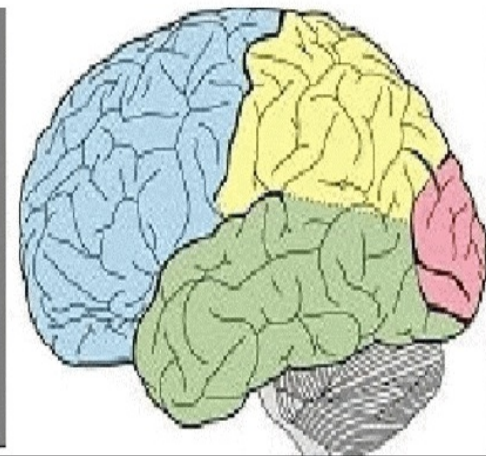
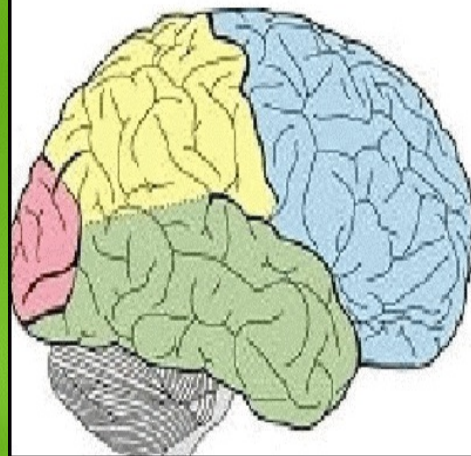


3D 360-Degree Brain-Body Body-Brain™ Research & Development



BRAIN — BODY — BODY — BRAIN™

Brain-Body-Body-Braintm

AGENDA PRESENTATION

Company Overview

Problem/Challenge

Statistics

Target Solution

How it Works?

Product Applications

Technology Details

Chart Highlights - Data

Who We Are

Company Overview

Brain-Body-Body-Brain LLC is pioneering the future of fitness and rehabilitation through an innovative fusion of neuromuscular interactive technology and Brain-Body-Body-Brain™ Integration



Our Mission

Our mission is to address musculoskeletal disorders and enhance physical and cognitive health by leveraging cutting-edge technologies that re-establish proper brain-body communication. By incorporating a unique friction-based resistance system, neurofeedback integration, and multi-dimensional movement mechanics, we are revolutionizing how fitness and rehabilitation are approached.

<http://Fit360Brands.Tv>



Our Vision

We aim to empower individuals, from aging populations to those recovering from injuries or neurological conditions, to regain functional movement, strength, and overall well-being.

Musculoskeletal Pain & Disease

STATISTICS

Musculoskeletal (MSK) disorders significantly impact global health, leading to disability, pain, and reduced productivity. According to a 2024 study, Prevalence:

- Approximately 50% of adults are affected by MSK disorders.
- Chronic Pain: One-third (about 101.3 million) of adults experience chronic neck and/or lower back pain.
- Disability: MSK conditions are the leading cause of disability among adults.

