



STRATFIT

BUSINESS PLAN

03/13/2022

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EXECUTIVE SUMMARY

OPPORTUNITY

Problem

In 2022, the fitness industry lacks a fully integrated and comprehensive scientific methodology and technology to implement it practically. Non-competitive trainees lack a straightforward exercise and dietary organization system, which saves them time money, and secures results. Elite athletes lack the methodology and technology to ensure peak performance when they need it. Rookie trainers lack an easy-to-use tool to organize and optimize their clients' training processes, and hence they have no financial stability. Elite trainers and nutritionists lack the technology to implement the highest physical preparation science concepts needed to optimize a serious athlete's career.

Solution

Our founder, Daniel McKee, has spent a decade researching the theoretical science of physical training and athletic preparation and has created a mathematical super-system to take the theoretical into the applied realm. Our products provide the technology to implement this science in practice. The combination of our System of Applied Science (SAS) and our sleek "Achievement" App (training and diet implementation) ensures that trainees train precisely as much time in the gym as needed and not more. It provides expert-designed training and diet "Strategies" that were previously only available to elite athletes or celebrities, all for a fraction of what it would typically cost. The StratFit.net Strategy Design Drive (SDD) provides expert trainers/nutritionists with an interface to use our science-based tools to design and publish training/nutrition "Strategies" directly into our Achievement app. These same tools automatically teach novice trainers the highest concepts of fitness knowledge just by using them. The SDD facilitates the design and publication of perfect physical

preparation programs for Achievers of every level, from novice laypeople to elite athletes.

We are also developing a catalog of cutting-edge strength training gear. Our first offering is the Power Training Arsenal, which is composed of two special devices for developing Power's two fundamental component abilities: Explosive Strength and Acceleration Strength. The PTA will revolutionize training for peak athletic performance. SF Digital will control the prescription and use of the devices by trainers and trainees.

Combining the StratFit.net Strategy web-app, the gear, the Achievement training app into a Digital Fitness Product (DFP/) super-system ensures total optimization of all Achievers' training and dieting lives (fitness preparation); and exponential scalability in trainers' business lives. There are benefits for every player in the fitness industry.

Market

With the fitness industry moving more and more in a digital direction, the StratFit.net Strategy design-publish technology is perfect for

- 13,945+ serious strength & conditioning coaches.
- 74,200 nutritionists.
- 330,000 personal trainers.

The above figures are based solely on the 33.25 billion dollar U.S. market. StratFit will eventually expand into the 96.7 billion dollar global fitness industry.

The StratFit DFP technology connects all players within the fitness world. It brings an entirely new system of applied science to the digital app market, which analysts project will grow to 26.5 Billion dollars by 2026 and 120.37 Billion dollars by 2030. <https://www.statista.com/statistics/605223/us-fitness-health-club-market-size-2007-2021/>

<https://www.statista.com/topics/1141/health-and-fitness-clubs/#dossierKeyfigures>

Competition

There are over 320,000 health and fitness apps in the IOS store and Google Play stores, including strictly motivational, sleep tracking, raw biometric data, step

counter, calorie counter, and serious training and nutrition apps. The more serious training and nutrition are our most direct competitors out of these.

The top ten downloaded apps in IOS and Google Play Stores generally do only one thing well: exercise prescription, calorie counting, dieting help, or sleep tracking. We will be the first DFP to bring it all together and empower the whole process with the limitless potential of applied science.

Why Us?

Our founder is a Westside Barbell, and USA Weightlifting certified special strengths coach with 15 years of experience in the field of personal training. Daniel McKee has spent his entire professional career studying the highest concepts of theoretical training science and how to define these theories mathematically to turn them into a practical applied science. We have created an entirely new space in applied science. Our technology will spark a total revolution in the fitness and wellness industry.

EXPECTATIONS

Forecast

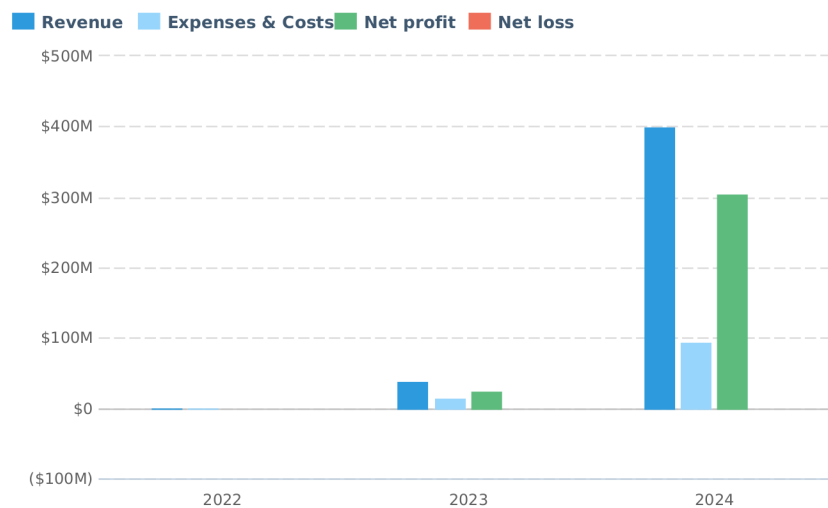
We project total net earnings to be \$2,961,235 by the end of 2024 and \$33,320,297 by the end of 2025.

