

FEEL BETTER
LOOK BETTER
LIVE LONGER

A science-based health and
fitness program designed
to be **Easy to Follow**



THE BODY OF KNOWLEDGE



People gain weight and get out of shape
GRADUALLY over many years...

Habits translate to chronic conditions. Then
reversing these conditions can be extremely
challenging...

250 extra calories
per day
x 365 days
= 25 lbs weight gain

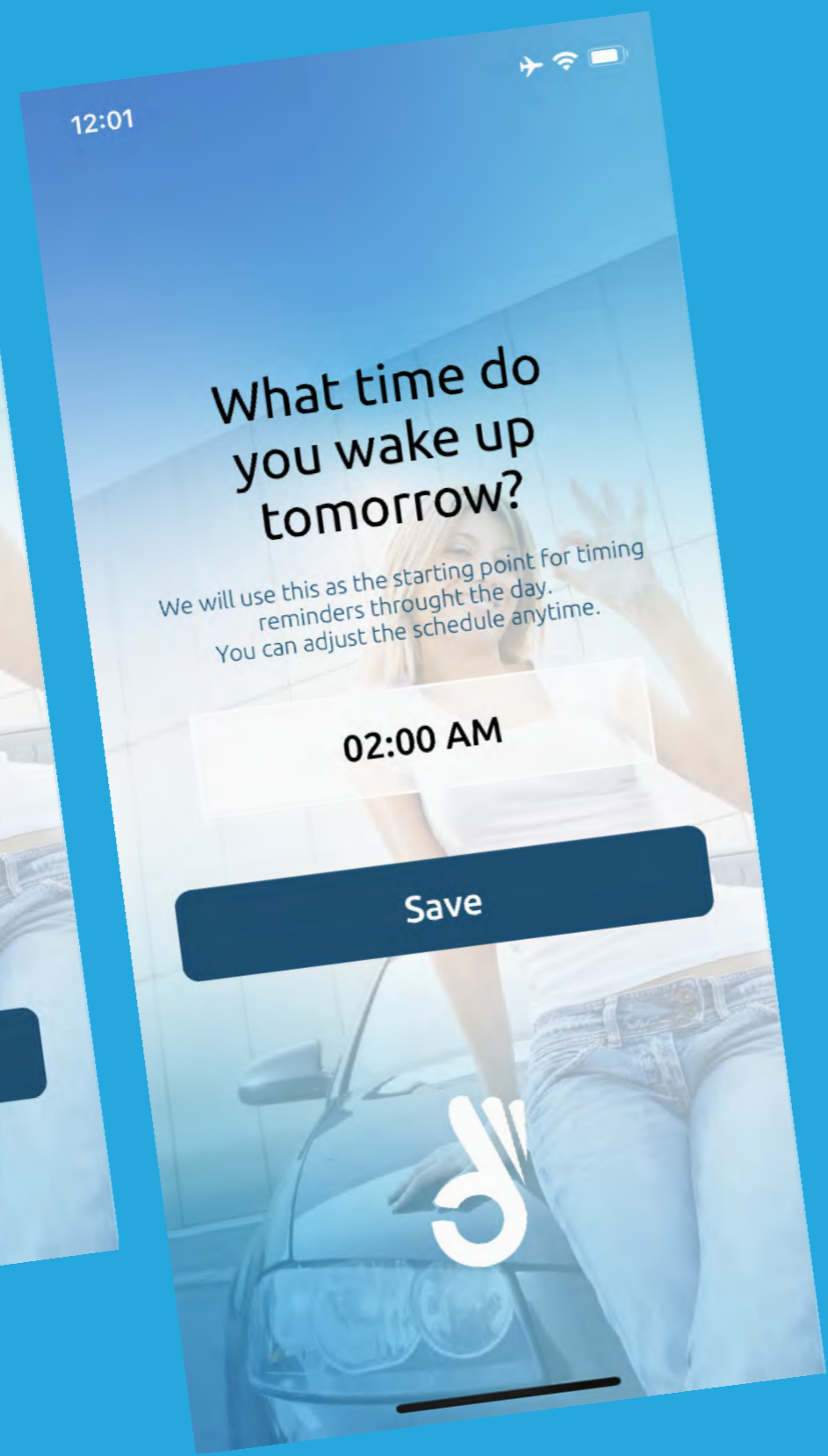
THE BODY OF KNOWLEDGE



Gradual, effective, sustainable changes are the waypoints on a journey towards optimal health and happiness.

