



**AEKE KOL
BRIEF
INSTAGRAM**

— 2 0 2 5

AEKE

YOUR 24/7 PERSONAL FITNESS COACH

ABOUT AEKE



AEKE (pronounced /aike/, like “bike” without the “b”) is a leading brand in AI-powered fitness technology, transforming home workouts with innovative hardware and smart software.

Our Kickstarter campaign raised over **\$1.4 million**, with products delivered on time and earning global praise. Now available on our official website and Amazon, AEKE is expanding worldwide to make smart fitness accessible to all.

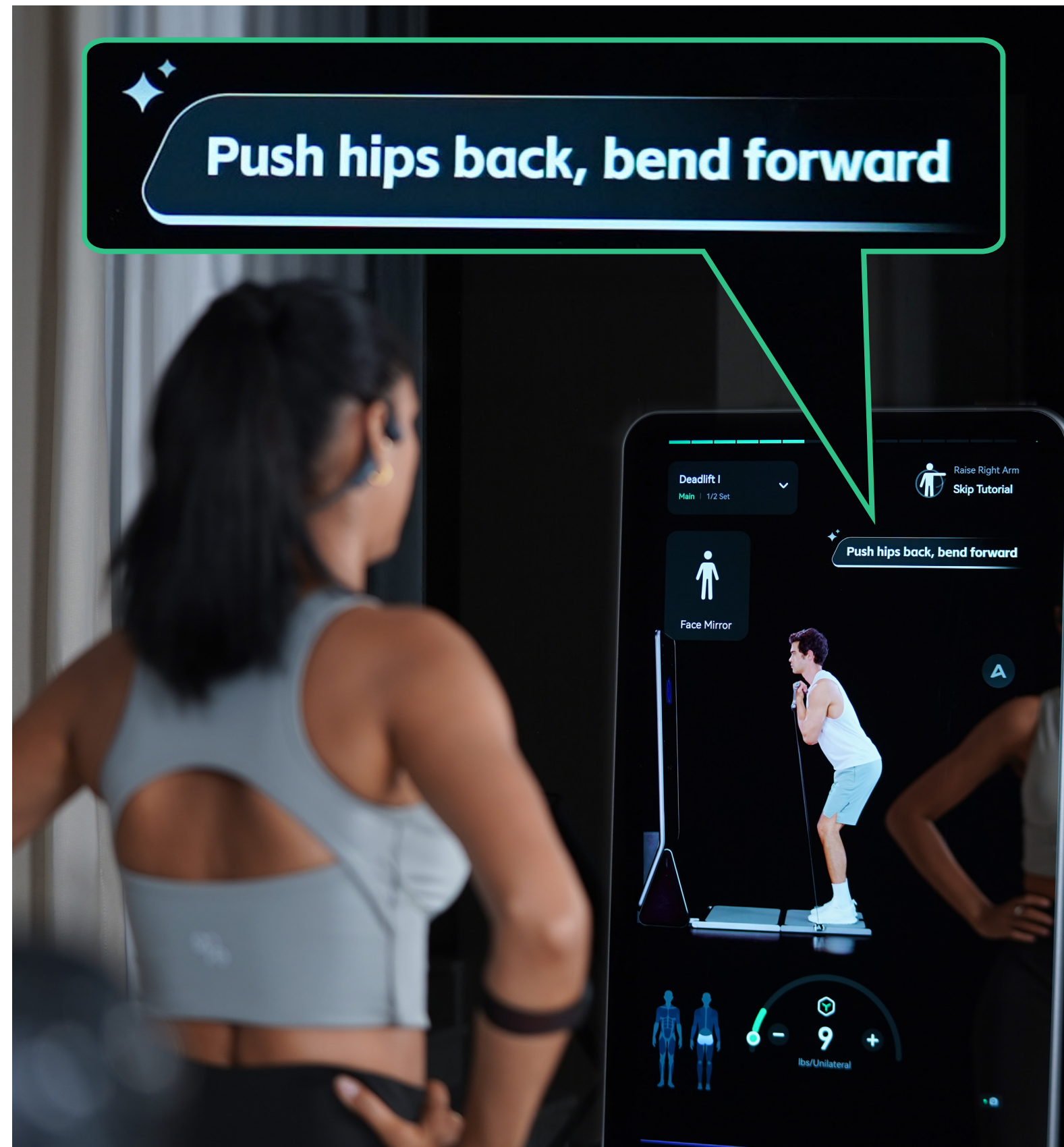
We’re thrilled to partner with **fitness enthusiasts, home lifestyle creators, and tech-focused KOLs** to inspire your audience with the future of home fitness. Let’s make fitness smarter together!

