



*The little happy pill that helps get you in the mood to exercise and gives you an **EDGE** during and after a workout.*

Business Summary: We're tackling the problems of 1. People who are not fit don't feel like exercising or changing their eating habits. 2. People who are fit think they know everything about being fit and are not as open to being guided to the next level. Both groups need a legitimate EDGE. For the unfit, something that will help make them feel like exercising and fight disease from the first dosage. For the fit, the key is something that increases performance and protects against pushing too hard. TriSystem Edge opens the doorway to providing more nutrition, exercise and supplementation products to people.

Management: Our executive team has experience in nutrition, wellness, technology, and the viral introduction of new products. Collectively, our team has lead the launch of several leading products in the Natural Products Industry. They have managed the development and marketing launch of the Gold's Gym Nutrition line of products, been responsible for the distribution of products in several leading US retailers including RiteAid, Wal-Mart, Longs Drug, General Nutrition Centers, Albertsons, and Kroger.

Customer Problem: Even though the leading causes of death (heart disease and cancer) are largely preventable through consistent exercise and nutrition, America grows more sedentary and more obese. We know what to do, we just don't do it.

Product/Services: TriSystem Edge provides the simplest start for people seeking better fitness and health. It is a first step to progressing in these areas, no matter who or where you are. Yes we all have to consistently make better food and exercise choices. The easiest change to make is to start taking a supplement that promotes better choices and a better mood.

Target Market: By 2016, nutrition and dietary supplement market retail sales are expected to cross USD 33.2 billion. The market is expected to grow at a CAGR 4.54% between 2011-2016 driven by sports nutrition and weight loss demand and multivitamins demand. In the US, the retail sales of nutritional supplements have grown significantly from 2010-2012. The growth in the sales was primarily due to growing usage of nutritional supplements specifically among the aging American population. This makes an anti-aging product a natural seller in this industry.

Customers: Direct customers via TriSystemEdge.com and the TriSystem Center together have serviced over 5000 clients will be the bulk of initial customers. Over 1000 TriSystem Professionals and NASN Personal Trainers and Sports Nutritionists will be potential retailers of the product, purchasing it wholesale. In 2013 the Company will target natural foods and supplement stores with outside sales representatives.

Sales/Marketing Strategy: Our mission: prove there is a massive, compelling, mainstream market to finally get healthy and fit. Our tactics: 1) build wholesale volume through fitness professionals, 2) drive web traffic via resellers, social media, and affiliate sites, and 3) nurture "evangelists" (loyal customers, opinion leaders, and celebrities like Miss California 2010) to tap into the groundswell of support for better health, supplemented by speaking events and free samples.

Business Model: The business has minimal fixed costs and maximum flexibility for scaling: as production needs increase, the cost of production decreases, and sales partners are independent with fully variable compensation.

Competitors: Companies delivering exercise related supplements are dominated by synthetic ingredients, caffeine and other harsh components that have negative side effects. They typically only have a hardcore bodybuilding following.

Competitive Advantage: Marketing research to date shows that there is not another product on the market that specifically addresses the "Mood to Exercise" and also supports the metabolic process of exercising through a combination of whole, naturally occurring botanical antioxidants that prevent disease and are anti-aging. TriSystem Edge is truly unique.

Executive Summary

Company Profile:

URL: www.trisystemedge.com

Industry: Health/Beauty

Employees: 1

Founded: May 2011

Contact:

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Team:

Jeff Kotterman, CEO/Founder
Dr. Dan Lorrain, R&D
Keith Ayres, Production

Advisors:

Finance: Michael Rundlett
Retail: Jim Ayres, Egon Frank

Current Capital Offer:

\$21K debt (angels)
25% return in <18 months
Payments start after a 6 mnth holiday.
Target Close:
December 20th, 2012

Use of Proceeds:

Achieve \$145k sales in <18 mo.

Set Up	\$3.5K
Production	\$14K
Promotion	\$2K
Office Expense	\$1K
Buffer	\$.5K

Performance & Pipeline Potential

- 5000 existing customer sales base.
- 1000 potential retailers
- New markets in supplement retailers and health food stores.
- New market in beauty salons and cosmetologists.
- Marketing tool for new fitness professionals and nutritionists.

