

# Perfect Fit Supplements Business Brief

## Primary Product

Perfect Fit's primary product is the iVIT, a proprietary 3D printer that produces custom-formulated dietary supplements. The iVIT allows gyms, health clubs, and spas to print and brand supplements for their members. The printer uses fitness data from a tracking device to formulate the supplements. The refill cartridges for the iVIT provide the bulk of Perfect Fit's revenues.

## Financial Performance

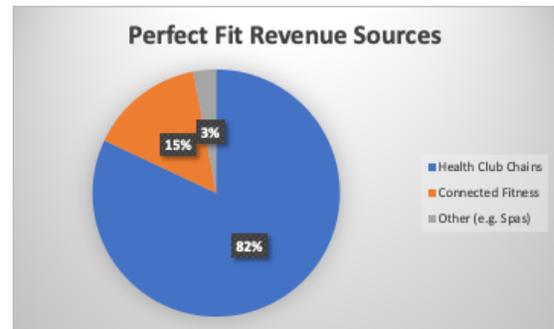
Having grown over its lifetime into a \$50 million company, Perfect Fit has enjoyed several years with comfortable growth, ~2% year over year and consistent EBITDA ~23%. This year alone, they expect approximately \$11.5 million in profits, and hope to see that grow to over \$13 million in five years.

## History

Perfect Fit's original customer base was high-end health club chains. Their core client in that space, Thrive Gyms, was one of Celia's first major accounts. As the fitness industry evolved, Perfect Fit also landed some clients in the Connected Fitness systems space. Because Perfect Fit custom-formulates its supplements to individuals, based on a variety of inputs, FDA approvals and labeling issues were complex.

## Customers

Perfect Fit serves two main customer segments: High-End Health Club Chains and Connected Fitness (home-based fitness equipment with connected subscribers). These customers buy from Perfect Fit to have an "add-on" premium service to offer their members/subscribers for additional revenue. The Connected Fitness segment, while very young compared to the Health Club segment, appears to be growing quickly, while the Health Club segment appears to be stable.



### Strategic Core Customers

- Thrive Gyms (Health Clubs)
- HomeBody! (Connected Fitness)

## Competitors

Perfect Fit's two biggest competitors for premium subscription add-ons are YUM-to-ME and FitClub. Each provides a similar value proposition to Perfect Fit, but with a different solution. A few Health Club and Connected Fitness companies offer their subscribers multiple add-on options (Perfect Fit for supplements, YUM-to-ME for meal kits, and FitClub for the social connections and gamification), but most use only one add-on vendor.

### Primary Competitors

- Yum-to-Me (Home delivered meal kits)
- FitClub (Gamified social fitness)