AEKE K1

KEY FEATURES

AI Smart Coach AI-Generated Fitness Plan

- Real-time correction
- Personalized feedback



Diverse Exercise Categories No Subscription

- 160+ Free Courses
- 280+ Movements



Versatile Workouts For All Levels

- 5 Strength Modes
- Multi-movement exercises targeting 7 major muscle groups



AEKE K1

KEY FEATURES

No Setup Required

- Unbox and train instantly.



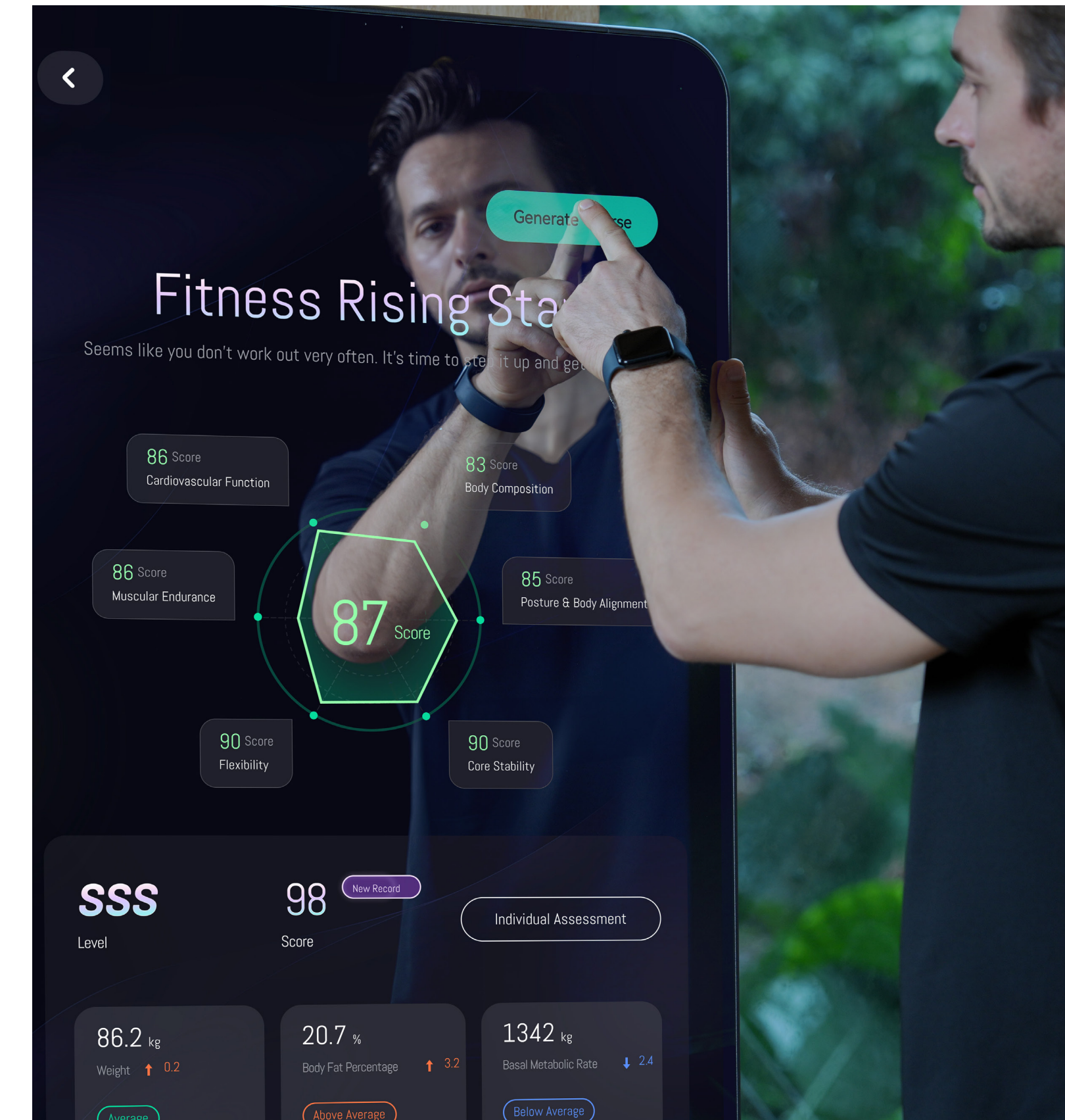
Compact Foldable Design

- Folds to just 0.3m² for easy storage.



