

PROFILE

Are a young, enthusiastic, impulsive & take-charge group with confidence.

Are technically savvy, have grown up multi-tasking & are most open to new technologies & ideas.

Are concerned about the environment as it impacts their purchasing decisions.

Are predominantly single, well-educated professionals in business, finance, legal, computer, & entertainment occupations.

These are health-conscious consumers, who exercise regularly & pay attention to the nutritional value of the food they purchase.

Are environmentally conscientious but also image-conscious; both impact their purchasing decisions.

Are well-educated & well paid with little financial responsibility.

Image is important to these consumers. They use the Internet to keep up with the latest styles & trends & shop around for good deals.

Socially & environmentally conscious, they are willing to pay more for products that support their causes.

SOCIOECONOMIC

Socializing & social status very important

Favor organic food, purchasing groceries at higher-end markets

Always connected; texting is their preferred form of communication

Willing to take risks & work long hours to reach top of their professions

Spend money on nice clothes, dining out, travel, treatments at day spas, & lattes at Starbucks

Spend freely on fashionable & brand clothing & own the latest in cell phones &

Prefer environmentally safe products

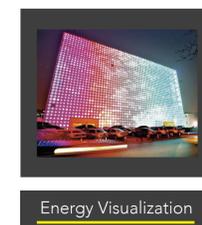
Support environmentally groups, recycle faithfully, & contribute to arts/cultural

Work from home & travel often exploring new destinations & experiences

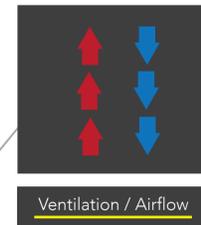
Technology shifts actions and behaviors. Pulse infuses the human element with metrics to demonstrate how their own energy can be re-used to for power. Beautiful and meaningful data helps people stay engaged and motivated.



The Juice Bar provides all natural foods and drinks compliments of the top floor Living Garden. Take a break from your workout or a long day and kick back with your friends. Once you reach 10,000 Watts, receive a free smoothie on us!

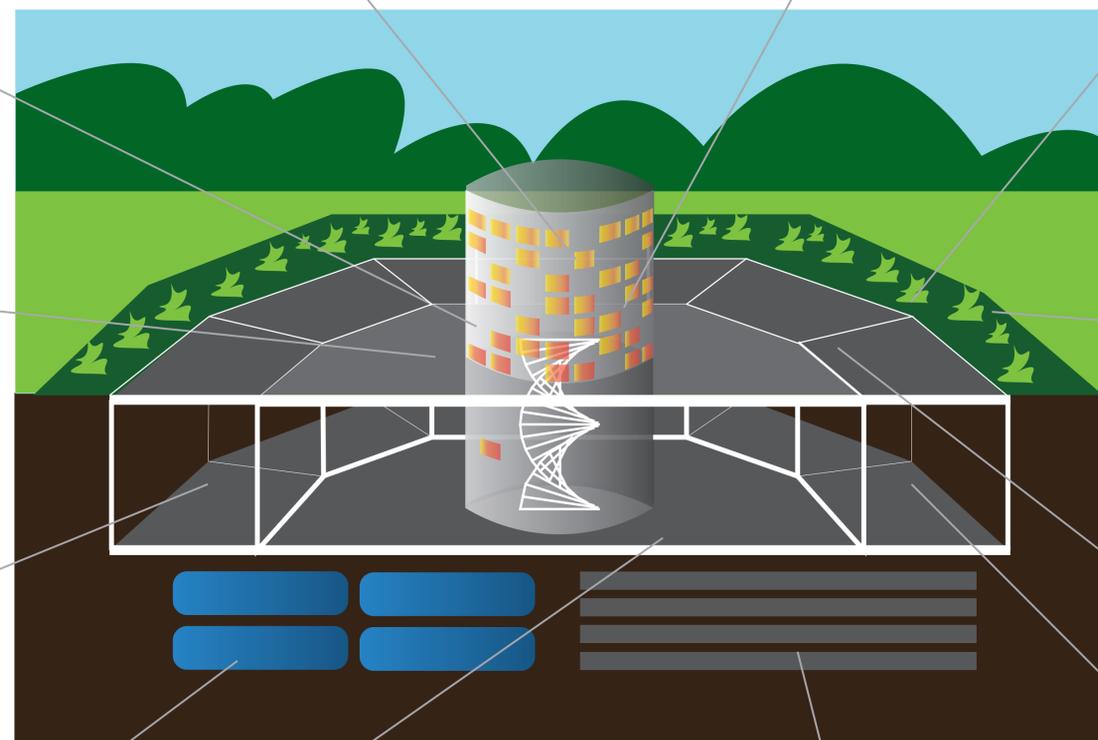


The Pulse Gym has a trademark entrance with a visual display that shows all of the energy currently being generated and captured by fitness-goers. This display helps members connect to their impact on the environment.



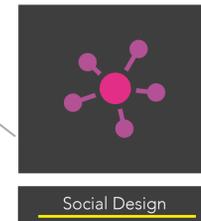
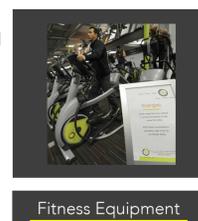
Pulse Gym's underground design reduces ambient temperatures significantly reducing air-conditioning and environmental costs.

Near Field Communication allows you to share who you are with Pulse. There is no longer a need for card swiping, locks on lockers, or physical heart monitors. Pulse is wired to securely connect with you and provides an opportunity for you to connect with others.



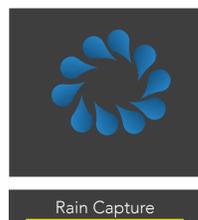
The Pulse Living Rooftop Garden includes vegetables and fruits used by our Juice Bar. It also provides a place to hang out with other fitness goers while enjoying the benefits of being outside. Our

Our energy capture machines each feed around 100 watts per hour back into the building's power supply. These machines also use 30% less electricity than regular machines, while self-powering its displays. Our fitness goers can log into our machines.

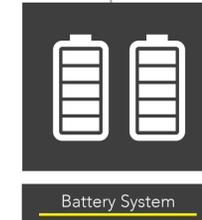


As you walk into Pulse, the diversity of being inside, outside, above ground and underground allows fitness goers to customize and choose where they want to be and what they want to do in relationship to their surroundings.

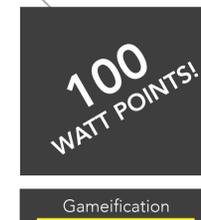
One of the greatest resources on the planet is water. The drought's direct impact on California has prompted Pulse to install a fully capable rain capture system which filtrates water into drinking water for its patrons.



The floors at Pulse encourage fitness-goers to dance, jump, and have fun all while absorbing each footstep through energy capturing power cells. Each tile is also connected to NFC for real-time footfall data connected to the Apple watch.



Pulse is integrated with a state of the art closed-looped smart-energy battery system that connects and powers all devices and gym equipment. This system allows Pulse to be the world's first net-zero gym.



Pulse fitness equipment has preinstalled games that track and measure energy creation through fun and enjoyable experiences that encourage competition.