

# NATURAL RESISTANCE

Wear your workout: Effortless fitness in everyday life and beyond

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# Natural Resistance: Wear Your Workout

## Problems

- Elite Athletes: Traditional weighted gear limits movement, shifts during training, and hurts performance.
- Obese Individuals: Bulky, intimidating gear increases injury risk and isn't designed for gradual progress.



## Solutions

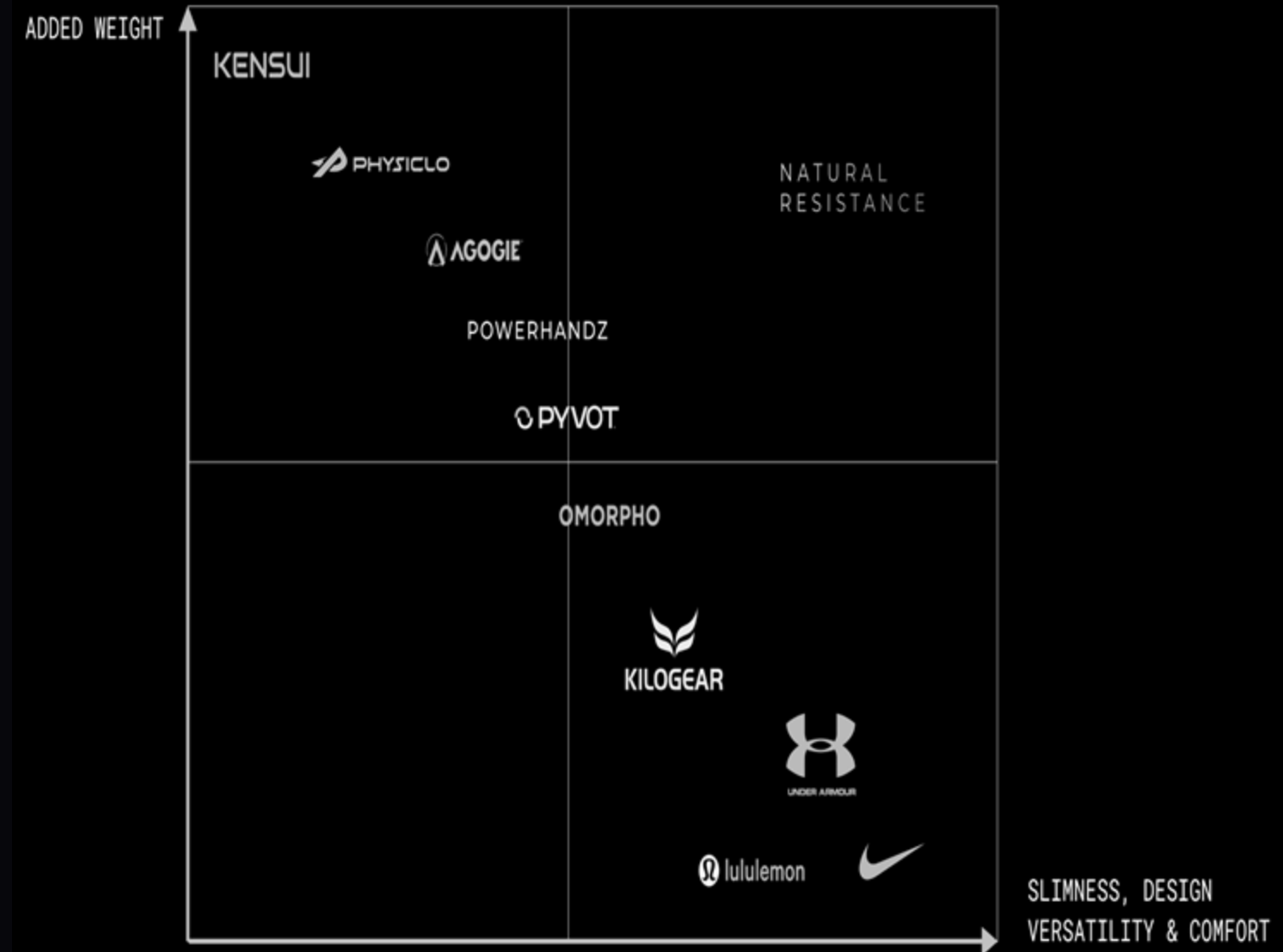
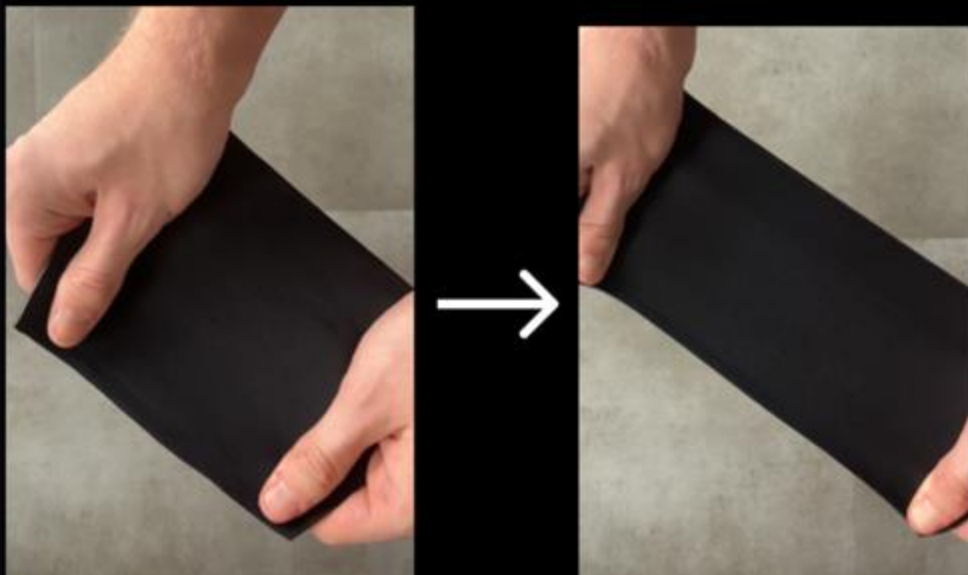
Seamless resistance training through clothing. Our proprietary tungsten-infused fabric makes everyday fitness effortless.



# Why We Are Different

## Proprietary Tungsten Fabric

- Thin (1.5mm), soft, and flexible
- Up to 6 kg of integrated weight
- 99% reusable and sustainable



# Data Behind Our 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%**

jump vertical

**+8%**

stronger

**+9%**

faster

# Business Model & Go-To-Market Strategy

## Revenue Models

- Direct-to-Consumer Sales (DTC): 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

- Online store
- Social media & influencer partnerships
- Partnerships with sports teams & physiotherapists

# Our Market & Customers

We have already generated our first revenue.

Over **650+** sign-ups on waitlist.

Customer would like to pay over **\$1,000** for the product.

# What We Need Now

1. Pilot partners in athletics and rehabilitation
2. Seed/Early-stage investors with a vision for fitness innovation