



Business Summary: We have developed a patented fitness technology that utilizes non-varying resistance, allowing users to learn proper technique faster, and recruit more muscles when exercising. It attaches to every squat rack or can be used with a free standing platform we manufacture. The equipment is suitable for all body weight and free weight exercises and can be used as a dynamic cable machine. It's meant to be used with every exercise you already do and as an accessory to the equipment you already have. The accessories and attachments make it easy to switch between exercises. This fitness equipment is particularly well-suited for velocity-based training and as a low-impact, smooth, and consistent resistance tool for injury recovery.

Problem: Weight training is stuck in the past, can be dangerous, and is not efficient. It is limited by outdated technology that doesn't take advantage of physics and kinesiology to optimize exercises.

Market Size: TAM \$4.5 Trillion Global Health and Wellness SAM \$100 Billion World / \$35 Billion US SOM Gyms, Schools, and \$8 Billion US Garage Gym Market

Solution: An accessory to modern equipment that allows the utilization of non-varying resistance to negate the short-comings of modern resistance mediums and accentuate the positives.

Status Quo Shortcomings: Free weights and cable machines allow for cheating movement with inertia. Free weights cannot offer directional resistance by themselves. Cable Machines cannot be used dynamically and take up a lot of floor space. Normal resistance bands change tension too dramatically to be optimal for most use applications.

The NV Rack's Non Varying Resistance Solution: Negates inertia, offers directional resistance, can be used dynamically, and remains smooth and consistent.

Go-to-market Strategy: Capitalize on established relationships with large gym franchises and fitness equipment distributors to secure large purchase orders and establish early market share. Utilize sport specific training experts to market to other fitness professionals and B2C Market. Use key product placements with professional athletes and sports teams to influence market adoption from the top down.

Competition: Every other fitness technology is technically our competition. However there is no product on the market that utilizes non-varying resistance as an accessory to every other exercise. The closest would be:

- Vertimax (Designed for running and jumping): \$5M in Annual Revenue
- Ancor (Home or travel cable machine): \$2M in annual revenue
- Mirror (Home electro-magnetic full body fitness machine): \$500M acquisition

Where we are at: 1) \$100,000 in presales in 4 months with a limited number of units remaining 2) Manufacturing line established with lead time of 3 months landed. 3) 2 Utility Patents in US, 1 In China, 2 more provisional 4) \$1 million in Q2 & Q3 of 2023 LOI

3 Year Conservative Financial Goals

2024: Units Sold & Revenue	1,600	\$4M
2025: Units Sold & Revenue	3,200	\$8M
2026: Units Sold & Revenue	6,400	\$16M

NV Athletics Information

Website: nvathletic.com
 -First Product Launched In February of 2023
 -\$100,000 of pre sales in four months

Contact

Brock Massner
 Phone Number: 319 850 7782
 Email: nva@nvathleticsllc.com
 Instagram: [nv_rack](https://www.instagram.com/nv_rack)

Financial Information

Funding Stage: Series A
 Money Raised: \$0
 Monthly Burn Rate: \$6.7K
 Pre-Money Valuation: \$7.5M
 Capital Sought: \$1.5 Million

Use of Funds

33 % - PO Funding
 33% - Marketing
 10% - Product Development
 23% - Business Overhead

Revenue Streams

Net Profit on COGS- \$2000/unit
 Replacement Bands - \$100 every 9 months/unit
 Net Profit on Shipping COGS- \$180

Management:

CEO: Brock Massner
 COO: Zach Musselman
 CSO: Alyssa Massner
 CFO: Travis Johnston

Advisors:

Business Strategy: Keith Chiavetta President & CEO of GPBT and adjunct faculty U of Iowa
 Financial Strategy: Ron Massner Founder of SG Construction
 International & Corporate Law: WHGC Law

Marketing and Sales Partner:

Optyo: Stephen Sorg Founder and CEO

