




SKYLAB is a tool for sports, health and fitness professionals that helps streamline communication, coaching, accountability and helps your community develop micro-actions and habits for success.

# ADDRESSING THE NEEDS OF THE SPORTS & FITNESS INDUSTRY




## COMMUNICATION

- Targeted messaging & training groups based on locations, interests, experience, performance and more.
- Laser coach & provide feedback based on behaviors & achievements



## ACCOUNTABILITY

- Traceable transparency using our Value Reinforcement System to track results
- Design repeatable micro-actions to track, show & share growth



## LESSONS

- Lay out a graduation model for training and content
- Separate training by difficulty and level up by achievement or with a pay wall



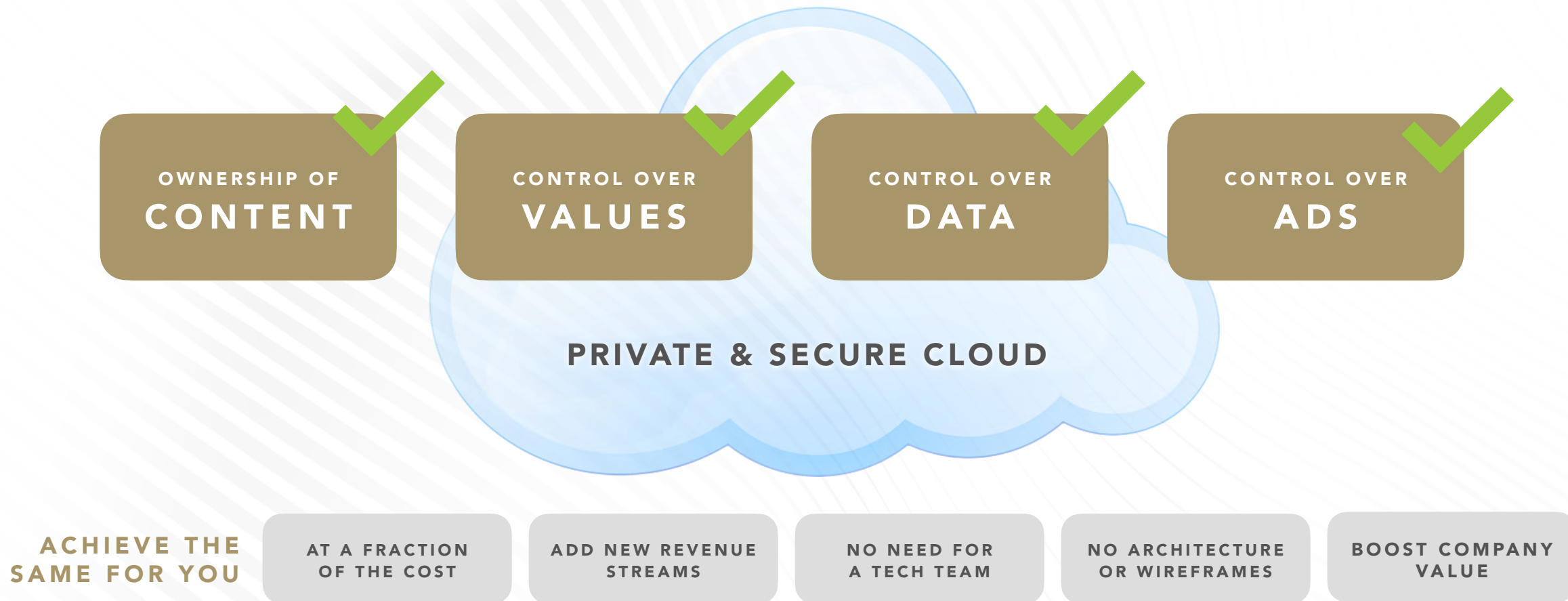
## ACHIEVEMENTS

- Recognize achievements with badges & rewards
- Live leaderboards recognize top performers for areas you determine are important

