

SPEEDIANCE

EMPOWERING WITH PASSION



Digital Fitness for the Future

 **SPEEDIANCE**

CONTENTS



- 4 Brand Introduction
- 6 About
- 8 Founder & Team
- 9 Why Speediance
- 10 Flagship Product
- 11 Social Responsibilities
- 12 Quick Facts
- 14 Contact Us

BRAND INTRODUCTION

BRAND NAME & SLOGAN SPEEDIANCE = SPEED + AMBIANCE

SPEEDIANCE

BRAND POSITIONING

Digital Fitness for the Future

Working out should be a way to rejuvenate the body and mind. The time spent training is a way to push boundaries, overcome challenges and empower yourself from the inside out.

The workout experience should be a time full of joy and excitement. Speediance provides a “hassle-free” design for you to optimize your workout experience and achieve the version of yourself that embodies your full potential.

For outdoorsy spirits and lifestyle pursuers, Speediance introduces you to the best “All-In-One” home training concept powered by cutting-edge technology. No matter if it’s strength training, stretching, aerobic exercise, or bodybuilding, Speediance combines these different elements into one portable and compact machine—helping you achieve your fitness goals safely, effectively, and intelligently.



MISSION & VISION

Mission

Our mission is to connect users with the most scientific and accessible physical training to promote a smart and healthy lifestyle.

Vision

We envision an energetic world where everyone can participate in fitness and achieve the best version of themselves. Eliminating the limits of traditional training, we use science to make that world come true.

CORE VALUES

User first

Designing products to individualize users' needs, we keep our customers at our core. Our commitment in user experience motivates us to become the best version of ourselves so we can best serve you.

Stay curious

We believe in the power of technology. Stemmed from curiosity, our innovation in digital weight and the All-In-One design is the outcome of technological explorations.

Keep evolving

We persist in long-term development. Our AI-powered home gym learns the users' habits and adapts to the different fitness needs of each user over time.



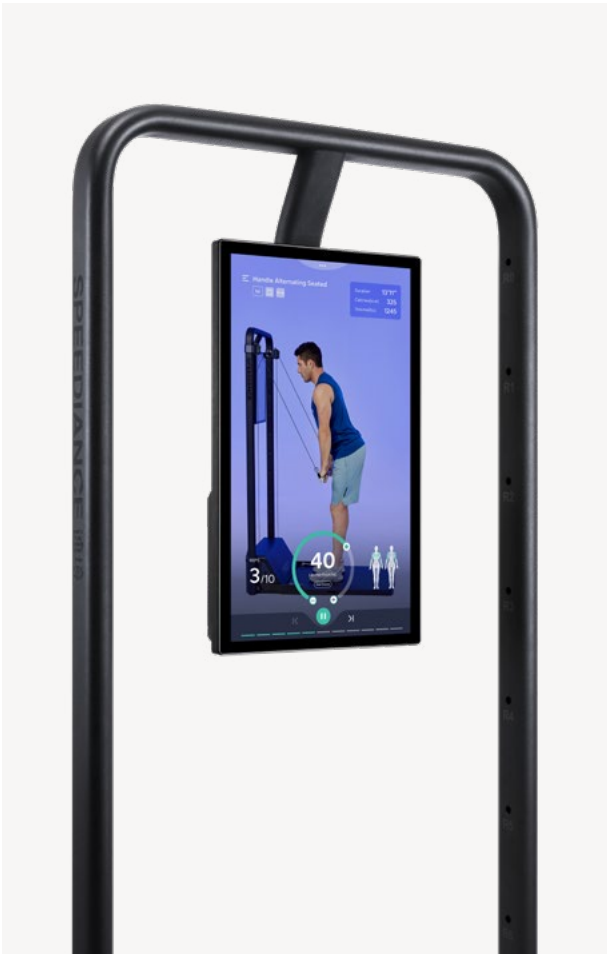
ABOUT

COMPANY PROFILE

Founded in 2020, Speediance is a promising high-tech startup that aims to manufacture a series of intelligent fitness products that revolutionize the smart home fitness sector—shining a new lens on the fitness journey and how to empower others through innovation and providing smart fitness scenarios for home gym users.

