

Natural Resistance

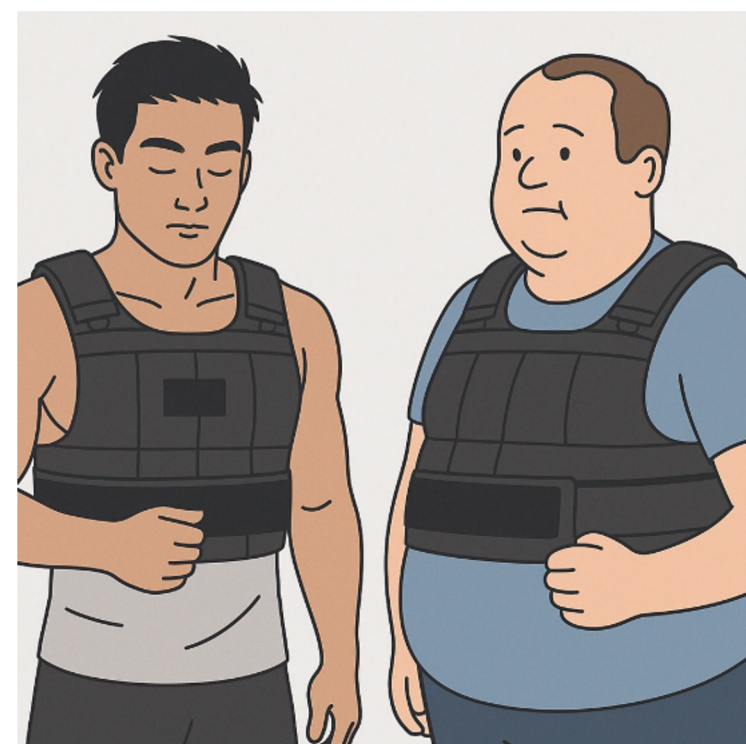


Traditional weighted training gear is bulky, uncomfortable, and impractical for daily use. Natural Resistance integrates resistance directly into clothing using a proprietary tungsten-infused fabric, enabling strength-building through everyday motion. By combining fitness with function, it provides a comfortable, sustainable, and effective alternative to conventional resistance training.

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Advisor(s): Zi Quan Chang (Law)

Problem



Current weighted gear is:

- **Bulky**
- **Restrictive**
- **Unsafe** for rehab & obese users
- **Unusable** in everyday life

Solution



World's heaviest fabric

- 1.5mm thin
- 6kg max load
- Soft, stretchable
- 99% recyclable

Ideal for **athletes** (invisible training), **weight loss support**, **rehab / aging care**, and **sedentary lifestyles**

Data behind the product

Interview study with 100+ athletes

78% find weight vests to be unattractive, cumbersome, and uncomfortable, often leading to chest pressure or chafing.