WATCH THE VIDEO



# WE GIVE BACK OWNERSHIP AND CONTROL TO YOU



## BRANDS WHO HAVE TRUSTED OUR SOLUTIONS



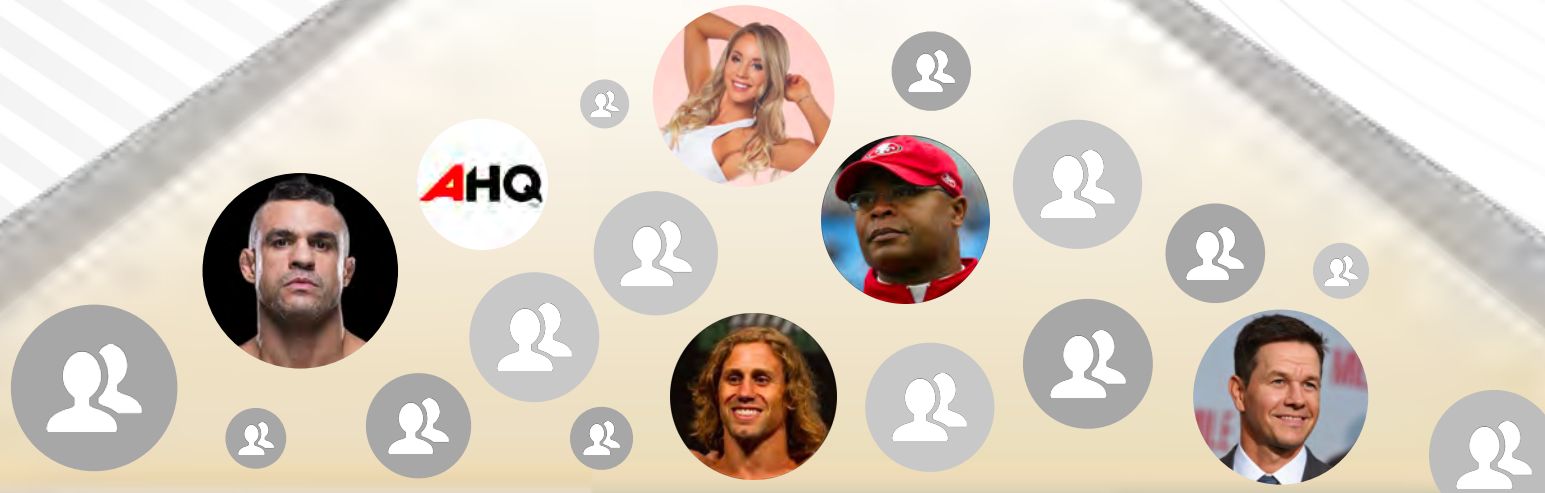
# GROWTH OR REVENUE OPPORTUNITIES



**WE DON'T JUST LAUNCH  
YOUR PLATFORM...**



**WE LAUNCH YOU ACROSS  
OUR ENTIRE NETWORK!**



