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SUMMARY

UniBody Health & Fitness (UniBody) is a bold, new, innovative company that will provide fitness enthusiasts a completely new way to train, using its newly patented fitness product, UniBody Fitness System (UBFit). Under the leadership of the system’s inventor, Navy veteran and entrepreneur, Freeman D. Fields I, UniBody has brought together a team of highly skilled designers, engineers, IP attorneys, manufacturers, marketers, athletes, and fitness & medical experts. We are recruiting some of the most talented individuals in the industry, and currently have several professional athletes, senior executives from major corporations (including Gold’s Gym), and high-profile trainers expressing interest in UBFit. Having created the newest innovation in the sports, fitness, and rehabilitation industries, UniBody is poised to become a major player in these industries.

Our goal is to acquire the funds needed for the R&D of several key products that will be part of the UniBody fitness line, including, in addition to UBFit, an online music site (essentially iTunes for fitness); a clothing line; a fitness social media site (the Facebook of fitness); a one-of-a-kind, personal-trainer fitness software for UBFit; fitness DVD’s; virtual fitness products for Wii games; and much more. After developing these products, UniBody will manufacture and market them directly to the public, including schools and professional athletes, or license several of these products to interested parties. The UBFit product line is certain to revolutionize the sports, fitness and health industries.
MANAGEMENT TEAM

FREEMAN FIELDS
Inventor / C.E.O.
Disable Navy Vet, Former Athlete, Entrepreneur

ROBERT HERBST
Chief Legal Counsel
Lead the IPO of Town Sports International as chief legal officer

KENNETH R. PYLE
Investor/Director of Advisory Board
founder of Pennsylvania law firm

KELLY DENNIS
Fitness Coordinator / Spokesperson
Fitness Professional with 20+ yrs. executing fitness brands and business

DR. HAI NGUYEN
Investor/Member of Advisory Board
A multidimensional businessman

ROBERT JOHNSON
Director of Marketing / Founder - CEO of IMC
Imperial Marketing Concepts

YOHAN JACOB
Retail Operations & Distribution Advisor
Founder/President of Retailbound

UMAIR AZIZ
Lead Designer
Founder/CEO of BackpageDesigners Studio
INDUSTRY OVERVIEW

Despite what one may think, Americans are more active now than ever. A PAC survey showed that 76% of Americans, ages 6 and up, regularly participate in at least one fitness or recreational activity. And although sports-related products suffered in the recent economic downturn, with wholesale revenues dropping 4.3% to $71 billion in 2009, manufacturers received a $3.2 billion jump in 2010, another $3.2 billion in 2011 and have been steadily climbing ever since. The NPD Group found that the overall digital fitness-device market to be worth $330 million in 2013 alone.

The United States represents the single largest regional market for physical fitness equipment. The gym and home-exercise equipment manufacturing industry is benefiting as more and more Americans become more health conscious. This trend has contributed to a rise in demand for personal fitness equipment, leading to increased revenue growth in this industry over the past five years. IBIS World expects the industry to continue growing slowly and revenue to increase over the next five years.

COMPETITOR OVERVIEW

There are a number of products currently on the market that can provide resistance during a cardiovascular workout. Many of these products have been on the market for years and provide some of the same benefits as UBFit. However, when it comes to a complete workout, they all fail by comparison. The following list of products compares UBFit with similar products, providing a rating in each fitness area and an overall score.

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<th>MOBILITY</th>
<th>CARDIO WORKOUT</th>
<th>STRENGTH WORKOUT</th>
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UBFit outperforms other fitness products on the market today for the most complete workout available.
PRODUCTS

UBFit is a dynamic invention that allows the user to receive both a cardiovascular and a weight-resistant workout while engaged in riding, jogging, aerobics and similar activities. Using UBFit, an individual can easily tone muscle & burn fat by means of an adjustable resistance being applied to the part of the body being trained, either during exercise or therapy. This patented system takes exercise outside the weight room and into the home, streets, office--virtually anywhere!