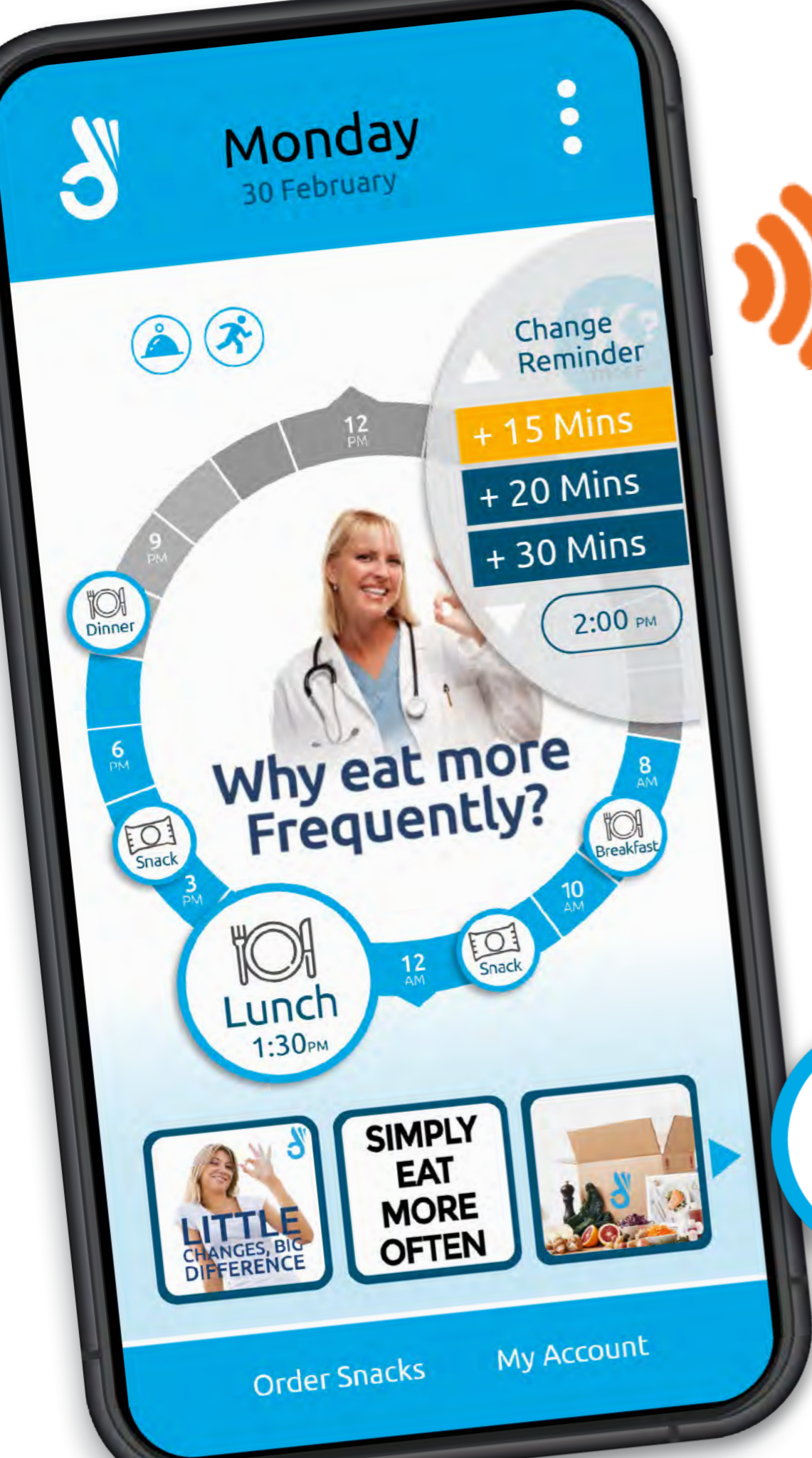
No pills, No surgeries or drastic lifestyle changes.

This is a program that is simply **easy to follow**, where we deliver just one eating and one exercise change at a time.



There is **no** complicated journaling or calorie counting...

We simply start by asking what time people would like to start their day...



The app calculates times for optimal meal frequency, incorporating snacks and meals... The app uses push-notifications as audio reminders to help users stay on track.

Each reminder is an opportunity to open the app and play a succinct multimedia soundbite designed to encourage and inform.





