



Dance like no one's Watching

# The \$94 Billion Fitness Industry

we're going  
virtual

## reinventing itself

*People Are Panic-Buying Meat, Toilet Paper ... and Pelotons?*

**Lululemon to acquire at-home fitness company Mirror for \$500 million**

Peloton: The latest virus panic buy

Billions are stuck at home looking for ways to cope. We can't go outside but we still crave FUN! At 305, we offer just that - fun, connection, and joy in a time when it's needed most.



# Meet 305

Make Sweat Sexy

# fitness

305 is a f\*cking dance party!

We are a global fitness brand with high-intensity, outrageously fun classes, inspired by Miami. Visit one of our flagship studios in NYC, DC, and Boston. Take an outdoor class around the globe. Tune in from your living room for daily online class.

Or find a 305 Certified class, with 1,000 ambassadors teaching pop-up classes worldwide!



# Our mission & story

inclusivity and fun!

## Meet our Founder:

Sadie Kurzban, our 30-year old founder and CEO, began working on 305 as a side hustle at Brown University. 305's emphasis on inclusivity and body-positivity was a direct response to Kurzban's battle with disordered eating growing up in Miami. A force of nature, Kurzban has grown 305 from a humble one-woman operation into an unstoppable global community.

On social media, she utilizes her personal account to share more than dance moves. Dubbed “the next fitness cult leader” by the New York Observer, Kurzban is a bold, outspoken leader of the next generation.



We empower people To  
love themselves Harder  
and  
love themselves  
through dance

self-love and self-expression

# Authenticity matters!

*we celebrate every body*

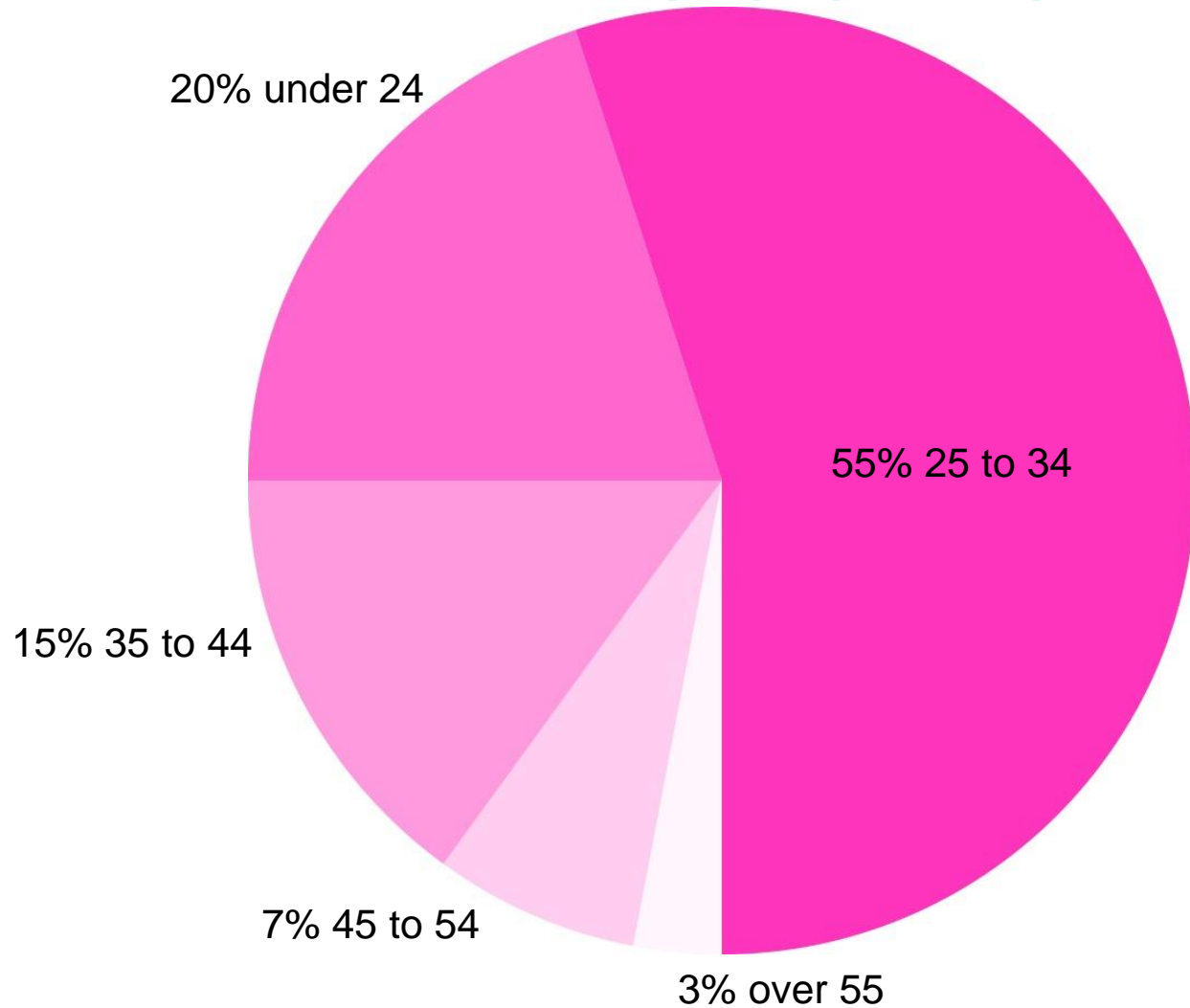
**What's out in fitness:** Calorie counting, before and after photos, transforming yourself, exclusivity