The key component of UBFit is the flexPOD. The flexPOD is a device that generates resistance during a workout. As the user bends or extends the arm or leg on which the flexPOD is worn, that limb is strengthened as it overcomes the resistance produced by the flexPOD.

Because the flexPOD utilizes fluid (hydraulics) to produce resistance, this resistance is very comparable to the highly sought-after effect of swimming-pool training. The resistance is adjustable by turning a knob on the flexPOD to increase or decrease the size of the channel through which the fluid has to travel. As this channel is increased or decreased, so is the resistance. The larger the channel through which the fluid travels inside the flexPOD, the less resistance. The smaller the size of the channel inside the flexPOD the greater the resistance. The basic theory behind the hydraulics used in the flexPOD is comparable to the many other hydraulic applications in use today, such as brakes & power steering systems in automobiles, dampers in machinery, and hydraulic flaps in aviation.
POOL WORKOUT

Provides a “pool workout” by evenly dispersing resistance throughout the limb thereby eliminating stress on the joints.

TONE MUSCLES

Allows the user to strengthen and tone muscles while engaged in a cardio workout, all while wearing UB Fit.

PORTABLE & DURABLE

Portable and durable, so you can take your workout anywhere with UB Fit.

INCREASES MOBILITY

Increases mobility and range of motion.

REDUCES RISK OF INJURY

Reduces risk of injury, especially to joints.

REDUCES IMPROPER MOVEMENTS

Attaches and moves in unison with the body so there is very little chance of improper movement or posture.
Two U.S. utility patents have been issued for UBFit. The original cable design of UBFit was issued on Oct 15, 2013 (see below).
The second patent of the fluid design for **UBFit** was issued May 15, 2018 (see below).

### United States Patent

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<th>Value</th>
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<td>Applicant</td>
<td>Freeman D. Fields, I, Atlanta, GA (US)</td>
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<tr>
<td>Inventor</td>
<td>Freeman D. Fields, I, Atlanta, GA (US)</td>
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<td>Notice</td>
<td>Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days. days.</td>
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<tr>
<td>Appl. No.</td>
<td>13/999,183</td>
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**Prior Publication Data**

- **US 2015/0209607 A1**
- **Jul. 30, 2015**

**Int. Cl.**

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**CPC**

- A63B 21/008 (2013.01); A63B 21/0004 (2013.01); A63B 21/0069 (2013.01); A63B 21/022 (2015.10); A63B 21/4011 (2015.10); A63B 21/4017 (2015.10); A63B 23/1281 (2013.01); A63B 69/0028 (2013.01)

**Field of Classification Search**

- CPC: A63B 21/008; A63B 21/026; A63B 21/045; A63B 21/1423; A63B 21/1434; A63B 21/1476; A63B 21/1492; A63B 23/0494; A63B 23/1281; A63B 21/1449; A63B 21/008; A63B 21/015; A63B 21/055; A63B 23/1281; A63B 21/015; A63B 21/05; A63B

**Effective**

- 21/028; A63B 21/1403; A63B 21/0004; A63B 21/4049; A63B 5/00; A63B 5/01; A61F 5/0102; A61F 5/0123; A61F 5/13; A61F 2005/0132

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- 2014/0207038 A * 7/2014 Santaniello et al. 602/16

**cited by examiner**

Primary Examiner — Nyca T Nguyen

(74) Attorney, Agent, or Firm — Merchant & Gould P.C.

**ABSTRACT**

The UniBody Fitness System allows an individual to receive the highly desirable low-impact resistance of working out in a pool without actually being in water. With the UniBody Fitness System, the user can perform a complete workout regimen to build muscles without the use of weights or water as the system uses fluid to create resistance during cardiovascular workout, aerobics, walking, jogging or doing manual tasks. By attaching the UniBody Fitness System device to the body’s joints and flex points, such as the elbow and knee, resistance is produce for the muscles in that region of the body every time the user bends or extends the arm or leg which the device is worn.

