EXEGIZER

Execute strength. Anywhere. Anytime

THE WORLD'S ONLY PORTABLE MECHANICAL BOX FOR GYM-GRADE STRENGTH

CVX Ventures Pitch Sep-2026

THE PROBLEM: INCREASING MEDICAL AND GENERAL HEALTH DEMAND FOR STRENGTH TRAINING MEETS HIGH BARRIERS



1. Inefficient

Gyms are time- consuming and crowded.

Clinical gym setups are too resource-heavy and a barrier for some patients.



2. Space Hungry

Standard home equipment is bulky, heavy, and static.

This is insufficient for patients that needs rehabilitation at home.



3. Fragile Tech and Inflexible

Electrical training boxes requires a plug, are more unreliable and not for shared and outdoor use.

They are to heavy and unreliable for the healthcare.

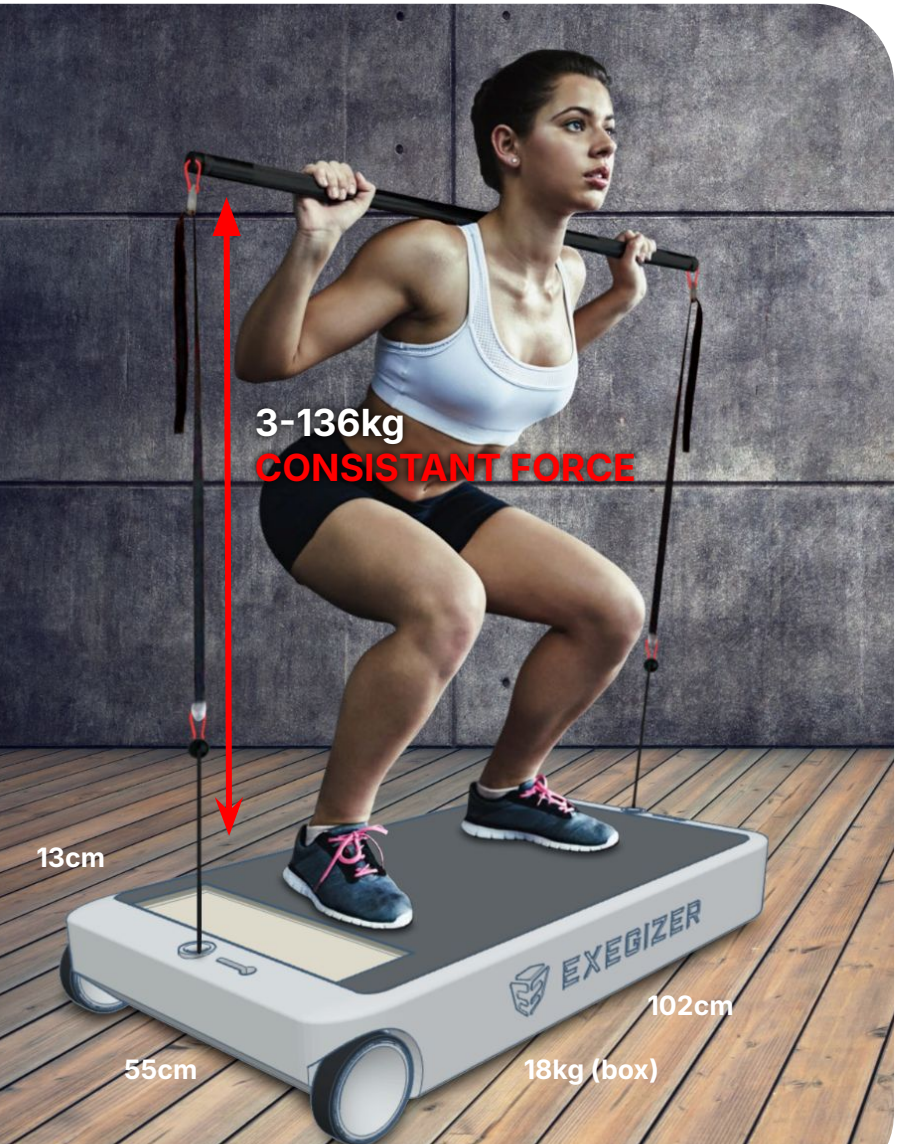


4. Budget Compact Trap

Portable solutions mostly based on rubber bands often doesn't feel like professional equipment. They give a flimsy feel (variable force resistance) and low durability.