**What 305 is all about:** Radical self-love, respect for all people, being real, inclusivity

We are dancing away the anxiety, the depression, the endless cycle of self-consciousness and guilt.  
You are enough!



# Fitness for the next GEN



90% Female

75% 18 - 34 y/o

\$82k avg HHI

2.5 online  
classes/wk

## **A Powerful Gateway**

For 2/3 of our clients, 305 Fitness is their only paid workout option. 80% of super users agree with the statement "I hated working out before I discovered 305."

## **Long-Term Obsessed**

Nearly 30% of customers who started with 305 in 2013 are *still* active customers today. With a live DJ and innovative choreography, no two classes are ever the same, giving loyal clients a reason to stick around forever!

Key Performance Indicator	305 Fitness	Industry Average
Growth From Organic Sources	95%	60%
Repeat Client 30-Day Retention	90%	< 70%
Instagram Engagement	3%	1.5%
Avg Email Open Rate	35%	< 20%
Class Fill Rate	85%	45%

# A powerfully Engaged Audience

An audience so precious, money can't buy!

305 is not on Classpass and does not pay for followers or users.

Our growth has been driven by word-of-mouth and industry-best retention.



# More than a moment

## Email

160k subscribers

Average OR: 30.24% (>10% above industry avg)

Average CTOR: 15% (>4% above industry avg)