3 Claims, 4 Drawing Sheets

**UniBody** trademark pending

Additional patents on clothing line & fitness software will be sought upon their development.
MARKETING STRATEGY

A unique advantage of UBFit is its ability to cross over into several very lucrative industries, such as fitness, health, media and fashion. To capitalize on these markets, UniBody has created several marketing, business and financial strategies. The following identifies each market and strategy:

FITNESS

With its patented design, UBFit allows the user to burn calories during a cardio workout, while at the same time toning muscles. UBFit takes the workout outside the weight room! Imagine an athlete performing his or her normal training routine—sparring, tennis, running on a court or a football obstacle course—all while simultaneously toning muscles! Or picture a fitness class doing aerobics using UBFit to give them a complete workout. With the billion-dollar fitness industry growing by leaps and bounds, an entire fitness franchise can be built around this product.

HEALTH

Each year, millions of individuals are injured by car accidents, work-related accidents, or other unfortunate events. In addition, the Baby Boomer generation is now the largest demographic group in the U.S. For these two reasons alone, the need for medical rehabilitation will continue to increase. One of the key components of rehabilitation is strength training. Normally, during rehab sessions, therapists have their clients perform strength training through the use of dumbbells, ankle weights and resistance cables. The problem with dumbbells and ankle weights is that they can exert excessive force on the ligaments. With resistance cables, there is no true way of measuring a patient’s success. This makes the UBFit design and measurable resistance ideal for rehabilitation.

MEDIA

The great thing about UBFit is that it can produce millions of dollars in revenue through its auxiliary applications and markets. For example, sensors can be placed within UBFit that will work in conjunction with video games, thus creating a fitness virtual world. Fitness videos featuring Pilates & Tae-Bo have produced hundreds of millions of dollars in sales. Because of its unique design, UBFit can be incorporated into an existing workout regimen or a totally new fitness routine created exclusively for the system.
FASHION

UBFit can also be incorporated into clothing. For example, the lightweight exercise unit could easily be inserted into jogging suits. Once UBFit is inserted, a person wearing the suit could perform a complete workout session. And once the exercise unit is removed, the suit could be worn as regular clothing. This could spawn an entire sleek and stylish clothing line just for UBFit. Our goal is to become the major player in the athletic clothing industry, competing with companies such as Under Armor, Nike, Reebok, and Adidas.

Through our effective marketing and branding, UBFit will become a household name. We have already laid the foundation for this by creating a trademarked logo & slogan that is as unique as the product itself. The key marketing strategy for UBFit is to launch a DRTV campaign through the use of infomercials, social media promotions, gym partnerships and sponsorships, pro-athlete endorsements, licensing and/or joint ventures.
ENDORSEMENTS

“Based on my experience as a pro-NFL player with 2 Super Bowl Championships, I think that [UB Fit] is a very good invention that can help many people in the fitness, sports and medical industry with conditioning and rehab. I have seen [the] designs of this invention from the early stages until this present design and think this is the one that is ready to hit the market. I endorse this product because I know it works… this product needs to get on the market…”

Rodney Goosby,
Former pro-athlete with the Washington Redskins and Olympic Qualifier.

“Walter Smith,
Sports Medicine Trainer for Georgia Tech University since 1985.

The first time Freeman Fields [showed] me his invention-Unibody Fitness System [UB Fit]-I was initially impressed with its innovative design. However, due to the system’s simplicity, I was quite amazed to discover that there was not anything like it currently on the market. Upon viewing the presentation, I was able to clearly see how a product such as this could be beneficial in the fitness, sports and health industry. And, after trying on the basic prototype, the practicality of the invention became more apparent…it will surely change the fitness industry as we know it today.”

As an individual who has previously undergone knee issues, I can personally attest to the need to strength the ligaments. I can immediately see a benefit of this type of product…I applaud your concept. Well done.

Jason Horsley,
CEO, eFitness for Life.

