



HEATWAVE — Miami's First Data-Driven Gym



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.

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...

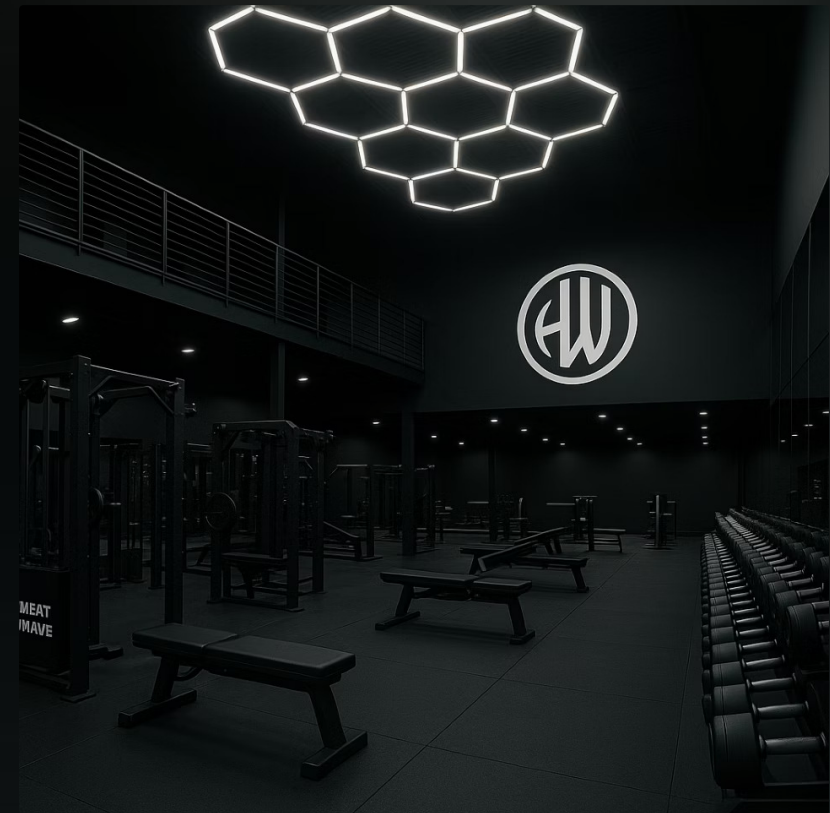
Data-integrated, biohacking equipment and elite European performance systems designed for professional athletes at the highest levels exist

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

That’s the gap.

That’s the opportunity.

Heatwave combines **analytics, recovery technology, and one mission** to change the trajectory and redefine what a "Gym" truly should be.





GAMMA

Trusted Partnerships



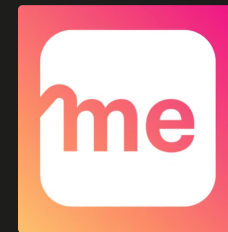
Menu Fit

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.

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.

Vision/Closing — From the Founder.

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.