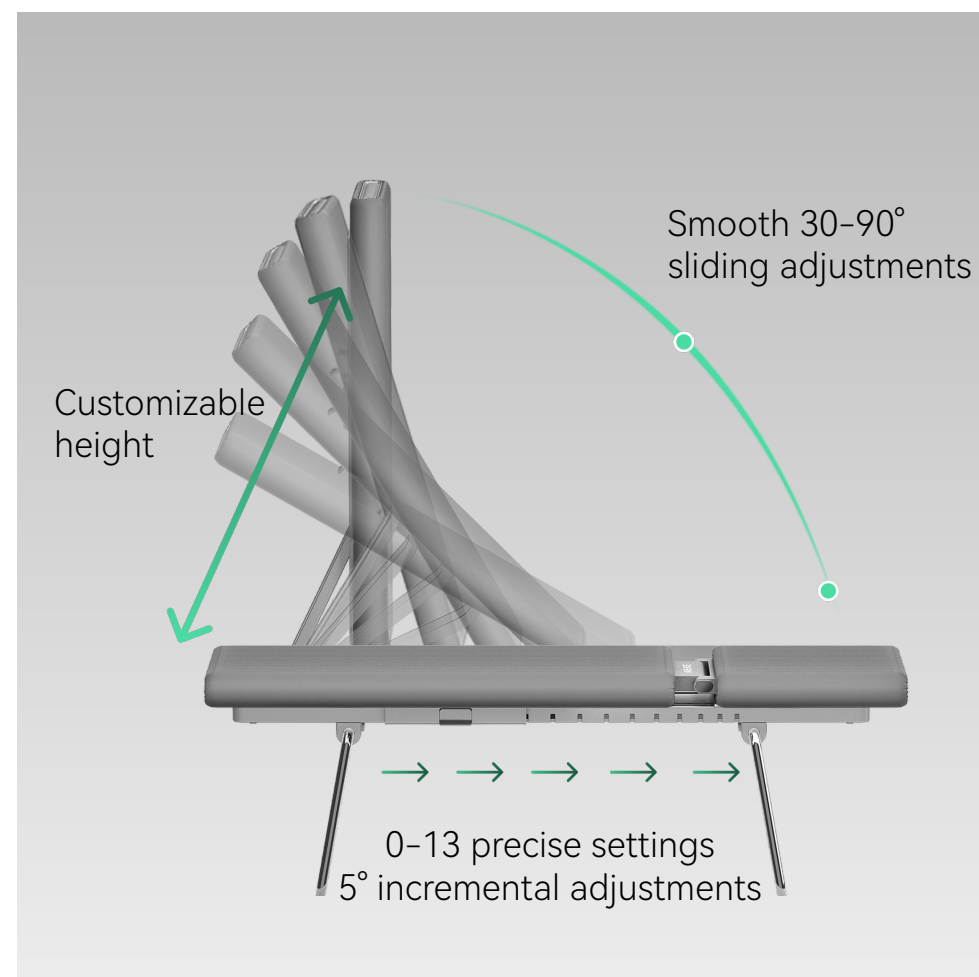
Immersive Training Experience

- 43" 4K Touchscreen & 2.1 Surround Sound



AEKE B1 SMART TRAINING BENCH

• 13-ANGLE ADJUSTMENT



Supports over 625kg for versatile training.

• COMFORT & DURABILITY



Antibacterial high-density padding with a stable frame.

• EASY STORAGE



Lightweight and foldable for any space.



BRAND ACHIEVEMENTS



AWARDS

Red Dot Award, IDA Design Award, International CMF Design Award.



MISSION

Make professional training accessible anytime, anywhere.



VISION

Lead the future of health and fitness technology.

AEKE K1: Your AI-Powered Home Gym and Personal Trainer

by AEKE

140+ classes | Real-time form correction | Personalized workouts | Progress tracking | No installation | Sleek Design

Product Design Albany, NY

This project was successfully funded on 16 Jan 2025.

\$1,420,168 pledged of \$48,000 635 backers 0 secs to go

CROWDFUNDING SUCCESS

Raised over \$1.4M on Kickstarter, with products delivered and loved worldwide.



AVAILABLE ON

AEKE official website and Amazon.



COLLABORATION OPTIONS

OPTION 1 PAID SPONSORSHIP

- We're happy to review your standard rates for sponsored content.
- The AEKE K1 + B1 (valued at \$4,000+) will be provided for hands-on use during the campaign.

