering and make up any shortfall between what non-affiliate investors have invested and the target amount, this protection is largely eliminated. Investors should be aware that no funds other than their own and those of affiliates investing along with them may be invested in this Offering.

Upon conversion of the Crowd Notes, Purchasers will grant a proxy to vote their underlying units of membership interest to the intermediary or its affiliate, and, thus, will not have the right to vote on any matters coming before the members of the Company for a vote. By granting this proxy, you are giving up your right to vote on important matters, including significant corporate actions like mergers, amendments to our certificate of incorporation, a liquidation of our company and the election of our managers.

Upon conversion of the Crowd Notes and by virtue of a provision contained in the Crowd Notes, you will grant a proxy to the intermediary or its affiliate to vote the underlying units that you will acquire upon conversion on all matters coming before the members for a vote. The intermediary does not have any fiduciary duty to you to vote units in a manner that is in your best interests. Accordingly, the intermediary may vote its proxy in a manner that may not be in the best interests of you as a unit holder. For example, the intermediary may vote the proxy in favor of an amendment to our operating agreement that adversely affects the rights of the holders of your class of units in order to allow for a new investment to occur where the new investor requires senior rights.

The Crowd Note will not be freely tradable until one year from the initial purchase date. Although the Crowd Note may be tradable under federal securities law, state securities regulations may apply and each Purchaser should consult with his or her attorney.

You should be aware of the long-term nature of this investment. There is not now and likely will not be a public market for the Crowd Note. Because the Crowd Note have not been registered under the Securities Act or under the securities laws of any state or non-United States jurisdiction, the Crowd Note have transfer restrictions and cannot be resold in the United States except pursuant to Rule 501 of Regulation CF. It is not currently contemplated that registration under the Securities Act or other securities laws will be effected. Limitations on the transfer of the Crowd Note may also adversely affect the price that you might be able to obtain for the Crowd Note in a private sale. Purchasers should be aware of the long-term nature of their investment in the Company. Each Purchaser in this Offering will be required to represent that it is purchasing the Securities for its own account, for investment purposes and not with a view to resale or distribution thereof.

Purchasers will be unable to declare the Security in “default” and demand repayment.

Unlike convertible notes and some other securities, the Securities do not have any “default” provisions upon which the Purchasers will be able to demand repayment of their investment. With respect to Purchasers who invest less than \$25,000 in the Securities, the Company has ultimate discretion as to whether or not to convert the Securities upon a future equity financing, and such Purchasers have no right to demand such conversion. Only in limited circumstances, such as a liquidity event, may such Purchasers demand payment and even then, such payments will be limited to the amount of cash available to the Company.

The Company may never elect to convert the Securities or undergo a liquidity event.

The Company may never receive a future equity financing or, with respect to those Purchasers who invest less than \$25,000, elect to convert the Securities upon such future financing. In addition, the Company may never undergo a liquidity event such as a sale of the Company or an IPO. If neither the conversion of the Securities nor a liquidity event occurs, the Purchasers could be left holding the Securities in perpetuity. The Securities have numerous transfer restrictions and will likely be highly illiquid, with no secondary market on which to sell them. The Securities are not equity interests, have no ownership rights, have no rights to the Company’s assets or profits and have no voting rights or ability to direct the Company or its actions.

Neither the Offering nor the Securities have been registered under federal or state securities laws, leading to an absence of certain regulation applicable to the Company.

No governmental agency has reviewed or passed upon this Offering, the Company or any Securities of the Company. The Company also has relied on exemptions from securities registration requirements under applicable state securities laws. Investors in the Company, therefore, will not receive any of the benefits that such registration would otherwise provide. Prospective investors must therefore assess the adequacy of disclosure and the fairness of the terms of this Offering on their own or in conjunction with their personal advisors.

No Guarantee of Return on Investment

There is no assurance that a Purchaser will realize a return on its investment or that it will not lose its entire investment. For this reason, each Purchaser should read the Form C and all Exhibits carefully and should consult with its own attorney and business advisor prior to making any investment decision.

A majority of the Company is owned by a small number of owners.

Prior to the Offering the Company’s current owners of 20% or more beneficially own over 88% of the Company. Subject to any fiduciary duties owed to our other owners or investors under Florida law, these owners exercise significant influence over matters requiring owner approval, including the election of directors or managers and approval of significant Company transactions, and will have significant control over the Company’s management and policies. Some of these persons may have interests that are different from yours. For example, these owners may support proposals and actions with which you may disagree. The concentration of ownership could delay or prevent a change in control of the Company or otherwise discourage a potential acquirer from attempting to obtain control of the Company, which in turn could reduce the price potential investors are willing to pay for the Company. In addition, these owners could use their voting influence to maintain the Company’s existing management, delay or prevent changes in control of the Company, or support or reject other management and board proposals that are subject to owner approval.

The Company has the right to extend the Offering deadline.

The Company may extend the Offering deadline beyond what is currently stated herein. This means that your investment may continue to be held in escrow while the Company attempts to raise the Minimum Amount even after the Offering deadline stated herein is reached. Your

investment will not be accruing interest during this time and will simply be held until such time as the new Offering deadline is reached without the Company receiving the Minimum Amount, at which time it will be returned to you without interest or deduction, or the Company receives the Minimum Amount, at which time it will be released to the Company to be used as set forth herein. Upon or shortly after release of such funds to the Company, the Securities will be issued and distributed to you.

There is no present market for the Securities, and we have arbitrarily set the price.

We have arbitrarily set the price of the Securities with reference to the general status of the securities market and other relevant factors. The Offering price for the Securities should not be considered an indication of the actual value of the Securities and is not based on our net worth or prior earnings. We cannot assure you that the Securities could be resold by you at the Offering price or at any other price.

In addition to the risks listed above, businesses are often subject to risks not foreseen or fully appreciated by the management. It is not possible to foresee all risks that may affect us. Moreover, the Company cannot predict whether the Company will successfully effectuate the Company's current business plan. Each prospective Purchaser is encouraged to carefully analyze the risks and merits of an investment in the Securities and should take into consideration when making such analysis, among other, the Risk Factors discussed above.

THE SECURITIES OFFERED INVOLVE A HIGH DEGREE OF RISK AND MAY RESULT IN THE LOSS OF YOUR ENTIRE INVESTMENT. ANY PERSON CONSIDERING THE PURCHASE OF THESE SECURITIES SHOULD BE AWARE OF THESE AND OTHER FACTORS SET FORTH IN THIS FORM C AND SHOULD CONSULT WITH HIS OR HER LEGAL, TAX AND FINANCIAL ADVISORS PRIOR TO MAKING AN INVESTMENT IN THE SECURITIES. THE SECURITIES SHOULD ONLY BE PURCHASED BY PERSONS WHO CAN AFFORD TO LOSE ALL OF THEIR INVESTMENT.

BUSINESS

Description of the Business

Fitpeak is a people-centric marketplace for fitness professionals. The company will be connecting consumers with fitness professionals and taking a fee for each transaction.

Business Plan

Fitpeak aims to change the way people book active professionals. From personal trainers to surf instructors, if you run an activity-based service business, you are eligible to build a profile and list your services on Fitpeak. By giving consumers access to a wide range of active professionals in their area, Fitpeak aims to increase the total market size of people training with active pros. Users can browse pros, view availability, book sessions and easily invite friends for credit towards future sessions. On the backend, Fitpeak provides a customer relationship management, or CRM, solution that makes it easy for Pros to manage their schedule, current/new clients, and payments. A primary point of focus for us is to create a frictionless recurring transaction process between Pros and Clients.

History of the Business

The Company's Products and/or Services

Product / Service	Description	Current Market
Fitpeak application	Marketplace and payment processing	Fitness and technology

Fitpeak has developed its initial product offering, but is continuing to innovate upon the initial product until reaching product-market fit.

The company offers software as a service through its web application.

Competition

The Company's primary competitors are Mindbody, Find Your Trainer, TRAINERIZE, PTMinder, and PTBIZ.

Fitpeak's current competitors are offering location-centric solutions. Fitpeak will be catering to the independent fitness professionals that are trying to grow their business, streamline payment processing, and get exposure to new clients in their area.

Customer Base

Fitpeak is currently serving the independent fitness professional and the fitness enthusiast seeking to connect with a local fitness professional.

Intellectual Property

The Company does not have any material patents or other intellectual property.

Governmental/Regulatory Approval and Compliance

None.

Litigation

There are no existing legal suits pending, or to the Company's knowledge, threatened, against the Company.

Other

The Company's principal address is 2002 E. 5th Avenue #108, Tampa, Florida 33605

The Company is currently in revenue and is conducting business in Florida. The company will ideally operate in all 50 states by the end of 2019.

Because this Form C focuses primarily on information concerning the Company rather than the industry in which the Company operates, potential Purchasers may wish to conduct their own separate investigation of the Company's industry to obtain greater insight in assessing the Company's prospects.

Exhibit B to this Form C is a detailed company summary. Purchasers are encouraged to review Exhibit B carefully to learn more about the business of the Company, its industry and future plans and prospects. **Exhibit B** is incorporated by reference into this Form C.

USE OF PROCEEDS

The following table lists the use of proceeds of the Offering if the Minimum Amount and Maximum Amount are raised.

Use of Proceeds	% of Minimum Proceeds Raised	Amount if Minimum Raised	% of Maximum Proceeds Raised	Amount if Maximum Raised
Research and Development	100.00%	\$25,000.00	65.42%	\$70,000.00
General Working Capital	0.00%	\$0.00	34.58%	\$37,000.00
Total	100.00%	\$25,000.00	100.00%	\$107,000.00

The Use of Proceeds chart is not inclusive of fees paid for use of the Form C generation system, payments to financial and legal service providers, and escrow related fees, all of which were incurred in preparation of the campaign and are due in advance of the closing of the campaign.

The Company does have discretion to alter the use of proceeds as set forth above. The Company may alter the use of proceeds at its discretion in the best interest of the Company's growth.

DIRECTORS, OFFICERS AND EMPLOYEES

Directors

The directors or managers of the Company are listed below along with all positions and offices held at the Company and their principal occupation and employment responsibilities for the past three (3) years and their educational background and qualifications.

Name

Dillon Auxier

All positions and offices held with the Company and date such position(s) was held with start and ending dates

CEO, 3/8/18 - Present

Principal occupation and employment responsibilities during at least the last three (3) years with start and ending dates

Enagic USA: Sales Representative: 11/14 - 11/16

Guacamole Branding, LLC: CEO, Product and Strategy: 11/16 - 1/18

Physio, LLC: CEO, Product and Strategy: 3/18 - Present

Officers

The officers of the Company are listed below along with all positions and offices held at the Company and their principal occupation and employment responsibilities for the past three (3) years and their educational background and qualifications.

Name

Sterling Perkins

All positions and offices held with the Company and date such position(s) was held with start and ending dates

COO, 10/18 - Present

Principal occupation and employment responsibilities during at least the last three (3) years with start and ending dates

Robert W Baird & Co: Financial Advisor: 6/14 - 12/16

Forex Factory: Financial Economist: 11/16 - 08/18

Physio, LLC: COO: 10/18 - Present

Name

Dillon Auxier

All positions and offices held with the Company and date such position(s) was held with start and ending dates

CEO, 3/8/18 - present

Principal occupation and employment responsibilities during at least the last three (3) years with start and ending dates

Enagic USA: Sales Representative: 11/14 - 11/16

Guacamole Branding, LLC: CEO, Product and Strategy: 11/16 - 1/18

Physio, LLC: CEO, Product and Strategy: 3/18 - Present

Name

Przemyslaw Alexander Kaminski

All positions and offices held with the Company and date such position(s) was held with start and ending dates

CTO, 3/18 - Present

Principal occupation and employment responsibilities during at least the last three (3) years with start and ending dates

WeWantToKnow AS: Software Engineer/Consultant: 2/13 - 10/17

Entropy-1 (tech company): CEO: 1/16 - Present

TopTal (educational startup): Software Engineer, Freelancer/Consultant: 1/18 - Present

Physio, LLC: CTO: 3/18 - Present

Indemnification

Indemnification is authorized by the Company to directors, officers or controlling persons acting in their professional capacity pursuant to Florida law. Indemnification includes expenses such as attorney's fees and, in certain circumstances, judgments, fines and settlement amounts actually paid or incurred in connection with actual or threatened actions, suits or proceedings involving such person, except in certain circumstances where a person is adjudged to be guilty of gross negligence or willful misconduct, unless a court of competent jurisdiction determines that such indemnification is fair and reasonable under the circumstances.

Employees

The Company currently has 0 employees.

CAPITALIZATION AND OWNERSHIP

Capitalization

The Company has issued the following outstanding Securities:

Type of security	LLC/Membership Interests
Amount outstanding	1,000
Voting Rights	Each member has the right to vote its units in connection with any matters coming before the members for a vote. For matters to pass at a member meeting or by written consent a majority of units must vote in favor.
Anti-Dilution Rights	A provision in the operating agreement of the Company provides that although additional capital may be raised through the sale of the units of the Company, the investor members, which currently own 33% of the company, will not be diluted by the issuance of such additional equity; provided, however, that this antidilution right expires once a total of \$250,000 has been raised. As a result of this anti-dilution right, the other members of the Company would be diluted disproportionately until \$250,000 is raised.
How this Security may limit, dilute or qualify the Notes/Bonds issued pursuant to Regulation CF	N/A
Percentage ownership of the Company by the holders of such Securities (assuming conversion prior to the Offering if convertible securities).	100.00%

The Company has the following debt outstanding: None.

The Company has conducted the following prior Securities offerings in the past three years:

Security Type	Number Sold	Money Raised	Use of Proceeds	Offering Date	Exemption from Registration Used or Public Offering
Member Interests	333	\$200,000.00	- \$145,975 towards professional fees - \$42,642 towards advertising & marketing - Remaining funds went to general business expenses	February 28, 2018	Section 4(a)(2)
Member Interests	550	\$1.00	General business expenses	February 28, 2018	Section 4(a)(2)
Member Interests	117	\$1.00	General business expenses	February 28, 2018	Section 4(a)(2)

Ownership

All of the outstanding units of the Company are owned by a few entities. Those entities are Blue Ink Software, LLC, Physio Investment Group, LLC, and Business Consulting Development, LLC.

Below the beneficial owners of 20% percent or more of the Company's outstanding voting equity securities, calculated on the basis of voting power, are listed along with the amount they own.

Name	Percentage Owned Prior to Offering
Dillon Auxier indirectly through Blue Ink Software, LLC	27.5%
Taylor Auxier indirectly through Blue Ink Software, LLC	27.5%

FINANCIAL INFORMATION

Please see the financial information listed on the cover page of this Form C and attached hereto in addition to the following information. Financial statements are attached hereto as Exhibit A.

Recent Tax Return Information

The Company was founded in February 2018 and has not yet completed a full tax year.

Operations

Fitpeak began generating revenue in February 2019. The company's primary expenses consist of the following: development and marketing.

The Company does not expect to achieve profitability in the next 12 months and intends to focus on finding product/market fit and growing its user base.

Liquidity and Capital Resources

The Offering proceeds are important to the Company's operations. While not dependent on the Offering proceeds, the influx of capital will assist in the achievement of its next milestones and expedite the realization of its business plan, specifically furthering development and marketing of its product.

The Company does not have any additional sources of capital other than the proceeds from the Offering.

Capital Expenditures and Other Obligations

The Company does not intend to make any material capital expenditures in the future.

Material Changes and Other Information

Trends and Uncertainties

After reviewing the above discussion of the steps the Company intends to take, potential Purchasers should consider whether achievement of each step within the estimated time frame is realistic in their judgment. Potential Purchasers should also assess the consequences to the Company of any delays in taking these steps and whether the Company will need additional financing to accomplish them.

The financial statements are an important part of this Form C and should be reviewed in their entirety. The financial statements of the Company are attached hereto as Exhibit A.

THE OFFERING AND THE SECURITIES

The Offering

The Company is offering up to \$107,000 in principal amount of Crowd Notes for up to \$107,000.00. The Company is attempting to raise a minimum amount of \$25,000.00 in this Offering (the "Minimum Amount"). The Company must receive commitments from investors in an amount totaling the Minimum Amount by March 11, 2019 (the "Offering Deadline") in order

to receive any funds. If the sum of the investment commitments does not equal or exceed the Minimum Amount by the Offering Deadline, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned to potential investors without interest or deductions. The Company has the right to extend the Offering Deadline at its discretion. The Company will accept investments in excess of the Minimum Amount up to \$107,000.00 (the "Maximum Amount") and the additional Securities will be allocated on at the Company's discretion.

