



***HEATWAVE* — Miami's First Data-Driven Gym**

Presented by: **Daniel Fishman** Founder & CEO of Heatwave

We are not starting from zero.

Our seed round is funding a strategic acquisition that gives us immediate recurring revenue, an engaged member base (160+ paying members), and a profitable gym footprint to scale Heatwave from day one.

About the Founder



Daniel Fishman

Former professional soccer player turned entrepreneur.

After playing professionally in Portugal, I saw firsthand how elite performance comes from *precision, recovery, and data* — not just effort.

In Miami, I realized the fitness & wellness space was an untapped goldmine that had its focus all wrong.

That's why i'm building **Heatwave** — Miami's first **data-driven gym** designed to help people truly understand their bodies.

Every piece of this concept — from recovery protocols to curated oxygen therapy and wearable integration — comes from the systems I learned as an athlete.

The Problem

“Work harder, not smarter.”

Recovery is ignored, and burnout is celebrated.

Supplements without strategy. Products are pushed, but education is missing.

The result: People train hard, spend money, and still never reach their true potential.

The Solution

Meanwhile...

The technology and knowledge already exist —
data-integrated, biohacking equipment and elite European performance systems
designed for professional athletes at the highest levels

Yet the average person never gets access to that standard of training or recovery.

That’s the gap.

That’s the opportunity.

That’s what I’m changing with

The Heatwave Gym.

Heatwave combines **analytics, recovery technology, and one mission** to change the trajectory and redefine what health and wellness truly is.





Why Now?

Gap in the Market



Wellness Boom

Miami's wellness and fitness economy surpassed **\$1.6 billion annually**, growing **8% year-over-year**, as residents shift spending toward **biohacking, longevity, and recovery-focused experiences**.



Biohacking Growth = Opportunity

The global biohacking market was valued at **USD 24.5 billion in 2024**, and is projected to reach **USD 111.3 billion by 2034**, growing at ~16.5% CAGR.

