

The Only Turn-key Fitness & Nutrition Platform For Trainers & Consumers



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LEAD INVESTOR



Michael Tremain

CG's unique B2B and B2C platform stands out in the industry. They are building a highly scalable model for Fitness Trainers and Nutrition Coaches to offer their signature Camp workouts, CG Nutrition, and CG Strength Training for small groups and one-on-one attention with plans to launch additional programs such as yoga, running, low impact, and more. I continue to be very impressed with CG's capacity to adapt. CG is taking the lead on reimagining the future of fitness.

Invested \$50,000 this round & \$5,000,000 previously

Highlights

- 1 Over \$350M Lifetime Revenue
- 2 900k Lifetime # of Participants & Over 40M Workouts
- 3 Launched Online Workouts in Under 30 days & Added 15k+ Members Globally In 60 Days
- 4 Over 1.5M Online Workouts Views
- 5 248% Increase In Launched Trainers In '22 vs. '21
- 6 89% Increase In Memberships For December '22 & January '23 vs. December '21 & January '22
- 7 \$10M Was Previously Raised During Series A
- 8 9-time Inc. 5000 Honoree From 2013-2021 & Inc. Top 100 Female Founders In 2020

Our Team



Ally Davidson Co-Founder & Co-CEO

Founded two companies and was awarded Ernst & Young Entrepreneur of the Year in 2016 after winning the NBC TV competition, American Gladiators and becoming the Grand Champion in 2008.



Jeff Davidson Co-Founder & Co-CEO

4x Founder, Member of the Equitable Hall of Fame, and extensive experience as a leader, entrepreneur, and wealth manager.



Howard Schaffer CMO

Part of two successful exits. In 2019 Beneplace sold to Entertainment Benefits Group (EBG) and in 2015 Offers.com was sold to Ziff Davis.



Matt SVP of Sales & Operations

20+ years leading Sales and Revenue Ops teams, from start-ups to Fortune 100, \$75MM to \$450MM, and one successful exit at Nerdy in 2021.



Nico Martinez CTO

Led the Ticketmaster team who built the \$1B+ ticket resale platform and reduced Cloud costs for Comcast NBCUniversal DPIM from \$1MM to \$220K/year.

Pitch

The Only Turn-key Fitness & Nutrition Platform For Trainers & Consumers

1. Helping Trainers & Coaches scale their businesses
2. Connecting Consumers to programs that work



THE FIRST OPPORTUNITY

Fitness Trainers & Nutrition Coaches Need A Platform To Grow Their Business

They are experts in their field, but they're not great at operations.

Trainers & Coaches Need:

- To Offer & Book Programs, In-Person & Online
- Help Reaching New Customers
- Social Media & Email Expertise
- To Build A Brand From Scratch



Why Trainers & Coaches Choose CG's Platform

CG provides the most comprehensive marketing and business support in the industry.

With CG, Trainers & Coaches Get:

- ✔ Technology To Deliver & Sell Programs
- ✔ Marketing Tools & Training
- ✔ Sales Strategies
- ✔ Business Insurance & Support
- ✔ A Brand Customers Already ❤️




THE SECOND OPPORTUNITY

Consumers' Fitness & Nutrition Needs Have Changed

They have tried programs that don't work for them.

Consumers Are Tired Of:

- Unused Gym Memberships
- Exercising Alone
- Minimal Guidance
- Diet Fads



Why Consumers Choose CG For Fitness & Nutrition

Consumers want customizable programs with proven results.

With CG, Consumers Get:

- ✔ Personalized Modifications
- ✔ Hybrid Fitness Options
- ✔ Affordable Personal Training
- ✔ Sustainable Healthy Habits
- ✔ Community & Accountability



2023 INDUSTRY TRENDS

CG Programs

CG has 8 of the 10 top fitness trends for 2023*

1. Outdoor Exercise	5. HIIT (high-intensity interval training)
2. Strength Training	6. Bodyweight Training
3. Weight Loss Programs	7. Live & On-Demand Online Fitness
4. Personal Training	8. Health Coaching

*Source: 2023 Fitness Industry Market Report

HOW IT WORKS

Trainers Sell Monthly Fitness & Nutrition Memberships

IN-PERSON TRAINING

- Signature "Camp" Workouts
- CG Strength Training
- 1-on-1 & Small Groups
- Customized Pricing

ONLINE WORKOUTS

- Anytime, Anywhere On-Demand Library
- Live-Streaming Workouts
- Starting At \$15/Month

