

Personalized science-backed wellness solutions

FIT GENEIUS



EXECUTIVE SUMMARY

Fit Geneius is a groundbreaking wellness company leveraging genetic insights to deliver customized lifestyle, nutrition, mindset, and fitness solutions. Our mission is to help individuals unlock their full potential through personalized wellness programs tailored to their unique biology, behaviors, and goals. By combining cutting-edge science with a holistic approach, we empower clients to create sustainable habits for long-term health and well-being.

THE PROBLEM

Traditional wellness programs offer generic advice that often fails to deliver results. Individuals struggle to find solutions that address their unique biological needs, leading to frustration, poor health outcomes, and unsustainable changes.

OUR SOLUTION

Fit Geneius delivers personalized wellness programs based on genetic markers and user assessments utilizing AI-powered analytics, that integrate cutting-edge technology, genetics, and education to create lasting health outcomes. Our approach is built on four key pillars:

- **Wellness Education:** Age-appropriate, interactive wellness education across mindset, lifestyle, nutrition, fitness, and tracking. Combines engaging content and actionable insights to empower individuals with the tools they need for informed decision-making.
- **Genetic Test and Analysis:** Tailors mindset, lifestyle, nutrition, and fitness recommendations to a person's unique genetic makeup, ensuring highly customized solutions. Unlocks precise guidance on areas like metabolism, micronutrient needs, stress management, and fitness performance.
- **AI-Powered Analytics:** Leveraging advanced AI technology to analyze genetic data, client inputs, and progress metrics. Generates personalized reports and continuously refines recommendations through ongoing tracking, adjustments, and optimization based on client progress.
- **Behavioral Coaching:** Incorporates proven mindset strategies, progress tracking, and actionable habits to ensure sustainable behavior change. Guides clients through challenges while fostering consistency and accountability.
- **Custom Wellness MAPs (Mission and Action Plans):** Provides individualized Mission and Action Plans (MAPs) that act as clear, structured roadmaps. These plans adjust dynamically



using client progress and AI insights to monitor progress, address setbacks, and optimize outcomes.

UNIQUE VALUE PROPOSITION (UVP)

Fit Geneius stands apart by combining:

- **Science-Driven Personalization:** Genetic testing and analysis ensure customized plans.
- **Holistic Education and Integration:** A focus on lifestyle, mindset, fitness, and nutrition ensures comprehensive wellness.
- **Tracking & Adjustments:** Progress tracking tools allow clients to evolve their wellness MAPs as goals and needs change.

MARKET OPPORTUNITY

The global wellness market is valued at **\$4.5 trillion**, with significant growth in personalized health, fitness, and nutrition solutions. Rising consumer demand for customized wellness services positions Fit Geneius to capture a significant share of this expanding market.

TRACTION

Fit Geneius is in its early stages and has already achieved promising initial progress, including:

- **Initial Trials:** Conducted a pilot with a small group of clients to test program effectiveness, gather feedback, and refine offerings.
- **Positive Client Insights:** Early participants have demonstrated engagement with personalized wellness plans and provided valuable insights for optimization.
- **Foundational Programs:** Developed four core wellness reports—Define, Shine, Lift, and Shift—which serve as the building blocks for personalized science-backed, genetic-based wellness solutions.
- **Content Creation Underway:** Core educational materials and tools for mindset, lifestyle, nutrition, and fitness are in development, ensuring a comprehensive program launch.

With strong foundational progress and a clear roadmap, Fit Geneius is poised for rapid growth and market entry.

BUSINESS MODEL

Fit Geneius operates on a multi-tiered revenue model:

- **Program Packages:** Custom wellness plans with genetic testing.
- **Coaching Subscriptions:** Ongoing coaching and support for accountability.
- **Product Marketplace:** Curated wellness products (e.g., supplements, tools).

FINANCIAL OVERVIEW

- Year 1 Revenue: \$500,000
- Year 2 Growth Projection: 20%



- 3-Year Goal: Achieve \$5 million in annual revenue with scalable program adoption and product offerings.

THE ASK

To scale operations and enhance user experience, we seek \$1 million in phased funding as follows:

Phase 1: Getting Started (\$250,000)

- Focus: Initial Education and Analytics Creation
- Develop Foundational Content: Build comprehensive educational programs on mindset, nutrition, fitness, and tracking.
- Create a robust Analytics Platform: Develop tools for client progress tracking and wellness MAP customization.
- Launch Initial Marketing: Educate the market through targeted campaigns and outreach.
- Use of Funds:
 - Content Development: Research-backed courses, coaching materials, and user tools.
 - Platform Analytics: Build core systems for data analysis and client tracking.
 - Marketing Launch: Digital campaigns, brand partnerships, and client acquisition.

Phase 2: Future Funding (\$750,000)

- Focus: Advanced Technology and Engagement Tools
- AI Integration: Develop AI tools for automated coaching and personalized content delivery.
- Character Animation: Bring the Fit Geneius AI Characters (e.g., Gene and other characters) to life for interactive educational content.
- Enhanced User Experience: Implement advanced data visualization, gamified tracking tools, and an interactive wellness journey.
- Scalable Content: Expand programs, courses, and tools for broader market reach.
- Use of Funds:
 - AI Development: Personalization tools, predictive analytics, and automated coaching.
 - Animated Content: Creation of AI-driven educational animations to enhance engagement for adult and children's programs.
 - Growth Initiatives: Marketing campaigns, strategic partnerships, and technology infrastructure scaling.
 - Product Expansion: Development of advanced wellness programs.
 - Technology Integration: Enhancing tracking tools and user experience.
 - Marketing Initiatives: Expanding reach through targeted campaigns and strategic partnerships.

NEXT STEPS

Let's connect to discuss how Fit Geneius can deliver lasting results while capturing opportunities in the booming wellness industry.



If you sit in mud, you'll get muddy. So, get up and get going!