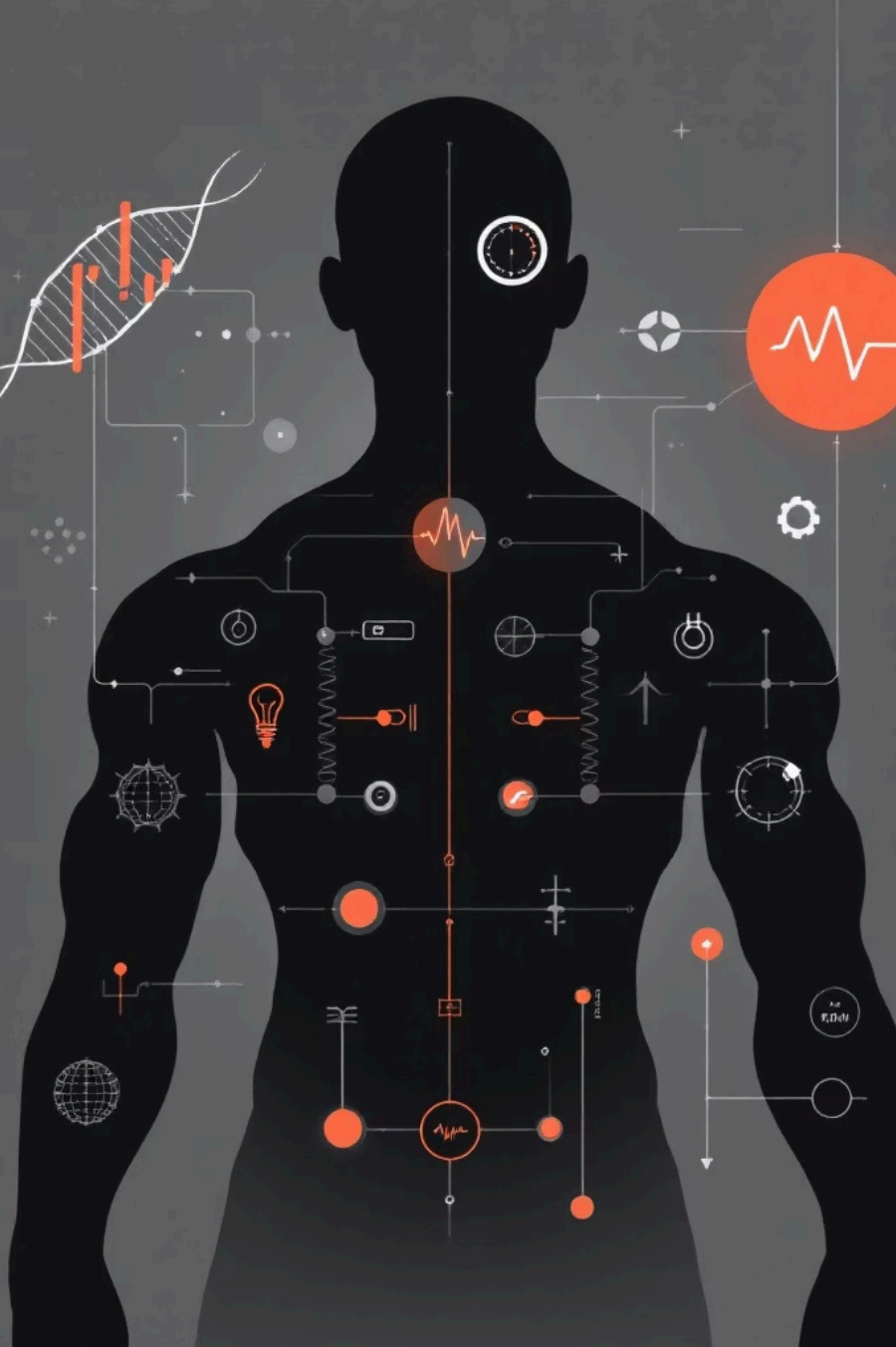
Yet, **no major luxury gym** in top-tier markets fully embeds **biohacking + data + recovery science** in its core offering.



Community Craving

When you walk into Heatwave, you feel it. The **music syncs with your heartbeat**, the **lighting flows with your energy**, and the **space breathes with emotion**.

We don't just sell workouts — we sell **feeling**.



What is Biohacking?

Biohacking is the **strategic manipulation of human biology** using a combination of **science, technology, and nutrition**. Some forms **influence the gene expression** — it *reprograms how your DNA behaves* by modifying the **epigenetic tags** that control it.

Think of biohacking as applying the **scientific method** to your own body:

Observe → Measure → Modify → Optimize → Repeat

Biohackers use tools that range from **wearable biosensors** (e.g., Dura Ring, Whoop Strap, Levels CGM) to **molecular supplements** (like Adaptogens, NAD⁺ boosters, or senolytics) to enhance biological systems and track measurable changes through **biomarkers**.

Traction: Strong Early Validation



2,350+

Pre-Launch Traction

Organic signups and contributions in
just 6 Months



165+

Existing Members

Current existing memberships under
the acquisition



12,000+

Social Following

Engaged audience under both
Acquisition and current marketing
Module

Trusted Partnerships



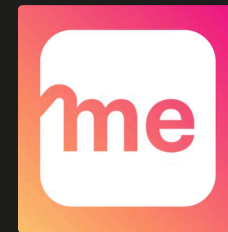
Menu Fit

Our collaboration with Menu Fit — a data-driven wellness app that **guides users to the city's healthiest restaurants** — connects Heatwave with a growing network of health-focused consumers and brands. By integrating directly into Menu Fit's events and digital platform, we gain exposure through a successful, calorie- and data-backed product **trusted by users** to make smarter dining choices.



NeuroZYN

Our partnership with **Neurozyn**, a cutting-edge supplement brand, aligns perfectly with Heatwave's mission — delivering **data-backed, personalized performance**. Together, we provide members with supplements tailored to their individual needs, enhancing recovery, focus, and overall optimization through science-driven precision.