That assumes we can increase our SF Digital app users by 40% month-on-month for the first year (beginning with 200 users in Jan. 2023) and 28% in the second with an average price of \$30 per user per month. We also assume we can increase our Power Training Arsenal sales by 5% per month through the first two years, beginning with ten sets in June of 2022. We foresee increased growth with industry-standard rates through the end of 2025.

Our founder will take a minimal salary in the first two years, and we will hire one full-time salesperson and one full-time sales/social media marketing person. In the first two years, our main cost will be the StratFit Digital technology development.

We plan to leverage our expenditure with a Kickstarter campaign in May of 2022 to generate more funding for training gear research and development and advertising for all StratFit products. In 2023 we plan to reinvest our profits into marketing, so our potential should jump up even further than our projections. In 2022 we plan to have all three full-time employees focused primarily on direct in-person sales and continue this in 2023 while augmenting it with digital marketing. We will focus on our plan to make StratFit a big player in the global fitness market.

Financial Highlights by Year



Financing Needed

In 2020, 2021, and so far in 2022, our founder Daniel McKee and other members of Spectral Holdings have funded all StratFit activities. We are seeking \$1,248,000 to support our activities in 2022-2023; this includes sales activities (personnel and travel costs, 27.9%), funding the launch of the Power Training Arsenal gear (8%), and funding tech development of the Training Design Drive (25.2%), new Achievement App (18.2%), and Diet Design Drive(20.7%).

OPPORTUNITY

Problem & Solution

Problems Worth Solving

In the twentieth century all areas of science took a great leap forward. In the twenty-first century, this process continues. In the area of physical training science, the greatest of these advancements have only been available to elite athletes. Only these athletes work with Olympic-level coaches, trainers, and nutritionists, and only these practitioners have the know-how to implement the most advanced concepts of training knowledge.

Even for practitioners who have the expertise to implement the most advanced training and nutrition concepts, the complex and dynamic nature of the training-diet process makes scaling impossible. This lack of scalability limits income and professional notoriety.

For novice trainers, opportunities to learn high-level training science theory are constrained by many barriers, including lack of study time, mentorship, or standard comprehensive educational processes.

For trainees, the lack of access to rigorous science-based training/nutrition programs turns their efforts at improving their health/performance into unmeasurable hit-or-miss trials with different programs.

Our Solutions

For expert trainers, strength & conditioning coaches, and nutritionists, the problem is generally not a lack of knowledge; it is a lack of technologies that allow them to apply their theoretical knowledge in practice. We are developing StratFit Digital and a catalog of cutting-edge training gear to solve this industry-wide problem.

StratFit.net provides practitioners with perfect program design tools for all training variables based on the current accumulated knowledge in the training and nutrition sciences, which we have consolidated into a SAS (System of Applied Science).

Both a granular and bird's eye view is immediately available of all training units from a single training "Action" (rep or set of reps/distance/time) all the way up to a multiyear program or "Olympic Cycle." We provide practical training load measurements and comparisons to standard Loads (Lifting Meets, Marathon, etc.) of the same unit size.

We also display a color-coded view of the physiological abilities trained in every unit and the "Potency" (adaptational effectiveness) for each ability according to the values of the prescribed variables (spatial form, intensity, volume, volitional momentum applied).

This revolutionary training/nutrition prescription technology (the "Strategy Design Drive") facilitates the precise optimization of a training-diet Strategy across any quantity of time according to a particular training purpose and time-sensitive performance goals (such as athletic competition). The SDD provides trainers with the tools to perfectly prescribe the use of our revolutionary gear to take their training strategies to new levels. Our intuitive SDD UI provides detailed instructions in both text and video formats so trainers can create and publish their current strategies using our technology.

In addition to perfecting their training/nutrition strategies, our SDD also offers them a place to publish them for subscription to users of our Achievement app worldwide, exponentially scaling their business reach effortlessly.

This same technology also increases the knowledge base of aspiring trainers, educating them about the relationships between training/nutrition variables by simply using it, enabling them to scale their business and increase their professional level simultaneously.

Our Achievement app allows users (trainees) to search and subscribe to the perfect training/nutrition Strategy from the StratFit.net SSD according to their training Stage (Beginner, Intermediate, Advanced) and purpose.

Our in-built algorithmic training regulation super-system sets optimal initial training metrics for each user according to their biometric data (Age, Gender, Weight, Training Level). Once training commences, the AI autoregulates the variables of the training program in real-time according to achiever feedback. This functionality optimizes the training/nutrition process for Achievers and enables a trainer's Strategy to be optimally implemented by millions of people simultaneously, requiring no further work from them.

