



**Company Name:** Muve, Inc. 294 Grove Lane East, Suite 170, Minneapolis, MN 55391  
**Phone:** 612-203-2621 **Fax:** 952.404.0035 **Email:** Info@Muve.Me **Web:** www.Muve.Me

**Business Description:** Muve, Inc. was formed in 2007 with the goal of reversing the obesity epidemic in the United States and globally. Muve's mission is to deliver scalable, broadly available activity based weight management solutions. Muve provides the tools, technology and coaching services to help individuals lose weight. Our weight management solutions have been proven successful through extensive research and real-world trials.

**Product Description:** We have developed the Gruve Solution™, a patent-pending weight management system that tracks energy expenditure with a wearable device, an accompanying online service and our Muvology™ consulting services. Our product is unique in that it allows an individual to accurately track their personal caloric burn throughout the day and determine the amount of activity needed to exceed their caloric intake and lose weight. Our Gruve device uses an omnidirectional accelerometer to measure activity intensity and duration. Synchronizing the Gruve device with our Gruve web site gives the customer the ability to view their daily calorie burn and track their weight loss progress. We are currently providing our scientifically-tested and validated weight management program to corporations and their employees. Future plans include a release of our weight management program to consumers.

**Market Size:** An estimated 125 million Americans and 1 billion people worldwide are overweight or obese. Over the past 20 years, the number of children who are overweight has increased by more than 50%. Weight loss and weight management is an obsession for Americans with more than 40% of women and 25% of men trying to lose weight, and 55% of Americans actively trying to maintain their current weight at any given time. The total U.S. weight loss market was worth an estimated \$58.7 billion in 2007 with an annual growth rate of 6% projected to \$68.7 billion by 2010.

**Customers:** Companies such as Best Buy, U.S. Bank, Emerson Process Management, and Salo have all implemented the Gruve Solution with the objective of lowering health care costs while their employees become more healthy and active. We will also begin targeting the individual consumer in 2009 through both online and offline retail channels.



**Company Name:** Muve, Inc. 294 Grove Lane East, Suite 170, Minneapolis, MN 55391  
**Phone:** 612-203-2621 **Fax:** 952.404.0035 **Email:** Info@Muve.Me **Web:** www.Muve.Me

**Key Personnel:**

- **Chief Executive Officer:** Tom Hudson; Internationally experienced executive with diverse industry experiences at many levels and sizes of companies with a proven track record of acquiring, selling and integrating over 24 companies during his career. He has successfully raised capital many times including secondary, convertibles, PIPES and short and longer term debt instruments.
- **Chief Operating Officer:** Jim Meyer; A wealth of CEO, President, Board and Operations Executive experience with a number of high technology manufacturing and service companies: he knows how to design, manufacture & bring to market high tech products within ISO and FDA Quality Systems.
- **Internet Technology:** Bret Otzenberger; Previously with RMG Connect as Principal Architect, responsible for leading and designing Internet software solutions for a number of Fortune 500 companies.
- **Product Development:** Marc Seaberg; previously the founder and CEO of a wellness company that created a web-based technology enabling the personalization and customization of audio programs for people struggling to lose weight, quit smoking, or manage stress.
- **Marketing:** Joel Silverman; Previously with Wolters Kluwer Financial Services where he was responsible for the company's online brand development, e-commerce solutions and online marketing.
- **Business Development :** Greg Soderberg; Previously provided consulting and business development services within Fortune 500 companies involving health, fitness management and work injury management.
- **Engineering:** Gary Stein; 25 years experience in innovation across the consumer electronics, networking and computer industries and has been an integral part of three startups.
- **Corporate Consulting:** Andrew Wood; Previously with General Mills designing, developing and managing several fitness programs and advising on ergonomics in the workplace.