

Overview

BeFit offers a distinctive line of training and race apparel aimed at the performance triathlon participant. The apparel is specifically designed to offer a superior fit with well situated pockets for technology devices, yet is able to withstand the rigors of triathlete's demanding training routines. BeFit apparel is versatile for everyday use, yet reliable for a racer's big day.

Addresses Market Need

Problem	Solution	Example Features
<ul style="list-style-type: none"> Athletes are different shapes, not just S/M/L Suits and tops lack support Not all clothes have lay-flat seams, and even those can chafe 	Size and Fit	<ul style="list-style-type: none"> Pants and tights with W/L sizing Suits with built-in sports bras Lay-flat seams in locations that won't cause chafing
<ul style="list-style-type: none"> Bike shorts are too bulky, tri shorts aren't comfortable 	Versatility	<ul style="list-style-type: none"> Shorts and tights with removable chamois pad
<ul style="list-style-type: none"> No comfortable, secure storage for keys, iPhone, HR monitor, or Garmin watch 	Technology Enabled Clothes	<ul style="list-style-type: none"> Include lay-flat, well situated pockets for technology devices

Large and Growing Market

There are now 1.2 million triathletes in the United States, up 11.2% from the 2009 and 51.4% from 2007. Each spends \$285 per year on triathlon specific apparel alone, in addition to the other fitness and workout apparel they will purchase. [Need to nail down a market size, > than \$342M]

The average triathlete is in their late-thirties and earns \$126,000 per year. They spend 9-12 hours per week training and 76% train year round. They need apparel that can work in each sport alone, and all three together.

This small but affluent niche is an entry-point into the wider endurance apparel market. Triathletes share a number of commonalities that facilitate reaching them as a

niche group, and are highly active in many other outdoor sports.

Distinctive Product Offering

SWIM: BeFit women's suits include built-in sports bras to offer maximum support. **BIKE:** BeFit tights offer better located seams to minimize chafing and maximize the training experience. **RUN:** BeFit shirts, bras, shorts and tights include well situated and accessible pockets for securely storing multiple technology devices. **RACE:** BeFit apparel can be worn for sport-specific training or for complete race use as evidenced by revolutionary removable chamois pads, which can be inserted for biking and quickly removed for swimming and running.

Unique Value Proposition

Performance Participants: BeFit apparel offers a superior fit which remains comfortable during long training weeks. The versatility for race use and sport-specific training will maximize results.

Ath-leisure Participants: Without giving up style, BeFit apparel offers better fit and comfort than competitors, secure locations to store technology devices and the chance to wear the same clothes as the pros.

Our research indicates that 95% of triathletes want sport-specific apparel and rate it along with fit and style the most important areas impacting their buying decision.

Athlete Validation

BeFit intends to first introduce apparel online and at select races to regular, recurring triathletes and club teams to gain traction. We will then take advantage of a "trickle down" effect as the early adopting recurring triathletes lead entry level participants to BeFit apparel.

We will tailor the products based on triathlete's feedback and then additionally offer the products to athletes looking for better fitting, more versatile fitness clothing.

For additional information, please contact:

Kelly Sennatt T'12
Co-Founder

Jordan Esten T'12
Co-Founder

Please visit us online at www.befitsport.com

BeFit Logo Multitasking Clothes **To Fit** Multisport Athletes

Kelly@BeFitSport.com
917.664.8758

Jordan@BeFitSport.com
920.915.0602