# LEAP BEYOND RAISING AWARENESS TO ACTUAL TRANSFORMATION WITH VRS (VALUE REINFORCEMENT SYSTEM)



**EDUCATE &  
INCREASE  
AWARENESS**



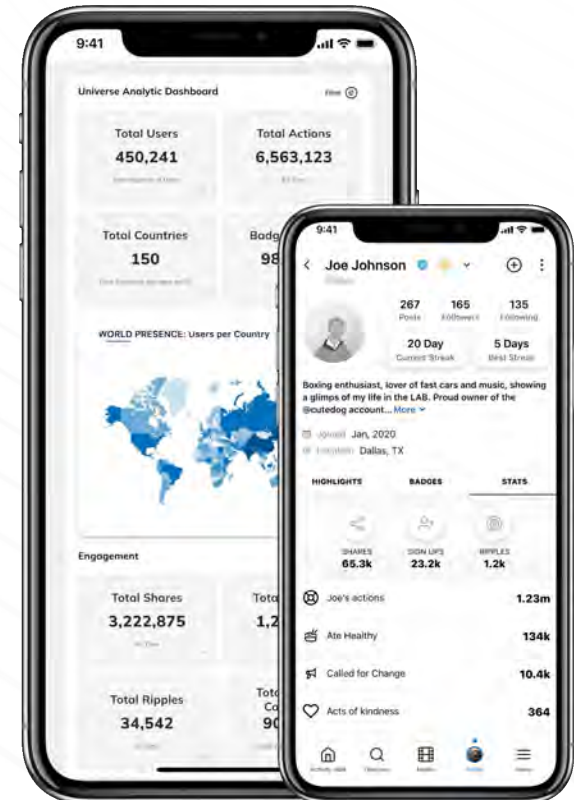
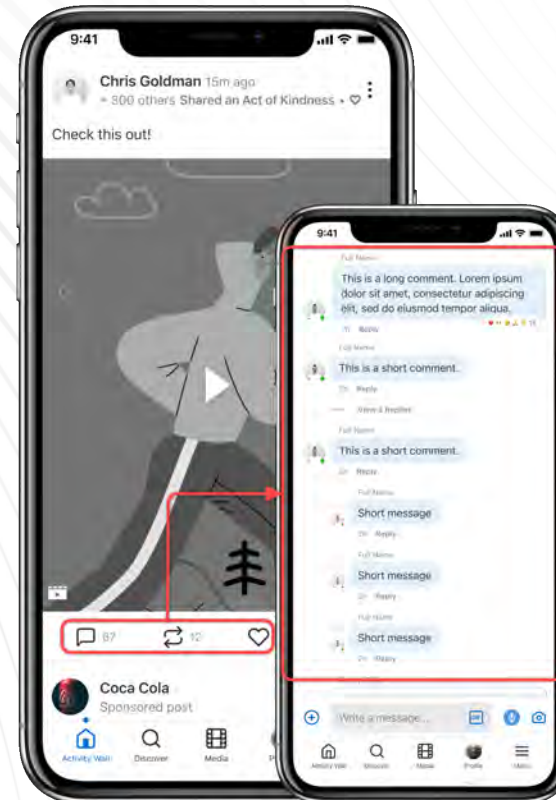
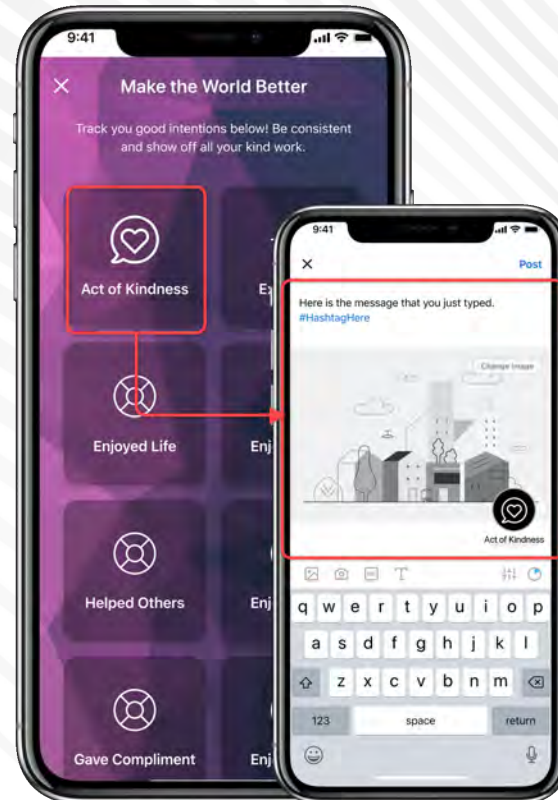
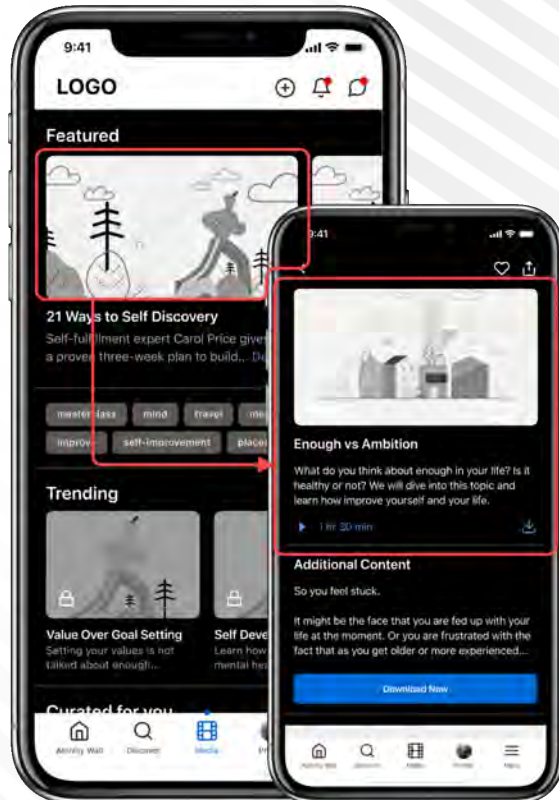
**SHAPE &  
TRACK  
BEHAVIORS**



