



THE FUTURE OF LUXURY WELLNESS

One Platform for Total Transformation



Investor Deck
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Disconnection & Overwhelm

The wellness industry is fragmented and overwhelming, forcing consumers to juggle multiple apps, gyms, and services without sustainable results.



Trust & Credibility

Wellness is crowded with unverified voices, making it difficult to find credible guidance.



Time & Efficiency

Busy, health-conscious individuals seek a simple, reliable solution that fits seamlessly into their lives.

CONSUMERS NEED A CREDIBLE, INTEGRATED SOLUTION THAT SIMPLIFIES WELLNESS AND DELIVERS LASTING, PERSONALIZED RESULTS

THE SOLUTION



LuxeFit delivers the luxury wellness retreat experience anytime, anywhere.

Personalized, Seamless Experiences

integrating fitness, nutrition, mindfulness, longevity, and beauty into everyday routines

Proprietary Premium Content

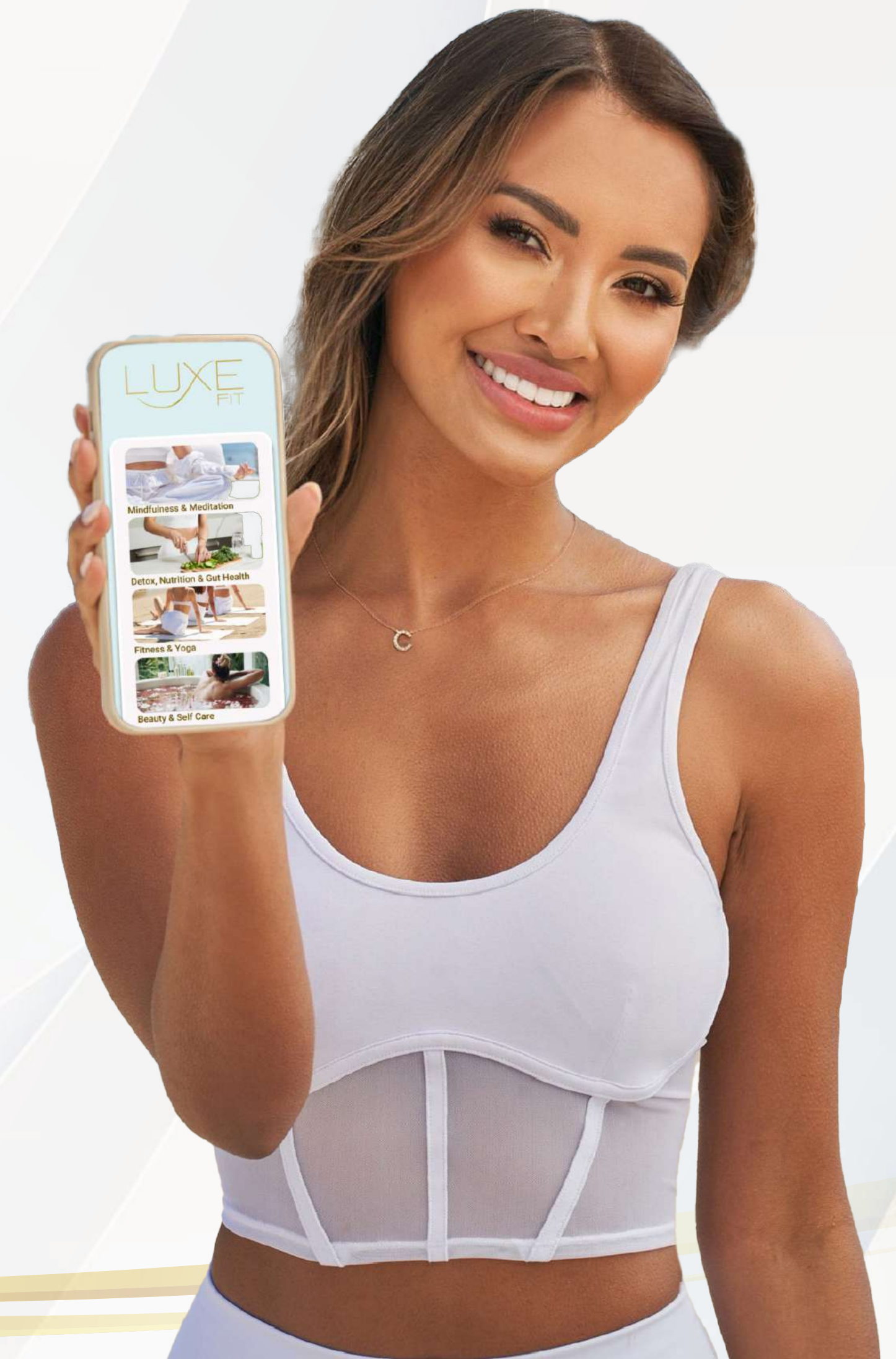
with expert-designed, professionally produced programs delivering results in 30 minutes or less a day

AI-Powered Precision + 1:1 Expert Coaching

from leading wellness professionals

Exclusive Community Experiences

fostering connection, accountability, and shared growth



UNITING TECHNOLOGY, EXPERTISE, AND LIFESTYLE
INTO ONE COMPLETE WELLNESS ECOSYSTEM

VISION



OUR VISION IS TO BECOME THE GO-TO SOLUTION FOR AFFLUENT, HEALTH-CONSCIOUS CONSUMERS SEEKING HOLISTIC WELLNESS.

