



OFFICIAL PRESS PACK / 2019





THE COMPANY

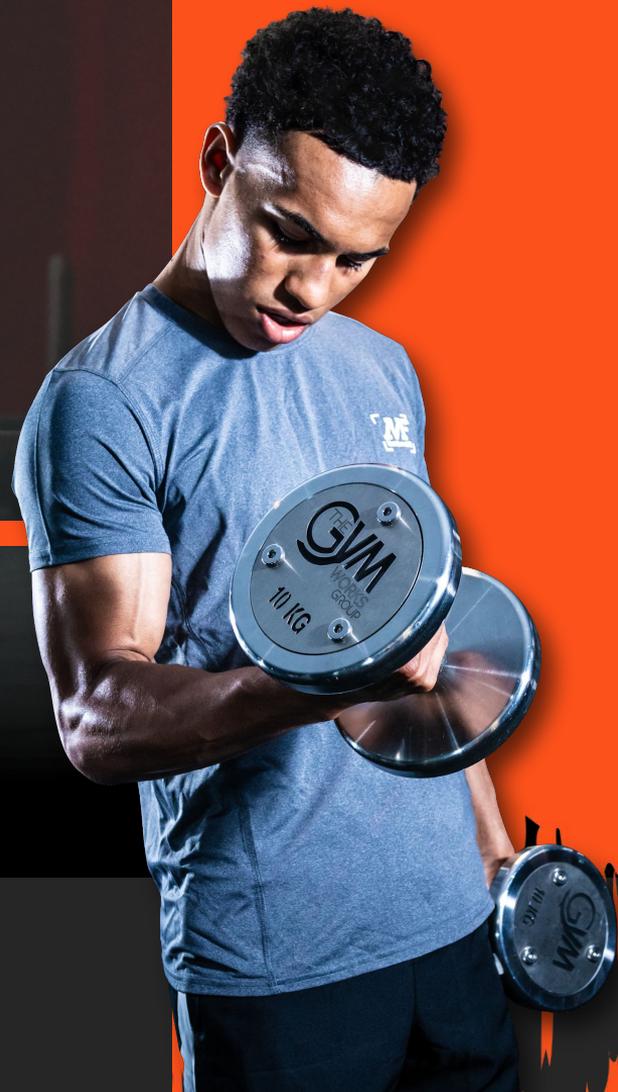


Mastered Fit is a Manchester based health and fitness brand disrupting the industry worldwide. Everyone wants to be fit, look good and live a healthy life. The fitness market is plagued with incorrect information and unqualified individuals offering 'professional' advice. Qualified PT's are expensive for the majority which results in millions of misled and confused individuals.

We are solving this problem. Through our "Pocket Personal Trainer" mobile app, users can follow a scientifically backed, no bullsh*t workout and meal plan created by experienced fitness coaches. Plans are tailored to the user's goal, experience level and body data.

OUR MISSION

"To help millions worldwide achieve their fitness goals in a fun, simple and affordable way."



WHY WE'RE DOING IT

Everyone wants to live a healthy life and look good at the same time. Guys want guns, girls want glutes. Hey, we do too, but how do you do it? It seems everywhere you go for information tells you a different thing or promises the impossible.

Personal trainers are expensive. Books are boring. PDF's are too old school. Social media is plagued with "fitness gurus" that promise 6 week body transformations... really? Other apps are a long list of exercises that don't mean anything to anyone.

We have built the no bullsh*t solution for people to achieve their goals in a fun, simple and affordable way.





WHO IS IT FOR?

We believe that with our help, *"anyone can do it"*.

Our plans are tailored to a user's gender, goal and experience level, from beginner up to elite. Mastered Fit is predominantly aimed at 16-40 year old gym users who want to get stronger, fitter, faster and build the body they deserve.

Our pocket personal trainer is the ultimate solution for anyone with a smartphone, which is everyone. The app is available on both major operating systems, Apple and Android, worldwide.

With subscriptions starting from £6 per month, we are competitively priced to make Mastered Fit affordable for everyone!

THE STORY SO FAR

2015

The Idea

In his final year of uni, Zack spent his entire Summer student loan on a personal trainer. It was during this experience that he realised **there had to be a better way.**

2016

Plan + v1

We analysed the market and weaknesses in other products which lead to the **MVP version of Mastered Fit.** When we say MVP, we mean it!

