



366 Degree FitTech & Sci
Institute NY, USA

Presentation



PunchNFIT

PUNCHNFIT PITCH DECK

@PUNCHN.FIT

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About The Founder

Seun Ola is the founder of 366 Degree Fit Tech and Science Institute, established on November 30, 2022. Born in Canada and raised in Nigeria, Seun began his journey with a degree in Chemistry, driven by an early passion for science and technology. His love for inventing began in childhood, where he would often sketch inventions. After moving back to Canada in December 2003, Seun pursued a business certificate and began a career in finance, progressing from a part-time customer service representative to a full-time manager. In 2012, Seun transitioned to the fitness industry, merging his lifelong interests in science, technology, and fitness. This passion culminated in the creation of the PunchNFIT project, aimed at solving real problems faced by his clients, such as designing innovative fitness gloves for those with joint pain. Seun's vision is to personalize optimal health by integrating advanced science and technology into Health and fitness, leading the company's dedication to research and development in fitTech, robotics, nanotechnology, and biotechnology.



Problem

01

Weighted
Fitness Gloves

- Boxing can be hard on people with pre-existing injuries, especially hitting the bag.
- Boxing is localized; people need to visit gyms for a proper workout.
- Boxing classes are expensive over time.
- Boxing can become monotonous with conventional methods.
- Older or inexperienced individuals may find boxing gyms intimidating.

02

Sports and Fitness
Performance
Tracker

- Lack of adequate data to analyze boxing performance.
- No cross-integration between health and fitness metrics.
- Coaching methods are either unavailable or costly.

Solution

01

Weighted
Fitness Gloves

Patented gloves with interchangeable cartridges for resistance, offering convenience, ease of use, joint-friendly design, and suitability for all fitness levels.

02

Sports and Fitness
Performance
Tracker

- AI-powered tracker providing personalized coaching and advanced analytics.
- Tracks comprehensive metrics, including blood oxygen saturation, calories, heart rate, speed, work, kinetic energy, and momentum.
- Integrates health, fitness, gaming, and cryptocurrency into one platform.

Innovation/Unique Selling Proposition

01

Weighted Fitness Gloves

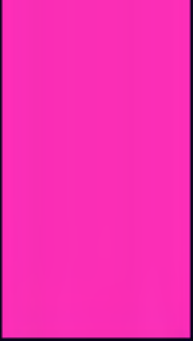
Patented design with four
cartridge weight options:

- Small silver (134g), small gold (406g), regular silver (203g), regular gold (579g).

02

Sports and Fitness Performance Tracker

- AI-powered coaching and analytics.
- Gamified experience with health and fitness metrics.
- Cryptocurrency rewards.



Parent Company

366 Degree Fit Tech and Science Institute, established on November 30, 2022, is a full fledged Research company located in New York, United States with four main divisions namely: Biotechnology, Robotics, Nanotechnology and FitTech. The Company is still going through its start up phase with the determination and focus on making itself a worldwide name in these fields.

Vision & Mission

- Vision: Personalizing Optimal Health.
- Mission: Using Advanced Science and Technology to personalize and optimize sports performance and overall health.



Canadian Company

Our Canadian company would reflect the same principles, Vision and Mission as the Parent Company in its pursuit for Excellence and continued innovation.

As a Company, We have tested the Weighted Fitness Gloves and sold to Canadians in the last 2 years.

Target Audience

- Sports Performance: Professional boxers and mixed martial artists.
- Fitness Community: Individuals seeking measurable, data-driven workouts.
- Gamers: Fitness gamification via Unreal Engine integration.
- Crypto Enthusiasts: Performance-based cryptocurrency rewards.

Market Opportunity

Market Opportunity

- Boxing Equipment: Valued at \$1.93B in 2023; projected CAGR of 13.4%.
- Fitness Trackers: Valued at \$53.94B in 2023; projected CAGR of 21.3%.
- Gaming Industry: Valued at \$202.64B in 2022; expected to reach \$307.19B by 2029.
- Cryptocurrency: Projected to grow at a CAGR of 12.8% through 2030. Source: [Allied Market Research - Cryptocurrency Market Report](#)

\$1.93Billion

Boxing Equipment

Source: [Gii Research - Boxing Equipment Market Report](#)

53.94Billion

Fitness Trackers

Source: [Fortune Business Insights - Fitness Tracker Market Report](#)

202.64B

Gaming

Source: [Newzoo - Global Games Market Report](#)