Conclusion: A portable, robust, and simple high-value system is missing

THE SOLUTION: EXEGIZER



GYM STRENGTH IN A PORTABLE FORMAT

1. **HIGH RESISTANCE + CONSTANT FORCE:**
3 to 136 kg of gas-spring resistance.
IMPORTANT: CONSISTANT FORCE is the same as free weights ensuring consistent muscle tension throughout the concentric and eccentric phase. This is the OPPOSITE of rubber bands.

2. **SIMPLE, MECHANICAL AND SLIM:**
Robust, durable in a 18kg portable and compact 13 cm thin profile.

3. **MANY EXERCISES:**
All muscle groups covered including must-have exercises like Squat, Bench Press, Deadlift and the popular hip-trust.
See more on website





THE MECHANICAL ADVANTAGE

PATENTABLE ENGINEERING

- **True Free-Weight Feel:** Patented mechanism delivers concentric and eccentric resistance linear force in a compact, portable format.
- **Durability:** Pure mechanical design. No electronics, no software, and no fragile components to break or repair.

DESIGNED FOR VERSATILITY

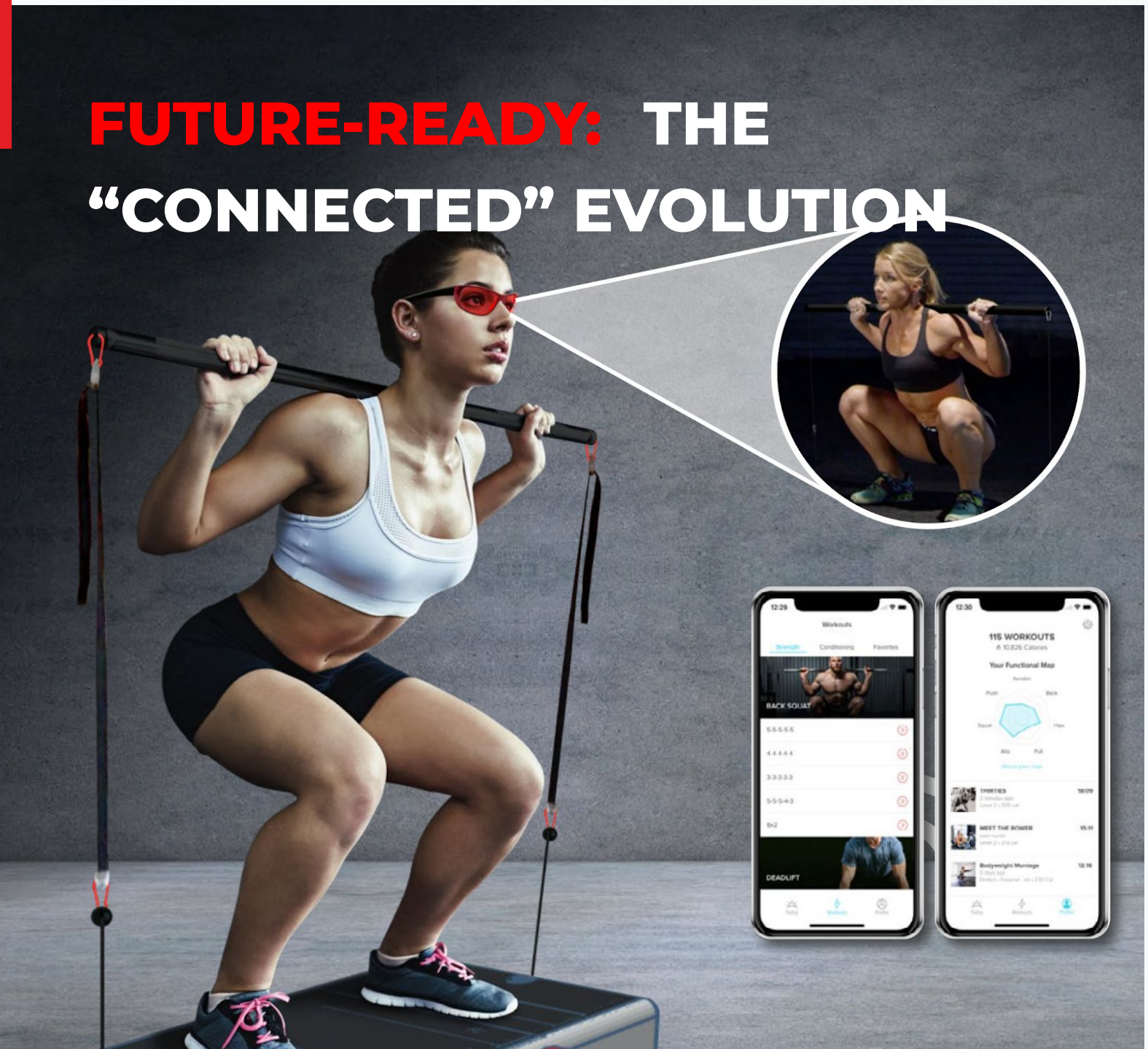
- **Rapid Deployment:** The "Box" design allows for setup, use, and storage in seconds.
- **Scalable Applications:** From high-intensity group training to efficient rehab and remote fitness, our system adapts to any space.

