



LUCIE COLIN
COO

Master in communication. 10 years experience in product development, start up management and video production.



PHILIPPE ROBERT CEO

BA Marketing. Experience in marketing in medical companies. One exit in embedded technology.



RAPHAEL SCHELLENBERG Engineer

EPFL student. Engineer. 10 years experience in 3D design, simulations and video production (RSBC) for architecture and watchmaking industries



MANAGING TEAM



NICOLAS PAOLETTI videographer

15 years in film edition, web design and community management as an independent but also for companies such as IKEA.



BLAISE CARRUPT
Software developper

Software developper, owner at Digicapt for 15 years



# How do you make "reluctant exerciser" go the gym?

WHO estimates about 54 billion dollar the annual spending in health, because people don't do enough sport. 31% of adults are overweight and 11% reaching obesity in Switzerland.

Obesity tripled in 40 years and keeps growing worldwide. (WHO). The lack of physical activity is one of the key factor of the trend whereas more than 35% of French and Swiss people have an insuffisant level of physical activity (ONAPS).

Helping fitness motivating a larger crowd is a necessity.



## Solution: ceate intrinsic motivation

LAZR fitness is build as a game (set of rules, goal, instant feedback). It creates intrinsic motivation (people find enjoyment in the activity) because it fulfills user psychological needs such as competence and relatedness.

Indeed, LAZR is not so hard that everyone is able to hit at least a few time but not too easy so it gets boring.

In addition, player get immediate support from other players, the coach and the entire community.

# TRAINING CONCEPT

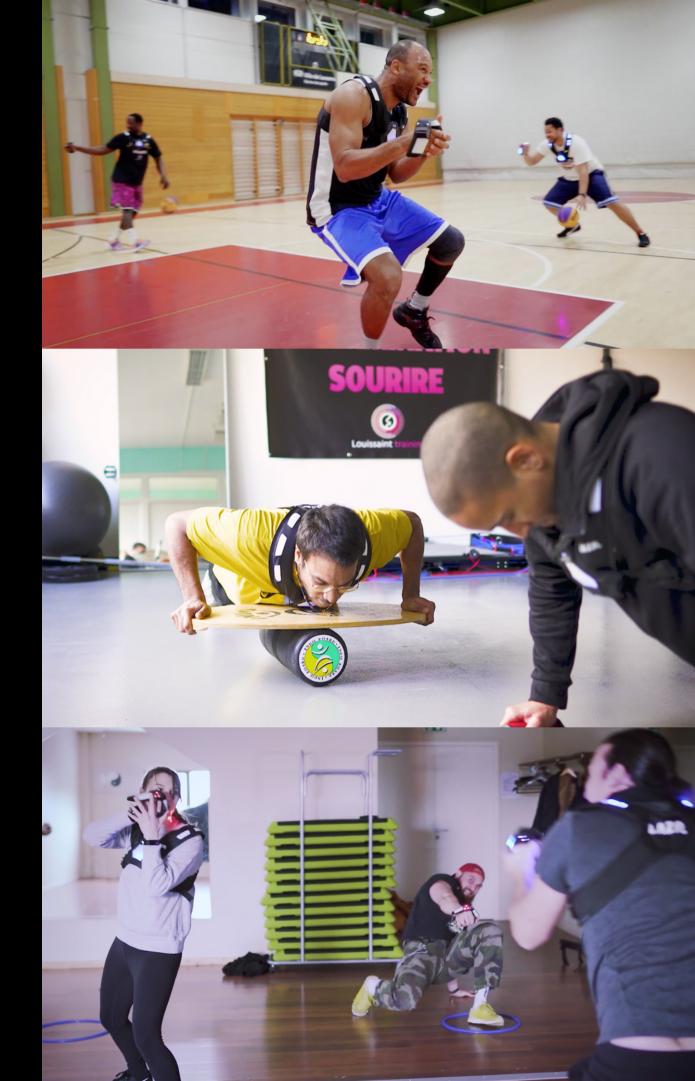
LAZR HIIT

CARDIO LAZR + BODYWEIGHT EXERCICES For an adjustable duration and in pairs (1VS1), you must try to hit your opponent with the laser of your Handle while moving to avoid his shots.

When hit, your target turn red; You need to burn calories to reactivate yourself (move!). When your target turn yellow do a muscle strengthening exercise (push-up, squats, etc.).