Our DFP optimizes the educational and practical implementation facets and maximizes the business facet of the training/nutrition industry.

Target Market

Our initial target market for the StratFit.net SDD is serious Strength & Conditioning professionals in the United States. This is a very knowledgeable demographic in the fitness industry, and they will be able to grasp the value of our training science/technology super-system immediately. According to market research, there are currently 13,945+ serious strength & conditioning coaches employed in the USA. Every one of these professionals is a perfect Strategizer for us, and our exponential business scaling technology is exactly what they need to take their professional lives to heights they have only dreamed of previously.

The StratFit.net SDD is tailor-made for accredited nutritionists and there are currently 74,200 of these professionals working in the USA. We plan massive outreach in this area.

There are currently 330,000 personal trainers working in the USA. With marketing and education towards this demographic, these professionals are just as ready to utilize the StratFit.net SDD as more accredited Strength & Conditioning coaches. Every Weightlifting, Powerlifting, CrossFit, Boxing, and MMA gym is a potential buyer of our Power Training Arsenal gear. Every sports team from high school through professional is also a potential buyer. We expect most teams will purchase multiple sets so several athletes can train with them at once.

The fitness industry stands at 33.25 billion dollars in the U.S. and 96.7 billion dollars globally, with DFPs currently representing 9.6 billion dollars. This number is expected to grow to 26.5 billion by 2026. Since we are launching an entirely new applied science of physical preparation (training and nutrition) in the form of a DFP, we know that we will have access to the entire digital fitness market, which is expected to grow to a massive \$120.37B by 2030.

Competition

Current Alternatives

In 2022, the DFP market is vast and varied. App users have many choices regarding exercise prescription, nutrition tracking, sleep, stress monitoring, motivational encouragement, sleep and stress management, and everything in between. Many apps do one or even a few things well, but we have no competitor that brings it all together right now.

Trainerize (75k+ Gyms currently using) connects trainers to clients virtually using an exemplary user interface but lacks an AI autoregulation technology like our SI, which is mandatory for scaling. Without technology like SI, trainers are stuck in the position of having to monitor clients' programs continually, essentially keeping in the paid-for-time professional rut.

Our SDD also provides scientific tools to optimize training and nutrition Strategies, something our competitors all lack.

Freeletics (52 Million Users) offers a user-friendly and sleek app interface but is limited to calisthenics exercise only, excluding the most potent tools for strength, power, and hypertrophy training; barbells and dumbbells.

The DFP space is primed for a platform that brings Strategy optimization and publication facilitation to Strategyzers; and fully intelligent, automatic, and optimal regulation of the training-dieting process to Achievers.

Our Advantages

The first part of our vision statement says we will be THE system of applied training science. That is the fundamental factor that puts us above the field and will forever keep us there. We took the theoretical concepts of training and nutrition science and created a super-system of equations to make it all practical. None of our competitors can claim to have their own entire branch of applied science. Some of them indeed employ elements of applied training science in their products. Still, no one else has created an entire comprehensive conceptual scientific system *and* made a DFP and catalog of gear that puts the full power of it into coaches' and athletes' hands.

Our SDD (Strategy Design Drive) and the SAS (System of Applied Science) behind it facilitate the creation of detailed Strategies up to the level of an Olympic cycle, and our AI automatically autoregulates the variables of the Strategy in real-time for any number of users. This DFP (Digital Fitness Product) combination provides trainers with the tools to design detailed training-nutrition strategies and sell subscriptions to them at scale.

We empower trainers to perfect their craft and earn the compensation they deserve.

Our Achievement App puts the power of the SDD, the trainer's Strategy, and our cutting edge gear in the palm of an Achiever's hand.

The app supercharges the Strategy with our artificial Intelligence to customize and optimize it moment-to-moment across any length of time.

Our SAS is unique and is the game-changing "big idea" that will disrupt the entire fitness industry. Since we are *THE* training SAS that undergirds all fitness training, eventually our competitors will become allies. We envision the use of our analytical system by every other DFP in the market to improve their analytics vastly.

In the future, the name StratFit will be synonymous with training prescription/analytic calculation across the board and with training science in general. The all-encompassing nature of our ideas and products places us in a unique position to dominate the field entirely.

EXECUTION

Marketing & Sales

Marketing Plan

Since StratFit Digital is the central component of our super system; our primary marketing arena will be the digital space. We plan to have a very active blog to educate the public about the revolution in training science we are pioneering and advertise our product(s) simultaneously. We will employ search engine optimization and partner with many other relevant sites to blog, share our content, and expand our reach.