With multiple patented technologies in motor units, smart digital technologies, and intuitive design—Speediance aims to digitalize workouts, improve exercise efficiency, and promote a healthy lifestyle. As an advocate of smart home fitness systems, Speediance started with three youngsters who believe in the power of technology. In two years, Speediance has grown into a team with over 30 experts in fitness, hardware, algorithm technology, and software. The company has received \$2 million in angel round financing from Wave Front Ventures in May 2021. Launched on Kickstarter in Nov 2021, Speediance raised \$100,000 in just 10 hours and over \$400,000 in the first two weeks! In March 2022, Speediance received a multi-million-dollar Pre-A round funding from the venture capital firm FREES FUND for mass production, product line expansion and talent recruitment.

Speediance will continue to utilize cutting-edge technology to create the ultimate home gym user experience for a new smart way to stay happy and healthy.



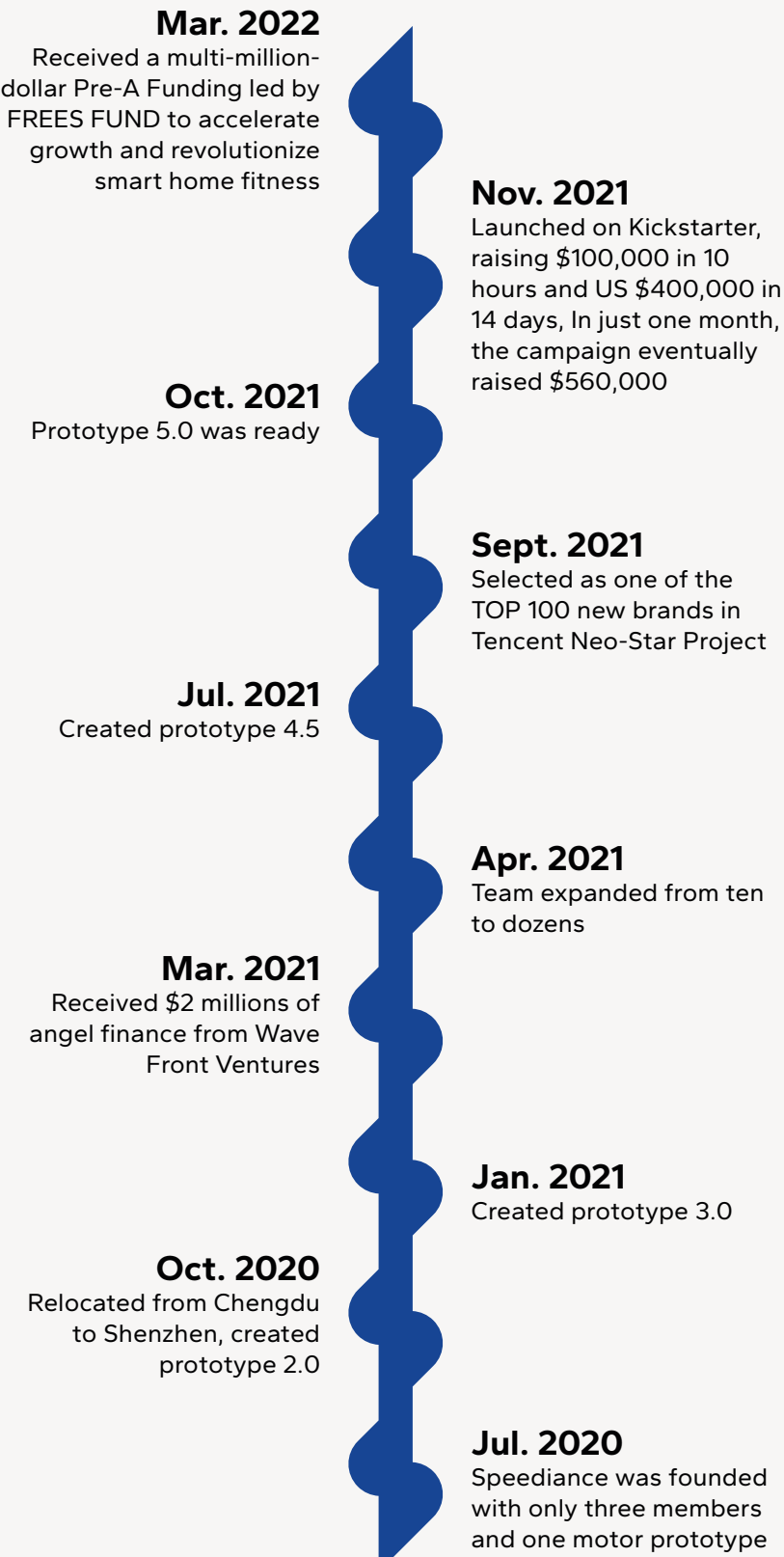
ORIGIN STORY

Tao Liu, the founder of Speediance, is a big fan of fitness but could not escape the frustration of the traditional training methods: space-consuming equipment, complicated workout setups, and confusing installations were all inhibitors to a great workout experience. However, the journey of true fitness should be without boundaries or restraints, and it should resonate with people of different ages, genders, occupations, and backgrounds.