**Product return may be required after the collaboration (we cover return shipping).*

OPTION 2 PRODUCT-FOR-CONTENT EXCHANGE

- Receive the AEKE K1 + B1 completely free in exchange for content.
- The product is yours to keep — no return required.

ADDITIONAL PERKS (APPLICABLE TO BOTH OPTIONS)

- **8% Commission** on referred sales via your personal affiliate link
- **Exclusive Discount Code** to share with your audience and boost engagement

CONTENT CREATION REQUIREMENTS



REELS VIDEO

DURATION: 30-60 SECONDS.

SUGGESTED CONTENT (TAILOR TO YOUR STYLE)

- Showcase a workout snippet with free courses and AI form correction (fitness KOLs).
- Highlight unboxing, folding, or home integration (lifestyle KOLs).
- Demo AI features or touchscreen experience (tech KOLs).
- Emphasize "AI-generated fitness plan," "No subscription," "Foldable design," and "Precise AI feedback."
- Mention "AEKE K1 SMART HOME GYM" within the first 10 seconds or naturally in the video.

POSTING REQUIREMENTS



Platform: IG & TikTok

Tag Brand: @aeke_fitness.

Recommended Hashtags: #AEKE, #Fitness, #SmartHomeGym, #AEKEK1, #AI.

Co-Creation:

- Please publish the Reel as a **Co-Creation Post** with @aeke_fitness.
- You may initiate the co-author tag when uploading the post. (We will accept the request once submitted.)