**COMMUNITY**



**IMPACT,  
OUTCOMES &  
ANALYTICS**



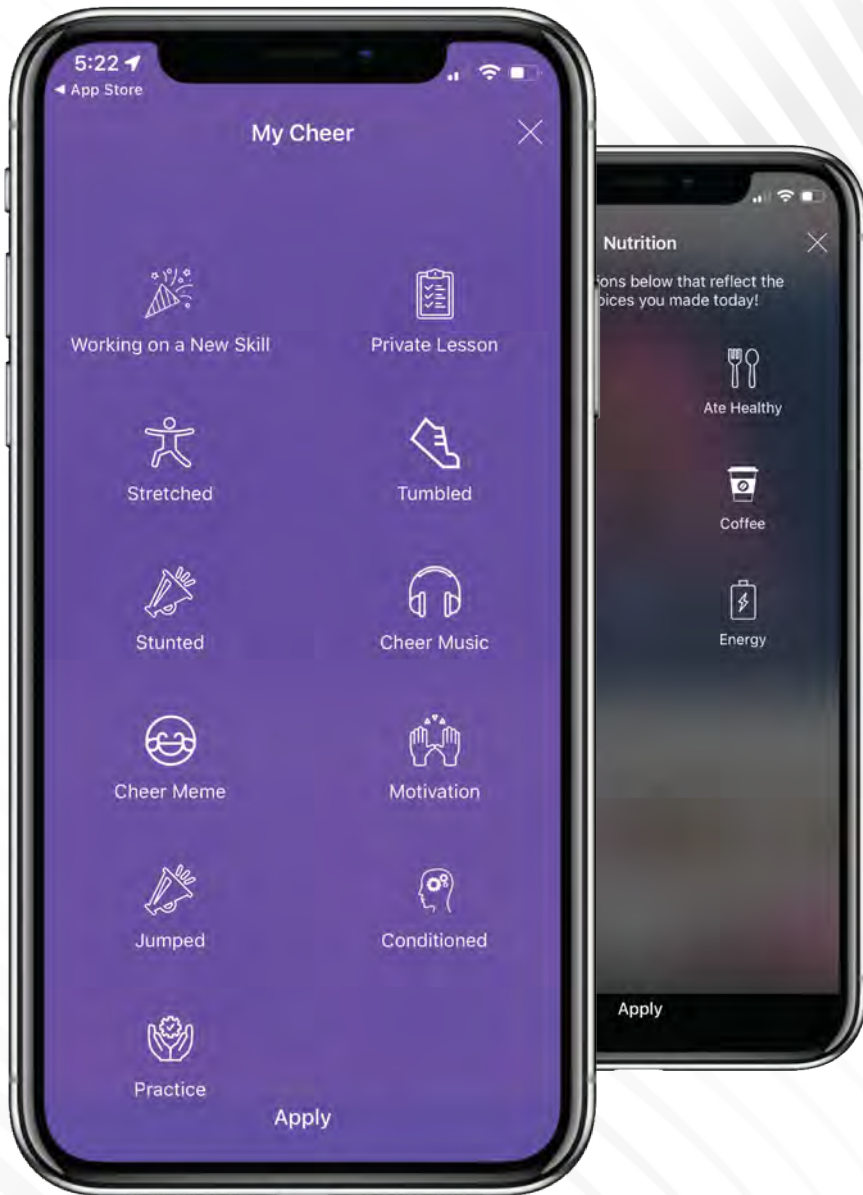


## KEY FEATURES

# YOUR APP, YOUR BRANDING

Owning your own platform means being able to fully control the branding element that tells your story.

Also design your onboarding features such as phone or email login, and specify what data to collect from users.



## KEY FEATURES

# VALUE REINFORCEMENT SYSTEM

Create behaviors your users can track and showcase their habits with the community.

Highlight and reward those users for their hard work and making a difference in the world.

