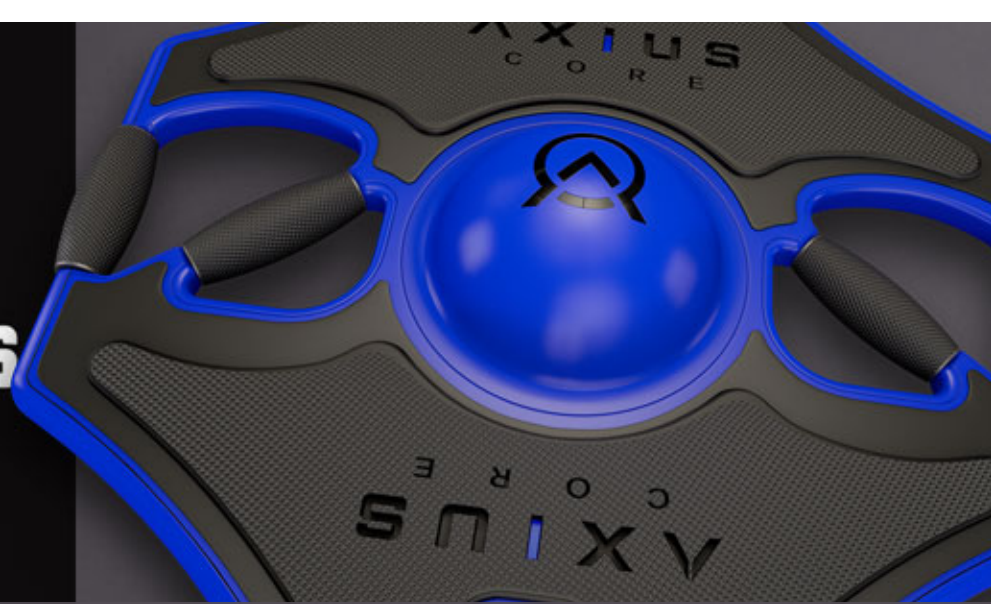




A X I U S
C O R E

PRESS KIT



CORE ACTIVATION THROUGH CONTROLLED INSTABILITY

Athletes have defined elite-level human performance for decades. The qualities that make up a great athlete vary from sport to sport, but there are three attributes commonly present: a strong core to transfer power generation through the body, a heightened level of proprioceptive awareness and balance, and the joint stability and mobility necessary to prevent injury. While these attributes have remained consistent, lots of different equipment has been utilized in training these areas in the past.



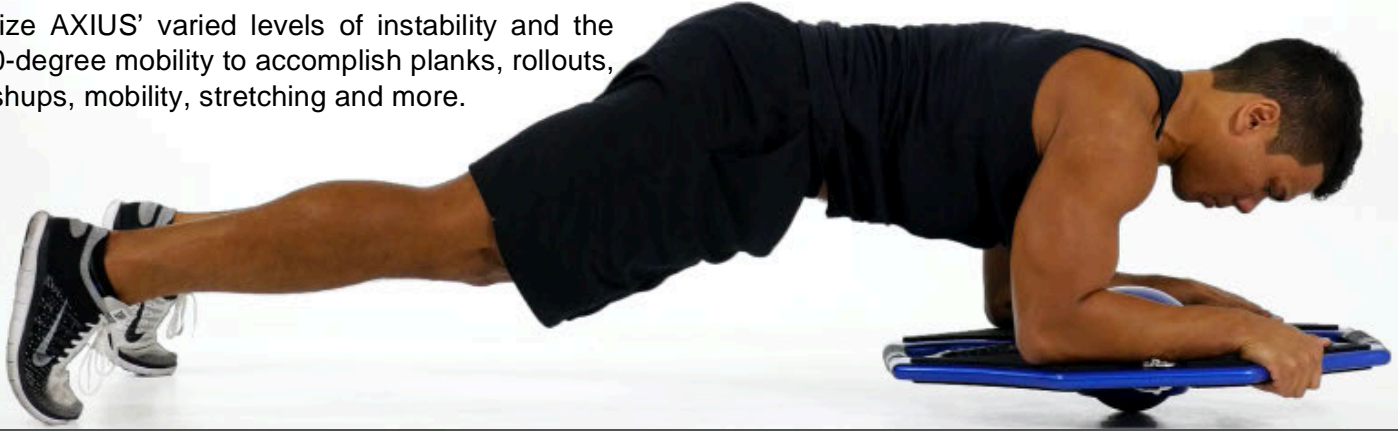
AXIUS is the first functional tool efficiently designed to address these aspects of athletic training. With AXIUS you can train like a pro in any setting. It was designed for people with active lifestyles that are constantly on the move, and its sleek, portable design allows you to use AXIUS anywhere and easily store at home. Providing versatility, mobility, and savings on unnecessary equipment, AXIUS is sure to bring overall efficiency to the world of fitness.