50%

Adults Affected by MSK disorders

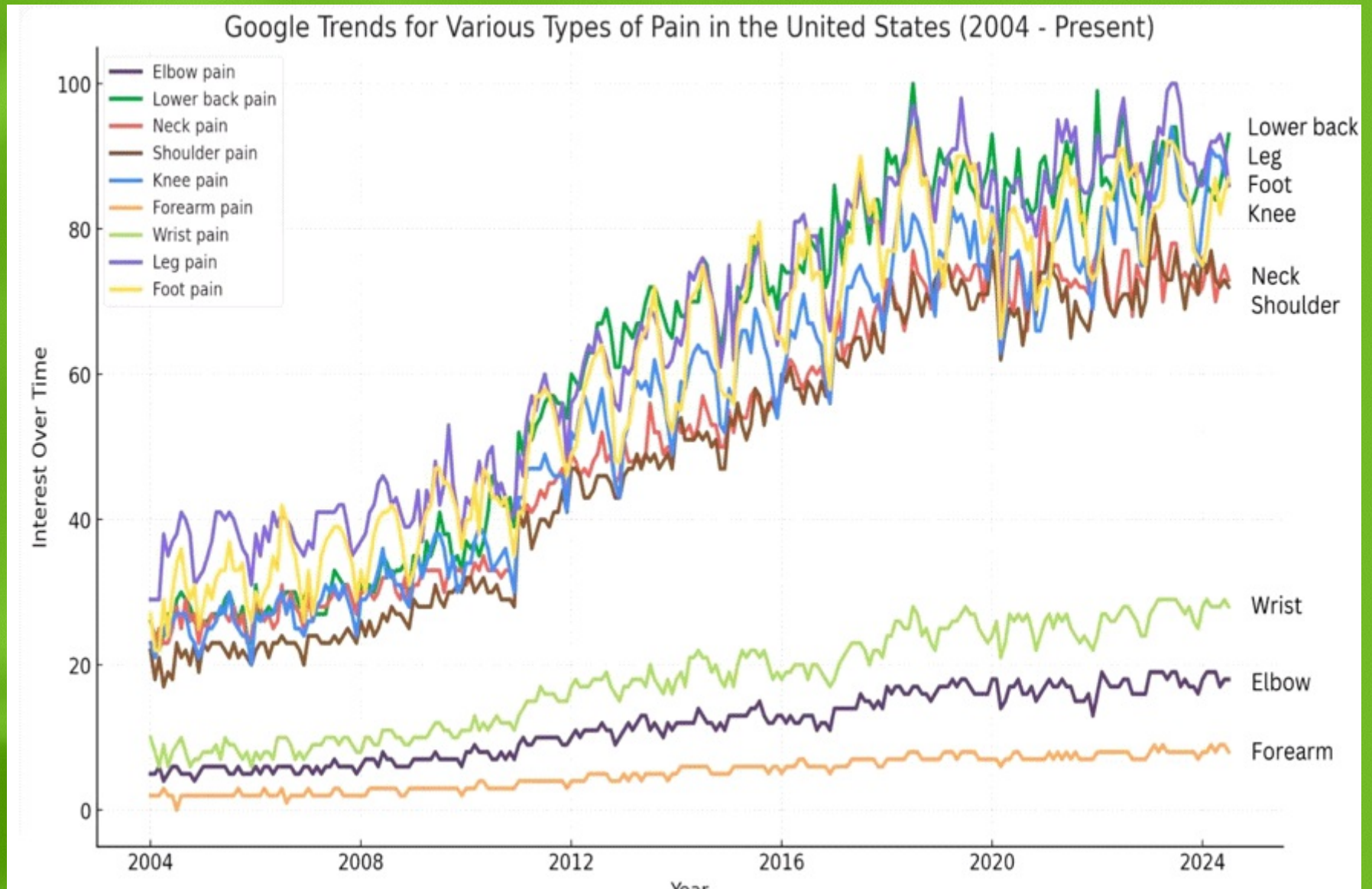


1/3

Adults Experience Chronic Pain



Pain Trends over 20 Years



FIT-360 Neurofeedback



TARGET SOLUTION



- Brain-Body-Body-Brain™ is an innovative neuromuscular interactive system designed to restore and enhance the brain-body connection.



- It integrates advanced wireless headset technology to measure brain activation and provides neurofeedback, paired with physical products that facilitate 3D movement.



- The system's primary focus is the treatment of musculoskeletal disorders, utilizing brain-body interactive and integrative techniques to promote healing and recovery.

Technology behind Fit-360

HOW IT WORKS



WEAR THE SENSORS

Real-time wireless brain activity monitoring via our proprietary sensor placement and easy activation protocols.



FRICTION-BASED 3D 360-DEGREE MOVEMENT EVALUATION

Utilizing wireless EEG, EMG, ECG, SCR and Angular Velocity measurement technology.



RECEIVE INSTANT FEEDBACK

Adjustable training based on custom Realtime Neurofeedback Measurement.