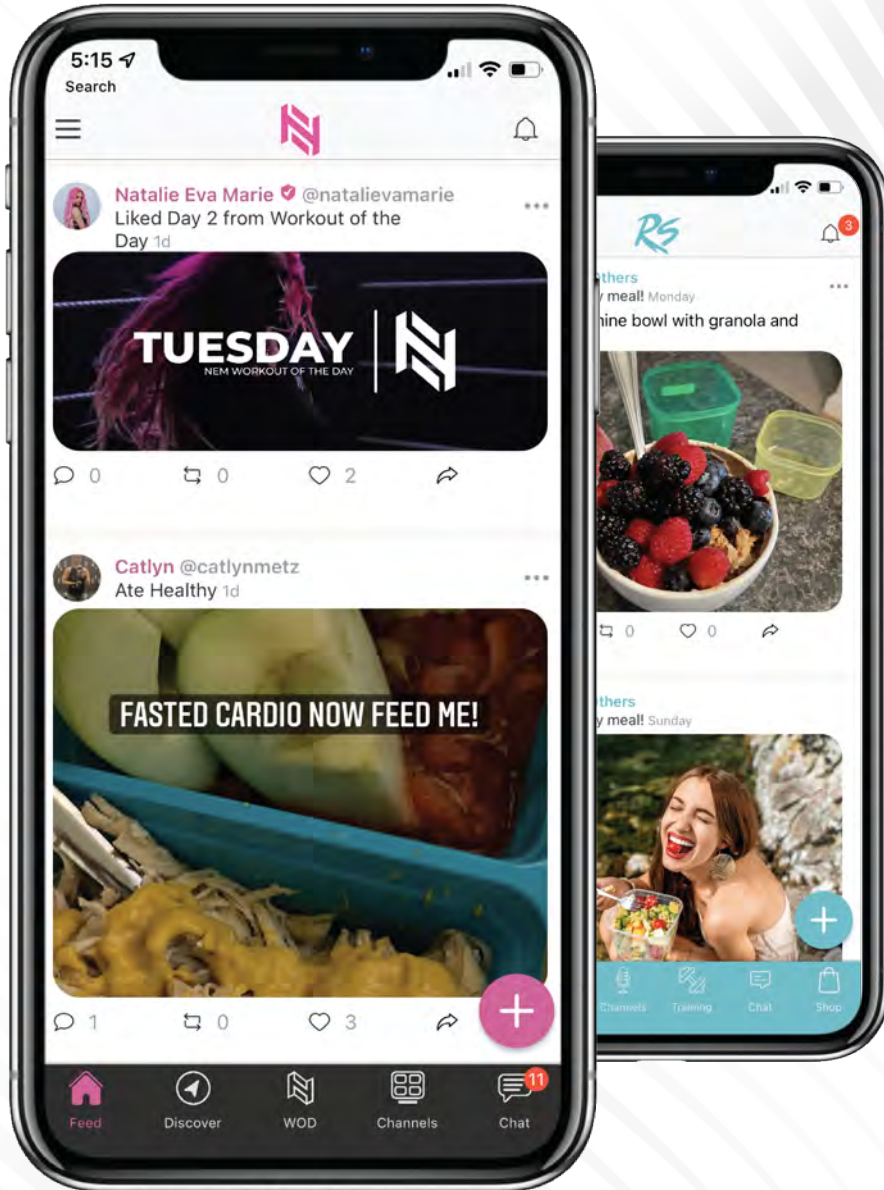
Analytics support achievements and your desired outcomes.

## KEY FEATURES

# ACTIVITY WALL

Full social media functionality as on mainstream social networks for sharing content, liking and commenting.

Let user generated content help drive the direction and reinforce the culture and goals you've set for your users to achieve.



