



GoXercise™, Inc

Your Progressive Multi-Purpose Wellness Solution™

Executive Summary

There is a **significant unmet need** in the Wellness Industry for a more capable, flexible solution that displaces the wide selection of exercise equipment: Exercise Balls, Medicine Balls (2-handle), Kettle Bells & Dumb Bells. Active consumers are simply not buying all these balls and bells because they are too costly and cumbersome in confusing varieties to be an effective fitness solution. This is a key reason why people join fitness clubs to use their equipment vs. buying it for their own use.

Until Now! Introducing the GoXercise™ patent-pending Wellness Solution that delivers:

- Multi-purpose capability with exclusive **3-in-1 Configuration**
- Space and cost savings with the only **Progressive Incremental Weight System** (4 - 50 Lbs.)
- Investment protection with unique **Upgradability** across all configurations to grow with you
- Flexibility with **Special Handles** that offer exclusive 4-direction control & new functionality

There are at least **(10) vertical markets** with sales opportunities for this solution from millions of Active Aging Baby Boomers, 100,000's of personal trainers and physical therapists to corporate wellness programs, country club & condo/apt clubhouses, to your local park district and more. Sales projections are production constrained because local vendors need to ramp-up capacity to meet this extraordinary opportunity. The conservative 5-year plan forecasts just 1 million unit sales as follows:

P & L	Q4-2012	2013	2014	2015	2016	2017
Units (EP Config) (cum units)	6,625	52,500 (59,125)	108,750 (167,875)	195,000 (362,875)	285,000 (647,875)	375,000 (1,022,875)
Wholesale (\$75)	\$239,063	\$3,492,188	\$7,734,375	\$14,625,000	\$21,375,000	\$28,125,000
Gross Profit	-\$47,438	\$1,392,188	\$3,384,375	\$6,825,000	\$9,975,000	\$13,125,000
Gross Margin (%)	N/A	39.9%	43.7%	46.7%	46.7%	46.7%
Expenses	\$390,000	\$943,450	\$1,578,313	\$2,461,625	\$3,210,550	\$3,909,400
Net Profit	-\$437,438	\$448,738	\$1,806,063	\$4,363,375	\$6,764,450	\$9,215,600
Net (%)	N/A	12.8%	23.3%	29.8%	31.6%	32.8%

Founder, Gary Shorter, is a **serial Entrepreneur** with a history of successful ventures like Tele-Friend rewards program with T-Mobile cell phones, Mobile Money Saver coupon system that pre-dates the Groupon™ success. His diverse Engineering skills designed this solution with versatility, durability and low-cost manufacturing. He's experienced in finance from Merrill Lynch and Morgan Stanley, sales and marketing leadership at IBM and business development at e-Commerce start-ups.

He has executed the plan and bootstrapped this start-up to its current **prototype phase**:

- Aligned local vendors to proudly deliver a premium "Made in the USA" quality solution
- Coordinated several Doctors across medical professions to sponsor a Personal Training DVD
- Introduced this solution to dealer channels and mass merchants with strong buying interest

Development requirements to continue the momentum and deliver a production solution include:

- New Team members: VP Operations with steel and rubber manufacturing experience and VP Sales & Marketing with fitness industry and dealer channel experience
- \$500K Note funding for tooling, equip., personnel, inventory, marketing, mfg build-out, etc.