MOTIVATIONAL CONTENT

Regular, animated, audio-visual drip-feeds follow a proven format:

- **Short and engaging**
- **Immediately Relevant**
- **Motivational / focussed on positive**
- **Backed by Science / Data**
- **Always Actionable**



GRADUAL IMPROVEMENTS

- 1. SIMPLE START:** Engaging meal frequency reminders simply deliver rapid, tangible weightless results.
- 2.** Drip-feed of informative multi-media informs, motivates and further improves choices in terms of purpose and actionable knowledge.
- 3.** Gradually incorporates exercise reminders in gradual path to fitness, opening the door to the coaching platform.
ONGOING: Continues to educate and prompt about what to eat, when to eat, how to exercise and how often, so people stay on track, and succeed longterm.



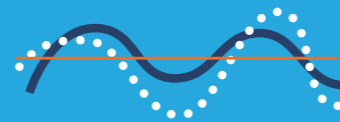
OUR SCIENCE

The Body of Knowledge is science-based. There are several core principals that are foundational to our platform



CONTROL THE FAT STORAGE HORMONE

Even out insulin spikes, maintain steady blood sugar levels.



AVOID THE FAT COCKTAIL

Salt + Sugar = Fat
(Sodium) (SimpleCarbs)



BUILD A FAT BURNING METABOLISM

Switch Training Exercises designed to build muscle mass.



- No Calorie Counting or Journaling
- No need to become a Gym Rat
- No Pills, surgeries or side effects
- No drastic changes to routines
- No drastic changes in Diet



1. Meal Frequency

2. Nutrition

3. Exercise / Muscle Mass



RICH CONTENT

The original book, written by Dr. Moore in collaboration with a number of behavioural, nutritional and physio experts.

It details many key aspects of human biology and maps a course through improvements through to peak physical performance. The content is the application of that information into a roadmap, to help people to achieve their goals and realise fitness and longevity.

Much of it is available on our website.



HUB MODEL

We deliver multiple points of value in partnerships, and view this as an essential source of new customers. Each of our channel partnerships is an inbound source of high-conversion customers. In turn, our content and prescriptive solutions strengthen and reinforce sustained subscriptions to our service and product partners.

COACHING PLATFORM
BRINGS CUSTOMERS,
CROSS-SELL FOOD AND
EXERCISE OPTIONS



GYMS & HEALTH CLUBS
BRING CUSTOMERS, CROSS-SELL
COACHING AND FOODS.

PARTNER INTEGRATIONS
HEALTH AND WELLNESS PROGRAM
PARTNERS: Corporate, Family Health,
Diabetes, MSK



**METRICS &
MONITORING**
TRACKING OUTCOMES
REINFORCEMENT &
REWARD



FOODS AND NUTRITION
SELECTED SNACKS, SUPPLIMENTS ETC.
BRING CUSTOMERS, CROSS-SELLS COACHING AND
EXERCISE OPTIONS



NUTRITION SUBSCRIPTIONS

We are working in partnership with a number of DTC consumer products manufacturers and other meal delivery partners to offer subscriptions of products that fit the B-OK prescriptive model.

These partnership discussions range from simple affiliate programs, revenue sharing and wholesale distribution models.

