



ASGARDIAN
ATHLETICS
FEED YOUR INNER VIKING

BROUGHT TO YOU BY NATE KORPUSIK & KATT MABE



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WHY US?

THE CREATION OF ASGARDIAN ATHLETICS CAME FROM THE LACK OF AVAILABLE PRODUCTS ON THE MARKET TO FIT OUR NEEDS.

WE HAVE BEEN INVOLVED IN THE FITNESS & SUPPLEMENT INDUSTRY FOR A OVER 20 YEARS COMBINED & UNDERSTAND THE POOR QUALITY OF SO MANY PRODUCTS THAT CURRENTLY EXIST.

WITH DAIRY AND LACTOSE ALLERGIES BECOMING A MORE COMMON ISSUE, AND BANNED SUBSTANCES BEING FOUND IN OTHER SUPPLEMENTS, WE DECIDED IT WAS TIME TO DO SOMETHING ABOUT IT.

HOW DO WE CREATE SUPERIOR PRODUCTS?

1 EVERY INGREDIENT HAS A PURPOSE
(AKA NO FILLERS)

3 FRESH PRODUCT
MINIMAL TIME BETWEEN
INGREDIENT ACQUISITION
& FINISHED PRODUCT

2 WE LISTEN
TO THE VALUABLE
FEEDBACK FROM OUR
CUSTOMERS

**4 HIGH QUALITY,
ORGANIC INGREDIENTS**

HOW CAN ASGARDIAN ATHLETICS BENEFIT YOU?

ACCORDING TO THE FDA , THE MAJORITY OF AMERICANS EAT WITHIN THE DAILY RECOMMENDED VALUE FOR PROTEIN (50G/DAY).¹

THIS VALUE IS BASED ON THE AVERAGE INDIVIDUAL, NOT THE INDIVIDUAL WHO IS ACTIVELY WORKING TO BUILD LEAN MUSCLE MASS.

ACCORDING TO THE AMERICAN COLLEGE FOR SPORTS MEDICINE , "TO INCREASE MUSCLE MASS IN COMBINATION WITH PHYSICAL ACTIVITY, IT IS RECOMMENDED THAT A PERSON THAT LIFTS WEIGHTS REGULARLY OR IS TRAINING FOR A RUNNING OR CYCLING EVENT EAT A RANGE OF 1.2-1.7 GRAMS OF PROTEIN PER KILOGRAM OF BODYWEIGHT PER DAY, OR 0.5 TO 0.8 GRAMS PER POUND OF BODYWEIGHT."²

TO MAKE THIS GOAL MORE TANGIBLE FOR PEOPLE LOOKING TO ACHIEVE THIS GOAL, WE HAVE CREATED A LINE OF SUPPLEMENTS THAT ARE BASED ON WHOLE, NUTRITIOUS FOODS. AT ASGARDIAN ATHLETICS WE ALSO OFFER REMOTE AND ONE-ON-ONE COACHING, AND INDIVIDUALIZED PROGRAMS TO HELP PEOPLE REACH THEIR ULTIMATE POTENTIAL.

ADDITIONALLY, WE ARE WORKING TO BRING YOU EVEN MORE PRODUCTS TO HELP YOU ACHIEVE YOUR FITNESS AND NUTRITION GOALS. THIS INCLUDES EXERCISE GEAR SUCH AS BELTS, WRIST WRAPS, RESISTANCE BANDS, AB WHEELS, APPAREL AND MORE.

WITH THIS, IT IS OUR GOAL TO HELP PEOPLE CHANGE THEIR OVERALL LIFESTYLES, NOT JUST GET SUPPLEMENTS INTO PEOPLES HANDS.

EGG WHITE PROTEIN

EGG WHITES ARE HIGH IN PROTEIN,
BUT LOW IN FAT AND CARBOHYDRATES.

ADDITIONALLY, THEY ARE
CHOLESTEROL AND DAIRY FREE.

EGG WHITE PROTEIN POWDER HAS
THE MOST BIOAVAILABILITY OF ANY
KIND OF PROTEIN SUPPLEMENT ON
THE MARKET.