2017

Beta launch

The MVP version was ready for real users. We **launched the app at BodyPower 2017.** The response was incredible with over 3k downloads in 3 days!

2018

v2 Dev + Seed

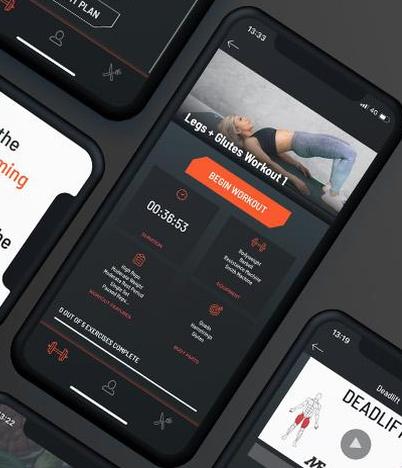
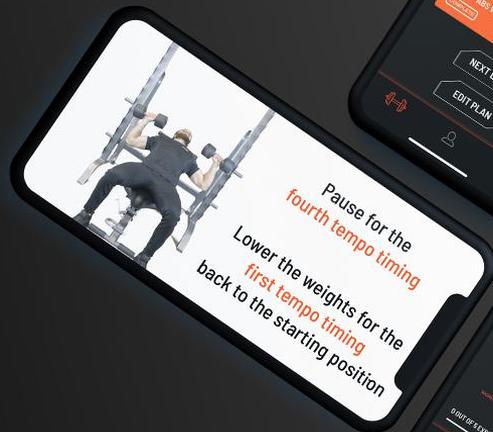
Using feedback and analytics, we **released 5 updates.** We reached the top 100 app charts and also closed our first seed investment round.

2019

Blast Off!

This is our year. The app and content has been refined and we're **ready to show it off to the world!** We are aiming to reach our active users target by the end of year.

THE APP



STAGE 1

CREATE YOUR PROFILE

All our plans are designed to help you become fitter, faster and stronger. You can prioritise one of the three foundations of strength training based on your goals and experience level.



SIZE/TONE: Use compound and isolation exercises to sculpt your perfect physique. Moderate weight, volume and rest periods are used to promote hypertrophy.