Unique EMG + Neurofeedback

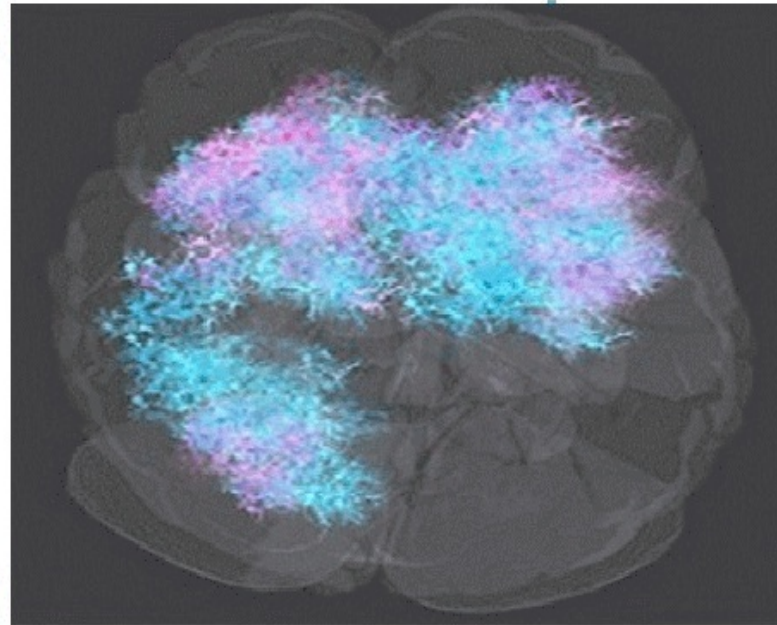
360-NEUROFEEDBACK

01

Through wireless biosensor technology, built into specialized wireless headsets, along with custom sensors and software, Fit360 Brands transforms into interactive devices, that can be used to activate various parts of the brain and body, which are not functioning in synchrony.

02

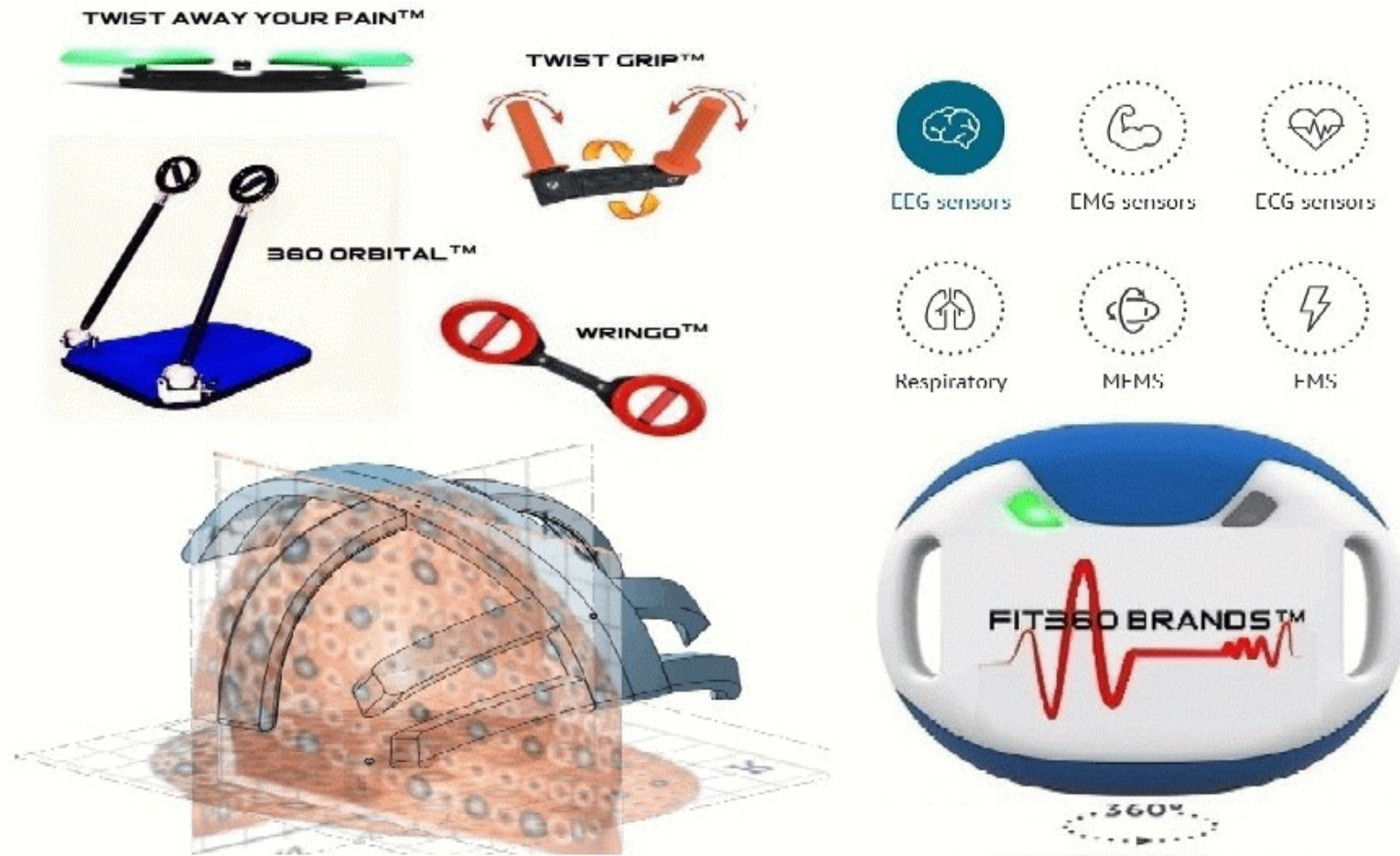
Users "learn" to synchronize their motor cortex with the frontal part of the brain, all in conjunction with increasingly coordinated movement.