THREE DIFFERENT WAYS TO USE AXIUS

1. GROUND WORK

Utilize AXIUS' varied levels of instability and the 360-degree mobility to accomplish planks, rollouts, pushups, mobility, stretching and more.



AXIUS ROLLOUT



[CLICK HERE](#) to watch AXIUS workout videos



2. STANDING BALANCE TRAINING

Standing on AXIUS with connected resistance bands will allow you to work unstable squats, press, weighted rotation, curls, and countless other "traditional movements" while focusing on proprioception and core activation.



3. FUNCTIONAL WEIGHT TRAINING

With multiple grip positions, AXIUS is used as a functional weight for full body movements like a rotational lunge or weighted burpee.

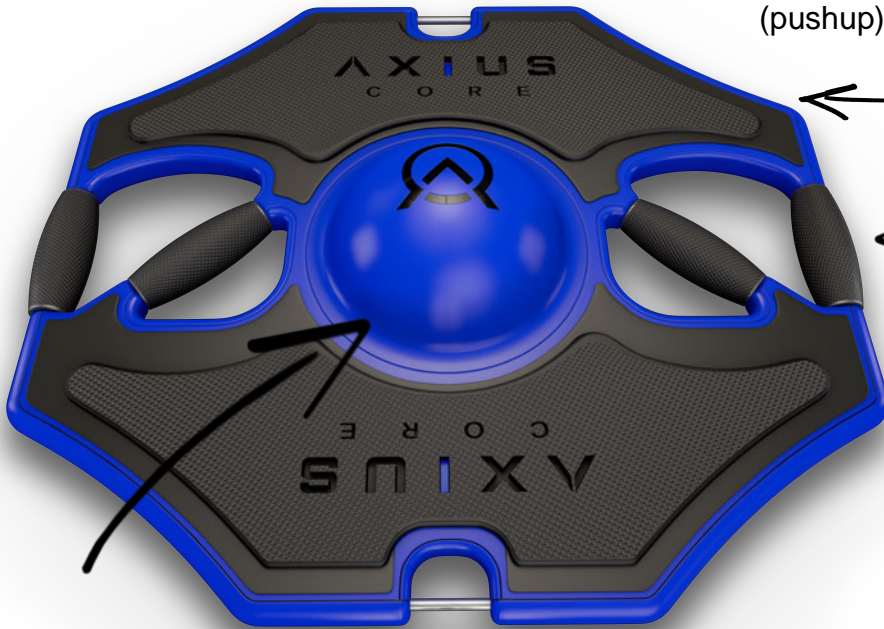
Place a stability ring underneath AXIUS to reduce the amount of instability and provide "feedback" to your body when balancing.



Add resistance bands to be used in both standing & kneeling positions.

AXIUS DESIGN ATTRIBUTES & SPECS

MULTIPLE GRIP POSITIONS



High-quality rubber nonslip padding on the surface allows for forearm position (plank), flat palm position (pushup), standing position, and kneeling position.