The price of the Securities does not necessarily bear any relationship to the Company's asset value, net worth, revenues or other established criteria of value, and should not be considered indicative of the actual value of the Securities.

In order to purchase the Securities, you must make a commitment to purchase by completing the Subscription Agreement. Purchaser funds will be held in escrow with Boston Private Bank & Trust until the Minimum Amount of investments is reached. Purchasers may cancel an investment commitment until 48 hours prior to the Offering Deadline or the Closing, whichever comes first using the cancellation mechanism provided by the Intermediary. The Company will notify Purchasers when the Minimum Amount has been reached. If the Company reaches the Minimum Amount prior to the Offering Deadline, it may close the Offering at least five (5) days after reaching the Minimum Amount and providing notice to the Purchasers. If any material change (other than reaching the Minimum Amount) occurs related to the Offering prior to the Offering Deadline, the Company will provide notice to Purchasers and receive reconfirmations from Purchasers who have already made commitments. If a Purchaser does not reconfirm his or her investment commitment after a material change is made to the terms of the Offering, the Purchaser's investment commitment will be cancelled, and the committed funds will be returned without interest or deductions. If a Purchaser does not cancel an investment commitment before the Minimum Amount is reached, the funds will be released to the Company upon closing of the Offering and the Purchaser will receive the Securities in exchange for his or her investment. Any Purchaser funds received after the initial closing will be released to the Company upon a subsequent closing and the Purchaser will receive Securities via Digital Registry in exchange for his or her investment as soon as practicable thereafter.

Subscription Agreements are not binding on the Company until accepted by the Company, which reserves the right to reject, in whole or in part, in its sole and absolute discretion, any subscription. If the Company rejects all or a portion of any subscription, the applicable prospective Purchaser's funds will be returned without interest or deduction.

The price of the Securities was determined arbitrarily. The minimum amount that a Purchaser may invest in the Offering is \$100.00.

The Offering is being made through MicroVenture Marketplace, Inc., the Intermediary. The following two fields below sets forth the compensation being paid in connection with the Offering.

Commission/Fees

The issuer will not owe a commission to the intermediary at the conclusion of the offering.

Transfer Agent and Registrar

The Company will act as transfer agent and registrar for the Securities.

The Securities

We request that you please review our organizational documents in conjunction with the following summary information.

Not Currently Equity Interests

The Securities are not currently equity interests in the Company and can be thought of as the right to receive equity at some point in the future upon the occurrence of certain events.

Valuation Cap

\$4,000,000.00

Discount

20.0%

Conversion

Upon the occurrence of a Qualified Equity Financing the Crowd Notes will convert into Conversion Units pursuant to the following:

- a. If the Investor is not a Major Investor, the Crowd Notes will convert into Conversion Units upon the earlier of (i) the Company's election or (ii) a Corporate Transaction.
- b. If the Investor is a Major Investor, the Company will convert the Crowd Notes into Conversion Units prior to the closing of the Qualified Equity Financing.

"Qualified Equity Financing" shall mean the first sale (or series of related sales) by the Company of its Preferred Units following the Date of Issuance from which the Company receives gross proceeds of not less than \$1,000,000 (excluding the aggregate amount of securities converted into Preferred Units in connection with such sale (or series of related sales)).

Conversion Mechanics. Company shall convert the Crowd Note into Conversion Units equal to the quotient obtained by dividing the Outstanding Principal by the Conversion Price. The issuance of Conversion Units pursuant to the conversion of the Crowd Note shall be upon and subject to the same terms and conditions applicable to the units sold in the Qualified Equity Financing; provided, however, that if the Investor is not a Major Investor, the Investor shall receive shares of a Shadow Series with certain limited rights.

"Conversion Units" shall mean with respect to a conversion of the Crowd Note, Preferred Units of membership interests in the Company issued in the Qualified Equity Financing.

"Shadow Series" shall mean a series of the Company's Preferred Units that is identical in all respects to the Preferred Units issued in the Qualified Equity Financing (e.g., if the Company sells Series A Preferred Units in the Qualified Equity Financing, the Shadow Series would be Series A-1 Preferred Units), except that the liquidation preference per share of the Shadow Series shall equal the Conversion Price and the following additional differences:

- i. Shadow Series members shall grant their vote on any matter that is submitted to a vote or for the consent of the members of the Company (except for on matters required by law) by Irrevocable Proxy;
- ii. Shadow Series members shall receive quarterly business updates from the company through the Platform but will have no additional information or inspection rights (except with respect to such rights which are required by law).

“Conversion Price” with respect to a conversion pursuant a Qualified Equity Financing shall equal the lower of (A) the product of (1) one minus the Discount and (2) the price paid per Preferred Unit by the investors in the Qualified Equity Financing, or (B) the quotient resulting from dividing (1) the Valuation Cap by (2) the Fully-Diluted Capitalization immediately prior to the closing of the Qualified Equity Financing.

“Major Investor” shall mean any Investor in a Crowd Notes in which the Purchase Price is equal to or greater than \$25,000.

“Outstanding Principal” shall mean the total of the Purchase Price.

Corporate Transaction

In the event of a Corporate Transaction, the Company shall notify the Investor in writing of the terms of the Corporate Transaction.

- a. If the Corporate Transaction occurs prior to a Qualified Equity Financing, the Investor shall receive the higher value received by either:
 - i. Quotient obtained by dividing the product of (1) the Outstanding Principal and the Fully-Diluted Capitalization immediately prior to the closing of the Corporate Transaction by the (2) the Valuation Cap; or
 - ii. Obtaining the Corporate Transaction Payment.
- b. If the Corporate Transaction occurs after a Qualified Equity Financing the Company shall convert this Crowd Note into Conversion Units pursuant to Conversion Mechanics described above.

“Corporate Transaction” shall mean:

- i. the closing of the sale, transfer or other disposition of all or substantially all of the Company’s assets,
- ii. the consummation of the merger or consolidation of the Company with or into another entity (except a merger or consolidation in which the holders of units of membership interests of the Company immediately prior to such merger or consolidation continue to hold at least 50% of the voting power of the membership interests of the Company or the surviving or acquiring entity),
- iii. the closing of the transfer (whether by merger, consolidation or otherwise), in one transaction or a series of related transactions, to a person or group of affiliated persons (other than an underwriter of the Company’s securities), of the Company’s securities if, after such closing, such person or group of affiliated persons would hold 50% or more of the outstanding voting units of the Company (or the surviving or acquiring entity), or
- iv. the IPO, liquidation, dissolution or winding up of the Company; provided, however, that a transaction shall not constitute a Corporate Transaction if its sole purpose is to change the state of the Company’s incorporation or to create a holding company that will be owned in substantially the same proportions by the persons who held the Company’s securities immediately prior to such transaction.

“Corporate Transaction Payment” shall mean an amount equal to two times (2.0X) the Purchase Price. If there are not enough funds to pay the Investors in full, then proceeds from the respective transaction will be distributed with equal priority and pro rata among Investors in proportion to their Purchase Price.

Termination

These Crowd Notes will terminate upon the earlier of: (a) a conversion of the entire Purchase Price under these Crowd Notes into Conversion Units; or (b) the payment of amounts due to the Investor pursuant to a Corporate Transaction.

In addition, the Purchaser may not transfer the Securities or any Securities into which they are convertible to any of the Company's competitors, as determined by the Company in good faith.

Furthermore, upon the event of an IPO, the capital stock into which the Securities are converted will be subject to a lock-up period and may not be sold for up to 180 days following such IPO.

Voting and Control

The Securities do not have any voting rights. Further, upon conversion of the Crowd Notes into units of the Company, the Intermediary will have the right to vote on behalf of the Purchaser.

The Company does not have any voting agreements in place.

The Company does not have any shareholder/equity holder agreements in place.

Anti-Dilution Rights

The Securities do not have anti-dilution rights, which means that future equity financings will dilute the ownership percentage that the Purchaser may eventually have in the Company.

Restrictions on Transfer

Any Securities sold pursuant to Regulation CF being offered may not be transferred by any Investor of such Securities during the one-year holding period beginning when the Securities were issued, unless such Securities were transferred: 1) to the Company, 2) to an accredited investor, as defined by Rule 501(d) of Regulation D of the Securities Act of 1933, as amended, 3) as part of an Offering registered with the SEC or 4) to a member of the family of the Investor or the equivalent, to a trust controlled by the Investor, to a trust created for the benefit of a family member of the Investor or the equivalent, or in connection with the death or divorce of the Investor or other similar circumstances. "Member of the family" as used herein means a child, stepchild, grandchild, parent, stepparent, grandparent, spouse or spousal equivalent, sibling, mother/father/daughter/son/sister/brother-in-law, and includes adoptive relationships. Remember that although you may legally be able to transfer the Securities, you may not be able to find another party willing to purchase them.

Other Material Terms

The Company does not have the right to repurchase the Crowd Notes. The Investor agrees to take any and all actions determined in good faith by the Company's board of directors to be advisable to reorganize this instrument and any shares of Capital Stock issued pursuant to the terms of the Crowd Notes into a special purpose vehicle or other entity designed to aggregate the interests of holders of Crowd Notes.

TAX MATTERS

EACH PROSPECTIVE INVESTOR SHOULD CONSULT WITH HIS OR HER OWN TAX AND ERISA ADVISOR AS TO THE PARTICULAR CONSEQUENCES TO THE INVESTOR OF THE PURCHASE, OWNERSHIP AND SALE OF THE INVESTOR'S SECURITIES, AS WELL AS POSSIBLE CHANGES IN THE TAX LAWS.

TO INSURE COMPLIANCE WITH THE REQUIREMENTS IMPOSED BY THE INTERNAL REVENUE SERVICE, WE INFORM YOU THAT ANY TAX STATEMENT

IN THIS FORM C CONCERNING UNITED STATES FEDERAL TAXES IS NOT INTENDED OR WRITTEN TO BE USED, AND CANNOT BE USED, BY ANY TAXPAYER FOR THE PURPOSE OF AVOIDING ANY TAX-RELATED PENALTIES UNDER THE UNITED STATES INTERNAL REVENUE CODE. ANY TAX STATEMENT HEREIN CONCERNING UNITED STATES FEDERAL TAXES WAS WRITTEN IN CONNECTION WITH THE MARKETING OR PROMOTION OF THE TRANSACTIONS OR MATTERS TO WHICH THE STATEMENT RELATES. EACH TAXPAYER SHOULD SEEK ADVICE BASED ON THE TAXPAYER'S PARTICULAR CIRCUMSTANCES FROM AN INDEPENDENT TAX ADVISOR.

Potential Investors who are not United States residents are urged to consult their tax advisors regarding the United States federal income tax implications of any investment in the Company, as well as the taxation of such investment by their country of residence. Furthermore, it should be anticipated that distributions from the Company to such foreign investors may be subject to UNITED STATES withholding tax.

EACH POTENTIAL INVESTOR SHOULD CONSULT HIS OR HER OWN TAX ADVISOR CONCERNING THE POSSIBLE IMPACT OF STATE TAXES.

TRANSACTIONS WITH RELATED PERSONS AND CONFLICTS OF INTEREST

Related Person Transactions

From time to time the Company may engage in transactions with related persons. Related persons are defined as any director or officer of the Company; any person who is the beneficial owner of 10 percent or more of the Company's outstanding voting equity securities, calculated on the basis of voting power; any promoter of the Company; any immediate family member of any of the foregoing persons or an entity controlled by any such person or persons.

The Company has conducted the following transactions with related persons: None.

Conflicts of Interest

To the best of our knowledge the Company has not engaged in any transactions or relationships, which may give rise to a conflict of interest with the Company, its operations or its security holders.

OTHER INFORMATION

Bad Actor Disclosure

The Company is not subject to any Bad Actor Disqualifications under any relevant U.S. securities laws.

SIGNATURE

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100 et seq.), the issuer certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form C and has duly caused this Form to be signed on its behalf by the duly authorized undersigned.

The issuer also certifies that the attached financial statements are true and complete in all material respects.

/s/Dillon Auxier

(Signature)

Dillon Auxier

(Name)

CEO

(Title)

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100 et seq.), this Form C has been signed by the following persons in the capacities and on the dates indicated.

/s/Dillon Auxier

(Signature)

Dillon Auxier

(Name)

CEO

(Title)

March 1, 2019

(Date)

I, Dillon Auxier, being the founder of Physio, LLC, a Limited Liability Company (the “Company”), hereby certify as of this that:

(i) the accompanying unaudited financial statements of the Company, which comprise the balance sheet as of December 31, 2018 and the related statements of income (deficit), stockholder’s equity and cash flows for 2018, and the related notes to said financial statements (collectively, the “Financial Statement”), are true and complete in all material respects; and

(ii) while the Company has not yet filed tax returns for the year ending December 31, 2018, any tax return information in the Financial Statements reflects accurately the information that would be reported in such tax returns.

/s/Dillon Auxier

(Signature)

Dillon Auxier

(Name)

CEO

(Title)

March 1, 2019

(Date)

EXHIBITS

Exhibit A	Financial Statements
Exhibit B	Company Summary
Exhibit C	Subscription Agreement
Exhibit D	Crowd Note
Exhibit E	Pitch Deck
Exhibit F	Video Transcript
Exhibit G	Webinar Transcript

EXHIBIT A
Financial Statements

Physio, LLC

BALANCE SHEET SUMMARY

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	83.24
Other Current Assets	2,000.00
Total Current Assets	\$2,083.24
Fixed Assets	2,441.73
TOTAL ASSETS	\$4,524.97
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	-2,273.92
Total Current Liabilities	\$ -2,273.92
Total Liabilities	\$ -2,273.92
Equity	6,798.89
TOTAL LIABILITIES AND EQUITY	\$4,524.97

Physio, LLC

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
Sales of Product Income	273.92
Uncategorized Income	10,018.71
Total Income	\$10,292.63
GROSS PROFIT	\$10,292.63
Expenses	
500 Legal & Professional Services	-3,919.58
510 Professional Fees	158,085.39
515 Legal Fees	5,840.00
Total 500 Legal & Professional Services	160,005.81
600 Rent & Lease	
610 Mike Carter - Ivey Professional Building	3,000.00
620 Security Deposits	600.00
Total 600 Rent & Lease	3,600.00
800 Office/General Administrative Expenses	
810 Office Supplies	2,383.49
820 Office Subscriptions	6,519.99
Total 800 Office/General Administrative Expenses	8,903.48
900 Advertising & Marketing	42,642.99
Meals & Entertainment	585.57
Travel	519.50
Total Expenses	\$216,257.35
NET OPERATING INCOME	\$ -205,964.72
NET INCOME	\$ -205,964.72

Physio, LLC

STATEMENT OF CASH FLOWS

January - December 2018

	TOTAL
OPERATING ACTIVITIES	
Net Income	-205,964.72
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Inventory Asset	-2,000.00
200 Fixed Asset Computers:200.2 Office Couch	-516.80
Accounts Payable (A/P)	-2,273.92
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-4,790.72
Net cash provided by operating activities	\$ -210,755.44
INVESTING ACTIVITIES	
200 Fixed Asset Computers:200.1 Mac Desktop - Ivey Office	-1,924.93
Net cash provided by investing activities	\$ -1,924.93
FINANCING ACTIVITIES	
Opening Balance Equity	22,100.00
Owner's Investment	190,685.00
Owner's Pay & Personal Expenses	-21.39
Net cash provided by financing activities	\$212,763.61
NET CASH INCREASE FOR PERIOD	\$83.24
CASH AT END OF PERIOD	\$83.24

EXHIBIT B
Company Summary



Company: Fitpeak

Market: Fitness

Product: Fitness marketplace and business management software

Company Highlights

- A marketplace where clients can search and book active professionals and tools that help fitness trainers schedule and better manage their business
- Since September 2018, more than 400 active professionals have signed up to use Fitpeak
- Fitpeak is currently live after having a soft launch in February 2019; the company expects a full launch by the end of April 2019 for all of its current signups
- Kevin Harrington, the original Shark on Shark Tank, has been brought on as an advisor

PERKS

\$100: Free Pro Membership for 1 year for you or to gift to a Pro you know

\$300: Free Pro Membership for 1 year for you or to gift to a Pro you know and \$50 in Fitpeak credit (to be used for booking professionals)

\$500: Free Pro Membership for 1 year for you or to gift to a Pro you know and \$100 in Fitpeak credit (to be used for booking professionals)

\$1000: Free Pro Membership for life year for you or to gift to a Pro you know and \$200 in Fitpeak credit (to be used for booking professionals)

**You are investing in Crowd Notes in this offering. Perks are meant to be a thank you from the company for investing. The perks above are NOT inclusive of lower dollar amount perks.*

COMPANY SUMMARY

Opportunity

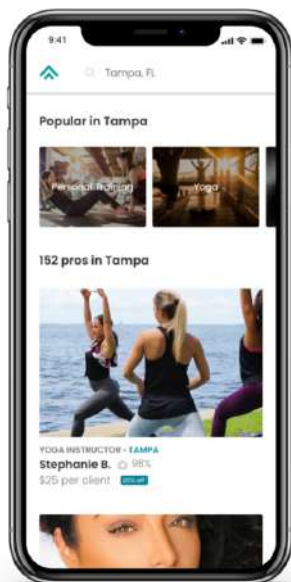
Today, the average American adult spends \$155 per month on health and fitness. However, only a fraction of this money spent goes to personal trainers (9%).ⁱ One of the problems is active professionals' lack of exposure to the general market. There is an absence of easily accessible marketplaces for consumers to meet active professionals. Part of this is due to the fact that active professionals have limited tools to better run and grow their business. Additionally, when clients do book a session, the transaction process is typically inefficient and not automated.