LinkME

Through a direct partnership with **LinkMe's founders**, Heatwave gains access to their **200M+ user network**, enabling targeted blasts to every user within the **Miami radius** during event campaigns and launch. This partnership gives us **unmatched exposure and reach**

As we scale, we plan to explore direct integration with platforms like WHOOP to enhance our data-driven recovery experience. Our goal is to implement WHOOP into the member journey through a strategic partnership or sponsorship when the timing aligns.

Business Model: Multiple Revenue Streams, High Margins

Core Memberships

- Currently generating **\$20K/month** with approximately **160 active members**
- Strong retention and engagement base
- **Target:** Optimize pricing, programming, and client acquisition to reach **300+ active members** and **\$28K/month** by end of **Q4 2026**

Fitness & Wellness Events

- Developing a **recurring \$7K+/month** revenue stream through **ticketed experiences, sponsorships, and brand collaborations**
- **Proven concept** — successfully executed with **top partners in the biohacking, fitness, and wellness space**
- **Target:** Host **1–2 premium events per month** by end of **Q1 2026**

Interactive Marketing

- Generating **\$6K/month in cashflow, proven over the past 7 months** with only one consistent location
- Delivers steady revenue through **fitness activations, influencer collaborations, and brand partnerships**
- **Target:** Expand to **4 consistent locations** to achieve **\$15K+/month** by end of **Q1 2026**

42.5% Today

Gross Margin

Target: Improve to **50%+ by Q4 2026** through optimized programming, pricing, and operational efficiency

