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HEALTH & FITNESS

FEBRUARY 7-8 2024
LOS ANGELES

2023
INNOVATION
SHOWCASE
FINALISTS

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Coach Welly

ABOUT

Coach Welly is heralded as a top contender in Australia's AI sector and is set to revolutionize health and fitness globally through its unique blend of AI, biometrics, and gamification within a cloud framework, offering a scalable, personalized user journey. The Coach Welly consumer app integrates seamlessly with various health devices and gym software, providing a holistic solution that acknowledges and incentivizes all aspects of health and wellness.



**OWEN
BOWLING**
CO-FOUNDER
& CEO

Owen Bowling is the Co-Founder and CEO at Coach Welly, a sports technology startup poised to rapidly grow into a technology leader to disrupt the global health and fitness market using a combination of AI, fitness content, biometrics and gamification with cloud-based software to provide a personalised user experience at scale.

Owen has two decades of fitness industry experience having founded CrankIt Fitness in 2010, designing a functional fitness product and education courses for personal trainers which are now distributed in over 25 countries.



ABOUT

Equa is redefining what it means to practice mindfulness with a digital coach - connecting mind, body and data to make meditation tangible.

Its mission is to give people the tools and support necessary to build a more resilient mindset. Learning with Equa feels akin to using Duolingo for mindfulness. Its newest training technology uses respiration biosignal feedback to help people visualize and understand their physiology while they practice. Equa also leverages human support, like certified coaches and community programming, to drive outcomes at the personal and organizational level.

Scientists before we were entrepreneurs, Equa got its start in the Health & Human Performance Lab under Dr. David Creswell at Carnegie Mellon University.



**MATHEW
POLOWITZ**
CO-FOUNDER
& CEO

Mathew Polowitz is Co-Founder and CEO of Equa Health, a next generation mindfulness trainer connecting mind, body and data to make meditation tangible.

Mathew was a recipient of the Swartz Innovation Fellowship at Carnegie Mellon University, where he received an MBA and an MSPP before channelling his skillset to the commercialization of university research in his work with Equa. He has taught meditation for nearly a decade, with experience building strategic partnerships to support his former company to acquisition prior to returning to school. Mathew is an avid meditator, climber, writer and musician.



FITBIOMICS

ABOUT

FitBiomics is a bioscience company decoding the microbiome of the most fit people in the world and translating that data into next-gen probiotics for health and longevity solutions. Our first product, Nella, is clinically validated for both gut and sleep health while our second product, Veillonella, eats lactic acid to fight fatigue and promote endurance. With a robust innovation platform, we are developing probiotics for additional functional applications - including strength, recovery, mood, and Women's health. By applying leading edge bioscience towards consumer health/preventative medicine, our goal is to fundamentally change the way we understand and optimize our bodies.



JONATHAN SCHEIMAN
CO-FOUNDER
& CEO

Jonathan received his PhD from NYU in biomedical research and was a postdoctoral research fellow at the Wyss Institute for Biologically Inspired Engineering at Harvard, working on transformative sequencing technologies and programmable cellular engineering. A Big East champion in basketball at St. John's University and former inner city public high school basketball coach, one of Jonathan's long-term goals is to use human performance as a medium to discover next-gen health modalities and make them accessible to broader populations.

GAINFUL

ABOUT

Gainful is performance nutrition that unlocks your full potential.

Through personalized products and 1:1 Registered Dietitian support, Gainful empowers active people to reach their unique goals by transforming their health.

Products include protein, hydration, pre-workout, creatine, fiber, collagen and are available for sale at Gainful.com and nationwide in Target.



DEAN KELLY
CHIEF
EXECUTIVE
OFFICER

Dean is currently the CEO of Gainful and previously on the executive team at Zola. Prior to Zola, Dean founded three global start up companies (HeyLets, Zanui and Orbirental), was an investor (Tipit, Legal Vision, Found, Escape to Paradise, Routinely, Ethels Club, Newtral, Eucalyptus, Expectful, Zenlytic, Frontier Pets) and an executive operator running a \$400m+ business across the US for Walmart global Ecommerce. Dean was the Head of Strategy at Football Federation Australia, as well as a Senior Strategy Associate at Booz and Company, and the Corporate Development and Strategic Partnerships Manager in Malawi at the William J Clinton Foundation.



lumin
FITNESS

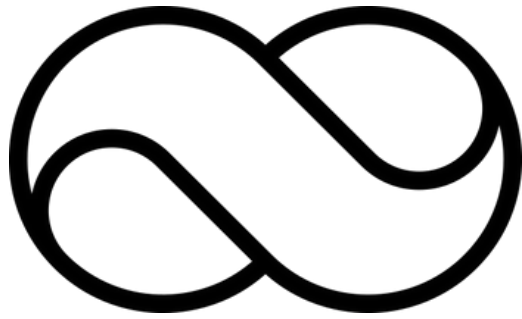
ABOUT

Lumin Fitness is The World's Smartest Fitness Studio. Founded in 2019 and developed by fitness, franchising and gaming industry veterans, the brand's proprietary fitness ecosystem utilizes the latest advances in artificial intelligence, digital display, motion tracking and object detection to create the most intelligent, interactive, and individualized boutique fitness experience in the world. Lumin Fitness combines the best of personal training with group fitness in a sensory-driven environment that changes daily and evolves over time. Headquartered in Dallas, Texas, Lumin Fitness is now franchising across the nation and around the world.



