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ProInfluence Startup Spotlight: Episode #5

Startup Spotlight features new, consumer-based startup companies and their passionate founders.

Startup: HYLETE

Ron Wilson, Co-Founder & CEO



How do you describe HYLETE to people you meet?

HYLETE has evolved into the first community-driven brand targeted at the lifestyle of functional fitness – designing and building men’s and women’s premium performance apparel and gear. We do this with the support, input, and feedback of the “HYLETE nation” community. We are community built, backed and driven, with a vision to create a dynamic fitness “ecosystem” that we believe can change the landscape of fitness.



Who are some of the HYLETE founders and their backgrounds?

Ron Wilson, Co-Founder and CEO, founded 180s, Kelysus, and Jaco Clothing. He grew 180s to over \$50 million in sales; achieving a ranking of number 9 on Inc. Magazine’s 500 fastest growing companies, Ernst & Young Entrepreneur of the Year National Finalist, and an SFIA “Top 25 Leaders in Sporting Goods”. Ron has over 25 years in the fitness industry, and holds a BS in Industrial and Systems Engineering from Virginia Tech, and an MBA from The Wharton School, University of Pennsylvania.

How do you differentiate HYLETE from the competition?

Since starting HYLETE in 2012 we had a goal to build a fitness brand with a direct connection to its community. This goal became reality by creating the best cross-training short on the market, and has been selling direct to consumer and bypassing traditional retail stores, which allows us to offer high quality apparel for much lower prices than our competing brands. This, coupled with our community based approach, are our primary competitive advantages. Another thing that sets us apart is our charity program. The HYLETE charity program supports charities that share the same core beliefs of the HYLETE nation. Handpicked for their clear vision and genuine compassion, participating charities receive 50% of revenue from their charity apparel sales on HYLETE.com. In 2017, we hope to raise \$100,000 for participating charities. Through the HYLETE Daily Circuit app, we have created the HYLETE Circuit Challenge for Charity; an annual, fun-spirited fitness challenge built to benefit HYLETE’s supported charities. HYLETE donates \$1 per each participation score that is uploaded. In 2016, over \$5,000 was raised for participating charities.





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Who is your target market?

People who seek to belong to a functional fitness ecosystem that is built with the input, support and feedback of the HYLETE community, which provides a new opportunity to engage and keep millions of people living healthier and happier lifestyles (rather than jumping from fitness fad to fitness fad, or deciding to give up on a fitness lifestyle).

Where can consumers buy HYLETE today?

We are a direct to community brand, and our gear can be purchased on HYLETE.com.

How do sales look? How are they trending?

Revenue for the trailing twelve months is \$8M trending upward to what we hope to be another strong revenue growth year at about 35% year over year.

Does HYLETE currently own any intellectual property?

We currently have a patent on our waistband tightening system, as well as a license on our bags and backpacks. We have two pending patents, one for a waist tightening system on our board shorts, as well as our multi-configuration backpack system.

Are you currently raising capital?

We are anticipating having two additional investment opportunities this year. Please visit HYLETE.com/invest to learn more, and so that we comply with SEC guidelines.

If people wanted to learn more about HYLETE, where should they go, who should they contact?

To learn more about HYLETE, visit HYLETE.com or reach out to customerservice@HYLETE.com.

Where on social media can we find HYLETE?

@HYLETE @trainhylete @trainHYLETE



Special Offer

Create a HYLETE login and use one-time promo code **proinfluence50** for **50% OFF** anything on **www.hylete.com** (except for clearance and co-branded items).

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