03

The User's computer screen provides immediate feedback, allowing the user to adjust accordingly. Optimal movement patterns, at periodic intervals, create enhanced improvement in movement performance.

Fit-360 Brands Technology



The FIT 360 Brands technology is the cutting-edge approach for training efficacious movement patterns.



After years of evaluating various E-E-G modalities, we have found the ideal EEG headband and EMG sensor technology, creating the perfect combination for best-implementing 360-Neurofeedback.

Simple Technology with Numerous Applications

PRODUCT APPLICATIONS



Neurofeedback Training

The system uses real-time brain data and feedback to regulate states like fear (amygdala control) and emotional balance



Home and Clinical Use

Sensors are customizable for home use or clinical settings. For clinical use, they can be moved to adjust the neurofeedback experience for specific therapeutic outcomes.



Musculoskeletal Disorder Treatment

The product helps improve physical and mental connections, treating musculoskeletal disorders by enhancing communication between muscles and the brain.



Proven via Clinical Research



EMG STUDY

- This is an independent Clinical Study Performed at Cal State University, Northridge California, by Dr. Shane Stecyk.
- Investigation of EMG Activity Patterns during Continuous Concentric Multiplanar movement (CCME): EMG Pilot Study Result Summary

Purpose of study

To compare EMG data from six modes of upper extremity movement. Six movement modes included:

- a) CCME Linear Push;
- b) CCME Linear Pull;
- c) CCME Multiplanar Pattern 1 (in and out);
- d) CCME Multiplanar Pattern 2 (out and in);
- e) Pulley System Seated Push (Press);
- f) Pulley System Seated Pull (Row)



Results

Orbital (OB) multiplanar movement (both M1 and M2 patterns) showed a tendency to have greater EMG activity levels in all seven muscle groups.

The graphical representation of EMG signals indicates that greater EMG activities were found with OB M1 and OB M2 in all tested muscle groups as compared to the others OB linear push and pull modes also displayed greater EMG activity levels than pulley system push and pull movement modes.

Due to the small sample size in this pilot, only the upper trapezius muscle group demonstrated that OB M2 movement had significantly greater EMG activity levels than the others.

However, with a larger sample size and increased statistical power, it is expected to see more muscle groups show significantly greater EMG activity levels with OB M1/M2.

Proprietary Movement Protocols and Neurofeedback Software

TECHNOLOGY DETAILS



360-Ball Mechanism

At the heart of Brain-Body Body-Brain products is the 360-BALL Mechanism, designed to mimic the body's natural ball-and-socket joints. This system allows for dynamic, multi-dimensional rotational and linear movements, engaging entire muscle groups and kinetic chains simultaneously. The integration of a servo-motor with the mechanism adjusts the resistance based on the user's performance, providing customizable intensity levels and improving muscle and joint function.



Neurofeedback Integration

Our system incorporates real-time neurofeedback technology that monitors brain activity (EEG) and emotional states (EMG/SCR). By providing immediate feedback on brain activation, our products guide users toward balanced mental and physical states, improving cognitive, emotional, and physical health. This biofeedback loop enhances recovery and helps users regain motor function, promoting healthier brain-body communication.