MICROVENTURES

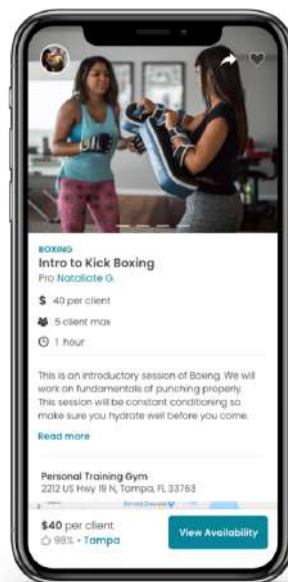
Founded in March 2018, Fitpeak is building a people-centric marketplace of active professionals through which clients can easily search and book a session almost instantly. For active professionals (Pros), Fitpeak will offer a back-end Pro Dashboard that provides them with a suite of tools to manage their business and automate payments.

Product



Marketplace

Users can browse through profiles of active professionals by location, specialization, and availability. Fitness categories range from personal training to tai chi to boxing to yoga and more.



Simple Booking

Users can learn about professionals through their profile and book them with just a few taps. Once they book a session, they can easily invite their friends by text or e-mail through the Fitpeak platform.



Pro Dashboard

Pros can easily invite clients to sessions, automate payments, and stay on top of their schedule – on any device.

Clients can search by popular categories



Dance



Boxing



Bootcamp



Yoga

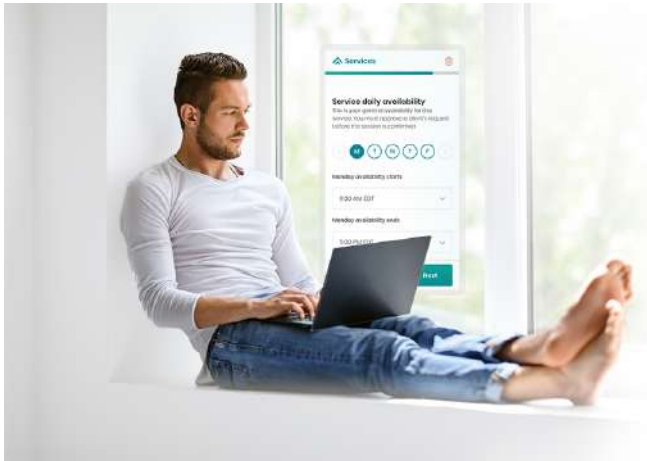


Personal Training



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Active Professionals

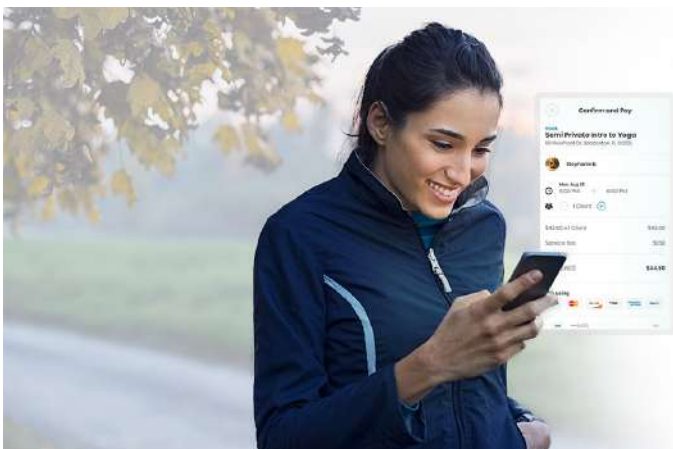
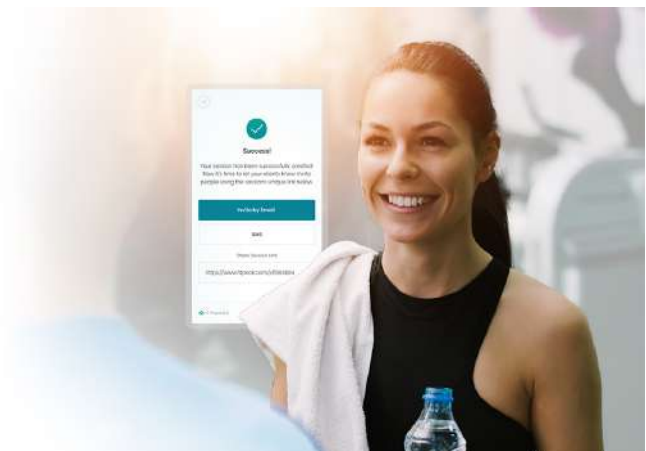


1. Set up a profile

To get started, Pros simply set up a free profile to become discoverable on the Fitpeak fitness marketplace. After a 30-day trial period, Pros will be charged on a monthly subscription basis to have a public profile and use the backend suite of tools to help run their business.

2. Meet new clients

Pros can get discovered by clients in their area. Pros set their own pricing, schedule, and can begin offering their services right away. Pros control their business and can accept or deny booking requests.



3. Start getting paid

Once the Pro accepts a booking request, the client is automatically charged. This means the Pros won't have to deal with cash, checks, or cancellation headaches, and can focus on what they do best.

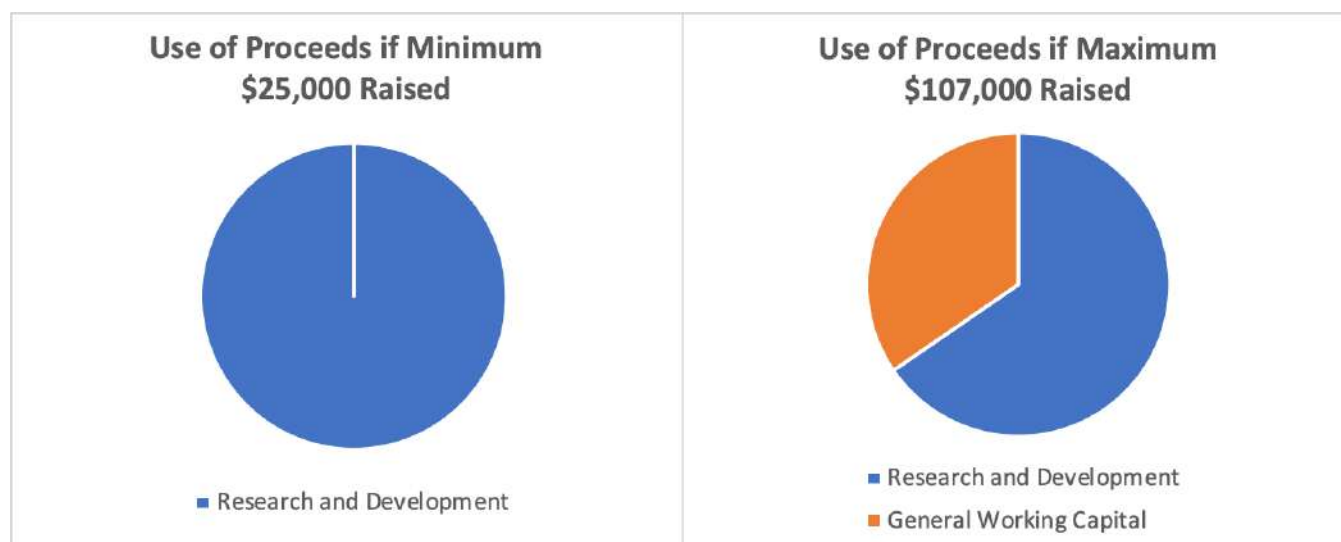


MICROVENTURES

Use of Proceeds and Product Roadmap

If the minimum \$25,000 is raised, Fitpeak plans to use the proceeds on research and development to further improve its platform. If the maximum \$107,000 is raised, the company will use nearly two-thirds of the proceeds on research and development to develop the platform and the remaining proceeds will go to general working capital.

Fitpeak is currently live after having a soft launch in February 2019. The company expects a full launch by the end of April 2019 for all of its current signups.

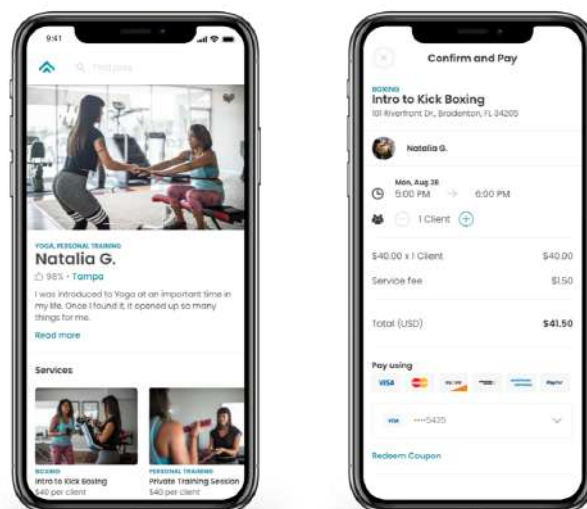


Business Model

Fitpeak will seek to generate revenue from the fees it charges to active professionals and consumers:

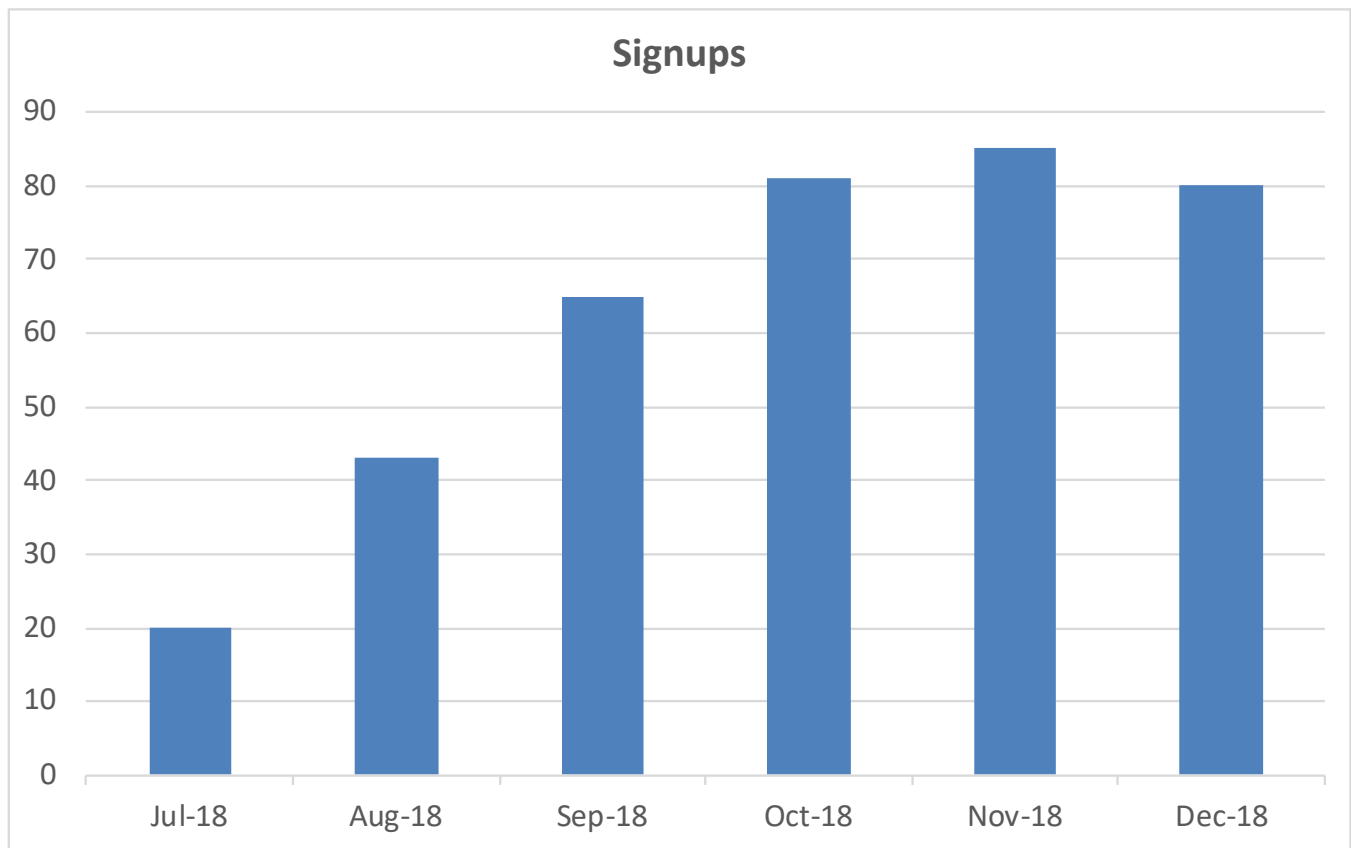
Active Professionals: Active professionals will pay \$12 per month to have a profile on the Fitpeak platform.

Consumers: Consumers will pay a \$2.00 service fee for each booking they make through the Fitpeak platform.





Since September 2018, Fitpeak has had more than 400 active professionals have signed up to use Fitpeak once it has been fully released. The full release is expected by the end of April 2019. Fitpeak had 40 active professionals sign up in January 2019, before closing signups to launch the platform.



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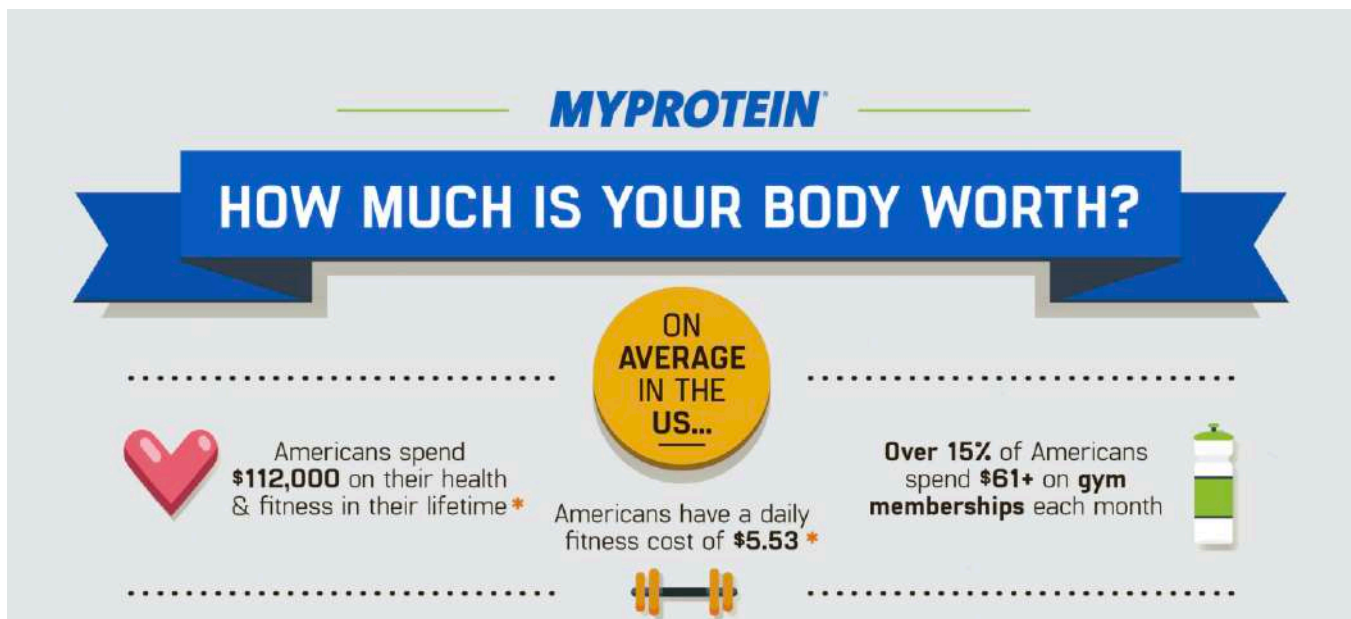
Fitpeak began generating revenue in February 2019 after soft launching the platform the same month. Since its inception in March 2018, Fitpeak has incurred approximately \$196,000 in total expenses. Total expenses climbed in June and July 2018 due to marketing costs.



