



MUSCLE **MIX**

Licensed music for fitness pros & gyms with hybrid fitness classes to prevent legal issues like the \$150 Million Peloton lawsuit.

WHO WE ARE

33 YEARS

we've been a **trusted**
name in the fitness
industry.

- ✓ Denise Imbesi founded brand Muscle Mix with music cassettes and CDs.
- ✓ Since pandemic, she started new Grooove Media LLC for virtual needs to mitigate legal risk.



TRACTION/MILESTONES

61%↑

Increase so far

2020 Sales: \$17,000
Sales thru' June 2021: \$47,000

CURRENT CLIENTS:

- YMCA – 8 Branches
- Curves
- Physique 57
- Movati Athletic

PLUS MORE!

IN THE PIPELINE FOR 2021:



AND LOTS MORE!

DIGITAL FITNESS IS HERE TO STAY!



68%

of Americans plan to
continue to use online
fitness after the
pandemic*

Digital fitness is a \$1 billion
market today and is
expected to grow to

\$10–\$15
BILLION*

*Moving forward, a hybrid or omni-channel
approach to delivering fitness will be the
expectation of consumers.**

*As a result of COVID-19, consumer demand
for digital fitness has surged.**

PROBLEM

- ✗ Music licensing risk
- ✗ Seamless, nonstop music mixes
- ✗ Finding music at the right tempo

THE ENTIRE FITNESS INDUSTRY IS AT RISK

NMPA Publishers File
\$150M Lawsuit Against
Peloton Over Unlicensed
Music by Drake, Ariana
Grande & More.



<https://www.billboard.com/articles/business/8503187/nmpa-publishers-file-150-million-lawsuit-against-peloton-unlicensed-music/>

SOLUTION: THE MUSCLE MIX NOW APP



- ✓ Nonstop mixes
- ✓ Licensed Music
- ✓ Mobile app with songs to use in hybrid classes

BUSINESS MODEL: B2B SUBSCRIPTION APP FOR HYBRID CLASSES

\$129 YEARLY

- ✓ Unlimited music
- ✓ For IN-PERSON Classes

\$629 YEARLY

- ✓ Unlimited Music
- ✓ IN-PERSON
- ✓ LIVE-STREAM
- ✓ VOD
- ✓ 1 User

\$4,129 YEARLY

- ✓ Unlimited Music
- ✓ IN-PERSON
- ✓ LIVE-STREAM
- ✓ VOD
- ✓ 20 Users

MARKET SIZE

\$867 Million

210,000 Healthclubs
(Worldwide)

+

\$300 Million

500,000 Fitness Pros
(Worldwide)

=

\$1.1 Billion (Total)

GO TO MARKET PLAN

JOINT PROMOTIONS:



INTELIVIDEO



FitPros
CONNECT

REFERRAL PLAN:

87

- ✓ 87 affiliates who refer customers and earn 20%
- ✓ Sales increased 10X

EVENTS:



PRODUCT DEVELOPMENT

1. Royalty-free libraries – unfamiliar music – Working on integration now with:

SyncFloor
Find music naturally

Spirit PRODUCTION
MUSIC

2. Independent labels – somewhat familiar music – negotiating with Merlin, the largest distributor for Indy labels.

MERLIN

3. Major Record Labels – very popular music – In talks with Warner and Universal Music Group.

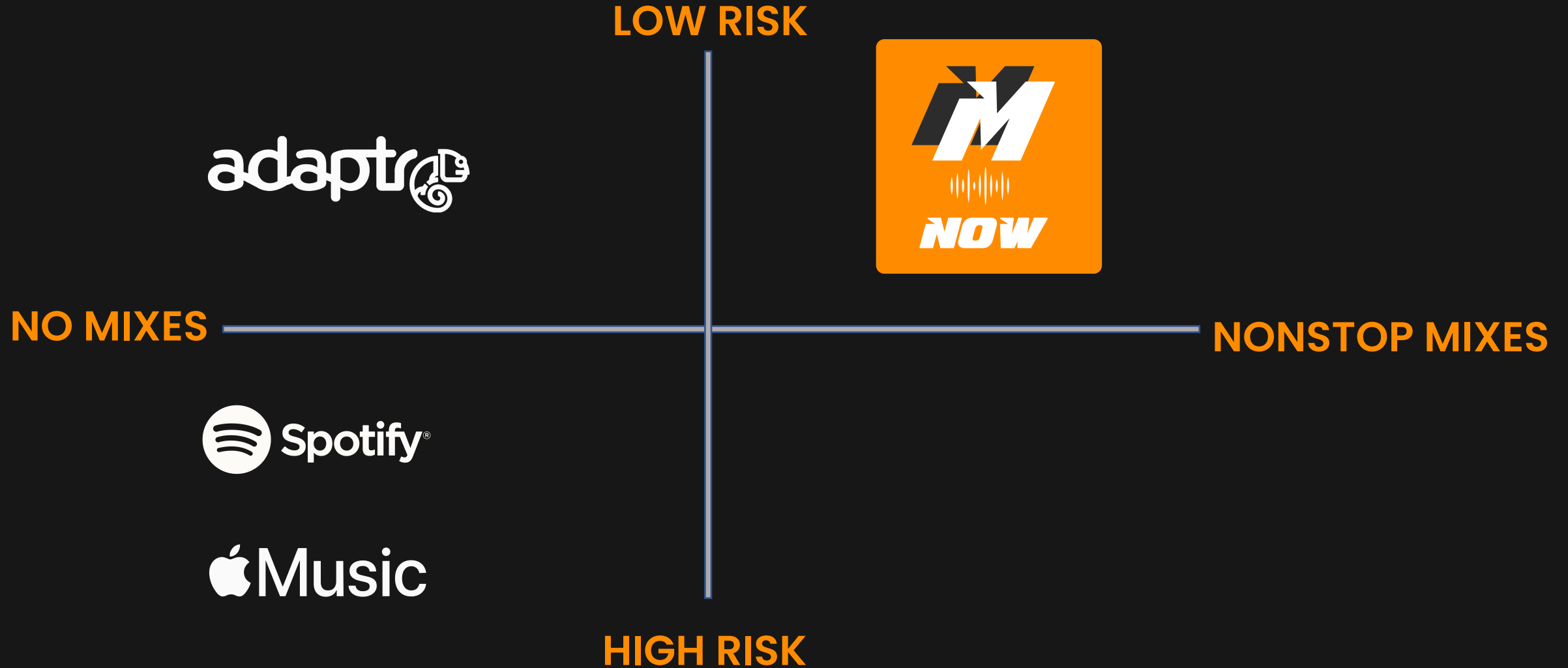


WARNER MUSIC GROUP



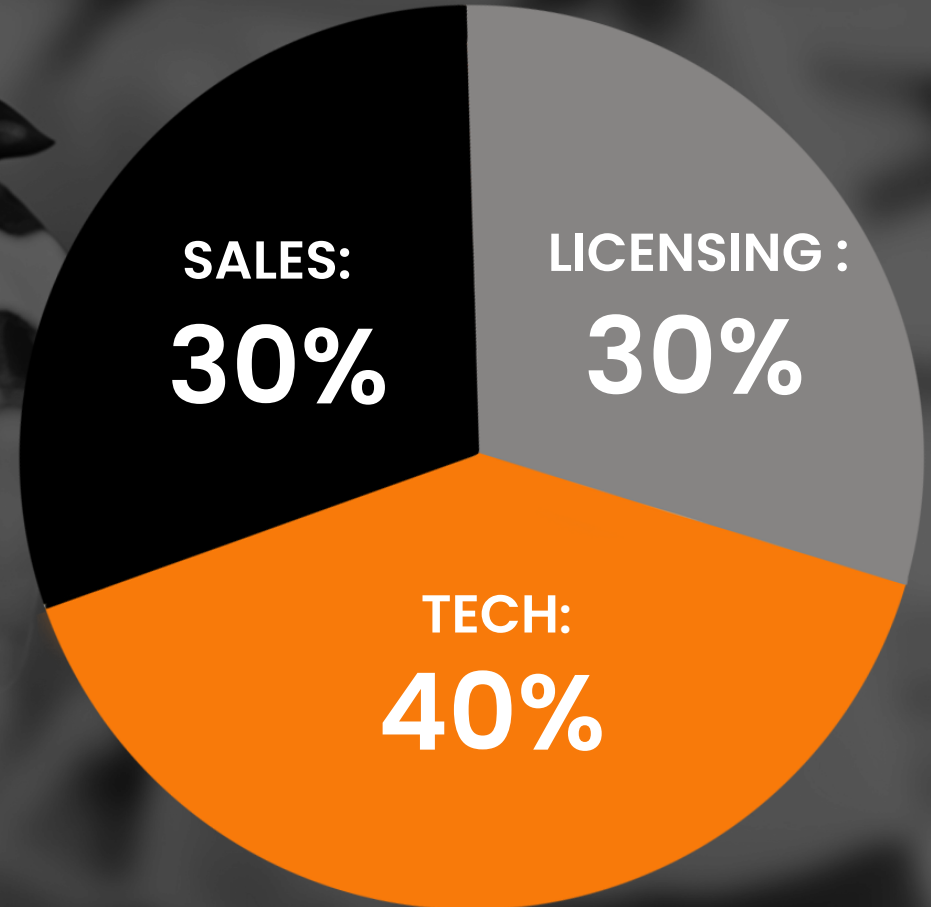
UNIVERSAL MUSIC GROUP

COMPETITION



CAPITAL NEEDS

WHAT WE NEED: **\$500K**



OUR TEAM



DENISE

Founder and CEO



JANIS

Marketing



RHONDA

Customer Specialist



SCOTT

Finance



MELISSA

Director of Partners



VINCENT

Music Director



MUSCLE MIX

Contact:

Denise Imbesi
CEO & Founder

denise@musclemixes.com

WWW.MUSCLEMIXES.COM