## YouTube

60k subscribers <sup>1</sup>

84% are female-identifying

70% are between 18-34

1.3m impressions, 128k views, 58 unique viewers/wk

## Instagram @305Fitness

74k followers

250k/wk story reach

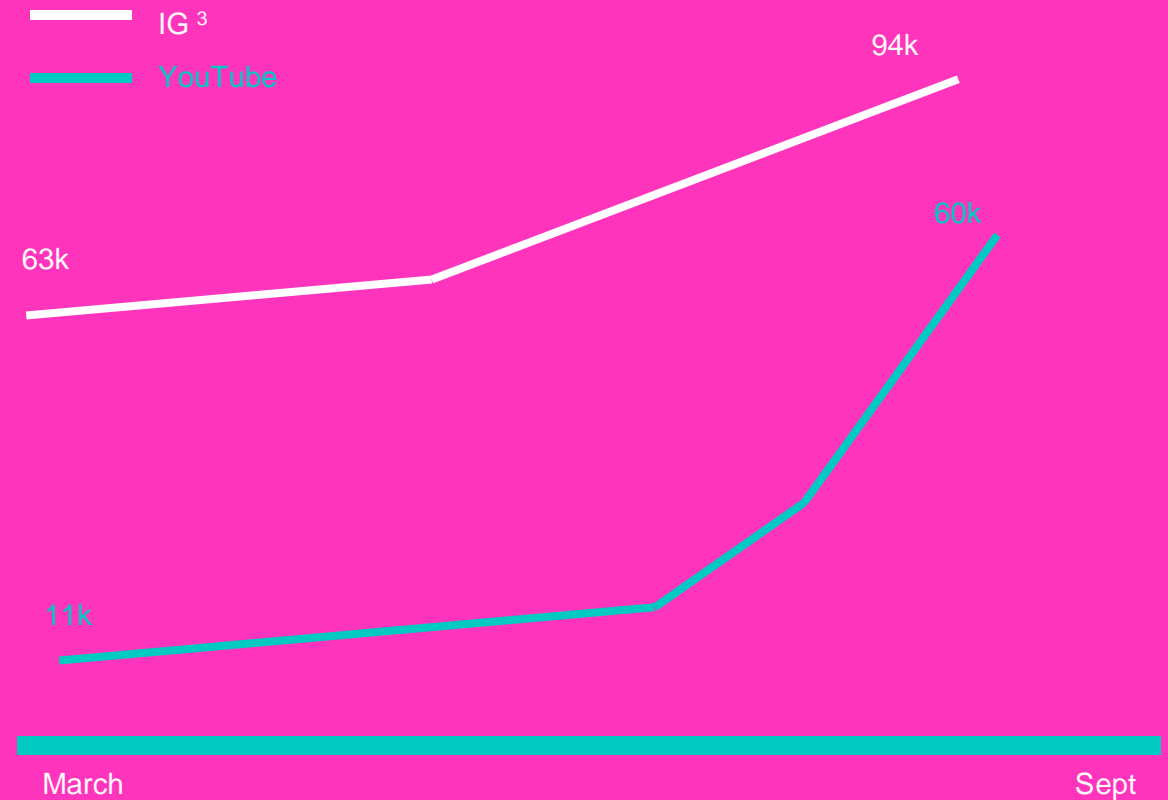
Key demo: 89% women, 11% men, 54% between 25-35

