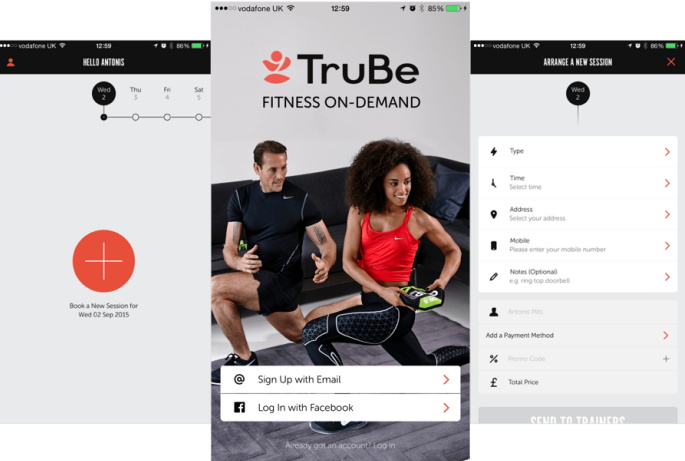


TRUBE - FITNESS ON-DEMAND



POSITIONING

TruBe is an on-demand mobile training service that connects athletes with personal trainers for a one-to-one session. Athletes can book sessions by specifying their type of workout and preferred location, and receive the services of a matched trainer within a short time. Prices for an hour's session start at \$100.

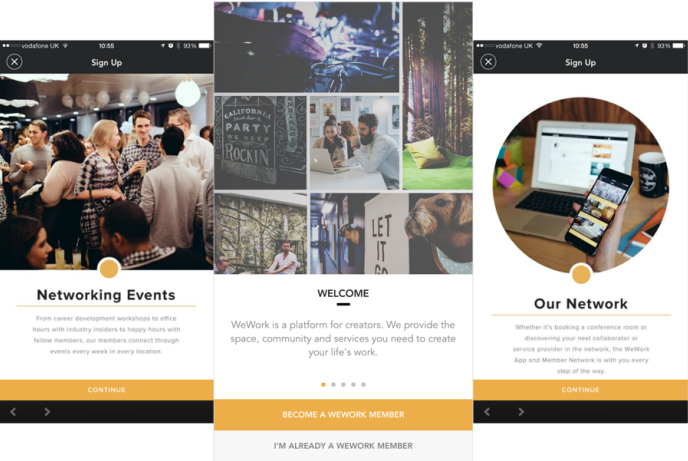
BENEFITS

- ✔ Customers enjoy the flexibility of an on-demand service.
- ✔ Highly qualified trainers through a strict recruitment process.
- ✔ Offers the cognitive ease and convenience of receiving one-to-one coaching.
- ✔ Simple, intuitive experience concentrating on the core task, to book a trainer.

TAKEAWAY

The growth of the on-demand economy as proved by apps like Uber, demonstrates that users now seek conveniency and instant gratification when it comes to mobile services. TruBe is perfectly aligned with this on-demand trend, by aggregating and organizing personal training for the benefit of the trainers, athletes and the communities in which they reside.