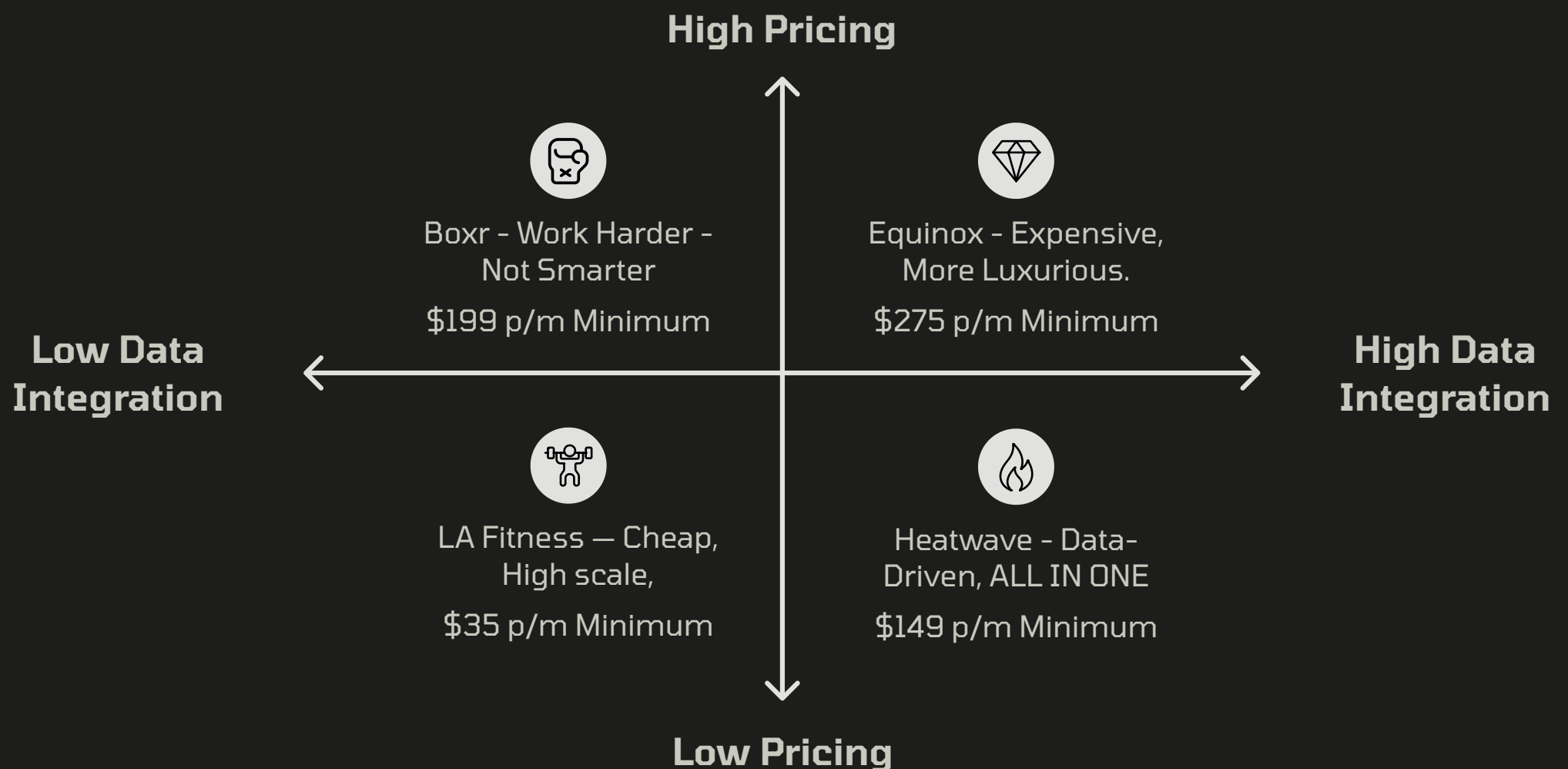
Today

Break-Even Point

- **Break-even achieved** — currently operating profitably
- *This isn't a concept — it's a proven business model primed for scale*

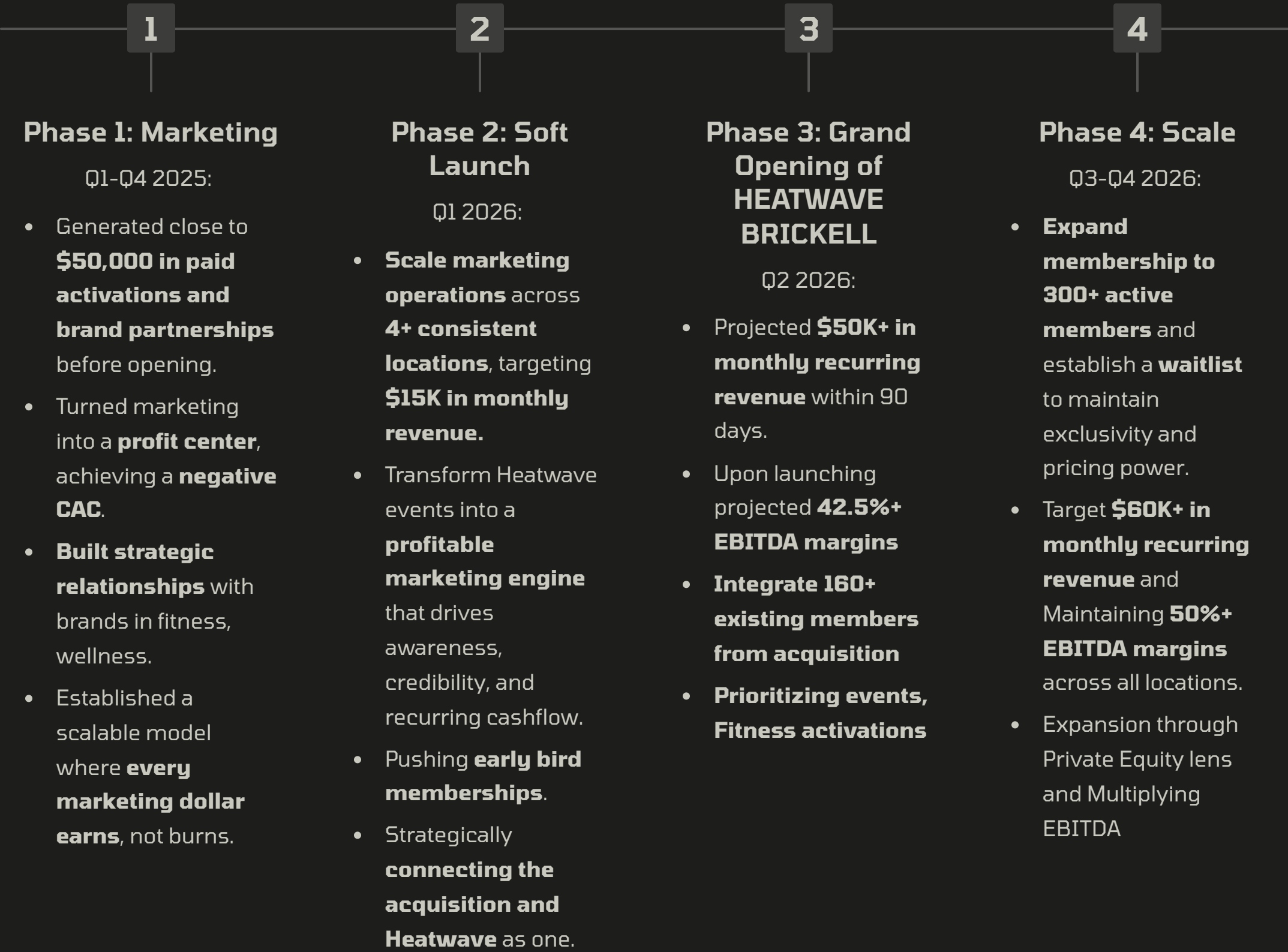
Competitive Landscape: Redefining Luxury Wellness