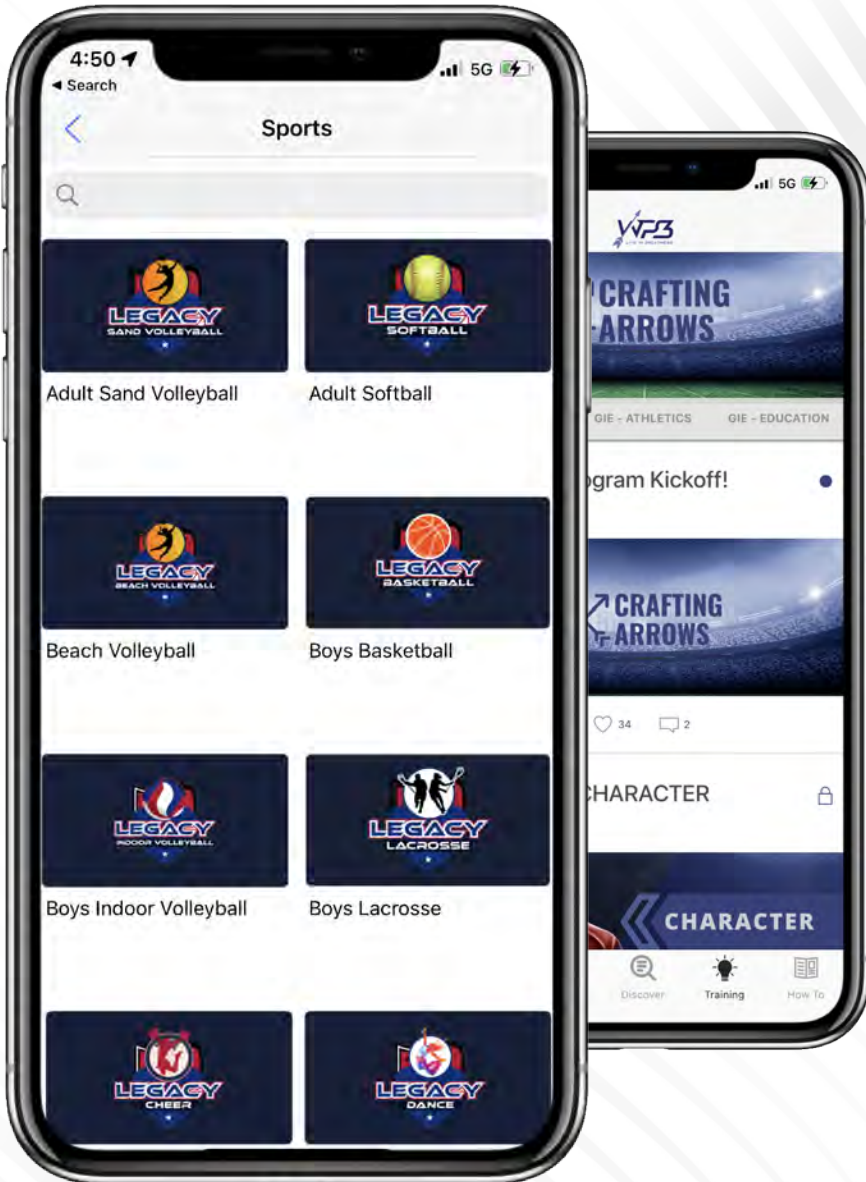


## KEY FEATURES

# CHAT & BROADCAST

Send direct messages to your entire community, individual groups, or to specific audience types who share individual traits or targeting parameters.

Laser coach based on users behaviors, performance, interests, locations or a combination of all.