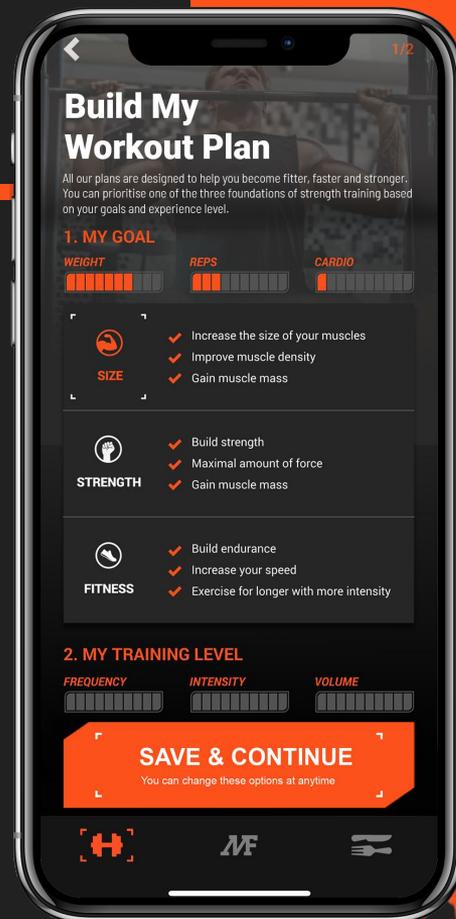


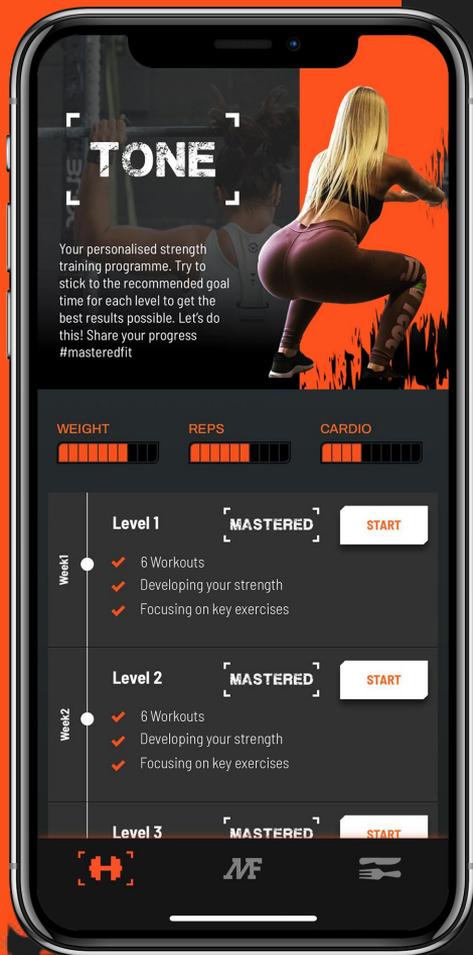
STRENGTH: For people aiming to add impressive numbers to the bar in the compound lifts. Heavy weight, low volume and long rest periods are used to promote strength and power.



FITNESS: Circuits and HIIT will increase your muscular endurance. Low weight, high volume and short rest periods are used to develop your functional fitness.

You can change the focus of your plan at anytime during your journey if your goals change.





STAGE 2

YOUR PLAN OVERVIEW

Monitoring your progression in your long term fitness plan is key when maintaining a sustainable journey. The plan overview allows you to see how far you've come and the levels ahead of you.

Your plan is organised into a collection of levels which increase in intensity as you progress. Aim to master one level a week. Each level will unlock a new challenge.

Once you have mastered all the levels in your plan you will advance to the next chapter in your fitness journey.

BEGINNER

INTERMEDIATE

ADVANCED

20 LEVELS

20 LEVELS

∞

STAGE 3

WORKOUTS THAT WORK

Within each level you will find your workouts based on your personal profile. We take you through each workout seamlessly using our interactive system.

Each exercise is demonstrated to you through detailed HD video tutorials. Just like a personal trainer should, we outline your sets, reps and tempo. We even countdown your rest period, so you can concentrate on mastering the rest of your workout.

Log your weights and track your progress for each exercise.



HD Video tutorials.



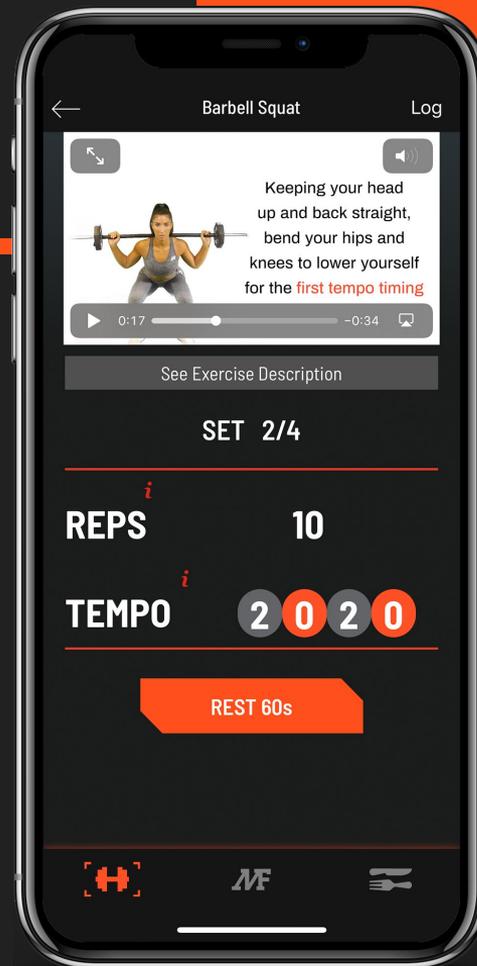
Rest timer.



Unique tempo guide.



Weight log.



STAGE 4

MANAGE YOUR NUTRITION



They say abs are made in the kitchen, we've got you covered there too.

Based on your personal profile we calculate your daily nutrition requirements to reach your goals. We outline your macros and calorie requirements and split them into meals and snacks throughout the day.

We don't believe in fad diets and use only scientifically proven formulas to help you reach your goals.

Mastered Fit App

Content information guide

Gains **100%**

	% Daily Value
Expert Advice*	100%
Personalised to you	100%
Results	100%
Hard work	100%
Motivation	100%
Bullsh*t†	0%

*Expert advice contains only 100% scientifically backed content.