When the targets turn green again, repeat the process.

We track all of your gaming and fitness data available on your personal Application to stimulate your motivation and develop competition and a strong community.



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## OUR TECHNOLOGY

Resulting from a research-based collaboration of sports savvy and technical engineer, the equipment LAZR is developed and produced in Switzerland.

#### Holster + Handle

- Wifi connection
- Calories based reactivation
- Data tracking
- Real time leader (blue lights)
- Individual Holster
- Precise technology









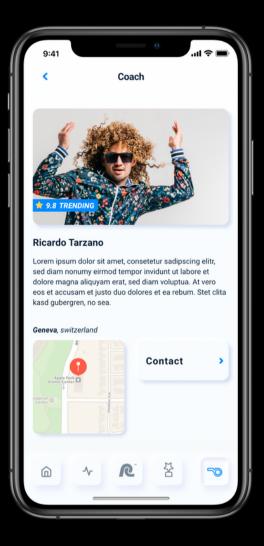


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### APPLICATION & SOFTWARE







User free Application: Fitness tracking (calories, steps, ...)

Gaming (score, hit,...)

Coach training

In dev: Real time competition

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Managing software: Equipment settup

Training setting

User database

Manager software in Application format (in Dev)





























#### 2015

We imagined the prototype and developed the business plan. Integration of 1 engineer and designer.

#### 2018

We organized a market test in Los Angeles in a studio composed with a Parkour inspired park.13K users. International Media attention. 100 franchising leads.

#### 2019

We redefined the fitness concept, making it possible in a 4x3m space (group class). Integration of a software developper

#### 2020

We finished the software and the new prototype. Integration of a videographer.

#### 2021

We launched BETA testing with sports coaches. We launched the mobile application

### TARGET MARKET

#### **FITNESS**

7000 Fitness clubs in France, Switzerland and Belgium. These clubs are in competition to offer the most efficient and quick training methods.

#### PERSONAL COACH

Average of 16000 personal trainers in France, Switzerland and Belgium. LAZR gear is light and can be used indoor and outdoor.

## COMMUNITY CENTRE AND HOTELS

Cruises, Hotels and community centre need to entertain their guests. Fitness Hotel is a growing trend.

#### BUYER PERSONAS

30-40 years old man fitness business owner

with a personal coaching company, a fitness or about to get one. Entrepreneur, is at ease with technologies, active on social media.

He likes to be the first to know, discover, use something and create events around what he does.





## MARKETING MESSAGES

LAZR takes off the focus of the exercice and put it on the fun.

LAZR celebrates movement, rapidity, precision through a community of players that will need training to improve themselves. The product will allow sport coaches to organise group class and private coaching. They will also be able to organise innovative events out of the workplace to attract even more clients.

- Group class
- Personal coaching
- Promotional Events

#### MISSION

The LAZR brand is built upon movement, rapidity, precision and community. We aspire to provide a joyful way to train, compete and live

#### VALUES

We incarnate movement
We are passionate about competition
We believe in innovation
We fight for mankind's happiness.

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"Blow away those dull cardio workouts with lazRfit. Imagine cardio, but instead of running on a tedious treadmill or endless eliptical, you're blasting calories by battling your opponents with lasers"

Marc D.

# toy pressing the trigger.

#### On a fait bosser le cardio d'une équipe de bask

5,846 views • 3 weeks ago

LAZR FITNESS test son format d'entrainement de basket. Nous sommes allé les échauffer et t coordination.

LAZR est une startup qui fabrique et distribue l' Contactez nous pour plus d'information et en ar nous un coups de main avec un petit pouce :) . READ MORE



On a essayé LAZR fitness avec l' électro stimulation 1.8K views • 1 month ago



LAZR HIIT with Steeve Louissaint

6.4K views • 2 months ago

We tried Lazr fit in the wood vide 2K views • 3 mor

#### LAZR fitness

The first training using laser technology to produce the most enjoyable fitness experience. Wearable, App and software

Biens de consommation · Geneva · 404 abonnés



Nicolas travaille ici

#### Voir le site web ♂

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The best of fitness and Gaming for the most

## SOCIAL MEDIA GROUP



Facebook

@LAZR fitness



Youtube

@LAZR fitness



Instagram

@LAZR\_officiel



Linkedin

@LAZR fitness

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# Questions, comments?

Talk to us,

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