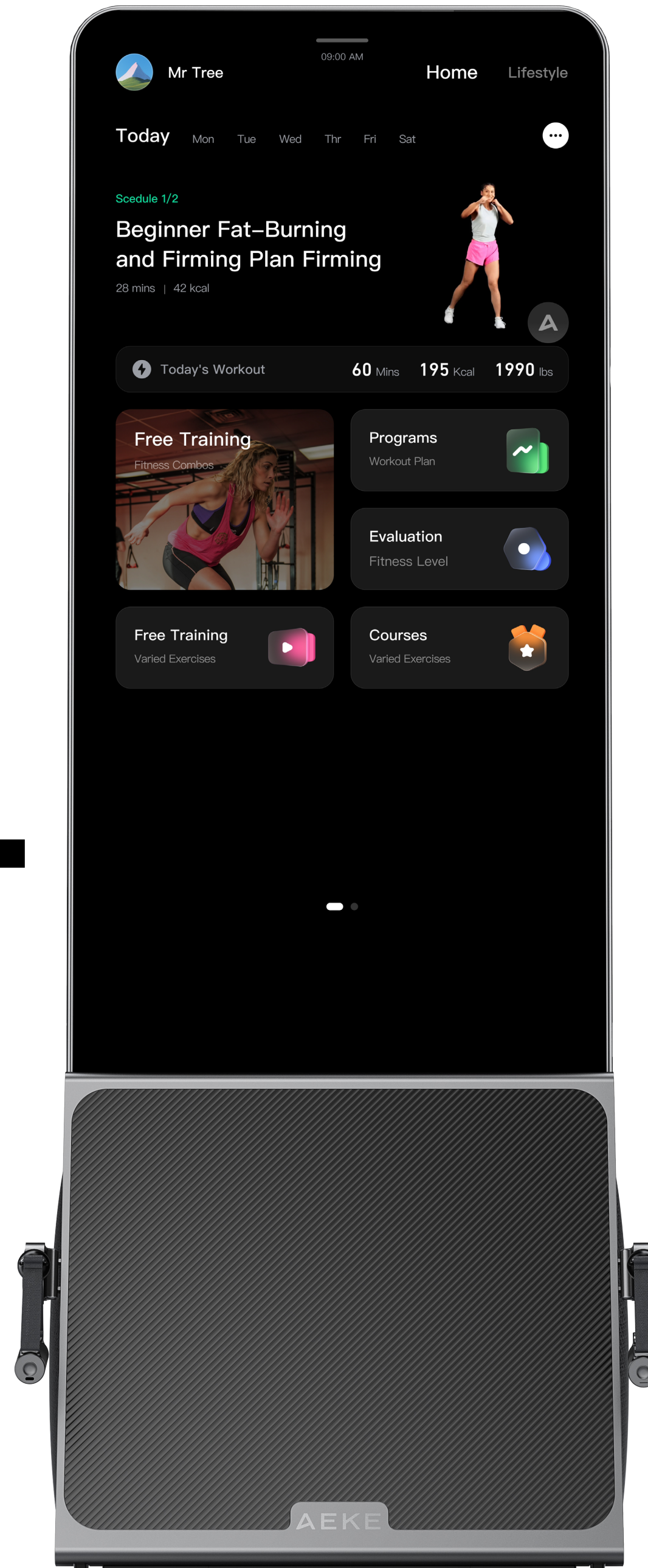
Caption: Include

- **AEKE website link** (link in bio).
- Your exclusive **discount code**.
- Call to Action: "Visit AEKE's website and use my code for an exclusive discount!"

Delivery Timeline:

- Content to be delivered **within 7 days** of receiving the product

KEY CHECKLIST



- Highlight permanently free courses (**no subscription**).
- Show how the AI coach improves workouts with **real-time feedback**.
- Demo different training modes and accessories.
- Showcase space-saving and easy-storage features.
- Clearly display the AEKE logo and product.
- Keep feedback authentic and neutral (contact AEKE for major issues).
- Video Title: Include **“AEKE K1 Smart Home Gym”** (if applicable, e.g., in caption).
- Submit video for AEKE review before posting (one revision allowed).
- Share viewership data for 7 and 30 days post-release.



FILMING TIPS

Scene

Home living room, fitness corner, or everyday space to show real-life use.

Attire

Fitted athletic wear to highlight movements and aid AI recognition.

Technical

Shoot in HD with stable, bright footage; avoid reflections.

Content

Include unboxing, workout demo, and AI feedback in action.

Audio

Clear voiceover or narration; avoid background noise or overpowering music.