Fit360 Friction-Based Technology

The friction-based resistance system is designed to encourage the natural engagement of muscles and joints by using friction rather than gravity. This system allows the user to movement against constant and consistent resistance, promoting more functional strength and stability. This technology has been proven to be effective in enhancing proprioception and encouraging bone and muscle strength following principles like Wolf's Law, especially during rehabilitation.

Dr. / Patient Testimonials available on request

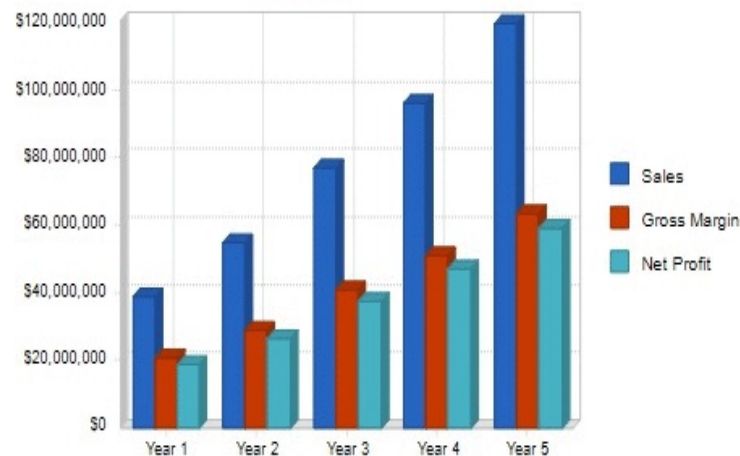
FINANCIALS

Financials for Fit 360 Brands

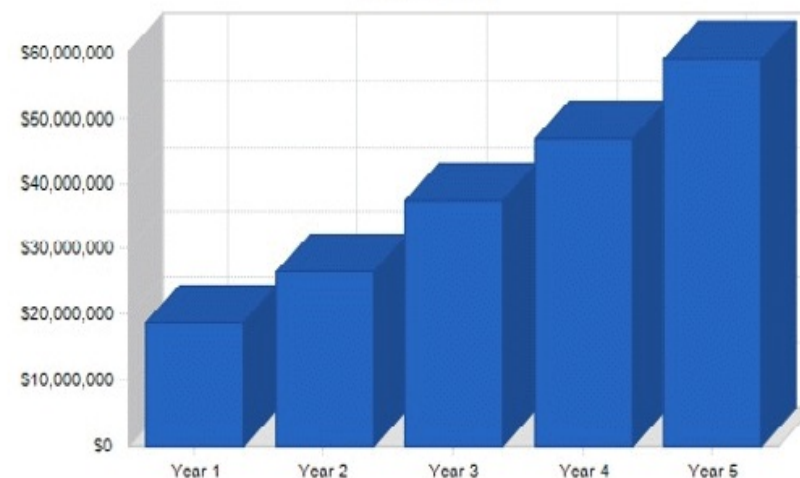
Assumptions

- The company is seeking \$250,000 in financing and the use of the funds are explained in the start-up table.
- The company has 10 sources of revenue, 5 products, and sales to wholesale and retail customers.
- The mix of wholesale/retail sales is estimated at 50/50.
- Sales are projected to increase by 40% annually in years 2-3 and by 25% annually in years 4-5.
- Operating expenses are projected to increase by 3% annually.
- During the 1st year, the monthly break-even is \$306,000 revenue, with a 47% COGS, and a monthly fixed operating expense of \$162,000.
- The 1st year projection lists \$39 million and a net profit of \$18.7 million.
- The 3rd year projection lists \$77 million and a net profit of \$37.4 million.
- The 5th year projection lists \$120 million and a net profit of \$58.9 million.
- The projection assumes that all net profits are retained in the business.