COST-EFFECTIVE

- **Zero Infrastructure:** No power, no maintenance, and no complex installation. The most cost-effective way to deploy professional-grade strength training in any facility.



FUTURE-READY: THE "CONNECTED" EVOLUTION



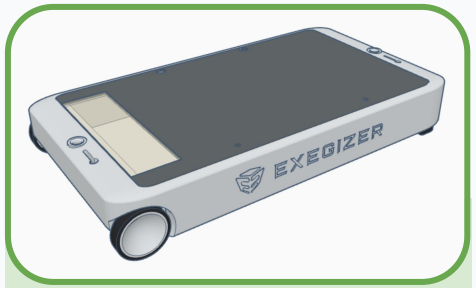
DUAL-MODE STRATEGY

- **The Analog Standard:** Our core product remains 100% mechanical—simple, durable, and maintenance-free.
- **The Connected Option:** Modular sensor integration via Bluetooth, enabling a premium, digital-first experience without compromising the machine's robust build.

THE DIGITAL ECOSYSTEM (SUBSCRIPTION-BASED)

- **Precision Tracking:** Real-time data on strength progression and training volume.
- **Gamified Coaching:** Access to personalized programs, virtual training sessions, and immersive VR compatibility.
- **Loyalty & Engagement:** Tiered user status, automated progress updates, and community challenges to drive long-term retention.

COMPETITIVE LANDSCAPE









	EXEGIZER	ELECTRIC BOXES	STANDARD HOME EQUIPEMENT	COMPACT (Rubber bands, springs etc.)
MAX RESISTANCE	HIGH (136 KG)	HIGH	HIGH	LOW
FORCE QUALITY	CONSTANT (identical to free weights)	CONSTANT	CONSTANT	VARIABLE
PORTABILITY	HIGH (wheeled - 18 kg)	MID (38 kg)	NONE	HIGH
DURABILITY	HIGH (mechanical)	LOW - fragile	HIGH	LOW
POWER REQUIRED	No	YES (power plug)	NO	NO
PRICE POINT DKK	10-15.000	18-41.000	Average: 20.000+	Average: 5.000