**BRANDON
BEAN**
CO-FOUNDER
& CEO

Brandon's love of fitness and franchising was solidified during his time as Chairman and Chief Executive Officer at Gold's Gym. He witnessed the lack of innovation happening in the big box gym space along with the boom in boutique fitness and saw the opportunity to usher in a new era for how fitness, franchising and technology coexist. Through the co-founding of Mixed Partners in 2019 and the 2023 brand launch of Lumin Fitness, Brandon set out combine the power of technology with the power of community to serve a growing market that does good in the world.



ABOUT

LumosTech pioneers circadian rhythm optimization solutions to enhance sleep and performance for individuals battling poor sleep caused by circadian disruptions such as jet lag, night shift, and difficulties falling asleep or waking up. The Lumos Sleep Mask, accompanied by the app, offers tailored sleep programs to optimize sleep quality. Tested in human subject studies funded by the Department of Defense, Lumos empowers users with effective tools rooted in scientific research. Our mission is to revolutionize sleep technology, offering a noninvasive, non pharmacological solution for improved sleep quality and heightened performance for a well-rested and revitalized life.



**DR. BIQUAN
LUO**
FOUNDER &
CEO

Dr. Biquan Luo is the Founder and CEO of LumosTech. Biquan is the brain behind Lumos and an inventor of multiple patents on circadian rhythm and sleep regulation. She is the principal investigator of two Department of Defense-funded projects on optimizing human performance via circadian rhythm and a National Science Foundation-funded project exploring how to improve sleep for adolescents. Dr. Luo is an alumna of the Ignite Program for Entrepreneurship at Stanford Graduate School of Business, the Stanford-affiliated accelerator StartX, StartUp Health, and the NYU Endless Frontier Labs. She received her Ph.D. from University of Southern California and postdoctoral training in Personalized Medicine at Stanford University.



ABOUT

Proteus Motion is redefining how we quantify and improve physical strength and power, moving beyond one-dimensional methods.

Proteus' patented hardware and software is used by hundreds of commercial gyms, elite sports organizations, physical therapy and chiropractic clinics to enhance and expand their services.

Proteus performance testing software delivers personalized training recommendations, progress tracking, and peer comparisons, enabling easy program development.

As a resistance training tool, Proteus is the ultimate tool to safely train functional movements with a unique experience that feels like training underwater. The tool is used by more than 75,000 athletes ranging from age 8 to age 98.

Proteus aims to become the universal standard for measuring physical strength and power.



**SAM
MILLER**
FOUNDER &
CEO

Sam Miler, a trailblazing innovator and robotics enthusiast, is dedicated to empowering athletes through data-driven strength training. Recognized for his expertise in personalized training and the fusion of fitness and technology, Sam has become a thought leader in sports performance and rehabilitation. With a mission to bridge the gap between technology and human performance, he draws inspiration from his athletic journey. Realizing the limitations of existing measurement approaches, Sam revitalized a technology from his father's work at MIT, creating a patented innovation that revolutionizes strength and power measurement in real-life movements. His creation, supported by cutting-edge software, is reshaping how we approach strength training, providing personalized insights and progress tracking.

RE/GEN METHOD

ABOUT

RE/GEN Method is an evidence-based holistic fitness and longevity experience that empowers individuals to reach their highest potential in physical, emotional, and mental well-being. The method blends the complementary benefits of pilates, strength, training, and functional fitness for an ultra-efficient, high-energy, form-focused, all-in-one workout experience.



**MELISSA
GELLMAN
WEISS**
FOUNDER &
CEO

Melissa Gellman Weiss is the Founder and CEO of RE/GEN Method. She is an established leader in marketing and digital, with deep expertise in fitness and retail. Melissa has served as Board Member and Chief Marketing Officer at Barry's, Head of Marketing at J. Crew, and first Head of Brand Marketing and Strategy at the Amazon fashion division. She is a commercially minded storyteller, brand-builder, and revenue driver, with a passion for companies that are catalysts for connection and change.

Melissa lives in New York with her husband and two daughters.

Join us in LA

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