THIS MEANS THAT MORE OF THE
PRODUCTS ENTERS YOUR SYSTEM
WHEN CONSUMED. THIS IS LARGELY
DUE TO THE PURITY OF THE PRODUCT.

OUR EGG WHITES ARE LOCALLY
SOURCED FROM FREE RANGE CHICKENS.

NO FILLERS. OVER 90% PURE.

JUST 4 INGREDIENTS THAT MAKE
STORMBREAKER AN AWESOME BASE
FOR ANY PROTEIN SHAKE.

EASILY ADD OTHER INGREDIENTS TO
BEEF UP THE NUTRIENT PROFILE
(FRUITS, VEGGIES, FATS, CARBS, ETC.)

36g
PROTEIN

0g
SUGAR



PERSONAL TRAINING & NUTRITION COACHING

OUR FIRST LOVE IN THE INDUSTRY OF FITNESS AND HEALTH WAS PERSONAL TRAINING. WITH THIS COMES NUTRITION COACHING, AS MOST INDIVIDUALS SEEK A FULL LIFESTYLE CHANGE.

AS WE DEVELOPED FROM VIKING FITNESS, INTO VIKING POWERLIFTING, INTO THE ALL ENCOMPASSING ASGARDIAN ATHLETICS, COACHING IS SOMETHING WE MADE SURE TO CARRY WITH US.

WE OFFER MANY DIFFERENT THINGS FROM IN-PERSON TRAINING TO REMOTE TRAINING TO CUSTOMIZED TRAINING AND NUTRITION PLANS. WE EVEN HAVE PRE-MADE PROGRAMS THAT WE WROTE FOR THOSE WHO DON'T FEEL THE NEED TO INVEST IN INDIVIDUALIZED TRAINING.

THE BIGGEST REASON WE FEEL IT IS IMPORTANT TO OFFER COACHING SERVICES IS THE LACK OF ADEQUATE PHYSICAL ACTIVITY IN AMERICA, AND ADULTS IN GENERAL. ONLY 23% OF ADULTS BETWEEN THE AGES OF 18 AND 64 GET THE DAILY RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY.³

WE BELIEVE A LARGE PART OF THIS COMES FROM PEOPLE NOT KNOWING HOW SIMPLE ACTIVITY CAN BE TO BE BENEFICIAL, OR NOT UNDERSTANDING THE TRUE BENEFITS OF RESISTANCE TRAINING. WE WANT TO CONTINUE BEING A PART OF CHANGING THAT.



EXERCISE EQUIPMENT

OUR MOST RECENT VENTURE AT ASGARDIAN ATHLETICS HAS BEEN ENTERING THE EXERCISE EQUIPMENT INDUSTRY. A 2021 SURVEY OF AMERICAN ADULTS DEMONSTRATES THAT 4 IN 5 PEOPLE OWN AT LEAST ONE PIECE OF HOME EXERCISE EQUIPMENT. ⁴

IT IS OUR INTENTION TO PENETRATE THIS MARKET BY CONVERTING OUR SUPPLEMENT CUSTOMERS INTO EQUIPMENT CUSTOMERS AS WELL. THIS WILL BE A GREAT WAY TO ENGAGE OUR CUSTOMER BASE AND MAKE THE A BIGGER PART OF OUR VIKING ARMY. USING OUR EQUIPMENT IS HOW PEOPLE WILL TRAIN LIKE A VIKING, AND USING OUR SUPPLEMENTS ARE HOW THEY WILL FEED THEIR INNER VIKING.

WE WILL ALSO CONVERT CUSTOMERS FROM OTHER POPULAR HOME EXERCISE EQUIPMENT BRANDS BY GETTING SHELF SPACE AT POPULAR STORES SUCH AS TARGET, WALMART, AND DICK'S SPORTING GOODS. CUSTOMERS WILL IDENTIFY WITH OUR BRAND, SEEING THE LABELS, PHRASES AND OVERALL AESTHETIC AND DECIDE THEY WANT TO BE A PART OF OUR VIKING ARMY.