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According to a survey conducted by Myprotein, the average American spends \$155 per month on health and fitness, which equates to almost \$112,000 over a lifetime. Nearly one-third of this spending goes directly to fitness, with 22% going towards gym memberships and 9% going towards personal trainers. The remaining spending goes towards supplements (36%), gym clothing (22%), and nutritional advice (11%). Of those surveyed, 87% paid for a gym membership each month.ⁱⁱ



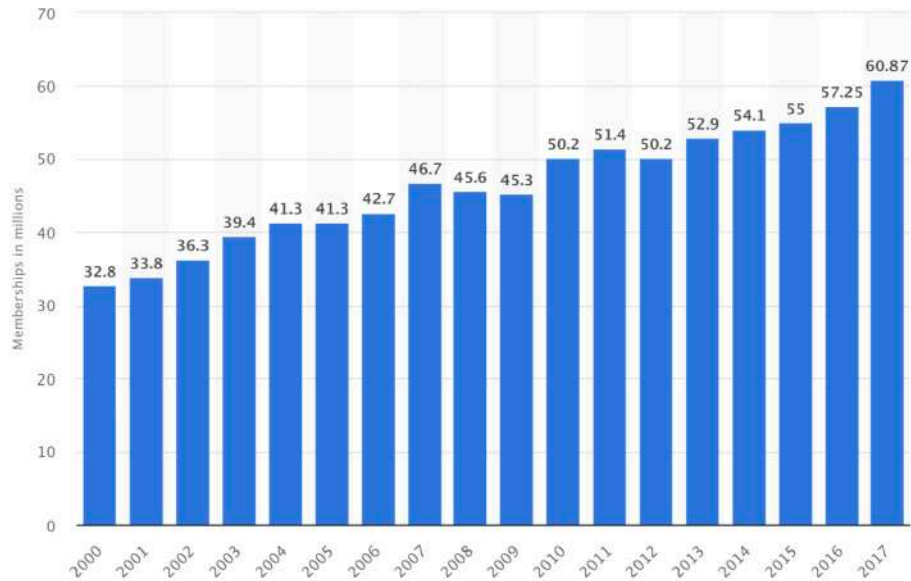
Over the last decade, the number of U.S. fitness centers has steadily increased. In 2017, U.S. fitness centers had 60.87 million total members across approximately 36,000 membership-based exercise facilities. Fitness center membership grew by more than 6% year-over-year in 2017 from 57.25 million in 2016.ⁱⁱⁱ Overall, the total U.S. fitness center industry generated more than \$30 billion in 2017.^{iv}

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MICROVENTURES

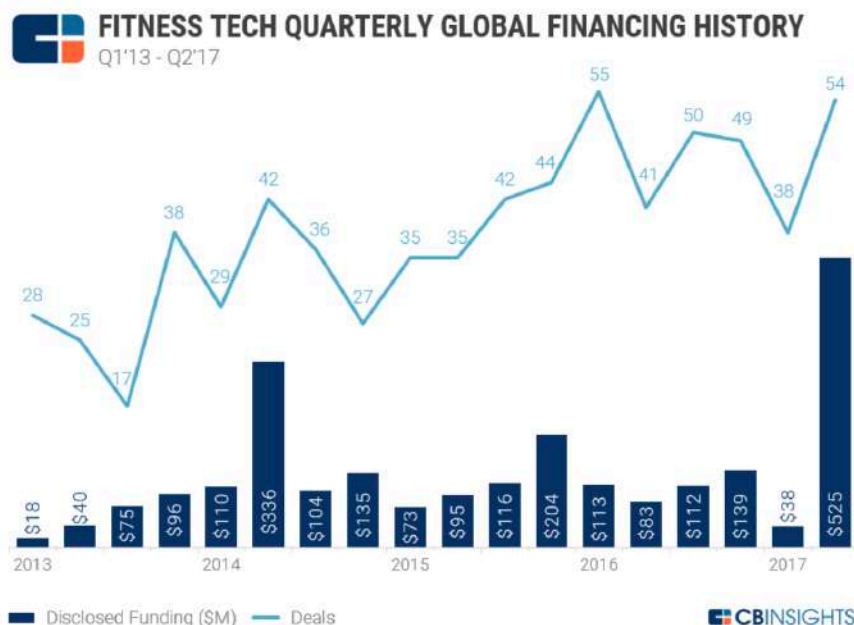
Total Number of Memberships at U.S. Fitness Centers/Health Clubs



Data visualized by + **tableau**

© Statista 2018

In recent years, the fitness sector has garnered increased attention from consumers and investors alike. Fitness tech deals grew steadily between 2013 and 2016 as fitness-focused startups sought to create new wellness offerings and digitize a traditionally physical space. Q2 2017 was a quarterly record for fitness tech funding, with \$525 million deployed across 54 deals. Funding in Q2 2017 was boosted by a \$325 million Series E round to cycling startup Peloton Interactive and a \$70 million Series C round to on-demand workout app ClassPass.^v



CBINSIGHTS



Mindbody: Founded in 2001, Mindbody (NASDAQ: MB) seeks to provide small business owners, as well as enterprises, operating in the health and wellness space with the business software tools. The company's suite of software tools includes marketing, online booking, point of sale, client tools, staff resources, report features, and automation. Mindbody also offers FitMetrix, a performance tracking software that allows trainers to gamify sessions to better engage participants. Currently, the company offers monthly subscriptions that range from \$125 to \$395 per month depending on the level of service.^{vi} In 2017, Mindbody generated total revenue of \$182.6 million, with subscription and services revenue of \$109.2 million and payments revenue of \$71.3 million.^{vii}

Find Your Trainer (FYT): Founded in 2013, FYT seeks to serve as an online marketplace for trainers and individuals looking for health and wellness professionals. Providing a supply of vetted, certified trainers, the platform allows users to search for professionals in their area. Users can train anywhere the trainer agrees to meet; the trainer will provide the necessary equipment. FYT also allows users to book and pay via its software. The company offers a prepayment subscription model based on the number of sessions purchased. A four-session subscription costs \$54 per session, an eight-session subscription costs about \$49 per session and a 12-session subscription costs about \$46 per session.^{viii} In January 2016, FYT announced it had secured \$1.5 million in seed funding from strategic angel investors.^{ix}

TRAINERIZE: Started in 2012, Vancouver-based TRAINERIZE aims to boost its clients' personal training revenues with solutions that cater to fitness clubs, enterprises, and individual trainers alike. Software features include client engagement, client management, and business operation tools. Currently, the company's software is used by over 75,000 trainers, with 300,000 active users and 100,000 user-connected fitness apps.^x TRAINERIZE is free for fitness professionals with just one client, and it charges \$4.50 per month for two clients, \$18 per month for up to five clients, and \$54 per month for up to 30 clients, when billed annually.^{xi}

PTminder: Started in 2011, Australian-based software company PTminder offers a cloud-based website and mobile app that provides clients with various features including scheduling, payment processing, online booking, client management, client assessment, and reporting. The company offers a subscription-based model that has three tiers: a free plan with a one trainer, two client limit, a premium plan for unlimited clients and multiple trainers for \$39 per month, and platinum plan that provides a custom-branded app for \$75 per month. As of November 2018, trainers had booked over 7 million classes and PTminder had processed over \$155 million of transactions.^{xii}

PTBIZ: Founded in 2013, PTBIZ offers management software for health and fitness professionals. PTBIZ's software solutions include scheduling, cash and card payment processing, client management, and financial breakdown tool. The Australian software provider offers its app for free but charges a processing payment for all transactions made through the app. The company charges 3.5% + \$0.40 per transaction in the U.S. and Canada, and 2.95% + \$0.55 per transaction in Australia.^{xiii}



Dillon Auxier, CEO and Founder: Prior to starting Fitpeak, Dillon spent his early career in design and marketing. He has experience running marketing campaigns and front-end development specifically for the fitness niche. During his time doing design, marketing, and development work for fitness professionals and small gyms, Dillon started to see the inefficiencies in the process and how independent fitness pros were struggling to make it. Dillon has been passionate about design from a very young age and can remember designing prototypes and websites as early as 14 years old. He graduated from Concordia University-Irvine with a degree in Business Management. While at Concordia, Dillon started his first tech company, Barspective, which let users browse low resolution live streams of bars in Huntington Beach and Newport Beach. The lessons learned from Barspective helped shape how Dillon approaches building teams and effective management practices.



Sterling Perkins, COO: Prior to joining Fitpeak, Sterling spent his career optimizing businesses in the financial services industry. He started his career in Private Wealth Management with Robert W. Baird & Co. Upon leaving Baird, Sterling joined Fair Economy Inc (formerly Forex Factory), where he was a Financial Economist. There he helped create blueprints and organizational structures that allowed Fair Economy to simultaneously launch products in cryptocurrencies, metals, and energy trading. Sterling is experienced in quantitative analysis, systems generation, and revenue optimization. He also currently serves as the CEO of Fivest Capital Consulting.



Alex Kaminski, CTO: Alex has over 12 years of experience as a full-stack developer. He previously worked as a software engineer at educational startup WeWantToKnow and also serves as the CEO of tech company Entropy- 1. Alex believes that the method and pattern implemented are more crucial than the language and framework used, so he's comfortable with switching technologies often. In his decade of professional experience, he's worked on web projects, games, and tools in some of the most popular programming languages. He particularly relishes a challenge and thrives in even the most unorthodox projects.



MICROVENTURES

INVESTMENT TERMS

Security Type: Crowd Note

Round Size: Min: \$25,000 Max: \$107,000

Valuation Cap: \$4,000,000

Discount Rate: 20%

Conversion Provisions: In connection with an equity financing of at least \$1,000,000, the Company has the option to convert the Crowd Note into shares of a series of non-voting preferred stock, at a discount of 20% of the price per share of the new preferred stock sold in the equity financing, or a valuation cap of \$4,000,000, whichever results in a lower conversion price. Please refer to the Crowd Note for a complete description of the terms of the Crowd Note, including the conversion provisions.

ⁱ <https://us.myprotein.com/thezone/training/much-americans-spend-health-fitness-survey-results-revealed/>

ⁱⁱ <https://us.myprotein.com/thezone/training/much-americans-spend-health-fitness-survey-results-revealed/>

ⁱⁱⁱ <https://www.statista.com/statistics/236123/us-fitness-center--health-club-memberships/>

^{iv} <https://www.statista.com/statistics/236120/us-fitness-center-revenue/>

^v <https://www.cbinsights.com/research/fitness-tech-startups-deals-funding/>

^{vi} <https://www.mindbodyonline.com/pricing>

^{vii} <https://www.mindbodyonline.com/company/press/mindbody-reports-fourth-quarter-and-full-year-2017-financial-results>

^{viii} <https://findyourtrainer.com/pricing/>

^{ix} <https://www.clubindustry.com/manufacturers/find-your-trainer-secures-15-million-investment-funding-expands-300-cities>

^x <https://www.trainerize.com/about.aspx>

^{xi} <https://www.trainerize.com/pricing>

^{xii} <https://ptminder.com/#>

^{xiii} <https://www.ptbizapp.com/>

EXHIBIT C
Subscription Agreement

Subscription Agreement

THE SECURITIES ARE BEING OFFERED PURSUANT TO SECTION 4(A)(6) OF THE SECURITIES ACT OF 1933 (THE "SECURITIES ACT") AND HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OR THE SECURITIES LAWS OF ANY STATE OR ANY OTHER JURISDICTION. THERE ARE FURTHER RESTRICTIONS ON THE TRANSFERABILITY OF THE SECURITIES DESCRIBED HEREIN. THE PURCHASE OF THE SECURITIES INVOLVES A HIGH DEGREE OF RISK AND SHOULD BE CONSIDERED ONLY BY PERSONS WHO CAN BEAR THE RISK OF THE LOSS OF THEIR ENTIRE INVESTMENT.

Physio, LLC
2002 E 5th Ave. #108
Tampa, FL 33605

Ladies and Gentlemen:

The undersigned understands that Physio, LLC, a Limited Liability Company organized under the laws of Florida (the "Company"), is offering up to \$107,000 in Crowd Notes (the "Securities") in a Regulation CF Offering. This Offering is made pursuant to the Form C, dated December 6, 2018 (the "Form C"). The undersigned further understands that the Offering is being made pursuant to Section 4(a)(6) of the Securities Act and Regulation CF under the JOBS Act of 2012 and without registration of the Securities under the Securities Act of 1933, as amended (the "Securities Act").

1. Subscription. Subject to the terms and conditions hereof and the provisions of the Form C, the undersigned hereby irrevocably subscribes for the Securities set forth on the signature page hereto for the aggregate purchase price set forth on the signature page hereto, which is payable as described in Section 4 hereof. The undersigned acknowledges that the Securities will be subject to restrictions on transfer as set forth in this subscription agreement (the "Subscription Agreement").

2. Acceptance of Subscription and Issuance of Securities. It is understood and agreed that the Company shall have the sole right, at its complete discretion, to accept or reject this subscription, in whole or in part, for any reason and that the same shall be deemed to be accepted by the Company only when it is signed by a duly authorized officer of the Company and delivered to the undersigned at the Closing referred to in Section 3 hereof. Subscriptions need not be accepted in the order received, and the Securities may be allocated among subscribers.

3. The Closing. The closing of the purchase and sale of the Securities (the "Closing") shall take place at 11:59 p.m. pacific standard time on March 11, 2019, or at such other time and place as the Company may designate by notice to the undersigned.

4. Payment for Securities. Payment for the Securities shall be received by Boston Private Bank and Trust Co. (the "Escrow Agent") from the undersigned of immediately available funds or other means approved by the Company at least two days prior to the Closing, in the amount as set forth on the signature page hereto. Upon the Closing, the Escrow Agent shall release such funds to the Company. The undersigned shall receive notice and evidence of the entry of the number of the Securities owned by undersigned reflected on the books and records of the Company, which shall bear a notation that the Securities were sold in reliance upon an exemption from registration under the Securities Act.

5. Representations and Warranties of the Company. As of the Closing, the Company represents and warrants that:

- a) The Company is duly formed and validly existing under the laws of Florida, with full power and authority to conduct its business as it is currently being conducted and to own its assets; and has secured any other authorizations, approvals, permits and orders required by law for the conduct by the Company of its business as it is currently being conducted.
- b) The Securities have been duly authorized and, when issued, delivered and paid for in the manner set forth in this Subscription Agreement, will be validly issued, fully paid and nonassessable, and will conform in all material respects to the description thereof set forth in the Form C.

- c) The execution and delivery by the Company of this Subscription Agreement and the consummation of the transactions contemplated hereby (including the issuance, sale and delivery of the Securities) are within the Company's powers and have been duly authorized by all necessary corporate action on the part of the Company. Upon full execution hereof, this Subscription Agreement shall constitute a valid and binding agreement of the Company, enforceable against the Company in accordance with its terms, except (i) as limited by applicable bankruptcy, insolvency, reorganization, moratorium, and other laws of general application affecting enforcement of creditors' rights generally, (ii) as limited by laws relating to the availability of specific performance, injunctive relief, or other equitable remedies and (iii) with respect to provisions relating to indemnification and contribution, as limited by considerations of public policy and by federal or securities, "blue sky" or other similar laws of such jurisdiction (collectively referred to as the "State Securities Laws").
- d) Assuming the accuracy of the undersigned's representations and warranties set forth in Section 6 hereof, no order, license, consent, authorization or approval of, or exemption by, or action by or in respect of, or notice to, or filing or registration with, any governmental body, agency or official is required by or with respect to the Company in connection with the execution, delivery and performance by the Company of this Subscription Agreement except (i) for such filings as may be required under Regulation CF promulgated under the Securities Act, or under any applicable State Securities Laws, (ii) for such other filings and approvals as have been made or obtained, or (iii) where the failure to obtain any such order, license, consent, authorization, approval or exemption or give any such notice or make any filing or registration would not have a material adverse effect on the ability of the Company to perform its obligations hereunder.