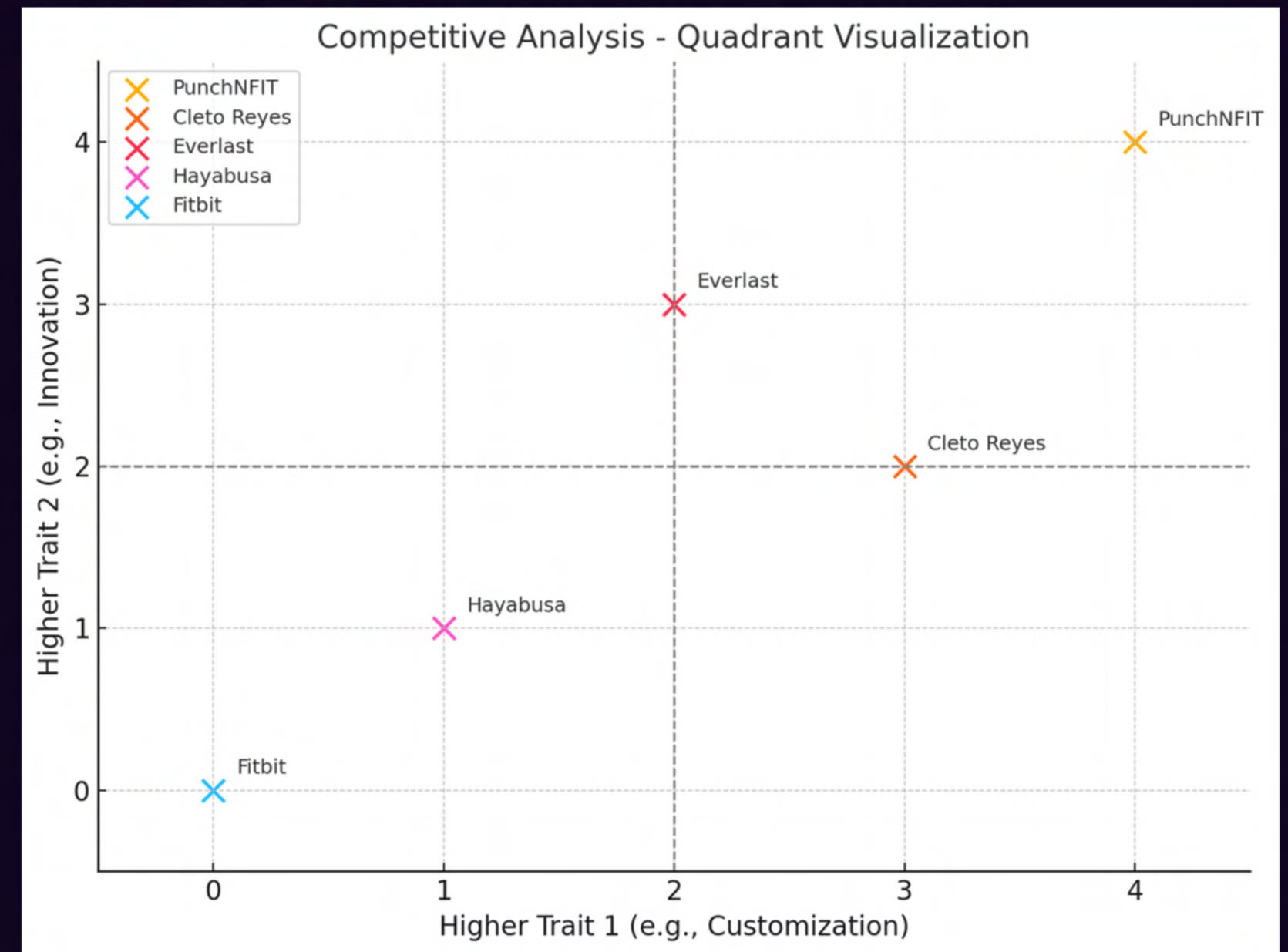


Go-to-Market Strategy

- Collaborate with influencers on social media.
- Partner with professional boxing agencies and local gyms (e.g., UFC).
- Social media marketing.
- Additional strategies:
- Sell on Amazon, Shopify, and the official website.
- Host live demos at expos and gyms.
- Build affiliate and tech collaborations.

Competition and Differentiation

- Boxing Equipment: Differentiates from brands like Cleto Reyes, Everlast and Hayabusa with its patented design and weight versatility.
- Fitness Trackers: Outperforms Fitbit and Garmin with AI coaching and advanced analytics.
- Fitness Gaming: Offers a gamified experience combined with cryptocurrency rewards, unlike competitors like Ring Fit Adventure.





Revenue Model

- Direct Sales: Gloves, cartridges, and performance trackers.
- Monthly Subscriptions:
 - Gamified fitness experience.
 - Professional AI in Game Boxing Technique coaching.
- Ad Revenue: In-game virtual ad spaces.
- Crypto Revenue: Coin trading and transaction fees.



Traction & Milestones

- U.S. Patent granted for Weighted Fitness Gloves (Patent #12,023,568).
- Prototype developed for the Sports and Fitness Performance Tracker.

Product Demo





Why Canada?

Market Growth and Demand

- Fitness Equipment Market Expansion: The Canadian fitness equipment market is experiencing robust growth, with projections indicating an increase from USD 231 million in 2023 to USD 391 million by 2032, reflecting a CAGR of 6.00%.
-[IMARC](#)
- Rising Health Consciousness: Canadians are increasingly prioritizing health and fitness, leading to a surge in demand for innovative fitness solutions that can be conveniently used at home or in various settings.