We will expand the StratFit online presence and brand awareness by posting educational videos multiple times per week on Youtube and several times per day on Instagram, Twitter, Facebook, and Tumblr. We will have our own StratFit subreddit and Discord server to engage with our more devoted audience. We will also answer several fitness-related questions per week on Quora to establish ourselves as an authority in the fitness space online. We will determine the most effective times and frequencies to post on the various platforms, use paid ads and boosted posts optimally according to the latest data, and use Hootsuite to optimize this entire process.

Our first target market demographic will be serious gym owners, strength & conditioning coaches, expert personal trainers, and nutritionists. This demographic will intuitively understand the value of our training-science program-optimization tools, and with their expertise, they can significantly benefit from the exponential business scalability our technology provides.

We will push our social media and blog content about our proprietary applied science concepts to build a dedicated following of professionals.

Once we have a large stable of trainers using StratFit.net to publish training and nutrition Strategies, we will work with them to leverage their social networks and platforms to market their Strategies to users online. These collaborations between StratFit and our trainers will exponentially expand our marketing reach and the entire ecosystem.

StratFit.net will feature a newsletter sign-up feature with a questionnaire to understand what the training/diet (Achievement) Purpose is for each visitor to our site if they have any time-sensitive performance goals relating to their purpose. We

will then directly contact them when a trainer publishes a Strategy suitable to their Purpose-Goals into the Achievement Strategy Store in the user app.

In the initial phase, we will maintain direct email, social media, and phone contact with our top trainers. We will promote successful trainers and users on our social media and blog, further incentivizing the use of our DFPs.

As we expand, we will scale by adding dedicated marketing professionals to our internal team and outsourcing to successful marketing firms or a combination of both, according to our growth requirements.

Sales Plan

In the initial phase, our offline sales plan will be to canvas the Kansas City metropolitan area. We will inform all serious gyms, personal trainers, sports teams, collegiate exercise science departments, and professional nutritionists about our innovative products including StratFit Digital and the Power Training Arsenal. We will provide printed materials about our revolutionary applied science and how it optimizes training/nutrition Strategy design for them and training/diet implementation for their clients and athletes. We will stress how StratFit Digital will scale their business on an international level.

At the same time, we plan to list the top trainers and coaches on social media and directly contact them about using StratFit Digital. We will give lifetime free access to StratFit.net to the first 50 (tentative number, plus or minus) coaches and nutritionists so we can get our Achiever app stocked up with Strategies. These initial SF trainers will become our evangelists, using their networks to drive subscriptions to their Strategies in the StratFit app. We will work with them on strategies to maximize this process. We also implement a referral program so that a trainer will get a reward from the subscription revenue from any Achiever that comes to subscribe to their Strategy from their outreach efforts; we will use individual referral keys for each trainer to automate this process. We will do the same for users; for each new subscription we receive from their referral, we will discount their subscription.

After we succeed at canvassing the fitness industry in the Kansas City area, we will expand our offline efforts into other large metropolitan areas in the Midwest region of the United States (Chicago, St. Louis, etc.). In the following phase, we will branch out to other U.S. regions.

We plan to hire dedicated sales professionals as required as we scale.

Operations

Locations & Facilities

In the initial phase, we will run our business operations out of Cowork Waldo in the Waldo district of Kansas City, Missouri (coworkwaldo.com). The CW location is centrally located in the KC metro area, allowing for optimal meetings with professionals from the entire region.

At Cowork Waldo, we have everything we need to design and develop tech products, conduct marketing, and sales meetings, and execute any other day-to-day functions of StratFit. The facility is well equipped for our needs with ample desk space, board room access, computers, and other technologies. With 24 hour access, we can accommodate the schedules of professionals in different time zones for virtual meetings if required.

Technology

For our sales operations we have lifetime access to the full version of Pipeline Pro, the top CRM tool for sales. Our sales manager will attend the Pipeline Pro weekly live stream to ensure we are up to date on the most efficient CRM practices. We have a full subscription to Hootsuite to optimize our social media campaigns across all platforms. We use Trello to integrate all areas of operation for StratFit.

COMPANY

Overview

Ownership & Structure

StratFit is a C-corporation with the option to become a S corporation. Right now, the company Spectral Holdings owns StratFit, which is owned by our founder Daniel McKee, our initial investors, and members of our board of advisors. We are seeking new investors for StratFit.

Company history

StratFit started with our founder Daniel as a big idea in 2015. When he was living in India training cinema celebrities, he shared the idea with his key client Nagarjuna Akkineni. Nag understood the vision, saw the potential, and decided to invest in developing our MVP.

In 2017 we launched our MVP in India with a big promotional collaboration with "Bahubali 2," one of the largest grossing films in Indian cinema history. Over the course of 2017, we achieved 10k+ subscribers to the MVP app.

In July of that year, Daniel returned to the USA, intending to expand StratFit into the global DFP it is destined to be. After meeting with the Colure marketing firm in New York City, he realized the MVP needed to catch up to the vision to be successful on a global scale.

In early 2018 Daniel returned to India to work with the team to try to bring the product level with the vision. Daniel fully distilled the vision during that time, which requires a fresh approach in 2022.