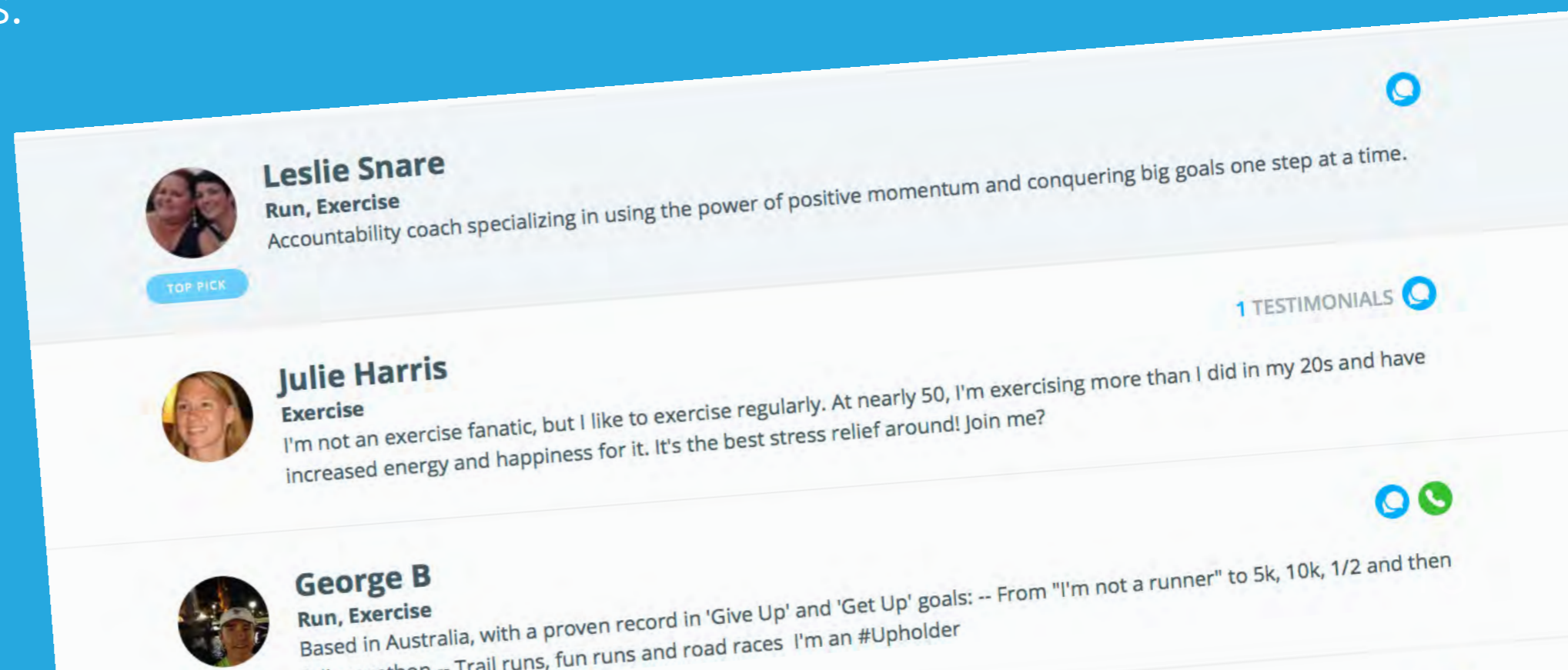


COACHING PLATFORM

ACCELERATED PROGRESS AND SUBSCRIPTION SERVICES

Coaching will be offered as part of an optional paid subscription. The system is designed to keep people on track wherever they prefer to exercise, through a progressively more engaging path towards optimal health and fitness.

The model is similar to Uber drivers, in that it will not require experienced coaches, so much as motivated, enthusiastic evangelists who will follow our workout models.