PRICING & BENEFITS

We want to make fitness available for everyone. Our app not only matches the services offered by personal trainers but also offers many other advantages. We are available anywhere at anytime to suit your lifestyle. We've got you covered.

MF Mastered:Fit

vs

PERSONAL TRAINER

£5.83 per month

COST

£40 per hour



TECH



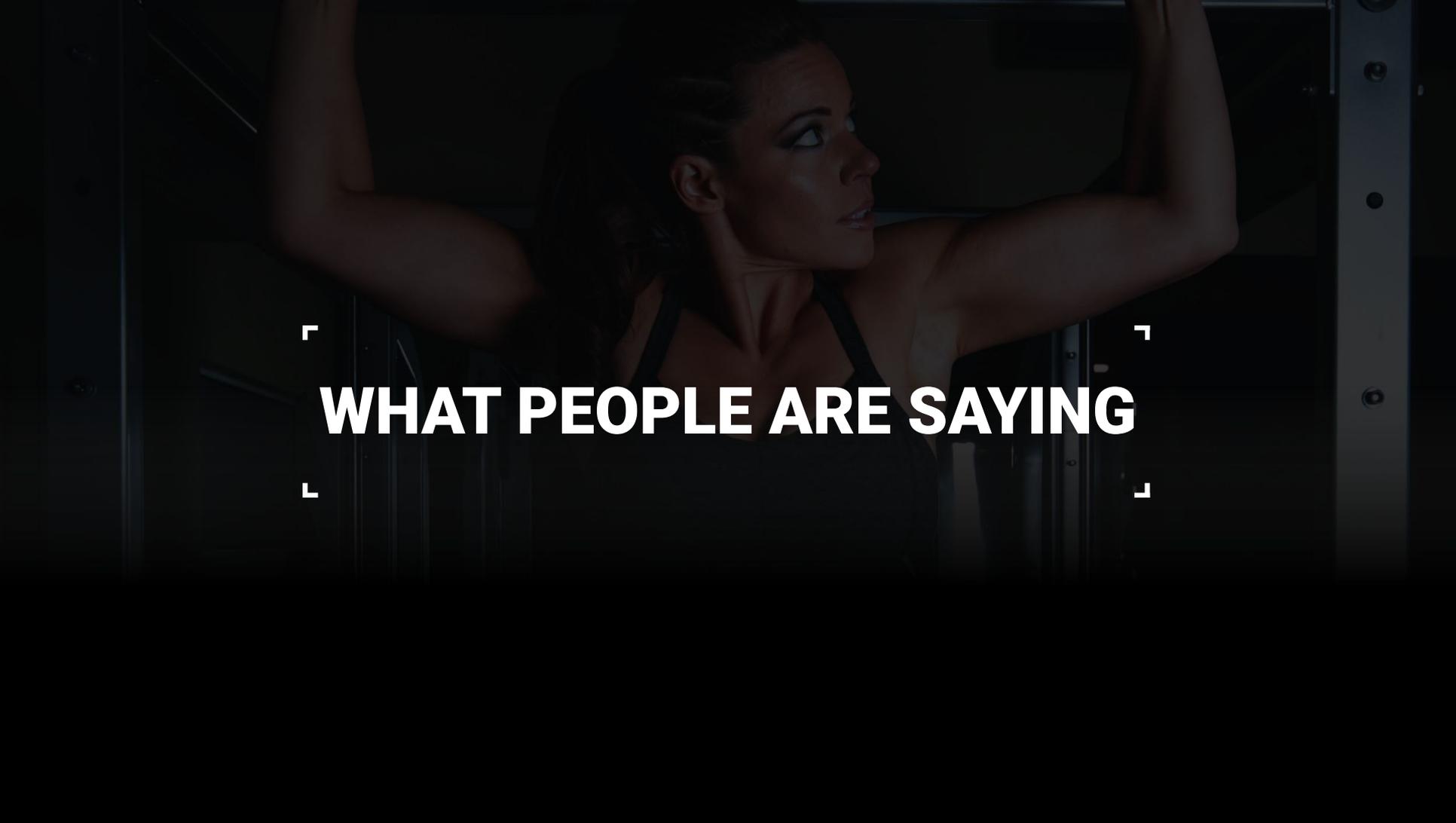
LOCATION



24/7

FLEXIBILITY



A woman with dark hair, wearing a black sports bra, is shown from the chest up. She has her arms raised and is looking towards the right. The background is dark and appears to be a gym setting with metal bars. The image is overlaid with a dark, semi-transparent filter. In the center, the text "WHAT PEOPLE ARE SAYING" is written in a bold, white, sans-serif font. Four white corner brackets are positioned around the text: top-left, top-right, bottom-left, and bottom-right.

