



Mission:

Vision:

FitCloudConnect is committed to working with fitness clubs to grow their business through innovation and technology.

FitCloudConnect will become the innovator and driving force behind bringing fitness programming and lifestyle to connected devices.

The Driving Force Behind FitCloud Connect

Brad Weber

CO-FOUNDER & CHIEF EXECUTIVE OFFICER

Passion. Creativity. Skill.

Over the course of 20 years, Brad has leveraged these traits over and over again to build successful organizations. With his extensive experience in the enterprise software and SaaS market, Brad has played key roles in the success of start-ups such as Entrust, Third Brigade and ZixCorp. Brad has particular expertise in sales and business development, having served in those roles for start-up companies and well- established organizations such as Trend Micro and Bell Canada.

As CEO of FitCloudConnect, Brad now directs his passion for the fitness industry towards assisting health clubs meet the mobile needs of their members through FitCloudConnect's unique mobile gym platform.

Brad lives in Ottawa, Ontario, Canada, with his wife and their three children.

Trevor Sweeney

CO-FOUNDER & CHIEF TECHNOLOGY OFFICER

With over 15 years of software development experience, Trevor understands how to transform vision into reality.

Trevor has particular expertise in the world of mobile technology. Millions of Blackberry customers would have downloaded applications through the Blackberry World portal, which Trevor lead the development of. During his time with the Canadian mobile phone giant, Trevor also managed mobile development, web development and the introduction of machine learning and Al.

In his most recent role at March Networks, Trevor participates in the development of the company's world class IP camera technology. Trevor has also developed software solutions for Nimcat Networks and Avaya.

Trevor lives in Ottawa with his wife and two children.

The March Toward Mobile

Ever since Jack LaLanne started beaming his brand of fitness programming into viewers' homes in the 1950's, the demand for fitness programming has only increased.

It reached a new level with the release of the first home workout video by Jane Fonda.

Now, with the emergence of mobile technology and smartphones, fitness is truly on the go.

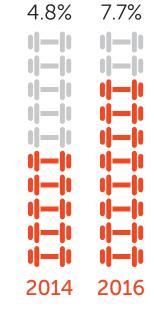


The Mobile Fitness Industry is **Growing**

Payments to on-demand fitness services leapt to 7.7% of total spending on workouts in 2016.

That's up from 4.8% just two years earlier.

Spending for on-demand fitness now exceeds spending at yoga and Pilates studios according to data from Atlanta-based firm Cardlytics.*





The FitCloud Connect Story

Technology has fundamentally changed the way in which people interact with each other, and the outside world.

Smartphones set the baseline for how we engage in modern society. If you need groceries, order them through an app and they'll be delivered to your door. Want to make plans for the night? No problem; connect with friends and family through various social media applications. Your smartphone also stores music, controls the temperature in your house and can provide directions to wherever you need to go.

Today, we take these items for granted as normal staples of our everyday lives. However, these online innovations all caused major shockwaves to the industries they impacted. Consider how Uber and Airbnb have forever altered the marketplace. These were not just new technologies; they transformed the taxi and lodging industries. Companies that refused, or were unable, to adapt were left behind.

A similar transformation is now looming over the fitness industry.

Trying to balance his important roles as a father, husband, busy business professional, Brad Weber, FitCloudConnect CEO, often found it difficult to make time for the gym. Trying to maintain consistency in his workout routine was nearly impossible when travelling for business. Even when he was home, life often got in the way. Wouldn't it be great, he thought, to be able to bring the gym with him wherever he went? That way, he could access the classes and workouts he liked, no matter where he was. In that moment. FitCloudConnect was born.

Weber, along with Co-Founder and Chief Technology Officer Trevor Sweeney, began their work to create the world's first mobile gym platform in 2016. This ground-breaking mobile technology is designed to function differently than applications such as Uber and Airbnb. While those apps largely cannibalized market share from existing providers in their respective industries, FitCloudConnect's mission is to support fitness clubs by attracting new club members, improving retention amongst current members, boosting members' satisfaction, and adding new revenue streams for club owners.

By incorporating FitCloudConnect technology into their existing brick and mortar operations, fitness clubs will safeguard themselves against the onslaught of new, direct-to-consumer, technologies hitting the market. Using FitCloudConnect, fitness clubs can support their members by providing them with fresh new consumable content, from the instructors they already know and trust, to their mobile devices.

FitCloudConnect is the next step in the evolution of the fitness industry. It is truly the anywhere fitness connection. Learn more at FitCloudConnect.com.

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Online Workouts Make Gym Owners Sweat

The majority of these apps bypass the fitness club and market directly to the consumer.

People who began using on-demand services in 2016 spent 37% of their total fitness budget on these services.

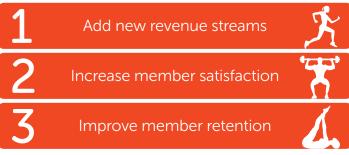
40% of their fitness dollars were spent on traditional gyms.

23% on fitness boutiques.*



Enter FitCloud Connect

FitCloudConnect is the world's first mobile gym platform to work WITH fitness clubs, instead of against them FitCloudConnect's mobile technology will give fitness clubs the ability to:



Among many other benefits! Visit fitcloudconnect.com for more information.



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