Mark Stenberg
Former President of Direct Drive.

“UB Fit is a game changer in the fitness industry”
INTERESTED PARTIES

Since UBFit's conception in 2007, the response to it has been overwhelming. Although we have received numerous inquiries concerning UBFit, here are a few notable companies and individuals that have expressed interest in it.

NASA – Currently reviewing for licensing options

Kevin Harrington – Former “Shark Tank” investor and founder of “As Seen On TV,” Kevin first reached out to me on LinkedIn and had his business associate and cousin, Richard Harrington, contact me after seeing the YouTube Video demonstration of UBFit. As a result of this introduction, Richard Harrington’s company (Insurgency, LLC) created the current prototype. Kevin is currently waiting on the status of further development for a possible licensing agreement.

Jared Cook – Tight End for the St. Louis Rams. Jared was introduced to UBFit by a mutual friend. Our initial discussion with Jared concerned his endorsing the product. However, since then, he has expressed an interest in becoming an investor in UniBody, depending upon its further development.

Gold’s Gym – After posting a request on LinkedIn seeking potential board members for the UniBody Health & Fitness Corp, I was contacted by a Senior V.P. of Gold’s Gym (who has asked to remain anonymous) about the possibility of joining our team or perhaps even striking a licensing deal with us. He is also currently waiting on further developments.

MediPurpose – This is an Atlanta-based, medical-product development and licensing company. After I submitted UBFit to them several years ago, they contacted me to discuss licensing options. However, as they were only interested in obtaining the exclusive rights to UBFit for medical applications, I had to decline their offer. Acceptance would have meant giving up the fitness and sports applications for UBFit.

Bowflex – One of the world’s leading fitness companies, Bowflex expressed an interest in licensing the original design of UBFit after I contacted them in 2008. However, because the product was still very early in its development, and because a problem had arisen with the patent process, on the advice of counsel I withdrew my submission to Bowflex, in order to focus on further product development and securing the patent.
ESTIMATED REVENUE

**Year One Estimated Revenue:** $25 - $30 Mill  
**Year Two Estimated Revenue:** $50 - $60 Mill  
**Year Five Estimated Company Value:** $100 - $150 Mill

Figures are conservatively based on the sales of similar fitness products such as:
- P90X: Annual revenue $400 million
- TOTAL GYM: Total sales to date $1 billion
- SHAKE WEIGHT: Total over $50 million 1st year
- Fluidity Fitness: $250 million in first 4-year launch, $60 million in first 2 years of 2nd launch
- THIGHMASTER: Total sales to date: $100 million

EXIT STRATEGY

After building the UniBody brand name in fitness for one or two years, our goal is to then enter the medical applications arena with the launch of *UniBrace*. *UniBrace* is a medical brace that will be used to assist ambulant individuals to walk without the aid of crutches. Imagine a soldier who has been injured on the battlefield being able to continue walking with the aid of *UniBrace*! Or picture a stroke victim regaining mobility of their arm with the assistance of *UniBrace*!

After the first or second year from the successful launch of *UniBrace*, the next phase would be to do an Initial Public Offering of UniBody Health & Fitness Corp.

INVESTMENT

We are seeking to raise **$1 Million** to launch UBFit and the UniBody Health & Fitness Corp from a single investor or the first seed round for an equity stake in the corporation ($20K Min. Investment Required). The entire investment would be utilized as outlined below:

1. Further Research & Development concerning the flexPOD
2. Additional patent filing fees, trademarks and copyrights
3. Corporate set-up cost (acquiring facilities, seeking board members, legal fees)
4. Manufacturing set-up cost
5. Infomercial production, air time, placement & fulfillment center
6. Marketing costs

R.O.I.

A max Thirty Percent (30%) of the corporation will be given for the total $1 Million investment and all investments will be based on this percentage scale.

CONTACT INFO: Freeman D. Fields I - freeman@UniBodyFitness.com / 678-561-5030