Wide Grip handle and 45 Degree angled handles

- Ergonomic grip designed for comfort in pushup position.
- Handles can be used in standard or reverse grip position by turning AXIUS 180-degrees

Dome Grip: Use the central dome for diamond pushups or added range of motion in mobility movements

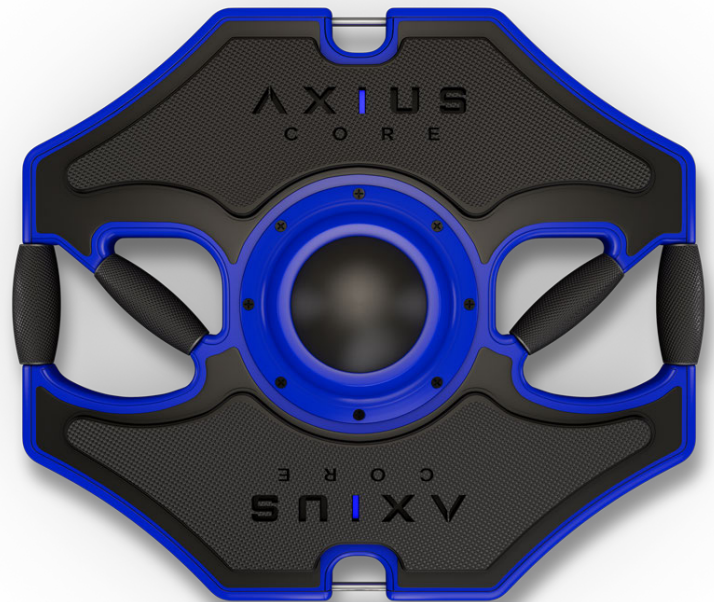
2-SIDED DESIGN

Ball Side Down (*pictured above*)

Maximum instability with 360 degrees of mobility across three planes of motion - tilt, rotate, and roll - allowing for functional movement and range of motion on traditional exercises.

Dome Side Down

Eliminates the roll and reduces the tilt and rotation for controlled instability.



ACCESSORIES INCLUDED



1 Stability Ring



1 Set of Resistance Bands

AXIUS SPECS

Size: 26x22x7.5 inches

Weight: 15lbs



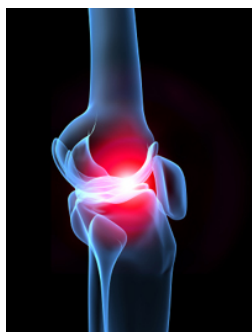
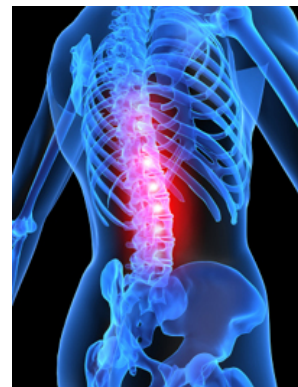
AXIUS ADDRESSES THE FUNDAMENTAL PILLARS OF ATHLETICISM

Strong core to transfer power generation across the body

A strong functional core is essential for any athletic movement because it is a conduit of power. AXIUS provides a versatile, unstable surface that allows you to progressively train your core so that you're always working with the right amount of instability. Your core transfers power that is generated from your lower extremities to your upper extremities and viscera. The stronger your core is, the more effectively you will be able to transfer power across your body.

Heightened proprioception and kinesthetic awareness

Proprioception is the ability of your central nervous system to communicate and coordinate parts of your body with each other using proprioceptors: sensors throughout your body that send information back to your brain. Kinesthetic awareness refers to your body's ability to coordinate motion relative to time and space. Simply put, the more heightened your proprioceptors are, the more athletic you are. Think about a football player running along the sideline, cognizant not only of the sideline but also the location of the ball as he reaches out for a one-handed catch – that's not about being stronger, that's about kinesthetic awareness and mind-body connection, and instability training is more vital to that than anything else. Unstable surfaces cause your body to lose balance faster and more frequently, and your brain and muscles need to react quickly and appropriately in order to maintain balance. Through instability training, AXIUS can heighten your proprioceptors as you build core strength and allow you to accurately control your body in an unstable environment.



