

Schmidt Design LLC dba OHM Dynamics
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Darien, CT 06820



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Industry: Connected Fitness/Digital Health Technology

Management:

David Schmidt, BA-Math/Physics
Co-Founder/Manager
Chris Carra, BS-Applied Science,
MBA, Co-Founder/COO
David Pritchard, BA-Econ/Edu, MSJ,
Partner/Business Development

Board: Governance board to be established upon incorporation – seeking members

Science Advisory Board:

Bill Parisi – Owner, Parisi Speed School Col. (ret.)
Thomas DeBerardino, MD – Orthopedics, Clinical Prof/UT San Ant
Kevin Steele, PhD – Physiology, frmr NASM Med/Science Advisory Bd
Chm Ed Trainor – frmr VP Fitness/Services/Product Dev, Town Sports Intl
Paul Juris – EdD - Motor Learning, frmr Chief Science Officer, Cybex Intl
James Hashimoto – ATC/MPT/CMPTP, frmr US Men’s Nat’l Soccer Team ATC
EJ Zebro – CCSP/CSCS, founder/owner TAP Strength Lab
Brijesh Patel – CSCS, MS, Kinesiology, Head Strength Coach, Quinnipiac Univ

Number of Employees: 3 FT partners

Finance: Accounting/Tax – Internal

Funding to Date:
Founder – \$779,473
Friends & family – \$1,703,965
Convertible debt – \$380,000

Financing Sought:

\$1.5MM for –
Working capital
Sales & marketing
Operating Costs/Overhead
Consulting services
Legal/IP work
Hardware & digital platform prototyping

Intellectual Property: David M. Mundt

Legal: Finn Dixon & Herling LLP

Business Description / Company Background:

OHM Dynamics is a movement health company that builds cardio and strength training equipment based on proprietary resistance technology. Developed by a physicist, OHM differs from traditional exercise modalities by allowing users to work against resistance defined by their unique and highly variable force production capabilities through functional movement patterns in real time. The result is a fitness or rehabilitation experience that is safer, more effective, and more engaging than incumbent technologies. OHM also allows for highly accurate data tracking, making it a true platform hardware and digital health technology with application across fitness, performance sport, and wellness.

Market Opportunity / Unmet Need:

Exercise has been described as the most powerful medicine known to man. Safely engaged in, it benefits every biological system, including mental health, while a lack of fitness debilitates the individual and creates enormous social costs. (The CDC estimates the costs of insufficient physical fitness at \$117B/yr, with obesity/diabetes greater still.) Strength training is particularly beneficial for people of all ages/conditions, but many conventional forms of exercise equipment require training, introduce injury risk, limit access, and yield little actionable data. OHM remedies this with safe, accessible tech that works in concert with the human body to deliver on exercise’s promise to public health.

Products / Services – Launched & Pipeline:

OHM launched its first commercial product, the Run Delta-Kinetic® Trainer, to validate the physics, physiology, and benefits of our proprietary resistance technology. We have sold >100 units to date to professional and college sports teams, leading gyms, trainers, and rehabilitation clinics. We can incorporate our technology into many form factors of equipment and have developed a full line of cardio and strength training products to advanced stages of prototyping. These and the breadth of data tracking & digital training/assessment tools we can offer across our addressable markets represent a robust product pipeline.

Commercial / Technical Milestones:

Achieved: Extensive proof-of-concept and prototype development, IP filings, minimum viable product (Run Trainer) launch/sales (Beg-3/19), secured leading distribution partners, research study demonstrated benefits/efficacy of Delta-Kinetic® vs weight-based resistance (‘20), established strong industry Advisory Board/strategic relationships, work with high profile teams/athletes/trainers
Pending: Pursuing funding to support existing sales, initiate direct-to-consumer (DTC) hardware/software ideation, research markets, identify key personnel.

Competition / Competitive Advantages / Customer Benefits:

US and global exercise equipment sales totaled \$3.6B and \$11.6B in 2020, respectively, and projected to grow mid to high single digit CAGR. Connected DTC fitness accounted for approx \$2.3B of this, with subscription revenue not reflected in these figures. OHM’s differentiated resistance technology greatly expands its TAM relative to competitors by enabling users of all ages/conditions to work against resistance defined by their capabilities. It also enables advanced data tracking, supporting its use as an assessment, training, and rehabilitation tool across the sports performance, fitness/wellness, and healthcare markets.

Financial Forecast (Unaudited):

OHM has validated its tech via targeted B2B sales and is seeking to develop DTC strength and next gen commercial product for launch in year 3. These represent significant upfront sales and subscription/recurring revenue opportunities.

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------------|--------|---------|----------|----------|-----------|
| Revenue (in 1,000s) | \$412 | \$1,145 | \$22,663 | \$68,711 | \$134,010 |
| Growth Rate | | 178% | 1879% | 203% | 95% |
| Gross Profit | \$218 | \$ 675 | \$10,054 | \$31,195 | \$ 66,216 |
| Gross Margin | 53% | 59% | 44% | 45% | 49% |