

#1 Workout Community

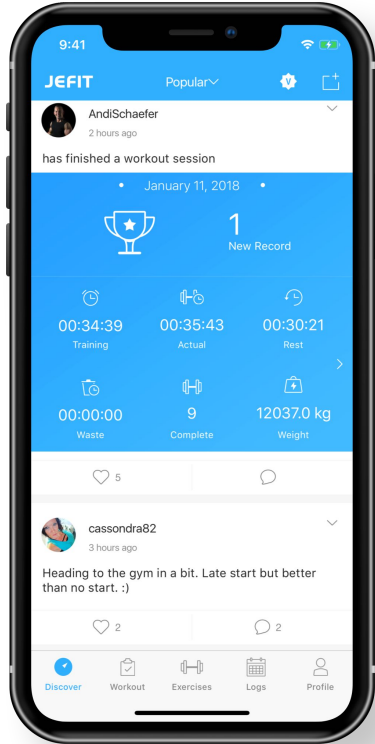
JEFIT

Who We Are

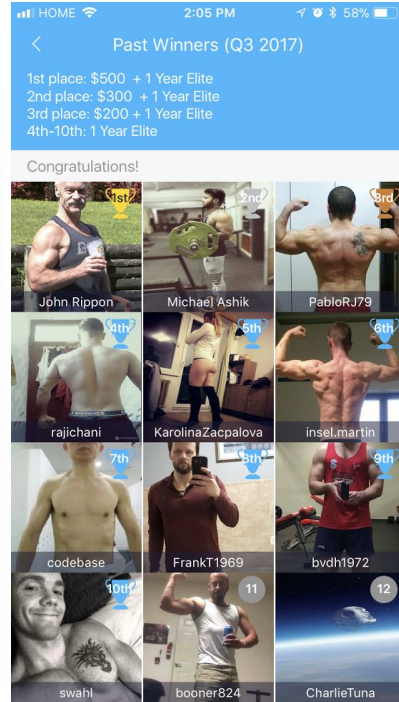
- Founded in 2010 based out of Sunnyvale
- 7 million downloads
- Evolved from a simple workout tracker to a platform that pushes users to their goals with community contests and a gamified point system that rewards users for working out
- Current goals are to focus the UX and build out the motivational elements of the product



Add Friends or Get Community Motivation



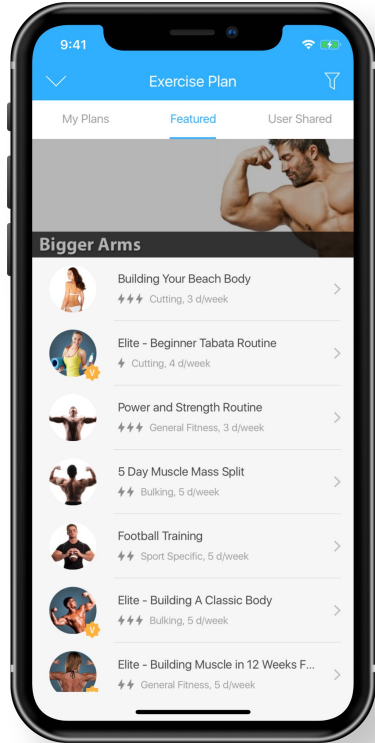
Community Feed where users share their workouts



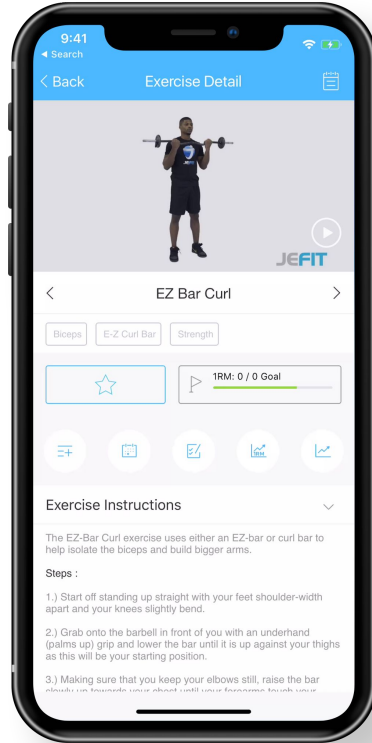
Quarterly contest winners. Thousands participate!