In 2021 Daniel began an engagement with software and consulting firm 27 Global of Kansas City and we are forging the path forward right now.

FINANCIAL PLAN

Forecast

Key assumptions

There are 750 gyms in Missouri and 356 in Kansas. We assume a single salesperson can hit ten gyms per week and recruit at least one trainer per gym to use the Training Design Drive, producing 40 new Strategyzers per month starting in January of 2023 (the launch month for StratFit Digital). We expect similar performance through 2023 and some increase in 2024-2025 due to virality. We plan to have Daniel and two full-time salespeople to start. We've built a constant 3% Strategyzer churn rate into our projection model.

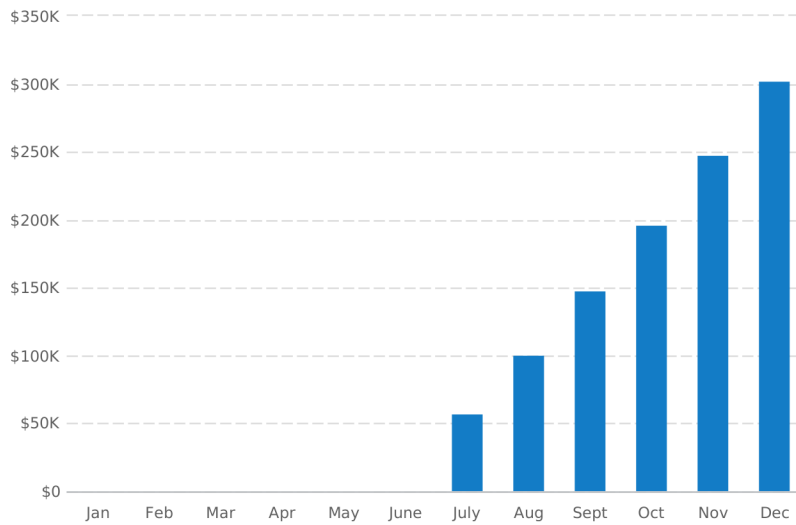
Missouri has over 720 nutritionists, and Kansas has over 350. Our MVP will not feature the DDD until quarter 3 of 2023, so we will not recruit Diet Strategyzers until after that. We expect to recruit 50 in 2023 and 150 in 2024. We expect slower recruitment growth with diet Strategyzers compared to their Training counterparts due to the smaller professional field.

We believe with our direct sales efforts and collaboration with training/diet Strategyzers, we can get 200 app users in January of 2023 and increase at of 40% month-on-month through the rest of 2023 with an extra 25% boost in December 23' when Diet Design Drive launches, and the nutrition functionality launches into the user app. We expect to slow to a 28% month-on-month growth rate in 2024, maintain that rate through 2024, and settle into a 20% month-on-month growth rate for 2025.

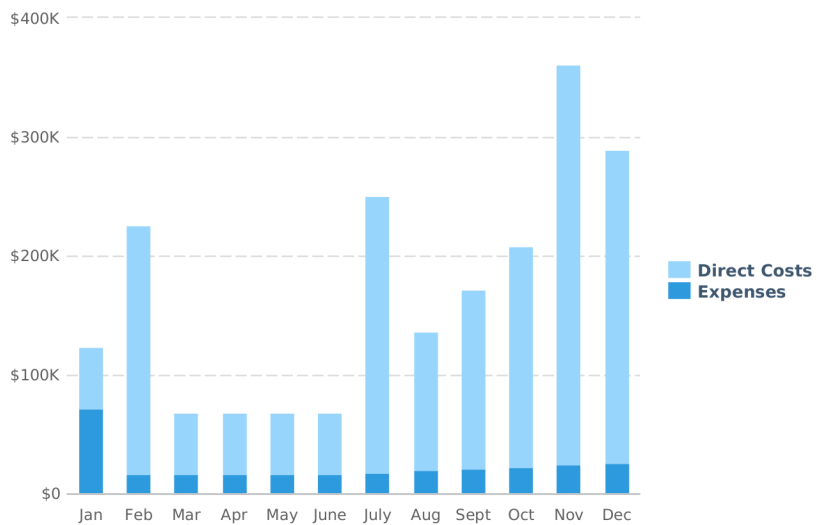
We assume we can sell ten sets of our Power Training Arsenal beginning in June of 2022 and increase by one per month (5% growth rate) through 2025. We plan to canvas the Kansas City metropolitan area colleges (which have sports programs), gyms, sports training centers, boxing, MMA clubs, and professional sports team training facilities first, followed by the St. Louis area and Chicagoland.

Kansas City and St. Louis have 19 metro area colleges each and many more in driving range. Chicago has over 60 in the metro area and many more in outlying areas. Combined with the other potential customer businesses in these areas, these numbers make us confident we can meet and even exceed these sales numbers.

