

# Wearable Fitness Device with Marketing Platform



## DEAL AT A GLANCE

### INDUSTRY

Wearable Fitness Device with Marketing Platform

### LOCATION

Mid Atlantic

### KEY DETAILS

2016 Revenue - \$200K

2017 Revenue - \$750K

Trailing 3 Months Revenue - \$497k

January 2018 Revenue - \$250k

Data Collected from 50,000+ Users

### CONTACT

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## Overview

The Company has developed a wearable fitness device with an integrated marketing and communications platform focused on runners and walkers. The device is worn on the shoelaces then syncs to a phone or watch app to give users data such as the number of miles run in that shoe, impact force, cadence, and more. This data helps the runner and walker improve performance and reduce injury risk. The Platform includes tools for retailers, brands, coaches, and clinicians to automate personalized and timely communication to the users' device based on the combination of user profile, shoe model, and real-world data.

The device provides meaningful, timely, personal, and direct marketing information for the retailer or brand to drive loyalty and repeat purchases. The Company's retail partners are currently delivering promotional offers that are consistently being redeemed at a rate of over 35% per week and their largest retailer sees device users returning to the store 8% sooner than non-device users. In 2017, the company secured large partnerships with an international retailer, shoe brands, the U.S. Military, and a large strategic technology partner. Based on the above model the company has aggregated a powerful database on shoe usage that is used for customer shoe recommendations and replenishment.

### Company Highlights:

- Millions of miles of running and walking tracked
- 60,000 devices sold in the last nine months
- 35% avg. engagement with personalized offers from our platform
- 60%+ 90-day consumer retention
- 300+ retail doors selling the device and using the platform
- 50+ coaching programs using the sensor as a virtual training tool

## Background and Rationale for Sale

The Company has invested significantly in the development of its current technology and platform and has developed additional devices and algorithms that address new markets such as fall prediction. Amidst a year of investment and strong growth, management is conducting a process to seek additional capital or sale of the business to continue the growth of the business. The Company has been forced to reduce its fixed costs to maintain operations. The Management team is still intact and is in the process of looking to sell the business or find an investor who can provide the additional capital to continue their growth plan.

## For More Information

Please sign and return the Confidentiality Agreement on the next page:

Email: [CA@321capital.com](mailto:CA@321capital.com) or Fax: 443-320-9225

Three Twenty-One Capital Partners

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**PLEASE COMPLETE AND RETURN AGREEMENT VIA EMAIL: CA@321CAPITAL.COM OR FAX: (443) 320-9225**

This Non-Disclosure Agreement, (hereinafter "Agreement") which shall be regarded as a mutual and reciprocal contract between the Parties, is made and entered into as of this \_\_\_\_\_ day of \_\_\_\_\_ 2018 by and between Three Twenty-One Capital Partners ("Investment Banker") and \_\_\_\_\_ ("Recipient").

WHEREAS, the Parties hereto are desirous of establishing a mutually-beneficial business relationship for the entirety sale, refinance, investment, joint venture partnership, or other related transaction of our client, herein referred to as "The Company". The Parties hereto are prepared to disclose information or data of a confidential nature, including but not limited to financial information, client information, business concepts, business strategies, business opportunities, business relationships and sources of capital and financing.

NOW THEREFORE, in consideration of the mutual agreements contained herein,

1. Except as otherwise required by law, the Parties agree to hold all confidential or proprietary information or trade secrets ("information") in trust and confidence and agrees that it shall be used only for the contemplated purpose, and shall not be used for any other purpose or disclosed to any third party under any circumstances whatsoever except as may be necessary to complete the desired results above.
2. When requested all materials are to be returned or destroyed and no copies may be made or retained of any written information supplied. Notwithstanding the foregoing, one copy of the materials may be kept for legal, compliance, or other internal document retention policies, including copies made during automated back-up procedures.
3. This information shall not be disclosed to any employee, consultant or third party unless the said party agrees to be bound by the terms of this Agreement.
4. It is understood that either Party would have no obligation with respect to any information known by the other Party in this Agreement or as may generally be known within the industry prior to the date of this Agreement, or that shall become common knowledge within the industry thereafter.
5. The Parties acknowledge the information disclosed herein is proprietary or trade secrets and in the event of any breach, either Party shall be entitled to seek injunctive relief as a cumulative and not necessarily successive or exclusive remedy to claim for monetary damages.
6. This agreement shall be binding upon and inure to the benefit of the Parties, their successors and assigns.
7. Each Party acknowledges that this Agreement is a valid and legally binding obligation that has been executed by an authorized representative. A copy of this Agreement transmitted via facsimile, bearing the signature (or e-signature) of one or both Parties shall be deemed to be of the same legal force and effect as an original of the Agreement bearing such signature(s) as originally written by such one or both Parties.
8. This agreement expires upon one year of the date of execution of this document.

In witness of this, the Investment Banker and the Recipient have executed this Agreement as of the day and year first written above.

Signature: \_\_\_\_\_

Three Twenty-One Capital Partners: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