NUTRITION COACHING

- Customized Meal Plans
- Weekly Grocery Lists
- Calorie & Macro Tracking
- Starting At \$39/Month

Thousands of Trainers, Coaches & Customers Already ❤️ CG

REVENUE

\$350M+ Lifetime Revenue

CUSTOMERS

1M+ Camp Workouts

900k Lifetime Member

4,000+ CG Nutrition Member Since Aug. 2022

TRAINERS & COACHES

900+ Certified Trainers & Nutrition Coaches

2,300+ Locations Across the United States

SATISFACTION

82 NPS Score 2022 Member Score from 5,600+ Responses

4.4/5 Member Rating on Nutrition Coaches on Jan. 2023

Trainer Testimonials



CG Trainer

"Becoming a Trainer with CG was exactly what I needed. It taught me selflessness and how to inspire others. Now I'm the best version of myself."

-Krizia



CG Trainer

"I've been a CG Trainer for over 5 years, and it's given me the most important things to me: time, freedom, and flexibility."

-Roger

Customer Testimonials



Fitness & Nutrition Customer Testimonial

"I've lost 40 lbs. I'm the healthiest I've ever been. It doesn't matter your age, it doesn't matter what you look like. CG is for everybody!"

-Zenas




Fitness & Nutrition Customer Testimonial

"Exercising and eating healthy with CG has been one of the best investments I've made for myself! I continue to be pushed to grow!"

- Cameron

No Fitness & Nutrition Platform Directly Competes with CG

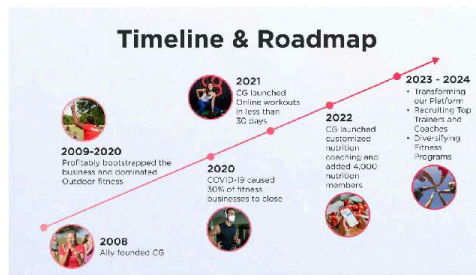


The diagram illustrates CG's market position. At the center is CG (amygladstone). Four arrows point outwards to NUTRITION, FITNESS, B2C, and B2B. Surrounding CG are logos for various fitness and nutrition platforms: NOOM, Weight Watchers, P11, Peloton, and others. A red box labeled 'Trainer Platform' is also present.

We believe that Trainers & Coaches are more invested as entrepreneurs with unlimited earning potential.

We're evolving our platform to give them the tools and training to run their own businesses under the CG brand.

-Ally Davidson, Co-Founder & Co-CEO 



Forward looking projections cannot be guaranteed.

REVENUE MODEL

B2B

We are modeled like Airbnb and Uber for Fitness and Nutrition

Trainers & Coaches Are Independent Contractors

- CG receives **15% - 30% of the sales revenue** from monthly fitness and nutrition memberships.

REVENUE MODEL

B2C

Fitness & Nutrition Customers Choose Monthly Memberships

Online Only Workouts	Outdoor & Online Workouts	CG Strength Training	CG Nutrition Coaching
Starting At \$15/month	Starting At \$59/month	Customized Pricing	Starting At \$39/month



Forward looking projections cannot be guaranteed.

Field Leadership

Over 70 Years Of Combined Expertise In Fitness & Nutrition

Tylee Wagner
Vice President of Nutrition
CSCS Certified
Personal Trainer & Conditioning Specialist
NASM Certified Nutrition Coach

Hason Murphy
Region of President, Full of Energy Programs
ACSM Certified Personal Trainer
NASM Certified Personal Coach

Jessie Richardson
Regional President & VP of F&N OPS
ISSA Certified Personal Trainer
ISSA Certified Nutrition Coach

Carol Martin
Region of President, A World of Fitness Programs
ACE Certified Personal Trainer
NASM Certified Personal Coach

Roy Davis
Regional President, A World of Fitness Programs
ISSA Certified Personal Trainer
ISSA Certified Nutrition Coach

Kyle Graham
Regional President
ACE Certified Personal Trainer
ISSA Certified Nutrition Coach

How We Plan To Expand

TRANSFORM THE INDUSTRY LEADING PLATFORM

- Customize the Technology
- Add New Features for Trainers and Customers

CREATE NEW PROGRAMS

- 11 and Small Group Strength Training
- Yoga, Running, Low Impact, and more!

RECRUIT TOP TRAINERS & COACHES

- Deliver CG through the platform
- Adding major cities from NYC, to L.A.