Through this idea, Speediance had its inception, and Liu set off to build a digital training machine that anyone could use anytime. He designed “Gym Monster” to manifest this idea and allow fitness to be regional and decentralized so that it can be your at-home partner for your fitness journey and is confident it will change your life.

Sports and fitness lovers, we understand your needs, and our goal is to solve them by delivering on our promise to provide the most hassle-free, all-in-one, intelligent home gym.

DEVELOPMENT HISTORY



WHY SPEEDIANCE

All-in-one

The All-In-One design enables Gym Monster to achieve full-body training with only a few accessories required. All major muscle groups like chest and shoulders can be fully exercised. Gym Monster has the versatility to support different types of equipment, including but not limited to the row machine, ski machine, and squat rack and gantry rack.

User-friendly

Gym Monster can be used directly out of the box with no drilling, mounting, or other installation necessary and force can be adjusted by simply touching the screen. The auto-generated recommendations and feedback make having an efficient workout easier than ever, and with the expert-led courses, you can enjoy the experience of a one-on-one personalized workout session right in your home.

Sci-tech

Digital Weights with a maximum resistance of 220lbs/100kg helps adjust workout form, posture, and load to avoid injury by utilizing multiple built-in sensors. Smart training technology records your reps, sets, heartbeat, strength and has integrated posture recognition to optimize each training session and adjust your fitness goals accordingly.