Phase 1

Digital Launch & Brand Foundation

AI-personalized app, curated products, and strategic brand partnerships - amplified through exclusive events and community growth

Phase 2

Expansion & Market Penetration

Scale partnerships across hospitality, wellness, and lifestyle sectors while expanding product lines and broadening distribution

Phase 3

Global Flagship Destinations

Establish premium member-only clubs and retreats worldwide, merging digital innovation with in-person luxury experiences





Product:

- » App prototype built and live on iOS & Android; redesign underway to enhance UI/UX and scalability
- » Recurring subscription model in final development stage
- » Feature set and phased development roadmap (MVP --> Phase 2 --> Phase 3) complete
- » Design partner and development company secured and in progress



Partnerships:

- » Collaborations with athleisure, equipment, & skincare brands: Fabletics, Carbon38, Alo, Bala, FRE Skincare
- » Events with luxury wellness centers, premiere clubs & studios: incl. Rafi Lounge (Malibu)
- » Hospitality opportunities: global venues like Soho House, and local icons Faena and 1 Hotel (Miami)



Press:



OUR MOMENTUM IS BUILDING, AND WE'RE POSITIONED FOR A POWERFUL APP LAUNCH IN THE NEAR FUTURE.

MARKET OPPORTUNITY



The U.S. health coaching market is projected to reach **\$9.17B by 2028.**



Wellness-obsessed and AI-savvy, Millennials and Gen Z prioritize longevity, fitness, and appearance above all else.



Busy professionals want guidance that saves time and delivers desired results without having to piece together multiple tools.



We believe the premium wellness market segment is poorly served by current digital apps and solutions.



LUXEFIT STANDS AT THE INTERSECTION OF TECHNOLOGY, WELLNESS, AND LUXURY LIFESTYLE.

BUSINESS MODEL



We combine software as a service (SaaS) style recurring revenue with retail sales and exclusive user events and experiences.

Subscriptions:

Three membership tiers serve all budget levels.

Specialty Programs:

Time-bound experiences such as “14 Days to Glowing Skin” or “7 Day Detox & Reboot” generate additional revenues.

Retail:

Supplements, skincare, apparel, and fitness equipment sold in-app and at events.

Events:

Exclusive, branded gatherings that deepen brand engagement and extend the brand offline.

OUR BLENDED MODEL CREATES MULTIPLE REVENUE STREAMS WHILE REINFORCING COMMUNITY AND BRAND LOYALTY.

COMPETITIVE LANDSCAPE



COMPETITORS

Tone-It-Up, Alo Moves, Sweat, obé Fitness

- » **Fitness-centric:**
Primarily focus on workouts and
- » **Generic content:**
One-size-fits-all programs with little or no personalization
- » **Limited scope:**
Rarely address nutrition, mindfulness, skincare, or beauty in tandem
- » **Transactional models:**
few build true lifestyle communities or credible expert ecosystems

LUXEFIT

LuxeFit defines the personalized luxury wellness category beyond fitness apps

- » Personalized programming guided by AI and top experts
- » Integrated wellness: fitness, nutrition, mindfulness, longevity, skincare, and beauty
- » Luxury positioning that elevates the experience beyond standard fitness apps
- » Hybrid model: digital platform + curated in-person experiences fostering community and exclusivity

WE ARE CARVING OUT A PREMIUM
SUB-CATEGORY THAT TRADITIONAL FITNESS
APPS DON'T SERVE EFFECTIVELY.

We'll scale rapidly by leveraging celebrity visibility, influential voices, and exclusive events to build unmatched brand presence.



THIS STRATEGY POSITIONS LUXEFIT AS BOTH ASPIRATIONAL AND ACCESSIBLE, WITH DIGITAL VISIBILITY REINFORCED BY TRUSTED PARTNERSHIPS AND EXCLUSIVE EXPERIENCES



Expert-driven team uniting the best in wellness, fitness, and beauty

Kelly Von Schleis, Founder & CEO

Certified coach, trainer, Pilates instructor, published author, 19 years in healthcare IT, 10+ years in wellness. Personally invested \$600,000 in LuxeFit to date.

Core team

30+ part-time professionals including health coaches, nutritionists, fitness instructors, yoga/Pilates experts, meditation teachers, skincare specialists, and a premium production crew.

