

KOACH

MAKE EVERY PUNCH COUNT



Boxing was once a sport for the toughest fighters. Now, group boxing is a preferred method of workout of over six million fitness enthusiasts. Without adequate feedback, users lose the competitive spirit essential to boxing.

KOACH combats complacency by tracking performance and making every punch count.

THE EXPERIENCE



NAME	SCORE	DIFFERENCE	TIME
KELSEY SETO	4500	+100	4:20
Ronald Rosenberg	3890	+100	4:20
David Wallace	3100	+50	4:20
Hannarae Nam	2890	0	4:20
Dextina Booker	2780	+40	4:20

NAME	SCORE	DIFFERENCE	TIME
Kelsey Seto	783	713	+100
Ronald Rosenberg	630	734	+100
David Wallace	630	620	+100
Hannarae Nam	630	640	0
Dextina Booker	630	380	+100

Gym goers enter the class room where they sign in with the trainer and choose a bag. The trainer maintains autonomy while KOACH uploads punch count, punch force, and user score.

Between rounds, users have a short break to take a breath and check the leaderboard. Users can tell in an instant whether they've improved or not, and know just how hard they need to work next round to go for KO.

After the workout, users see a workout summary scrolling on the large screen, which contains the final rankings summarizing information across all rounds. Users can access their full workout history via logging into their account at home.

THE BAG



KOACH is made to look and feel like existing heavy bags. The cover is made of leather to look clean and last longer.



The foam is composed of two layers. The first is a thin layer of dense upholstery foam to soften the blow, and the second layer, polyurethane foam, absorbs shock.



The rubber provides the weight necessary to maintain the boxing experience.



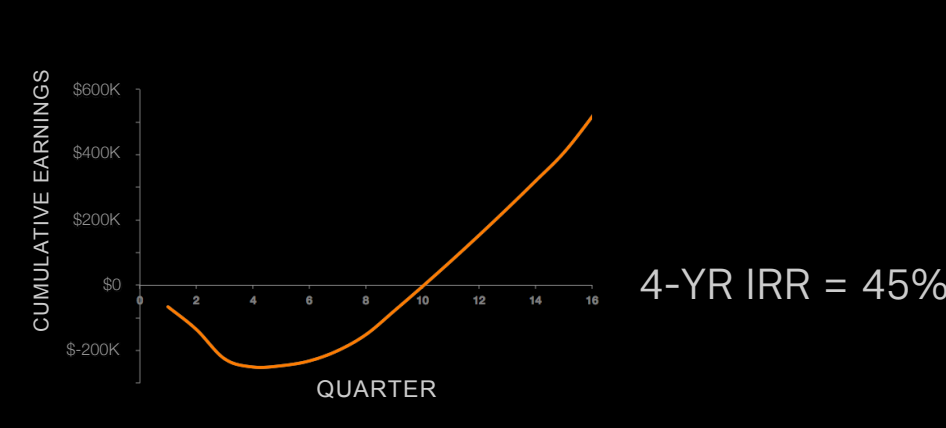
The innermost tubes house the five accelerometers and receiver that calculates and communicates score.

BUSINESS PLAN

VALUE PROPOSITION FOR GYMS

INCREASE IN MEMBERSHIP
&
1 NEW MEMBER = BREAKEVEN ON 10 BAGS

OUR EARNINGS



YR1 = USER TESTING + REFINE DESIGN
YR 2&3 = NE MARKET
AFTER = LOOK TO EXPAND

KOACH

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THANK YOU

Steve "BAM BAM" Banzaert
Danny "Brains And" Braunstein
Jane "Voice of the People" Connor
Bill "Cobra" Cormier
James "Deadly" Dudley
Steve "Heartbreak" Haberek
Sarah "The Killer" Kaiser
Ilan "The Destroyer" Moyer
Ron "Bon Bon" Rosenberg
Douglas "Sand Man" Sanchez
Tasker "Task Manager" Smith
Juhan "The Sergeant" Sonin
Eric "Static" Statz
Ramya "The Bomb-ya" Swamy
Emily "Make 'em Wobble" Twaddell
David "Ice King" Wallace
Chris "Mischief" Welch
Richard "Wise Man" Wiesman
The Club by George Foreman III
Redling Fight Sports

ORANGE TEAM 2014

Chantine "The Floor is Lava" Akiyama
Hannah "Bonecrusher" Barrett
Dextina "Pressure Cooker" Booker
Patrick "Too Strong" Capulong
Jack "Can't Stop Me" Clark
Tara "The Drought" Ebsworth
Tye "The Finisher" Ellis
Priya "Wiress" Garg
Hunter "Dynamite" Guarino
Steven "Tin Man" Guitron
Daniel "Hurt Locker" Huertas
Emma "Moms Spaghetti" Kane
Nathan "Landmann" Landman
Victoria "Happy Feet" Li
Xochitl "The X-Master" Mellor
Hannarae "Nom" Nam
Jess "Strong Ong" Ong
Kelsey "The Knock Out" Seto
Jose "Smooth Talking" Smith
Morgan "SMACKDOWN" Stewart
Steve "Shoruyken" Sullivan
Veronica "The Revolution" Szklarzewski
John "Sugar Hands" Thomas
Guilherme "Punho de Ferro" Venturelli
Sterling "Sure Thing" Watson