



PAPERCLIP FITNESS

20 15

BUILD. RETAIN. SUSTAIN

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The Team



Corey Seliger

- CTO
- Purdue Graduate Student (CIT)



Joe Fleagle

- Marketing
- Purdue Incoming Graduate Student (Krannert)



Robert Bott

- CEO
- Purdue Graduate (CIT – Master's)



Arnold Chen

- Foundry
- EIR

Problems & Needs

Gym Patrons

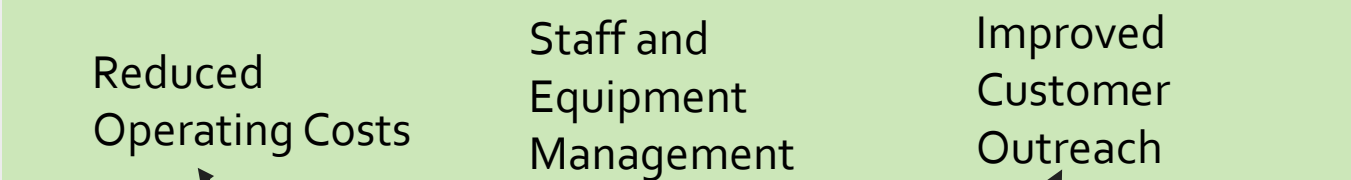
- What can I do here and where?
- Where do I find the information I need?
- Can I get some help ... ?

Gym Staff

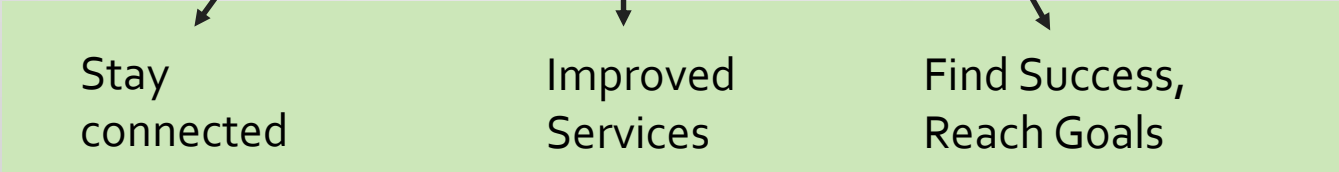
- How do we reach out to our patrons?
- How do we personalize our services and offer assistance?
- How do we manage our staff and facility more effectively?

The Solution

Staff



Patrons



How Purdue Helped Along the Way

- Lonnie Bentley & CIT
 - \$3,000 grant
 - Advice and Mentorship
- Foundry
 - Launchbox, ICD Courses
 - Our EIR, Arnold Chen
 - Connections, events
- Local Events & Competitions
 - Schurz
- Anvil



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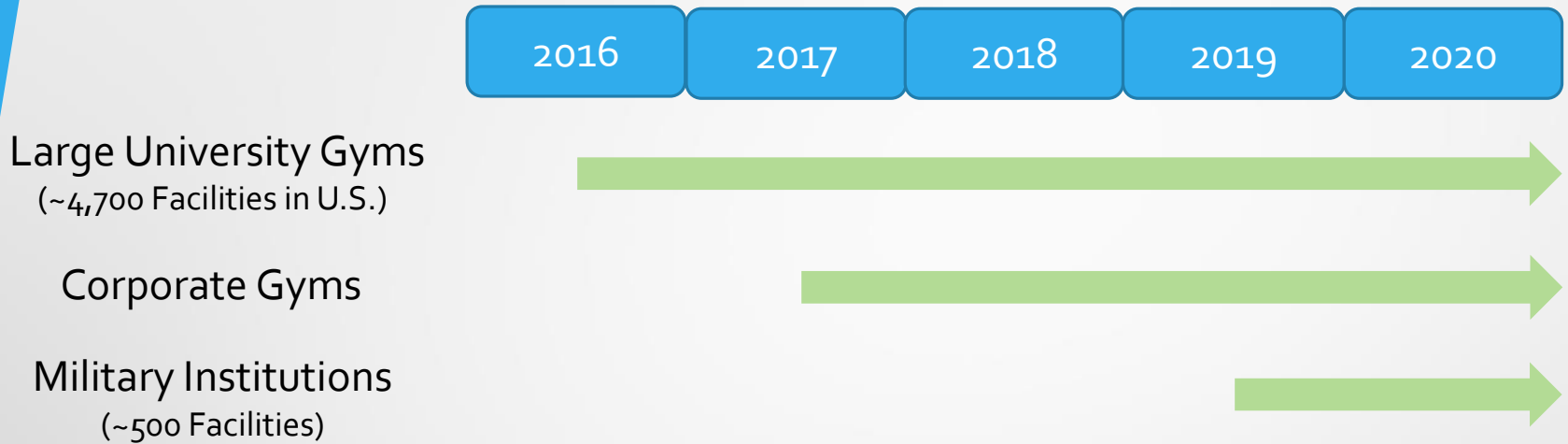
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What Else Can Purdue Do To Help?

- More incremental funding for startups
- Involve students directly in startups as part of degree
- Incentivize students to work with Purdue startups
- Interface Krannert with CS, CIT, engineering directly through degree programs
- Buy a startup's product ... ?

The Markets



- Use local and regional university gyms as stepping stones to get market acceptance into large university gyms
- Use University success as path to approach corporate gyms and military institutions

The Market

National Higher Edu.

- 4,700+ Facilities
- Market Value (\$5.3B)

Regional Higher Edu.

- 78 Facilities
- Market Value (\$487.5M)

Purdue University

- 43,345 students
- Market Value (\$10.8M)

Total Market Value

- \$5.3B

Feature Details

For the Patron

- Facility Usage
- Call for Assistance
- Messaging & Information System
- Feedback System
- Exercise & Diet Tracker/Planner
- Workout Library
- Social Media Feature
- Share Workouts and Diets with the Community and Friends

For the Gym

- Messaging System
- Feedback System
- Patron Metrics
- Utilization Metrics (Equipment & gym Areas)
- Event Management System