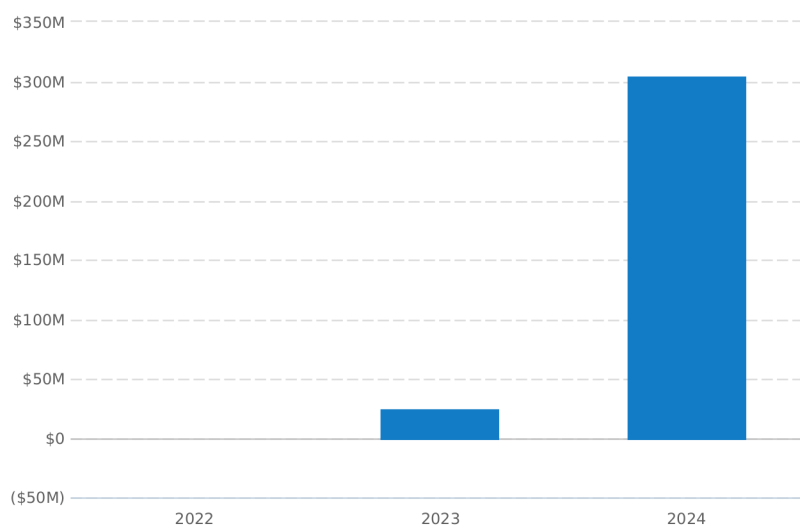
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Financing

Projected Profit and Loss

	2022	2023	2024
Revenue	\$1,054,053	\$39,802,884	\$400,412,806
Direct Costs	\$1,753,167	\$7,845,910	\$17,146,181
Gross Margin	(\$699,115)	\$31,956,975	\$383,266,625
Gross Margin %	(66%)	80%	96%
Operating Expenses			
Salaries & Wages	\$144,000	\$146,880	\$149,817
Employee Related Expenses	\$28,800	\$29,376	\$29,963
Power Training Arsenal Launch	\$20,000		

Office Space	\$5,500	\$6,000	\$6,000
Web Apps & Digital Tooling	\$4,200	\$4,200	\$4,200
PTA 10 Devices	\$35,900		
Office Stationary & Supplies	\$1,200	\$1,200	\$1,200
Refreshments	\$1,200	\$1,200	\$1,200
Postage & Mailing	\$300	\$300	\$300
Office Cleaning & Cleaning Supplies	\$2,400	\$2,400	\$2,400
Advertising	\$6,000	\$25,000	\$35,000
Internet & Phone	\$3,600	\$3,600	\$3,600
Insurance (business)	\$1,800	\$1,800	\$1,800
Professional Fees	\$4,800	\$4,800	\$4,800
Credit Card Fees (%)	\$26,351	\$995,072	\$10,010,321
Bank & Other Charges, Excluding CC Fees	\$2,400	\$2,400	\$2,400
Total Operating Expenses	\$288,451	\$1,224,228	\$10,253,001
Operating Income	(\$987,566)	\$30,732,747	\$373,013,624
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$5,354,133	\$67,142,452
Total Expenses	\$2,041,619	\$14,424,271	\$94,541,633
Net Profit	(\$987,566)	\$25,378,614	\$305,871,172
Net Profit / Sales	(94%)	64%	76%

Projected Balance Sheet

	Starting Balances	2022	2023	2024
Cash		(\$986,400)	\$29,746,891	\$397,407,854
Accounts Receivable		\$0	\$0	\$0
Inventory				
Other Current Assets				
Total Current Assets		(\$986,400)	\$29,746,891	\$397,407,854
Long-Term Assets				
Accumulated Depreciation				
Total Long-Term Assets				
Total Assets		(\$986,400)	\$29,746,891	\$397,407,854
Accounts Payable		\$0	\$0	\$0
Income Taxes Payable		\$0	\$5,354,133	\$67,142,452
Sales Taxes Payable		\$1,166	\$1,710	\$3,182
Short-Term Debt				
Prepaid Revenue	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$1,166	\$5,355,843	\$67,145,634
Long-Term Debt				
Long-Term Liabilities				

Total Liabilities	\$0	\$1,166	\$5,355,843	\$67,145,634
Paid-In Capital				
Retained Earnings	\$0	\$0	(\$987,566)	\$24,391,048
Earnings		(\$987,566)	\$25,378,614	\$305,871,172
Total Owner's Equity	\$0	(\$987,566)	\$24,391,048	\$330,262,220
Total Liabilities & Equity	\$0	(\$986,400)	\$29,746,891	\$397,407,854

Projected Cash Flow Statement

	2022	2023	2024
Net Cash Flow from Operations			
Net Profit	(\$987,566)	\$25,378,614	\$305,871,172
Depreciation & Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$5,354,133	\$61,788,319
Change in Sales Tax Payable	\$1,166	\$544	\$1,472
Change in Prepaid Revenue	\$0	\$0	\$0
Net Cash Flow from Operations	(\$986,400)	\$30,733,291	\$367,660,963
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received			