6. Representations and Warranties of the Undersigned. The undersigned hereby represents and warrants to and covenants with the Company that:

a) General.

- i. The undersigned has all requisite authority (and in the case of an individual, the capacity) to purchase the Securities, enter into this Subscription Agreement and to perform all the obligations required to be performed by the undersigned hereunder, and such purchase will not contravene any law, rule or regulation binding on the undersigned or any investment guideline or restriction applicable to the undersigned.
- ii. The undersigned is a resident of the state set forth on the signature page hereto and is not acquiring the Securities as a nominee or agent or otherwise for any other person.
- iii. The undersigned will comply with all applicable laws and regulations in effect in any jurisdiction in which the undersigned purchases or sells Securities and obtain any consent, approval or permission required for such purchases or sales under the laws and regulations of any jurisdiction to which the undersigned is subject or in which the undersigned makes such purchases or sales, and the Company shall have no responsibility therefor.
- iv. Including the amount set forth on the signature page hereto, in the past twelve (12) month period, the undersigned has not exceeded the investment limit as set forth in Rule 100(a)(2) of Regulation CF.

b) Information Concerning the Company.

- i. The undersigned has received a copy of the Form C. With respect to information provided by the Company, the undersigned has relied solely on the information contained in the Form C to make the decision to purchase the Securities.
- ii. The undersigned understands and accepts that the purchase of the Securities involves various risks, including the risks outlined in the Form C and in this Subscription Agreement. The undersigned represents that it is able to bear any and all loss associated with an investment in the Securities.
- iii. The undersigned confirms that it is not relying and will not rely on any communication (written or oral) of the Company, MicroVenture Marketplace Inc., or any of their respective affiliates, as investment advice or as a recommendation to purchase the Securities. It is understood that information and explanations related to the terms and conditions of the Securities provided in the Form C or otherwise by the Company, MicroVenture Marketplace Inc. or any of their respective affiliates shall not be considered investment advice or a recommendation to purchase the Securities, and that neither the Company, MicroVenture Marketplace Inc. nor any of their respective affiliates is acting or has acted as an advisor to the undersigned in deciding to invest in the Securities. The undersigned acknowledges that neither the Company,

MicroVenture Marketplace Inc. nor any of their respective affiliates have made any representation regarding the proper characterization of the Securities for purposes of determining the undersigned's authority or suitability to invest in the Securities.

iv. The undersigned is familiar with the business and financial condition and operations of the Company, all as generally described in the Form C. The undersigned has had access to such information concerning the Company and the Securities as it deems necessary to enable it to make an informed investment decision concerning the purchase of the Securities.

v. The undersigned understands that, unless the undersigned notifies the Company in writing to the contrary at or before the Closing, each of the undersigned's representations and warranties contained in this Subscription Agreement will be deemed to have been reaffirmed and confirmed as of the Closing, taking into account all information received by the undersigned.

vi. The undersigned acknowledges that the Company has the right in its sole and absolute discretion to abandon this Offering at any time prior to the completion of the Offering. This Subscription Agreement shall thereafter have no force or effect and the Company shall return any previously paid subscription price of the Securities, without interest thereon, to the undersigned.

vii. The undersigned understands that no federal or state agency has passed upon the merits or risks of an investment in the Securities or made any finding or determination concerning the fairness or advisability of this investment.

c) No Guaranty.

The undersigned confirms that the Company has not (A) given any guarantee or representation as to the potential success, return, effect or benefit (either legal, regulatory, tax, financial, accounting or otherwise) of an investment in the Securities or (B) made any representation to the undersigned regarding the legality of an investment in the Securities under applicable legal investment or similar laws or regulations. In deciding to purchase the Securities, the undersigned is not relying on the advice or recommendations of the Company and the undersigned has made its own independent decision that the investment in the Securities is suitable and appropriate for the undersigned.

d) Status of Undersigned.

The undersigned has such knowledge, skill and experience in business, financial and investment matters that the undersigned is capable of evaluating the merits and risks of an investment in the Securities. With the assistance of the undersigned's own professional advisors, to the extent that the undersigned has deemed appropriate, the undersigned has made its own legal, tax, accounting and financial evaluation of the merits and risks of an investment in the Securities and the consequences of this Subscription Agreement. The undersigned has considered the suitability of the Securities as an investment in light of its own circumstances and financial condition and the undersigned is able to bear the risks associated with an investment in the Securities and its authority to invest in the Securities.

e) Restrictions on Transfer or Sale of Securities.

i. The undersigned is acquiring the Securities solely for the undersigned's own beneficial account, for investment purposes, and not with a view to, or for resale in connection with, any distribution of the Securities. The undersigned understands that the Securities have not been registered under the Securities Act or any State Securities Laws by reason of specific exemptions under the provisions thereof which depend in part upon the investment intent of the undersigned and of the other representations made by the undersigned in this Subscription Agreement. The undersigned understands that the Company is relying upon the representations and agreements contained in this Subscription Agreement (and any supplemental information) for the purpose of determining whether this transaction meets the requirements for such exemptions.

ii. The undersigned understands that the Securities are restricted from transfer for a period of time under applicable federal securities laws and that the Securities Act and the rules of the U.S. Securities and Exchange Commission (the "Commission") provide in substance that the undersigned may dispose of the Securities only pursuant to an effective registration statement under the Securities Act, an exemption therefrom or as further described in Rule 501 of Regulation CF, after which certain state restrictions may apply. The undersigned understands that the Company has no obligation or intention to register any of the Securities, or to take action so as to permit sales pursuant to the Securities Act. Even when the Securities

become freely transferrable, a secondary market in the Securities may not develop. Consequently, the undersigned understands that the undersigned must bear the economic risks of the investment in the Securities for an indefinite period of time.

iii. The undersigned agrees: (A) that the undersigned will not sell, assign, pledge, give, transfer or otherwise dispose of the Securities or any interest therein, or make any offer or attempt to do any of the foregoing, except pursuant to Rule 501 of Regulation CF.

7. Conditions to Obligations of the Undersigned and the Company. The obligations of the undersigned to purchase and pay for the Securities specified on the signature page hereto and of the Company to sell the Securities are subject to the satisfaction at or prior to the Closing of the following conditions precedent: the representations and warranties of the Company contained in Section 5 hereof and of the undersigned contained in Section 6 hereof shall be true and correct as of the Closing in all respects with the same effect as though such representations and warranties had been made as of the Closing.

8. Obligations Irrevocable. Following the Closing, the obligations of the undersigned shall be irrevocable.

9. Legend. The certificates, book entry or other form of notation representing the Securities sold pursuant to this Subscription Agreement will be notated with a legend or designation, which communicates in some manner that the Securities were issued pursuant to Section 4(a)(6) of the Securities Act and may only be resold pursuant to Rule 501 of Regulation CF.

10. Waiver, Amendment. Neither this Subscription Agreement nor any provisions hereof shall be modified, changed, discharged or terminated except by an instrument in writing, signed by the party against whom any waiver, change, discharge or termination is sought.

11. Assignability. Neither this Subscription Agreement nor any right, remedy, obligation or liability arising hereunder or by reason hereof shall be assignable by either the Company or the undersigned without the prior written consent of the other party.

12. Waiver of Jury Trial. THE UNDERSIGNED IRREVOCABLY WAIVES ANY AND ALL RIGHT TO TRIAL BY JURY WITH RESPECT TO ANY LEGAL PROCEEDING ARISING OUT OF THE TRANSACTIONS CONTEMPLATED BY THIS SUBSCRIPTION AGREEMENT.

13. Submission to Jurisdiction. With respect to any suit, action or proceeding relating to any offers, purchases or sales of the Securities by the undersigned ("Proceedings"), the undersigned irrevocably submits to the jurisdiction of the federal or state courts located in Florida, which submission shall be exclusive unless none of such courts has lawful jurisdiction over such Proceedings.

14. Governing Law. This Subscription Agreement shall be governed by and construed in accordance with the laws of the State of Florida, without regard to conflict of law principles thereof.

15. Section and Other Headings. The section and other headings contained in this Subscription Agreement are for reference purposes only and shall not affect the meaning or interpretation of this Subscription Agreement.

16. Counterparts. This Subscription Agreement may be executed in any number of counterparts, each of which when so executed and delivered shall be deemed to be an original and all of which together shall be deemed to be one and the same agreement.

17. Notices. All notices and other communications provided for herein shall be in writing and shall be deemed to have been duly given if delivered personally or sent by registered or certified mail, return receipt requested, postage prepaid or email to the following addresses (or such other address as either party shall have specified by notice in writing to the other):

If to the Company:	2002 E 5th Ave. #108 Tampa, FL 33605 Attention: Dillon Auxier
with a copy to:	201 N. Franklin Street, Suite 2800 Tampa, FL 33602 Attention: Frank LaFalce

If to the Purchaser:	[PURCHASER ADDRESS] [E-MAIL ADDRESS]
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18. Binding Effect. The provisions of this Subscription Agreement shall be binding upon and accrue to the benefit of the parties hereto and their respective heirs, legal representatives, successors and assigns.

19. Survival. All representations, warranties and covenants contained in this Subscription Agreement shall survive (i) the acceptance of the subscription by the Company, (ii) changes in the transactions, documents and instruments described in the Form C which are not material or which are to the benefit of the undersigned and (iii) the death or disability of the undersigned.

20. Notification of Changes. The undersigned hereby covenants and agrees to notify the Company upon the occurrence of any event prior to the closing of the purchase of the Securities pursuant to this Subscription Agreement, which would cause any representation, warranty, or covenant of the undersigned contained in this Subscription Agreement to be false or incorrect.

21. Severability. If any term or provision of this Subscription Agreement is invalid, illegal or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision of this Subscription Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction.

SIGNATURE PAGE FOLLOWS

IN WITNESS WHEREOF, the undersigned has executed this Subscription Agreement this [DAY] OF [MONTH], [YEAR].

PURCHASER (if an individual):
By _____ Name:

PURCHASER (if an entity):
_____ Legal Name of Entity By _____ Name: Title:

State/Country of Domicile or Formation: _____

The offer to purchase Securities as set forth above is confirmed and accepted by the Company as to [amount of Securities to be acquired by Purchaser] for [total amount to be paid by Purchaser].

Physio, LLC
By _____ Name: Title:

EXHIBIT D
Crowd Note

THIS INSTRUMENT AND THE SECURITIES ISSUABLE UPON THE CONVERSION HEREOF HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933, AS AMENDED (THE "ACT"). THEY MAY NOT BE SOLD, OFFERED FOR SALE, PLEDGED, HYPOTHECATED, OR OTHERWISE TRANSFERRED EXCEPT IN COMPLIANCE WITH THE ACT. FOR ONE YEAR FROM THE DATE OF THIS INSTRUMENT, SECURITIES SOLD IN RELIANCE ON REGULATION CROWDFUNDING UNDER THE ACT MAY ONLY BE TRANSFERRED TO THE COMPANY, TO AN "ACCREDITED INVESTOR" WITHIN THE MEANING OF RULE 501 OF REGULATION D UNDER THE ACT, AS PART OF AN OFFERING REGISTERED UNDER THE SECURITIES ACT WITH THE SEC, OR TO A MEMBER OF INVESTOR'S FAMILY OR THE EQUIVALENT, TO A TRUST CONTROLLED BY THE INVESTOR, TO A TRUST CREATED FOR THE BENEFIT OF A MEMBER OF THE FAMILY OF THE INVESTOR OR EQUIVALENT, OR IN CONNECTION WITH THE DEATH OR DIVORCE OF THE INVESTOR OR OTHER SIMILAR CIRCUMSTANCE. THE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SEC, ANY STATE SECURITIES COMMISSION OR OTHER REGULATORY AUTHORITY, NOR HAVE ANY OF THE FOREGOING AUTHORITIES PASSED UPON THE MERITS OF THIS OFFERING OR THE ADEQUACY OR ACCURACY OF THE SUBSCRIPTION AGREEMENT OR ANY OTHER MATERIALS OR INFORMATION MADE AVAILABLE TO INVESTOR IN CONNECTION WITH THIS OFFERING. ANY REPRESENTATION TO THE CONTRARY IS UNLAWFUL.

Physio, LLC

CROWD NOTE

FOR VALUE RECEIVED, Physio, LLC (the "**Company**"), hereby promises to pay to each investor (the "**Investor**") who is recorded in MicroVenture Marketplace Inc., (the "**Platform**") records as having subscribed to this security (the "**Crowd Note**") the principal sum of his/her subscription (the "**Purchase Price**") unless converted into equity securities pursuant to Section 2.

The "**Valuation Cap**" is \$4 million.

The "**Discount**" is 20%.

The "**Offering End Date**" is March 11, 2019.

1. Definitions.

- a. "**Conversion Units**" shall mean with respect to a conversion pursuant to Section 2, units of the Company's Preferred Units issued in the Qualified Equity Financing.
- b. "**Conversion Price**" with respect to a conversion pursuant to Section 2 shall equal the lower of (A) the product of (1) one minus the Discount and (2) the price paid per unit for Preferred Units by the investors in the Qualified Equity Financing or (B) the quotient resulting from dividing (1) the Valuation Cap by (2) the Fully-Diluted Capitalization immediately prior to the closing of the Qualified Equity Financing.
- c. "**Corporate Transaction**" shall mean:
 - i. the closing of the sale, transfer or other disposition of all or substantially all of the Company's assets,
 - ii. the consummation of the merger or consolidation of the Company with or into another entity (except a merger or consolidation in which the holders of equity interests of the Company immediately prior to such merger or consolidation continue to hold at least 50% of the voting power of the equity interests of the Company or the surviving or acquiring entity),

- iii. the closing of the transfer (whether by merger, consolidation or otherwise), in one transaction or a series of related transactions, to a person or group of affiliated persons (other than an underwriter of the Company's securities), of the Company's securities if, after such closing, such person or group of affiliated persons would hold 50% or more of the outstanding voting equity of the Company (or the surviving or acquiring entity), or
 - iv. the IPO, liquidation, dissolution or winding up of the Company; provided, however, that a transaction shall not constitute a Corporate Transaction if its sole purpose is to change the state of the Company's incorporation or to create a holding company that will be owned in substantially the same proportions by the persons who held the Company's securities immediately prior to such transaction.
- d. **"Corporate Transaction Payment"** shall mean an amount equal to two times (2X) the Purchase Price. If there are not enough funds to pay the Investors in full, then proceeds from the respective transaction will be distributed with equal priority and pro rata among Investors in proportion to their Purchase Price.
- e. **"Date of Issuance"** shall mean the date upon which the Investor subscription is recorded in the Platform's records as having been accepted by the Company at the date of closing.
- f. **"Fully-Diluted Capitalization"** shall mean the number of units of membership interest of the Company on a fully-diluted basis, including (i) conversion or exercise of all securities convertible into or exercisable for units, (ii) exercise of all outstanding options and warrants to purchase units and, in the case of Section 1(b), (iii) the units reserved or authorized for issuance under the Company's existing equity incentive or similar plan created or increased in connection with such transaction; but excluding, for this purpose, the conversion contemplated by the applicable provision of Section 2.
- g. **"Irrevocable Proxy"** shall mean the agreement appointing the Platform or an affiliate of the Platform as the sole and exclusive attorney and proxy of the Investor, with full power of substitution and re-substitution, to vote and exercise all voting and related rights with respect to all of the securities of the Company that now are or hereafter may be beneficially owned by Investor.
- h. **"Major Investor"** shall mean any Investor in a Crowd Note in which the Purchase Price is equal to or greater than \$25,000.
- i. **"Maximum Raise Amount"** shall mean \$107,000 under Regulation CF.
- j. **"Outstanding Principal"** shall mean the total of the Purchase Price.
- k. **"Qualified Equity Financing"** shall mean the first sale (or series of related sales) by the Company of its Preferred Units following the Date of Issuance from which the Company receives gross proceeds of not less than \$1,000,000 (excluding the aggregate amount of securities converted into Preferred Units in connection with such sale or series of related sales).
- l. **"Shadow Series"** shall mean units of a series of the Company's Preferred Units that is identical in all respects to the Preferred Units issued in the Qualified Equity Financing (e.g., if the Company sells Series A Preferred Units in the Qualified Equity Financing, the Shadow Series would be Series A-1 Preferred Units), except that the liquidation preference per unit of the Shadow Series shall equal the Conversion Price (as determined pursuant to Section 2) and the following additional differences:

- i. Shadow Series members shall grant their vote on any matter that is submitted to a vote or for the consent of the members of the Company (except for on matters required by law) by Irrevocable Proxy;
- ii. Shadow Series members shall receive quarterly business updates from the company through the Platform but will have no additional information or inspection rights (except with respect to such rights which are required by law).

m. “**Target CF Minimum**” shall mean \$25,000 raised via Regulation CF.