Economic Contributions

- Employment Generation: The fitness industry in Canada directly supports approximately 83,200 jobs and indirectly supports an additional 20,800 jobs.
-[FitBiz Weekly](#)
- Healthcare Cost Reduction: Physical inactivity costs the Canadian healthcare system an estimated USD 3.9 billion annually. By promoting regular exercise through accessible and engaging products like PunchNFIT, there is potential to alleviate this financial burden.
-[FitBiz Weekly](#)



Why Canada?

Unique Value Proposition of PunchNFIT

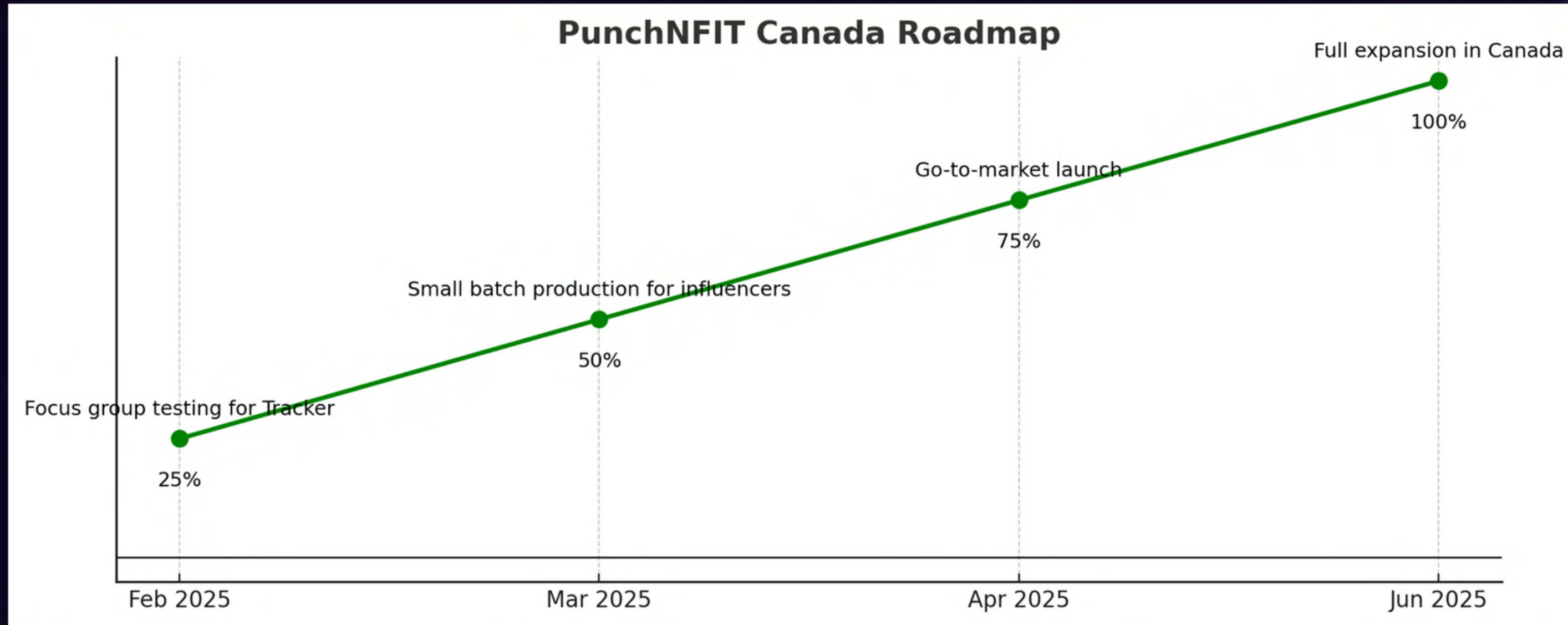
- Innovative Product Offering: PunchNFIT's combination of weighted fitness gloves and an AI-powered performance tracker caters to both fitness community and professional athletes, providing personalized coaching and comprehensive performance analytics.
- Integration of Technology and Fitness: By merging fitness with gaming and cryptocurrency rewards, PunchNFIT aligns with current trends that favor interactive and incentivized workout experiences, appealing to a tech-savvy demographic.

Alignment with Canadian Fitness Trends

- Home Fitness Solutions: With a significant portion of Canadians preferring to work out at home, PunchNFIT's portable and user-friendly equipment meets this demand, offering flexibility and convenience.
-[Reviewlution](#)
- Support for Fitness Facilities: As the industry recovers from the impact of the COVID-19 pandemic, innovative products like PunchNFIT can aid gyms and fitness clubs in attracting and retaining members by enhancing their service offerings.

Conclusion

By introducing PunchNFIT to the Canadian market, you are not only tapping into a growing industry but also contributing to the economy through job creation, healthcare cost savings, and meeting the evolving fitness needs of Canadians.





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PunchNFIT

THANK YOU

For

Your

Attention

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