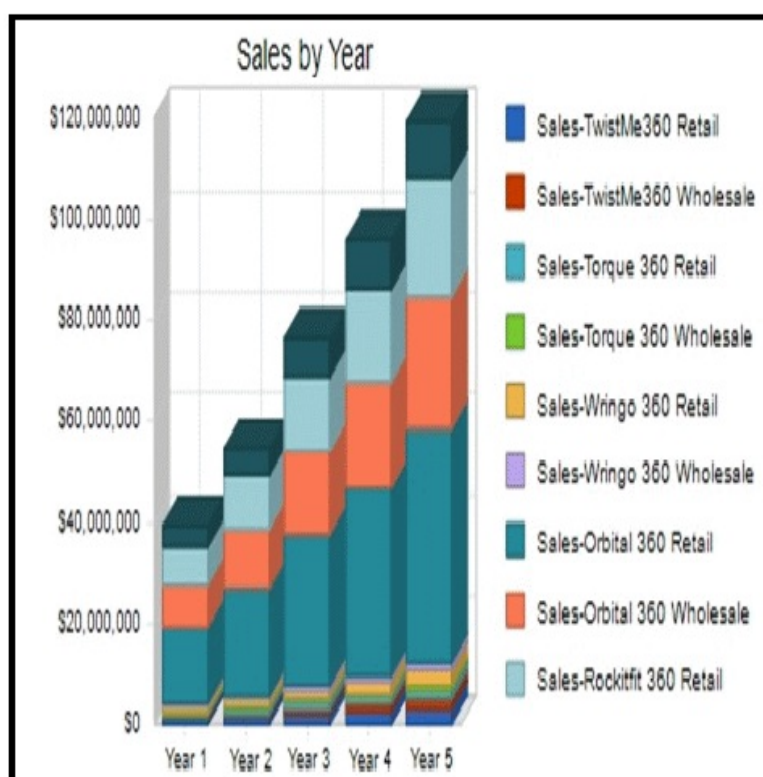
Highlights



Profit Yearly



Financial Details



Financials for Fit 360 Brands

Pro Forma Profit and Loss	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$39,091,389	\$54,727,945	\$76,619,123	\$95,773,903	\$119,717,379
Direct Cost of Sales	\$18,366,345	\$25,712,882	\$35,998,035	\$44,997,544	\$56,246,930
Total Cost of Sales	\$18,366,345	\$25,712,882	\$35,998,035	\$44,997,544	\$56,246,930
Gross Margin	\$20,725,045	\$29,015,062	\$40,621,087	\$50,776,359	\$63,470,449
Gross Margin %	53.02%	53.02%	53.02%	53.02%	53.02%
Expenses					
Payroll	\$353,000	\$404,890	\$417,037	\$429,548	\$442,434
Product Launch	\$72,000	\$74,160	\$76,385	\$78,676	\$81,037
Rent-NY	\$60,000	\$61,800	\$63,654	\$65,564	\$67,531
Utilities-NY	\$9,600	\$9,888	\$10,185	\$10,490	\$10,805
Rent-PA	\$36,000	\$37,080	\$38,192	\$39,338	\$40,518
Utilities-PA	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753
Business Liability Insurance	\$18,000	\$18,540	\$19,096	\$19,669	\$20,259
Convention/Shows	\$96,000	\$98,880	\$101,846	\$104,902	\$108,049
Website/Social Media	\$36,000	\$37,080	\$38,192	\$39,338	\$40,518
Consultant					
Discounts/Refunds (3%)	\$580,990	\$771,386	\$1,079,941	\$1,349,926	\$1,687,408
Merchant Services (3.5%)	\$642,822	\$899,951	\$1,259,931	\$1,574,914	\$1,968,643
Legal & Accounting	\$10,800	\$11,124	\$11,458	\$11,801	\$12,155
Office Expense	\$7,200	\$7,416	\$7,638	\$7,868	\$8,104
Wifi & Phone	\$7,200	\$7,416	\$7,638	\$7,868	\$8,104
Payroll Taxes	\$42,360	\$48,587	\$50,044	\$51,546	\$53,092
Total Operating Expenses	\$1,947,972	\$2,494,378	\$3,187,604	\$3,798,004	\$4,555,409
Profit Before Interest and Taxes	\$18,777,072	\$26,520,684	\$37,433,483	\$46,978,355	\$58,915,040
EBITDA	\$18,777,072	\$26,520,684	\$37,433,483	\$46,978,355	\$58,915,040
Interest Expense	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Taxes Incurred	\$0	\$0	\$0	\$0	\$0
Net Profit	\$18,747,072	\$26,490,684	\$37,403,483	\$46,948,355	\$58,885,040
Net Profit/Sales	47.96%	48.40%	48.82%	49.02%	49.19%



Brain-Body-Body-Brain.Com

**Let's conclude with a Reminder
of the Impact that We Can
all Make Together.
Thank You**