- Workouts appear in the feed for your friends
- Some users are promoted to community stars
- Quarterly Contest promotes users who work out more frequently and share their progress with the community

Find Any Workout Program



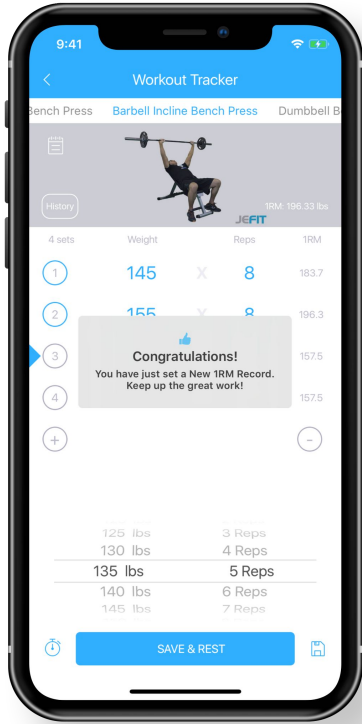
Hundreds of routines for any goal or style



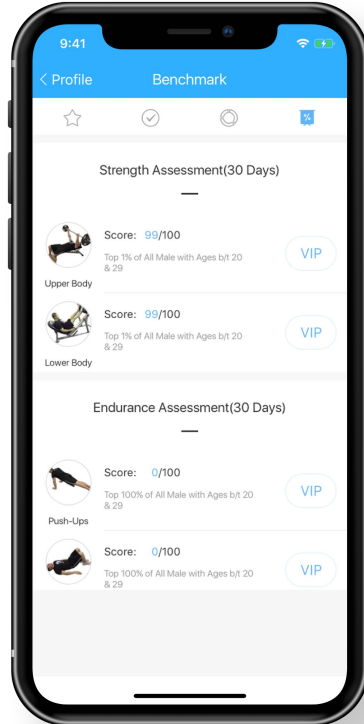
Video instructions so you get the proper form

- Workouts that target Abs, Fat Loss, Muscle Gain or Sports Specific
- Users can also submit their workouts to be included for others to use
- Detailed instructional videos to teach users how to do the movements

Progress Analysis



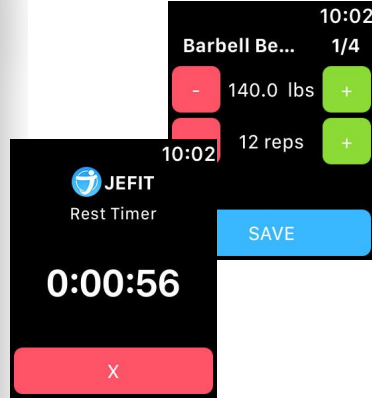
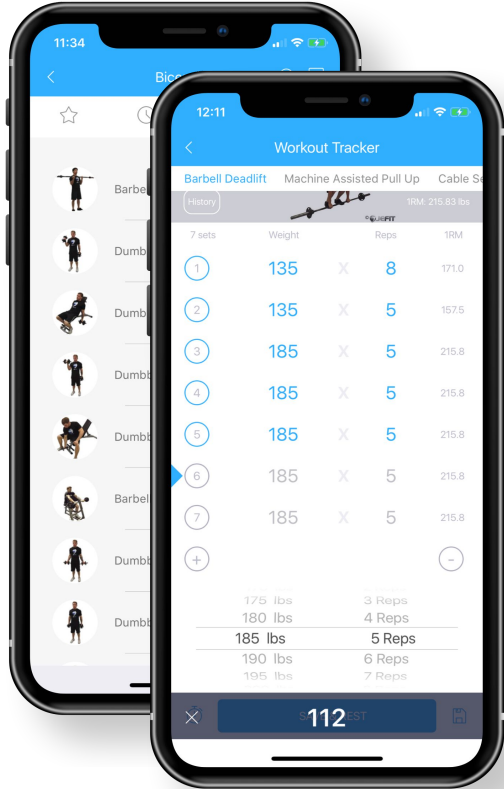
When new PRs are set the app will let you know



For those who want to see how they stack up against other users

- App tells you useful information based on your data, like when you set new PRs
- Get benchmarked with other similar users of the app for key lifts

Intuitive Workout Tracking



- Simple interface to enter your lifts into the app
- Android wear and Apple Watch support as companion app
- Tools like timers to tell you how long to rest
- Streamlined interface to stay out of the way during the workout

Press Mentions

- [NBC](#)
- [USA Today](#)
- [Muscle and Fitness](#)
- [Tom's Guide](#)
- [New York's Very Own - Pix11](#)
- [The Australian](#)

Road Map

1. Improve and focus the UX
2. Release high quality workout content with full videos
3. Create habits through revamping the gamification system within app, adopting and leveraging HealthKit and Watch

Links

1. Download: [iOS](#), [Android](#)
2. [Website](#)
3. [Community Workouts](#)
4. [Exercise Database](#)