



Introduction:

Currently in America there is an emerging national security crisis stemming from the lack of physical readiness of our Nation's Soldiers, Sailors, Airmen and Marines. One in five service members is classified as obese. Simultaneously, the military recruiting pool has narrowed due to a massive drop in eligibility caused by physical inactivity in young people. Only 23% of Americans aged 17-24 are eligible to serve primarily due to lack of physical fitness.

The military-civilian divide is also growing. With fierce competition for skilled labor greater than ever and 79% of new recruits coming from families who have previously served, today fewer Americans have visibility into the benefits of the military. Add to this fears of injury or death; only 9% of all young people have the propensity to serve.

When you pair the 23% physically fit and eligible with the 9% who have the propensity to serve, the recruiting pool becomes an astonishing low 2% of the population. This year, if the trend continues, our armed forces are projected to achieve only 75% of active duty recruiting goals.

ReadyFit is a revolutionary fitness testing platform that is designed to enhance physical readiness for both reserve and active duty members and to support current and aspiring military candidates to achieve their physical fitness goals to qualify for military service. ReadyFit connects with today's generation digitally with a hands-on tool that will help increase readiness within an already shrinking pool of military candidates.



ReadyFit's aim is to be the definitive virtual solution for physical fitness readiness, assessment, and selection for every branch of the military, including the Army, Navy, Air Force, Marines and select special forces. The platform was developed by Jamie Monroe, a former Navy SEAL, accomplished athlete and successful business owner with years of experience as an entrepreneur in the fitness and endurance sports industry.

About the ReadyFit Platform:

ReadyFit is more than an app. It provides verifiable, consistent and accurate physical fitness assessment, selection and readiness tests for each branch of the military. The mobile application eliminates the need for in-person testing by using smartphones/watches, video, and GPS technology. ReadyFit then evaluates individual test results and provides certified scoring and ranking based on user performance at any time of day and anywhere in the world.

ReadyFit is a premier military readiness testing platform that is built to combat the obesity challenge within both the younger generation and current military personnel. ReadyFit provides accurate and current branch assessment and selection standards. Each participant receives a score after their assessment and for those who do not qualify, ReadyFit will provide an adequate training program to improve scores to meet physical readiness requirements.



Platform Features:

ReadyFit offers a range of features that are specifically designed for current military personnel and the next generation of military candidates. Through the platform, ReadyFit will improve the quality of recruitment, improve active duty and reserve unit readiness, reduce costs, and provide data-driven insights to senior decision makers to improve national security.

Some of the key aspects include:

- Official Physical Fitness Tests: The ReadyFit App administers and scores the same military tests that are given live now. It has the official physical fitness test for every branch of service - Army, Navy, Air Force, Marines and select special forces programs. The platform provides an accurate and standardized measure of fitness and ensures that aspiring military candidates are ready to serve.
- Mobile Solution: ReadyFit can be accessed from anywhere. This eliminates the need for large group in-person testing and allows for testing in remote or under serviced regions. This allows aspiring military candidates to test when they are most ready. For current and reserve service members it allows them to maintain their fitness qualifications from anywhere.
- Results and Progress Tracking: ReadyFit allows users to track their progress and monitor their performance. The platform provides users with real-time feedback and helps them identify areas where they need to improve. Tests are certified by live graders and users receive certification to prove that they meet qualifications.
- Expert Instruction: ReadyFit provides expert advice and demonstrations from former military personnel, fitness experts, and current service members. Our experts administer the assessments under the specific military guidelines specific to each test.
- Training and Coaching: After the initial launch, ReadyFit will expand with training plans and live coaching designed to improve military physical readiness, improve fitness scores for aspiring candidates, and contribute to the overall health and well being of all US Military personnel.

Audience: (what test we have now and where we plan to go)

Currently, the ReadyFit platform administers the official physical fitness test for every branch of service. Additionally, it offers tests for JROTC and Naval Special Warfare. ReadyFit will continue to grow and expand with more military tests and a coaching module in the coming months.