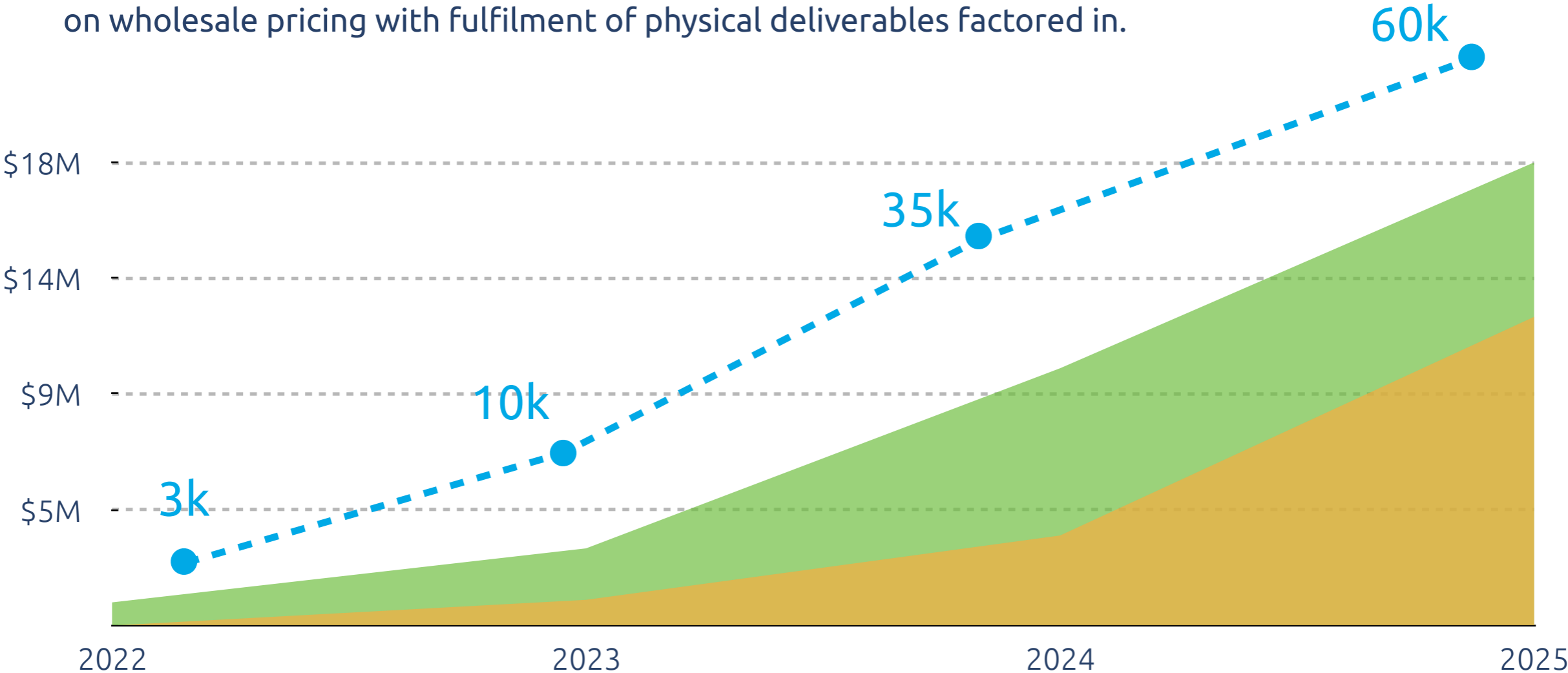


CUSTOMER ACQUISITION

1. Customer acquisition through product and service partnerships. We have worked these referrals into the business model, where partners have an interest in directing customers to us in what we believe will be a relatively frictionless marketing environment.
2. Health and Wellness programs as consultative and subscription services (sales and outbound).
3. Coaching Network is Incentivized to bring in new people
4. Peer-to-peer sharing and social media mechanisms at key milestones announcing successes. We have content to share and a reason to share it.
5. Direct marketing model through SEO/ SEM promotion, targeted advertising and PR.

REVENUE PROJECTIONS

Revenues are based on subscriptions to products and services from partners based on wholesale pricing with fulfilment of physical deliverables factored in.



Strong Business Model that Scales.
 5 year Goal: 100,000 users @\$200 per month \$ 240M
 15% profit \$36M
 10% cost of customer acquisition.
 Management costs relatively fixed.

Foods/ Snacks
 Snacks (20-35% profit)
 \$35 - 75 PM \$1K PA / user

 Meals (10 -15% profit)
 \$150 - 250 PM \$2K PA /user

Exercise / Coaching
 Coaching (35%+ profit)
 \$30 -150 PM \$1k PA / user

 Licensing
 \$250k per year x #contracts

MARKETPLACE

Dominated by time-consuming journaling / calorie counters that require active committed engagement. Very low adoption and use as almost nobody sticks to calorie counting or journaling.

WELLNESS PROGRAMS / Apps	App	Food/ Snacks	Coaching	Education	WEIGHTLOSS	App	Food/ Snacks	Coaching	Education
	Cal	-	-	✓		Cal	✓	✓	-
	Cal	-	-	-		Cal	✓	✓	-
	Jour	-	✓	✓		Cal	✓	-	-
	Jour	-	-	-		-	✓	-	-
	Cal	-	✓	-		Jour	-	✓	-
	Cal	-	✓	✓		-	-	✓	✓

TEAM



Dr. Robert Moore Founder and Author of the Body of Knowledge and the Fit Family Forever series. Health and fitness expert Coach and Trainer. Doctor and Surgeon and head of his own practice.



Dr. Mark Netoskie Co-Founder, Director
Head of Health and Wellness Cigna Health



David Shantz CMO, Co-Founder, has had a key role in the early stages of 20+ venture-backed start-ups, including several leading mobile apps.



Steve Latham COO, serial entrepreneur. Founder of Encore Metrics and CEO of Spur Interactive, Harvard MBA



Richard Suminski Advisor, Head of the research team, PhD in Exercise Physiology and Professor at the University of Delaware.



Jeremiah Jones CTO, lead tech has background in mobile technologies and mobile web

ADVISORS / CONTRIBUTORS

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USE OF FUNDS

\$500 k Seed round

- \$ 150k App optimization and testing: IOS / Android
- \$ 75k Infrastructure - using existing offices in Houston
- \$ 150k Marketing and Promotional
- \$ 125k Operations

NEEDS

Introductions to Nutritional Products and Food Services
App Distribution
App Promotion



For the majority of people - patterns of behavior are entrenched and difficult to break out of.

We have developed the tools and structure to guide people step-by-step through gradual adoption of healthy life habits.

Our hope is to help millions of people to live healthy, happy, productive and successful lives.

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