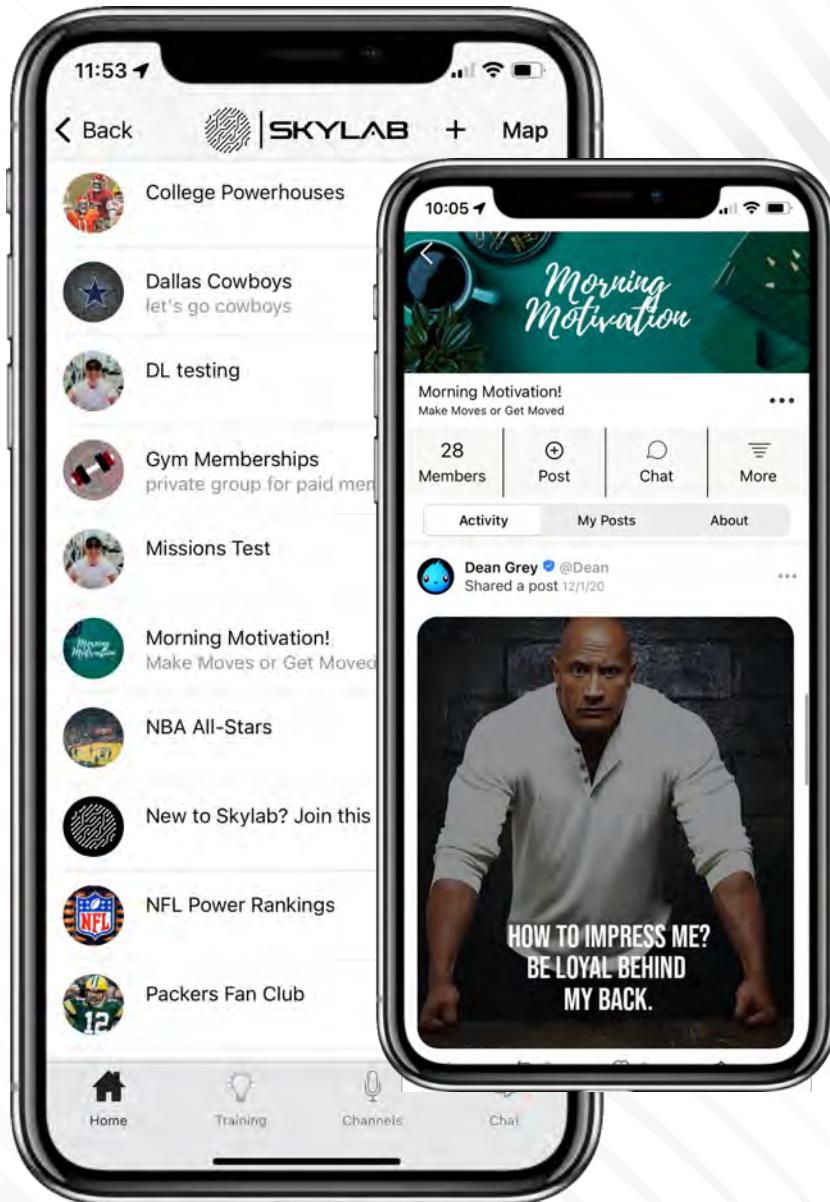


## KEY FEATURES

# CHANNELS

Curate relevant content using the rich channels feature for segmenting and prioritizing the most important and digestible information for your audience.

Include content from famous coaches, brands, or events that can help motivate & drive interests and growth.



## KEY FEATURES

# GROUPS

Allow groups to discuss specific topics and the issues that matter to your community. Allow neat grouping of conversations around singular themes to manage effective flow of information.

Create Private or Secret encrypted groups that aren't available to the general public.

Allow users to create their own groups, or restrict your app to your own created groups only.



## KEY FEATURES

# LEADERBOARDS & BADGES

Recognize users for working hard and sharing success habits with the community by showcasing them on leaderboards and spotlight of the day while rewarding them with badges.

Badges and achievements can be customized and branded to your needs.



## KEY FEATURES

# BEHAVIORAL PROFILE

Profile that showcases user stats, analytics, trophy case, and all engagement and posts.

Allows users to see and track their progress to improving their lives through your platform.

# SUPPORT PACKAGES & THE TEAM THEY INCLUDE



## SERVER & HOSTING

- Starting at \$100 per month
- Approx. \$500 per additional 20k total users per month



## MONTHLY LICENSE & SUPPORT

- Starting at \$1,200 per month.

Our team will help you automatically update your software, maintain your platform and help you make regular changes to your app.

**Inquire with us on your 1-time set up pricing for building your platform**

## LAUNCH & SUPPORT TEAM



KYLE MCCARTHY



ALEX MCCARTHY



MITCH HUNT



GRACE SIMS

## ACCELERATION TEAM



### MIKE GAMAROFF

Former Head of Innovation at WPP, the world's largest ad agency group, now focused on generating ad revenue for your business.



### DAVID SCHIEFFELIN

Developed media assets for News Corp., generating billions in sales, sourcing the latest innovation in crypto and payment solutions for you.

# 2021 PRESS MENTIONS

[linktr.ee/SKYLABappsPR](https://linktr.ee/SKYLABappsPR)



THE WALL STREET JOURNAL  
**WSJ**

**Newsweek**



**The  
New York  
Times**

**AXIOS**



**The  
Washington  
Times**

**ARAB NEWS**

**The  
Economist**



**GIZMODO**

**BUSINESS  
INSIDER**



**NewsmaxTV**



**NEW  
YORK  
POST**

**yahoo!  
finance**

# WHAT OUR CLIENTS SAY

"Through Skylab's Value Reinforcement System and other features, we were able to create a Christ-centered application for people to take their spiritual growth to the next level. Skylab's Genesis and Success Teams have been amazing during our journey, from consulting on best ways to utilize the platform, launch strategy, and ongoing support."