WEWORK - THE COMMUNITY OF CREATORS



POSITIONING

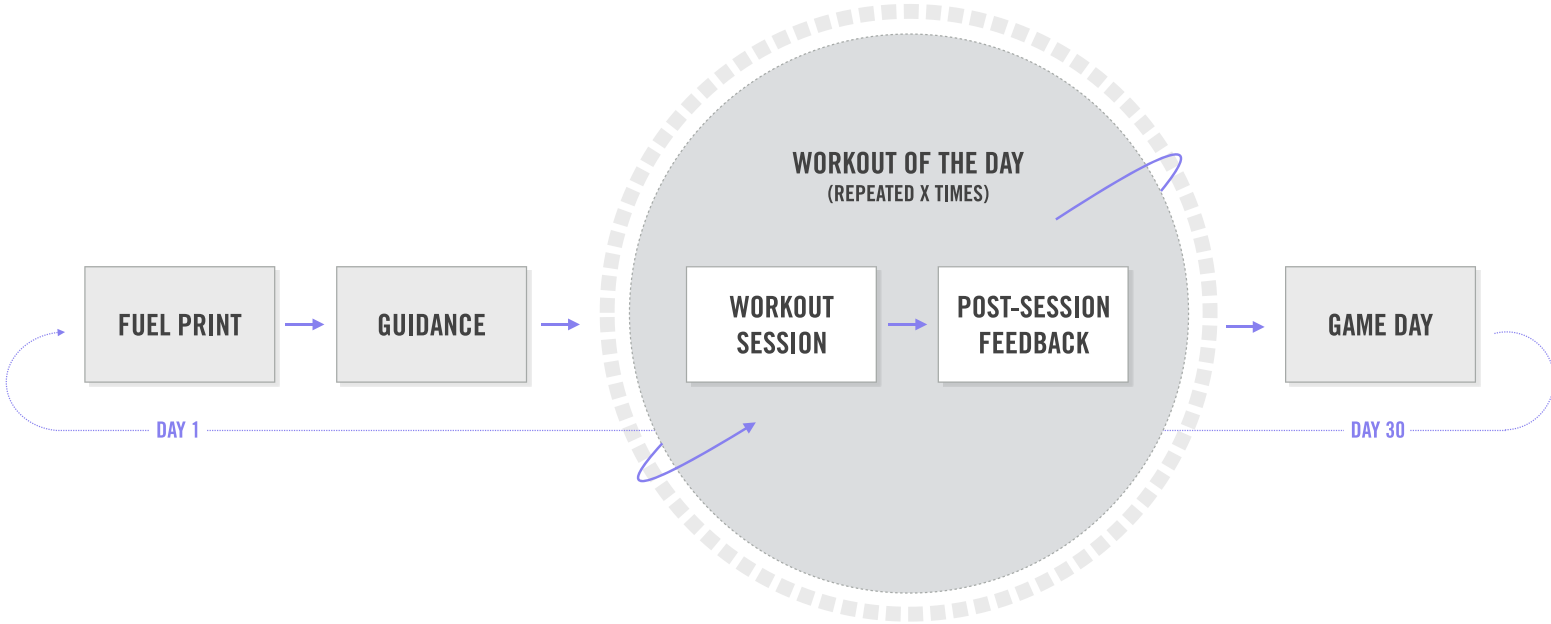
WeWork is a work-space rental service with a greater vision to connect professionals from different disciplines and build creative and entrepreneurial communities. Its service is empowered by a mobile app that brings members together and allows them to discuss ideas, find opportunities, book conference rooms etc. It currently operates in 16 cities worldwide with monthly membership packages starting at \$45.

BENEFITS

- ✔ Creates opportunities for professionals to meet talents and find clients.
- ✔ Runs workshops, organizes parties and hosts events to empower communities.
- ✔ Provides a functional and high standards work-space with a 24/7 access.
- ✔ Connects all members online and supports global communication, job posts and Q&A.
- ✔ Offers a plethora of perks and benefits as a reward for its members' loyalty.

TAKEAWAY

WeWork's unique business model is not just about providing space and office supplies, but primarily is about creating a "physical social network", as its CEO describes it. Its objective is to create the ideal coworking environment that would foster collaboration and encourage members to build a strong business network.



The athlete starts with a **FUEL PRINT** in the beginning of the month (or after he signs up). **GUIDANCE** produces a plan based on the outcome and asks him to make a commitment. **WORKOUTS OF THE DAY** keep dropping until the end of the month and the athlete selects which ones to do according to his plan. At the end of each workout, the athlete gives and receives **POST-SESSION FEEDBACK**, which is an input of his effort and visualization of his progress. His next workout is informed accordingly. At the end of the month, he can participate to a global community **GAME DAY** event, either physically or online. Next, he is prompted to take a new FUEL PRINT assessment and start a new training 30 days cycle.