2. Conversion of the Crowd Note.

1. **Qualified Equity Financing.** Upon the occurrence of a Qualified Equity Financing the Crowd Note will convert into Conversion Units pursuant to the following:
 - a. If the Investor is not a Major Investor, the Crowd Note will convert into Conversion Units upon the earlier of (i) the Company’s election or (ii) a Corporate Transaction.
 - b. If the Investor is a Major Investor, the Company will convert the Crowd Note into Conversion Units prior to the closing of the Qualified Equity Financing.
2. **Conversion Mechanics.** Company shall convert the Crowd Note into Conversion Units equal to the quotient obtained by dividing the Outstanding Principal by the Conversion Price.
 - a. The issuance of Conversion Units pursuant to the conversion of this Crowd Note shall be upon and subject to the same terms and conditions applicable to the units sold in the Qualified Equity Financing; provided, however, that if the Investor is not a Major Investor, the Investor shall receive units of a Shadow Series with certain limited rights.
3. **Corporate Transaction.** In the event of a Corporate Transaction, the Company shall notify the Investor in writing of the terms of the Corporate Transaction.
 - a. If the Corporate Transaction occurs prior to a Qualified Equity Financing, the Investor shall receive the higher value received by either:
 - i. Quotient obtained by dividing the product of (1) the Outstanding Principal and the Fully-Diluted Capitalization immediately prior to the closing of the Corporate Transaction by the (2) the Valuation Cap; or
 - ii. Obtaining the Corporate Transaction Payment.
 - b. If the Corporate Transaction occurs after a Qualified Equity Financing the Company shall convert this Crowd Note into Conversion Units pursuant to Section 2 (a).
4. **Mechanics of Conversion.** As promptly as practicable after the conversion of this Crowd Note, the Company at its expense will issue and deliver to the Investor, upon surrender of this Crowd Note, the respective number of Conversion Units.
5. **Note Completion.** This Crowd Note will terminate upon the earlier of: (a) a conversion of the entire Purchase Price under this Crowd Note into Conversion Units; or (b) the payment of amounts due to the Investor pursuant to Section 2 (a).

3. **Representations and Warranties of the Company.** In connection with the transactions provided for herein, the Company hereby represents and warrants to the Investor that:

1. **Organization, Good Standing and Qualification.** The Company is a limited liability company duly organized, validly existing, and in good standing and has all requisite corporate power and authority to carry on its business as now conducted. The Company is duly qualified to transact business and is in

good standing in each jurisdiction in which the failure to so qualify would have a material adverse effect on its business or properties.

2. **Authorization.** Except for the authorization and issuance of the Conversion Units issuable in connection with a Qualified Equity Financing or a Corporate Transaction, all corporate action has been taken on the part of the Company, its officers, managers and members necessary for the authorization, execution and delivery of this Crowd Note. The Company has taken all limited liability company action required to make all of the obligations of the Company reflected in the provisions of this Crowd Note the valid and enforceable obligations they purport to be, and this Crowd Note, when executed and delivered by the Company, shall constitute the valid and legally binding obligation of the Company, enforceable against the Company in accordance with its terms.
3. **Offering.** Subject in part to the truth and accuracy of the Investor's representations set forth herein, the offer, sale and issuance of this Crowd Note are exempt from the registration requirements of any applicable state and federal securities laws, and neither the Company nor any authorized agent acting on its behalf will take any action hereafter that would cause the loss of such exemption.
4. **Compliance with Other Instruments.** The execution, delivery and performance of this Crowd Note, and the consummation of the transactions contemplated hereby, will not constitute or result in a default, violation, conflict or breach in any material respect of any provision of the Company's current articles of organization or operating agreement, or in any material respect of any instrument, judgment, order, writ, decree, privacy policy or contract to which it is a party or by which it is bound, or, to its knowledge, of any provision of any federal or state statute, rule or regulation applicable to the Company.
5. **Valid Issuance of Units.** The Conversion Units, when issued, sold and delivered upon conversion of this Crowd Note, will be duly authorized and validly issued, fully paid and

nonassessable, will be free of restrictions on transfer other than restrictions on transfer set forth herein and pursuant to applicable state and federal securities laws and, based in part upon the representations and warranties of the Investor herein, will be issued in compliance with all applicable federal and state securities laws.

6. **Intellectual Property.** To its knowledge, the Company owns or possesses or believes it can acquire on commercially reasonable terms sufficient legal rights to all patents, patent applications, trademarks, trademark applications, service marks, trade names, copyrights, trade secrets, licenses, domain names, mask works, information and proprietary rights and processes as are necessary to the conduct of its business as now conducted and as presently proposed to be conducted without any known conflict with, or infringement of, the rights of others. The Company has not received any communications alleging that the Company has violated or, by conducting its business, would violate any of the patents, trademarks, service marks, trade names, copyrights, trade secrets, mask works or other proprietary rights or processes of any other person.
7. **Litigation.** To the Company's knowledge, there is no private or governmental action, suit, proceeding, claim, arbitration or investigation pending before any agency, court or tribunal, foreign or domestic, or threatened against the Company or any of its properties or any of its officers or managers (in their capacities as such). There is no judgment, decree or order against the Company, or, to the knowledge of the Company, any of its directors or managers (in their capacities as such), that could prevent, enjoin, or materially alter or delay any of the transactions contemplated by this Crowd Note, or that could reasonably be expected to have a material adverse effect on the Company.

4. **Representations and Warranties of the Investor.** In connection with the transactions provided for herein, the Investor hereby represents and warrants to the Company that:

1. **Authorization.** This Crowd Note constitutes Investor's valid and legally binding obligation, enforceable in accordance with its terms, except as may be limited by (i) applicable bankruptcy, insolvency, reorganization, or similar laws relating to or affecting the enforcement of creditors' rights and (ii) laws relating to the availability of specific performance, injunctive relief or other equitable remedies.
2. **Purchase Entirely for Own Account.** Investor acknowledges that this Crowd Note is issued to Investor in reliance upon Investor's representation to the Company that the Crowd Note will be acquired for investment for Investor's own account.
3. **Required Information.** The Investor acknowledges they have received all the information necessary or appropriate for deciding whether to invest in this Crowd Note, and the Investor represents that the Investor has had an opportunity to ask questions and receive answers from the Company regarding the terms and conditions of this instrument and the underlying securities and to obtain any additional information necessary to verify the accuracy of the information provided.
4. **Reliance on Advice.** The Investor acknowledges that they are not relying on the advice or recommendations of the Company or MicroVenture Marketplace Inc., or the affiliates of either, and the Investor has made its own independent decision that an investment in this instrument and the underlying securities is suitable and appropriate.

5. **Federal or State Agencies.** The Investor acknowledges that no federal or state agency has passed upon the merits or risks of an investment in this instrument and the underlying securities or made any finding or determination concerning the fairness or advisability of this investment.
6. **Voting and Inspection Rights.** The Investor acknowledges that if they are not a Major Investor they shall have limited voting, information and inspection rights.
7. **No Public Market.** The Investor acknowledges that no public market now exists for any of the securities issued by the Company, and that the Company has made no assurances that a public market will ever exist for this instrument and the securities to be acquired by the Investor hereunder.

5. Miscellaneous.

1. **Security.** This Crowd Note is a general unsecured obligation of the Company.
2. The Investor agrees to take any and all actions determined in good faith by the Company's managers to be advisable to reorganize this instrument and any units issued pursuant to the terms of this instrument into a special purpose vehicle or other entity designed to aggregate the interests of holders of Crowd Notes.
3. **Successors and Assigns.** The terms and conditions of this Crowd Note shall inure to the benefit of and be binding upon the respective successors and assigns of the parties hereto; provided, however, that the Company may not assign its obligations under this Crowd Note without the prior written consent of the Investor.
4. **Governing Law.** This Crowd Note shall be governed by and construed under the laws of Delaware as applied to other instruments made by Florida residents to be performed entirely within the state of Florida, regardless of the laws that might otherwise govern under applicable principles of conflicts of law.
5. **Notices.** All notices and other communications given or made pursuant to this Crowd Note shall be in writing and shall be deemed effectively given upon the earlier of actual receipt or: (a) personal delivery to the party to be notified, (b) when sent, if sent by electronic mail or facsimile during normal business hours of the recipient, and if not sent during normal business hours, then on the recipient's next business day, (c) five days after having been sent by registered or certified mail, return receipt requested, postage prepaid, or (d) one business day after deposit with a nationally recognized overnight courier, freight prepaid, specifying next business day delivery, with written verification of receipt.
6. **Financing Agreements.** The Investor understands and agrees that the conversion of the Crowd Note into Conversion Units may require the Investor's execution of certain agreements relating to the purchase and sale of such securities as well as registration, co sale, rights of first refusal, rights of first offer and voting rights, if any, relating to such securities. The Investor agrees to execute all such agreements in connection with the conversion so long as the issuance of Conversion Units issued pursuant to the conversion of this Crowd Note are subject to the same terms and conditions applicable to the Preferred Units sold in the Qualified Equity Financing (or the Shadow Series).
7. **Severability.** If one or more provisions of this Crowd Note are held to be unenforceable under applicable law, such provision shall be excluded from this Crowd Note and the balance of the Crowd Note shall be interpreted as if such provision were so excluded and shall be enforceable in accordance with its terms.
8. **Transfer of a Crowd Note.** Subject to compliance with applicable federal and state securities laws (including the restrictions described in the legends to this Crowd Note), this Crowd Note and

all rights hereunder are transferable in whole or in part by the Investor to any person or entity upon written notice to the Company.

9. **Escrow Procedures.** No investor funds shall be released from escrow until the Target CF Minimum is reached. The Target CF Minimum must be met on or before the Offering Date for funds to be released from escrow.
10. **Entire Agreement; Amendments and Waivers.** This Crowd Note constitutes the full and entire understanding and agreement between the parties with regard to the subjects hereof. The Company's agreements with each Investor are separate agreements, and the sales of the Crowd Notes to each Investor are separate sales.

6. Dispute Resolution.

1. **General Rule.** Any dispute under this Crowd Note will be resolved through arbitration, not through the court system. All arbitration will be conducted in Tampa, Florida unless both parties agree otherwise in writing in a specific case. All arbitration will be conducted before a single arbitrator in following the rules of the American Arbitration Association. Except as required by law, neither a party nor the arbitrator may disclose the existence, content or results of any arbitration without the prior written consent of the other parties.
2. **Appeal of Award.** Within thirty days of a final award by the single arbitrator, either party may appeal the award for reconsideration by a three-arbitrator panel. If there is an appeal, the other party may cross-appeal within thirty days after notice of the appeal. The panel will reconsider all aspects of the initial award that are appealed, including related findings of fact.
3. **Effect of Award.** Any award by the individual arbitrator that is not subject to appeal, and any panel award on appeal, shall be final and binding, except for any appeal right under the Federal Arbitration Act, and may be entered as a judgment in any court of competent jurisdiction.
4. **No Class Action Claims.** NO ARBITRATION SHALL PROCEED ON A CLASS, REPRESENTATIVE, OR COLLECTIVE BASIS. No party may join, consolidate, or otherwise bring claims for or on behalf of two or more individuals or unrelated corporate entities in the same arbitration unless those persons are parties to a single transaction. An award in arbitration shall determine the rights and obligations of the named parties only, and only with respect to the claims in arbitration, and shall not (i) determine the rights, obligations, or interests of anyone other than a named party, or resolve any claim of anyone other than a named party, or (ii) make an award for the benefit of, or against, anyone other than a named party. No administrator or arbitrator shall have the power or authority to waive, modify, or fail to enforce this paragraph, and any attempt to do so, whether by rule, policy, and arbitration decision or otherwise, shall be invalid and unenforceable. Any challenge to the validity of this paragraph shall be determined exclusively by a court and not by the administrator or any arbitrator. If this paragraph shall be deemed unenforceable, then any proceeding in the nature of a class action shall be handled in court, not in arbitration.
7. **Approval.** The Company hereby represents that its Managers, in the exercise of their fiduciary duty, have approved the Company's execution of this Crowd Note based upon a reasonable belief that the Purchase Price provided hereunder is appropriate for the Company after reasonable inquiry concerning the Company's financing objectives and financial situation. In addition, the Company hereby represents that it intends to use the proceeds primarily for the operations of its business, and not for any personal, family or household purpose.
8. **Subscription Procedure.** Each Investor, by providing his or her name, and subscription amount, confirms such investment through the Platform and has signed this Crowd Note electronically. Investor agrees that his or her electronic signature is the legal equivalent of his or her manual signature on this Crowd Note. By

confirming, the Investor consents to be legally bound by the Crowd Note's terms and conditions, and to the terms and conditions of subscription established by the Platform. All Investors will be processed via Regulation CF. Investments may be accepted up to the Maximum Raise Amount up until the Offering End Date.

PHYSIO, LLC

By: _____
Dillon Auxier CEO

EXHIBIT E
Pitch Deck



FITPEAK

A marketplace for Active Professionals



Legal Notice

Any statements contained in this document regarding us, our expectations, beliefs, plans, objectives, assumptions or future events or performance are not historical facts and are forward-looking statements. Investors are cautioned that these forward-looking statements involve uncertainties and risks that could cause actual performance and results of operations to differ materially from those anticipated. The forward-looking statements contained herein represent our judgment as of the date of publication of this document and we caution you not to place undue reliance on such statements. We are a start-up business and as such certain images contained in this document are for illustration purposes only. Our company, our management and our affiliates assume no obligation to update any forward-looking statements to reflect events after the initial publication of this document or to reflect the occurrence of subsequent events.





Active Professional (noun)

1. An activity-based, service professional.

Examples:

- Personal Trainers
- Martial Arts Instructors
- Sports Coaches
- Yoga Instructors
- Dance Instructors
- and many more...

Problem for Consumers

1. No easily accessible marketplace of active professionals
2. Antiquated process to find and hire professionals
3. Inefficient & varied transaction process
4. Difficult to invite friends to booked sessions



Problem for Active Professionals

1. Lack of exposure to the general market
2. Limited software tools to run & grow their business
3. Friction in transaction process
4. Difficulty retaining clients



Solution

A people-centric marketplace of active professionals with a back-end Pro Dashboard that provides professionals with a suite of tools to manage their business and automate payments.



Product

MARKETPLACE

Users can browse active professionals by location, category, and availability.



Product

SIMPLE BOOKING

Consumers can learn about pros through their profile, view availability, and book them with just a few taps.



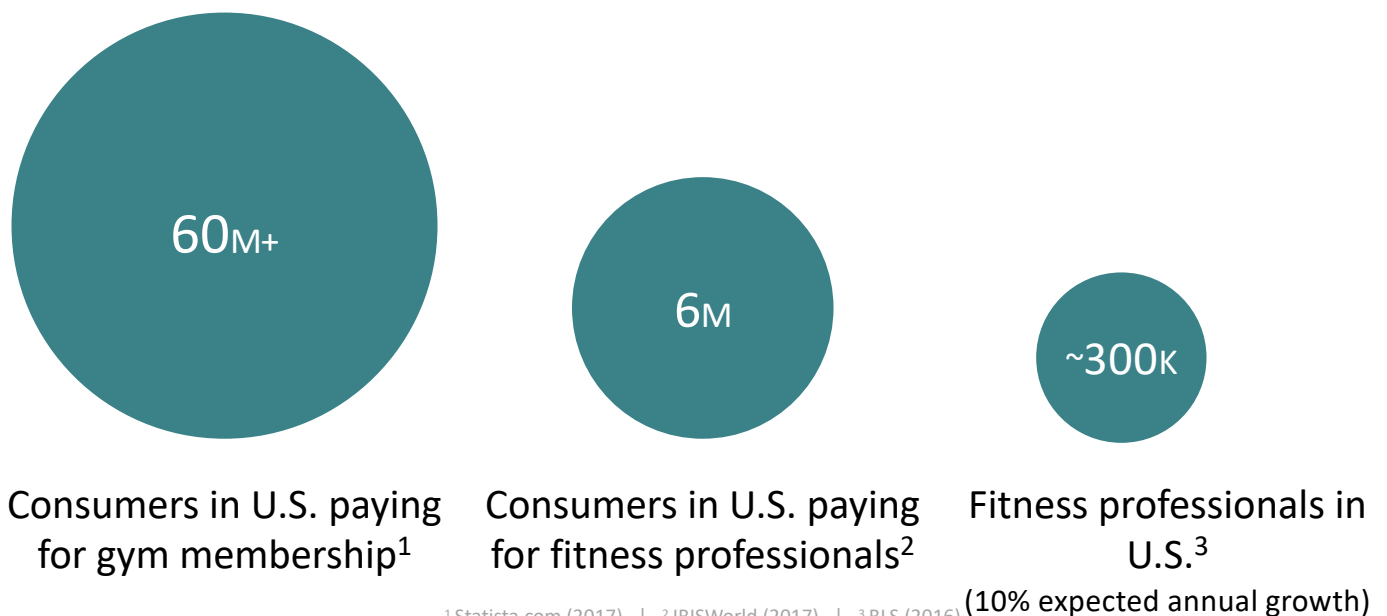
Product

PRO DASHBOARD

Pros can easily invite clients to sessions, automate payments, and stay on top of their schedule – on any device.