**Bobbie Cox**  
Founder of Branch to Hope

"We first chose Skylab for the Blended Festival Platform because we wanted to have a place for festival-goers to share their experience about going to one of our festivals. After consulting with the Skylab team, we were able to do that and much more! After the success we had in 2021 and the ability to prove our success through the Blended Festival Platform, we are gearing up for massive growth in 2022."



**Sean Evans**  
CEO of Blended

"Skylab's innovative technology allowed us to create FreeSpace Social in a matter of days. We've amassed users across 176 countries, been featured in top newspaper publications globally including UK Telegraph, Jerusalem Post, Newsweek, Wall Street Journal and Axios while appearing on several national news networks including Newsmax, Americas Voice and The Blaze TV"



**Jon Willis**  
CEO of FreeSpace Social

"Through the Skylab Platform, we were able to host our virtual marriage summit on our application and received over 8,000 downloads from one course alone!"



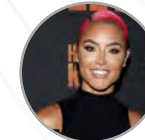
**Nicole Stark**  
VP Marketing & Operations  
of Promise Keepers

"The Skylab platform is without a doubt the most incredible platform I've ever seen. It is the 'WordPress' of platforms! The features are mind blowing yet incredibly simple to use. I can see that this will be the biggest needle-mover in anyone's online business."



**Glen Ledwell**  
CEO of Mind Movies

"When I first met with Skylab, I was blown away by the innovative technology that would allow me to monetize, reward and grow my community. The NEM app is a great tool for you to have access to workouts, stay motivated, and interact with others in a global community all powered by the amazing team and tech at Skylab."



**Natalie Eva Marie**  
WWE Superstar, Model, and Actress

# OUR CLIENTS

**hypervibe**

**Amway**



**SEALTRAINING**



**PROMISE  
KEEPERS**  
MEN OF INTEGRITY

**mindmovies**

**WOMEN'S  
LEADERSHIP  
LIVE**

**XSENERGY**

**CHEER  
& DANCE  
LIFE**



**powur™**



**THE RED FLAG  
IMAGE COMPANY**

**Optamiz**

**ATHLETE HQ**

**famfun PASS**



**THE CANFIELD TRAINING GROUP**  
MAXIMIZING YOUR POTENTIAL

**FREESPACE  
SOCIAL**

**Allergan™**

**ALLYSIAN**



**GRAVITY PLATFORM**



**ALLISON MASLAN  
INTERNATIONAL**  
THE BUSINESS COACHING AGENCY

**myLifeLink**

**intuit®**

**m My Wine  
SOCIETY**

**bizCbook.com**

**thetri[tree]**

**bioXcellerator™**  
Re-Envisioning Healthcare for Humanity

**Bell Bank Park**

**VFB**  
LIVE IN GREATNESS

**ACE→**

**LIFEST**  
A PARTY WITH A PURPOSE



**MMA  
VIRTUAL TRAINING  
UNIVERSITY**

**blended  
festival**

**ARMM**

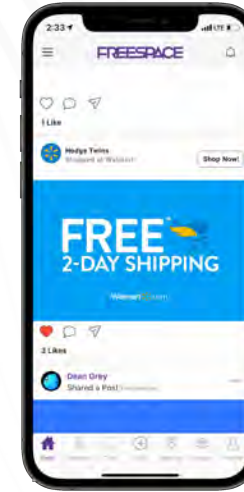
# POWER OF OWNING YOUR OWN AD PLATFORM

Fairly distributing ad revenues into the hands of content creators and businesses.

\* Estimated CPM: \$4.50 (mid-range on industry benchmark)

\*\* Our apps average 2-3x the market average daily impressions per user

\*\*\* Daily ad frequency estimate of 9 impressions per day per user



Total users	20,000	50,000	100,000	250,000	500,000
Daily Active Users (DAU)	2,000	5,000	10,000	25,000	50,000
Monthly IMPDAU (impressions per DAU)	540,000	1,350,000	2,700,000	6,750,000	13,500,000
Net annual Ad Revenue (\$4.50 CPM)	\$9,160	\$52,900	\$125,800	\$324,500	\$649,000
Client Revenue Share (@70%)	\$6,412	\$37,030	\$88,060	\$227,150	\$454,300



**SKYLAB**

**SPEAK WITH OUR TEAM AND GET  
THE BEST STRATEGIES FOR YOU TO**

**GET STARTED TODAY**

**JEREMY WONG**

Executive Vice President  
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