LIFTING GEAR MOCK-UP

CURRENTLY WE ARE IN THE MOCK-UP AND FINALIZATION OF OUR FITNESS AND WEIGHTLIFTING GEAR. THE GEAR PICTURED BELOW IS A SMALL SELECTION OF WHAT WE WILL OFFER, AND IS THE FIRST RUN OF THE DESIGN TO TEST QUALITY.

**THE FIRST PRODUCTS IN OUR LINE OF EQUIPMENT WILL BE
AS FOLLOWS:**

WEIGHTLIFTING BELTS

WRIST WRAPS

WRIST STRAPS

KNEE SLEEVES

RESISTANCE BANDS

AB WHEEL



CLASSIC LOGO COLLECTION



CROP LOGO TEE

MSRP \$25.00



UNISEX LOGO TEE

MSRP \$28.00



UNISEX LOGO HOODIE

MSRP \$65.00



CROP LOGO HOODIE

MSRP \$55.00

A man is shown from the chest up, wearing a black short-sleeved t-shirt. The t-shirt has a red graphic that reads "EMPOWERED through STRENGTH". The word "EMPOWERED" is in a large, bold, sans-serif font. Below it, the word "through" is in a smaller, lowercase, sans-serif font. Below that, the word "STRENGTH" is in a large, bold, sans-serif font. The man is standing in what appears to be a gym, with some equipment visible in the background.

EMPOWERED
through
STRENGTH

UNISEX EMPOWERED TEE

MSRP \$28.00

MEATHEAD COLLECTION



UNISEX LUNK TEE

MSRP \$28.00



UNISEX SWOLE TEE

MSRP \$28.00



UNISEX MEATHEAD TEE

MSRP \$28.00

CITATIONS

1) INTERACTIVE NUTRITION FACTS LABEL

THE U.S. FOOD AND DRUG ADMINISTRATION, MAY 2020.

WWW.ACCESSDATA.FDA.GOV/SCRIPTS/INTERACTIVENUTRITIONFACTSLABEL/ASSETS/INTERACTIVENFL_PROTEIN_MARCH2020.PDF

2) CATALDO, DONNA AND MATTHEW BLAIR. "PROTEIN INTAKE FOR OPTIMAL MUSCLE MAINTENANCE."

ACSM.ORG, THE AMERICAN COLLEGE OF SPORTS MEDICINE, 2015

WWW.ASCM.ORG/DOCS/DEFAULT-SOURCE/FILES-FOR-RESOURCE-LIBRARY/PROTEIN-FOR-OPTIMAL-MUSCLE-MAINTENANCE.PDF

3) DOMINIC, ANTHONY. "ONLY 23 PERCENT OF AMERICANS MEET NATIONAL EXERCISE GUIDELINES."

WWW.CLUBINDUSTRY.COM, 5 JULY 2018, [HTTPS://WWW.CLUBINDUSTRY.COM/FITNESS-STUDIES/ONLY-23-PERCENT-AMERICANS-MEET-NATIONAL-EXERCISE](https://www.clubindustry.com/fitness-studies/only-23-percent-americans-meet-national-exercise-guidelines#:~:text=The%20U.S.%20Department%20of%20Health,Vigorous%20physical%20activity%20every%20week.)

[GUIDELINES#:~:TEXT=THE%20U.S.%20DEPARTMENT%20OF%20HEALTH,VIGOROUS%20PHYSICAL%20ACTIVITY%20EVERY%20WEEK.](https://www.clubindustry.com/fitness-studies/only-23-percent-americans-meet-national-exercise-guidelines#:~:text=The%20U.S.%20Department%20of%20Health,Vigorous%20physical%20activity%20every%20week.)

4) TICHE, D. "PERCENTAGE OF CONSUMERS THAT HAVE A HOME FITNESS PRODUCT WITHIN THEIR HOUSEHOLDS IN THE UNITED STATES IN 2021."

WWW.STATISTA.COM, 12 JAN. 2022, [HTTPS://WWW.STATISTA.COM/FORECASTS/1283589/US-CONSUMERS-WITH-A-HOME-FITNESS-PRODUCT.](https://www.statista.com/forecasts/1283589/us-consumers-with-a-home-fitness-product)





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