Dividends & Distributions
 Change in Short-Term Debt
 Change in Long-Term Debt

Net Cash from Financing

Cash at Beginning of Period	\$0	(\$986,400)	\$29,746,891
Net Change in Cash	(\$986,400)	\$30,733,291	\$367,660,963
Cash at End of Period	(\$986,400)	\$29,746,891	\$397,407,854

APPENDIX

Profit and Loss Statement (With monthly detail)

2022	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22
Total Revenue							\$57,510	\$101,304	\$147,762	\$196,803	\$248,348	\$302,326
Total Direct Costs	\$51,984	\$208,734	\$51,984	\$51,984	\$51,984	\$51,984	\$232,734	\$115,551	\$149,688	\$185,801	\$337,020	\$263,719
Gross Margin	(\$51,984)	(\$208,734)	(\$51,984)	(\$51,984)	(\$51,984)	(\$51,984)	(\$175,224)	(\$14,247)	(\$1,926)	\$11,002	(\$88,672)	\$38,606
Gross Margin %							(305%)	(14%)	(1%)	6%	(36%)	13%
Operating Expenses												
Salaries and Wages	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Employee Related Expenses	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Power Training Arsenal Launch	\$20,000											
Office Space		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Web Apps & Digital Tooling	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350

PTA 10 Devices	\$35,900												
Office Stationary & Supplies	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Refreshments	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Postage & Mailing	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Office Cleaning & Cleaning Supplies	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Advertising									\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Internet & Phone	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Insurance (business)	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Professional Fees	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Credit Card Fees (%)								\$1,438	\$2,532	\$3,694	\$4,920	\$6,209	\$7,558
Bank & Other Charges, Excluding CC Fees	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Total Operating Expenses	\$72,125	\$16,725	\$16,725	\$16,725	\$16,725	\$16,725	\$16,725	\$18,163	\$20,457	\$21,619	\$22,845	\$24,134	\$25,483
Operating Income	(\$124,109)	(\$225,459)	(\$68,709)	(\$68,709)	(\$68,709)	(\$68,709)	(\$193,387)	(\$34,704)	(\$23,545)	(\$11,844)	(\$112,805)	(\$112,805)	\$13,123

Interest Incurred

Depreciation and Amortization

Gain or Loss
from Sale of
Assets

Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$124,109	\$225,459	\$68,709	\$68,709	\$68,709	\$68,709	\$250,897	\$136,008	\$171,307	\$208,646	\$361,154	\$289,203
Net Profit	(\$124,109)	(\$225,459)	(\$68,709)	(\$68,709)	(\$68,709)	(\$68,709)	(\$193,387)	(\$34,704)	(\$23,545)	(\$11,844)	(\$112,805)	\$13,123
Net Profit / Sales							(336%)	(34%)	(16%)	(6%)	(45%)	4%

	2022	2023	2024
Total Revenue	\$1,054,053	\$39,802,884	\$400,412,806
Total Direct Costs	\$1,753,167	\$7,845,910	\$17,146,181
Gross Margin	(\$699,115)	\$31,956,975	\$383,266,625
Gross Margin %	(66%)	80%	96%
Operating Expenses			
Salaries and Wages	\$144,000	\$146,880	\$149,817
Employee Related Expenses	\$28,800	\$29,376	\$29,963
Power Training Arsenal Launch	\$20,000		
Office Space	\$5,500	\$6,000	\$6,000
Web Apps & Digital Tooling	\$4,200	\$4,200	\$4,200
PTA 10 Devices	\$35,900		
Office Stationary & Supplies	\$1,200	\$1,200	\$1,200

Refreshments	\$1,200	\$1,200	\$1,200
Postage & Mailing	\$300	\$300	\$300
Office Cleaning & Cleaning Supplies	\$2,400	\$2,400	\$2,400
Advertising	\$6,000	\$25,000	\$35,000
Internet & Phone	\$3,600	\$3,600	\$3,600
Insurance (business)	\$1,800	\$1,800	\$1,800
Professional Fees	\$4,800	\$4,800	\$4,800
Credit Card Fees (%)	\$26,351	\$995,072	\$10,010,321
Bank & Other Charges, Excluding CC Fees	\$2,400	\$2,400	\$2,400
Total Operating Expenses	\$288,451	\$1,224,228	\$10,253,001
Operating Income	(\$987,566)	\$30,732,747	\$373,013,624
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$5,354,133	\$67,142,452
Total Expenses	\$2,041,619	\$14,424,271	\$94,541,633
Net Profit	(\$987,566)	\$25,378,614	\$305,871,172
Net Profit / Sales	(94%)	64%	76%

Balance Sheet (With Monthly Detail)