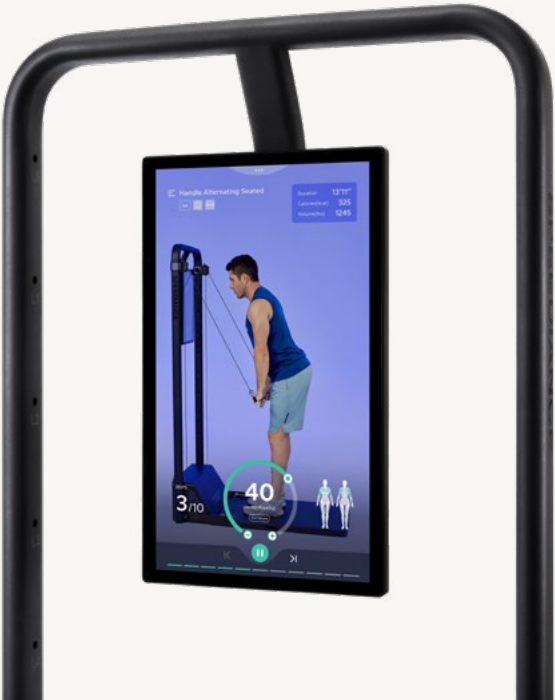


FLAGSHIP PRODUCT

The difference between traditional fitness products and “Gym Monster” is the type of “Weight” creating resistance. While the former uses the gravitational force of physical weight, “Gym Monster” utilizes two direct-drive motors to generate constant muscle tension throughout the whole range of motion or, in effect, “digital weight.” Users can adjust the weight to the very pound that best suits their needs by simply touching the screen. The maximum weight achievable with the machine is 220lbs/100kg, which is enough resistance to train all 6 major muscle groups effectively.

The two core components behind the effectiveness of Gym Monster are the drive circuit and algorithm technology. These two elements lay an important foundation for its future technological developments and innovation, opening the door to endless possibilities in the smart fitness sector. The “digital weight” system helps adjust workout form, posture, and load to avoid injury by utilizing multiple built-in sensors. The intelligent “Gym Monster” also learns the users’ habits and adapts to the different fitness needs of each user.

SPEEDIANCE GYM MONSTER



- ALL-IN-ONE 100+ MOVEMENTS
- SPACE-SAVING
- NO INSTALLATION REQUIRED
- EXPERT-LED COURSE
- AI POWERED ANALYSIS
- SMART ACCESSORIES
- AUTOMATIC WEIGHT REDUCTION
- NOISE REDUCTION

The product offers a prominent space-saving advantage. Firstly, since the resistance it achieves is via motor torsion, the machine isn’t as heavy as traditional home gym equipment and with a fold-up size of only 3.2 square feet, you can store the Gym Monster practically anywhere. The “All-In-One” design enables an optimal workout experience with only a few accessories instead of switching out different equipment setups to target various muscle groups. Secondly, Speediance can be used directly out of the box with no drilling, mounting or other installation necessary—effectively eliminating many of the challenges associated with at-home or office gym setups.

As web 3.0 technology continues to advance, the online fitness sector has been developing at a rapid pace and Speediance has plans to keep pushing the boundaries and explore new innovations as time goes on. Speediance plans to build an “online community,” within which everyone can share workout experiences, follow influencers they like and communicate freely about their life and workout journey. This type of atmosphere adds to the whole workout experience and helps users stay motivated. In the future, Speediance plans to further creativity and development by making its products more digital, scientific, and people-oriented to provide the best workout experience that supports the public to achieve and maintain a healthy lifestyle.

SOCIAL RESPONSIBILITIES

Healthy lifestyle

We understand that a happy life is consistent with a healthy lifestyle, and we are here to help you achieve it.

Sustainability

One durable machine for multiple functions - by developing a long-lasting product that maximizes itself to suit different needs, we use science to reduce the use of materials and our carbon footprint.

Community

Stay connected, stay motivated. We are a supportive community where fitness enthusiasts can stay connected and motivated by sharing their workout experiences and communicating freely about their life and fitness journey.



QUICK FACTS

- Speediance was founded by three members with one motor prototype in 2020.
- Gym Monster was launched on Kickstarter in Nov 2021 and raised \$560,000.
- Speediance combines cutting-edge technology to deliver the best all-in-one home gym concept.
- Speediance aims at digitizing workouts, improving exercise efficiency and promoting a new smart way to stay happy and healthy.
- Providing a variety of live streamed courses and 100+ movements, Speediance suits different needs.
- Speediance's patented assisting mode automatically detects and reduces load during exercises to avoid injury.
- Digital weights allows fitness enthusiasts to adjust the force simply by touching the interactive touch-screen display.
- No installation required; an easy at-home workout is achieved right out of the box with a foldable design that occupies only 3.2 square feet.



SPEEDIANCE

