



fitcloud  
CONNECT

# the driving force

behind bringing fitness programming  
and lifestyle to connected devices



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





## 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](https://www.fitcloudconnect.com).

### MEDIA CONTACT

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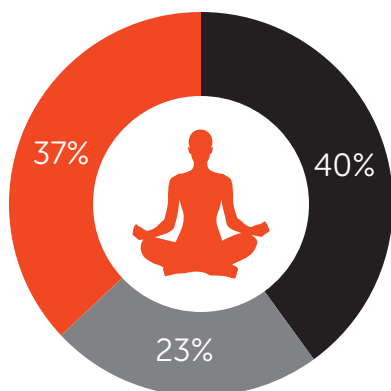
## Online Workouts Make Gym Owners Sweat

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:

1

Add new revenue streams



2

Increase member satisfaction



3

Improve member retention



**Among many other benefits!**

Visit [fitcloudconnect.com](https://www.fitcloudconnect.com) for more information.



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