The fitness market is saturated, but Heatwave carves out a distinct niche by blending luxury experiences with cutting-edge biohacking and data integration. The only gym to attempt implementing data to this extent is Equinox, with its program "Optimize by Equinox" data-integration cost being \$40,000 per year. There's opportunity, there's intent, but now let's bring it to the average human.



While competitors occupy various segments, Heatwave uniquely combines a premium, exclusive environment with advanced scientific optimization, creating an unparalleled value proposition in the high-growth biohacking market.

Go-to-Market Strategy:



Key channels: Unique fitness activations all across Miami, social media backed marketing, strategic partnerships with wellness brands, community events.

Meet the Team: Heatwave Leadership

Our diverse team brings together expertise in fitness, data analysis, operations, and performance to drive Heatwave's mission forward.



Daniel Fishman

Founder & CEO

Former professional soccer player turned entrepreneur. Daniel serves as the face of the brand while leading strategic partnerships, creative growth strategies, and marketing initiatives that fuel Heatwave's expansion.



Eric Martinez

Data Analyst & Diagnostics Lead

M.S. & B.S. in Exercise Physiology, Barry University. Former COO at Infinity Sports Institute and certified Clinical Exercise Physiologist specializing in data analytics and performance diagnostics for Heatwave.



Lucas Nobre

Head of Performance

Professional coach currently leading a top football club in Portugal. Expert in strength and conditioning, athlete development, and high-performance program design, bringing elite European training methodologies to Heatwave.

3-5 Year Growth Trajectory



Current Monthly Revenue
\$31,000
Foundation for scaling.



EBITDA Margin Goal
50%+ by Q4 2026
Strong profitability target.



Member Growth Target
300+ by Q4 2026
Driving core revenue.

1. Revenue Projections

Our revenue streams are projected to grow substantially year-over-year, evolving from our initial offerings into a multi-faceted revenue model.

Revenue Stream	2026 (Avg. Monthly)	2027 (Avg. Monthly)	2028 (Avg. Monthly)	2029 (Avg. Monthly)
Core Memberships	\$28,000	\$35,000	\$70,000	\$130,000+
Events & Experiences	\$7,000	\$20,000	\$50,000	\$85,000+
Interactive Marketing	\$15,000	\$25,000	\$65,000	\$100,000+
Total Projected Revenue	\$50,000	\$80,000	\$185,000	\$315,000+

2. Key Growth Assumptions

1

Marketing Expansion
Interactive marketing services expanding to **4+ locations** in Miami, leveraging our data-driven approach.