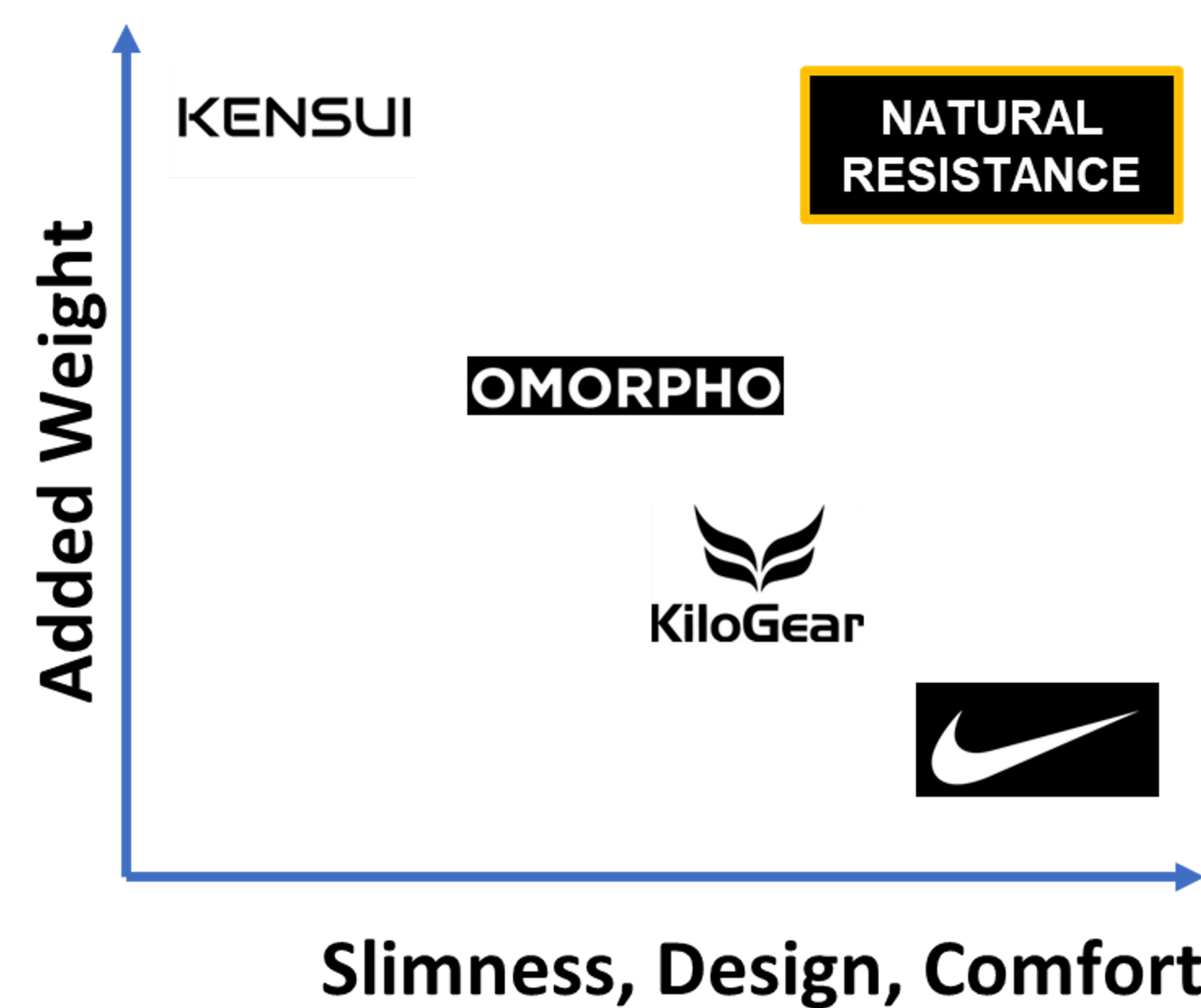
23% are concerned that the solid weights can lead to injuries, especially if they fall.

40% desire a more appealing and comfortable option and are willing to invest over €300.