WHAT PEOPLE ARE SAYING

EXCELLENT APP FOR BEGINNERS



The MasteredFit app has been a great little personal trainer for me. I was at the gym roughly 5/6 months before I downloaded it, I'd be walking the gym with a slight idea of what to do but ever since downloading the app I've definitely been going in a better direction. I've been using the app for around 2 months now and been seeing better results in quicker time. You can structure your workouts so that they are all based on the information and lifestyle that you input and once done you have your weekly workouts planned out for you with the goal of getting to the next level for slightly harder workouts.

SirMatt68

BEST APP EVER



Great app! Best app for my training I have used yet! Every level you complete it different so your not doing the same routine every time, it's helped me so much very happy with my results I am getting!

I also told the team that it would be great for the nutrition screen to be update such as planning your diet out etc and they said there is going to be a update soon which is going to allow you add what foods you eat such as protein, carbs and fat etc so you keep yourself in track! Looking forward to this

Ginge6115

EXCELLENT APP FOR TRAINING



I've been going to the gym on and off for about 5 years now and realised my legs were not up to scratch with the rest of my body. I downloaded the MF app and it had many exercises which shows you in great detail how to perform the exercise with the right form. I incorporated some of these exercises into my workout twice a week and saw a big difference. My legs not only got very toned but also worked on my abs looking at the detailed videos on the MF app. It's a great app to help you with your fitness goals. Very user friendly, have recommended it to all my family and friends. Thank you MF.

Jayden Rio

STATISTICS



35k

DOWNLOADS



185

COUNTRIES



140k+

WORKOUTS
COMPLETE



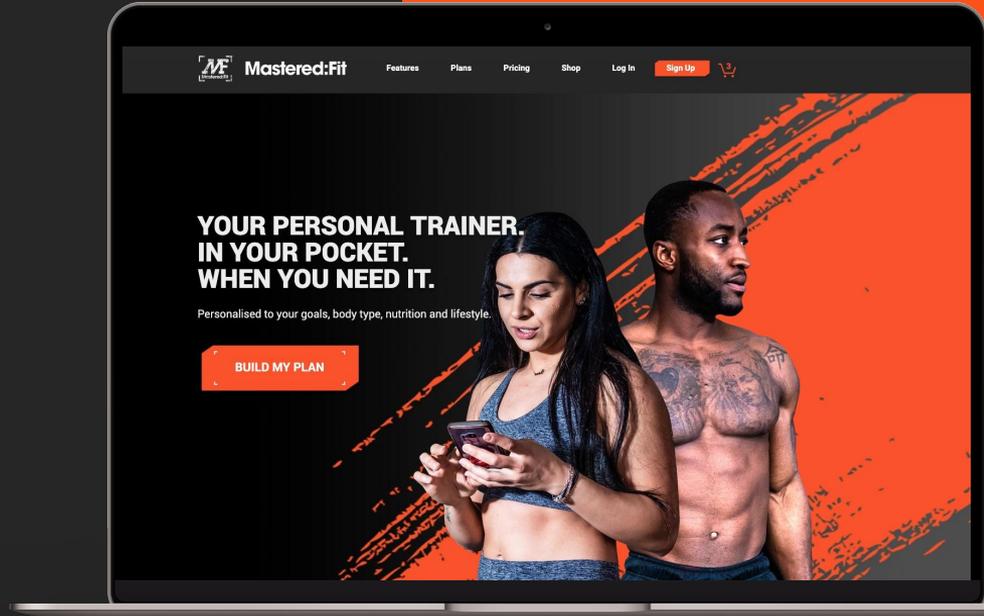
700k+

EXERCISES
COMPLETE

YOUR FREE ACCESS

Please check out the app for yourself and let us know what you think!
Just follow the instructions below:

1. Head to www.masteredfit.com
2. Build a plan using the online plan builder
3. Contact us for your free promo code at contact@masteredfit.com
4. Download the app and login





 press@masteredfit.com

 www.masteredfit.com

18a Derby Street | Manchester | M8 8RY