2

Event Frequency
Increasing quality brands & partnerships meanwhile keeping 1-2 unique events per month to **keep exclusivity and hype**.

3

Member Growth
Scaling from **existing 160 members** to **300+ members by Q4 2026**, continuing to grow annually with a focus on retention.

4

Multiple Locations
Currently a **proven scalable model**, looking to open 2nd location in South Beach by Q4 2027.

3. EBITDA Progression

Our disciplined operational strategy aims to significantly improve EBITDA margins from 45% to over 50% by the end of 2026, leading to strong dollar amount growth.

Metric	2026 (Annual)	2027 (Annual)	2028 (Annual)
Projected Revenue (Annual)	\$600,000	\$960,000	\$2,220,000
EBITDA Margin	~45-50%	~55%	~60%+
Projected EBITDA (Annual)	\$270,000- \$290,000	\$520,000-\$545,000	\$1,300,000+

4. Major Expense Categories

Strategic cost management is key, integrating creative solutions for maximizing value and minimizing expenses.

→ **Rent**
Significant advantage at **\$45/sqft** compared to typical market rates of **\$100+/sqft** in Miami.

→ **Staff & Trainers**
Investment in elite overseas coaches and operational staff, which invites lower payroll and higher expertise.

→ **Equipment & Technology**
Implementing strategic partnerships to lower costs being minimal if none, by utilizing exposure to invite collaborators for data-backed technology.

→ **Marketing & Events**
Allowing revenue to be made by marketing, which has allowed us to obtain an negative CAC.

Funding Ask: \$325K Seed Round



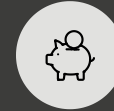
Total Raise

We are seeking to raise an additional **\$222,000 on a SAFE** at a **1.75M valuation cap** with a **20% discount**. in order to fuel our strategic acquisition.



Primary Use

The **\$222K** raise is to finance a strategic acquisition of a gym with **160+ paying members** and **\$25K/month in revenue**. The seller is carrying 47.5%, This acquisition gives us immediate cash flow, market presence, and a launchpad for Heatwave's model.



Operational Cushion

The remaining **\$57,500** will serve as a vital operational buffer, ensuring flexibility and stability.

This opportunity is bolstered by the fact that our current business is already **cash-flowing profitably**. The targeted acquisition is a key step to **accelerate our growth** and solidify our market position, building on a strong, sustainable foundation.

Vision/Closing — From the Founder.

As much as I can pitch numbers, projections, and potential, this story is bigger than that.

Heatwave isn't just a gym — it's a heartbeat.

It's a movement built on resilience, love, and human connection.

Our slogan, *Go With The Flow*, isn't marketing. It's a belief — that no matter what life throws at you, you keep moving, you trust the current, and you grow through it.

When I played overseas in Portugal, I struggled. I fought. I learned what it meant to persevere when no one was watching.

Those moments shaped me — they taught me discipline, humility, and faith.

And that's what Heatwave represents: the fight to become the best version of yourself, even when it hurts.

This place — this community — isn't about perfection. It's about presence.

It's about showing up, even when life knocks you down. It's about feeling human again.

I believe the energy we build here can heal people — body, mind, and spirit.

When someone walks into Heatwave, I don't want them to just train — I want them to *feel seen*, to reconnect with themselves, and to realize they're not alone in their fight.

This isn't just business for me. I could chase money in real estate or private equity. But that doesn't feed the soul.

What drives me is purpose — the chance to create something that lifts people up, that inspires them to believe again.

If Heatwave can make even one person remember who they are, then it's already successful.

Because this isn't just about fitness — it's about life.

It's about passion, gratitude, and the courage to keep going.

And together, we're going to build something that moves people — not just physically, but emotionally, spiritually, and forever.

Amen.