Joint stability and mobility necessary to prevent injury

Joint mobility simply refers to your range of motion, or your body's ability to move before being restricted by surrounding muscles, tendons, ligaments, etc. Joint stability is the ability to maintain or control joint movement or position. Stability is achieved by the coordinating actions of surrounding tissues and the neuromuscular system. Proper mobility and stability are imperative in injury prevention, which is key for any athlete. AXIUS can enhance both: its range of motion will allow for mobility drills not possible with other equipment, and its varying levels of instability will constantly improve joint stability by strengthening the supporting muscles of key joints, namely ankles, knees, hips, and shoulders.



MEET TEAM AXIUS

BRIAN DOYLE, FOUNDER

347.909.2976

BRIAN@AXIUSCORE.COM

JOHN BARRETT, CHIEF EXECUTIVE OFFICER

415.203.4508

JBARRETT@AXIUSCORE.COM

ADAM ARIELY, VP ENGINEERING

858.449.4420

ADAM@AXIUSCORE.COM



BRIAN DOYLE, FOUNDER

FOUNDING STORY

In 2006, after graduating from the University of Rhode Island, Brian was playing rugby for the New York Athletic Club and was identified to the USA National Player Pool when he suffered a potential career-ending knee injury. It was during his many hours in post-operation physical therapy where he discovered the importance of instability training in relation to one's core.

Various core-balance exercises were integral to Brian's training regimen. As he returned to the international rugby scene, Brian experienced a direct correlation between his improved body mechanics and his on-field performance. However, Brian became frustrated with the amount of fitness tools he would need to combine in order to accomplish all of the necessary balance-based exercises that had become an important part of his program. This is when the idea for AXIUS was born.

Brian spent more than three years developing AXIUS while continuing his rugby career. He played for the USA National Rugby team from 2008 – 2014, and used his teammates as his first focus group when he brought an AXIUS prototype on tour. Brian moved to San Diego, California in 2015 where he currently resides, placing his focus on bringing AXIUS to market.



BarwisMethods®



We are proud to announce our partnership with MIKE BARWIS!

We knew we had a great product in AXIUS, and so we wanted to seek out a great leader in the strength and conditioning industry to bring validation and integrity to our project. Mike will be developing programming and educational curriculums for AXIUS, and will help implement them to a worldwide audience.

Mike is the founder and CEO of the Barwis Methods family of companies, Senior Advisor of Strength & Conditioning for the 2015 National League Champs—the New York Mets. He was formerly a consultant to the Miami Dolphins and Director of Strength & Conditioning for the University of Michigan. In 2003, Mike assumed the responsibility for the Mountaineers football program at West Virginia University. During his tenure, he designed and implemented programs for all of the Mountaineers 21 varsity sports.

Mike has trained more than 600 Olympic and professional athletes in over forty sporting events. He has been published in numerous journals, magazines and newspapers, and has written several books. Additionally, Mike is the star of the Discovery Channel's international hit TV show "American Muscle", which features his work with professional athletes and individuals with neuromuscular disorders. Mike is widely recognized as a leading authority on the neuromuscular systems and biomechanics, and has been recognized in his field as one of the most influential strength coaches of all time.



“AXIUS enables us to eliminate many of the common tools that we have in the weight room and just use one device. You can have it in your home and produce a workout that is effective in stabilizing the body's core, reducing the risk of injury and increasing your balance and functional capabilities with one device that you can carry in your hand. There's nothing like it.”

**- MIKE BARWIS
AXIUS DIRECTOR OF PROGRAMMING**

KICKSTARTER CAMPAIGN LAUNCHING THIS SUMMER

We will be launching our Kickstarter campaign this June, and we hope to gain your support. Stay tuned for more information to come.



AXIUSCORE.COM