Hypergravity training: Extra weight leads to greater results

+9%	+8%	+3%
jump vertical	stronger	faster

Competitors



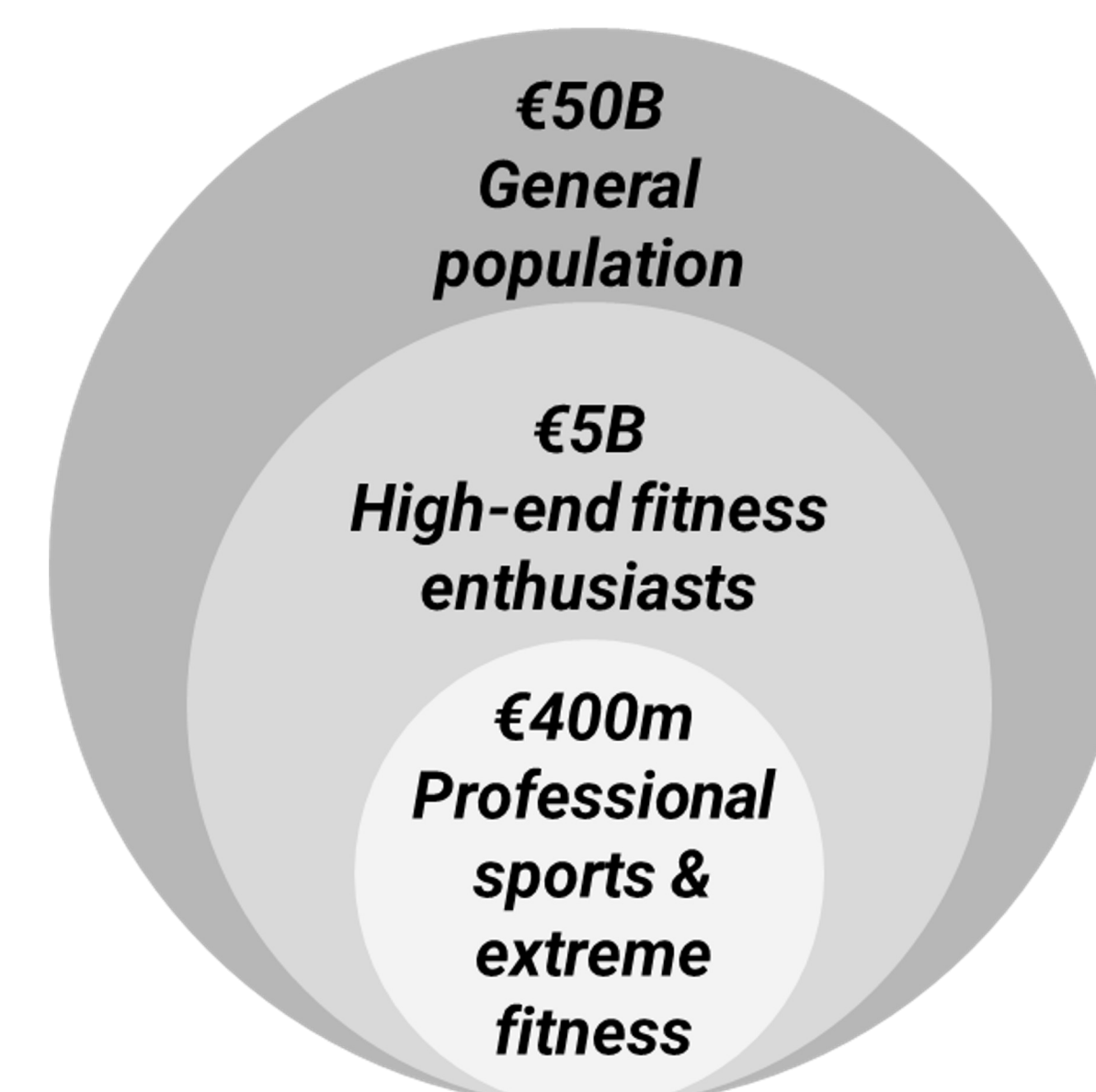
- **Existing alternatives:** Weight vests, resistance bands, and traditional fitness equipment
- **Key differentiators:** Our solution integrates resistance training into everyday life without altering routines or requiring additional equipment.

Market

TAM €50B: General population

SAM €5B: High-end fitness enthusiasts

SOM €400M: Professional sports & extreme fitness



Business Model

- **DTC (Direct-to-Consumer Sales):** High-margin sales via e-commerce.
- **Subscription-based Sales:** €11/kg per week.
- **Training Program Integration:** Sold via fitness professionals (e.g., 10-week structured programs).

Key Channels



Voices from the Field

- "Pro athletes can influence adoption better than direct outreach."
— Alexa Buckley, former student athlete
- Brands like Patagonia offer discounts to guides (collaborators), and that builds influence organically."
— Gillie, outdoor industry professional
- "If proven beneficial, I'd pay over \$1,000."
— Joao Basso, Berkeley student

Looking for...

- **Pilot partners** in athletics and rehabilitation
- **Seed/Early-stage investors** with a vision for fitness innovation
- **More customer Interviews**