	Starting Balances	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22
Cash		(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,014)	(\$851,640)	(\$875,107)	(\$886,873)	(\$999,601)	(\$986,400)
Accounts Receivable		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory													
Other Current Assets													
Total Current Assets		(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,014)	(\$851,640)	(\$875,107)	(\$886,873)	(\$999,601)	(\$986,400)
Long-Term Assets													
Accumulated Depreciation													
Total Long-Term Assets													
Total Assets		(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,014)	(\$851,640)	(\$875,107)	(\$886,873)	(\$999,601)	(\$986,400)
Accounts Payable		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable								\$777	\$855	\$933	\$1,011	\$1,088	\$1,166

Short-Term Debt													
Prepaid Revenue	\$0							\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$777	\$855	\$933	\$1,011	\$1,088	\$1,166
Long-Term Debt													
Long-Term Liabilities													
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$777	\$855	\$933	\$1,011	\$1,088	\$1,166
Paid-In Capital													
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings		(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,791)	(\$852,495)	(\$876,040)	(\$887,884)	(\$1,000,689)	(\$987,566)
Total Owner's Equity	\$0	(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,791)	(\$852,495)	(\$876,040)	(\$887,884)	(\$1,000,689)	(\$987,566)
Total Liabilities & Equity	\$0	(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,014)	(\$851,640)	(\$875,107)	(\$886,873)	(\$999,601)	(\$986,400)

	Starting Balances	2022	2023	2024
Cash		(\$986,400)	\$29,746,891	\$397,407,854
Accounts Receivable		\$0	\$0	\$0

Inventory

Other Current Assets

Total Current Assets

(\$986,400)

\$29,746,891

\$397,407,854

Long-Term Assets

Accumulated Depreciation

Total Long-Term Assets

Total Assets

(\$986,400)

\$29,746,891

\$397,407,854

Accounts Payable

\$0

\$0

\$0

Income Taxes Payable

\$0

\$5,354,133

\$67,142,452

Sales Taxes Payable

\$1,166

\$1,710

\$3,182

Short-Term Debt

Prepaid Revenue

\$0

\$0

\$0

\$0

Total Current Liabilities

\$0

\$1,166

\$5,355,843

\$67,145,634

Long-Term Debt

Long-Term Liabilities

Total Liabilities

\$0

\$1,166

\$5,355,843

\$67,145,634

Paid-In Capital

Retained Earnings

\$0

\$0

(\$987,566)

\$24,391,048

StratFit

Earnings		(\$987,566)	\$25,378,614	\$305,871,172
Total Owner's Equity	\$0	(\$987,566)	\$24,391,048	\$330,262,220
<hr/>				
Total Liabilities & Equity	\$0	(\$986,400)	\$29,746,891	\$397,407,854
<hr/>				

Cash Flow Statement (With Monthly Detail)

2022	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22
Net Cash Flow from Operations												
Net Profit	(\$124,109)	(\$225,459)	(\$68,709)	(\$68,709)	(\$68,709)	(\$68,709)	(\$193,387)	(\$34,704)	(\$23,545)	(\$11,844)	(\$112,805)	\$13,123
Depreciation & Amortization												
Change in Accounts Receivable	\$0						\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable							\$777	\$78	\$78	\$78	\$77	\$78
Change in Prepaid Revenue	\$0						\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Operations	(\$124,109)	(\$225,459)	(\$68,709)	(\$68,709)	(\$68,709)	(\$68,709)	(\$192,610)	(\$34,626)	(\$23,467)	(\$11,766)	(\$112,728)	\$13,201
Investing & Financing												
Assets Purchased or Sold												

**Net Cash
from
Investing**

Investments
Received

Dividends &
Distributions

Change in
Short-Term
Debt

Change in
Long-Term
Debt

**Net Cash
from
Financing**

Cash at Beginning of Period	\$0	(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,014)	(\$851,640)	(\$875,107)	(\$886,873)	(\$999,601)
Net Change in Cash	(\$124,109)	(\$225,459)	(\$68,709)	(\$68,709)	(\$68,709)	(\$68,709)	(\$192,610)	(\$34,626)	(\$23,467)	(\$11,766)	(\$112,728)	\$13,201
Cash at End of Period	(\$124,109)	(\$349,568)	(\$418,277)	(\$486,986)	(\$555,695)	(\$624,404)	(\$817,014)	(\$851,640)	(\$875,107)	(\$886,873)	(\$999,601)	(\$986,400)

	2022	2023	2024
Net Cash Flow from Operations			
Net Profit	(\$987,566)	\$25,378,614	\$305,871,172
Depreciation & Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$5,354,133	\$61,788,319
Change in Sales Tax Payable	\$1,166	\$544	\$1,472
Change in Prepaid Revenue	\$0	\$0	\$0
Net Cash Flow from Operations	(\$986,400)	\$30,733,291	\$367,660,963
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing			
Cash at Beginning of Period	\$0	(\$986,400)	\$29,746,891
Net Change in Cash	(\$986,400)	\$30,733,291	\$367,660,963
Cash at End of Period	(\$986,400)	\$29,746,891	\$397,407,854