MULTI-CHANNEL REVENUE

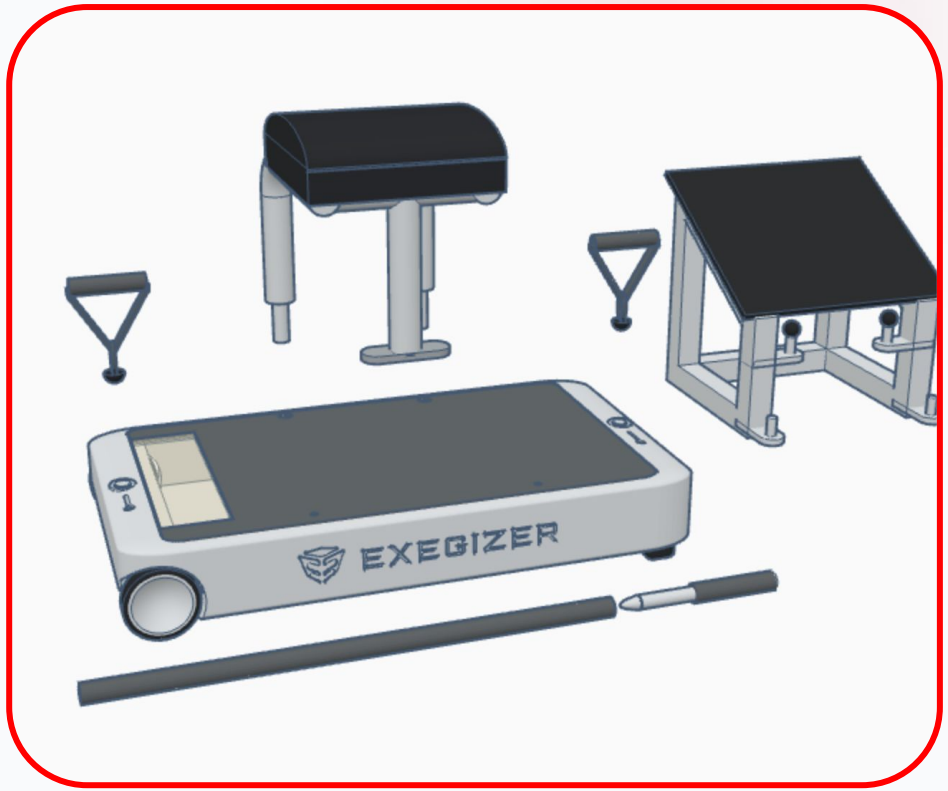
D2C HARDWARE ECOSYSTEM:

- **The EXEGIZER Box: As Entry level or Full Package:** Box + Bar + Bench + Handles + straps + Belts.
- **Single parts and modules:** Package parts + other version parts + modules like Hip Trust.
- **Add-ons & Merch:** Niche accessories and branded apparel to deepen brand identity and physical presence.

- **FUTURE OPTIONS:**
  - Special versions of the Box like High force, Mini or special designs.
  - New versions of known mobile training equipment (Like TRX, Rubber bands) but also seek to invent new solutions in the mobile area.

B2B/B2G STRATEGY (RIGSHOSPITALET PILOT):

- **Service agreement:** Offering Service agreements and optionally risk-free leasing models with built-in maintenance.
- ***Why it works:*** *Ensures predictable cash flow, higher entry barrier for competitors, and strengthens long-term partnerships with institutional clients.*

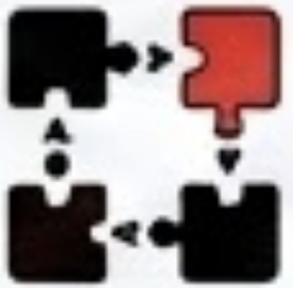






CUSTOMER RETENTION

1. **THE RENEWABLE HARDWARE LOOP:**
   - **Wear-Parts Subscription:** Automated replenishment of primary gas springs and ropes.
   - ***Why it matters:*** *Guarantees 10+ years of product performance, creates a "sticky" subscription revenue stream, and aligns with the global "Right to Repair" movement.*



2. **ENGAGEMENT STRATEGY:**
   - **Lifecycle email marketing:** (Pre-launch teasers → Onboarding → Advanced training tips → New product launches).

3. **DIGITAL ECOSYSTEM (Later):**
   - **Free-to-Premium App:** From basic tracking to an AI/VR-driven "Coach Community."
   - **Monetization:** Subscription fees + revenue share from third-party professional coaches using our platform.

RIGSHOSPITALET ENDORSEMENT

Physiotherapist and PhD student Magnus Nygaard Bech and Research Director Jan Christensen, Department of Occupational Therapy and Physiotherapy, Rigshospitalet:

"At Rigshospitalet, we have identified a need for strength training equipment that combines practicality, high quality, and flexibility. The equipment must be suitable for use both in individual hospital departments and as an effective home training option for patients' rehabilitation. This will become even more necessary in the future, as many treatments—especially within the field of cancer—will potentially be provided in or closer to the home.