ReadyFit Team:

The ReadyFit team is led by its founder, Jamie Monroe, a former Navy SEAL. Monroe comprised a diverse group of ambassadors and coaches from all branches of the military that brings decades of experience in the field of human performance. Building on their deep-rooted understanding of the significance of physical fitness gained from their time in the armed forces, these exceptional role models embody an unwavering dedication to maintaining their own fitness.

Jamie Monroe.....	ReadyFit Founder
Ethan Flynn	Navy, Command Fitness Leader, ReadyFit Master Grader
Lisa Bodenburg.....	Marine Corps, Elite Performance Coach
Karol Zak.....	Army, Master Fitness Trainer, Strength Coach
Dominga Shataun Harris.....	Air Force, Fitness and Nutrition Advocate
Steve Prescia	Naval Special Warfare, SEAL Candidate Mentor and Coach
Corinna Coffin	Professional Tactical Athlete, Dietician

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New Fitness Platform ReadyFit Launches Mobile Military Physical Fitness Testing

- *ReadyFit is a revolutionary fitness testing platform that allows users to take an official military fitness test from anywhere to meet readiness standards to qualify for service.*
- *ReadyFit utilizes a mobile app and secure cloud grading platform. After a user takes a test, fitness data and results are submitted for verification to a grader. Passing candidates are subsequently provided test certification.*
- *ReadyFit offers official, current, graded physical fitness tests for every branch of service - Army, Navy, Air Force, Marines, and select special forces - ensuring that aspiring military candidates are ready to serve*

Coronado, CA – May 23, 2023 - ReadyFit, a mobile fitness testing platform, officially launched today to provide aspiring and current military service members with a tool to maintain physical fitness standards, while also providing a tool for military leaders to assist with recruiting and monitor individual unit readiness.

ReadyFit administers the official physical fitness test for every branch of service - Army, Navy, Air Force, and Marines plus special forces assessments; and aims to be the official physical fitness testing and data platform for all branches of the military. The platform offers the official and exact military tests with standardized scoring, ensuring aspiring candidates are ready to serve and active duty and reserve members stay physically fit and qualified for their jobs.

"ReadyFit was created with a mission to ensure that our nation is always physically ready for service," said Jamie Monroe, founder of ReadyFit. "The platform provides users with a tool that helps them meet military fitness standards and properly prepare for a career in the military. We strive to be a solution for military leaders while supporting the health and wellness of the next generation of America's fighting forces."

Users of the ReadyFit app can see how they rank against official military fitness standards, and current service members can use the app to maintain deployment-ready qualifications. In the coming months, ReadyFit will also provide customized individual coaching based on the user's fitness level and the requirements of their chosen branch of service. Users can track their progress, monitor their performance, and receive real-time feedback to help them identify areas where they need to improve.



ReadyFit's mission is to be the system of record for military fitness results, digitally transforming standardized fitness testing. Currently, only 23% of Americans aged 17-24 are qualified for service, primarily due to fitness and obesity. ReadyFit plans to connect with today's generation digitally, informing them of service fitness requirements and creating a solution for leaders to combat the obesity epidemic and recruiting national security crisis.

ReadyFit is now available for download in the App Store. For more information, please visit Readyfit.com/.

About ReadyFit

ReadyFit is a mobile application that offers verifiable, consistent and accurate physical fitness tests and assessments for each branch of the military that eliminates the need for in-person testing by using smart- phones/watches, video, and GPS technology.

ReadyFit is a straightforward, creative, and economical solution that supports future service members or those interested in serving. Through the app and secure cloud grading platform, ReadyFit can assist with candidate pre-screening for military occupations, maintaining readiness for active duty and reserves, reduce costs, and provide data-driven insights to senior decision makers. Further information about the platform can be found online at ReadyFit.com.

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