Market Size



¹ Statista.com (2017) | ² IBISWorld (2017) | ³ BLS (2016)



Model

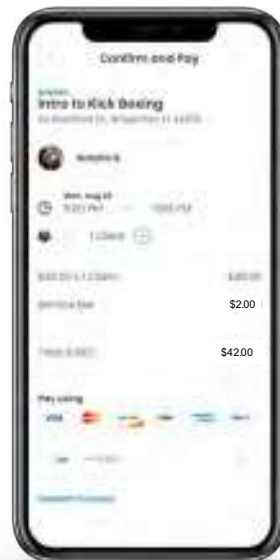
PROFESSIONALS

Pro Profile (SaaS)
\$12 per month
(Paid by Pro)



CONSUMERS

Service fee
\$2 per transaction
(Paid by client)



Team



CEO

Dillon Auxier

10+ years of UI/UX
4+ years consulting trainers



CTO

Alex Kaminski

12+ years as full-stack developer
Tech business consultant



COO

Sterling Perkins

Expert in financial analysis
and system optimization





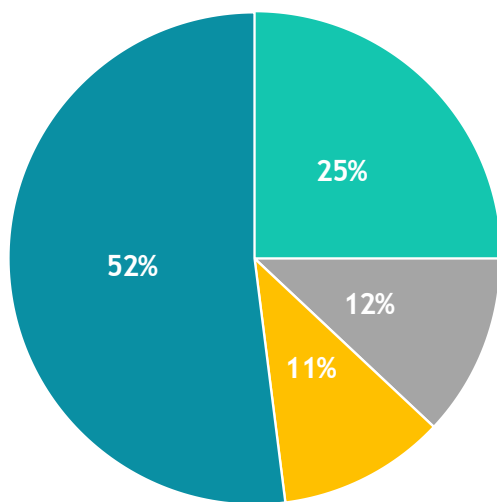
Kevin Harrington

FITPEAK PARTNER & ADVISOR

- ⌄ Original Shark on Shark Tank
- ⌄ Inventor of the Infomercial
- ⌄ Over \$5 billion in Global Sales

Source: <https://www.forbes.com/sites/kevinharrington/#551d2e567e5b>

Investment Allocation



- **TEAM**
Hire designers, developers, part-time CFO, and executive assistant
- **MARKETING**
Base marketing expenses. All profits during first 3+ years will go back to marketing/growth
- **ADMINISTRATIVE/LEGAL**
Server costs, basic bill pay, office and legal expenses
- **UNFORSEEN**
Any unused funds will be redistributed to general working capital



Thank you.



EXHIBIT F
Video Transcript

Screen: Fitpeak: A marketplace for fitness professionals

Private yoga session request with 3 clients: You would earn \$57.98: Confirm

Personal Training session request with 1 client: you would earn \$63.42: Confirm

Efficiently manage your schedule

Easily automate client payments

Track and access your earnings fast

Monthly Income Avg. \$6,225

Private yoga session request with 1 client: You would earn \$77.83: Confirm

Daily earnings \$423

The perfect solution for Personal Trainers, Yoga Instructors, Strength Coaches, Tai Chi Instructors, Athletic Trainers, Pilates Instructors, Conditioning Coaches, Martial Arts Instructors, Nutritionists, Crossfit Trainers, You.

Fitpeak: Sign up for early beta Fitpeak.com

EXHIBIT G
Webinar Transcript

Brett Andrews: Everybody this is Brett Andrews with MicroVentures. I thank you all for joining us today. Today our presenter for this webinar is going to be Dillon Auxier, founder and CEO of Fitpeak, a marketplace for fitness professionals. Dillon's going to introduce himself and his background here in a minute. But first I want to kind of go through sort of the ground rules here. After Dillon introduces himself, he's going to go through the pitch deck, should be around 10 to 15 minutes.

Brett Andrews: During the presentation we encourage you to send in questions. If you go to webinar control panel, there's a tab there that says "questions". You can feel free to type it in as he's giving his presentation. They won't bother him, they'll go straight to me, and then at the end I'll open up the floor for more Q&A and we'll discuss with him. With that, Dillon why don't you go ahead and kick things off?

Dillon Auxier: Hey guys, thanks. Dillon Auxier here from Fitpeak. Really appreciate you guys taking the time to check this out or if you're tuning in live, we appreciate it. I'm going to give you a little bit of a background on myself and kind of where the inception of Fitpeak came from. My background is all in UI, UX design. I've been in love with software for as long as I can remember and really gravitated towards that.

Dillon Auxier: Just out of college I kind of found a niche developing a lot of personal and business websites and marketing material and branding for yoga instructors, personal trainers, boxing coaches, all sorts of different pros, various coaches and whatnot. I started seeing a lot of repeating patterns over and over on what the needs of these professionals were. And then kind of interestingly enough, the market has been kind of shifting in this way for the last several years where we're seeing this surge of these independent locations, more of an independent model compared to the corporate model for these fitness professionals specifically.

Dillon Auxier: We're a corporate gym right now. In my take, 70%, 80% sometimes of the revenue of these pros, the market response has been a surge in the independent locations where I pay a set fee and I get to build my own book and retain 100% of my revenue. That's kind of where we saw the gap was that when these pros and anyone that's really serious always wants to kind of go off and build their own business directly, there was this big gap in the tools that they had to really do this.

Dillon Auxier: They were kind of supplementing a lot of various apps from Instagram for lead gen all the way to Venmo and Paypal for taking payments. We really saw this as a two-sided equation where on one side we could build out this business suite and this dashboard for these pros to manage all their clients, their scheduling, and then payment processing in one location and then on the front and really create a marketplace that was geared directly towards the act of professional market.

Dillon Auxier: So that if I'm in Tampa, Florida, I can search yoga professionals in Tampa and it's going to curate a list of those independent professionals. And in doing so, by going direct to consumer and kind of cutting out that intermediary, we're really able to provide this value add for the consumer side and a cost savings for them. And then obviously the pros are able to retain much more of their income and really gain this economic freedom.

Dillon Auxier: And so that's kind of the overarching concept here on what we're operating under, and we've been met with a lot of positive feedback and we're just really excited to grow this thing and we appreciate you guys for taking the time to kind of check this out. With that I'm going to kind of dive in. This is just a legal notice MicroVentures just put in. I'm not going to read it. Brett, I don't have to read it, correct?

Brett Andrews: No, you don't have to read it. You're good.

Dillon Auxier: Moving forward. Let's talk about active professional. Originally, we were looking at the personal training market, but we saw this as if you took a step back from a 30,000 foot standpoint, you could really line up any activity-based service professional here. This would be personal trainers, martial arts instructors, any type of coach, dance instructors, yoga instructors, all sorts of these different activity-based pros.

Dillon Auxier: We really want to empower them to really build this independent business on their own. What's the problem for consumers? Really there's no easily accessible marketplace of active professionals. If you guys think about it, where would you go to kind of hire one of these pros right now? Let's say it's a golf coach. You're probably calling your local range or you're calling a friend or asking for recommendations, which just is an inefficient process. You have to rely on these.

Dillon Auxier: Or the gym, itself where I go to a corporate location and they stick me with someone who I really know nothing about. There wasn't this transparency where I really had the freedom to browse and learn about these professionals that are near me that I had the ability to book, which we think is very important for consumer decision making. It's an antiquated process, right? Like I just said, a lot of friction, a lot of different steps that you kind of have to take.

Dillon Auxier: The transaction process, you never really are fully sure that you have this secure transaction system that's kind of set in place or you have to do this cash model which is obviously becoming more and more friction-filled and no one likes to just always have to bring cash with them when they're going to these sessions. It's also very difficult to invite friends to book sessions. Think about the last session that you went to.

Dillon Auxier: Let's say it was a yoga session. How would you actually invite your friends to that session? What it turns into is this back and forth texting where you go,

"Hey, are you going to book this session at so and so?" "Well, what time is it?" "It's at this time." "What does it cost?" We see it as this instance of a session should be very, very easily shared where I have a unique link that I can easily just send off to anyone that I want to send it to.

Dillon Auxier: Now, the problem for the professionals is they have lack of exposure to the general market. You have all these independent professionals that really have a difficult time especially, if an economies of scale standpoint, generating leads and really kind of doing anything they can and especially a lot of them supplement Instagram to kind of do this. But again, that takes a lot of content. It takes a lot of consistent growth and just the expertise in general is not always there.

Dillon Auxier: They also have limited software and tools to grow and run their business. Since we've been working with a lot of our beta-testers we've seen everything from running their entire business through a composition notebook to basically there's really a staple of four apps that make this up right now. You have the Instagram for leads, you have schedule or calendar to manage their scheduling, their contacts list to manage clients, and then Venmo or PayPal is primarily right now what they're doing to process the payments.

Dillon Auxier: A lot of varied and friction-filled transaction process and a lot of difficulty, really, when you're bouncing between all of these different applications and tools, you don't really have one cohesive unified platform where you can manage everything in and really grow it in. Our solution was a people-centric marketplace of active professionals with a back-end dashboard that provides professionals with the tools to manage their business and automate payments.

Dillon Auxier: It's really important for us to create this seamless, frictionless recurring payment process where let's say you find a trainer or a pro that you like, you basically have the ability to book out all of your future calendar sessions with them. Your card is stored on file, and that card is just going to be hit as it kind of goes through every time you have a session. And you have the ability to obviously go in and reschedule or cancel sessions if you want to.

Dillon Auxier: But the point is you don't have to bring in your wallet. You don't have to bring in your phone. You're literally good to go once you get in there and that's the foundation of this communication side and this transaction side of our business. The product. As I said, marketplace, we're really big on not reinventing the wheel here. We took a lot of things as you can see. We're really inspired by a lot of the styles and the components that Airbnb has done in design.

Dillon Auxier: We think good design is hard to replicate, especially when they've been working on it for a long time. We think that there's a lot of factors in there that we're able to really utilize and kind of take from. But also being a very different business model and different business in general, a lot of differences in kind of certain things that we basically had to build out for them.

Dillon Auxier: Users can simply browse and book active professionals by location; you're going to be able to filter by category or your availability. Very similar thing like booking for a hotel. You're able to filter down to categories and basically browse through and really see what you need to see to make an accurate decision on that. Also, there'll be reviews and stuff for you to see. Simple booking.

Dillon Auxier: We kind of did an interesting model with this where a pro builds a profile of themselves, and then they have the ability to build essentially these service profiles where if I'm a personal trainer I may have the ability to be a boxing coach as well. We basically give them the ability where I can build this personal training service, but I can also build this boxing service.

Dillon Auxier: These services may be independent of each other at different gyms with different availabilities and different price points. We really saw this as giving them that flexibility and freedom. If we look at some of the current players in the market right now, there's a lot of logical dependencies and things - that we think are very inefficient - to give these people the flexibility to kind of address this wide market of needs.

Dillon Auxier: And then at the end of the day, the backend dashboard, it's fairly streamlined, simple solution. There's only so many different ways that you can really build a CRM. We think that there's a lot of things out there that have already done a really great job. Again, not trying to reinvent the wheel here, we're just putting all of the tools and pieces together so pros can easily invite clients to sessions, automate their payments, and stay on top of their schedule, on any device, anywhere.

Dillon Auxier: And that's another big thing here is we're really big on the whole cloud-based system and being able to kind of push these updates virtually and frictionless for all of our pros. The market side, and again, this is kind of a segmented market. What I mean by that is right now I'm only talking about trainers specifically, when in reality, this is just one kind of component. It is one of the larger components, but this is one of the many different markets that we can actually address.

Dillon Auxier: The reason we went with it was just because it's pretty well documented for the numbers and stuff. Right now, you have over 60 million people that are paying for gym memberships. You have 6 million that are paying for some sort of training, and then you have over 300,000 fitness professionals in the U.S., which is expected to have a 10% annual growth. Our kind of mindset here is that 6 million number that you see in the middle for the consumer's paying for fitness professionals.

Dillon Auxier: We really see that as operating as really a fraction of what we'd like to see the total market operating at. The reason for this is we think that the accessibility portion of it actually hinders it as well as some of the practices and stuff. When I say that, I mean bulk payments and other kinds of friction-filled things that may limit or deter people from re-booking and continuing to book.

Dillon Auxier: We don't see it as we want a piece of this, we're seeing it as we want to expand this entire market itself. Our model is pretty straight forward. For the professionals, they're going to pay a \$12 a month SaaS fee. This is just to basically be live on our platform and to basically use our backend dashboard to run all of their business. And really where we make the money here is really on the consumer side; we're going to charge a \$2 service fee per transaction.

Dillon Auxier: Now, what's interesting about this, we've gotten some recent feedback, and it's been very positive. What we decided to do was any instance of the pricing is going to already have that service fee buffered in. As you can see on the right here, we have \$42 and originally, we were under the assumption that it would be \$40 and then they go in and they see that \$2. Well, we've gotten a lot better feedback when the \$42 has been prevalent the entire time.

Dillon Auxier: It's just one of these things that it's kind of perceived value and just one of these things where it's kind of accepted. And so really to mitigate the disintermediation here, and what I mean by that is someone comes on and they go, well, I booked you through Fitpeak but now I just want to pay you on the side. We really see it as kind of a product question more than anything.

Dillon Auxier: We really want to address the needs of being able to once you book that per session, book all of your future sessions, subsidizing the consumer. So it's, hey, if you book the next 10 sessions in the next month, your pro's going to give you 10% off, 15% off, or whatever it may be. And really by having this service fee like that, it really aligns our interest with the pros which is really, really important to us.

Dillon Auxier: Because other models you've kind of seen where it's kind of that short sighted how can we maximize, the long tail of that isn't really a structured play for us. And so, we really see this as the more that Natalia is booked, the better it is for us. And again, you guys, this is something interesting too. It's this is just one client here. Let's say her capacity of a session is 10 clients, and she has 10 people that end up booking through Fitpeak.

Dillon Auxier: Then we're actually going to make \$20 off of that one-hour session right there. I hope that makes some sense here. This is our core team. I'm the CEO. I've spent four years really consulting trainers. And really what was valuable for me from an insight perspective was I would sit in and just kind of watch the entire transaction process. Any of my clients I kind of watched the second their client came in throughout the training session and then at the end when payment was happening or whatever.

Dillon Auxier: I really was given a lot of insight into a lot of the friction in this industry over this duration, and I saw a huge need to basically streamline this whole thing. We have brilliant CTO, he has over 12 years as a full stack developer, has a lot of experience in scaling very large real estate, web applications and various applications. Good overall knowledge and grasp of technology, and obviously as

a company goes through different life cycles and stuff, you want to make sure that people can scale.

Dillon Auxier: He can get dirty in the code and the work, but he also has a lot of skill set that can really benefit a management in a project management role which obviously as you mature into a later stage company you have to have that as a CTO role. Our COO Sterling Perkins. Just from a systems optimization standpoint, really knows this stuff and is really, really strong. That's what I was looking for, to kind of compliment my skill set. I'm more so of a product focus, strategy focus, where Sterling really complements the finance side and the business dev side and kind of a systems optimization side. This is kind of the core team. We have another two people that we're looking to bring in which are going to be great generalists.

Dillon Auxier: That I think at an early scrappy startup stage is extremely important, maybe the most important thing. We're all very dedicated. This is a 10-year vision for us. This isn't just a, oh we hope we crush this thing in a year or two. This is really a long tail thing that we know that we're going to have to build out for a duration. Kevin Harrington. Fortunately, we have Kevin Harrington here local in St. Pete.