Collaborators

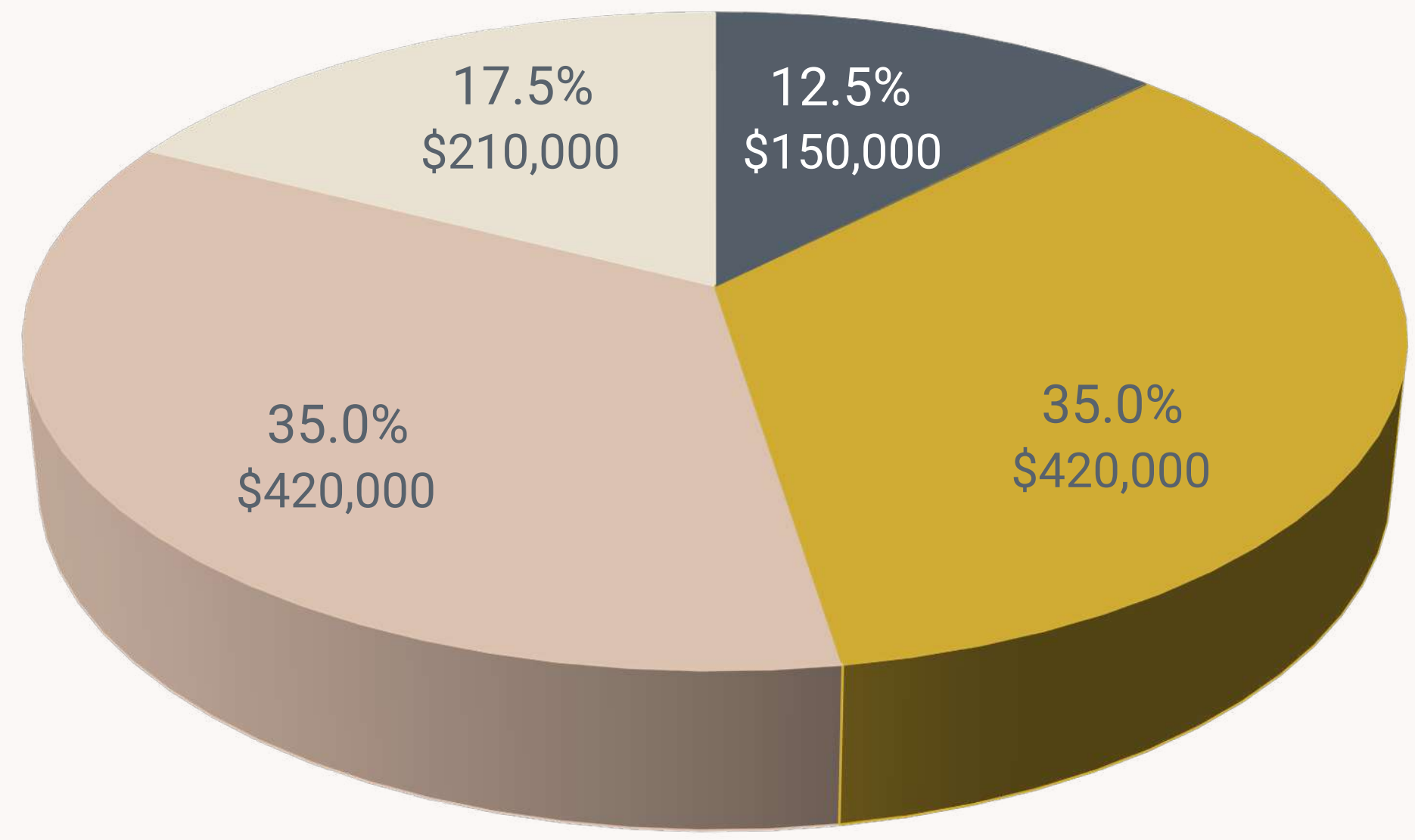
Industry partnerships and event co-branding strengthen our reach.

OUR TEAM BLENDS EXPERTISE IN HEALTH, TECHNOLOGY, AND LIFESTYLE BRANDING TO DELIVER A TRULY HOLISTIC EXPERIENCE TO OUR COMMUNITY.

USE OF FUNDS



We are raising \$1.2 million in seed funding to launch and scale LuxeFit:



- Mobile App Development & Ongoing Support
- Marketing & Brand Expansion
- Team & Operations
- Co-branded Product Development

WE EXPECT THIS INITIAL FUNDING TO COVER COMPLETE DEVELOPMENT OF OUR APP, AND WILL ALSO ENABLE US TO BEGIN SCALING OUR BRAND REACH WHILE FURTHER RAMPING UP OPERATIONS.



THE NEXT STEP



Join us in bringing true health and wellness millions of people worldwide.

- » We're creating a platform that blends technology, community, and lifestyle in a way that no other platform does.
- » Your support helps us launch our app, grow our brand, and reach millions of health-conscious consumers worldwide.
- » Together, we can build the leading name in luxury wellness.

INVEST IN LUXEFIT
TODAY AND HELP
SHAPE THE FUTURE
OF WELLNESS.