In connection with the initiation of a large research project, we tested existing solutions on the market. However, our experience was that what we tested was considered insufficient and not applicable in a larger setup. This was due to, among other things, inadequate technology with major faults that could not be guaranteed to be resolved within a short period, as well as physically very heavy systems that would be challenging for patients and citizens to handle on their own. The equipment that did function, on the other hand, was not available for procurement in the desired volume.

We have tested a demo of the EXEGIZER. The result is extremely promising. We believe that the EXEGIZER can not only cover current needs but also has potential in the future healthcare system, which focuses on delivering health solutions in and close to the citizens' own homes. We see the equipment's mechanical functions and pragmatic design as a major advantage in particular.

We are therefore very interested in entering into an active test phase together with Peter."



- Rigshospitalet wants to increase focus on strength training as studies show that reduced muscle mass and physical function can lead to worsening side effects or lead to poorer effects or changes in treatment.
- Rigshospitalet noted that EXEGIZERs price point is up to 50% lower than the electric boxes they tested.
- Rigshospitalet started first test round with a team of physiotherapists in May 2026.

OTHER EXPERT ENDORSEMENTS

The Club Fitness, Allerød - Founder & Owner,

Ditte Skov:

Got a demo and have agreed to participate in an active test phase.

PT Institute (Personal trainer education) Kasper Danborg & Peter Palvig, Owners:

"Gives the same potential for adaptations as a professional gym." Got a demo of an earlier prototype. Are interested to see a new demo with the intention to participate in an active test phase.

Mylna Sport - COO/Co-owner, Thomas Wemann (Largest Nordic Equipment Supplier):

"This is the future of home training." Got a demo of an earlier prototype. Offered introductions to iFIT Health & Fitness (NordicTrack) and Dyaco.

Body Bike International - CEO, Uffe Asbjørn:

Got a demo of earlier prototype. Validated B2B potential for professional environments.

Ruben Lundtoft - Director, Foreningsfitness (DIF/ DGI):

"High quality is the decisive factor behind its vast potential."

MARKET OPPORTUNITY

TAM (Total Addressable Market): Global Total Fitness Equipment Market (Home & Commercial)

$ 26 Billion (CAGR 5,9%)

SAM (Serviceable Addressable Market): Global Strength Training Equipment

$ 8 Billion (CAGR 5,9%)

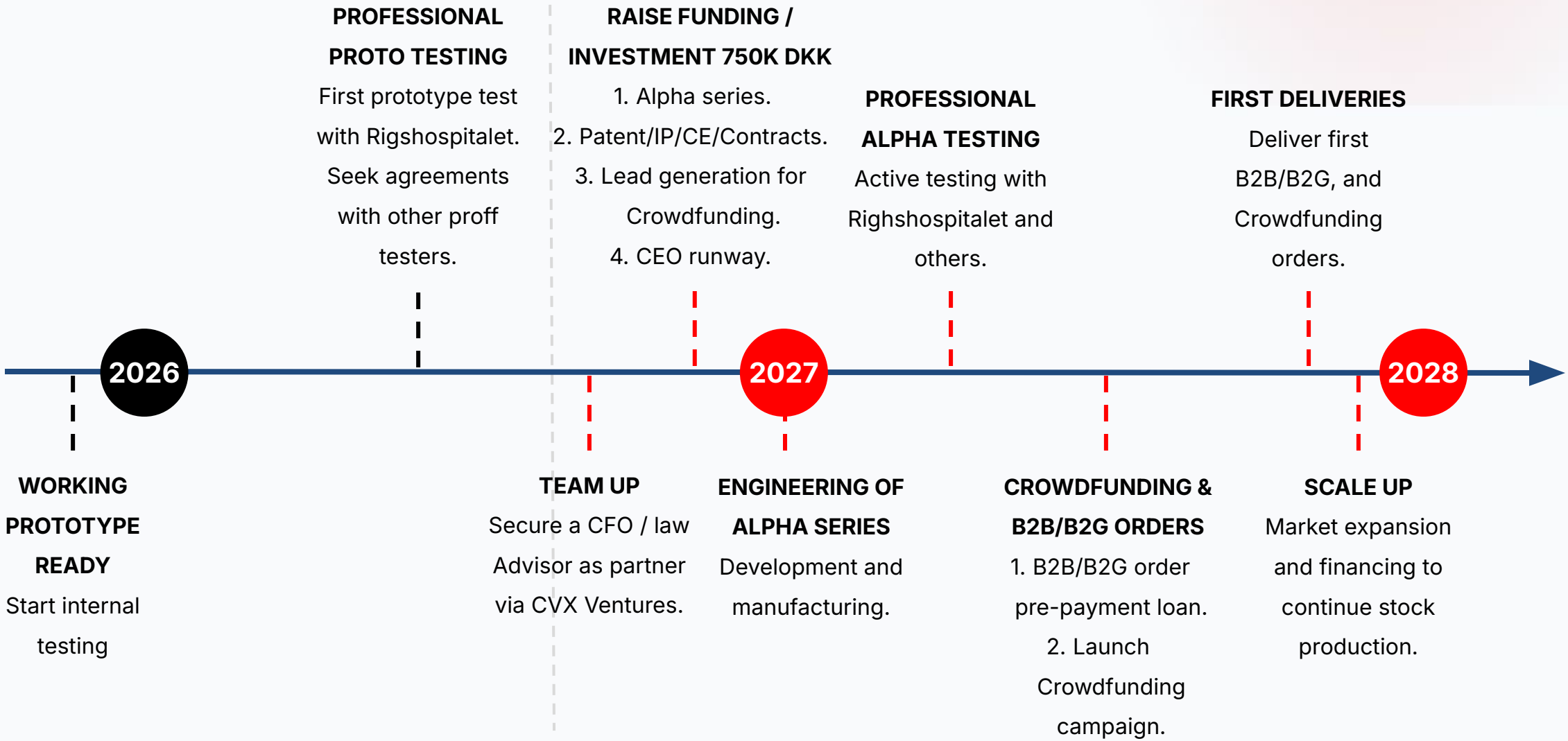
SOM (Serviceable Obtainable Market - Year 3):