Dillon Auxier: He is an owner in the company and an advisor of us. I'm sure if you guys don't know, he's an original shark on Shark Tank. He invented the infomercial and just really from a distribution standpoint has a lot of different channels and a lot of different marketing channels. At the, this time right now, we're not necessarily tapping that relationship yet just because really for us the focus is product market fit right now.

Dillon Auxier: Really satisfy this core segment of users and then really saturate and prove concept here in this local Tampa / St. Pete region. And then beyond that, we really see his value as really kind of pouring on the gas from a marketing side for television, different areas like that. Investment allocation. The great thing about software is really it's this intangible where we have really the team and the software itself.

Dillon Auxier: That's one of the things that makes it so great is that scalability aspect. And so, we really need to kind of build this core team here. The fortunate thing for us is that with the continuous rapid progress of cloud-based technologies and these AWS and scalable infrastructure and stuff, that we can really take advantage of, you can build very, very robust teams with a very robust user basis with very, very lean teams.

Dillon Auxier: I think I actually just listened to something about the company Discord who has about 160 million users I believe, that's maintained by a total of 40 developers. Initially we really see us as bringing in probably a solid core team of five to six, really proving concept there, and then as we begin to scale and kind of layer in different feature sets and different strategies on that front, kind of growing there.

Dillon Auxier: Marketing. I'm sure that as you guys kind of know the marketing dollar is going to be the biggest thing, right? But for us right now, as I said, product market fit is so important. It's very, very important for us because you can show a lot of top layer growth with really no sustainability in the funnel if you just are pouring marketing dollars into things. And so, we really see the value as, hey ... This is in stages, right?

Dillon Auxier: Stage one right now, which we're just polishing off, our beta right now and we just hit revenue this month and we're currently onboarding pros. We really see this as let's take this next three months, maybe six months to really refine this product around this market as we kind of prove concept and develop our CAC, our customer acquisition cost, and then also kind of get a clear picture of what our LTV and our churn rate is.

Dillon Auxier: For us, some numbers just so you guys kind of know where my head space is on where I want to be. We really see this as your CAC, your customer acquisition cost needs to be about one third of your LTV within a 12-month time period. If it cost me 50 bucks to bring on a pro, we need to be making over \$150 from that pro before a 12-month period is up. From our numbers, we think that we can hit that.

Dillon Auxier: If we build a product that's adequate, we think we blow that out of the water. And then also we're really aiming for that churn to be definitely below that 2% mark. If you're really fluctuating in between 2% to 5% churn mark, you haven't really hit product market fit yet. And so, it's important to us that let's really, really satisfy a small cohort of users here and then we kind of go into this scale and position ourselves for a high scale high growth play.

Dillon Auxier: Also, kind of a caveat on that, we do fully understand the implications of if we're able to identify this market, and I'm sure as by now you guys realize that this is a huge, huge market. We're going to have to scale at a very, very fast rate and that requires a lot of capital and a lot of raising and stuff.

Dillon Auxier: We're excited that we're able to kind of be with MicroVentures here in this early stage and really get a lot of these consumers and staff involved that may not be venture capitalists or on that level, but really our growth round, our series A and forward, we definitely see this as a high raise growth type of company that we want to be positioned for. With that, I appreciate you guys taking the time and I look forward to answering any questions.

Dillon Auxier: Again, we really appreciate you guys and we're just excited to be a part of this community and really be a part of what MicroVentures is doing. We're definitely big advocates of it. Thank you for your time. Brett, are you there right now?

Brett Andrews: Yeap, I'm here. I appreciate that thorough walkthrough of kind of the background of the company and where you guys are today and where you're going. Real quick before we jump into Q&A I just want to remind, we had some

people log on during his presentation or the pitch deck, so I just want to let everyone know you can't ask questions. If you go over to that side panel, there's a questions tab, feel free to type in anything, any questions that you have, and I'll present them to Dillon.

Brett Andrews: I want to kick things off first, you mentioned product market fit a couple times. When I look at the competitive landscape, one of the things that I think that your Fitpeak app is doing is sort of solving all the problems right in one place. But as you look at product market fit and you're talking to these pros and consumers, what would you say is kind of that number-one problem that you're solving that sort of is the foot in the door? Is it connecting the pros and the consumers? Is it the payments? What's your insight there?

Dillon Auxier: What's interesting about this model is I would say payments initially and the only reason payments is because by providing a very nice payment processing solution for these pros, a lot of them already have clients. And so that's what's really unique about this is we have this stickiness where if we make this onboarding experience very streamlined and seamless for the consumer side and we provide a really nice payment processing system and product for the pros, we can already start generating revenue here.

Dillon Auxier: Now, the long tail answer of that is absolutely the marketplace is going to be the big play for them just because, but as you know and I'm sure a lot of people that are listening know, dual-sided marketplaces, the capital that it requires to feed them adequately is enormous. what's very beneficial for us, let's take Airbnb for an example. These hosts of these Airbnbs, they don't have a book of guests already.

Dillon Auxier: These drivers for Uber, they don't have a list of riders already. A lot of these pros that we're marketing to, they already have books. And so really it becomes this thing where, hey, if we have to subsidize these guys to onboard their clients and get them into an ecosystem where we can really get them recurring these bookings and these transactions, then that really is going to be a big win for us.

Dillon Auxier: Really when I say product market fit, at the end of the day if we're providing the tools and I'm able to see Natalia here who's on this cover is one of our pros. If I'm able to see, okay, Natalia in February, she has eight clients that she's running through Fitpeak and then all of a sudden I see it up to 16 within the next two or three months and her revenue, her total retained revenue has increased, now I feel very, very good.

Dillon Auxier: Because obviously the product is working. We're giving them the tools to really streamline that onboarding process. At the end of the day that's what our goal is. We're really trying to economically empower these professionals to really grow a business and make the most money that they can possible and it's not being addressed right now in the current landscape of the corporate infrastructure right now, in the corporate model. It doesn't work.

Brett Andrews: I agree. I think I see that the big pain point is really on the pro side and if you're able to solve that correctly, then bringing in the consumers will sort of follow fairly seamlessly because the clients are. We have a question about the beta test and how it's going. I want to let everyone know we can't talk about sort of forward-looking statements or anything that's going to happen in the future. But Dillon, maybe you can kind of give us an update on when did the beta start, how many folks do you currently have participating in and what's the feedback/insights that you guys have gotten from it so far?

Dillon Auxier: Right now, we're at about 400 that have actually signed up for the beta. However, we've only let in 12 actual pros because I think it's very important for us, again, I'd rather knock the socks off of 12 people than just mildly satisfy 400. With this core group we're meeting with them consistently. We had our first transactions put through this month and just so you guys know as well, we're using Stripe right now for all of our payment processing just because of security and ease of use.

Dillon Auxier: We have a couple of pros that are using it right now. We're looking to get all of our really core betas in and processing at least a portion of their clients through. That's currently not happening because the dashboard we still need to build out the metrics side so I'm able to actually view how much I generated, how much I earned and when my payouts are coming. By the end of this week we'll have that developed.

Dillon Auxier: And then with this core group of betas, really we're seeing much as kind of getting them to onboard all of their clients into the system, in the ecosystem. I'll give you one example. We have this girl Jessalyn who I have a call with her today where they're going to book her three days a week, so Monday, Wednesday, Friday. And so, she'll be using Fitpeak for this one client initially just to make sure that everything is good before she introduces it to all of her clients.

Dillon Auxier: And so that's \$6 a week just from that pro. We're not going to charge any of these betas the SaaS fee, so that's really kind of the power that we see here. As they're bringing in more of these clients and stuff where we really see it as kind of that order of magnitude that we can grow just from that factor. I hope that answered it relatively well.

Brett Andrews: That helps. We've got a question here. You sort of covered this as maybe from someone who logged on after, but about kind of the I think you used the term disintermediation. They're asking about workarounds, but it is kind of what you're doing to keep the consumers on the platform dealing with fitness professionals. I have some thoughts, but I'd love to hear what your sort of feedback here and kind of talk about that for a little bit.

Dillon Auxier: This is something that permeates throughout every marketplace that's in existence right now. I mean, on Airbnb I can't even send my phone number or my email, stuff like that. That's one reason we're not doing this. Airbnb charges

12% for a convenience fee and so really, we looked at that and we're like, dang, we can't do that. We can't charge that copious amounts to the clients because they will disintermediate.

Dillon Auxier: We looked more at like a Fandango. Fandango is a great model. I have the ability to go and purchase a movie ticket directly from the place or at Fitpeak but I don't mind absorbing that \$1.50 that it cost me per ticket to go here. Really, we look at it as a product question. Is it a concern? Absolutely. It's a great question and it's something that we're going to definitely make sure that we have a watchful eye on.

Dillon Auxier: But we see that as a, hey, if we can streamline this product to the point where it is seamless and frictionless for me to basically ... We think that that value alone will kind of deter people from disintermediating us. Now, will it happen? Yes. We're not unrealistic. Just as the same thing happens with Airbnb. I've even heard instances of Uber drivers giving out a personal card and stuff like that.

Dillon Auxier: But we think that the product, if we do a really good job of satisfying those needs and alleviating that friction right now, that's where we're kind of at with where we want to be with the product. But Brett, I'm interested to hear your take on that.

Brett Andrews: Well, I agree. I think the \$2 booking fee is de minimis in the scale of it. Back to the product market fit, if you're solving that problem, the problem for the pros enough. If I'm a consumer and my fitness professional tells me, hey, pay me through this app, what are you going to do? Well, it's like, I guess you could start paying cash but it's \$2. I think that convenience. As long as you're providing value on the platform and I think Uber is a good example.

Brett Andrews: I've had drivers that have given me cards before and even if I save the buck, it's way easier for me to just call the app. As a consumer I can't stand when, and this happens a lot on hotels or sort of flights where you see a price, you book it, and then all of a sudden, you're hit. I think concert tickets is another one where you're hit with crazy fees. I agree completely.

Dillon Auxier: The bait and switch. Let's look at Airbnb or hotels or something. The cadence of a customer there is realistically, if Airbnb gets a repeat customer three times a year, that's about the average consumer use case. And so with us, this cadence is at a much, much higher pace and so that's why we see it as let's take this smaller chunk. But the other thing too is the way that we've kind of designed this product, you have this availability, this overall availability for this schedule. So if I'm taking stuff outside of the platform, that doesn't have the ability to be registered through our system.

Dillon Auxier: That will actually showcase as unavailability. You have to go in and manually block it. And so that's what we see here is creating that seamless convenient system and then also being very, very upfront with what the total final cost is

going to be there. And then at the end of the day, really, it's a security site too. Because if anything it happens outside of our app, we take security and making sure payments security is very, very serious. And so that's another big thing for us is that place.

Brett Andrews: I think all of that makes sense. I know we're running up kind of on our time here, but we have one more that I want to get to. Can you explain how you acquire professionals and how you acquire consumers or both user basis sticking to the marketplace? I know you're early 'cause you're just starting this beta, but maybe talk a little bit about I guess how you've already acquired the first 400 sign-ups and maybe a little bit of some plans after you find product market fit. I'm sure this might shift around a little bit, but what your go-to market strategy on a larger scale looks like.

Dillon Auxier: It's important to us. For the betas what we did is we kind of took a very small amount of marketing dollars and said, hey, let's refine our Facebook Pixel a little bit and kind of see exactly what we're doing from a paid standpoint like what's the most effective route. We have this thing it's called a three by three strategies. We kind of took three different ad sets and took three ads in each one.

Dillon Auxier: By doing that and kind of casting this wide net, we were able to really refine this Pixel data and find, okay, what is the most effective segment? What is the most effective ad set that we can really target here to address these needs? We found that on the low end we were acquiring customers for pros. We were acquiring pros for as little as \$6 but the median was about the \$30 to \$40 range.

Dillon Auxier: But really on another level, we've kind of done this very guerrilla marketing strategy too. As a scrappy startup you got to be, be kind of creative with the stuff and we're going through and we're dm'ing a lot of professionals and we have basically this templated system where it's like first outreach this is the message that we say, second outreach, third outreach and we're kind of getting them telling them the story of what we're doing and why we're doing it just directly in their inbox.

Dillon Auxier: The feedback and the response rate of that is actually pretty dramatic. The view rate of dms is actually 86%. And so, we looked at over said, hey, that's where a lot of these fitness professionals live and let's go there. But to answer the consumer and the pro side, really what I mentioned earlier, a lot of these pros already have an established book or they're already currently trying to go out and market themselves and build that book be it through Instagram, be it through whatever.

Dillon Auxier: We see it as, hey, throw your Fitpeak profile link in your Instagram bio, tell them to book you there. And so, we really see it as the best allocation of our dollars is going to be just everything on the pros. We're just literally going to try to build out the pro side as robust as we can with the intent that if we're providing a good enough product, they're going to be onboarding consumers themselves.

Dillon Auxier: Obviously getting to a point of a network effect in an area, that positive feedback loop is so important. Those are kind of some of the question marks that we have like okay, what is that rate? Do we need 50 pros? Do we need 500 pros in Tampa? Obviously we don't have all the questions answered right now, but our strategy is definitely hitting and going all towards the pros in a geographic region and really building that side out.

Dillon Auxier: And then down the road, subsidizing the consumer side with hey, \$20 off here. This code gets you a discount here. All these different viral growth tactics that all the other great tech companies have used in the past. We see it as, okay, this is just a different model, but we can implement a lot of these things in a similar way that they have in the past.

Brett Andrews: I think that it's a good way to kind of wrap it up. I just want to touch on some of the things you said very briefly. I think the good thing about the market that you're in, I've never worked in it professionally, but from my dealings it's a very tight knit and passionate. Very cool and I appreciate all of that info. Real quick before we sign off Dillon, you want to do a walk through or point people to where they can kind of find some more information. I'm going to point them to the MicroVentures page before we wrap up, but anywhere else if you have any sort of social handles or maybe your website and anywhere they can check you out.

Dillon Auxier: If you want to check out the beta and play with it a little bit on the front-end side, you can go to fitpeak.com. Right now, I'd recommend we really are optimizing this thing for mobile initially and then desktop is kind of secondary right now. Just pull up your phone, type in fitpeak.com, browse around. You actually would have the ability to book any of those professionals on there. Again, it's still very in that beta phase but you guys will kind of get the concept there. And if you guys want to get involved with us, please head over to MicroVentures.

Dillon Auxier: Brett, I believe it's mv1.com/fit [mv1.vc/fit] is our MicroVentures link and I'm sure Brett will provide the link as well, and then follow us on social media @fitpeakpro, @fitpeakpro is actually what our handle is right now. Getting some good traction on Instagram and kind of growing there as well. At the end of the day, kind of in summation here, our real goal here is to really empower this entire active entrepreneurial community which we think is kind of not being done justice right now.

Dillon Auxier: Anytime you take a big market like that and you really look to improve their process and improve their business and improve their economic freedom where, we get very, very fired up and passionate about kind of the overarching mission here. And then at the end of the day from a global perspective, our whole goal by creating this accessibility is really getting the world more active. A big barrier to entry to a lot of people is that they don't know what to do. They don't know where to start, and they don't know who to talk to.

Dillon Auxier: We really see this as, hey, on your couch, browse through, find someone that you can fit with that would actually keep you motivated, keep you inspired and really teach you what you want to learn. Whether it be golf, surfing, wakeboarding, whatever it is, we see us as being that cohesive platform to unify everyone and kind of give them that overarching goal.

Brett Andrews: I think that's a great way to wrap it up. As Dillon mentioned, if you guys want to check out Fitpeak, the offering will be closing sometime soon, and so if you look and you want to invest, you can go to the MicroVentures website. Under "crowdfunding" you'll find Fitpeak is there, their offering page will be there, you can click on it and then there's a big orange button that says invest. You can click there, and it'll walk you through the steps.

Brett Andrews: If you have any other questions after we sign off, you can also submit those to the website, and we'll be sure to pass along to Dillon. Dillon, thanks for the time today. This was a great presentation and to all the folks that attended and to everyone else that's going to listen to this after the recording, we appreciate the time.

Dillon Auxier: Thank you Brett. Thank you MicroVentures team. We love what you guys are doing and everyone that listened we really appreciate you kind of taking the time and really kind of getting behind us here in this mission. We look forward to moving forward on this and growing this thing. We appreciate the time.

Brett Andrews: Sounds good. All right, thanks everybody and have a great day and the rest of your week.