



● PRESS KIT FOR MARROW FITNESS LLC

Marrow Fitness LLC. *Press kit, brand assets, and direct contact.*

Marrow is software infrastructure for fitness coaches who refuse to compromise. We do not score form with AI. We do not cap rosters to force tier upsells. We do not generate meal plans. The founder cohort opens 2026-06-01.

Download all assets

Send a press inquiry



THE FOUNDER

Edwin Grant. Founder of Marrow Fitness LLC.

Short bio. One line.

Edwin Grant, founder of Marrow Fitness LLC.

Medium bio. Three sentences.

Edwin Grant is the founder of Marrow Fitness LLC, a Florida company building software infrastructure for fitness coaches who refuse to compromise. He is building Marrow as the platform he wished existed when he was coaching hybrid athletes from a stack of disconnected tools. The founder cohort opens 2026-06-01.

Long bio. One paragraph.

Edwin Grant coached strength and conditioning athletes for six years before building Marrow. The existing platforms told him about workouts and never about athletes, billed him per seat as his roster grew, and rolled out AI form scoring as a marketing line. He started Marrow Fitness LLC to build the tool he kept reaching for and never found. The product runs on three uncompromising rules. No AI form scoring, because the coach drives every annotation. No prescribed meal plans, because macro ranges and principles outperform brittle templates. No roster caps, because revenue alignment beats a tier upsell trap. Marrow is the deepest layer of strength.


BRAND IDENTITY


The Marrow brand system.


Reuse the locked tokens. No off brand palette, no recolored marks, no stretched lockups.


COLOR PALETTE

Four locked tokens. No additions, no off brand variants.

 0xblood #6B0F1A

 Bone white #FBF8F2

 Bone cream #EFE9DC

 BBlack #0A0908

TYPOGRAPHY

Switzer Extrabold for display headlines. Inter (300, 400, 500, 600, 700, 800) for body. Cormorant Garamond italic for editorial accents. JetBrains Mono for eyebrows, labels, and numerals.

LOGO DO

– Use the bone white mark on dark surfaces.

LOGO DO NOT

- Do not stretch, squish, or rotate the mark.
- Do not recolor the mark or apply gradients.

- Use the black mark on bone white or bone cream surfaces.
- Preserve clear space of at least the mark height on every side.
- Scale proportionally. SVG is the default delivery format.

- Do not add drop shadows, glows, or other effects.
- Do not place the mark on busy photographic backgrounds without a flat plate.

DOWNLOADABLE ASSETS

Full package: [marrow-press-kit-2026-05.zip](#). Individual files: [logo SVG](#), [dark mark SVG](#), [light mark SVG](#), [wordmark SVG](#), [brand guidelines](#).

COMPANY FACTS

The fact sheet.

For the sidebar of your piece, the analyst pack, or the reporter's verification step.

LEGAL ENTITY	Marrow Fitness LLC.
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JURISDICTION	Florida.
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SUNBIZ DOCUMENT NUMBER	L26000257175.
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EFFECTIVE DATE	2026-05-06.
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HEADQUARTERS	Miami Beach, Florida.
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FOUNDER	Edwin Grant.
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FOUNDING STORY

Why Marrow exists.

Most coaching platforms scale poorly past thirty athletes. They charge per seat as the roster grows, fragment the workflow across half a dozen tools, and lean on novelty features instead of fixing the boring parts of running a coaching business.

The name comes from the metaphor. Marrow is the deepest layer of strength. Bone is the structure, marrow is what produces the cells that carry the work. The product is the layer underneath the coaching practice. Quiet, load bearing, the part nobody sees that lets the visible work hold up.

What makes Marrow different is the three uncompromising rules. No AI form scoring, because the coach drives every annotation. No prescribed meal plans, because macro ranges and principles outperform brittle templates. No roster caps, because the platform makes more money when the coach does, not when the coach hits a seat ceiling.

The math is the moat. Marrow charges a flat platform rate plus a five percent revenue share on athlete subscriptions. When the coach roster compounds, both sides win. When a competitor is cheaper for a given roster size, we say so on the public comparison page. The pricing is durable because it is aligned, not because it is hidden.

What Marrow is not.

Five lines that draw the boundary. Everything we ship has to clear them.

Not another Trainerize clone.

Not a habit tracker.

Not an AI replacement for a coach's eye.

Not a roster cap upsell trap.

Not a meal plan generator.

QUOTABLE LINES

From Edwin Grant.

Pull directly. Voice clean, no edits required.

“

We do not score form with AI. The coach drives every annotation.

“

We do not cap your roster to force you onto a higher tier.

EDWIN GRANT, FOUNDER, MARROW FITNESS
LLC.

EDWIN GRANT, FOUNDER, MARROW FITNESS
LLC.

“

*If TrainHeroic is cheaper for you, we will
tell you that. The math is the moat.*

EDWIN GRANT, FOUNDER, MARROW FITNESS
LLC.

“

Marrow is the deepest layer of strength.

EDWIN GRANT, FOUNDER, MARROW FITNESS
LLC.

PRESS INQUIRIES

Send the team a note.

For interview requests, fact checks, embargoed briefings, or asset requests. We will
reply as soon as we can.

YOUR NAME *

OUTLET OR PUBLICATION

EMAIL *

INQUIRY SUBJECT

MESSAGE *

Send inquiry

Prefer email? Write directly to press@marrowfitness.com.

MORE CONTEXT

FOUNDER

Founder story.

Edwin path from coaching hybrid athletes to building Marrow.

COMPARE

Side by side.

How Marrow compares to existing coaching platforms.

ROADMAP

Public roadmap.

What is shipping next and the cadence behind it.

MARROW FITNESS LLC. MIAMI BEACH, FL.

[FOUNDER](#) [COMPARE](#) [ROADMAP](#) [PRIVACY](#) [TERMS](#) [MARROWFITNESS.COM](#)