1. **CONSUMER D2C:** Start targeting online strength sales in UK, Germany, France, and Scandinavia (Higher if targeting global). LATER: Global and also B2C.
2. **B2B/B2G:** Start targeting Scandinavian Hospitals (200-300), Physiotherapists and Nursing Homes. LATER: Global Health-care, Team fitness, Sports clubs, Hotels, Schools, Military, Company etc.

$ 20+ Million

Source: Fortune Business Insights (Strength Training Equipment Market Report)

ROADMAP


2026
2027
2028
WORKING PROTOTYPE READY
Start internal testing
PROFESSIONAL PROTO TESTING
First prototype test with Rigshospitalet. Seek agreements with other proff testers.
TEAM UP
Secure a CFO / law Advisor as partner via CVX Ventures.
RAISE FUNDING / INVESTMENT 750K DKK
1. Alpha series.
2. Patent/IP/CE/Contracts.
3. Lead generation for Crowdfunding.
4. CEO runway.
ENGINEERING OF ALPHA SERIES
Development and manufacturing.
PROFESSIONAL ALPHA TESTING
Active testing with Righshospitalet and others.
CROWDFUNDING & B2B/B2G ORDERS
1. B2B/B2G order pre-payment loan.
2. Launch Crowdfunding campaign.
FIRST DELIVERIES
Deliver first B2B/B2G, and Crowdfunding orders.
SCALE UP
Market expansion and financing to continue stock production.

THE TEAM



PETER MORTENSEN

Founder & CEO

Various experience with Project Management, Sales, Marketing etc.



PIOTR JANUSZKIEWICZ

Partner & Technical Lead

Senior Mechanical Engineer Product Designer. Contact to manufacturers in Poland.



OPTIONALLY

We have access to other resources like a Manufacturing & Compliance specialist if needed.

THE ASK & DEAL

ASK

CFO / LAW EXPERT ADVISOR & POTENTIAL CO-FOUNDER

Can help with:

- Go from Go-To-Market to Scale-up.
- Get funding & investments.
- Experience with physical product manufacturing.
- Law, Legal, IP, Insurance.
- Manufacturing, Logistics & Freight.
- Leasing / Service agreements.

DEAL

3% OF SWEAT EQUITY VESTED TO SCALE-UP PHASE (APPROX 2 YEARS)


JOIN US!
Remove barriers to make professional strength training accessible to everyone, everywhere.
EXEGIZER
EXEGIZER