





GoldHAM in the App Store

**Fit Radio is currently speaking with a number of popular gyms, trainers, fitness machine manufacturers, and other fitness apps about becoming their music provider.**

Over the last several years, we've realized that while we are extremely popular with fitness enthusiasts, there is a significant opportunity from a B2B perspective to integrate our service into other fitness offerings and connected equipment. Our consumer offering has allowed us to collect the data to make our service more appealing to other fitness apps and connected equipment. It's no secret that music increases engagement across digital offerings, and as fitness becomes increasingly more digital, we anticipate many opportunities to scale our distribution across partner apps and connected equipment.

We're currently in conversations with major brands about integration, with the goal of 3-5 new major partners by the end of the year.

**We're excited to invite you to join our journey and become a part of Fit Radio!**

The majority of our team has been together since launch. Through our challenges and victories, we've grown together, and worked diligently to continue to improve our service. Fit Radio is more than a job to us, it's our passion, and we're steadfast in our mission to be the best possible option for workout music.



## Investor Q&A

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### What does your company do? ▾

The right playlist can make or break your workout. Our team of professional DJs and curators utilize performance data from our content team to curate playlists based on activity type and genre. Our mission is to be the best possible solution for workout music, while offering other features such as audio guided workouts, and strength programs.

### Where will your company be in 5 years? ▾

Our goal is to reach a total of 5 million subscribers by 2025 through a combination of our consumer facing app, white label partner apps, and music SDK deployment. While our growth in the consumer segment remains strong, opportunities on the B2B front show tremendous potential for our company to flourish.

### Why did you choose this idea? ▾

Our product was born out of the demand of consumers who wanted DJ sets for their workouts. Over the last several years, we've read thousands of reviews regarding how our playlists have provided users the inspiration to go further. We value the opportunity to leverage our service to promote health and wellness.

### Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

Fitness is increasingly becoming more and more digital.

While there are plenty of fitness apps on the market, there are not many that offer music, and none that offer music as a stand alone experience. The main reason that this has not been done in the past is the fact that music licensing is a very complicated and expensive endeavor.

Fit Radio is a licensed music provider, making us an attractive partner to major fitness brands who can depend on Fit Radio's expertise for all of their music needs.

### What is your proudest accomplishment? ▾

Our company was initially funded by our founding partners, in addition to a convertible note for 100,000, without the help of any other outside sources. With this, we've become one of the top performing apps in health and fitness, inked deals with major fitness partners such as Gold's Gym, and reached music licensing agreements with the major music labels. Our founders have significant skin in the game, and have overcome a series of noteworthy obstacles that have paved the way for the company to become an industry leader.

### How far along are you? What's your biggest obstacle? ▾

Our concept is proven and our user base is established - we have one of the highest engagement and retention rates on the market. The focus now is getting to scale. Our biggest challenge is that it is becoming more expensive to acquire customers via social media advertising, which has been our main marketing strategy as a small company.

### Who are your competitors? Who is the biggest threat? ▾

On the music side: Spotify, Pandora, and Apple Music. On the fitness side: Aaptiv and Nike Training Club.

### What do you understand that your competitors don't? ▾

The correlation between the music and activity, and how to use data to curate the perfect playlist to keep users motivated. At Fit Radio, we're proficient in how BPM plays into the structure of a workout. Additionally, we allow users the ability to select their own genre or playlist (within Fit Radio) with a particular guided workout. Many of our competitors tie the music to the activity in a synchronized fashion which can alienate users with specific music taste. To enhance the user experience, we provide the ability to customize your own workout and music preferences prior to your workout. Once you find a workout you enjoy, you can make that workout feel new over and over again with a new playlist.

### How will you make money? ▾

Fit Radio is a subscription based service with monthly, quarterly, and yearly pricing option.

### What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

The biggest risk to Fit Radio (and any other businesses who rely on music for their service) are changes in the music licensing landscape. Failure would most likely occur if the cost of music licensing wasn't supported by the current unit economics of acquiring and retaining paying subscribers.

### What do you need the most help with? ▾

There are two areas in which we have a significant amount of room for improvement in. The first is technology scale. We need to ensure that our service can be accessed on any and every possible connected device. To accomplish this requires and investment in technology and building industry relationships. Finally, we have invested little in advertising and branding and see significant opportunities to improve in both.

### What would you do with the money you raise? ▾

40% will be invested into advertising and branding to continue growing our consumer segment, 30% will be deployed to test court in our IT department to scale our platform availability (such as Garmin, Fit Bit, Alexa Skills, Google Home, and improve Sono), and 22.5% will be allocated towards business development to open new channels of growth through sales and technology solutions. (fitness equipment, gyms, trainers partners, other fitness apps, and more). 7.5% will go toward the Wefunder intermediary fee.