3% engagement

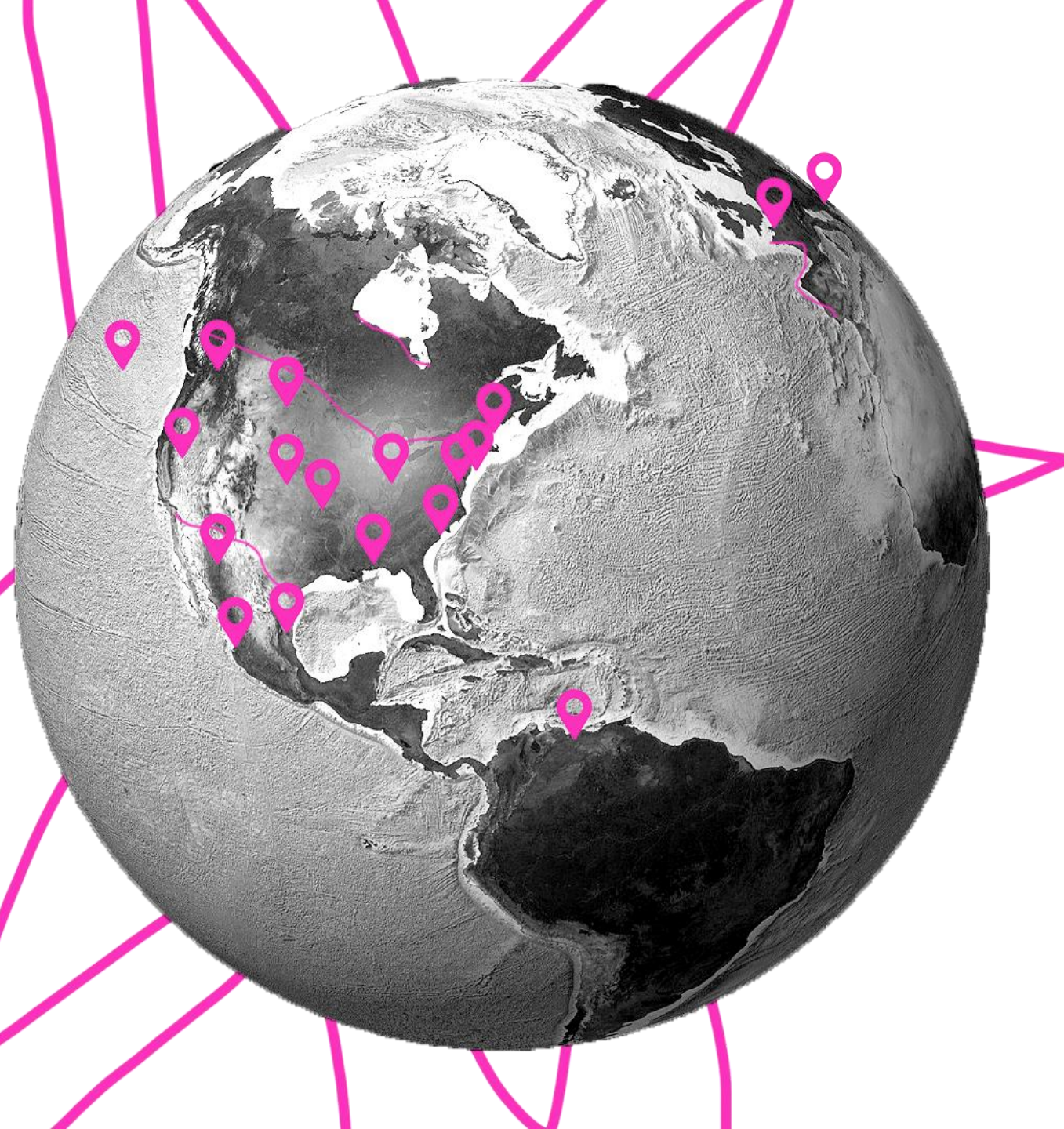
## Instagram @SadieKurzban

22k followers

50k/wk story reach



1. 305's YouTube has seen a 266% growth since closing our doors due to COVID-19 in March. 2. +77% growth since closing our doors due to COVID-19 in March. 3. Followers combines 305 Fitness & founder, Sadie Kurzban's, follower count



# 305 Everywhere

## **305 Certified Instructors:**

Nearly 1,000 Certified Instructors teaching 305 in smaller U.S. markets

Reaching ~100k clients/month and rapidly rising  
Micro-influencers in health and wellness, trusted as the 'it' girl of their community

## **In Studios and Online:**

100,000+ customers since opening in 2014

Outdoor classes during COVID

Daily online classes with very sticky audience

7 studios and 3 pop-ups in major U.S. markets

1,000+ 5-star online reviews

abc NEWS

BYRDIE

THRILLIST

JEZEBEL

BUZZ, BABY 



REFINERY29

hoodline

WELL  GOOD

ESPN

betches

COSMOPOLITAN

  
dcist

Boston  
MAGAZINE

NEW  
YORK  
POST

elite daily

SHAPE

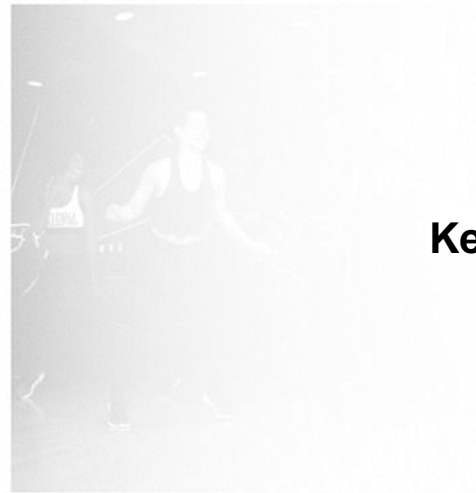
ESSENCE

In 2020 we've generated 40+ billion media impressions.



# BUZZ, BABY

Drew Barrymore  
Maya Rudolph, and  
Miley Cyrus are  
just a few influencers  
who dance with us.



# Killer Crew

# Backin us up

investors supporting 305

**Carrie Dorr**, founder of Pure Barre

**Doug Levine**, founder of Crunch

**Tiesto**, greatest DJ of all time

**Kevin Durant**, NBA superstar

**Tom Lee**, founder of One Medical

**Keith Miller**, Outdoor Voices, La Colombe, Supreme

**Jon Canarick**, Barry's Bootcamp, Curves



**WIEA**  
womeninfitness.org

**girlboss**

CARBON<sup>38</sup>

**Ketel One**  
VODKA

# OUR PARTNERS <3 US

**BUSTLE**

**DANONE**

  
bumble

Outdoor  
Voices 



DAYBREAKER

  
Michelob  
ULTRA

WANDER  
BEAUTY

the  
Skimm'



*free people*

**wework**

**W**  
THE WING

 STARRY

POPSUGAR.

**core**



See ya on the  
dance floor